

CLARITAS PRIZM[®] PREMIER METHODOLOGY 2021

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TABLE OF CONTENTS

Introduction	1
Overview.....	1
Claritas PRIZM Premier Components	1
Claritas PRIZM Premier Segment Nickname Creation.....	1
Data sources.....	2
Geodemographic Data—Census	2
American Community Survey Enhanced Data	2
Census Role in Marketing Information	3
Household-level Data	3
Geographic Characteristics and Household Behavior.....	4
Model development.....	5
Statistical Techniques	5
Data Sources	6
New Assignment Data for PRIZM Premier.....	7
Assessing the Role of Urbanicity	7
Enhanced Density Model.....	8
Refinements Replace Grid with Radii	10
Claritas Urbanicity Classes.....	10
2013 Urbanicity Update.....	11
Technical Support	11

INTRODUCTION

Claritas has remained at the forefront of segmentation development due to our willingness to adapt our data techniques to keep pace with the geodemographic data available through the U.S. Census Bureau and other sources. Improvements created by Claritas in statistical techniques, combined with new data sources and changes instituted by the Census starting in the year 2010, offered Claritas the rare opportunity to build a unique solution for consumer segmentation. The result was the new Claritas PRIZM® Premier system, which delivers a more complete picture of household consumption in today's complex marketplace.

PRIZM Premier Components

The external links of PRIZM Premier allow for company-wide integration of a single customer concept. Beyond coding customer records for consumer targeting applications, Claritas provides estimates of markets and trade areas and profile databases for behaviors ranging from leisure time preferences to shopping to eating to favorite magazines and TV shows, all of which can help craft ad messaging and media strategy. Components of the PRIZM Premier system can be grouped by the stage of customer analysis, as shown in the following table.

CUSTOMER ANALYSIS STAGE	PRIZM PREMIER® COMPONENT USED
Coding customer records	Household-level coding Geodemographic coding and/or fill in
Comparing coded customer records to trade area(s)	Current-year segment distributions Five-year segment distributions PRIZM Premier Z6 (Delivery Point Code) segment distributions
Determining segment characteristics for demographics, lifestyle, media, and other behaviors	Household Demographic Profiles Neighborhood Demographic Profiles Claritas Consumer Profiles Claritas Technology Behavior Track Profiles Claritas Energy Behavior Profiles Claritas Financial Product Profiles Claritas Insurance Product Profiles Claritas Income Producing Assets/Net Worth Profiles Claritas TV Behavior Profiles Claritas Online Behavior Profiles Custom surveys or databases

PRIZM Premier Segment Nickname Creation

PRIZM Premier segments were created using a proprietary regression model, Multivariate Divisive Partitioning (MDP), described in greater detail later in this document. From the finalized PRIZM Premier model, 68 distinct nodes were developed, which later became the PRIZM Premier segments. To describe each segment, a set of core demographics and behaviors were constructed, providing a detailed profile of purchasing and lifestyle preferences. The PRIZM Premier system development examined pre-existing segment names from the prior PRIZM version for validity, appropriateness, and comparability to the new segments. Some segments were well served by existing names from the

previous system; however, the characteristics and percent agreement for many segments were not in alignment. For those segments new nicknames needed to be created.

During the naming process, the cross references between segments and Social and Lifestage Groups were also examined. The new PRIZM® Premier segments were organized into the existing Social and Lifestage Groups, maintaining the same group names. The 14 Social Groups of PRIZM Premier are based on urbanicity and affluence, two important variables used in the creation of PRIZM Premier. Social Groups are fixed by urbanicity measures, but demographics such as income, education, and home value were used to group by affluence. While Social Groups are based on both affluence and the Claritas urbanicity measure, Lifestage Groups account for affluence and a combination of householder age and presence of children. Within three Lifestage classes, the 68 PRIZM Premier segments are divided into 11 Lifestage Groups.

