

CLARITAS FINANCIAL PRODUCT PROFILES

RELEASE NOTES FOR ENVISION

DATA VINTAGE

2018 data with 2019 segment distributions

VARIABLES

500 (including 154 demand metrics)

UPDATE FREQUENCY

Annually

SEGMENTATION SYSTEMS

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

To view the complete list of variables please visit:

WHAT IT IS

Claritas Financial Product Profiles 2018 describes how more than 100 financial products are used. This database also includes 11 attitudinal profiles. These data provide information on how many accounts are held by a household and how much is in those accounts for all basic banking products, retirement products and investments. This database also includes detailed information about auxiliary services, such as paying bills using the telephone or Internet.

Financial Product Profiles present data at the household level, not account-level data. This database is created from the annual Claritas Financial Track survey, which captures responses from more than 50,000 participants. Data are aggregated over three years to create a sample of more than 193,000 respondents.

Usage and balance estimates are calculated for each segment and projected to the United States using demographic information, such as age, income and homeownership. Each financial product features a three-year profile and a nine-

month (9mo) profile. The three-year profile offers a larger sample and year-over-year stability. The nine-month profiles were introduced after the 2008 financial crisis to present a more recent picture of the market.

HOW IT'S USED



Used in conjunction with a segmentation system such as PRIZM Premier®, P\$YCLE® or P\$YCLE® Premier Financial Product Profiles helps financial institutions understand their markets through the lens of a segmentation system.



Usage, demand and balance information can be analyzed by segment households to understand consumer behavior, needs and attitudes.



By creating target group according to usage, demand and balance of financial products, banks can tailor products and service offerings to better serve customers, understand cross-sell opportunities and identify areas, which are attractive for expansion.

SAMPLE QUESTIONS IT CAN ANSWER

- What is the average household credit card balance in my trade area?
- Will the trade area support financial services like investments in stocks and bonds?
- Which rewards program do customers prefer—miles, points or cash back?

- Do target groups prefer to bank via smartphone?