

CLARITAS INSURANCE CLOUT®

RELEASE NOTES

DATA VINTAGE

2022

VARIABLES

574 Total

- 287 Current Year
- 287 Five Year

UPDATE FREQUENCY

Annually

For a detailed list of variables, consult the metadata file included with your data delivery

WHAT IT IS

Claritas Insurance CLOUT® is a database of current-year (CY) estimates and five-year (FY) projections of product usage and demand for insurance products and services. Insurance products covered by this database include automobile, life, residential and other insurance. The database also provides channel information, premium information, and consumer attitudes towards insurance.

The geographic-level estimates and projections included in Insurance CLOUT are developed from the Insurance Track survey. The survey collects information about the type of insurance products owned per household, the number of policies held and their policy premiums. Using the Insurance Track survey data, statistical models relate household characteristics to insurance product usage and behavior.

These models are then used to generate current-year estimates and five-year projections for geographic areas

based on the demographic update. The geographic estimates and projections include adjustments that reflect regional differences in insurance product usage and behavior.

The current release of Insurance CLOUT is based on statistical models derived from the 2021 Insurance Track survey. The survey is fielded every other year in “odd” years. The models are applied to the Pop-Facts® demographic characteristics for 2022 and 2027. The resulting current-year estimates and five-year projections are presented using the 2022 Claritas Cartographic Boundaries.

Insurance CLOUT presents this data at a household level and not at the account level or per policy.

This release contains both usage and consumption variables. Usage variables estimate the number of households that have a particular product or service, such as life insurance.

Consumption variables measures the average dollar value per product or service per households (e.g., average annual premium amount).

HOW IT'S USED



Insurance companies can use the reports to evaluate a target area's preferred insurance type, term and vendor.



Life insurance providers can look for trade area opportunities based on local usage rates of whole, universal or term life insurance.



Automobile insurance providers can use Insurance CLOUT to understand why customers switch to new providers and develop strategies to retain their customers.

SAMPLE QUESTIONS IT CAN ANSWER

- Do households in my trade areas use more renters' or homeowner's insurance?
- Which customers prefer to have auto and residential insurance with the same carrier?
- How do customers prefer to buy life insurance: through an independent agent, their employer or online?
- What is the market for RV or personal watercraft insurance?