Finally, the PRIZM Premier segment icons were revised and created new by an independent artist. All segments and groups were developed by Claritas using a variety of available demographic and behavioral data.

DATA SOURCES

Claritas evaluated an unprecedented number of data sources and data levels in developing Claritas PRIZM Premier, including census demographics, household information from self-reported and survey data, and household information from Claritas partners.

Geodemographic Data—Census

As with earlier systems, neighborhood statistics were an important part of the PRIZM® Premier analysis. The first critical source for the data was Census 2010. All information for the 2010 Census was derived either from questions asked of the entire population or from questions asked of only a sample of the population. Supplementary Census data, which was previously gathered using the Census “Long Form” is now delivered through the “American Community Survey (ACS)”.

American Community Survey Enhanced Data

With the ACS now providing annual data down to the block group level, the Claritas update no longer makes use of data from the census long form (SF3). In particular, the transition of the ratio-adjusted data items to an ACS base has been completed. These items formerly reflected static block group level decennial census data ratio-adjusted to current year base counts. Now these items benefit from annual ACS estimates with controls at county level – thus giving them an important element of update.

For block groups where the ACS sample is small (and ACS data is at risk of substantial error), Claritas produces enhanced distributions. The enhanced distribution blends the ACS distribution for the block group in question with the distribution of neighboring block groups – thus drawing from a larger number of ACS responses.

Note: This approach to enhancing ACS block group data is also applied to ACS data contributing to estimates including household income and housing value.

Census Role in Marketing Information

While politically important, the census is also a critical planning and marketing tool. Numerous businesses, state and local governments, and universities use census data to study area characteristics, select sites for new stores, assess consumer demand potential, and analyze consumer markets. However, in its raw format, census data poses some serious limitations for marketers and planners. Throughout the 1970s and 1980s, marketing information companies developed techniques to overcome many of the inherent limitations.

In the 1970s, companies converted census data into postal ZIP Codes, a geographic unit more useful to marketers. Shortly thereafter, a new marketing science called geodemography was born that combined census demographic data with postal ZIP Codes and classified each one into a unique neighborhood lifestyle category or cluster. Geodemographics provide marketers with integrated segmentation systems that use computerized statistical clustering techniques to identify consumption patterns of Americans according to the neighborhoods where they lived. It was quickly adopted by many of America's leading marketers.

In the mid-1980s, powerful desktop marketing workstations and online systems were developed to integrate, analyze, and map data derived from the census. Census data also became more dynamic as companies such as Claritas implemented complex updating techniques to provide annual demographic estimates and five-year projections for the years between each decennial census.

By the 1990s, the integration of data and marketing software provided marketers with the ability to glean critical marketing intelligence from massive amounts of data. This ability to manage millions—even billions—of data elements allowed marketers to expand beyond the census and other geodemographic sources to household-level analysis. While the move to household-level precision was obvious for industries where customer data was easily obtained—banking, insurance, and telecommunications—the end of the decade brought customer loyalty programs into industries as diverse as retail and restaurants. Even consumer packaged goods companies made efforts to capture data about the end-user customers they typically reached only through a series of middleman channels.

Using household-level data to analyze customer behavior promises greater detail, but there is a significant trade-off—the cost of collecting, maintaining, and manipulating millions of data elements. Not every company can afford to focus on the household level. Even for those who can afford it, not every marketing application requires the detail of household level data. Market sizing and media planning are a few examples of applications where geodemographic segmentation provides satisfactory answers. Compare these applications to a direct mail campaign, where trimming specific off-target households can save money in terms of printing, postage, and list acquisition. The goal was to integrate geodemographic and household-level segmentation.

Household-level Data

In developing Claritas PRIZM® Premier, Claritas assembled a diverse set of financial and media behaviors from nationally representative data sources such as the proprietary Claritas Financial Track survey and Nielsen Scarborough. Each of these records included demographic and behavioral measures, and the behavioral data included measures of both penetration and volume. For example, data is available not only about whether a household owns a mutual fund (penetration) but also about the value of the mutual fund (volume).

