

SL360
Data Marketing in the Cloud

Portrait Report



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Overview

Personix Lifestage Analysis For Sample XYZ

Personix is a household-level consumer segmentation system created from the actionable marketing universe found in SL360's InfoBase and designed to segment all U.S. households according to the consumers' different stage of life and their associated consumer behaviors. The life stages range from young adults just starting out after school to people well into retirement age. There are 70 unique Personix segments which are rolled up into 21 life stage groups.

The intent of this analysis for SL360 Testers is to utilize Personix to assist in gaining a better understanding of the Personix cluster distributions and how Personix can be utilized for strategic planning and tactical marketing applications.

The following populations for this Personix project are: Client Records and a general national population.

Personix Portrait Reports and How to Read Them

To meet the project objectives, standard Personix Portrait report(s) were run for the population(s) being analyzed. This report shows the Personix distributions of the specific population and a base reference population to develop a comparison. The Portrait report details which of the population's Personix clusters are more likely and less likely to contain households similar to the base reference population.

Group (Column 1) - Represents the cluster group that each Personix Code falls into.

(Column 2) - Lists the Personix Code that is being described for that row of data.

Base (Column 3) - Shows the number of households in each Personix Cluster of the comparison (base) population. In this situation, the base population is U.S. households.

Size (Column 4) - Shows the percent distribution of households in a particular Personix Cluster relative to the entire U.S. population.

Customers (Column 5) - Shows the number of XYZ households that are in a given Personix Cluster.

Size (Column 6) - Shows the percentage of the XYZ file that falls within a given cluster.

%Pen (Column 7) - This is the percentage of cluster penetration. $Penetration = \frac{\text{Number of XYZ households}}{\text{Number of Base Population Households}}$.

Index (Column 8) - Shows an index for the two populations. This is basically a comparison of two population ratios. The percent distribution of households in a particular Personix Cluster relative to the entire U.S. population.

$Index = \left[\frac{\text{Percentage of Customer in cluster}}{\text{Percentage of U.S. Households in cluster}} \right] * 100$

All other columns contain high level descriptions of each life stage dimension for the cluster (age, income, marital status, etc.)

Interpreting Index Scores

Indexes > 120 are generally considered to show significant "over representation" of a cluster in a sample population.

It illustrates a possible strength or something unique about the sample being investigated. 80 < Indexes < 100 are generally considered to show significant "under representation" of a cluster in a sample population. It illustrates a possible weakness for an organization or indicates what portions of the marketplace is not as receptive to your corporate initiatives.

Client Records Vs. National Reference (This report compares a portrait population to a base for comparison)

