

Claritas Consumer Profiles – Nielsen Scarborough Categories 2022 Release Notes

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OVERVIEW

The 2022 Claritas Consumer Profiles – Nielsen Scarborough Categories are a comprehensive set of profiles comprised of profiles and behaviors from various sources, that provide you a broad understanding about your consumers across many categories. The Claritas Consumer Profiles – Nielsen Scarborough Categories are designed to help you reach consumers based on lifestyle, media exposure, product usage, consumption, and purchasing behaviors through the lens of our segmentation solutions. By using these profiles to develop groups, you should experience a greater return on investment of marketing dollars in customer acquisition and retention (CACR) and channel management.

Claritas Consumer Profiles – Nielsen Scarborough Categories are created for all Claritas segmentations systems: Claritas PRIZM® Premier, Claritas ConneXions®, Claritas P\$YCLE® Premier.

WHAT'S NEW

In 2022, there are 3021 total profiles in the Claritas Consumer Profiles – Nielsen Scarborough Categories. This is a net increase of 240 from last year. There are 492 new profiles in the 2022 roster. Profiles removed from last year's release total 264 and were omitted due to removal from the questionnaire or stability/quality reasons.

All new, returning, removed and edited profiles noted in the *Claritas Consumer Profiles - Nielsen Scarborough Categories 2022 Profile Roster*.

Roster Notes

Please see the *Claritas Consumer Profiles – Nielsen Scarborough Categories 2022 Profile Roster* for a complete listing of profiles, as well as changes from the 2021 roster.

The roster includes a notation where profiles may have a stability concern. These have passed our quality checks but may have squeaked by for one or all segmentation systems. Please make sure to use caution when using data from and making decisions with these profiles.

DATA DESCRIPTION

A profile consists of a series of counts (one for each segment) that represents the base from which the behavior is drawn (e.g., total respondents) as well as a series of counts for those who exhibited the behavior.

Data Source

Data for these is sourced from the Nielsen Scarborough USA+ annual survey.

Claritas Segmentation is produced annually by Claritas. These profiles are projected to the latest releases of Claritas PRIZM® Premier, Claritas ConneXions®, Claritas P\$YCLE® Premier. Additional information on these segmentation systems is available through your Claritas account team or the Claritas Solution Center.

Base

The Base is SB_HH_CNT and represents the household count.

Household-based and Adult-based Profiles

It is important to note the distinction between household-based profiles, appended with an (HHL), and adult-based profiles appended with an (A). Claritas platforms (such as Claritas 360) will always base frequencies to households when creating profiles. Conversely, some Claritas Consumer Profiles provide counts of adults. In this situation, percent penetration may be greater than 100 and should be interpreted as users per 100 households.

SEGMENTS		BASE		PROFILE: READ NEWSPAPER ON IPAD (A)			
CODE	VARIABLE TITLE	COUNT	%COMP	COUNT	%COMP	USERS/ 100 HHS	INDEX
15	New Homesteaders	1,224,576	1.01%	135,142	1.89%	11.04	187
16	Beltway Boomers	1,377,499	1.14%	102,542	1.44%	7.44	126
17	Urban Elders	1,420,571	1.17%	111,464	1.56%	7.85	133

In this example, there are 1,224,576 Segment 15 – New Homesteaders in the United States.

This segment comprises 1.01% of the population. However, for the Read Newspaper on iPad profile, there are 135,142 households that exhibit this behavior. This segment comprised 1.89% of all households that read the newspaper on their iPad. As a result, since the % comp for the Behavior is higher than the % comp of the Base Count, the Index is greater than 100. In this case, the New Homesteaders segment has an Index of 187, which means they are 87% more likely than the norm to “read the newspaper on their iPad.”

Profile Categories

Claritas Consumer Profiles – Nielsen Scarborough Categories includes 3,021 Nielsen Scarborough-based profiles that are presented in 16 main categories as described below.

NIELSEN SCARBOROUGH SOURCED PROFILE CATEGORIES	
Alcohol	Items in the Home
Automotive	Radio
Commuting and Transportation	Restaurants
Digital Video Displays	Retail Shopping
Environment	Sports and Leisure
Financial	Telecommunications
Food & Beverages	Travel
Health	Voting

Profile Roster

Please refer to the Claritas Consumer Profiles - Nielsen Scarborough Categories 2022 Profile Roster for the full list of profiles. The roster will designate which profiles are new and will include a listing of profiles that have been changed (and what has changed) or have been removed since the last release.