When implementing PRIZM® Premier on third-party files, segment assignments depend on the third party's compiled list data. The unique models built for each third party are designed to produce a distribution of assignments that mirrors the distribution produced by the Claritas Multi-Source Aggregation and Distributional Alignment (MADA) process. MADA is a proprietary methodology informed by data from sources including Epsilon Data Management, LLC, Valassis Direct Mail, Inc., Infogroup, and TomTom North America, Inc. Such data includes, but is not limited to: age, income and presence of children. This information is acquired from third party providers who have a legal right to provide us such information and the data is either self-reported or modeled. This combination of data sources provides Claritas a unique competitive advantage in its segmentation assignment methodology due to the unparalleled breadth and depth of address-level information. By combining data from multiple vendors with the Claritas demographic update, Claritas can make PRIZM Premier single assignments at the ZIP+6, ZIP+4, census block group, and ZIP Code levels, allowing better fill-in for records that do not get a household-level assignment.

For decades, Claritas has set the standard for global market and consumer insight research. Our customer insights are based on representative samples of the population and help businesses understand what consumers watch, what they buy, and their lifestyle preferences and behaviors to make your marketing more effective.

Claritas' segmentation solutions use a broad spectrum of demographic and lifestyle information to describe households and geography, enabling companies to better understand and anticipate customer buying behaviors. Our segmentation systems place each U.S. household into segments based on general consumer behavior and demographic characteristics. The segments are based on aggregated or modeled information that represent millions of households. No information about a unique individual or household is published or reported within segment assignments.

Geographic Characteristics and Household Behavior

The wealth of information available across a number of geographic levels allowed us to construct a massive logical record for each of the over 890,000 households. To each household record's name, address, and behavioral data, Claritas added geographic identifiers at the census block group and ZIP+4 levels; evaluation characteristics that could be used to test and refine the segments covering the entire content of the survey and purchase data sets, providing thousands of profiles including both volume and penetration; and assignment characteristics that could be used to define the segments. Examples include:

- Household-level demographics appended from the Epsilon Data Management, LLC. TotalSource Plus™ compiled list
- Neighborhood-level characteristics from the census block group information
- Summarized ZIP+4 level characteristics
- Claritas custom measures

The resulting database was then used to design and evaluate systems at four levels: household, using self-reported data; household, using list-based data; ZIP+4; and block group.

Note: All information was used for research only. Name and address fields were not retained for any third-party data after household-level demographics were appended to each record.

MODEL DEVELOPMENT

Claritas PRIZM® Premier was developed using Claritas' proprietary methodology that allows marketers to seamlessly shift from ZIP Code level to block group level to ZIP+4 level, all the way down to the individual household level—all with the same set of 68 segments. This single set of segments affords marketers the benefits of household level precision in applications such as direct mail, while at the same time maintaining the broad market linkages, usability, and cost-effectiveness of geodemographics for applications such as market sizing.

Statistical Techniques

In 1980 and 1990, Claritas statisticians rebuilt PRIZM® by essentially repeating the same steps they performed when Claritas pioneered geodemographic segmentation in 1976. They aggressively analyzed the data, isolated key factors, and developed a new clustering system. The development of each new system provided an opportunity to evaluate and implement improvements as they became available, but the underlying segmentation technique was clustering.

