



Claritas Household Demographic Profiles 2024 Release Notes

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OVERVIEW

Claritas Household Demographic Profiles enable you to identify consumers based on household demographic traits. By using Claritas Household Demographic Profiles to know more about your prospects and customers, you should experience a greater return on investment of marketing dollars in customer acquisition and retention, media strategy, and channel management.

This release integrates responses from the Claritas Financial Track survey with Claritas segmentation to present the specific demographic characteristics of each audience. It is important to note that the demographic characteristics presented do not define any audiences, but instead present an overall picture of each audience. They can be used for several purposes, including:

- Determining criteria for deciding which audiences to pinpoint.
- Creating profile reports that rank demographic data by audience.
- Identifying audiences that rank high for specific demographic criteria, such as households with children or households where the head of household is of Hispanic or Latino origin.

A profile consists of a series of counts (one for each segmentation audience) that represents the base from which the behavior or demographic trait is drawn (e.g., total respondents) as well as a series of counts for those who exhibited the behavior or demographic trait. There are no consumption profiles in this data set.

WHAT'S NEW

The 2024 release of Claritas Household Demographic Profiles uses responses from first quarter (Q1) 2021 through fourth quarter (Q4) 2023 of our Claritas Financial Track Survey that have been coded with the 2024 vintage of Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions®.

DATA DESCRIPTION

The Claritas 2024 Household Demographic Profiles are built from self-reported demographic data collected as part of the Claritas Financial Track survey. Self-reported data is proven to be more accurate and representative than any modeling technique available.

The Household Demographic Profiles (Claritas) will be presented in Claritas 360.

Profile Categories

There are more than one hundred Claritas Household Demographic Profiles presented in two categories: Household Detailed Demographics and Household Summary Demographics. The Household Detailed Demographics category contains more granular profiles, while the Household Summary Demographics category is a smaller category that presents rolled-up data to show a broader demographic picture. For example, instead of the seven age profiles available in Household Detailed Demographics, there are only three age profiles available in Household Summary Demographics. The summary category makes it easier to create a high-level view of target groups and can reveal opportunities that may have been missed by using the detailed category.

Profile Roster

Please refer to the *Claritas Household Demographic Profiles 2024 Roster*, available as a Microsoft® Excel® Spreadsheet, for a complete list of profiles. Your Claritas representative can provide this document upon request.

Data Source

Claritas Household Demographic Profiles will be created on a yearly basis. The 2024 release of Claritas Household Demographic Profiles were created from a twelve-quarter base of responses from Claritas Financial Track, spanning from Q1 2021 through Q4 2023.

METHODOLOGY

Responses to the Claritas Financial Track Survey are coded with Claritas segmentation and then summarized to create the Claritas Household Demographic Profiles. These profiles can then be projected to various geographies in our software. Projection is done using a two-step process. First, the total percentage of households in each Claritas segmentation audience that report to exhibit the profile's demographic trait is calculated. Then, that percentage is applied to the estimated number of households in each audience within a geographic area. Therefore, projection gives you an estimated number of households by audience in the area that are likely to exhibit the profile's demographic trait, but these numbers will vary from the actual demographic composition of the area.

TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

LEGAL NOTIFICATIONS

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