CultureCode LGBT Demographics 2027 Release Notes

CONTENTS

Overview
What's New
Data Description
Methodology
Geographic Levels
Technical Support
Legal Notifications

OVERVIEW

Claritas CultureCode® LGBT Demographics contain estimates of the lesbian, gay, bisexual, and transgender adult population living in households. This unique data source can contribute to fundamental business strategies that lead break-through insights and decisive actions.

WHAT'S NEW

This update is based on the newest data sources available, including Claritas Pop-Facts® Demographics 2027 estimates, the American Community Survey, and the Household Pulse Survey. Data is now available for additional geographic levels including block group, census tract, ZIP code, census place, and minor civil division to enable more detailed analysis.

DATA DESCRIPTION

Variable Roster

The CultureCode® LGBT Demographics dataset contains the following variables:

- Current Year Population in Households, Age 18+
- Current Year Lesbian, Gay, Bisexual, and Transgender Population in Households, Age 18+
- Current Year Lesbian, Gay, Bisexual, and Transgender Population in Households, Male: Age 18+
- Current Year Lesbian, Gay, Bisexual, and Transgender Population in Households, Female: Age 18+

Copyright © 2026 Claritas, LLC. All rights reserved. Confidential and proprietary.

METHODOLOGY

This data is developed using demographic models based on Claritas Pop-Facts® Demographics population estimates, American Community Survey data for relationship to householder by household type, and Household Pulse Survey data for self-reported sexual orientation and gender identity.

GEOGRAPHIC LEVELS

This data is presented for the following geographic levels:

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 [3,144]	Block Group [239K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [209]	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+]		

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 855.400.2778.

LEGAL NOTIFICATIONS

CultureCode and *Pop-Facts* are registered trademarks 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.

Copyright © 2026 Claritas, LLC. All rights reserved.

This documentation contains proprietary information of Claritas. Publication, disclosure, copying, or distribution of this document or any of its contents is prohibited, unless consent has been obtained from Claritas.

Some of the data in this document is for illustrative purposes only and may not contain or reflect the actual data and/or information provided by Claritas to its clients.

Copyright © 2026 Claritas, LLC. All rights reserved.