Software Platforms

Claritas Consumer Profiles 2022 – Nielsen Scarborough Categories will be presented in Claritas 360.

Note: The Claritas Consumer Profiles – Nielsen Scarborough Categories are also available for clients to license outside of our software solutions via a flat file delivery through our Data Delivery Services team.

METHODOLOGY

Nielsen Scarborough-based Profiles

The Claritas Consumer Profiles – Nielsen Scarborough Categories are built using consumer behaviors captured in Nielsen Scarborough USA+, a national consumer study used by

marketers, advertising agencies and media companies, to evaluate marketing opportunities and consumer behavior across markets. Nielsen Scarborough's two-phase methodology includes a randomly dialed telephone interview and self-administered consumer survey booklet, which captures over three thousand profiles of retail behavior, product/service usage, and lifestyle information. The methodology employs continuous measurement, meaning questionnaires are in the field, interviewing and collecting data throughout the year. The database features a respondent base of over 200,000 adults and is delivered twice a year with a 12-month rolling average.

Once the data is collected, each individual survey respondent is assigned a segmentation system code based on self-reported demographic data such as age, income, and presence of children, enabling clients to analyze Nielsen Scarborough's rich consumer behavioral information through the view of Claritas's segmentation systems.

National vs. Regional Profiles

In general, any profile that represents a national behavior can be applied to lower geographies such as DMAs or block groups. On the other hand, regional or local profiles may be misleading when applied to a national level or within another region. This is important to know when using profiles pertaining to local or regional service providers, or specific products that may be available only in certain areas of the country.

These profiles are nonetheless included because they can provide a good picture of your customer base or a competitor's customer base. In addition, when expanding to new markets, these profiles can be used as a guide to establish groups of ideal consumers within the new market.

Quintiles

Quintiles are usage profiles which represent 5 ranges of usage. Because these profiles are built from 2 releases of the Nielsen Scarborough USA+ input data, these quintiles have two sets of 5 ranges, the values for which may overlap in some cases.

The below are the definitions of the Nielsen Scarborough quintiles.

- **NEWSPAPER QUINTILES:** are based on the number of daily newspaper print edition "read yesterday" to the number Saturday newspaper print edition "read last Saturday" to the number of Sunday newspaper print edition "read last Sunday."
- **RADIO QUINTILES:** are based on the number of quarter hours of radio listening "in the past 7 days".
- **TV QUINTILES:** are based on the number of half-hours viewed "in the past 7 days" and include both broadcast and cable viewers.
- **MILES TRAVELED (OUTDOOR) QUINTILES:** are based on - Total number of miles traveled in a car, van, truck, or bus either as a driver or passenger "in the past 7 days".
- **MALL MEDIA EXPOSURE QUINTILES:** are based on shopping centers - Times shopped/visited "in the past 30 days"
- **INTERNET USE QUINTILES:** are based on – Measured by the number of hours the internet is used in an average week.

- ECO-FRIENDLY ACTIVITIES QUINTILE: are based on - are measured by the number of eco-friendly activities done on a regular
- DIGITAL VIDEO DISPLAYS QUINTILES: are based on - are measured by the number of digital video displays viewed in the past 30 days.
- HOUSEHOLD INCOME QUINTILES: are based on the telephone interview question of pre-set ranges
- QUICK SERVICE RESTAURANT QUINTILES: are measured by the number of quick-service restaurants used in the past 30 days
- SIT-DOWN RESTAURANT QUINTILES: are based on - are measured by the number of sit-down restaurants in the past 30 days
- AMOUNT HOUSEHOLD SPENT ON GROCERIES QUINTILES: are based on - are measured by the number
- NEWSPAPER HEAVINESS QUINTILES: are based on the number of daily newspaper print edition "read yesterday" to the number Saturday newspaper print edition "read last Saturday" to the number of Sunday newspaper print edition "read last Sunday." (Read 0 - 10+ papers)
- RADIO HEAVINESS QUINTILES: are based on the number of ¼ hours listened past 7 days 6am-mid M-F. The heaviness will have a top range of 500 -504 (72 ¼ hours x 7 = 504)
- TV HEAVINESS QUINTILES: are based on the number of ½ hours watched past 7 days 4am-2am M-S. The heaviness will have a top range of 300-308 (44 ½ hours x 7 = 308)

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.

LEGAL NOTIFICATIONS

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