



Claritas ConneXions® Premier ZIP+6 Distributions 2026 Release Notes

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PRODUCT OVERVIEW

Claritas ConneXions® Premier (CXP) is the next generation of ConneXions (CNE), our syndicated segmentation system for marketers of technology and communications products and services – including voice, video and data services. ConneXions Premier classifies every U.S. household into one of 58 consumer segments based on streaming, digital and other technology preferences for that household. Using the most up-to-date data on technology from new MRI Simmons surveys, combined with Claritas' own proprietary technology survey data, energy survey data, and technology use and adoption models, ConneXions Premier provides a 7% increase in lift over ConneXions.

ConneXions Premier offers a complete set of ancillary databases and links to third-party data. This allows marketers to use data outside of their own customer files to pinpoint products and services that their best customers are most likely to use as well as locate those customers. ConneXions Premier enables marketers to create a comprehensive portrait of their customers by answering these important questions:

- Who are my ideal customers?
- What are they like?
- Where can I find them?
- How can I reach them?

ConneXions Premier’s external links allow for company-wide integration of a single customer concept. Beyond coding customer records for consumer targeting applications, Claritas provides estimates of markets and trade areas and profile databases for behaviors ranging from podcast preferences to streaming media to leisure activities and shopping, all of which can help craft advertising messaging and media strategy. Components of the ConneXions Premier system can be grouped by the stage of customer analysis, as shown below:

CUSTOMER ANALYSIS STAGE	CONNEXIONS PREMIER COMPONENT USED
Coding customer records	Household-level coding Geodemographic coding and/or fill in
Comparing coded customer records to trade area	Current-year segment distributions Five-year segment distributions
Determining segment characteristics for demographics, lifestyle, media, and other behaviors	Claritas Household Demographic Profiles Claritas Neighborhood Demographic Profiles Claritas Technology Behavior Profiles Claritas Television Behavior Profiles (Nielsen) Claritas Consumer Profiles Claritas Premium Connect Profiles (MRI Simmons) Claritas Premium Cord Profiles (MRI Simmons) Claritas Premium Podcast Profiles (MRI Simmons) Claritas Premium Trending Topics (MRI Simmons) Custom surveys or databases

WHAT’S NEW

Claritas ConneXions® Premier (CXP) is the next generation of ConneXions (CNE), our syndicated segmentation system for marketers of technology and communications products and services. The 2026 Claritas ConneXions® Premier distributions have been created with the most current demographic and modelled information, enabling companies to find customers. The 2026 vintage of the ConneXions® Premier distributions provide the most current estimates of the number of households with a specific segment assignment in each standard geography.

Our legacy ConneXions segmentation system will remain available until late 2026 as we migrate customers over to ConneXions Premier.

METHODOLOGY

Data Sources

In developing Claritas ConneXions® Premier, Claritas assembled a database from sources that include the proprietary Claritas Technology Behavior Track, Claritas Energy Behavior Track, the

Nielsen Scarborough USA+ annual survey, the MRI Simmons Cord Evolution Study and the MRI Simmons Connect Survey. Each of these records included demographics and nearly 2,000 behavioral measures, which resulted in more than 200 million behavioral data elements for our research. The behavioral data included measures of both penetration and volume. For example, data is available not only about whether a household subscribes to an Internet service (penetration) but also about how much the household pays for that subscription (volume). Most important, every record in the file had demographic data reported by the survey respondents themselves. This database was regarded as an unprecedented benchmark for other data sources, including the compiled list data that would ultimately be used to append ConneXions Premier to customer records.

When implementing ConneXions Premier on third-party files, segment assignments depend on the third party's compiled list data. The unique models built for each third-party are designed to produce a distribution of assignments that mirrors the distribution produced by the Claritas Multi-Source Aggregation and Distributional Alignment (MADA) process. MADA is a proprietary methodology informed by data from sources including Epsilon Data Management, LLC, Valassis Direct Mail, Inc., Data Axle, and TomTom North America, Inc. Such data includes, but is not limited to age, income, and presence of children. This information is acquired from third-party providers who have a legal right to provide us such information and the data is either self-reported or modeled. This combination of data sources provides Claritas a unique competitive advantage in its segmentation assignment methodology, due to the unparalleled breadth and depth of address-level information. By combining data from multiple vendors with the Claritas Demographic Update, Claritas can make ConneXions Premier single assignments at the ZIP+6, ZIP+4, and ZIP Code levels, allowing better fill-in for records that do not get a household-level assignment.

