

CLARITAS CONSUMER PROFILES RELEASE NOTES

DATA VINTAGE

2019 data applied
to 2020 segmentation
distributions

SEGMENTATION SYSTEMS

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

UPDATE FREQUENCY

Annually

VARIABLES

5,577

To view the complete list of
variables please visit:

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 with targeted customer acquisition and retention, media strategy and channel management strategies.

WHAT'S NEW

The 2019 update of Consumer Profiles includes significant changes to the variable roster. The Home Furnishings and Print Media Usage categories are no longer available. The Items and Home and Magazines and Newspapers categories offer some similar variables. For a complete overview of variable changes, please consult the [variables list](#), which is available on our website.

HOUSEHOLD AND ADULT BASED 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 30 categories. The profile categories are as follows:

PROFILE CATEGORIES IN CONSUMER PROFILES

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

DATA SOURCES

Consumer Profiles are updated on an annual basis. The 2019 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 identify luxury car buyers can use Consumer Profiles to identify segments that are more likely to purchase luxury cars.



Retailers evaluating new trade areas for expansion can use Consumer Profiles to understand which segments tend to shop at their own stores versus those consumers who shop at competitor's stores.



Quick-Service Restaurants can create target groups based on which segments tend to dine 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?
- Which leisure activities are favorites with my different target groups?
- How can I reach new customer prospects through television, radio or magazine advertising?

FOR DATA ONLY DELIVERIES

Data files are delivered in comma-separated values (.csv) format. For a detailed list of variables, consult the metadata file included with your data delivery.

Profile descriptions are presented in rows. Segment codes are presented in columns. Each segment code has a coefficient value assigned to each variable. You will need to use the segmentation distributions from the corresponding segmentation system to calculate counts or consumption values for each segment.

For more information please review the "How to Use Coefficient Files.pdf" document included with your data delivery.