



Claritas Pop-Facts Premier 2027 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 2027 estimates and 2032 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 2027 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 *2027 Claritas Pop-Facts Premier Roster* document. There have been a few changes to the Occupied Housing Units by Year Householder Moved In categories in the roster since the 2026 update. Additional details are provided below.

WHAT'S NEW

Methodological Changes

Claritas is always exploring and testing ways to innovate and improve estimation techniques, to adapt to a changing demographic landscape, and to take advantage of new resources. With this release, the following changes were implemented:

New American Community Survey (ACS) Data

The 2027 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 2024 ACS data.

For more detail on the 2027 implementation of ACS data, please refer to the *Claritas Demographic Update 2027 Methodology* document.

New Census Bureau County Population Estimates

This year's update also uses 2025 Census Bureau County Population estimates as of July 1, 2025.

New Census Bureau Address Count Data

The block groups base counts methodology uses the latest available Address Count Listing file (January 2025) from the US Census Bureau which tracks changes in housing unit counts since the last decennial census.

Roster Changes

There have been a few changes to the Occupied Housing Units by Year Householder Moved In categories in the roster since the 2026 update. These changes are in line with those made by the American Community Survey (ACS) to capture more recent moves. The three most recent breaks were adjusted as follows:

- Moved 2010-2017 → Moved 2010-2019

- Moved 2018-2020 → Moved 2020-2022
- Moved 2021 or later → Moved 2023 or later

Geographic Changes

This release of Pop-Facts Advanced 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

For more information, 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 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 - Address Count Listing File
- 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 [3,144]	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+]		

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 855.400.2778.

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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