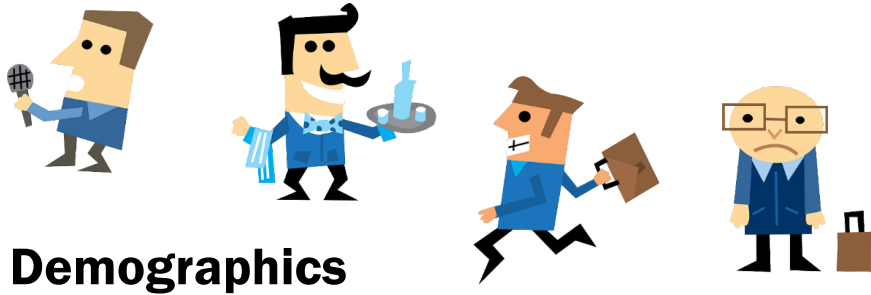


# Identifying Segments

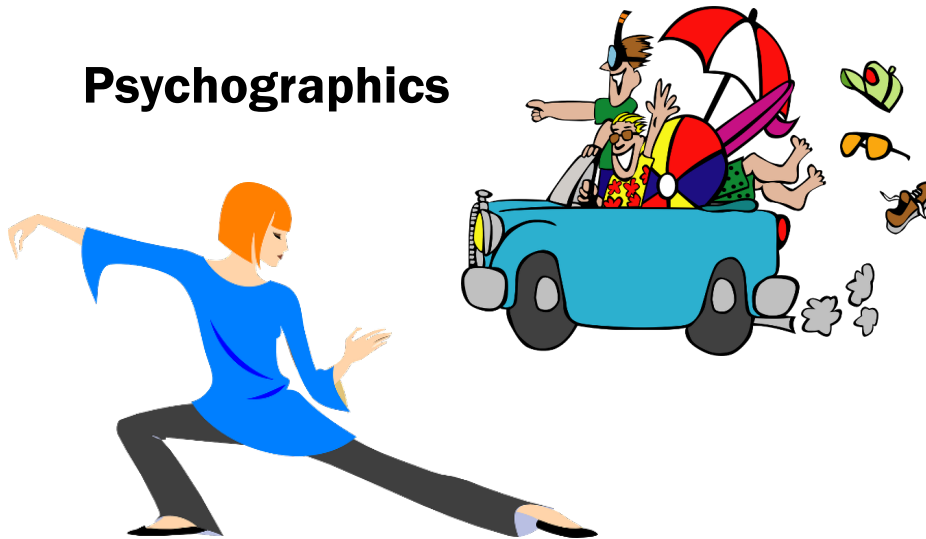
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# Identifying Segments: Possible Bases for Segmenting Consumers and Customers

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**Purchase Behavior  
and Product Use**



**Desired  
Benefits/Needs**

# Multi-Attribute Segmentation

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- The PRIZM® Methodology: Neighborhood Lifestyle Segmentation
  - “Birds of a feather flock together”
  - “People with similar cultural backgrounds, needs, and perspectives naturally . . . chose to live in neighborhoods that offer affordable advantages and compatible lifestyles.”
  - “These neighborhoods can be grouped into ‘clusters’ that exhibit similar demographic and behavioral characteristics. These neighborhood clusters can then be used to identify and locate marketing targets.”
- <http://tiny.cc/ClaritasPrizm>



# PRIZM® by Claritas