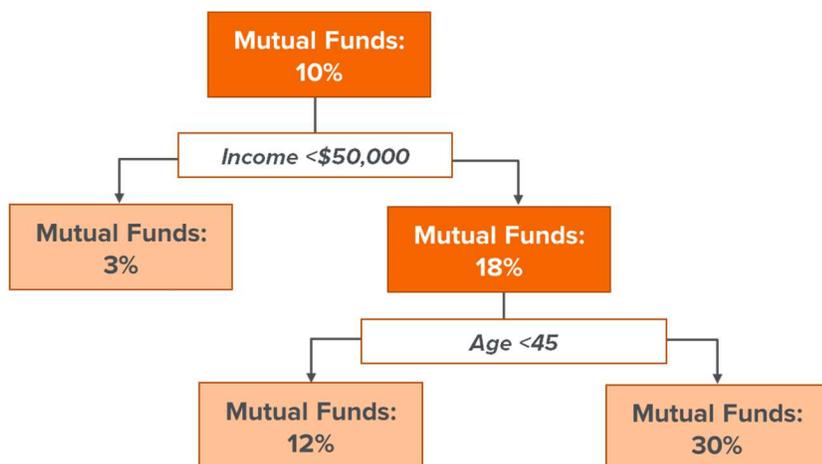
Since the 1970s, the most popular of the clustering techniques has been K means clustering. The final number of clusters desired is specified to the algorithm (this is the origin of the “K” in K means) and the algorithm then partitions the observations into K number of clusters as determined by their location in n dimensional space, as dictated by demographic factors. Membership in a cluster is determined by the proximity to the group center, or mean, in space (hence the origin of the “mean” in K means).

For any type of clustering process to work well, the statistician must correctly identify the important dimensions before implementing the clustering process. For marketing purposes, obvious drivers are age and income. However, appropriate levels for each of these critically important dimensions still need to be chosen. For example, does the dimension of income create better differentiation at \$35,000 or \$50,000? How does choosing between these two values of the same dimension change the clustering outcome? These choices are important, because when the clustering iterations end and yield an answer, marketers are left with clusters of households that have been organized by their proximity to each other by the demographic metrics that were chosen. This answer may or may not be meaningful to the original task of creating groups that differ in their behaviors—in large part because behavior measures were not incorporated into the clustering technique itself.

With PRIZM, Claritas broke with traditional clustering algorithms to embrace a new technology that yields better segmentation results. PRIZM Premier was created using this same proprietary method called Multivariate Divisive Partitioning (MDP). MDP borrows and extends a tree partitioning method that creates the segments based on demographics that matter most to households' behaviors.

The most common tree partitioning technique, Classification and Regression Trees (CART), involves a more modeling oriented process than clustering. Described simply, statisticians begin with a single behavior they wish to predict and start with all participating households in a single segment. Predictor variables, such as income, age, or presence of children, are analyzed to find the variable—and the appropriate value of that variable—that divides the single segment into two that have the greatest difference for that behavior. Additional splitting takes place until all effective splits have been made or the size of the segment created falls below a target threshold.

In the example that follows, the CART process starts with all of the survey respondents in one segment for the behavior of interest—in this case, owning mutual funds. Of this particular respondent pool, 10 percent report owning mutual funds. Next, the CART routine searches for the demographic variable—and the value of that demographic variable—that creates the two segments that are most different on the behavior of interest. Our example shows that dividing the first group by an income of \$50,000 yields two segments—one with mutual fund use of 3 percent and the second with mutual fund use of 18 percent. We can divide the second segment again, with the result that a split based on an age of 45 yields two more segments—one with mutual fund use of 12 percent and the other with mutual fund use of 30 percent.



If the process stops here, we have a segmentation system with three segments—one with 3% of its members owning mutual funds, a second with 12% of its members owning mutual funds, and the third with 30% of members owning mutual funds. However, this resulting segmentation system does not provide useful information about any other behaviors—it’s optimized only for owning mutual funds. This is one of the limitations of the CART technique: it generates an optimal model for only a single behavior. Because PRIZM Premier is a multi-purpose segmentation system, optimization across a broader range of behaviors is necessary. Claritas made several modifications to the CART process, resulting in the MDP technique, for which a patent is pending. These modifications extended the basic CART process to simultaneously optimize across hundreds of distinct behaviors at once. This advancement allowed Claritas to take full advantage of the thousands of behaviors and hundreds of demographic predictor variables available at different geographic levels, including the household level. The MDP process was run hundreds of times, with varying sets of behaviors, predictor variables, and a number of other parameters, to ensure that the resulting segments represent behaviorally important groupings.

