

CLARITAS POP-FACTS® ADVANCED 2021 RELEASE NOTES

DATA VINTAGE

2021

BASE LEVEL GEOGRAPHY

Block group

VARIABLES

4,754

UPDATE FREQUENCY

Annual

To view the complete list of variables please visit:
environicsanalytics.com/en-us/variables

WHAT IT IS

Claritas Pop-Facts® Advanced is used for applications that require very detailed demographic data. It consists of more than 4,750 demographic variables, based on U.S. census, American Community Survey data and many other industry-leading data sources.

The latest edition provides 2021 estimates and 2026 projections, in addition to data from the 2000 and 2010 census years for current-year geographies.

Variables are grouped into 30 categories, such as population and race, housing and household composition, affluence and education, as well as employment status and occupation. The data are available at all census geography levels, postal and Nielsen Designated Market Areas® (DMA).

Pop-Facts Advanced presents unique demographic dimensions, such as the ability to speak English by age, unmarried partners by sex of partner and detailed Hispanic origin. Detailed income and age data are available to provide you with greater insights into your customers and trade areas.

WHAT'S NEW

The 2021 Pop-Facts Advanced update features the following changes to data sources and methodology:

- For the 2021 update Powerlytics income data was used at the county level to create estimates. The data are available one year sooner than the published data from the Internal revenue Service.
- This year's update builds on the integration of Hispanic data from Geoscape®, a Claritas company, to improve ethnicity estimates.
- The "Occupied Housing Units by Year Householder Moved in" now present more recent move dates to help you understand which areas are seeing newer residents.
- The Workday population methodology was improved to better account for institutionalized populations.

DATA SOURCES

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 - 2000 and 2010 Decennial Census
- U.S. Census Bureau - American Community Survey (ACS) one-year and five-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

GEOGRAPHIC LEVELS

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

Standard Macro Geographies		Standard Micro Geographies	
Country	1	Place	29,261
State	51	Tract	72,739
County	3,142	Block group	217,182
Nielsen Designated Market Area (DMA)	210	ZIP Code	31,059
Core based statistical area – metropolitan / micropolitan (CBSA)	927	Minor civil division (MCD) and census civil divisions (CCD)	35,611
Combined statistical area (CSA)	172		

HOW IT'S USED



The areas where you do business change over time. Pop-Facts Premier can indicate how households and income are expected to evolve over a five-year span to help executives, marketing managers and real estate managers plan accordingly.



Rank trade areas to find where your business is likely to succeed, based on demographic characteristics, such as age, presence of children and household incomes.



Personalize your marketing messages, based on your customers' language spoken at home, ethnicity or ancestry.

SAMPLE QUESTIONS IT CAN ANSWER

- Which neighborhoods have a high concentration of older people?
- Will this trade area be a good target for expansion, based on the concentration of high income, African-American households?
- How are the household incomes in my trade areas projected to change in the next five years?
- Where can I find the highest concentration of households with children?
- Which countries does the Hispanic population come from in this neighborhood?
- Do people in this neighborhood speak English at home?
- Is there a significant number of unmarried same-sex partners near my locations?

FOR DATA ONLY DELIVERIES

Standard data are delivered in the comma-separated values (.csv) format. For a detailed list of variables, consult the metadata file included with your data delivery.