Claritas PRIZM® Premier ZIP+6 Distributions 2026 Release Notes

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PRODUCT OVERVIEW

PRIZM® Premier, Claritas' flagship segmentation system, classifies every U.S. household into one of 68 consumer segments based on household preferences for a broad range of products and behaviors. PRIZM Premier offers an extensive set of supplementary market research databases and links to third party data. This allows marketers access to a wealth of research, which can be used to pinpoint the products and services that their best customers are most likely to use. It is the wide scope of PRIZM Premier external links that allows marketers to construct a portrait of their customers, answering these important questions:

- Who are my ideal customers?
- What are they like?
- Where can I find them?
- How can I best reach them?

These PRIZM Premier external links allow for company-wide integration of a single customer concept. Beyond coding records for analysis, Claritas can also provide estimates of markets and trade areas, as well as profile databases for behaviors ranging from leisure time preferences to shopping to eating to favorite magazines and TV shows, all of which can help to craft ad messaging and media strategy. Components of the PRIZM Premier system can be grouped by the stage of customer analysis:

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CUSTOMER ANALYSIS STAGE	PRIZM PREMIER COMPONENT USED
Coding customer records	Household-level coding Geodemographic coding and/or fill in
Comparing coded customer records to trade area	Current-year segment distributions Five-year segment distributions
Determining segment characteristics for demographics, lifestyle, media, and other behaviors	Claritas Household Demographic Profiles Claritas Neighborhood Demographic Profiles Claritas Technology Behavior Profiles Claritas Energy Behavior Profiles Claritas Financial Product Profiles Claritas Insurance Product Profiles Claritas Consumer Profiles Claritas Income Producing Assets and Net Worth Profiles Claritas Television Behavior Profiles (Nielsen) Claritas Premium Connect Profiles (MRI Simmons) Claritas Premium Cord Profiles (MRI Simmons) Claritas Premium Podcast Profiles (MRI Simmons) Claritas Premium Trending Topics Profiles (MRI Simmons) Custom surveys or databases

WHAT'S NEW

The 2026 Claritas PRIZM® Premier distributions have been updated with the most current demographic and modelled information, enabling companies to find customers. This annual update reflects the demographic changes to households throughout the prior year. Changes in age, income, homeownership, and presence of children, among other variables, are used by Claritas to develop the PRIZM Premier segment assignments. The 2026 vintage of the PRIZM Premier distributions provide the most current estimates of the number of households with a specific segment assignment in each standard geography.

METHODOLOGY

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. As an industry leader in segmentation, Claritas is constantly scanning the landscape for new methods and data to improve statistical model performance. To that end, Claritas introduced a methodology, called Multi-Source Aggregation and Distributional Alignment (MADA) which changed the way that Claritas measures and assigns households to PRIZM Premier segments.

MADA is a proprietary methodology for assessing national distributions, which begins with the Claritas demographic update, and is informed by additional data from Claritas Financial Track,

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Epsilon™ Targeting, Valassis™ (formerly ADVO), Data Axle™ (formerly Infogroup), and TomTom® (formerly Tele Atlas North America). Such data includes, but is not limited to age, income, and presence of children. This information is acquired from third-party providers who have a legal right to provide us such information and is either self-reported or modeled. This combination of data sources provides Claritas a unique competitive advantage in its segmentation assignment methodology, due to the unparalleled breadth and depth of address-level information. The result of the MADA process is the creation of the Claritas Master Address File (MAF)—a file of all households in the country (based on the U.S. Census Bureau's standard of counting)—which serves as the benchmark for all coding processes.

To produce the count of households for each level of geography, initial estimates are created via the MADA process and then balanced against the annual Claritas demographic update (which is informed by estimates produced by the Census Bureau and, in some cases, by various state demographers.) At the block group level, change is estimated based on sources including local estimates, trends in United States Postal Service (USPS) deliverable address counts from Valassis, and trends in consumer counts from the Epsilon Targeting TotalSource Plus™ (TSP) database.

By building an extraordinarily stable roster of addresses and associated mailing characteristics against which Claritas can consistently assess national distributions, the PRIZM® Premier model provides the most detailed assignments in Claritas history.

Claritas' segmentation solutions use a broad spectrum of demographic and lifestyle information to describe households and geography, enabling companies to better understand and anticipate customer buying behaviors. Our segmentation systems place each U.S. household into segments based on general consumer behavior and demographic characteristics. The segments are based on aggregated or modeled information that represent millions of households. No information about a unique individual or household is published or reported within segment assignments, making this a privacy-safe solution.

Claritas uses industry standard modeling practices and a minimum number of demographic factors to assign households to a segment. PRIZM Premier was designed to classify households based on consumer purchasing behaviors. Thus, we use data that describe overall life stage such as presence of children and household size.

