

Claritas Consumer Profiles- Television (Nielsen) Category 2021 Release Notes

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OVERVIEW

Claritas Consumer Profiles include Claritas Television (Nielsen) Profiles that enable you to identify groups of customers based on various behaviors associated with TV watching. By using these profiles to develop groups of ideal consumers, you should experience greater return on investment of marketing dollars in customer acquisition and retention (CACR) and channel management.

Television profiles are created for all Claritas segmentation systems: Claritas PRIZM® Premier, Claritas ConneXions®, and Claritas P\$YCLE® Premier.

WHAT'S NEW

For the Claritas Television (Nielsen) Profiles 2021 release, we have updated profile information and added new profiles based on the latest information from Nielsen's August 2020 through July 2021 viewing period. Due to the nature of television programming, available profiles and their respective audiences are always evolving. While some profiles may appear on the roster from year to year, the audience may have changed as new programs gain popularity and older programs fall out of favor. There can also be changes related to when a program airs, the number of telecasts, or the length of a telecast that impact the profile. Network and Genre profiles are also vulnerable to large changes because of the programs that belong to them. Therefore, every profile in the 2021 Television (Nielsen) category is technically considered new.

For a complete list of all profiles and changes since the prior profile set release, please reference the *Claritas Consumer Profiles - Television (Nielsen) Category 2021 Roster*.

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.

Software Platforms

Claritas Television (Nielsen) Profiles 2021 will be presented in Claritas 360.

Profile Categories

The Television (Nielsen) category of Claritas Consumer Profiles is presented in four main sub-categories as described in the chart below.

TELEVISION (NIELSEN) PROFILE CATEGORIES AND COUNTS		
PROFILE CATEGORY	NUMBER OF PROFILES	DESCRIPTION
Daypart (Nielsen)	7	This category presents information for television dayparts, including the number of households that watched programs during a particular daypart on a regular basis.
Genre Type (Nielsen)	21	This category presents information for program genres, including the number of households that watched programs belonging to a particular genre on a regular basis.
Networks (Nielsen)	58	This category presents information for television networks, including the number of households that watched a particular network on a regular basis.
Sports and Special Events (Nielsen)	182	This category presents information for sports and special events related broadcast and cable programs, including the number of households that watched a particular program.

METHODOLOGY

Overview

Claritas Television (Nielsen) Profiles are created using Nielsen National People Meter (NPM) and Nielsen Panel Expansion (NPX) data. The data was collected over a 12-month period for all respondent data. From all television programs airing during this period, the published programs were manually selected for the profile set to ensure coverage of broadcast and cable programs across a variety of networks and genres. Additionally, any households who only viewed a few minutes of a program were excluded from the profile for that particular program.

Additional profiles were built to summarize network, genre, and daypart viewership based on the aggregation of data for the 12-month period (August 2020 through July 2021). Additional filters were used to ensure these profiles captured regular viewers. Please note that genres are created using data generated by the subset of programs selected for the roster.

Stability testing was then performed for each of the profiles to make sure they are valid for Claritas PRIZM® Premier, Claritas ConneXions®, and Claritas P\$YCLE® Premier.

National vs. Regional Profiles

In general, any profile that represents a national behavior can be applied to lower geographies such as Nielsen DMAs or block groups using projection. 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 for local or regional service providers.

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 idea consumers within the new market.

Projection to Lower Geographies

Projection is done using a two-step process. First, the total percentage of households in each Claritas segment that report to exhibit the profile's behavior is calculated. Then, that percentage is applied to the estimated number of households in each segment within a geographic area. Therefore, projection gives you an estimated number of households by segment in the area that are likely to exhibit the profile's behavior, but they do not represent actual counts of viewers by geography and Claritas segment.

USAGE RESTRICTIONS

Important: Claritas Television (Nielsen) Profiles do not contain ratings data and are not designed to replace the Nielsen TV ratings. They should not be used to directly purchase media. They enable you to identify groups of consumers who are as likely, more likely, or less likely than the average segment to engage in various TV viewing behaviors.

Claritas Television (Nielsen) Profiles should not be used to report or predict TV viewership household counts. These profiles are designed to relate viewership behaviors to Claritas segments so you can see which customers are likely to watch relative to other segments. The ranking, index, and penetration rates are the important takeaways from any analysis done with these profiles. The household counts do not align with Nielsen Media reporting.

TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Environics Analytics 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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