



Claritas CultureCode Supplement to Pop-Facts 2024 Release Notes

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OVERVIEW

The Claritas CultureCode® Supplement to Pop-Facts® dataset includes additional current year estimates and five-year projections that will help you know more about the multicultural population. For this release, current year and five-year refers to 2024 estimates and 2029 projections, respectively.

WHAT'S NEW

The Claritas CultureCode® Supplement to Pop-Facts® data set has been updated based on the newest source data available, including Claritas Pop-Facts Demographics 2024 estimates, which feature the use of additional 2020 Census data from the Demographic and Housing Characteristics (DHC) file.

Methodology Changes

Because the 2024 Claritas estimates use new data from the 2020 Census DHC file, including population by age and sex, households by tenure, and households by race and ethnicity of the householder, changes to related categories, such as population by generation and households by tenure, ethnicity and race, are expected.

The following methodologies have also been updated:

- Foreign-born population has been enhanced to better utilize American Community Survey (ACS) data to estimate the total foreign-born population for small areas.

- Language spoken at home estimates have been enhanced to ensure those who speak Asian languages do not exceed their respective populations in a specific area.
- Population by race, ethnicity and educational attainment has been enhanced to utilize additional data from the ACS.

For more details about our methodology, please refer to the *Claritas CultureCode Supplement to Pop-Facts 2024 Methodology* and *Claritas Demographic Update 2024 Methodology* documents, which can be provided by your Claritas representative upon request.

Roster Changes

There are no changes to the roster since the 2023 update.

Geographic Changes

The CultureCode Supplement to Pop-Facts incorporates changes from the 2024 Claritas Cartographic update, which included updates to the following geographic levels:

- Congressional District
- Nielsen Designated Market Area (DMA)
- Residential ZIP Code
- Wire Center

For more information about geographic changes, please refer to the *Claritas Cartographic Boundaries and Map Enhancement Layers 2024 Release Notes* for standard geographies and *Claritas Telecommunications Boundaries 2024 Release Notes* for telecommunications industry geographies. Either of these documents can be provided by your Claritas representative upon request.

DATA DESCRIPTION

Variable Categories

Claritas CultureCode® Supplement to Pop-Facts® variables are presented in the following categories and contain the following sub-categories:

Population & Race

- Population by Dominant Race/Ethnicity or Origin (Current Year Only)
- Population by Ancestry/Origin
- Foreign-Born Population by Place of Birth
- Population 5+ by Language Spoken at Home
- Population by Generation and Race/Ethnicity and Generation
- Population Density by Ethnicity and Race (Current Year Only)

Housing & Household Composition

- Households by Tenure, Ethnicity and Race
- Linguistically Isolated Households by Language
- Households by Average Household Size, Ethnicity and Race
- Households Density by Ethnicity and Race (Current Year Only)

Affluence & Education

- Households by Socioeconomic Status (SES), Ethnicity and Race (Current Year Only)
- Population by Ethnicity, Race and Educational Attainment
- Average Years of Education by Ethnicity and Race

Employment & Occupation

- Unemployed Civilian Population by Ethnicity and Race

Variable Roster

The complete variable roster is provided in the *2024 Claritas CultureCode Supplement to Pop-Facts Demographics Roster* document. Please contact your Claritas Representative if you are interested in receiving this document. There have been no changes to the roster since the 2023 update.

Special Notice

Some of the variables presented are only available for block groups, census tracts, and ZIP codes. This is because the typical diversity in larger geographies is better evaluated by looking at the percent distribution of the population or household groups rather than an overall classification that would mask the diversity for most areas. Therefore, if you receive data for another geography, the variables below will not be populated. Additionally, these variables are not available for custom areas in our Claritas 360 software.

- CY Pop, Dominant Race/Ethnicity
- CY Pop, Dominant Country of Origin
- CY Pop, Hisp/Lat, Dominant Country of Origin
- CY Pop, Asian, Dominant Country of Origin
- CY Pop Age 5+, Spanish Language Area Segment
- CY HHs, SES Segment, Geo A-E
- CY HHldr White, SES Segment, Geo A-E
- CY HHldr Black/Af Amer, SES Segment, Geo A-E
- CY HHldr Asian, SES Segment, Geo A-E
- CY HHldr Hisp/Lat, SES Segment, Geo A-E

METHODOLOGY

Please refer to the *Claritas CultureCode Supplement to Pop-Facts 2024 Methodology* document and *Claritas Demographic Update 2024 Methodology* document, which can be provided by your Claritas representative upon request.

GEOGRAPHIC LEVELS

The Claritas CultureCode® Supplement to Pop-Facts® data set is prepared for a wide range of census and other geographic areas including the following:

STANDARD MACRO GEOGRAPHIES	STANDARD MICRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
Country [1]	Place [29K+]	Wire Centers [18K+]
State [51]	Tract [72K+]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
County [3,142]	Block Group [217K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [210]	Residential ZIP Code [30K+]	
Combined Statistical Area (CSA) [100+]	Minor Civil Division (MCD) [Includes Census Civil Divisions (CCD)] [35K+]	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]		
Congressional District [400+]		
Three-Digit ZIP (TDZ) [800+]		

DATA SOURCES

Sources utilized in the development of the CultureCode Supplement include the following:

- Claritas Pop-Facts Demographics
- Bureau of Economic Analysis (BEA)
- Claritas Master Address File (MAF)
- TomTom® North America, Inc.
- U.S. Census Bureau - 2010 and 2020 Decennial Census
- U.S. Census Bureau – American Community Survey (ACS) 1-Year and 5-Year data
- U.S. Census Bureau - County Population Estimates
- U.S. Census Bureau - County Population Estimates by Age/Sex/Race and Ethnicity
- U.S. Census Bureau - Current Population Survey (CPS)
- U.S. Postal Service
- Valassis™ Direct Mail, Inc.
- DirecTarget® enhanced consumer file

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.

LEGAL NOTIFICATIONS

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