



Claritas Pop-Facts Premier 2024 Release Notes

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OVERVIEW

Claritas Pop-Facts Premier provides demographic data based on the U.S. Census, American Community Survey (ACS), and other sources. There are several demographic characteristics included to help you know more about consumers. Pop-Facts® Premier provides current year estimates and five-year projections. For this release, current year and five-year refers to 2024 estimates and 2029 projections, respectively. The target date for estimates and projections is January 1 of the relevant year. The data set also includes 2010 and 2020 decennial census data for current year geographies.

This document should be used as a summary description of this release. For detailed methodology, including enhancements and data sources associated with this release, please refer to the *Claritas Demographic Update 2024 Methodology* document, which can be provided by your Claritas representative upon request.

DATA DESCRIPTION

Variable Categories

Pop-Facts Premier variables are presented in the following categories and contain the following sub-categories:

Population & Race

- Base Counts
- Population by Ethnicity, Race, & Sex
- Population by Ethnicity & Race

- Population by Sex & Age
- Population by Race, Sex & Age
- Population by Ethnicity, Sex & Age
- Population by Ancestry or Specific Origin
- Population 5+ by Language Spoken at Home
- Population 15+ by Sex & Marital Status
- Group Quarters Population by Type

Housing & Household Composition

- Occupied Housing Units by Tenure & Age
- Households by Ethnicity & Race
- Owner-Occupied Housing Units by Value
- Households by Number of People in Household
- Households by Type and Presence of Own Children
- Housing Units by Year Structure Built
- Occupied Housing Units by Year Householder Moved In
- Occupied Housing Units by Vehicles Available

Affluence & Education

- Households by Household Income
- Households by Householder Age & Household Income
- Households by Race & Household Income
- Households by Ethnicity & Household Income
- Households by Effective Buying Income (EBI)
- Families by Poverty Status
- Population 25+ by Sex & Educational Attainment
- Population by Ethnicity, Sex & Educational Attainment

Employment & Occupation

- Population Age 16+ by Employment Status
- Workers by Means of Transportation to Work
- Workers by Travel Time to Work
- Employed Civilian Population by Class of Worker
- Employed Civilian Population by Industry
- Employed Civilian Population by Occupation

Industry Measures: Media & Agency

- This sub-collection of data contains variables and variable breaks that are tailored to Media and Agency users. The variables contained may also provide benefit to the general user.

Variable Roster

The complete variable roster is provided in the *2024 Claritas Pop-Facts Premier Roster* document. There have been changes to the roster since the 2023 update, many of which have to do with the

addition of 2020 Census data from the Demographic and Housing Characteristics file that was released in May 2023. These changes are detailed in the *2024 Claritas Pop-Facts Premier Roster Changes* spreadsheet. Please contact your Claritas representative if you are interested in receiving either of these documents.

WHAT'S NEW

Methodological Changes

With over four decades of trusted industry experience, Claritas is always looking for ways to innovate and improve on estimation techniques to adapt to a changing demographic landscape and to take advantage of new resources. With this release, the following enhancements were implemented:

American Community Survey (ACS) Data

The 2024 update continues the full use of ACS 5-Year data at the block group level and annual releases of one-year and five-year ACS data for all areas. This update makes use of 2021 ACS data.

For more detail on the 2024 implementation of ACS data, please refer to the *Claritas Demographic Update 2024 Methodology* document.

2020 Census Data

For the 2024 vintage, we are also happy to announce the use of additional 2020 Census data from the newly released Demographic and Housing Characteristic (DHC) file, which replaces the 2010 Census Summary File 1 (SF1). This data includes additional population characteristics like age and sex for both total population and by race and ethnicity groups, as well as household characteristics such as tenure, household size, composition, and age, race, and ethnicity of the householder. New 2020 DHC data is published in our 2020 data section, and users should also expect to see greater differences in estimates and projections for related items due to the use of this data.

For more detail on the 2024 implementation of 2020 Census data, please refer to the *Claritas Demographic Update 2024 Methodology* document.

2022 Census Bureau County Population Estimates

This year's updated also uses 2022 Census Bureau County Population estimates as of July 1, 2022.

