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PRIZM Premier Was Developed Using Claritas' Proprietary Methodology That Allows Marketers To Seamlessly Shift From ZIP Code Level To Block Group Level To ZIP+4 Level, All The Way Down To The Individual Household Level—all With The Same Set Of 68 Segments. Mar 1th, 2024.
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PRIZM Premier Segment Nickname Creation
PRIZM Premier Segments Were Created Using A Proprietary Regression Model, Multivariate Divisive Partitioning (MDP), Described In Greater Detail Later In This Document.
From The Finalized PRIZM Premier Model, 68 Distinct Nodes Were Developed, Which
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The U.S. Census Bureau. The 2022 Update Makes Use Of Data From The 2019 Releases Of ACS Data. Specifically, The Update Incorporates One-year ACS Data For 2019 And Five-year Data For 2015-2019. Please Note That Because The 2019 ACS Release Is The Most Recent At The Time Of Update, ACS Items Such As Employment Status And Means Of Transportation To Jan 4th, 2024.

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