Claritas 360 Annual Data Update

Release Schedule

INTRODUCTION

The 2024 Annual Data Update is currently being released to Claritas 360. The below table outlines the currently planned data release schedule.

DATA RELEASE SCHEDULE

The below table outlines the data release schedule for Claritas 360.

Note: All data updates listed below, including profiles, will only be available in the 2024 data vintage.

CLARITAS APPLICATIONS 2024 RELEASE CALENDAR	
RELEASE DATE*	**DATA UPDATES**
October 30, 2023	• 2024 Claritas Pop-Facts® Demographics • 2024 Standard and Industry Boundaries • Default data vintage advances one year **To access data that has not yet been updated, switch back to the 2023 data vintage in User Preferences.*
November 13, 2023	• 2024 Claritas Segmentation Distributions (Claritas PRIZM® Premier, Claritas P$YCLE® Premier and Claritas ConneXions®)
November 27, 2023	• 2024 Claritas Segmentation Directory Downloads • 2023 Q4 Claritas Business-Facts® data
December 11, 2023	• 2024 Claritas Financial CLOUT® • 2024 Claritas Insurance CLOUT • 2024 Claritas Income Producing Assets and Net Worth Profiles • 2024 Claritas Neighborhood Demographic Profiles

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identify
deliver
optimize

CLARITAS APPLICATIONS 2024 RELEASE CALENDAR	
RELEASE DATE*	**DATA UPDATES**
January 8, 2024	• 2024 Claritas CultureCode® Asianicity™ • 2024 Claritas CultureCode Generation • 2024 Claritas CultureCode Language • 2024 Claritas CultureCode Hispanicity™ • 2024 Claritas CultureCode LGBT Demographics • 2024 Claritas CultureCode Religion Demographics • 2024 Claritas CultureCode Supplements to Pop-Facts® Demographics • 2024 Claritas CultureCode Workday Demographics • 2024 Claritas Technology Scores
January 22, 2024	• 2023 Claritas Technology Premium Profiles
February 20, 2024	• 2023 Nielsen TV Behavior Profiles
March 4, 2024	• 2024 Claritas Consumer Spending Dynamix • 2023 Nielsen Online Behavior Profiles
April 15, 2024	• 2024 Claritas Household Demographic Profiles
April 29, 2024	• 2024 Claritas Consumer Profiles – Mediamark Research & Intelligence (MRI) Profiles • 2024 MyBestSegments Update
May 28, 2024	• 2024 Environics Analytics Retail Market Power
June 10, 2024	• 2024 Claritas Consumer Profiles – Nielsen Scarborough Categories • 2024 Claritas Polk Automotive Profiles
July 8, 2024	• 2024 Claritas Energy Behavior Track Profiles
July 22, 2024	• 2024 Claritas Financial Product Profiles

**These are planned release dates and are subject to change.*

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