



Claritas Pop-Facts Advanced 2023 Release Notes

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OVERVIEW

Claritas Pop-Facts Advanced provides demographic data based on the U.S. Census, American Community Survey (ACS), and other sources. There are several demographic characteristics included to help you know more about consumers. Pop-Facts® Advanced provides current year estimates and five-year projections. For this release, current year and five-year refers to 2023 estimates and 2028 projections, respectively. The data set also provides data for 2010 and 2020 census years for current year geographies.

This document should be used as a summary description of this release. For detailed methodology, including enhancements and data sources associated with this release, please refer to the *Claritas Demographic Update 2023 Methodology* document, which can be provided by your Claritas representative upon request.

DATA DESCRIPTION

Variable Categories

Pop-Facts Advanced variables are presented in the following categories and contain the following sub-categories:

Population & Race

- Base Counts
- Workday Population
- Population by Ethnicity, Race, & Sex
- Population by Ethnicity & Race

- Population by Sex & Age
- Population by Race, Sex & Age
- Population by Ethnicity, Sex & Age
- Population by Ancestry or Specific Origin
- Population 5+ by Language Spoken at Home
- Population by Age, Language, & Ability to Speak English
- Hispanic Population Age 5+ by Ability to Speak English
- Population 15+ by Sex & Marital Status
- Group Quarters Population by Type

Housing & Household Composition

- Occupied Housing Units by Tenure & Age
- Households by Tenure, Ethnicity & Race
- Households by Ethnicity & Race
- Owner-Occupied Housing Units by Value
- Owner-Occupied Housing Units by Mortgage Status
- Renter-Occupied Housing Units by Contract Rent
- Households by Number of People in Household
- Households by Type
- Households by Presence of People Under 18
- Family Households by Presence of Own Children
- Housing Units by Year Structure Built
- Occupied Housing Units by Year Householder Moved In
- Occupied Housing Units by Vehicles Available
- Vacant Housing Units by Vacancy Status

Affluence & Education

- Households by Household Income
- Households by Householder Age & Household Income
- Households by Race & Household Income
- Households by Ethnicity & Household Income
- Households by Effective Buying Income (EBI)
- Families by Poverty Status
- Population 25+ by Sex & Educational Attainment
- Population by Ethnicity, Sex & Educational Attainment
- Population 3+ by Type of School & Enrollment Level

Employment & Occupation

- Population Age 16+ by Employment Status
- Workers by Means of Transportation to Work
- Workers by Travel Time to Work
- Employed Civilian Population by Class of Worker
- Employed Civilian Population by Industry
- Employed Civilian Population by Occupation

Variable Roster

The complete variable roster is provided in the *2023 Claritas Pop-Facts Advanced Variable List* document. There have been changes to the roster since the 2022 update, many of have to do with the removal of 2000 Census data and the addition of available 2020 Census data. These changes are detailed in the *2023 Claritas Pop-Facts Advanced Roster Changes* spreadsheet. Please contact your Claritas representative if you are interested in receiving either of these documents.

WHAT'S NEW

Methodological Changes

With over four decades of trusted industry experience, Claritas is always looking for ways to innovate and improve on estimation techniques in order to adapt to a changing demographic landscape and to take advantage of new resources. With this release, the following enhancements were implemented:

American Community Survey Data

The 2023 update continues the full use of ACS 5-Year data at the block group level and annual releases of one-year and five-year ACS data for all areas. However, please note that the Census Bureau did not release 2020 one-year ACS data below the state level, due to collection challenges posed by the pandemic.

For more detail on the 2023 implementation of ACS data, please refer to the *Claritas Demographic Update 2023 Methodology* document.

2020 Census Data

For the 2023 vintage, we are happy to announce the use of 2020 Census data from the PL-94-171 redistricting file, which includes base count totals for population, households, and housing units, as well as population by race and ethnicity and population in group quarters by type of facility. This data is published in our new 2020 data section and was also used to inform our estimates and projections. Census geographic rosters were also updated to 2020 Census definitions. Additional 2020 Census data will be available in a future vintage after the Demographic and Housing Characteristics file (DHC) is released by the Census Bureau.

For more detail on the 2023 implementation of 2020 Census data, please refer to the *Claritas Demographic Update 2023 Methodology* document.

2020 Census Claritas Adjusted Base Counts

We have also added adjusted 2020 Census base counts for population, households, vacant housing units, and group quarters population with this release. These items were impacted by the Census Bureau's new differential privacy method for disclosure avoidance, which introduced what we would consider logical inconsistencies and improbable values to some areas. Both the adjusted values and the original 2020 Census values are published for reference.

For more detail on the process for adjusting these base counts, please refer to the *Claritas Demographic Update 2023 Methodology* document.

2021 Census Bureau County Population Estimates

This year's updated also uses 2021 Census Bureau County Population estimates as of July 1, 2021. These are the first estimates produced by the Census Bureau since the release of 2020 Census data.

Hispanic National Target

For this update, Claritas has once again set a national target for the Hispanic population. This is in response to the reported undercount of the Hispanic population in the 2020 Census. While making appropriate adjustments, we were also mindful of other race/ethnicity groups with undercounts and overcounts.

For more detail on the methodology used for race and ethnicity estimates, please refer to the *Claritas Demographic Update 2023 Methodology* document.

