

CLARITAS MRI BEHAVIORAL PROFILES

RELEASE NOTES FOR ENVISION5

DATA VINTAGE

2018 Data applied to
2019 segmentation
distributions

SEGMENTATION SYSTEMS

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

UPDATE FREQUENCY

Annually

VARIABLES

4,460 including 296
demand metrics

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

WHAT IT IS

The 2018 Claritas MRI Behavioral Profiles enables you to understand consumers based on lifestyle, media exposure, product usage, consumption, purchasing and psychographic dimensions. By using MRI Behavioral Profiles to identify your ideal customers, you should experience a greater return on investment of marketing dollars in customer acquisition and retention, media strategy and channel management. MRI Behavioral Profiles are typically used in conjunction with the PRIZM Premier, P\$CYCLE, P\$CYCLE Premier and ConneXions segmentation systems.

MRI Behavioral Profiles are sourced from the GfK Survey of the American Consumer. The survey collects responses from more than 13,000 households every six months. Four survey cycles known as waves are aggregated to create a sample size greater than 52,000 households. Data for the 2018 MRI Behavioral Profiles were collected between March 2015 (wave 73) and May 2017 (wave 76).

WHAT'S NEW

New adult-based profiles are available in the Psychographics category. For a complete list of profiles, please refer to the [variables list](#).

CATEGORIES

- Alcohol & Tobacco
- Apparel & Jewelry
- Automotive Products
- Automotive Services
- Cable & Network TV Media Usage
- Electronics & Internet
- Finance, Insurance & Investments
- Food & Beverages
- Gas, Credit Cards & Chains
- Grocery Chains & Coupons
- Hardware & Appliances
- Health & OTC Drugs
- Home Furnishings
- Home Improvements
- Magazines & Newspapers
- Print Media Usage & Alternative Advertising
- Psychographics
- Radio Media Usage
- Restaurants
- Retailers & Shopping
- Sports & Leisure
- Telecommunications
- Television Viewership
- Travel

It is important to note the distinction between household-based profiles denoted with (H) and adult profiles, denoted with an (A). Both household and adult profiles are based to segment household counts. Some adult profiles will show a higher count of users than the household count, and thus, the percent compositions will appear greater than 100 percent. The best way to interpret these adult profiles is to use the index metric or to rank the segments by percent composition.

HOW IT'S USED



Tourism companies such as airlines, hotels, and park services use MRI Behavioral Profiles to understand their customers' travel habits and create products and packages that better serve them.



To improve their profit margins, home improvement retailers use MRI Behavioral Profiles to gauge household demand for products and services in their trade areas.



MRI Behavioral Profiles can be used to create target groups based on consumer behavior or psychographics. These insights can then be used to describe the target groups, enabling a common language about the consumers that is shared across an organization.

SAMPLE QUESTIONS IT CAN ANSWER

- Where do target groups vacation and how much do they spend on different activities?
- Which magazines and newspapers do target groups prefer?
- Do customers spend more time with traditional media (television and radio) or digital media (smartphones and tablets)?
- Are there any cross-promotional opportunities based on my customers' leisure time activities and marketplace preferences?
- Should new credit card offers feature airline miles or some other rewards program?