		Base Population		Portrait Population					
Grp	#	Base	Size	Customers	Size	% Pen	Index	Nickname	
18M	50	2,974,300	2.06%	57,453	5.89%	193.16%	285	Rural Community	
16M	15	1,760,400	1.22%	33,543	3.44%	190.54%	282	Country Ways	
08X	19	2,646,200	1.83%	39,964	4.09%	151.02%	223	Country Comfort	
21S	49	2,049,500	1.42%	28,337	2.90%	138.26%	204	Home & Garden	
03X	34	1,077,600	0.75%	13,799	1.41%	128.05%	189	Outward Bound	
11B	7	3,712,800	2.57%	46,547	4.77%	125.37%	185	Active Lifestyles	
19M	9	2,651,700	1.84%	32,807	3.36%	123.72%	183	Busy Schedules	
18M	40	1,288,300	0.89%	15,861	1.62%	123.12%	182	Great Outdoors	
20S	25	2,541,000	1.76%	30,446	3.12%	119.82%	177	Clubs & Causes	
20S	28	2,489,000	1.73%	29,689	3.04%	119.28%	176	Community Pillars	
16M	23	1,550,700	1.08%	18,030	1.85%	116.27%	172	Good Neighbors	
19M	5	3,895,500	2.70%	41,418	4.24%	106.32%	157	Active & Involved	
02Y	18	466,500	0.32%	4,465	0.46%	95.71%	141	Climbing the Ladder	
Top 20		29,103,500	20.18%	392,359	40.19%	134.82%	199		
11B	4	3,659,200	2.54%	34,881	3.57%	95.32%	141	Top Professionals	
14B	16	900,300	0.62%	8,261	0.85%	91.76%	136	Country Enthusiasts	
13B	48	1,917,800	1.33%	17,558	1.80%	91.55%	135	Farm & Home	
08X	12	1,008,400	0.70%	9,043	0.93%	89.68%	133	On the Go	
19M	8	2,363,600	1.64%	20,557	2.11%	86.97%	129	Solid Surroundings	
15M	2	3,892,200	2.70%	33,350	3.42%	85.68%	127	Established Elite	
11B	1	3,859,500	2.68%	32,925	3.37%	85.31%	126	Summit Estates	
07X	20	730,700	0.51%	6,177	0.63%	84.54%	125	Carving Out Time	
12B	17	4,952,800	3.43%	41,804	4.28%	84.40%	125	Firmly Established	
15M	3	3,062,500	2.12%	25,826	2.65%	84.33%	125	Corporate Connected	
14B	31	906,100	0.63%	7,611	0.78%	84.00%	124	Mid-Americana	
14B	22	1,054,300	0.73%	8,724	0.89%	82.75%	122	Comfortable Cornerstones	
20S	36	5,099,900	3.54%	41,060	4.21%	80.51%	119	Persistent & Productive	
21S	51	1,385,000	0.96%	10,872	1.11%	78.50%	116	Role Models	
08X	11	1,041,900	0.72%	8,167	0.84%	78.39%	116	Schools & Shopping	
18M	54	1,043,100	0.72%	7,077	0.72%	67.85%	100	Work & Outdoors	
21S	64	2,522,900	1.75%	15,791	1.62%	62.59%	92	Practical & Careful	
08X	27	1,796,500	1.25%	11,086	1.14%	61.71%	91	Tenured Proprietors	
21S	66	1,828,000	1.27%	10,986	1.13%	60.10%	89	Helping Hands	
10B	47	2,075,700	1.44%	12,468	1.28%	60.07%	89	Rural Parents	
03X	41	799,700	0.55%	4,632	0.47%	57.92%	86	Rural Adventure	
17M	55	1,706,700	1.18%	9,819	1.01%	57.53%	85	Community Life	
03X	46	1,079,400	0.75%	5,993	0.61%	55.52%	82	Rural & Active	
07X	6	2,289,300	1.59%	12,356	1.27%	53.97%	80	Casual Comfort	
16M	14	2,319,400	1.61%	11,769	1.21%	50.74%	75	Career Centered	
02Y	30	428,700	0.30%	2,093	0.21%	48.82%	72	Out & About	
13B	38	2,845,900	1.97%	13,702	1.40%	48.15%	71	Occupational Mix	
07X	10	793,900	0.55%	3,796	0.39%	47.81%	71	Careers & Travel	
02Y	21	1,374,200	0.95%	6,490	0.66%	47.23%	70	Children First	
05X	37	1,806,100	1.25%	8,511	0.87%	47.12%	70	Firm Foundations	
17M	44	1,296,800	0.90%	6,050	0.62%	46.65%	69	Open Houses	
09B	35	665,200	0.46%	2,999	0.31%	45.08%	67	Working & Active	
12B	13	4,966,200	3.44%	21,732	2.23%	43.76%	65	Work & Play	
10B	60	2,145,100	1.49%	9,156	0.94%	42.68%	63	Rural & Mobile	
17M	43	1,128,000	0.78%	4,356	0.45%	38.62%	57	Work & Causes	
07X	26	2,850,600	1.98%	10,237	1.05%	35.91%	53	Getting Established	
21S	65	1,867,700	1.29%	6,252	0.64%	33.47%	49	Hobbies & Shopping	
07X	10	793,900	0.55%	3,796	0.39%	47.81%	71	Careers & Travel	
21S	65	1,867,700	1.29%	6,252	0.64%	33.47%	49	Hobbies & Shopping	
09B	56	653,700	0.45%	2,128	0.22%	32.55%	48	Metro Active	
04X	42	1,180,200	0.82%	3,745	0.38%	31.73%	47	Creative Variety	
01Y	58	1,480,500	1.03%	4,251	0.44%	28.71%	42	Outdoor Fervor	
02Y	24	3,682,100	2.55%	10,285	1.05%	27.93%	41	Career Building	
10B	53	4,011,400	2.78%	10,614	1.09%	26.46%	39	Metro Strivers	
14B	33	4,242,100	2.94%	9,715	1.00%	22.90%	34	Urban Diversity	
17M	68	614,600	0.43%	1,391	0.14%	22.63%	33	Staying Healthy	
01Y	45	1,371,600	0.95%	2,883	0.30%	21.02%	31	Offices & Entertainment	
04X	52	1,800,600	1.25%	3,747	0.38%	20.81%	31	Stylish & Striving	
14B	32	776,600	0.54%	1,509	0.15%	19.43%	29	Metro Mix	
01Y	39	1,553,500	1.08%	2,998	0.31%	19.30%	29	Setting Goals	
06X	69	641,700	0.44%	1,141	0.12%	17.78%	26	Productive Havens	
04X	59	2,115,100	1.47%	3,680	0.38%	17.40%	26	Mobile Mixers	
17M	63	3,672,300	2.55%	5,684	0.58%	15.48%	23	Staying Home	
09B	29	996,700	0.69%	1,475	0.15%	14.80%	22	City Mixers	
05X	62	3,202,300	2.22%	4,702	0.48%	14.68%	22	Movies & Sports	
01Y	57	2,678,700	1.86%	3,881	0.40%	14.49%	21	Collegiate Crowd	
01Y	67	1,898,000	1.32%	2,608	0.27%	13.74%	20	First Steps	
06X	70	1,093,200	0.76%	1,385	0.14%	12.67%	19	Favorably Frugal	
06X	61	2,013,000	1.40%	1,813	0.19%	9.01%	13	City Life	
Total		144,244,700	100.00%	976,161	100.00%	67.67%	100		

