



Claritas Neighborhood Demographic Profiles 2024 Release Notes

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OVERVIEW

The 2024 Claritas Neighborhood Demographic Profiles present data from 2024 Claritas Pop-Facts® Demographic estimates, Claritas CultureCode® Supplement to Pop-Facts® estimates, and Urbanicity from Claritas PRIZM® Premier Segment Distributions, which have been summarized by segmentation audience for the Claritas PRIZM® Premier, Claritas P\$YCLE® Premier, and Claritas ConneXions® systems. Pop-Facts® uses proprietary Claritas methodologies combined with census and other data to estimate demographic counts.

Claritas Neighborhood Demographic Profiles can be used for several purposes, including:

- Determining criteria for deciding which audiences to pinpoint.
- Creating profile reports that rank demographic data by audience.
- Identifying audiences that rank high for specific demographic criteria, such as families with children or high income Hispanic or Latino households.

It is important to note that there are approximately three times as many Claritas Neighborhood Demographic Profiles as Claritas Household Demographic Profiles. This allows marketers to develop groups of ideal customers based on a wider range of demographic data. For example, the Claritas Household Demographic Profiles product presents income profiles, whereas the Claritas Neighborhood Demographic Profiles product presents not only income profiles, but also income profiles by race and ethnicity.

Note: Claritas Neighborhood Demographic Profiles are not intended to create geographic-based demographic projections. Projection is done using a two-step process. First, the total percentage of households in each Claritas segmentation audience that exhibit the profile's demographic trait is calculated. Then, that percentage is applied to the estimated number of households in each audience within a geographic area. Therefore, projection gives you an estimated number of households by audience in the area that are likely to exhibit the profile's demographic trait, but these numbers will vary from the actual demographic composition of the area. Therefore, a better tool for demographic data by geography would be our 2024 Pop-Facts products, which provide real estimates for a geography as opposed to projected profiles.

WHAT'S NEW

These profiles have been updated using the latest data from our 2024 Pop-Facts® Demographic and CultureCode® estimates, Claritas PRIZM® Premier block group single assignments and urbanicity distributions, and Claritas P\$YCLE® Premier and Claritas ConneXions® block group single assignments. Please note that the 2024 Claritas Pop-Facts® Demographics incorporate more available data from the 2020 Census as well as other methodology changes, so differences in related data are expected. Please refer to the *Claritas Neighborhood Demographic Profiles 2024 Roster* and the *Claritas Demographic Update 2024 Methodology* document for more information. For a copy of either of these documents, please contact your Claritas account representative.

DATA DESCRIPTION

Profiles Categories

All profiles are the same for the three segmentation systems, PRIZM® Premier, P\$YCLE® Premier and ConneXions®. The Claritas Neighborhood Demographic Profiles product is presented in five categories covering over 400 demographic profiles:

- Claritas Age, Education, Income & Occupation
- Claritas Housing, Tenure & Urbanization
- Claritas Neighborhood Demographic Profiles - Summary (This category presents key demographic traits rolled up to wider ranges than found within each individual category in order to facilitate macro level analysis. For example, while you may see ten or more income profiles under the “Claritas Age, Education, Income, and Occupation” category, you will only see three income profiles in the “Claritas Neighborhood Demographic Profiles – Summary” category.)
- Claritas Population and Households
- Claritas Race and Family Composition

Profile Roster

A complete profile roster is provided in the *Claritas Neighborhood Demographic Profiles 2024 Roster*. For a copy of the roster, please contact your Claritas account representative.

Changes

This year's Pop-Facts® updates incorporated more available data from the 2020 Census as well as other methodology changes, so differences in related data are expected. Additionally, due to changes in the way the Census Bureau reported data on household composition for the 2020 Census, multiple items in the Claritas Race and Family Composition category were replaced with new profiles. The last two breaks for when housing units were built have also been updated by the American Community Survey (ACS), so profiles in the Claritas Housing, Tenure and Urbanization

category have changed accordingly. Please refer to the *Claritas Neighborhood Demographic Profiles 2024 Roster* and the *Claritas Demographic Update 2024 Methodology* document for more information. For a copy of either of these documents, please contact your Claritas account representative.

Data Source

The 2024 Claritas Neighborhood Demographic Profiles product is created from 2024 Pop-Facts and CultureCode Supplement estimates (current year estimated demographic distributions at the block group level), Urbanicity from PRIZM Premier Segment Distributions, and block group single audience assignments for each segmentation system (PRIZM Premier, P\$YCLE Premier and ConneXions).