One set of factors that we specifically choose not to use as drivers in our analysis or models is race and ethnicity. However, our research has found that, much as patterns of purchasing and other behaviors appear for these segments, patterns of race and ethnicity sometimes emerge as well. For this reason, and due to client demand, we sometimes include references to race and ethnicity in our descriptions for product marketers, even though they are not drivers of household segment assignment. PRIZM Premier does include technology use and household assets as driving factors in the classification of households. These two factors join the list of other demographic factors that have been a part of classifying households in earlier versions of PRIZM.

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For decades, Claritas has set the standard for global market and consumer insight research. Our customer insights are based on representative samples of the population and help businesses understand what consumers watch, what they buy, and their lifestyle preferences and behaviors to make your marketing more effective.

Using Segmentation to Estimate Demographics

Claritas segmentation products provide an excellent high-level overview of segment demographics, allowing you to identify what messages will speak most powerfully to your best customers. This broad picture is populated by first creating the segments, then identifying the average or most common characteristics of these segments overall.

However, because these are nationwide averages, regional or population differences in how these segments express themselves may lead to variance in individual demographics. For example, let's say that, nationwide, Executive Suites (10) tends to be approximately 8% Hispanic or Latino. Using this, you can estimate the number of Hispanic or Latino potential customers that may exist in any given area. But this is still an estimate based on nationwide averages—in Miami, Executive Suites will probably be more Hispanic/Latino than the nationwide average due to the demographic makeup of that particular area. This same relationship exists for other demographics, such as households with children and age.

Generally, most geographic areas should vary in proportion. For example, while the percentage of Hispanic Executive Suites households in Miami will likely be higher than average, it will still be proportionally more Hispanic/Latino than Bedrock America (68) households. Generally, the smaller the population being examined, the more pronounced these variances can be.

For purer demographic estimates, Claritas recommends the use of Claritas Pop-Facts®. Ask your Claritas account representative for more information about Pop-Facts® if you would like to learn about this powerful data tool.

DATA DESCRIPTION

This document addresses the data available in the 2026 release of the Claritas PRIZM® Premier ZIP+6 segment distributions.

Data Source

Unlike the standard PRIZM Premier Current-Year/Five-Year distributions, which are based on PRIZM Premier ZIP+4-level assignments, this product is based on the corresponding PRIZM Premier ZIP+6 assignments, offering greater detail. Segment household distributions for each individual block group are derived from the household counts and PRIZM Premier assignments associated with the ZIP+6s within that block group. The segment distributions can then be rolled

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up from block group to other geographies, using cross reference files where necessary. Clients access the segment distributions for purposes such as determining market potential, creating profile bases, and identifying ideal segments within markets.

Urbanicity Update

A distinctive feature of PRIZM Premier is urbanicity, a concept created to classify neighborhoods according to population density and relationship to urban centers. Urbanicity measures have been defined and refined by Claritas over the past 40 years, initially using a national density grid framework that was later replaced by national block group density centile data. As a result of extensive statistical research and analysis, five distinct urbanicity classes were developed. Categories are assigned by a proprietary Claritas Urbanicity model at the block group level.

The Urbanicity classification process is typically updated once every ten years, when the Census Bureau updates the underlying block group roster as part of the decennial census. Urbanicity in 2026 PRIZM Premier reflects the latest updates from the 2020 census data. The national distribution for the Urbanicity model remains the same as with previous vintages of PRIZM Premier.

Household Definition

It is important to understand how different data providers count households differently depending on their purpose. For example, the U.S. Census Bureau counts as a household all the people who occupy a housing unit as their usual place of residence. These people may or may not be related, but to be counted as a single household, they must have their home address in common.

For a compiled list provider such as Epsilon, the purpose is to make it as easy as possible for companies to acquire additional data about their existing customers and buy mailing lists of prospects. Because the customer name is so critical to this process, Epsilon counts as a separate household every unique last name at a unique address. This means that the Epsilon estimate of the number of households in any geography is generally larger than that of the Census Bureau for the same geography.

For example, if Pat Valentine and Chris Robertson both live at 814 Scott Street Covington, KY 41011, they would be counted as a single household for the purpose of the Census Bureau and the Claritas Demographic Update. Since the couple has different last names, Epsilon might count them as two households in order to get a name/address match on either person in the TotalSource Plus file. If the couple were married and had the same last name, Epsilon could more easily consider them a single household because the last name match is one of the keys to being able to collapse individuals and append household-level data.

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This is important because Claritas uses the Census Bureau standard of counting all those at an address who consider it their usual place of residence as a single household. This household definition is used to create Claritas household counts.

Geographic Levels

PRIZM Premier ZIP+6 distributions provide counts of households by segment for standard geographies only for the current year.

