

# Claritas Polk Automotive Profiles 2022 Release Notes

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## OVERVIEW

Claritas Polk Automotive Profiles enable you to identify your ideal customers based on new vehicle registration data. By using Claritas Polk Automotive Profiles to develop groups of ideal customers, you can experience a greater return on investment of marketing dollars in customer acquisition and retention (CACR), media strategy, and channel management. The profiles can be used successfully beyond the automotive industry 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.

Claritas Polk Automotive Profiles are created for the Claritas PRIZM® Premier segmentation system only.

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.

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## WHAT'S NEW

The 2022 Claritas Polk Automotive Profiles were created from actual new vehicle registrations in 2021. New models added and existing models not included in this year's roster of vehicles are noted in the *Claritas Polk Automotive Profiles 2022 Roster*. The 2022 roster includes 120 brand new profiles.

Please note: You will find that nearly all previous profiles that included Vehicle Type have been dropped, as Polk has changed most of the terms they are using for Vehicle Type description. The 2022 roster lists all drops and adds which have taken place as a result of this change.

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## DATA DESCRIPTION

Claritas Polk Automotive Profiles are based to the current year national household count from Claritas Pop-Facts®. The data presented is actual 2021 new vehicle registrations, including purchased and leased vehicles. It is important to remember that there may be several model years represented by the data. (For example, a 2022 model may be purchased and registered in late 2021.) Each vehicle registration is Claritas PRIZM Premier coded at the ZIP+6 level and tabulated by segment to create the final profile.

The 2022 Claritas Polk Automotive Profiles will be available in the Claritas 360 software platform.

### Data Source

Claritas Polk Automotive Profiles are created on an annual basis. The 2022 Claritas Polk Automotive Profiles were created from actual new vehicle registrations in 2021. R.L. Polk & Co. Copyright © R.L. Polk & Co. (2022) collects this data nationwide throughout the year. The data includes new vehicle purchases and leases, but it does not include fleet sales or used vehicle purchases and leases.

### Profile Categories

Claritas Polk Automotive Profiles are presented in the following two categories:

Make Model & Fuel Complete (396 profiles)

- Profiles for make and models such as Ford Explorer or Toyota Camry
- Profiles for make and models with specific fuel type such as Chevrolet Bolt - Electric Fuel Only
- Category includes make and models for cars, trucks, SUVs, and vans

Vehicle Type, Make & Fuel Summary (220 profiles)

- Profile totals for brands such as Ford and Toyota for all vehicle models
- Profile totals for vehicle Categories such as Subcompact Luxury Car and Compact Pickup
- Profile totals for vehicle Fuel Type such as Diesel or Flexible
- Profile totals for vehicle Categories by Fuel Type

### Profile Roster

Please refer to the *Claritas Polk Automotive Profiles 2022 Roster* for a complete list of profiles. The roster will designate new profiles as being new and includes a listing of the profiles that are

not available in this release. Your Claritas account representative can provide this document upon request.

For 2022, the roster features 396 profiles in the “Make Model and Fuel Complete” category, and 220 profiles in the “Vehicle Type, Make and Fuel Summary” category, for a total of 616 profiles.

## Data Stability

Since the Claritas Polk Automotive profiles are based on national registration counts, they provide an excellent overview of by-segment likelihood to engage in a behavior as of a single point in time. However, profiles with lower counts may not project as well to smaller geographic areas. There are a limited number of profiles with counts less than 1,000 are included in this dataset, noted as such in the roster.

Due to the nature of the automotive industry, it is not unusual to see some large changes in a profile’s count and composition since the previous year. For maximum confidence, decisions using these profiles should also be informed by additional data to ensure that results will remain stable across years. As a result of this, some popular vehicles may come in and out of the roster.

## Vehicle Data Breakdown

The 2022 Claritas Polk Automotive Profiles dataset has a total of 12,768,754 registered new purchased/leased vehicles. The breakdown is as follows:

- Total Cars: 3,092,274
- Total Trucks: 9,676,480
- Grand Total: 12,768,754

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## METHODOLOGY

Once all new registration data for vehicles purchased or leased in 2021 is collected by R.L. Polk & Co., each record is coded with a ZIP+6 assignment. To protect consumer privacy, the segment assignments are performed at R.L. Polk & Co. Vehicle registrations are then tabulated by make, model, fuel type, and segment to arrive at the behavioral counts. Those counts, or frequencies, are then based to current-year U.S. household counts from Claritas Pop-Facts. Profiles are then created for each make and model including fuel type if available, for each manufacturer, for each fuel type, and each vehicle category as defined by R.L. Polk & Co.

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 the strict data quality standards developed by Claritas.

## Claritas PRIZM Premier

Claritas Polk Automotive Profiles are created only for the Claritas PRIZM® Premier Segmentation system. PRIZM® Premier, the latest version of Claritas' flagship segmentation system, utilizes key inputs which help define the PRIZM Premier segments including Claritas' Income Producing Assets, a measure of a household's liquid assets, and a technology score which measures a household's use of technology in their daily activities.

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## TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Environics Analytics team between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at [support@environicsanalytics.com](mailto:support@environicsanalytics.com) or 888..339.3304.

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## LEGAL NOTIFICATIONS

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