Claritas CultureCode Supplement to Pop-Facts 2027 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 users engage with various populations based on unique cultural attributes. For this release, current year and five-year refers to 2027 estimates and 2032 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 2027 estimates.

Roster Changes

There are no changes to the roster since the 2026 update.

Geographic Changes

The CultureCode Supplement to Pop-Facts incorporates changes from the 2027 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)
- Wire Center

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For more information about geographic changes, please refer to the *Claritas Cartographic Boundaries and Map Enhancement Layers 2027 Release Notes* for standard geographies and Claritas *Telecommunications Boundaries 2027 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
- Household 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 *2027 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 2026 update.

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Special Notice

Some of the variables presented are only available for block groups, census tracts, and ZIP codes. For larger geographies, a single classification would hide the diversity within them, so the distribution of population groups is more informative. 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 2027 Methodology* document and *Claritas Demographic Update 2027 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 [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)	

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STANDARD MACRO GEOGRAPHIES	STANDARD MICRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
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.

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

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