



# Claritas Consumer Profiles (MRI Simmons) 2026 Release Notes

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## OVERVIEW

The Claritas MRI Simmons Profiles 2026 enable you to reach consumers based on lifestyle, media exposure, product usage, consumption, purchasing, and psychographic dimensions. By using Claritas MRI Simmons Profiles 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. Claritas MRI Simmons Profiles are created for Claritas PRIZM® Premier, Claritas P\$YCLE® Premier, Claritas ConneXions® Premier and Claritas ConneXions®. Please note that this release will be the last MRI Profiles (CCP) release with legacy ConneXions segmentation.

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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

## CONSUMPTION PROFILES

Some Claritas MRI Simmons Profiles present both count and consumption (volumetric). These volumetric profiles measure consumption in terms of units, such as glasses or pounds, per week. When looking at volumetric profiles, there are two important factors to consider. These are total demand, which presents total consumption for a specific segment or group of ideal customers, and Demand/Users, which presents average consumption per household for the segment or group of ideal customers.

Example 2 illustrates that approximately 2.5 million adults - in the 1.6 million PRIZM® Premier segment 26, Home Sweet Home, households buy gasoline. Those adults consume about 37.8 million gallons of gasoline per week or about 14.9 gallons of gasoline per adult per week.

SEGMENTS		BASE COUNT		USAGE: BUY GAS- 1WK (A) + GALLONS/1WK				CONSUMPTION: GALLONS/1WK		
CODE	VARIABLE TITLE	COUNT	% COMP	COUNT	% COMP	USERS/100 HHS	INDEX	DEMAND / USERS	INDEX	TOTAL DEMAND
23	23 Township Travelers	1,381,137	1.10%	2,263,099	1.38%	163.86	125	19.40	112	43,898,948.13

24	24 Pickup Patriarchs	1,270,010	1.02%	2,310,282	1.41%	181.91	139	18.46	107	42,658,913.13
25	25 Up-and-Comers	1,861,277	1.49%	2,771,349	1.70%	148.90	114	17.17	99	47,596,246.38
26	26 Home Sweet Home	1,611,968	1.29%	2,538,593	1.55%	157.48	120	14.93	86	37,891,515.31
27	27 Big Sky Families	3,096,694	2.48%	5,550,387	3.40%	179.24	137	22.99	133	127,610,027.25

Example 2: Profile Segment Consumption Report data from Claritas 360

## Software Platform

The Claritas MRI Simmons Profiles 2026 will be presented in Claritas 360.

## Profile Categories

Claritas MRI Simmons Profiles are presented in the following categories and sub-categories:

- Apparel & Jewelry
- Gas, Credit Cards & Chains
- Home Improvement and Appliances
  - Hardware & Appliances
  - Home Improvements
- Print Media
  - Magazines & Newspapers
  - Print Media Usage & Alternative Advertising
- Psychographics

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

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## WHAT'S NEW

With the 2026 release, Claritas has added a total of 103 new profiles. Below is a summary of the total new profiles by category:

- Apparel & Jewelry
  - 17 new profiles
- Home Improvement & Appliances
  - Hardware & Appliances
    - 9 new profiles

- Psychographics
  - 77 new profiles

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## METHODOLOGY

The Claritas MRI Simmons Profiles are prepared using input and expertise from both Claritas and Simmons as described below.

### Claritas

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

Questions are compared from the current year to the previous year to identify new profiles, as well as those that are no longer available. Data Product Management then specifies any additional profiles based on client requests and current market trends.

Once new profile specifications are complete, the Claritas MRI Simmons 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 Claritas software platforms.

### Data Source

Claritas MRI Simmons Profiles are created on a yearly basis. The 2026 MRI Simmons Profiles were created from using four waves of data from the MRI Simmons Fall Doublebase [2025]. The four waves used for this release and the dates in which they were fielded are listed below.

- Wave 90 - August 2023 to April 2024
- Wave 91 – February 2024 - October 2024
- Wave 92 – August 2024 - May 2025
- Wave 93 – February 2025 - October 2025

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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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