The wealth of information available across a number of geographic levels allowed us to construct a massive logical record for more than 361,000 households. To each household record's name, address, and behavioral data, Claritas added geographic identifiers at the census block group and ZIP+4 levels; evaluation characteristics that could be used to test and refine the segments covering the entire content of the survey and purchase data sets, providing over 10,000 profiles including both volume and penetration; and assignment characteristics that could be used to define the segments.

Examples include:

- Household-level demographics appended from the Epsilon TotalSource Plus™ file
- Neighborhood-level characteristics from the census block group information
- Summarized ZIP+4 level characteristics
- Claritas custom measures

- Actual self-reported household characteristics such as age, income, and presence of children for a subset of 350,000 households

The resulting database was then used to design and evaluate systems at four levels: household-level, using self-reported data; household-level, using list-based data; ZIP+4; and census block group.

For decades, Claritas has set the standard for global market and consumer insight research. Our customer insights are based on representative samples of the population and help businesses understand what consumers watch, what they buy, and their lifestyle preferences and behaviors to make your marketing more effective.

Claritas' segmentation solutions use a broad spectrum of demographic and lifestyle information to describe households and geography, enabling companies to better understand and anticipate customer buying behaviors. Our segmentation systems place each U.S. household into segments based on general consumer behavior and demographic characteristics. The segments are based on aggregated or modeled information that represent millions of households. No information about a unique individual or household is published or reported within segment assignments.

Assessing the Role of Technology Usage and Adoption

A distinguishing feature of ConneXions Premier is its use of Tech Adoption and Tech Usage, both proprietary Claritas models. Tech Adoption assesses a household's likelihood to adopt cutting edge products early in their lifecycle, while Tech Usage refers to the extent to which a household has embraced technology in their everyday lives. The technology use of each segment within the ConneXions Premier system is described in terms of how the households within the segment scored relative to the average technology score. ConneXions Premier segments are therefore given one of five Technology Classifications - Highest, Above Average, Average, Below Average or Lowest in terms of their use of technology.

- **Highest Tech**—Segments classified as Highest Tech are the technology trendsetters. They are the most likely of all ConneXions Premier segments to be the first to try a new technology—and every new technology.
- **Above Average Tech** - Segments classified as Above Average Tech are still up on the latest technology trends, but not quite as eager to jump on the bandwagon as their Highest Tech neighbors. They tend to favor a few technology products and use them often but aren't always regular users of all of the latest technology that is available.
- **Average Tech**—Segments classified as Average Tech are a bit more selective about the new technologies they will try, although it is unclear if savvy or salary is driving the hard choices. They are frequently heavy users of one particular product or service while lagging in other products.

- **Below Average Tech**—Segments classified as Below Average Tech are best described as those with big dreams and low budgets. Many of these segments would adopt more technology products if they could afford to.
- **Lowest Tech**—Segments classified as Lowest Tech not only pass on trying new technology, but they are also lagging in adopting well-established technology. Their philosophy is “Why pay for an over-the-top streaming service when you have traditional TV bundled with your landline?”

DATA DESCRIPTION

Data Source

Unlike the standard ConneXions® Premier Current-Year distributions, which are based on ConneXions ZIP+4-level assignments, this product is based on the corresponding ConneXions ZIP+6 assignments, offering greater detail. Segment household distributions for each individual block group are derived from the household counts and ConneXions assignments associated with the ZIP+6s within that block group. The segment distributions can then be rolled up from block group to other geographies, using cross reference files where necessary. Clients access the segment distributions for purposes such as determining market potential, creating profile bases, and identifying ideal segments within markets.

Household Definition

It is important to understand how different data providers count households differently, depending on their purpose. For example, the U.S. Census Bureau counts as a household all the people who occupy a housing unit as their usual place of residence. These people may or may not be related, but to be counted as a single household, they must have their home address in common.

For a compiled list provider such as Epsilon Targeting, the purpose is to make it as easy as possible for companies to acquire additional data about their existing customers and buy mailing lists of prospects. Because the customer name is so critical to this process, Epsilon Targeting counts as a separate household every unique last name at a unique address. This means that the Epsilon estimate of the number of households in any geography is generally larger than that of the Census Bureau for the same geography.

For example, if Pat Valentine and Chris Robertson both live at 814 Scott Street Covington, KY 41011, they would be counted as a single household for the purpose of the Census Bureau and Claritas demographic update. Since the couple has different last names, Epsilon Targeting might count them as two households in order to get a name/address match on either person in the

TotalSource Plus file. If the couple were married and had the same last name, Epsilon Targeting could more easily consider them a single household because the last name match is one of the keys to being able to collapse individuals and append household-level data.