Data Sources

In addition to a unique statistical technique, Claritas employed an unprecedented number of data sources and data levels in the development of PRIZM® Premier. Geodemographic data, the mainstay of previous segmentation systems, included Census demographics and ZIP+4 level demographics summarized from compiled lists.

As with the prior version of PRIZM, Claritas once again used household level demographics in the development process of PRIZM Premier. To each of the over 890,000 customer records in the

development database already coded with Census demographics, summarized ZIP+4 demographics, and custom Claritas measures, Claritas appended compiled list—household—demographics from the Epsilon Targeting TotalSource Plus file. The resulting database was used to design and evaluate systems built with four different sources of data: Self-reported household, compiled list-based household, ZIP+4, and block group.

New Assignment Data for PRIZM Premier

In addition to the geodemographic and behavioral data that was used in the development of previous versions of PRIZM®, two new features that played key roles in the new PRIZM Premier model are a measure of a household's liquid assets and a technology score which measures a household's use of technology in their daily activities. These two measures play a role in determining the PRIZM Premier segment assignment for a household or geography.

The first is Claritas Income Producing Assets Indicators, a proprietary Claritas model that estimates the liquid assets of a household based on responses to the Claritas Financial Track survey of financial behaviors. Financial Track is the largest financial survey in the industry, collecting actual dollar measures from each survey respondent. From the survey base, information for nearly 250,000 households (rolling three years of quarterly surveys) is anonymized, summarized, and used to construct balance information for a variety of financial products and services that are core to income-producing assets (IPA). No individual respondent survey data is released as part of the PRIZM Premier model.

Strongly correlated to age and income, IPA measures liquid wealth such as cash, checking accounts, savings products such as savings accounts, money market accounts and CDs, investment products such as stock and mutual funds, retirement accounts, and other asset classes that are relatively easy to redeem and move—and for which marketers can readily compete. Note that the asset classifications used in developing PRIZM Premier differ slightly from those offered in the stand-alone Claritas Income Producing Assets Indicators product.

The second new feature introduced with PRIZM Premier is a measure of technology use that identifies the extent to which a household has embraced technology in their everyday lives. A technology model was developed utilizing more than 100 technology related behaviors from several Claritas and third-party surveys. These behaviors included use of specific devices as well as specific activities engaged in by the household across various devices and channels. The technology use of each segment within the new PRIZM Premier system is described in terms of how the households within the segment scored relative to the average technology score. PRIZM Premier segments are described as High, Above Average, Average, Below Average or Low in terms of their use of technology.

Assessing the Role of Urbanicity

A distinctive feature of PRIZM Premier is the Claritas urbanicity model, a critical input to the earlier PRIZM systems. Urbanicity measures have been developed and refined by Claritas over the past 30 years because the census does not provide adequate standard measures. Although the census does classify areas as being part of a central city, Combined Statistical Area (CSA), or Core Based Statistical Area (CBSA), these measures are insufficient for precise neighborhood classification.

The first PRIZM model, built using 1970 Census data, relied on data such as the presence or absence of items such as in-home freezers and city water systems versus dug wells or septic tanks to create

mathematical models to classify neighborhood geography on an urban to rural continuum. This type of model had significant limitations.

In the 1980s, Claritas developed new algorithms using a density grid to classify neighborhoods based on density of population. In the simplest terms, this involved dividing the total population of a particular piece of geography—in the 1980s, Claritas used census tracts—by its land area and comparing the resulting score with all other tracts’ density scores.

