

# CLARITAS TECHNOLOGY BEHAVIOR TRACK PROFILES RELEASE NOTES

## DATA VINTAGE

2019 data applied to  
2021 segmentation  
distributions

## SEGMENTATION SYSTEMS

PRIZM® Premier, ConneXions®

## UPDATE FREQUENCY

Annually

## VARIABLES

426 including 3 bill  
amount metrics

To view the complete list of  
variables please visit:

[environicsanalytics.com/en-us/variables](https://environicsanalytics.com/en-us/variables)

## WHAT IT IS

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

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

The Technology Behavior Track survey is fielded annually online to approximately 32,000 respondents. The methodology uses the Dynata™ panels as the primary source of respondents. These panels contains approximately 3 million members across the United 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 in 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 any segment or target group?
- 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 high-end electronics stores?

## 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.