

CLARITAS INSURANCE PRODUCT PROFILES

RELEASE NOTES FOR ENVISION5

DATA VINTAGE

2017 Data Applied to
2019 Segmentation
Distributions

VARIABLES

280 including 13 demand
metrics

SEGMENTATION SYSTEMS

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

UPDATE FREQUENCY

Biannual

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

WHAT IT IS

Claritas Insurance Product Profiles provide product usage information for insurance products and services. Insurance products covered include automobile, term life, universal life, variable and whole life, medical, residential, accidental death and dismemberment, disability and long term care policies. This product also presents channel information, premium information and consumer attitudes towards insurance.

Insurance Product Profiles are based on the Claritas Insurance Track survey. Insurance Track is an extensive online survey that collects detailed information on household insurance product usage, behaviors and insurance attitudes. The survey is designed to generate a national representative sample of U.S. households and to collect information about the types of insurance products used and owned, the number of policies and the policy premiums and value. The Claritas Insurance Track survey is fielded bi-yearly with approximately 35,000 participants.

Insurance Product Profiles are presented in the following five categories:

- Automobile Insurance
- Residential Insurance
- Life Insurance
- Other Insurance
- Insurance Attitudes

WHAT'S NEW

Insurance Product Profiles is based on the Claritas Insurance Track survey, which is fielded in odd-numbered years. Since there was no survey fielded in 2018, the only change to the current version of this database is to the demographic and cartographic inputs used to generate the data.

HOW IT'S USED



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



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



By creating target group according to usage, demand for insurance products, providers can tailor products and service offerings to better serve customers, understand cross-sell opportunities and identify areas that are attractive for expansion.

SAMPLE QUESTIONS IT CAN ANSWER

- Which segments have a high concentration of households using homeowner's insurance and which have a high concentration of households using renter's insurance?
- Where are segments that have above average numbers of multiple auto insurance policies located?
- Which other providers do households in my target group buy their insurance from?