



Claritas Geoscape® Intelligence System (GIS)

Release Notes

2025 Annual Data Update

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OVERVIEW

Geoscape® Intelligence System (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 2025 Annual Data Update.

WHAT'S NEW

2025 Annual Data Update

The following databases have been updated with 2025 data:

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

** See below for additional information on the AMDS and CSDx data updates.*

Additional Data Information

Connecticut Planning Regions – As part of the 2025 GIS Annual Data Update, Connecticut Planning Regions will be available as County equivalents. There are 9 planning regions that will replace the 8 counties previously available, and they have new boundaries and geocodes. The Connecticut boundaries for block groups, census tracts, and MCDs will remain unchanged as the Census Bureau designed these to fit within both the counties and planning regions.

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:

- D – Diary (weekly or period of 2 weeks)
- I – Interview (quarterly)
- 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 April 2025 vintage data in the geocoder, using the 2025 geography roster.

Map Boundaries – Updated map layers to 2025 map boundaries.

New Urbanicity Definitions within AMDS – Refinements have been made to the Urbanicity classification process. The newly updated data will now appear as alpha character assignments instead of numerical assignments and the definitions have been updated:

Urbanicity Type	Definition
Urban (U)	Urban segments are found in areas with geographic density scores mostly between 80 and 99. They include both the downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond city limits and into surrounding jurisdictions to encompass most of America's earliest suburban expansions.
Suburban (S)	Suburban segments live in areas with geographic density scores between 40 and 90 and are tied closely to urban areas or second cities. Unlike second cities (defined below), suburban areas are not the population center of their surrounding community, but rather a continuation of the density decline from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another, or to the urban or second city core, than within themselves.

Urbanicity Type	Definition
Second City (C)	Second City segments are found in areas less-densely populated than urban areas, with geographic density scores typically between 40 and 85. Similar to suburban areas in their densities, second cities are the population centers of their surrounding communities. As such, many are concentrated within America's larger towns and smaller cities. This class also includes thousands of satellite cities, which are higher-density suburbs encircling major metropolitan centers, typically with far greater affluence than their small city cousins.
Town & Country (T)	Town segments are found in areas where the geographic density scores range from 20 to 39. This category includes exurbs and towns. The town aspect of this class covers the thousands of small towns and villages scattered throughout the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros. Households in the exurban segments have slightly higher densities and are more affluent than their rural neighbors.
Rural (R)	Rural segments represent areas with the lowest geographic density scores, ranging between 0 and 20. These areas include farming communities, remote homesteads, and sparsely populated regions with minimal development. Characterized by wide distances between households and limited infrastructure, rural areas often rely on nearby towns or cities for employment, shopping, and services.

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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