

# Comparing segments

01/31/2024 1:50 pm EST

To compare segments, click on the name of the segment, then on *Results*.

## ESI Personal Finance (Non-Custom)

Created by June 24, 2022 173,804,148  
Segment Size

[Results](#) [Settings](#)

[Compare](#)

Profile

### Segment Compare

Segment Compare takes any two segments you've created and compares their responses to a pre-defined list of several dozen key questions, organized by category. Statistically significant differences are then highlighted.

For each question in the Segment Compare list, difference of proportions tests are calculated for all answer choices. Results are then screened using the Benjamini-Hochberg false detection rate procedure. Lastly, the remaining statistically significant results are filtered to exceed a preset log odds ratio to ensure a minimum level of statistical meaningfulness.

Choose another segment and click *Add to Comparison*. You may add multiple segments.

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Selected Segments: US HHI \$150K+

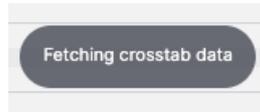
Sort by: Newest first

SEGMENT NAME	RESPONSE INFO
US HHI \$150K+	May 22, 2023 <span>— Remove from Comparison</span>
Thrivent Financial Segment	April 26, 2023 <span>+ Add to Comparison</span>
BIPOC Women 18 - 34	February 25, 2023 <span>+ Add to Comparison</span>
ESI New Home (Non-Custom)	June 24, 2022 <span>+ Add to Comparison</span>
ESI Major Purchases (Non-Custom)	June 24, 2022 <span>+ Add to Comparison</span>
ESI US Economy (Non-Custom)	June 24, 2022 <span>+ Add to Comparison</span>
ESI New Job (Non-Custom)	June 24, 2022 <span>+ Add to Comparison</span>

 Run Comparison!

When you've added all the desired segments, click on the *Run Comparison* button on the lower right side of the page.

Give the system a moment (maybe more than one if you've added multiple segments). You'll see this briefly.



You will soon see your results. Note the *Save as Crosstab* button, which allows you to save your results.

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[← Add More Segments](#)

[Save as Crosstab](#)

Row %  Col %  % from Expected

	<b>ESI Personal Finance (Non-Custom)</b> All respondents in segment ESI Personal Finance (Non-Custom) in my account weighted according to census	<b>US HHI \$150K+</b> All respondents in segment US HHI \$150K+ in my account weighted according to census
<b>Please indicate your gender</b> All respondents in my account weighted according to census	<b>Row Total</b>	<b>Row Total</b>
<b>Male</b> Row % Column %	310,599 49%	0 0%
<b>Female</b> Row % Column %	323,276 51%	0 0%
<b>Column Total</b> Row %	633,875	0
<b>633,875 Responses.</b> Significance: $X^2_{(df=1)}=633875.000$ , $p<0.001$ , Very High Strength of Association (T=1.000)		Significance cannot be reliably calculated due to low expected frequencies in cells.
<b>To what broad age group do you belong?</b>	<b>Row Total</b>	<b>Row Total</b>