Claritas Geoscape® Intelligence System (GIS) Release Notes

2023 Annual Data Update

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OVERVIEW

Geoscape® Intelligence System (GIS) is GIS is an online SaaS system designed for business professionals who need quick and easy access to robust data on high-growth consumer groups like Hispanics, Asian Americans and Black/African Americans.

This document contains information regarding the GIS 2023 Annual Data Update.

WHAT'S NEW

2023 Annual Data Update

The following databases have been updated with 2023 data:

- o American Community Survey (ACS)
- o American Marketscape Datastream (AMDS)
- o Claritas BizBase™ *
- o Claritas Consumer Spending Dynamix (CSDx)*
- o Claritas DirecTarget®
- o Claritas HomeBase™
- o Claritas PRIZM® Premier

* See below for additional information on the BizBase™, CSDx, and MDX data updates.

identify
deliver
optimize

Additional Data Information

BizBase™ – With this release, the NAICS codes have been updated from 2017 to 2022. The North American Industry Classification System (NAICS), developed by the Office Management and Budget (OMB), is the standard used by Federal statistical agencies to classify business establishments. The NAICS system is reviewed every five years, and codes are eligible to be redefined, absorbed into similar codes, or amended, and new codes added if deemed necessary. Updates are meant to reflect changes in the economy, such as content revisions.

The updated NAICS codes are included in the *NAICS/SIC Lookup Table* under the Reference Links section on the GIS Home page.

Consumer Spending Dynamix (CSDx) – Buyer Average and Buyer Percent are estimated based on the *time period* for which data is collected, which may be different from previous versions of CSDx that present this as an annual figure. With this release, buyer averages and buyer percent for items from the Interview survey were annualized, to the greatest extent possible.

Note: The time period will not be indicated in the GIS Variable Trees.

To determine the buyer period and data source, reference the CSDx Variable Roster (available through your Claritas account team:
- o   D – Diary (weekly or period of 2 weeks)
- o   I – Interview (quarterly)
- o   X – Combination/Not Available (For some parent category items, this data may not be available)

Additional information can be found in the *CSDx Methodology Document* under the Reference Links section on the GIS Home page.

Geocoder – Availability of June 2023 vintage data in the geocoder, using the 2023 geography roster.

Note: The roster of Census geographies has also been updated from the 2010 to the 2020 Census.

Map Boundaries – Updated map layers to 2023 map boundaries.

MDX – Reports can now also be created for the census year 2020. Additionally, all reports run at the 'State, County, ZIP Code Level' option will now successfully complete.

TECHNICAL SUPPORT

If you need further assistance, 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

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