



Claritas 360 Annual Data Update

Release Schedule

INTRODUCTION

The 2026 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 2026 data vintage.

CLARITAS APPLICATIONS 2026 RELEASE CALENDAR	
RELEASE DATE*	DATA UPDATES
August 18, 2025	2026 Claritas Pop-Facts® Demographics 2026 Standard and Industry Boundaries
September 2, 2025	2025 Q3 Claritas Business-Facts®
October 13, 2025	2025 Claritas Insurance Product Profiles
November 24, 2025	- Default data vintage advances to 2026 <i>*To access data that has not yet been updated, switch back to the 2025 data vintage in User Preferences.</i> 2026 Claritas Segmentation Distributions (Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions® Premier) 2026 Claritas Segmentation Directory Downloads 2026 Claritas Financial CLOUT® 2026 Claritas Income Producing Assets and Net Worth Profiles 2026 Claritas Neighborhood Demographic Profiles 2025 Q4 Claritas Business-Facts®

CLARITAS APPLICATIONS 2026 RELEASE CALENDAR	
RELEASE DATE*	DATA UPDATES
December 8, 2025	• 2026 Claritas Insurance CLOUT • 2026 Claritas CultureCode® Asianicity™ • 2026 Claritas CultureCode Generation • 2026 Claritas CultureCode Language • 2026 Claritas CultureCode Hispanicity™ • 2026 Claritas CultureCode LGBT Demographics • 2026 Claritas CultureCode Religion Demographics • 2026 Claritas CultureCode Supplements to Pop-Facts® Demographics • 2026 Claritas CultureCode Workday Demographics
Q1 2026	• 2026 Claritas Consumer Spending Dynamix • 2026 Environics Analytics Retail Market Power • 2025 Nielsen Online Behavior Profiles • 2025 Nielsen TV Behavior Profiles • 2026 Q1 Claritas Business-Facts® • 2025 Claritas Technology Premium Profiles • 2026 Claritas Technology Scores
Q2 2026	• 2026 Claritas Automotive Premium Profiles • 2026 Claritas Consumer Profiles – Nielsen Scarborough Categories • 2026 Claritas Premium Profiles (Connect, Cord, Podcast, Trending Topics) • 2026 Q2 Claritas Business-Facts® • 2026 Claritas Consumer Profiles –MRI Simmons Profiles • 2026 Claritas Household Demographic Profiles • 2026 MyBestSegments Update
Q3 2026	• 2026 Claritas Energy Behavior Track Profiles • 2026 Claritas Financial Product Profiles

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