METHODOLOGY

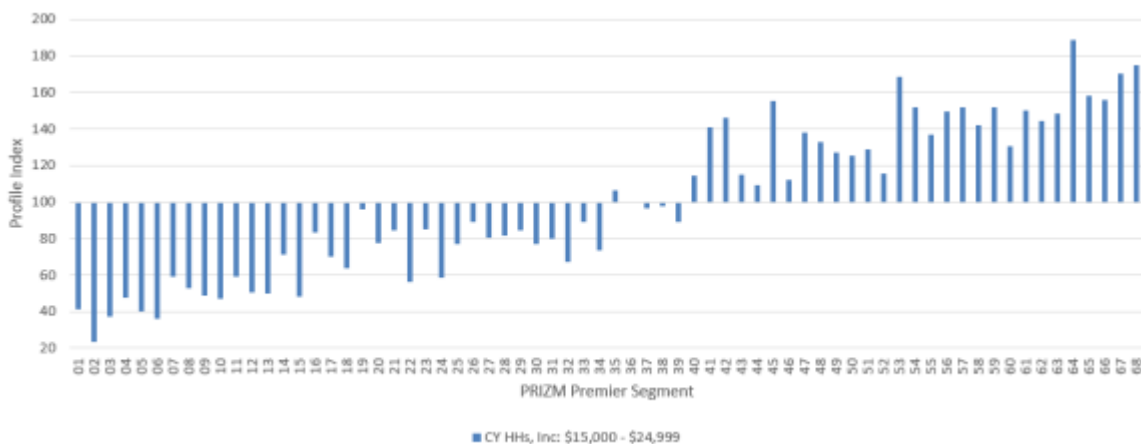
The first step in creating Claritas Neighborhood Demographic Profiles uses the single audience assignment of a block group. As a hypothetical example, let’s say Block Group 370630015022 located in Durham, North Carolina is assigned Claritas PRIZM® Premier audience 48—Generation Web. Within that block group in our example, there are households with varying incomes, as shown below.

SINGLE AUDIENCE ASSIGNMENT METHOD EXAMPLE	
CLARITAS POP-FACTS PREMIER INCOME LEVEL CATEGORIES	HOUSEHOLD COUNT
Household Income: <\$15K	497
Household Income: \$15-25K	207
Household Income: \$25-35K	243
Household Income: \$35-50K	159
Household Income: \$50-75K	116
Household Income: \$75-100K	49
Household Income: \$100-125K	8
Household Income: \$125-150K	7
Household Income: \$150-200K	4
Household Income: \$200-250K	1
Household Income: \$250-500K	2
Household Income: >\$500K	0

Using PRIZM® Premier as an example, think of each of the twelve income categories as small “buckets” within the audience—in this case, Generation Web (48). In this example, there would be

497 Generation Web (48) households with annual incomes less than \$15,000 and only 2 households with annual incomes above \$250,000. Totals of each income “bucket” for all block groups assigned to this audience are tabulated to create a national level profile for Generation Web (48). The same is done for each PRIZM Premier audience using the same twelve income “buckets”. Once tabulated, these income “buckets” become the Claritas Neighborhood Demographic income profiles for each PRIZM Premier audience. For example, Chart 1 below shows that households with incomes ranging between \$15,000 and \$24,999 index higher in neighborhoods assigned less affluent PRIZM Premier audiences (such as Family Thrifts (64)) than in those assigned upper income audiences (such as Networked Neighbors (02)).

Chart 1: Household Income: \$15,000 - \$24,999 (Claritas Neighborhood Demographics) Profile

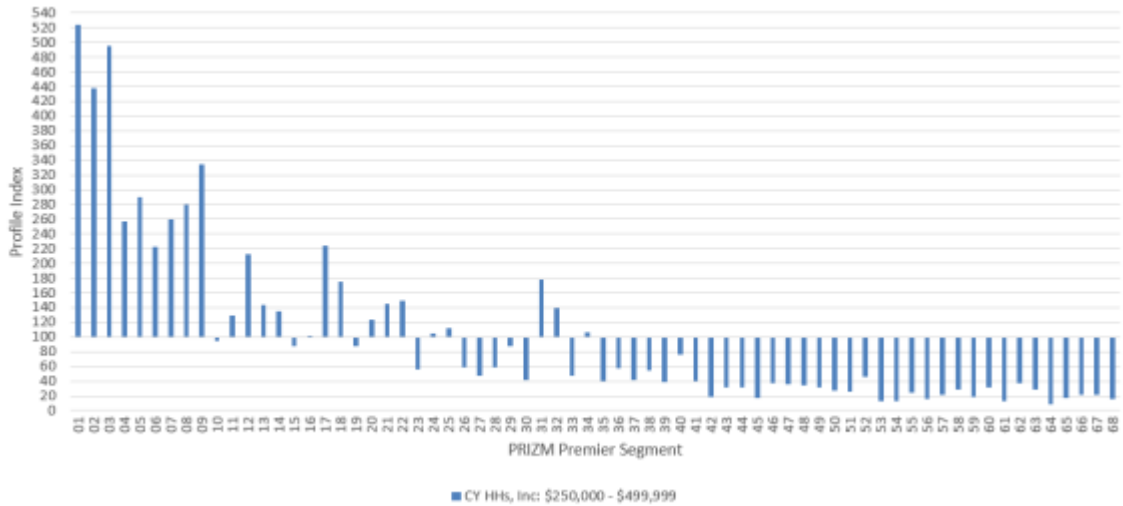


Note: At the block-group level, there will be some percentage of high-income households in areas assigned to low-income audiences and vice versa. As a result, even Upper Crust (01), the PRIZM Premier audience with the highest income level, has an index of 41 for households with incomes between \$15,000 and \$24,999, as shown in Chart 1 above. This means that these households do exist in neighborhoods designated as Upper Crust (01), but they are 59% less concentrated there than the average national penetration.

