



Claritas Podcast Premium Profiles (MRI Simmons) 2026 Release Notes

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OVERVIEW

The 2026 Claritas Podcast Premium Profiles (MRI Simmons) offer insights on podcasting including attitudes on engagement with podcast content, hosts, and ads. Diving into the world of the podcast listener, clients can gain a deeper understanding of engagement, behaviors and motivational drivers as they pertain to podcasting. By using Claritas Podcast 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. Podcast 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 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 who 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 2026 Claritas Podcast Premium Profiles (MRI Simmons) will be presented in Claritas 360.

Categories

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

WHAT'S NEW

The 2026 Claritas Podcast Premium Profiles (MRI Simmons) consist of 8 categories with over 300 attributes.

With the 2026 release, Claritas has added a total of 24 new profiles. Below is a summary of the total new profiles by category:

- Programs and Providers – 5
- Timing and Length – 12
- Discovery and Choices – 7

METHODOLOGY

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

Claritas

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

The Podcast 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 Podcast Premium Profiles (MRI Simmons) will be created on an annual basis. The 2026 Podcast Profiles were created using data from the MRI Simmons Podcast Survey (Fall 2025). The MRI-Simmons Podcast Survey is collected bi-annually via an online questionnaire of 5,000 podcast listeners in the last 30 days, totaling 10,000 respondents annually. This survey offers a variety of insights on podcasting, including a dive into the world of podcast listeners.

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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