

# CLARITAS CONSUMER PROFILES

## RELEASE NOTES FOR ENVISION

### DATA VINTAGE

2018 data applied to 2019 segmentation distributions

### SEGMENTATION SYSTEMS

PRIZM® Premier, P\$YCLE®, P\$YCLE® Premier, ConneXions®

### UPDATE FREQUENCY

Annually

### VARIABLES

5,547 for PRIZM Premier and P\$YCLE  
3,236 for P\$YCLE Premier

To view the complete list of variables please visit: [environicsanalytics.com/en-us/variables](https://environicsanalytics.com/en-us/variables)

### WHAT IT IS

Claritas Consumer Profiles is a comprehensive set of profiles and behaviors comprised from various survey sources, to provide you with a broad understanding about your consumers across many categories. Consumer Profiles is designed to help you reach consumers based on lifestyle, media exposure, product usage, consumption and purchasing behaviors through the lens of segmentation. By using Consumer Profiles to reach your ideal customers, you will experience a greater return on your marketing investment by targeting customer acquisition and retention, media strategy and channel management.

### WHAT'S NEW

The current version of Consumer Profiles includes more than 360 new profiles across 10 categories: Alcohol, Automotive, Commuting and Transportation, Financial, Food and Beverages, Health, Items in the Home, Radio, Restaurants, Retail Shopping, Sports and Leisure, Telecommunications and Travel. For a complete overview of variables, please consult the [variables list](#), which is available on our website.

This is the first year that Consumer Profiles is available for P\$YCLE Premier, the next generation of the P\$YCLE segmentation system. Due to the timing of the release of the new segmentation system and supporting profile databases, four profile categories will be released with the 2020 Consumer Profiles database:

- TV - 1Q Daypart
- TV - 1Q Genre Type
- TV - 1Q Networks
- TV - 1Q Sports and Special Events

### HOUSEHOLD AND ADULT PROFILES

It is important to note the distinction between household profiles, appended with an (H) and adult profiles, appended with an (A). The segmentation system base counts are always households when creating profiles, but some 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.

Household demographic profiles and present household level estimates by segments, for example "Current Year Households Income: \$50,000 - \$74,999", represents the number of households with a household income between \$50,000 and \$74,999.

## PROFILE VARIABLES AND CATEGORIES

Consumer Profiles provides more than 5,500 profiles, across 31 categories. The profile categories are as follows:

PROFILE CATEGORIES IN CONSUMER PROFILES		
Basics	Health	Retail Shopping
Alcohol	Home Improvements	Sports and Leisure
Apparel and Jewelry	Home Furnishings	Telecommunications
Automotive	Household Detailed Demographics	TV - 1Q Daypart
Commuting and Transportation	Household Summary Demographics	TV - 1Q Genre Type
Digital Video Displays	Items in the Home	TV - 1Q Networks
Environment	Magazines and Newspapers	TV - 1Q Sports and Special Events
Financial	Print Media Usage	Voting
Food and Beverages	Psychographics	Travel
Gas, Credit Cards and Chains	Radio	
Hardware and Appliances	Restaurants	

## DATA SOURCES

The Consumer Profiles database is updated on an annual basis. The 2018 Consumer Profiles draw on the following data sources:

- Scarborough USA+
- GfK MRI Survey of the American Consumer
- Claritas Financial Track Survey
- Nielsen Television Premium

## HOW IT'S USED



An automotive company looking to advertise to luxury car buyers can use Consumer Profiles to identify areas of the greatest concentration of segments that are more likely to purchase luxury cars.



Retailers can develop store and product stratification to reach a wider range of segments and target groups based on Consumer Profile behavioral data.



Quick-Service Restaurants can create target group based on which segments tend to eat most often at their franchises.

## SAMPLE QUESTIONS IT CAN ANSWER

- Compared to the general population, which segments over-index for buying children's shoes?
- Which neighborhoods within my trade area spend on home remodeling?
- Where are other neighborhoods with a high presence of households in segments that shop at retailers, such as the GAP or GAP Kids?
- Which segments tend to have higher concentration of Hispanic households compared to the national average?