Age	Marital Status	Ownership	Children	Income	Urbanicity	Networth
66+	Married	Owner	No Kids	\$35,000 - \$59,999	Rural	\$10K-\$500K
46-65	Married	Owner	No Kids	\$75,000 - \$119,999	Rural	\$50K-\$500K
36-65	Married	Owner	Kids; Age Mix	\$60,000 - \$74,999	Rural	\$25K-\$1MM
76+	Married	Owner	No Kids	\$25,000 - \$34,999	City & Surrounds	\$10K-\$500K
30-45	Married	Owner	No Kids	\$35,000 - \$59,999	Rural	\$10K-\$500K
36-65	Married	Owner	School-age Kids	\$120,000 +	Suburbs & Towns	\$100K-\$1MM
66+	Married/Single	Owner	No Kids	\$60,000 - \$74,999	City & Surrounds	\$500K-\$2MM
46-65	Married	Owner	No Kids	\$25,000 - \$34,999	Rural	<\$500K
66-75	Married/Single	Owner	No Kids	\$60,000 - \$74,999	Suburbs & Towns	\$50K-\$500K
76+	Married/Single	Owner	No Kids	\$60,000 - \$74,999	City & Surrounds	\$50K-\$500K
56-65	Married	Owner	No Kids	\$60,000 - \$74,999	Suburbs & Towns	\$50K-\$500K
46-75	Married/Single	Owner	No Kids	\$120,000 +	City & Surrounds	\$100K-\$1MM
30-35	Married	Owner	No Kids	\$60,000 - \$74,999	Suburbs & Towns	\$50K-\$1MM
36-65	Married/Single	Owner	Kids; Age Mix	\$120,000 +	Suburbs & Towns	\$1MM-\$2MM
36-65	Single	Owner	No Kids	\$60,000 - \$74,999	Rural	\$25K-\$500K
36-65	Married	Owner	Kids; Age Mix	\$25,000 - \$34,999	Rural	<\$250K
30-45	Married	Owner	Toddlers/Preschool	\$75,000 - \$119,999	City & Surrounds	\$50K-\$1MM
36-65	Married/Single	Owner	No Kids	\$60,000 - \$74,999	Suburbs & Towns	\$500K-\$2MM
46+	Married/Single	Owner	No Kids	\$120,000 +	Suburbs & Towns	\$2MM+
36-65	Married	Owner	Kids; Age Mix	\$120,000 +	Suburbs & Towns	\$2MM+
36-45	Married	Owner	No Kids	\$60,000 - \$74,999	Suburbs & Towns	\$50K-\$500K
46-65	Married	Owner	School-age Kids	\$60,000 - \$74,999	City & Surrounds	\$50K-\$1MM
36-75	Married/Single	Owner	No Kids	\$120,000 +	City & Surrounds	\$1MM-\$2MM
46-65	Married	Owner	No Kids	\$35,000 - \$59,999	Suburbs & Towns	\$10K-\$1MM
46-55	Married	Owner	No Kids	\$60,000 - \$74,999	Suburbs & Towns	\$50K-\$500K
66+	Married/Single	Owner	Kids; Age Mix	\$35,000 - \$59,999	City & Surrounds	<\$1MM
66-75	Married/Single	Owner	No Kids	\$25,000 - \$34,999	Suburbs & Towns	\$10K-\$500K
30-45	Married	Owner	Kids; Age Mix	\$75,000 - \$119,999	City & Surrounds	\$100K-\$1MM
46-65	Single	Owner	No Kids	\$25,000 - \$34,999	Rural	<\$250K
66+	Single	Renter/Owner	No Kids	\$15,000 - \$24,999	Rural	<\$50K
30-45	Married	Owner	Kids; Age Mix	\$60,000 - \$74,999	City & Surrounds	\$25K-\$500K
76+	Single/Married	Owner	No Kids	< \$15,000	Downtown Metro	<\$250K
30-65	Single	Owner/Renter	Kids; Age Mix	\$35,000 - \$59,999	Rural	<\$250K
30-45	Single/Married	Owner/Renter	No Kids	\$35,000 - \$59,999	Rural	<\$250K
46-65	Married	Owner	No Kids	\$15,000 - \$24,999	Suburbs & Towns	<\$250K
