



Claritas Trending Topics Premium Profiles (MRI Simmons) 2026 Release Notes

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OVERVIEW

The 2026 Claritas Trending Topics Premium Profiles (MRI Simmons) offer insights on psychographics and attitudes regarding current events. By utilizing this dataset, clients can gain a deeper understanding of about consumers' changing habits and mindsets, both now and in the future. Using Claritas Trending Topics Premium Profiles (MRI Simmons) to reach your ideal customers will provide a greater return on investment of marketing dollars in customer acquisition and retention (CACR), media strategy, and channel management. Trending Topics 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 that 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 Trending Topics Premium Profiles (MRI Simmons) 2026 will be presented in Claritas 360.

Categories

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

WHAT'S NEW

Claritas Trending Topics Profiles are intended to provide the client with rich insights on the latest issues that are currently trending across the US. Because of this, you will find that every profile

in the Claritas Trending Topics Premium Profiles dataset is considered to be new. Categories and profiles will change year over year to ensure that this dataset provides consumer insights into current and relevant topics. The Claritas Trending Topics Premium Profiles (MRI Simmons) for 2026 consist of 6 categories with over 330 attributes.

METHODOLOGY

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

Claritas

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

The Trending Topics 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 Trending Topics Premium Profiles (MRI Simmons) will be created on an annual basis. The 2026 Trending Topics Profiles were created using data from MRI Simmons Trending Topics Study (Fall 2025), which surveyed approximately 3,000 respondents. The MRI Simmons Trending Topics Study examines psychographics and attitudes regarding current events.

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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