Chart 2 below presents similar results for households with annual income between \$250,000 and \$499,999.

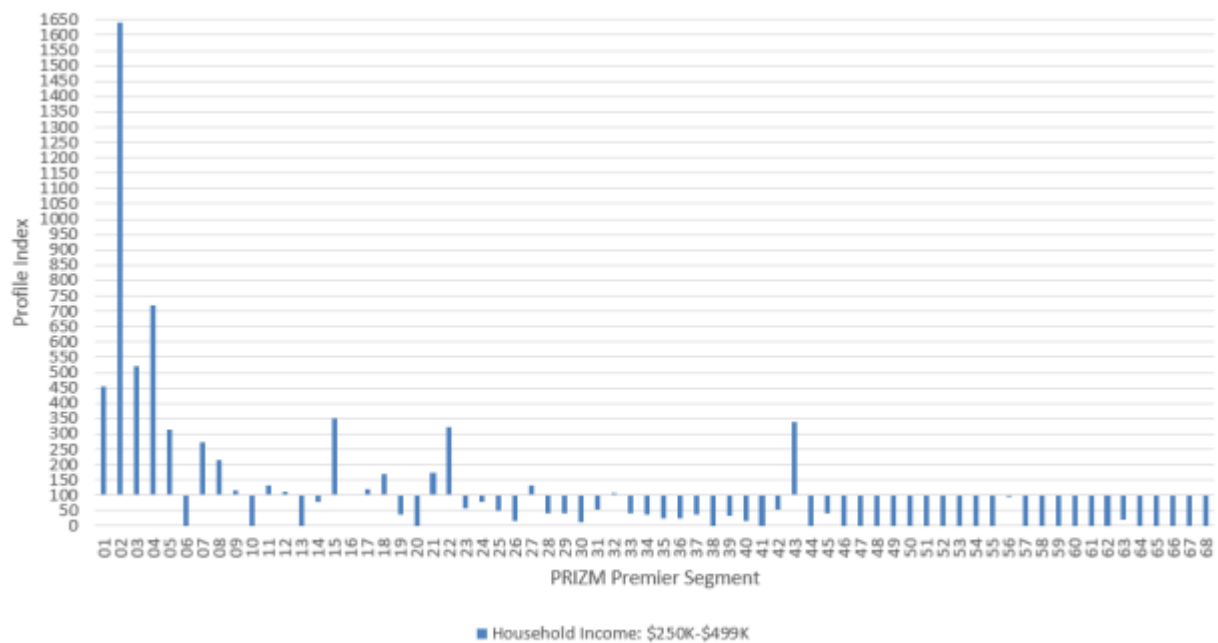
Households with these incomes have an index score above 500 in Upper Crust (01) neighborhoods, meaning they are five times as likely as the national average to have incomes in that range.

Chart 2: Household Income: \$250,000 - \$499,999 (Claritas Neighborhood Demographics) Profile



These two examples highlight a key difference between Claritas Neighborhood Demographic Profiles and Claritas Household Demographic Profiles. Although a block group may have a single audience assignment of Hometown Retired (38)—with a median income around \$55,000—there will be households in that block group with incomes between \$250,000 and \$499,999. As a matter of fact, as you can see in Chart 2 above, these Hometown Retired (38) households index below the national average, but the index is not zero.

Chart 3: Household Income: \$250K-\$499K (Claritas Household Demographics) Profile



On the other hand, in Claritas Household Demographic Profiles, no households with incomes between \$250,000 and \$499,999 are classified as Hometown Retired (38). Chart 3 above shows an index score of zero for incomes of \$250,000 and \$499,999 for Hometown Retired (38) audience. This is because Claritas Neighborhood Demographic Profiles present block group demographic distributions tabulated to a national level, while Claritas Household Demographic Profiles are single assignments for individual households. By definition, Hometown Retired (38) households do not earn over \$250,000 per year and therefore the penetration rate is zero.

Note: The data used for this example is from a previous update.

Unassigned Segments

Unlike other profile datasets, it is possible to have unassigned segments for these neighborhood-based profiles. This is because populated block groups (neighborhoods) will not receive a segmentation assignment if they only include group quarters facilities. Group quarters facilities are non-household living arrangements such as college housing, military quarters, correctional facilities, and nursing homes. Because segmentation is household based and these facilities are not households, they have population but no segmentation assignment. Some profiles are prone to including larger portions of populations living in group quarters facilities by nature. For example, “CY Population, Age 18 - 20” would naturally include people living in college housing and would therefore have a higher percentage of unassigned segments.

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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