30-45	Married	Owner	No Kids	\$25,000 - \$34,999	City & Surrounds	\$5K-\$500K
24-45	Married/Single	Owner	No Kids	\$120,000 +	City & Surrounds	\$50K-\$1MM
46-65	Single	Owner	No Kids	\$75,000 - \$119,999	City & Surrounds	\$50K-\$500K
18-29	Married	Owner	No Kids	\$35,000 - \$59,999	City & Surrounds	\$10K-\$500K
46-65	Married	Owner	School-age Kids	\$25,000 - \$34,999	City & Surrounds	<\$500K
30-45	Single	Owner	No Kids	\$75,000 - \$119,999	Suburbs & Towns	\$50K-\$1MM
18-29	Married/Single	Owner/Renter	Kids; Age Mix	\$60,000 - \$74,999	Suburbs & Towns	\$10K-\$1MM
30-45	Married	Owner	Kids; Age Mix	\$35,000 - \$59,999	City & Surrounds	\$5K-\$500K
56-65	Single	Owner	No Kids	\$25,000 - \$34,999	City & Surrounds	\$5K-\$250K
36-45	Single	Owner	No Kids	\$35,000 - \$59,999	City & Surrounds	\$10K-\$500K
36-65	Single	Owner	Kids; Age Mix	\$75,000 - \$119,999	City & Surrounds	\$25K-\$1MM
30-65	Single	Renter	No Kids	\$25,000 - \$34,999	Rural	<\$10K
46-55	Single	Owner	No Kids	\$25,000 - \$34,999	City & Surrounds	\$5K-\$250K
30-45	Single	Renter/Owner	No Kids	\$60,000 - \$74,999	City & Surrounds	<\$1MM
66-75	Single	Owner/Renter	No Kids	< \$15,000	Suburbs & Towns	<\$100K
30-45	Single	Owner	No Kids	\$15,000 - \$24,999	City & Surrounds	<\$250K
24-35	Single	Owner	No Kids	\$25,000 - \$34,999	City & Surrounds	\$5K-\$250K
18-29	Single	Renter	No Kids	\$15,000 - \$24,999	Rural	<\$25K
18-35	Single	Renter	No Kids	\$120,000 +	City & Surrounds	<\$500K
36-65	Single	Owner	School-age Kids	\$25,000 - \$34,999	City & Surrounds	<\$250K
46-75	Single	Renter	No Kids	\$75,000 - \$119,999	Downtown Metro	<\$500K
46-65	Single	Owner	No Kids	< \$15,000	City & Surrounds	<\$50K
24-29	Single	Renter	No Kids	\$25,000 - \$34,999	City & Surrounds	<\$10K
36-45	Single	Renter	No Kids	\$25,000 - \$34,999	City & Surrounds	<\$10K
46-75	Married/Single	Owner	No Kids	\$35,000 - \$59,999	Downtown Metro	\$10K-\$1MM
18-29	Single/Married	Renter/Owner	Kids; Age Mix	\$15,000 - \$24,999	City & Surrounds	<\$500K
24-45	Single	Owner	No Kids	< \$15,000	City & Surrounds	<\$50K
30-35	Single	Renter	No Kids	\$15,000 - \$24,999	City & Surrounds	<\$5K
46-65	Single	Renter	No Kids	\$15,000 - \$24,999	Downtown Metro	<\$5K
30-55	Single	Renter/Owner	No Kids	\$60,000 - \$74,999	Downtown Metro	<\$1MM
30-55	Single/Married	Renter	Kids; Age Mix	\$15,000 - \$24,999	City & Surrounds	<\$10K
18-23	Single	Renter	No Kids	\$25,000 - \$34,999	Suburbs & Towns	<\$10K
24-29	Single	Renter	No Kids	< \$15,000	City & Surrounds	<\$5K
36-45	Single	Renter	No Kids	< \$15,000	City & Surrounds	<\$5K
18-35	Single	Renter	No Kids	\$15,000 - \$24,999	Downtown Metro	<\$25K

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