

Claritas Consumer Profiles- MRI Profile Categories 2022 Release Notes

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OVERVIEW

The Claritas MRI Profiles 2022 enable you to reach consumers based on lifestyle, media exposure, product usage, consumption, purchasing, and psychographic dimensions. By using Claritas MRI Profiles to reach your ideal customers, you should experience a greater return on investment of marketing dollars in customer acquisition and retention (CACR), media strategy, and channel management. Claritas MRI Profiles are created for Claritas PRIZM® Premier, Claritas P\$YCLE® Premier, and Claritas ConneXions®.

DATA DESCRIPTION

A profile consists of a series of counts (one for each segment) that represents the base from which the behavior is drawn (e.g., total respondents) as well as a series of counts for those who exhibited the behavior. Some profiles may also represent consumption for the behavior across the segment, such as units consumed for a product profile or dollars spent for an account profile.

Household and Adult Based Profiles

It is important to note the distinction between household-based profiles, appended with an (H), and adult-based profiles, denoted with an (A).

As you can see in Example 1, there are 184 adults per 100 households in PRIZM Premier segment 37, Bright Lights, Li'l City, who believe the internet is a great way to actually buy products. In other words, nearly two adults per believe the internet is a great way to actually buy products.

Conversely, in PRIZM Premier segment 41 Domestic Duos, there are 68 adults per 100 households believe the internet is a great way to actually buy products.

SEGMENTS		BASE		THE INTERNET IS A GREAT WAY TO ACTUALLY BUY PRODUCTS- AGREE (A)			
CODE	VARIABLE TITLE	COUNT	%COMP	COUNT	%COMP	USERS/100 HHS	INDEX
35	Urban Achievers	1,645,796	1.32%	2,962,946	1.55%	180.03	118
36	Toolbelt Traditionalists	3,058,180	2.45%	5,123,478	2.69%	167.53	110
37	Bright Lights, Li'l City	1,737,223	1.39%	3,196,901	1.68%	184.02	121
38	Hometown Retired	1,727,496	1.38%	2,783,618	1.46%	161.14	106
39	Kid Country, USA	1,414,975	1.13%	2,522,122	1.32%	178.24	117
40	Aspiring A-Listers	1,406,202	1.12%	1,732,688	0.91%	123.22	81
41	Domestic Duos	1,214,589	0.97%	825,101	0.43%	67.93	45

Example 1: Profile Worksheet data from Claritas 360

CONSUMPTION PROFILES

Some Claritas MRI Profiles present both count and consumption (volumetric) data and are identified by an asterisk (*). These volumetric profiles measure consumption in terms of units, such as glasses or pounds, per week. When looking at volumetric profiles, there are two important factors to consider. These are total demand, which presents total consumption for a specific segment or group of ideal customers, and Demand/Users, which presents average consumption per household for the segment or group of ideal customers.

Example 2 illustrates that approximately 2.5 million adults - in the 1.6 million PRIZM® Premier segment 26, Home Sweet Home, households buy gasoline. Those adults consume about 37.8 million gallons of gasoline per week or about 14.9 gallons of gasoline per adult per week.

SEGMENTS		BASE COUNT		USAGE: BUY GAS- 1WK (A) + GALLONS/1WK				CONSUMPTION: GALLONS/1WK		
CODE	VARIABLE TITLE	COUNT	% COMP	COUNT	% COMP	USERS/ 100 HHS	INDEX	DEMAND / USERS	INDEX	TOTAL DEMAND
23	23 Township Travelers	1,381,137	1.10%	2,263,099	1.38%	163.86	125	19.40	112	43,898,948.13
24	24 Pickup Patriarchs	1,270,010	1.02%	2,310,282	1.41%	181.91	139	18.46	107	42,658,913.13
25	25 Up-and-Comers	1,861,277	1.49%	2,771,349	1.70%	148.90	114	17.17	99	47,596,246.38
26	26 Home Sweet Home	1,611,968	1.29%	2,538,593	1.55%	157.48	120	14.93	86	37,891,515.31
27	27 Big Sky Families	3,096,694	2.48%	5,550,387	3.40%	179.24	137	22.99	133	127,610,027.25

Example 2: Profile Segment Consumption Report data from Claritas 360

Software Platform

The Claritas MRI Profiles 2022 will be presented in Claritas 360 (2021 and 2022 Vintages).

Profile Categories

Claritas MRI Profiles are presented in the following categories and sub-categories:

- Apparel & Jewelry
- Gas, Credit Cards & Chains
- Home Improvement and Appliances
 - Hardware & Appliances
 - Home Improvements
- Print Media
 - Magazines & Newspapers
 - Print Media Usage & Alternative Advertising
- Psychographics

A complete profile roster is provided as a separate document, the *Claritas Consumer Profiles (MRI Profiles Roster) 2022*. Please contact your Claritas account representative to receive a copy of *Claritas Consumer Profiles (MRI Profiles Roster) 2022*.

WHAT'S NEW

With the 2022 release, Claritas has added a total of 327 new profiles. This is due, in part, to the way in which MRI is capturing respondent data for Magazines & Newspapers. Many of the old

Print Media profiles were discontinued and replaced with new profiles. Below is a summary of the total new profiles by category:

- Apparel & Jewelry
 - 32 new profiles
- Psychographics
 - 179 new profiles
- Print Media
 - 116 new profiles

It is important to note the change in methodology regarding the MRI Profiles within the Magazines & Newspapers category. MRI has changed its methodology surrounding the tabulation of magazine audiences. Whereas previously, magazine audience estimates were tabulated using recent-reading only, moving forward, magazine audience estimates will be tabulated using probability of reading for magazine audience profiles. Due to this change, clients using MRI Profiles in the Magazines & Newspapers category will not be able to trend year-over-year when using the 2022 MRI Profiles update.

METHODOLOGY

The Claritas MRI Profiles are prepared using input and expertise from both Claritas and GfK US MRI, LLC as described below.

Claritas

Claritas MRI Profiles are created from the MRI-Simmons USA Doublebase of data. Each survey respondent is assigned a segmentation system code based on self-reported demographic data such as age, income, and presence of children.

Questions are compared from the current year to the previous year to identify new profiles, as well as those that are no longer available. Data Product Management then specifies any additional profiles based on client requests and current market trends.

Once new profile specifications are complete, the Claritas MRI Profiles are created using appropriate weights for the current year. The profile set is then extensively tested to ensure data validity and quality. Once all tests are completed, the data product is released to Claritas software platforms.

Data Source

Claritas MRI Profiles are created on a yearly basis. The 2022 MRI Profiles were created from using four waves of data from the MRI-Simmons USA, Source: GfK US MRI, LLC. Doublebase

[2021]. The four waves used for this release and the dates in which they were fielded are listed below.

- Wave 81 – March 2019 to November 2019
- Wave 82 – September 2019 to May 2020
- Wave 83 – August 2020 to November 2020
- Wave 84 - November 2020 to May 2021

TECHNICAL SUPPORT

If you require further assistance, please contact the Environics Analytics support team between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at support@environicsanalytics.com or 888.339.3304.

LEGAL NOTIFICATIONS

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