

CLARITAS TECHNOLOGY BEHAVIOR TRACK PROFILES

RELEASE NOTES FOR ENVISION

DATA VINTAGE

2018 data applied to
2019 distributions

SEGMENTATION SYSTEMS

PRIZM® Premier, ConneXions®

UPDATE FREQUENCY

Annually

VARIABLES

417 including 5 bill
amount metrics

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

WHAT IT IS

Technology Behavior Track Profiles enable you to locate consumers based on various behaviors associated with their voice, data and video usage. Technology Behavior Track Profiles are presented in five categories:

- Wireline Telecom
- Wireless Telecom
- Cable and Satellite
- Home Office Technology
- Service Providers

The Technology Behavior Track survey is fielded annually online to approximately 32,000 respondents. The methodology incorporates an online survey with Survey Sampling Inc. as the source. The SSI online panel contains approximately 800,000 members across all 50 states and is balanced to be representative of national demographics.

HOW IT'S USED



Consumer electronics retailers can use Technology Behavior Track Profiles to identify trade areas with high concentrations of households of a particular target group.



Service providers can determine how customers consume content, and tailor their products and services accordingly.



Cell phone companies can discover household wireless preferences to create products with the right mix of minutes, texting and data.

SAMPLE QUESTIONS IT CAN ANSWER

- Which trade areas have households that heavily use pre-paid mobile services?
- What is the preferred Internet speed or package for home office workers?
- How many hours per week do customers play multi-player video games online?
- Which streaming video services are popular with different consumer segments?
- Which trade areas have early-adopting households to support a high-end electronics store?