

CLARITAS NET WORTH PROFILES RELEASE NOTES

DATA VINTAGE

2020 data applied to 2020 segmentation distributions

SEGMENTATION SYSTEMS

PRIZM® Premier, P\$YCLE® Premier

UPDATE FREQUENCY

Annually

VARIABLES

Household counts and 11 IPA ranges

To view the complete list of variables please visit:

environicsanalytics.com/en-us/variables

WHAT IT IS

Net Worth Profiles provides insight into the net worth of households through the lens of a segmentation system. The database is created from responses to the Claritas Financial Track survey, the largest financial survey of its kind in the industry. The survey collects dollar measures from each survey respondent and the data are aggregated over three years to develop a sample size of more than 200,000 households. The results are used to construct balance information for a variety of asset classes and debt products that are the core of the Net Worth Profiles.

Net Worth Profiles estimates a household's total assets minus total liabilities. The Net Worth Profiles database classifies all U.S. households into one of 11 value ranges, from less than \$25,000 to more than \$2 million.

Net Worth Profiles can be combined with the PRIZM Premier, and P\$YCLE Premier segmentation systems to examine the net worth of households in any segment or target group.

HOW IT'S USED



Banks and financial services providers use Net Worth Profiles to gauge the asset value of any PRIZM Premier or P\$YCLE Premier segment or target group.



Automotive manufacturers and dealer networks can use Net Worth Profiles to understand which segments are likely to be in the market for luxury cars.



Insurance companies can create target groups to better serve households across all Net Worth Profile ranges.

SAMPLE QUESTIONS IT CAN ANSWER

- Which households in my target groups have a net worth of more than \$2 million?
- Can potential new trade areas support asset management services based on net worth?
- Which segments should be included in our target groups based on their Net Worth?

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.