



# Claritas 360 Annual Data Update

## Release Schedule

### INTRODUCTION

The 2025 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 2025 data vintage.

CLARITAS APPLICATIONS 2025 RELEASE CALENDAR	
RELEASE DATE*	DATA UPDATES
September 3, 2024	<ul style="list-style-type: none"><li>2025 Claritas Pop-Facts® Demographics</li><li>2025 Standard and Industry Boundaries</li></ul>
September 30, 2024	<ul style="list-style-type: none"><li>2024 Q3 Claritas Business-Facts® data</li></ul>
October 28, 2024	<ul style="list-style-type: none"><li>2025 Claritas Segmentation Distributions (Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions®)</li><li>2025 Claritas Segmentation Directory Downloads</li><li>Default data vintage advances to 2025</li></ul> <p><i>*To access data that has not yet been updated, switch back to the 2024 data vintage in User Preferences.</i></p>
November 11, 2024	<ul style="list-style-type: none"><li>2025 Claritas Financial CLOUT®</li></ul>
November 25, 2024	<ul style="list-style-type: none"><li>2025 Claritas Income Producing Assets and Net Worth Profiles</li><li>2025 Claritas Neighborhood Demographic Profiles</li></ul>
December 9, 2024	<ul style="list-style-type: none"><li>2025 Claritas Insurance CLOUT</li></ul>

CLARITAS APPLICATIONS 2025 RELEASE CALENDAR	
RELEASE DATE*	DATA UPDATES
Q1 2025	<ul style="list-style-type: none"> <li>• 2025 Claritas Consumer Spending Dynamix</li> <li>• 2025 Claritas CultureCode® Asianicity™</li> <li>• 2025 Claritas CultureCode Generation</li> <li>• 2025 Claritas CultureCode Language</li> <li>• 2025 Claritas CultureCode Hispanicity™</li> <li>• 2025 Claritas CultureCode LGBT Demographics</li> <li>• 2025 Claritas CultureCode Religion Demographics</li> <li>• 2025 Claritas CultureCode Supplements to Pop-Facts® Demographics</li> <li>• 2025 Claritas CultureCode Workday Demographics</li> <li>• 2025 Claritas Technology Scores</li> <li>• 2024 Claritas Technology Premium Profiles</li> <li>• 2024 Nielsen Online Behavior Profiles</li> <li>• 2024 Nielsen TV Behavior Profiles</li> </ul>
Q2 2025	<ul style="list-style-type: none"> <li>• 2025 Environics Analytics Retail Market Power</li> <li>• 2025 MyBestSegments Update</li> </ul>
TBD	<ul style="list-style-type: none"> <li>• 2025 Claritas Consumer Profiles – Mediamark Research &amp; Intelligence (MRI) Profiles</li> <li>• 2025 Claritas Consumer Profiles – Nielsen Scarborough Categories</li> <li>• 2025 Claritas Energy Behavior Track Profiles</li> <li>• 2025 Claritas Financial Product Profiles</li> <li>• 2025 Claritas Household Demographic Profiles</li> <li>• 2025 Claritas Automotive Premium Profiles</li> </ul>

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