Claritas Technology Scores 2027 Release Notes

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OVERVIEW

Claritas Technology Scores are comprised of two distinct measures which provide a streamlined way to assess the technology behaviors of each ZIP+6 in the United States.

Delivered as a value from 1-100, each measure represents the technology behaviors of a ZIP+6 associated with these two categories:

- Technology Adoption
- Heavy Technology Usage

Technology Adoption

Likelihood for a household to adopt general technology in their daily life. Scores range between 1-100, with 100 being the most likely to adopt technology.

Heavy Technology Usage

Likelihood that a household would be sophisticated heavy users of general technology. Scores range between 1-100, with 100 being the most likely to be heavy users of technology.

WHAT'S NEW

Claritas Technology Scores have been updated using the latest available demographic and cartographic data.

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DATA DESCRIPTION

Claritas Technology Scores

When appending Claritas Technology Scores, client files will be returned containing these 4 items:

- ZIP+6 code
- Technology Adoption Score
- Heavy Technology Usage Score
- The assignment flag which states the level at which the coding was applied

Claritas Technology Scores Distributions

Claritas Technology Scores Distributions are also available. These distributions show the number of households that scored within certain ranges for each category by geographic area.

When purchasing Claritas Technology Scores Distributions, the client will see the following data for each geography:

Technology Adoption

- Count of Highest Technology Adoption Scores (81-100)
- Count of Medium High Technology Adoption Scores (61-80)
- Count of Medium Technology Adoption Scores (41-60)
- Count of Medium Low Technology Adoption Scores (21-40)
- Count of Lowest Technology Adoption Scores (1-20)

Heavy Technology Usage

- Count of Highest Technology Heavy Usage Scores (81-100)
- Count of Medium High Technology Heavy Usage Scores (61-80)
- Count of Medium Technology Heavy Usage Scores (41-60)
- Count of Medium Low Technology Heavy Usage Scores (21-40)
- Count of Lowest Technology Heavy Usage Scores (1-20)

METHODOLOGY

Claritas Technology Scores have been created with support from Claritas data scientists and modelers to ensure a thorough and accurate approach throughout the process for the building of these scores. The goal of model development is to offer the best predictive value for a behavior or characteristic for which the actual data is unknown or otherwise unavailable.

Claritas Technology Scores were designed to understand technology scores for households based on consumer technology behaviors. Thus, we use data from several sources which identify these behaviors in our model to identify these two scores: Technology Adoption and Heavy Technology Usage.

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The scores are created using demographic information at the ZIP+6 level. Since Claritas Technology Scores are household-based, weighting was done to ensure that data was reflected at the household level. Claritas uses industry standard modeling practices and demographic attributes to assign scores to a ZIP+6

Statistical techniques were used to determine the weight for each attribute in order to optimize the prediction of technology usage. Model performance was evaluated by holdout samples and validated against the technology household behaviors. Once all tests for quality are completed, the data product is released to our clients to help guide them in their understanding of technology adoption and usage.

Data Sources

To build Claritas Technology Scores, 500+ technology related behaviors collected by surveys such as the Claritas Technology Behavior Track survey and Nielsen Scarborough were optimized and used to identify technology adopters and heavy users. The behaviors are predicted by demographics and household characteristics at the ZIP+6 level. More than 5000 behaviors from five independent surveys were involved in model performance assessment and validation.

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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