Asian Language Enhancements

The method for population 5+ by language spoken at home has been enhanced to ensure that estimates for Asian languages are controlled to estimates for the populations who speak those languages based on their reported detailed Asian race.

For more detail on the methodology used for language estimates, please refer to the *Claritas Demographic Update 2024 Methodology* document.

Roster Changes

For 2024, additional 2020 data has been added and some CY and FY categories have been updated or removed based on what was released for the 2020 Census. For example, Households by Number of People in Household is now limited to just household size breakdowns for total households because the additional family and non-family household dimensions were not available in the published Census data. Additionally, Households by Presence of People Under 18 and Family Households by Presence of Own Children were removed from the roster because these categories were not published for the 2020 Census, but similar data is included with the new Households by Type and Presence of Own Children Under 18 categories. Finally, we have updated the last two breaks of the Housing Units by Year Structure Built categories in accordance with changes made by the ACS.

For more details, please refer to the *2024 Claritas Pop-Facts Premier Roster Changes* document, which can be provided by your Claritas representative upon request.

Geographic Changes

This release of Pop-Facts Advanced incorporates changes from the 2024 Claritas Cartographic update, which included updates to the rosters of the following geographic levels:

- Nielsen Designated Market Area (DMA)
- Residential ZIP Code and Three-Digit ZIP (TDZ)
- Congressional District
- 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 SOURCES

Sources utilized by the demographic estimation program include the following:

- Bureau of Economic Analysis (BEA)
- Claritas Master Address File (MAF)
- Federal Housing Finance Agency (FHFA)
- National Association of Realtors (NAR)
- Powerlytics, Inc.
- 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 - American Housing Survey (AHS)
- U.S. Census Bureau - County Population Estimates
- U.S. Census Bureau - County Population Estimates by Age/Sex/Race and Ethnicity
- U.S. Census Bureau - County Population Estimates by Group Quarters
- U.S. Census Bureau - Current Population Survey (CPS)
- U.S. Department of Housing and Urban Development
- U.S. Postal Service
- Valassis™ Direct Mail, Inc.

GEOGRAPHIC LEVELS

Claritas Pop-Facts Premier 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 [31K+]	Wire Centers [18K+]
State [51]	Tract [84K+]	Major & Basic Trading Area for Wireless (MTA & BTA) [500 +]
County [3,143]	Block Group [239K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [210]	Residential ZIP Code [32K+]	
Combined Statistical Area (CSA) [100+]	Minor Civil Divisions (MCD) [35K+] (Also includes Census Civil Divisions (CCD) in states that do not have MCDs)	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]		
Congressional District [400+]		
Three-Digit ZIP (TDZ) [800+]		

KNOWN DISCREPANCY IN AGE AND SEX DATA

For standard five-year age breaks (0 to 4, 5 to 9, and so on), the estimates of population by age/sex are consistent with the estimates of population by age/sex summed across race/ethnicity categories. However, users might find differences for single years of age or age ranges other than the standard five-year categories. For example, the estimate of males ages 60 to 62 might be different from the estimate of males ages 60 to 62 summed across all race/ethnicity categories.

The differences trace to the fact that the estimates of population by age/sex and population by age/sex/race/ethnicity are produced for the standard five-year categories, and then split to single years of age, which are then summed to create more detailed breaks. The split of age/sex to single year categories is enhanced by applying separate split factors for persons in households and those living in group quarters of various types. For example, the percent of persons ages 20 to 24 who are ages 20 can be different in areas with large college dormitory populations compared to those with persons living in households. The enhancement is applied to the estimates of total population by age/sex, where the method separates by household versus group quarters population. However, the enhancement is not feasible for the estimates of population by age/sex/race/ethnicity, which are not produced separately for persons in households and group quarters, so single year data from this tabulation can differ.

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

Pop-Facts is a registered trademark of Claritas, LLC. The DMA data are proprietary to The Nielsen Company (US), LLC (“Nielsen”), a Third-Party Licensor, and consist of the boundaries of Nielsen’s DMA regions within the United States of America. Other company names and product names are trademarks or registered trademarks of their respective companies and are hereby acknowledged.

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