The density grid was created to cover the entire United States using latitude and longitude coordinates. Each cell in the grid is 1/30th of a degree (approximately two miles on each side of the cell). This creates a grid with more than 890,000 cells that contained population (and even more unpopulated ones). Each cell was used to assign a neighborhood density measure for the census tracts that lie within it. All density measures were then reduced to density centiles by calculating the density measures (population divided by area) for each of the grid cells, and then ranking and scoring all cells into one of a hundred possible groups. Group 0 is reserved for those cells with little or no population—these are the least dense neighborhoods and frequently include parks, cemeteries, industrial parks, and bodies of water. Group 99 contains the densest neighborhoods in the United States, many in the New York City borough of Manhattan.

This model was vastly superior to the previous model, and its principle benefit was providing a density measure for the tract in the context of its eight adjacent grid cells, as shown below.

85	87	83
88	89	81
89	88	83

Determining Urbanicity
1980s Model

The most critical limitation of this model was its inability to distinguish smaller, secondary cities and “edge” cities from the suburban sprawl of major metropolitan areas and their urban centers. Because the urbanicity model’s purpose is to help assign neighborhoods to lifestyle-based segments, it became important to distinguish between households living in secondary cities and households living in suburbs when the density scores were in the same range.

Enhanced Density Model

For the 1990s PRIZM® model, Claritas devoted extensive resources to creating a more accurate measure of urbanicity. The overarching concept was to improve the measurement of the relationships between adjacent grid cells, providing better context for the density assignment by assigning grid cells to their population center. This new technique calculated density deciles for very small areas—census blocks instead of tracts—and it was also better at distinguishing second cities from big-city suburbs. This measure was based on the density not of the specific census block, but of a larger geographic area not

constrained by boundary definitions. For lifestyle purposes, the density experienced by persons living in a block group is not restricted to the geographic boundaries of their block group

As with the 1980s model, this refined model assessed a grid cell's density as well as the eight cells surrounding it (an area about 36 square miles). An averaging function provided better context for the block groups in the center of this nine-cell area. The result was the ability of the density measures to point up peaks and valleys in household density. Most important, those peaks and valleys were now a relative concept—how high the density was required to be for a cell to be considered a peak depended on the area around it.

Each grid cell, and ultimately each census block, was assigned a population center—and its density character—using a sophisticated algorithm that searched for peaks (the local maxima) and valleys (minimum density points between maxima) to separate the central city from its suburbs, exurbs, and rural areas. The process can be envisioned as the path that water would take if it were precisely poured on the top of a hill, and allowed to proceed down the hill in all directions until it found all the lowest points surrounding the peak. These low points are then used to draw boundaries and assign all the area within as belonging to the peak (or population center). When each block was assigned an owner, the distance, in terms of density from itself to its owner, could be used as a variable in the clustering model to identify closer-in suburbs from further-out exurbs, and isolate smaller secondary cities that have fewer connections to the larger metropolitan area.

To determine the local population center, or maximum, the original grid cell and its 8 surrounding cells were increased by another ring of cells, excluding the corners, for a total of 21 cells, as shown below. The local maximum is the cell with the density centile greater than or equal to those of the eight cells surrounding it and the second ring around it, excluding the corners (approximately a five-mile radius).

	85	83	84	
82	85	87	83	73
87	88	89	81	77
83	89	88	83	82
	87	85	83	

Determining Urbanicity
1990s Model

In this example, the central cell has a density centile of 89, which is greater than or equal to all other cells (disregarding corners). As a result, this cell would be considered a local maximum or population center. The left lower corner of the first ring also has a density centile of 89, which could also be a local maximum for this purpose as well.

Population centers—mapped as peaks in density—were typically located in downtown, urban areas. Where the density measures were lowest, the map showed a relatively flat area—and they were typically rural. It became important to distinguish the neighborhood characteristics of the areas that were on the slope between the urban downtowns and the rural, low-density areas. These intermediate densities

could have different neighborhood characteristics, and capturing those differences was crucial to properly assigning lifestyle segments.

