



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 | <ul style="list-style-type: none">2024 Claritas Pop-Facts® Demographics2024 Standard and Industry BoundariesDefault data vintage advances one year <i>*To access data that has not yet been updated, switch back to the 2023 data vintage in User Preferences.</i> |
| November 13, 2023 | <ul style="list-style-type: none">2024 Claritas Segmentation Distributions (Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions®) |
| November 27, 2023 | <ul style="list-style-type: none">2024 Claritas Segmentation Directory Downloads2023 Q4 Claritas Business-Facts® data |
| December 11, 2023 | <ul style="list-style-type: none">2024 Claritas Financial CLOUT®2024 Claritas Insurance CLOUT2024 Claritas Income Producing Assets and Net Worth Profiles2024 Claritas Neighborhood Demographic Profiles |

| CLARITAS APPLICATIONS 2024 RELEASE CALENDAR | |
|--|---|
| RELEASE DATE* | DATA UPDATES |
| January 8, 2024 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 2023 Claritas Technology Premium Profiles |
| February 20, 2024 | <ul style="list-style-type: none"> • 2023 Nielsen TV Behavior Profiles |
| March 4, 2024 | <ul style="list-style-type: none"> • 2024 Claritas Consumer Spending Dynamix • 2023 Nielsen Online Behavior Profiles |
| Q2 2024 | <ul style="list-style-type: none"> • 2024 Claritas Consumer Profiles – Mediamark Research & Intelligence (MRI) Profiles • 2024 Claritas Consumer Profiles – Nielsen Scarborough Categories • 2024 Claritas Household Demographic Profiles • 2024 Claritas Polk Automotive Profiles • 2024 MyBestSegments Update • 2024 Environics Analytics Retail Market Power |
| Q3 2024 | <ul style="list-style-type: none"> • 2024 Claritas Energy Behavior Track Profiles |

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