



# CultureCode LGBT Demographics 2024 Release Notes

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## OVERVIEW

Claritas CultureCode® LGBT Demographics include lesbian, gay, bisexual and transgender adult population estimates for specific geographic levels. This unique data source can contribute to fundamental business strategies that lead break-through insights and decisive actions.

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## WHAT'S NEW

This data has been updated based on the newest source data available, including Claritas Pop-Facts® Demographics 2024 estimates.

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## DATA DESCRIPTION

### Variable Roster

The CultureCode® LGBT Demographics dataset contains the following variables:

- CY LGBT Pop, Age 18+
  - CY LGBT Pop, Male: Age 18+
  - CY LGBT Pop, Female: Age 18+
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## METHODOLOGY

This data is developed using demographic models based on Claritas Pop-Facts® Demographics population estimates and U.S. Census same-sex partner households and marital status at the

census tract geography level. The models also include state and national level LGBT data from Gallup, Williams Institute, and Pew Research Center.

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## GEOGRAPHIC LEVELS

In order to protect the LGBT community, this data is only presented for specific geographic levels:

STANDARD MACRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
Country [1]	Wire Centers [18K+]
State [51]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
County [3,142]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [210]	
Combined Statistical Area (CSA) [100+]	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]	
Congressional District [400+]	

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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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