Update to Hispanic Origin

The Hispanic or Latino by Specific Origin category's methodology has been revised to use ACS data as the primary source in all products. Claritas had been using SF1 data from the 2010 Census for this category, but now that we know that this type of origin data will not be available from the 2020 Census for small geographies, we have elected to move to the ACS as the primary source going forward. To assist with this transition, we have prepared a national level comparison of the 2023 and 2022 data for this category. Please refer to the *2023 vs. 2022 Hispanic Origin Comparison (Advanced)* document to review this data.

For more detail on the methodology used for this category, please refer to the *Claritas Demographic Update 2023 Methodology* document.

Roster Changes

For 2023, all 2000 Census data has been removed from the product and available 2020 data has been added. Land Area in Square Miles has been added under Current Year Base Counts. For other current year and five year categories, Arabic has been added to Population 5+ by Language Spoken at Home. We have also updated the last two breaks of the Occupied Housing Units by Year Householder Moved In categories in accordance with changes made by the ACS. Additionally, some descriptions in the Population by Detailed Single Race, Asian Race and Employed Civilian Population by Occupation categories were updated to add additional detail and clarity. Finally, the Not Hispanic/Latino, White variables from Households by Tenure, Ethnicity and Race were removed, but the separate White Alone and Hispanic/Latino variables are still available.

For more details, please refer to the *2023 Claritas Pop-Facts Advanced Roster Changes* document, which can be provided by your Claritas representative upon request. Additionally, if you

did not previously receive the *Upcoming Changes to 2023 Pop-Facts Advanced Client Letter* document and would like a copy, that can be provided upon request as well.

Geographic Changes

This release of Pop-Facts Advanced incorporates changes from the 2023 Claritas Cartographic update, which included updates to the rosters of the following geographic levels:

- Block Group (BGR) – 2020 Census Update
- Census Tract (TRA) – 2020 Census Update
- County (CTY) – 2020 Census Update
- Place (PLA) – 2020 Census Update
- Minor Civil Division (MCD) – 2020 Census Update
- Nielsen Designated Market Area (DMA)
- Three-Digit ZIP (TDZ)
- Residential ZIP Code
- Cable
- Wire Center

For more information about geographic changes, please refer to the *Claritas Cartographic Boundaries and Map Enhancement Layers 2023 Release Notes* for standard geographies and *Claritas Telecommunications Boundaries 2023 Release Notes* or *Claritas Cable Boundaries 2023 Release Notes* for specific industry geographies. Any of these documents can be provided by your Claritas representative upon request.

DATA SOURCES

Some of the sources utilized by the demographic estimation program include the following:

- Bureau of Economic Analysis (BEA)
- Federal Housing Finance Agency (FHFA)
- Internal Revenue Service (IRS)
- Powerlytics, Inc.
- National Association of Realtors (NAR)
- Claritas Master Address File (MAF)
- TomTom® North America, Inc.
- U.S. Census Bureau - 2010 and 2020 Decennial Census
- U.S. Census Bureau – American Community Survey (ACS) 1-Year and 5-Year data
- U.S. Census Bureau - County Population Estimates
- U.S. Census Bureau - County Population Estimates by Age/Sex/Race and Ethnicity
- U.S. Census Bureau - County Population Estimates by Group Quarters
- U.S. Census Bureau - Current Population Survey (CPS)
- U.S. Postal Service
- Valassis™ Direct Mail, Inc.
- U.S. Department of Housing and Urban Development
- U.S. Census Bureau – Commuter Flow Data

- Claritas Business-Facts

GEOGRAPHIC LEVELS

Claritas Pop-Facts Advanced is prepared for a wide range of census and other geographic areas including the following:

STANDARD MACRO GEOGRAPHIES	STANDARD MICRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
Country [1]	Place [31K+]	Cable [5K+]
State [51]	Tract [84K+]	Wire Centers [18K+]
County [3,143]	Block Group [239K+]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
Nielsen Designated Market Area (DMA) [210]	Residential ZIP Code [32K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Combined Statistical Area (CSA) [100+]	Minor Civil Division (MCD) [Includes Census Civil Divisions (CCD)] [35K+]	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]		
Congressional District [400+]		
Three-Digit ZIP (TDZ) [800+]		

KNOWN DISCREPANCY

For standard five-year age breaks, the estimates of population by age/sex are consistent with the estimates of population by age/sex summed across race/Hispanic categories. However, users might find differences for single years of age or age ranges other than the standard five-year categories. For example, the estimate of males age 60 to 62 might be different from the estimate of males age 60 to 62 summed across all race/Hispanic categories.

The differences trace to the fact that the estimates of population by age/sex and population by age/sex/race/ethnicity are produced for the standard five-year categories, and then split to single years of age, which are then summed to create more detailed breaks. The split of age/sex to single year categories is enhanced by applying separate split factors for persons in households and those living in group quarters of various types. For example, the percent of persons age 20 to 24 who are age 20 can be different in areas with large college dormitory populations compared to those with persons living in households. The enhancement was applied to the estimates of total population by age/sex, where the method separates by household versus group quarters population. However, the enhancement is not feasible for the estimates of population by age/sex/race/ethnicity, which are not produced separately for persons in households and group quarters.

TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

LEGAL NOTIFICATIONS

Pop-Facts and *Business-Facts* are registered trademarks of Claritas, LLC. The DMA data are proprietary to The Nielsen Company (US), LLC (“Nielsen”), a Third-Party Licensor, and consist of the boundaries of Nielsen’s DMA regions within the United States of America. Other company names and product names are trademarks or registered trademarks of their respective companies and are hereby acknowledged.

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