Why would you create a segment?

It's one thing to know how to create a segment. You may have wondered why you would do that, though.

Segments allow us to focus on better understanding how a certain group of people makes decisions. What are their behaviors or preferences? How do they compare to a second group in those matters?

The InsightStore's segment feature enables us to define an age range, household income, location, and more, allowing us to zero in on the segment of interest. We can then use that segment to examine how these consumers responded to specific questions. For instance, we can determine which wireless carrier is most popular among them or where they prefer to bank. We can compare the segment to the general population to identify where they differ, or define multiple segments and compare groups of consumers to one another. Segmenting allows us to better understand consumers' preferences and needs.

Let's go through the process together. To gain a deeper understanding of adult dog owners, we would create a segment for individuals aged 18 and older who own dogs.
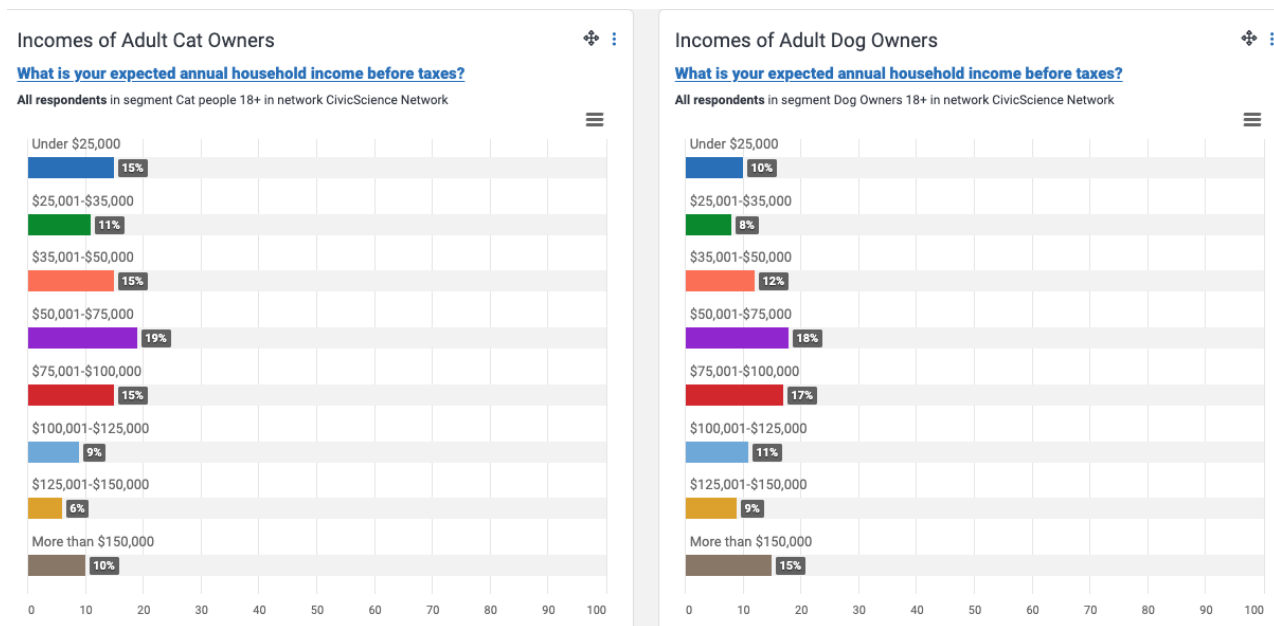

Let's use the segment compare function to see how this group differs from the general population. There are multiple areas covered in the comparison, but I want to focus on the demographic where our group differs the most: age. Our group skews older.

To what broad age group do you belong? All respondents in my account	Dog Owners 18+	Canonical - U.S. Adults
Under 18	0	0
Row %	0%	0%
Column %	0%	0%
18 - 24	1,238	76,497
Row %	100%	100%
Column %	3%	5%
25 - 29	943	69,129
Row %	100%	100%
Column %	2%	4%
30 - 34	1,229	81,574
Row %	100%	100%
Column %	3%	5%
35 - 44	3,398	185,250
Row %	100%	100%
Column %	9%	12%
45 - 54	7,444	304,655
Row %	100%	100%
Column %	19%	20%
55 - 64	11,770	417,047
Row %	100%	100%
Column %	31%	27%
65 or older	12,297	422,829
Row %	100%	100%
Column %	32%	27%