ACRONYM	GEOGRAPHY
AZP	All ZIP Codes, area & point
BGR	Census Block Group
CBSA	Core-Based Statistical Area
CNG	Congressional District
CSA	Combined Statistical Area
County	County
DMA	Designated Market Area
MCD	Minor Civil Division
Place	Place
State	State
TDZ	Three Digit ZIP Code
Tract	Census Tract
USA	USA
ZIP	Area ZIP Codes (i.e., have an associated geographic boundary)

CURRENT-YEAR ESTIMATES

The Claritas PRIZM® Premier 2026 distribution of US households below is based on the ZIP+6-level assignment summed to the block group geography. The Household Percent Comp column shows the current-year percent composition for each segment calculated as a percentage of total U.S. households.

PRIZM® PREMIER SEGMENT	LIFESTAGE GROUP	SOCIAL GROUP	NICKNAME	2026 HH % COMP
01	M1	S1	Upper Crust	1.01%
02	F1	S1	Networked Neighbors	0.97%
03	M1	S1	Movers & Shakers	1.38%
04	Y1	U1	Young Digerati	1.44%
05	F1	T1	Country Squires	2.38%

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PRIZM® PREMIER SEGMENT	LIFESTAGE GROUP	SOCIAL GROUP	NICKNAME	2026 HH % COMP
06	F1	S2	Winner's Circle	1.36%
07	M1	U1	Money & Brains	1.38%
08	M1	S2	Gray Power	1.13%
09	M1	T1	Big Fish, Small Pond	1.66%
10	F1	S2	Executive Suites	1.28%
11	F1	T1	Fast-Track Families	1.89%
12	M1	S2	Cruisin' to Retirement	2.35%
13	Y1	S2	Upward Bound	1.05%
14	F1	S2	Kids & Cul-de-Sacs	1.34%
15	F1	T1	New Homesteaders	1.07%
16	F1	S2	Beltway Boomers	1.10%
17	M2	U2	Urban Elders	1.13%
18	M2	T2	Mayberry-ville	1.65%
19	M2	U1	American Dreams	1.10%
20	M2	S3	Empty Nests	1.55%
21	Y1	U1	The Cosmopolitans	1.10%
22	M2	C1	Middleburg Managers	2.41%
23	F2	T2	Township Travelers	1.12%
24	M2	T2	Pickup Patriarchs	1.04%
25	Y1	S3	Up-and-Comers	1.48%
26	F2	S3	Home Sweet Home	1.27%
27	F2	T2	Big Sky Families	2.52%
28	M2	T2	Country Casuals	1.87%
29	F2	T2	White Picket Fences	1.60%
30	F2	S3	Pools & Patios	1.42%
31	Y1	U2	Connected Bohemians	1.51%
32	M3	T3	Traditional Times	1.43%
33	F3	C1	Second City Startups	0.98%
34	Y1	S4	Young & Influential	0.93%
35	Y1	U2	Urban Achievers	1.28%
36	M3	S4	Toolbelt Traditionalists	2.40%
37	F3	C1	Bright Lights, Li'l City	1.38%
38	M3	T3	Hometown Retired	1.42%
39	F3	T3	Kid Country, USA	1.17%
40	Y2	U2	Aspiring A-Listers	1.09%

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PRIZM® PREMIER SEGMENT	LIFESTAGE GROUP	SOCIAL GROUP	NICKNAME	2026 HH % COMP
41	M3	S4	Domestic Duos	0.95%
42	F4	U3	Multi-Culti Mosaic	1.65%
43	M3	U3	City Roots	1.13%
44	F3	T3	Country Strong	3.33%
45	F4	U3	Urban Modern Mix	2.06%
46	M3	T3	Heartlanders	1.29%
47	Y2	C2	Striving Selfies	1.44%
48	Y2	C2	Generation Web	1.70%
49	M3	C2	American Classics	1.66%
50	Y2	S4	Metro Grads	1.42%
51	F3	T3	Campers & Camo	1.89%
52	M3	T3	Simple Pleasures	1.30%
53	M3	C2	Lo-Tech Singles	1.39%
54	Y2	C2	Struggling Singles	1.31%
55	Y3	T4	Red, White & Blue	1.43%
56	F4	U3	Multi-Culti Families	1.15%
57	M4	T4	Back Country Folks	2.61%
58	M4	T4	Golden Ponds	1.98%
59	Y3	C3	New Melting Pot	1.44%
60	Y3	T4	Small-Town Collegiates	1.03%
61	F4	C3	Second City Generations	1.07%
62	M4	T4	Crossroad Villagers	1.08%
63	Y3	U3	Low-Rise Living	2.05%
64	Y3	C3	Family Thrifts	0.94%
65	Y3	T4	Young & Rustic	2.09%
66	Y3	C3	New Beginnings	1.01%
67	M4	C3	Park Bench Seniors	0.93%
68	F4	T4	Bedrock America	1.02%
			TOTAL	100.00%

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.

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