

CLARITAS POLK AUTOMOTIVE PROFILES

RELEASE NOTES FOR ENVISION5

DATA VINTAGE

2018 data applied to
2019 segmentation
distributions

SEGMENTATION SYSTEMS

PRIZM® Premier

UPDATE FREQUENCY

Annually

VARIABLES

536

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

WHAT IT IS

Claritas Polk Automotive Profiles enables you to leverage new vehicle registration data to identify your ideal customers. The database can be used to develop target groups, which will help you achieve a greater return on your marketing investments in customer acquisition and retention, media strategy and channel management, as well as help with site location. The profiles can be used by media companies seeking revenues from automotive manufacturers and dealers, secondary market parts and services dealers, as well as technology companies seeking to work with the automotive industry for new in-car technologies and services.

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.

Polk Automotive Profiles are based on the current year national household count from Pop-Facts®. The data presented is actual 2017 new vehicle registrations, including purchased and leased

vehicles. It is important to remember that there may be several model years represented by the data because a 2018 model may be purchased and registered in late 2017. Each vehicle registration is PRIZM Premier coded at the ZIP+6 level and tabulated by segment to create the final profile.

WHAT'S NEW

The 2018 Polk Automotive Profiles were created from actual new vehicle registrations in 2017. There are 354 profiles available in the "Make Model and Fuel Complete" category and 181 profiles in the "Vehicle Type, Make and Fuel Summary" category, for a total of 535 profiles. Profiles with counts of less than 1,000 or fail to meet data quality standards have been excluded from the 2018 database. For a complete overview of profiles available this year please consult the [variables list](#).

DATA DESCRIPTION

Polk Automotive Profiles are presented in the following two categories:

Make Model and Fuel Complete

- Profiles for make and models, such as Ford Explorer or Toyota Camry.
- Profiles for make and models with specific fuel type, such as Volkswagen Jetta Diesel fuel only.
- Category includes make and models for cars, trucks, SUVs and vans.

Vehicle Type, Make and Fuel Summary

- Profile totals for brands, such as Ford and Toyota, for all vehicle models.
- Profile totals for vehicle categories, such as non-luxury sport and midsize pickup.
- Profile totals for vehicle fuel type, such as diesel or flexible.
- Profile totals for vehicle categories by fuel type.

The 2018 Polk Automotive Profiles database has a total number of 13,491,076 registered new/leased vehicles

- Total Car: 4,874,516
- Total Truck: 8,616,560
- Total Vehicles in Polk Profiles: 13,491,076

Polk Automotive Profiles are created on an annual basis. IHS Markit collects this data nationwide throughout the year. These data include new vehicle purchases and leases, but they do not include fleet sales.

Once all new registration data for vehicles purchased or leased in 2017 have been collected by IHS Markit, each record is coded with a ZIP+6 assignment. To protect consumer privacy, the segment assignments are performed at HIS Markit. Vehicle registrations are then tabulated by make, model, fuel type and segment to arrive at the behavioral counts. Profiles are then created for each make and model for each manufacturer, for each fuel type (if available) and each vehicle category as defined by IHS Markit.

Once profiles are created, they are extensively reviewed for data quality and validity. During this process, some profiles may be dropped if they do not meet strict data quality standards.

HOW IT'S USED



Automotive manufacturers can develop target groups based on model sales per PRIZM Premier segment to understand how customer preference change from year to year.



After-market parts retailers can gauge demand for any trade area, based on which models are purchased by segments within their trade area.



Automotive dealers can seek new trade areas for expansion, based on brand preference by segment and identifying areas where those segments are located.

SAMPLE QUESTIONS IT CAN ANSWER

- Which segments prefer specific automotive brands and models?
- Where are there trade areas with PRIZM Premier segments that prefer diesel models?
- Which segments are likely to buy trucks or SUVs?