

WORKPLACE PRIZM[®] PREMIER DISTRIBUTIONS RELEASE NOTES

DATA VINTAGE

2022

BASE LEVEL GEOGRAPHY

Block group

UPDATE FREQUENCY

Annually

VARIABLES

Segments 68

Social Groups 14

Lifestage Groups 11

To view the complete list of variables please visit:

environicsanalytics.com/en-us/variables

WHAT IT IS

Workplace PRIZM[®] Premier developed by Environics Analytics provides a detailed snapshot of the working population during business hours. The segmentation system is useful for marketers, real estate planners and executives to understand where their best customers work. Workplace PRIZM Premier covers private sector workers, public sector workers, 9-to-5 workers as well as swing shift and night shift workers. It estimates the working population for all 68 Claritas PRIZM[®] Premier segments. It uses commuting data from the U.S. Census Bureau to allocate the working population of each PRIZM Premier segment from their home locations to their work locations.

Use Workplace PRIZM Premier to find new store locations or for advertising strategies designed to reach PRIZM Premier target groups during working hours. For example, a successful retailer with suburban locations can expand to urban locations by using Workplace PRIZM Premier to understand where their best customers work.

METHODOLOGY

Workplace PRIZM Premier is built by scaling the residence-based census tract-level PRIZM Premier distributions by the household demographic profile variables: full-time employed, part-time employed and self-employed. Once these scaled distributions are created, we use the U.S. Census commuting patterns database to proportionally allocate the distributions from their home location to their work locations. The proportion of PRIZM Premier segments at each corresponding workplace census tract are then applied to the block group-level total employee counts found in our EmploymentProfiles database.

HOW IT'S USED



To find new retail locations based on where PRIZM Premier target groups are present during working hours.



To create new target groups based on the working population segments of any trade area.



To develop advertising strategies to reach PRIZM Premier Target groups during working hours.

SAMPLE QUESTIONS IT CAN ANSWER

- Which Workplace PRIZM Premier segments are found within my trade area?
- Where do my PRIZM Premier target groups work?
- How are my customers different during working hours and on weekends?
- Where can I find trade areas with my best segments during working hours?

FOR DIRECT DATA DELIVERIES

Standard data are delivered in comma-separated values (.csv) format. For a detailed list of variables, consult the metadata file included with your data delivery.