



# Claritas Technology Behavior Track Profiles 2025

## Release Notes

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### OVERVIEW

Claritas Technology Behavior Track Profiles enable marketers like you to locate consumers based on various behaviors associated with Voice, Data, and Video usage. In addition, easily maximize your return on investment for customer acquisition and retention (CACR) and channel management. Claritas Technology Behavior Track Profiles are created for four Claritas segmentations systems: Claritas PRIZM Premier, Claritas P\$YCLE Premier, Claritas ConneXions and Claritas ConneXions Premier.

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 minutes used for a service plan profile.

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### WHAT'S NEW

The Claritas Technology Behavior Track questionnaire was fielded in 2025. Claritas Technology Behavior Track undergoes updates every year to reflect updated technology, devices, services, etc. As such, this profile set will see a change in its roster on an annual basis. This year includes the addition of new profiles on accessing internet at home via WiFi, purchase channel preference for services and devices, and more.

**Special Note:** With the retirement of the legacy ConneXions segmentation system and the transition to ConneXions Premier, the 2025 release of Claritas Technology Behavior Track Profiles for ConneXions will mark the final vintage of this dataset produced under the legacy system.

More information is available in the 2025 Profile Roster section below, and in the Claritas Technology Behavior Track Profiles 2025 Profile Roster.

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## DATA DESCRIPTION

Claritas Technology Behavior Track Profiles are based on Claritas Technology Behavior Track. Claritas Technology Behavior Track is an extensive online questionnaire that collects detailed information on household technology product usage, behaviors, and attitudes. The questionnaire is designed to generate a national representative sample of U.S. households and to collect information about products and services used and owned, number of devices, and plan costs. Claritas Technology Behavior Track is fielded annually, with approximately 32,000 participants.

### Segmentation Systems

Claritas Technology Behavior Track Profiles are available on the Claritas PRIZM Premier, Claritas P\$YCLE Premier, Claritas ConneXions and Claritas ConneXions Premier segmentation systems. Note that the entire roster of profiles is available in each segmentation system.

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## METHODOLOGY

The Claritas Technology Behavior Track Profiles are based on the Claritas Technology Behavior Track responses and Claritas Segmentation.

### Claritas Technology Behavior Track

Claritas Technology Behavior Track is fielded annually to approximately 32,000 respondents via online data collection. It is fielded to be nationally representative of the U.S. population, with both respondent data and these derived profiles presenting nationally-representative behaviors.

### Sampling

A sample is a subset of the target population from which data is collected, with the end goal being to infer this information to the target population. A sample frame refers to the list of individuals who are eligible for inclusion in a sample. The target population for Claritas Technology Behavior Track includes all households in the U.S.

### Real Coding

In order to provide sharper and more distinctive profiles, Claritas Technology Behavior Track Profiles are based on only real coded Claritas Technology Behavior Track respondent data.

Real coding is a method for appending segment assignments to respondents. This method uses self-reported demographic data from respondents to create a household-level segment assignment for all segmentation systems. This means that age, income, presence of children, and other demographic data provided by respondents is used to create a real segment assignment in each segmentation system.

## Basing Profiles to Survey Household Count

Claritas Technology Behavior Track 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.

## Profile Data Usage Notes

### Usage and Consumption Profiles

This release contains both usage and consumption profiles. Usage profiles estimate the number of households that use a product or service (regardless of the frequency of use). Consumption profiles provide measures associated with use of the product or service, namely the cost of a service or plan.

For example, to examine homeowner mobile device use, you can review a usage profile that indicates the number of households with a mobile device. You can also examine a consumption profile that indicates the average plan cost to receive mobile service.

### Consumption Profiles

Consumption profiles are created by aggregating total consumption within a particular segment. When using consumption profiles in an application such as Claritas 360, total consumption is presented under the column labeled “Total Demand.” The column titled “Demand/Users” calculates average consumption segment household.

### National vs. Regional Profiles

In general, any profile that represents a national behavior can be applied to lower geographies such as block groups. On the other hand, regional or local profiles may be misleading when applied to a national level or within another region. This is important to note when using profiles for local or regional service providers. These profiles are nonetheless included because they can provide a good picture of your customer base or a competitor’s customer base. In addition, when expanding to new markets, these profiles can be used as a guide to establish groups within the new market.

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## 2025 PROFILE ROSTER

The Claritas Technology Behavior Track 2025 Profile Roster contains 564 profiles grouped into the following five categories: Cable & Satellite, Home Office Technology, Service Providers, Wireless Telecom, and Wireline Telecom. The 2025 Profile Roster contains 72 new profiles compared to the 2024 Profile Roster.

### One- and Two-Year Bases

In this release, there are 497 two-year based profiles (~60,000 respondents). These profiles are created for questions available in both 2024 and the 2025 Claritas Technology Behavior Track.

There are 67 one-year based profiles (~30,000 respondents) created from new questions added to the Claritas Technology Behavior Track 2025 questionnaire. These are designated as such with the “(1Y)” notation in the Profile Tile. Two-year vs One-year based profiles are noted in the profile roster in the Base column.

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## PROFILE CATEGORIES

Claritas Technology Behavior Track Profiles are presented in five categories.

### Cable & Satellite

This category presents information about cable and satellite television usage, including viewing habits, premium network cable, interest in video-on-demand, and other television services. This category also provides information about consumer selection of cable and satellite television service providers.

### Home Office Technology

This category presents information about home technology use, electronic devices, internet usage patterns, social network activity and more.

### Service Providers

This category presents information about communications and internet service providers, including service bundling preferences, plan features, general service provider ratings, bill amounts and more.

### Wireless Telecom

This category presents information for wireless communication consumption and usage patterns. Profiles include brand of mobile phone, types of plans, data plan size, types of activities, service providers and more.

### Wireline Telecom

This category presents information for wired (landline) usage including number of lines, providers and reasons for dropping wired lines.

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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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