This is important because Claritas has long adopted the Census Bureau standard of counting all those at an address who consider it their usual place of residence as a single household. This household definition is used to create Claritas household counts.

Geographic Levels

ConneXions Premier Distributions provide counts of households by segment for standard geographies only for the current year.

ACRONYM	GEOGRAPHY
AZP	All ZIP Codes, area & point
BGR	Census Block Group
CBSA	Core-Based Statistical Area
CNG	Congressional District
CSA	Combined Statistical Area
County	County
DMA	Designated Market Area
MCD	Minor Civil Division
Place	Place
State	State
TDZ	Three Digit ZIP Code
Tract	Census Tract
USA	USA
ZIP	Area ZIP Codes (i.e., have an associated geographic boundary)

CURRENT-YEAR ESTIMATES

The Claritas ConneXions® Premier 2026 distribution of U.S. households below is based on the ZIP+6-level assignment summed to the block group geography. The 2026 Household Percent Comp column shows the current-year percent composition for each segment calculated as a percentage of total U.S. households.

CONNEXIONS PREMIER SEGMENT	LIFESTAGE GROUP	NICKNAME	2026 HH % COMP
01	F1	Tech-Elites	1.18%
02	F1	WiFi Warriors	1.15%
03	F1	Technovators	2.02%

CONNEXIONS PREMIER SEGMENT	LIFESTAGE GROUP	NICKNAME	2026 HH % COMP
04	M1	Cloud Connoisseurs	2.32%
05	F1	Living-on-the-Line	1.47%
06	M2	Classic Icons	2.00%
07	M1	Gadgets Galore	2.10%
08	F1	Digital Dynamos	1.22%
09	F1	Connected Contemporaries	1.48%
10	F1	Bundled Burbs	1.56%
11	M2	Retired Rewinders	2.11%
12	M3	Tech Skeptics	2.17%
13	F2	Connected Country	1.18%
14	F2	New Technorati	1.89%
15	M3	Broadcast Beacons	1.74%
16	M2	Opting Out	1.94%
17	F2	Screen Savers	1.65%
18	Y1	Cyber Competitors	2.08%
19	Y1	Tech Nests	1.39%
20	F2	Kids & Keyboards	1.22%
21	M1	Smart Hub Suburbs	2.46%
22	F2	Multimedia Families	1.31%
23	M2	Rural Transmissions	2.32%
24	Y1	Generation WiFi	1.63%
25	Y1	Techs and the City	1.39%
26	F2	Subscription Shifters	2.07%
27	M2	Tube Living	1.71%
28	M3	Digital-Free Dialers	3.13%
29	M3	Lagging Lifestylers	1.30%
30	M3	Stream-Free Retirees	2.18%
31	M3	Vintage Viewers	1.95%
32	F2	Plug & Play	1.70%
33	Y1	Search Engines	1.28%
34	Y2	Bandwidth Bunch	1.26%
35	F2	Cultural Connectors	1.72%
36	F2	Watch Party	1.40%
37	Y2	Generation Information	1.52%
38	Y2	Screen Time	1.40%
39	M2	Pastoral Pings	1.89%

CONNEXIONS PREMIER SEGMENT	LIFESTAGE GROUP	NICKNAME	2026 HH % COMP
40	Y2	Trendy Techsumers	1.19%
41	M4	Downtime Devotees	2.70%
42	Y3	Streaming & Dreaming	1.40%
43	Y3	Fields & Feeds	1.78%
44	Y3	Hotspot Hub	1.37%
45	F3	Leisurely Adopters	2.30%
46	F3	Techtown Lites	1.17%
47	F3	Disconnected Domain	1.32%
48	M4	Tech Holdouts	1.54%
49	M4	Offline Originals	1.80%
50	M4	The Unconnected	2.46%
51	Y3	Gearing Up	1.34%
52	M4	Last to Adopt	1.90%
53	F3	Stream Street	2.31%
54	F3	City Clickers	1.36%
55	F3	Low-Tech Country	1.24%
56	M4	Tech-Free Frontier	2.51%
57	F3	Rural Reels	1.70%
58	Y3	Home Screens	1.08%
		TOTAL	100.00%

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

ConneXions is a registered trademark of Claritas, LLC. The DMA data are proprietary to The Nielsen Company (US), LLC ("Nielsen"), a Third-Party Licensor, and consist of the boundaries of Nielsen's DMA regions within the United States of America. Other company names and product names are trademarks or registered trademarks of their respective companies and are hereby acknowledged.

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