



Claritas 360 Annual Data Update

Release Schedule

INTRODUCTION

The 2027 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 2027 data vintage.

CLARITAS APPLICATIONS 2027 RELEASE CALENDAR	
RELEASE DATE*	DATA UPDATES
August 10, 2026	2027 Claritas Pop-Facts® Demographics 2027 Standard and Industry Boundaries
September 8, 2026	2026 Q3 Claritas Business-Facts®
October 5, 2026	- Default data vintage advances to 2027 <i>*To access data that has not yet been updated, switch back to the 2026 data vintage in User Preferences.</i> 2027 Claritas Segmentation Distributions (Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions® Premier) 2027 Claritas Segmentation Directory Downloads
November 2, 2026	2027 Claritas Technology Scores
November 30, 2026	2027 Claritas Financial CLOUT® 2027 Claritas Income Producing Assets and Net Worth Profiles 2026 Q4 Claritas Business-Facts® 2027 Claritas Neighborhood Demographic Profiles 2027 Claritas CultureCode LGBT Demographics 2027 Claritas CultureCode Religion Demographics 2027 Claritas CultureCode Supplements to Pop-Facts® Demographics 2027 Claritas CultureCode Workday Demographics
December 14, 2026	2027 Claritas Insurance CLOUT

CLARITAS APPLICATIONS 2027 RELEASE CALENDAR	
RELEASE DATE*	DATA UPDATES
Q1 2027	• 2027 Claritas Consumer Spending Dynamix • 2027 Claritas CultureCode® Asianicity™ • 2027 Claritas CultureCode Hispanicity™ • 2026 Claritas Technology Behavior Track Profiles • 2026 Claritas TV Behavior Profiles • 2027 Q1 Claritas Business-Facts® • 2027 Claritas Connect Premium Profiles • 2027 Environics Analytics Retail Market Power
Q2 2027	• 2027 Claritas Household Demographic Profiles • 2027 Claritas Trending Topics Premium Profiles • 2027 MyBestSegments Update • 2027 Claritas Consumer Profiles –MRI Simmons Profiles • 2027 Q2 Claritas Business-Facts® • 2027 Claritas Consumer Profiles – Nielsen Scarborough Categories • 2027 Claritas Cord Premium Profiles
Q3 2027	• 2027 Claritas Energy Behavior Track Profiles • 2027 Claritas Financial Product Profiles • 2027 Claritas Podcast Premium Profiles

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