



Claritas CultureCode Supplement to Pop-Facts 2026 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 2026 estimates and 2031 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 2026 estimates.

Methodology Changes

The methodology for Socioeconomic Status (SES) has been updated, so users may see substantive changes and comparison to previous updates is not recommended. Under this new methodology, households are divided into quintiles based on household income, the householder's education and occupation, and the home value or gross rent. Using the quintile approach to create national targets, approximately 20% of each demographic group is assigned to each SES category, resulting in classifications that are consistent, equitable, and reflective of current economic conditions.

In addition to the new methodology, the overall geographic assignment for each block group, census tract, or ZIP code is now based on the SES category (A-E) with the largest number of households in the area. When multiple SES categories are tied for the largest number of households, the assignment defaults to the middle, lower-middle, or lower of those categories,

depending on how many categories are tied. Since communities typically do not pool resources when making purchases, this approach is optimal when doing a quick evaluation to determine if an area may be a good candidate for a product or service. However, review of the full distribution is always recommended for deeper analysis.

More information on these changes can be found in the *Claritas CultureCode Supplement to Pop-Facts 2026 Methodology* document. This document can be provided by your Claritas representative upon request.

Roster Changes

There are no changes to the roster since the 2025 update.

Geographic Changes

The CultureCode Supplement to Pop-Facts incorporates changes from the 2026 Claritas Cartographic update. The following geographic levels were updated based on the latest definitions:

- 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 2026 Release Notes* for standard geographies and *Claritas Telecommunications Boundaries 2026 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 *2026 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 2025 update.

Special Notice

Some of the variables presented are only available for block groups, census tracts, and ZIP codes. Larger geographies do not have these overall assignments because their typical diversity is better evaluated by looking at the distribution of the population or households, rather than an overall classification that would mask this. 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 2026 Methodology* document and *Claritas Demographic Update 2026 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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