



Claritas Financial Product Profiles 2025

Release Notes

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OVERVIEW

Claritas Financial Product Profiles 2025 provide product usage information for financial products. These include all basic banking products and auxiliary services, such as paying bills using the telephone or internet, and non-traditional banking services, such as investments. Several products also include profiles with important descriptive attributes, such as brand names, different varieties of account, etc.

WHAT'S NEW

The 2025 release of Claritas Financial Product Profiles uses responses from second quarter (Q2) 2022 through first quarter (Q1) 2025 of our Claritas Financial Track Survey that have been coded with the 2025 vintage of Claritas PRIZM® Premier and Claritas P\$YCLE® Premier. The full detailed roster can be found in the Claritas Financial Product Profiles 2025 Profile Roster.

This release introduces three new usage/household count profiles and three new household consumption profiles.:

- Has Mutual Funds incl/Crypto (H)
- Has Mutual Funds incl/Crypto, HH Bal (H)
- Has Stocks & Bonds (H)
- Has Stocks & Bonds, HH Bal (H)
- Has Mutual Funds incl/Crypto & Stocks & Bonds (H)
- Has Mutual Funds incl/Crypto & Stocks & Bonds, HH Bal (H)

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 an account balance.

Data Source

Claritas Financial Product Profiles are based on Claritas Financial Track survey data. Claritas Financial Track is an online survey that collects detailed information on household financial-product usage and behavior and household demographic characteristics. Annually, approximately 50,000 households participate nationwide. The survey, designed to generate a national representative sample of United States households, also collects information about channel usage, balance information and institutional relationships.

The Claritas Financial Product Profiles 2025 update is based on Claritas Financial Track survey interviews conducted from Q2 2022 through Q1 2025. The extensive amount of data included with the Claritas Financial Product Profiles results in increased stability from quarter to quarter, allowing marketers to make informed decisions.

Base Profile

There is one base in Claritas Financial Product Profiles 2025 as we now have three full years of data from Financial Track Survey that was redesigned in 2019. The base is FPP_HH_CNT and represents all the Financial Track Survey Households from Q2 2022 through Q1 2025.

Segmentation Systems

Claritas Financial Product Profiles are available on the Claritas PRIZM® Premier and Claritas P\$YCLE® Premier segmentation systems.

PRIZM® Premier

Claritas PRIZM Premier, the latest version of Claritas' flagship segmentation system, utilizes new data sources that have become available since the current PRIZM model was first released in 2002, and better reflects the demographic characteristics and purchase behavior of today's households. New key inputs help define the PRIZM Premier segments, include 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.

P\$YCLE® Premier

Claritas P\$YCLE Premier represents the next generation of P\$YCLE and is the culmination of the development of a new P\$YCLE model for the first time in more than 10 years. P\$YCLE Premier, which includes new inputs and drivers, reflects changes in the demographic and financial composition of the United States over the past decade.

In addition to the geodemographic and behavioral data that was used in the development of the previous version of P\$YCLE, there are two new, innovative features playing key roles in the new

P\$YCLE Premier model. The first is property-level housing data for value and characteristics and the second is a technology score, which measures a household's use of technology in their daily activities. These two new measures influence the segment assignment for a household or geography. This segmentation system, created specifically for financial marketers, classifies every U.S. household into one of 60 consumer segments based in part on the income producing assets (IPA) of that household.

Profile Categories

Claritas Financial Product Profiles 2025 contain the following 5 categories:

- Credit Products
- Debit Products
- Investment and Retirement Products
- Financial Attitudes
- Channel Preferences

Usage and Consumption Profiles

Claritas Financial Product Profiles contain both usage and consumption profiles. Usage profiles estimate the number of households that use a product or service (regardless of the frequency of use). There are consumption profiles which provide account measures (value or balance) associated with use of the product or service.

For example, to analyze money market account information, you can review a usage profile that indicates the number of households with money market accounts. You can also examine a consumption profile that indicates the average balance associated with a household money market account. Where you see two profiles of similar name, the consumption profiles can be distinguished from the usage profile by the addition of "HH Bal" to consumption variable, per the below example:

- Usage: Non-Traditional Savings Account Type: Money Market Account (H)
- Consumption: Non-Traditional Savings Account Type: Money Market Account, HH Bal (H)

METHODOLOGY

Claritas Financial Product Profiles provide valuable insight into the financial product usage of a household based on responses to the Claritas Financial Track survey of financial behaviors—the largest financial survey in the industry—for which Claritas has account level balance information from each survey respondent. From the survey base, information for approximately 150,000 households is used to construct balance information for a variety of financial products and services that are core to the Claritas Financial Product Profiles.

Claritas Financial Product Profiles present data at the household level, not account-level data. This data is created from Claritas Financial Track data and balance estimates are calculated by segmentation cluster and then projected to the United States using demographic information including age, income, and homeownership.

Claritas Financial Track

The Claritas Financial Track survey is the largest syndicated database of household financial behavior in the nation. It is a comprehensive analysis of what financial products are used, which households use them, what their balances are, and which financial institutions they have their accounts with.

The Claritas Financial Track survey has been in existence for over fifty years. During this time, the wording and organization of the survey instrument has been fine-tuned to reduce respondent fatigue, bias, and refusal of sensitive financial information. Not all survey questions are included in the profile set, which is often the case for newer questions. Reasons for exclusion may be but are not limited to: keeping profile set relevant to the market; small or inconsistent sample size; responses generate an unstable profile. To suggest new profiles for the next release, or to request custom profiles be built through Data Delivery Solutions for additional charges, please contact your account representative.

For additional information on the Claritas Financial Track survey, please contact your account representative.

Sampling

A sample is a subset of the target population from which data is collected, with the end goal being the ability to infer this information about the target population. A sample frame refers to the list of individuals who are eligible for inclusion in a sample. The target population for a Claritas Financial Track survey typically includes all households at a national level.

The sample design is a nationally distributed annual sample of approximately 50,000 surveys across the nine U.S. census divisions and five U.S. age groups. A specific number of completed surveys will be collected for each age group within a census division, as determined by the number of households in each division and age group. The national data also includes approximately 2,000 Spanish language responses per year. This sample design provides a large, representative sample that can be used to create new products and better support existing Claritas products such as the Claritas Net Worth Indicators, Claritas Income Producing Assets Indicators, Claritas P\$YCLE® Premier and Claritas Financial Product Profiles.

The online survey uses Dynata as the primary source of respondents. The panels are balanced to be representative of national demographics.

Real Coding

In order to provide sharper and more distinctive profiles, the Claritas Financial Product Profiles are based on only real coded Claritas Financial Track survey respondent data. Real coding is a method for appending segment assignments to survey respondents. This method utilizes self-reported demographic data from survey respondents to create a household-level segment assignment for all Claritas segmentation systems. This means that age, income, presence of children, and other demographic data provided by survey respondents is used to create a “real” Claritas PRIZM® Premier or P\$YCLE® Premier segment assignment.

Basing Profiles to Survey Household Count

Claritas Financial Product Profiles are presented as survey-weighted, not projected counts. Both usage and consumption profiles are based to total respondent survey count. By providing real survey counts, users will be able to identify the amount of data on which decisions are based.

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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