



Claritas Connect Premium Profiles (MRI Simmons) 2026 Release Notes

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OVERVIEW

The 2026 Claritas Connect Premium Profiles (MRI Simmons) enable more effective media planning and greater understanding of brand value across the entire media ecosystem by combining reach and engagement measures for traditional and digital media platforms. By using Claritas Connect 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. Connect Profiles are created for Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions® Premier.

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 household 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 Connect Premium Profiles (MRI Simmons) 2026 will be presented in Claritas 360.

Categories

A complete profile roster is provided as a separate document, the *Claritas Connect Premium Profiles (MRI Simmons) Roster 2026*. Please contact your Claritas account representative to receive a copy of *Claritas Connect Premium Profiles (MRI Simmons) Roster 2026*.

WHAT'S NEW

This is the second release of this Claritas dataset, and the first time it is available for the new ConneXions® Premier segmentation system. The Claritas Connect Premium Profiles (MRI Simmons) for 2026 consist of 8 categories and over 1,700 unique attributes.

With the 2026 release, Claritas has added a total of 88 new profiles. Below is a summary of the total new profiles by category:

- All Device Websites – 25
- Mobile Apps – 18
- Mobile Websites – 11
- PC Websites – 2

- Smartphone Apps – 20
- Smartphone Websites - 12

METHODOLOGY

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

Claritas

Claritas Connect Premium Profiles (MRI Simmons) are created from the annual MRI Simmons Connect Survey. Each survey respondent is assigned a segmentation system code based on self-reported demographic data such as age, income, and presence of children.

The Connect 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 Connect Premium Profiles (MRI Simmons) will be created on an annual basis. The 2026 Connect Profiles were created using data from MRI Simmons Connect Survey (Fall 2025). The Connect Survey is powered by a state-of-the-art digital and mobile media panel that collects online and mobile activities of opt-in panelists, such as the use of mobile apps and web behaviors, through a passive measurement app that panelists install on their smartphones, tablets, and home computers before completing the survey via booklet. Capturing data across 15,000+ devices (smartphones, tablets, and PCs) and 10 traditional and digital media platforms allows customers to see behaviors and preferences across the entire digital ecosystem to get the most comprehensive understanding of their consumers.

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 855-400-2778.

LEGAL NOTIFICATIONS

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