

CLARITAS POP-FACTS ADVANCED 2019 RELEASE NOTES FOR ENVISION5

DATA VINTAGE

2019

VARIABLES

4,761

To view the complete list of variables please visit:

environicsanalytics.com/en-us/variables

WHAT IT IS

Claritas Pop-Facts® Advanced provides demographic data based on U.S. Census, American Community Survey (ACS) and other data sources. Pop-Facts Advanced provides current-year estimates and five-year projections. For this release, current-year and five-year refers to 2019 estimates and 2024 projections, respectively. The database also provides data for 2000 and 2010 census years for current-year geographies.

VARIABLE CATEGORIES

Base Counts

- This category contains base variables such as population, households, and population 5+ for language spoken at home variables. Bases in this category are useful to users creating user defined variables in ENVISION5. Base variables are also available in other categories where they are used as the base variable, e.g. you will find owner-occupied housing units in the Base Counts category and the occupied housing units by Tenure and Age category.

Population & Race

- Population by sex and ethnicity
- Population by single race and sex
- Population by ethnicity and single race
- Population by ethnicity and race alone or in combination (AOIC)
- Population by age
- Population by sex and age
- White population by sex and age
- Black or African-American population by sex and age
- American Indian and Alaska native population by sex and age
- Asian population by sex and age
- Native Hawaiian and other pacific islander pop by sex and age
- Some other race population by sex and age
- 2+ races population by sex and age
- Population by ethnicity, sex and age
- Population by ancestry
- Population by detailed single race, Asian race
- Hispanic population by specific origin
- Population 5+ by language spoken at home
- Population 5-17 by age, language and ability to speak English
- Population 18-64 by age, language and ability to speak English
- Population 65+ by age, language and ability to speak English
- Hispanic population age 5+ by ability to speak English

- Population 15+ by sex and marital status
- Group quarters population by type

Housing & Household Composition

- Occupied housing units by tenure and age
- Occupied housing units by tenure, ethnicity and race
- Households by ethnicity and race
- Owner-occupied housing units by value
- Owner-occupied housing units by mortgage status
- Households by number of people in household
- Households with unmarried partners by sex of partner
- Households by presence of people under 18
- Family households by presence of own children
- Housing units by year structure built
- Housing units by units in structure
- Occupied housing units by year householder moved in
- Occupied housing units by number of vehicles
- Vacant housing units by vacancy status
- Renter-occupied housing units by contract rent

Affluence & Education

- Households by household income
- Householder age 15 - 24 by household income
- Householder age 25 - 34 by household income
- Householder age 35 - 44 by household income
- Householder age 45 - 54 by household income
- Householder age 55 - 64 by household income
- Householder age 65 - 74 by household income
- Householder age 75 - 84 by household income
- Householder age 85+ by household income
- Households by race and household income
- Households by ethnicity and household income
- Households by effective buying income
- Families by poverty status
- Population by sex and educational attainment (25+)
- Population by ethnicity, sex and educational attainment (25+)
- Population by type of school and enrollment (3+)

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 (16+)
- Employed civilian population by industry (16+)
- Employed civilian population by occupation (16+)

METHODOLOGICAL CHANGES

With this release, the following enhancements were implemented:

For 2019 release, Geoscape®, a Claritas company, has provided their race and ethnicity estimates to help enhance the estimates in selected block groups that have been showing rapid growth in multi-cultural 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	Residential ZIP Code	30,794
Core-based statistical area – metropolitan/micropolitan (CBSA)	934	Minor civil division (MCD) and census civil divisions (CCD)	35,611
Combined statistical area (CSA)	172		

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.

For the 2019 update, the split of age/sex to single year categories was 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. 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.

HOW IT'S USED



The areas in which you do business change over time. A demographic trend analysis using Pop-Facts Advanced can indicate how population and income are expected to evolve in your trade areas over a five-year span to help executives and real estate managers plan accordingly.



Ranking trade areas based on demographic characteristic such as age of householder, home values, and education levels.



Identifying neighborhoods that meet specific demographic criteria, such as high income households, above average concentrations of Hispanics and above average concentrations of households with children.

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?
- How many workers in my market commute to work by car?