



# Claritas Cord Premium Profiles (MRI Simmons) 2024 Release Notes

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## OVERVIEW

The 2024 Claritas Cord Premium Profiles (MRI Simmons) offer insights on consumers' pay-TV subscription status, awareness and usage of technology and service offerings, and streaming viewership. Understanding these insights and the resulting behaviors provide marketers and content providers with detailed information on the who, what, how and why of today's viewers. By using Claritas Cord Premium Profiles (MRI Simmons) to reach your ideal customers, you should experience a greater return on investment of marketing dollars in customer acquisition and retention (CACR), media strategy, and channel management. Cord Profiles are created for Claritas PRIZM® Premier, Claritas P\$YCLE® Premier, and Claritas ConneXions®.

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## DATA DESCRIPTION

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. Some profiles may also represent consumption for the behavior across the segment, such as units consumed for a product profile or dollars spent for an account profile.

### Household and Adult Based Profiles

It is important to note the distinction between household-based profiles, appended with an (H), and adult-based profiles, denoted with an (A).

As you can see in Example 1, there are 184 adults per 100 households in PRIZM Premier segment 37, Bright Lights, Li'l City, who believe the internet is a great way to actually buy products. In other words, nearly two adults per believe the internet is a great way to actually buy products. Conversely, in PRIZM Premier segment 41 Domestic Duos, there are 68 adults per 100 households believe the internet is a great way to actually buy products.

SEGMENTS		BASE		THE INTERNET IS A GREAT WAY TO ACTUALLY BUY PRODUCTS- AGREE (A)			
CODE	VARIABLE TITLE	COUNT	%COMP	COUNT	%COMP	USERS/100 HHS	INDEX
35	Urban Achievers	1,645,796	1.32%	2,962,946	1.55%	180.03	118
36	Toolbelt Traditionalists	3,058,180	2.45%	5,123,478	2.69%	167.53	110
37	Bright Lights, Li'l City	1,737,223	1.39%	3,196,901	1.68%	184.02	121
38	Hometown Retired	1,727,496	1.38%	2,783,618	1.46%	161.14	106
39	Kid Country, USA	1,414,975	1.13%	2,522,122	1.32%	178.24	117
40	Aspiring A-Listers	1,406,202	1.12%	1,732,688	0.91%	123.22	81
41	Domestic Duos	1,214,589	0.97%	825,101	0.43%	67.93	45

Example 1: Profile Worksheet data from Claritas 360

## Software Platform

The Claritas Cord Premium Profiles (MRI Simmons) 2024 will be presented in Claritas 360.

## Categories

A complete profile roster is provided as a separate document, the *Claritas Cord Premium Profiles (MRI Simmons) Roster2024*. Please contact your Claritas account representative to receive a copy of *Claritas Cord Premium Profiles (MRI Simmons) Roster 2024*.

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## WHAT'S NEW

This is the first release of this new Claritas dataset. Therefore, all Cord Profiles released in 2024 are considered new. The Claritas Cord Premium Profiles (MRI Simmons) for 2024 consist of 15 categories with over 1200 attributes.

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## METHODOLOGY

The Claritas Cord Premium Profiles (MRI Simmons) are prepared using input and expertise from both Claritas and MRI Simmons, LLC as described below.

### Claritas

Claritas Cord Premium Profiles (MRI Simmons) are created from the MRI Simmons Cord Evolution Study, which is collected via online questionnaire with a total of 10,000 respondents annually. Each survey respondent is assigned a segmentation system code based on self-reported demographic data such as age, income, and presence of children.

The Cord Profiles are created using appropriate weights for the current year. The profile set is then extensively tested to ensure data validity and quality. Once all tests are completed, the data product is released to our internal data warehouse as well as Claritas software platforms.

### Data Source

Claritas Cord Premium Profiles (MRI Simmons) will be created on an annual basis. The 2024 Cord Profiles were created using data from MRI Simmons Cord Evolution Study (November 2023). The MRI Simmons Cord Evolution Study, fielded three times a year, offers insights on pay-TV subscription status, awareness and usage of technology, streaming viewership, and all resulting behaviors.

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## 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.

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## LEGAL NOTIFICATIONS

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