We could also use a dashboard to compare the new segment to the general population. The adult dog owners seem more likely to be married.
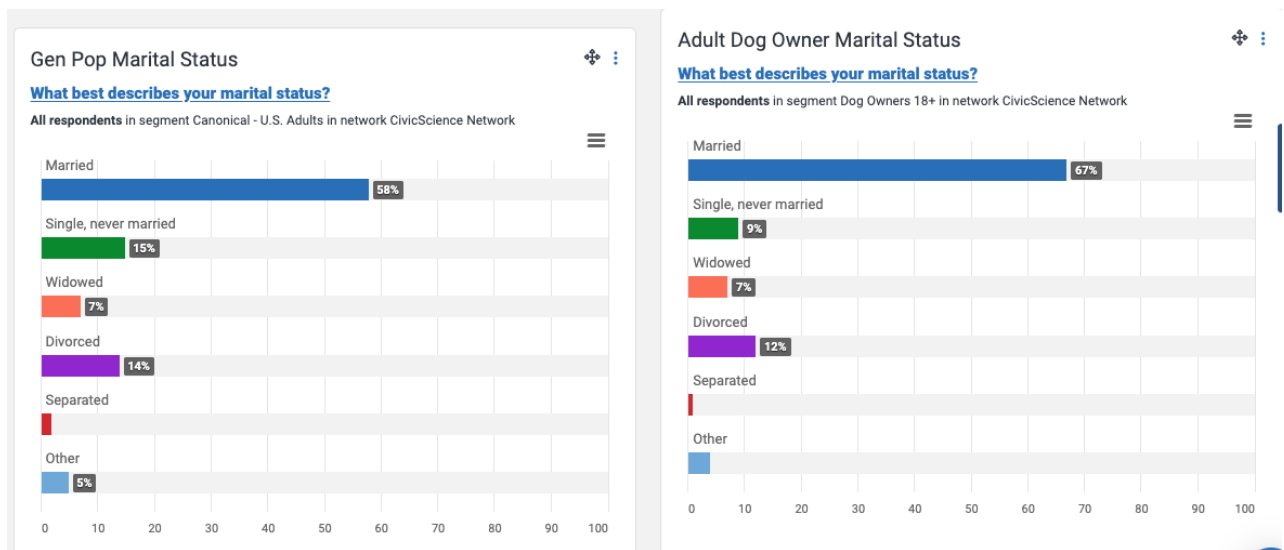
We could also compare dog owners and cat owners. That's interesting – there are more cat owners with household incomes under $25,000 and fewer with incomes more than $150,000.

Incomes of Adult Cat Owners

What is your expected annual household income before taxes?

All respondents in segment Cat people 18+ in network CivicScience Network

Income	%
Under $25,000	15%
$25,001-$35,000	11%
$35,001-$50,000	15%
$50,001-$75,000	19%
$75,001-$100,000	15%
$100,001-$125,000	9%
$125,001-$150,000	6%
More than $150,000	10%

Incomes of Adult Dog Owners

What is your expected annual household income before taxes?

All respondents in segment Dog Owners 18+ in network CivicScience Network

Income	%
Under $25,000	10%
$25,001-$35,000	8%
$35,001-$50,000	12%
$50,001-$75,000	18%
$75,001-$100,000	17%
$100,001-$125,000	11%
$125,001-$150,000	9%
More than $150,000	15%

Let's switch over to a behavioral difference and use a crosstab report to see our figures. It seems that our cat owners are less likely than dog owners or the general population to go to multiple auto dealers to comparison shop for a new vehicle.

When shopping for a car do you go to multiple dealers to compare price? All respondents in my account	Canonical - U.S. Adults All respondents in segment Canonical - U.S. Adults in my account	Dog Owners 18+ All respondents in segment Dog Owners 18+ in my account	Cat people 18+ All respondents in segment Cat people 18+ in my account
Yes, I always do	714,020	42,304	26,212
Row %	100%	100%	100%
Column %	40%	38%	34%
Yes, I sometimes do	622,028	42,191	28,662
Row %	100%	100%	100%
Column %	35%	38%	37%
No, I never do	344,089	22,694	16,802
Row %	100%	100%	100%
Column %	19%	20%	22%
I have never been shopping for a car	121,756	5,156	5,785
Row %	100%	100%	100%
Column %	7%	5%	7%
Column Total	1,801,893	112,345	77,461
Row %	100%	100%	100%

We can look at psychographic data, too. It appears that cat owners are more likely to say they're very concerned about climate change and the environment than either dog owners or the general population.

	Canonical - U.S. Adults All respondents in segment Canonical - U.S. Adults in my account	Dog Owners 18+ All respondents in segment Dog Owners 18+ in my account	Cat people 18+ All respondents in segment Cat people 18+ in my account
How concerned are you right now about climate change and the environment? All respondents in my account	**Canonical - U.S. Adults**	**Dog Owners 18+**	**Cat people 18+**
Very concerned	794,244	47,356	41,997
Row %	100%	100%	100%
Column %	38%	36%	48%
Somewhat concerned	459,872	27,193	17,846
Row %	100%	100%	100%
Column %	22%	21%	20%
A little concerned	311,234	19,408	10,307
Row %	100%	100%	100%
Column %	15%	15%	12%
Not concerned at all	524,610	35,900	17,448
Row %	100%	100%	100%
Column %	25%	28%	20%
Column Total	2,089,960	129,857	87,598
Row %	100%	100%	100%

By making different comparisons using segments, we can learn a great deal about our consumers and their preferences. It's like piecing together a puzzle, and with each comparison, the picture becomes clearer and more fascinating. Let's keep exploring and see what other discoveries await us!