One hypothetical example would be Chevy Chase, MD. Located in the Washington D.C. area, Chevy Chase is a close-in suburb that borders the northwest perimeter of Washington and has a density of 83. Gaithersburg is a satellite city 25 miles of northwest of Washington—and also has a density measure of 83. Our challenge was to develop a density measure that could allow the identical density score and yet differentiate between Chevy Chase’s suburban attributes and Gaithersburg’s second city attributes. To address this issue, we devised another factor that measured the relationship of the grid cells to their population center.

Refinements Replace Grid with Radii

The 1990s density grid made for easier division of the United States, and the 21-cell grid approach improved the assignment of neighborhoods to the appropriate density category. Claritas used improvements implemented with 2000 census data to update from the grid and further enhance the contextual measures.

While the technique for the density measure in PRIZM® was still mostly the same, each of the cells in the density grid framework was replaced by a 2-mile radius around each block group centroid. Using a network of circles in place of the square grid provides a more robust estimate for the block group because, in situations where only a fraction of a block group is included within the radius, the new technique allocates the population of that fraction to the radius. The result was a technique that even allows statisticians to establish the difference between a local maximum (a peak) and a blemish (a high-density score that doesn’t really belong).

Finally, Claritas statisticians evaluated many of the individual radii by hand. Fringe areas were assessed to judge the area as more similar to a city or a suburb. In addition, the circle-by-circle reviews allowed Claritas to create a touch list of geographies that have special constraints for their density context. For example, if a neighboring block group’s two-mile ring requires crossing a bridge or is subject to some other barrier, it would not be included in a given block group’s contextual assessment, even though the cell touches the block group of interest. Assessing all of the block groups in the U.S. one-by-one for barriers that merited being added to the touch list was not a trivial task, but one that Claritas deemed necessary for the most precise assignments to PRIZM segments.

Claritas Urbanicity Classes

The result of these improvements was the identification of four distinct urbanicity classes: Urban, Second City, Suburban, and Town & Rural. Based on the urbanicity classification of the households within it, each PRIZM® Premier segment is described as being part of one of the following five categories:

URBAN



Urban segments are found in areas with population density scores (based on density centiles) mostly between 75 and 99. They include both the downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond city limits and into surrounding jurisdictions to encompass most of America's earliest suburban expansions.

SUBURBAN



Suburban segments live in areas with population density scores between 40 and 90, and are tied closely to urban areas or second cities. Unlike second cities (defined below), suburban areas are not the population center of their surrounding community, but rather a continuation of the density decline from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another, or to the urban or second city core, than within themselves.

SECOND CITY



Second City segments are found in areas less-densely populated than urban areas, with population density scores typically between 40 and 90. While similar to suburban areas in their densities, second cities are the population centers of their surrounding communities. As such, many are concentrated within America's larger towns and smaller cities. This class also includes thousands of satellite cities, which are higher-density suburbs encircling major metropolitan centers, typically with far greater affluence than their small city cousins.

TOWN & RURAL



Town & Rural segments contain households that are classified with one of those two urbanicity classifications. The population density scores where they are found range from 0 to 40. This category includes exurbs, towns, farming communities, and a wide range of other rural areas. The town aspect of this class covers the thousands of small towns and villages scattered throughout the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros. Households in the exurban segments have slightly higher densities and are more affluent than their rural neighbors.

2013 Urbanicity Update

By the 2013 set of releases, Claritas had fully incorporated the full one-year, three-year, and five-year American Community Survey (ACS) data into its demographic update. Claritas had also updated its cartographic rosters to reflect the 2010 census data and boundaries. In combination with the updated ACS and census data, which are inputs for its segmentation products, Claritas also focused on updating the urbanicity classifications into the new block group roster.

TECHNICAL SUPPORT

If you require further assistance, please contact the Environics Analytics support team between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at support@environicsanalytics.com or 888.339.3304.