CLARITAS FINANCIAL PRODUCT PROFILES RELEASE NOTES FOR ENVISION

DATA VINTAGE
2019 data applied to 2020 segmentation distributions

SEGMENTATION SYSTEMS
PRIZM® Premier, P$YCLE® Premier

UPDATE FREQUENCY
Annually

VARIABLES
494 including 151 demand variables

To view the complete list of variables please visit:
environicsanalytics.com/en-us/variables

WHAT IT IS

Claritas Financial Product Profiles 2019 presents usage information for more than 100 financial products. 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 by telephone or Internet.

Financial Product Profiles presents 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 annually. 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 home ownership. 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 changes in the financial market.

HOW IT'S USED

Used in conjunction with a segmentation system such as PRIZM Premier® 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?

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.