

# CLARITAS POP-FACTS PREMIER 2019 RELEASE NOTES FOR ENVISION5

## DATA VINTAGE

2019

## VARIABLES

4,100+

To view the complete list of variables please visit:

[environicsanalytics.com/en-us/variables](https://environicsanalytics.com/en-us/variables)

## WHAT IT IS

Claritas Pop-Facts® Premier provides demographic data based on U.S. Census, American Community Survey (ACS) and many other data sources. Pop-Facts Premier 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 data set also provides data for 2000 and 2010 census years for current-year geographies.

## VARIABLE CATEGORIES

### *Base Counts*

- This category contains base variables covering population, households and population for language spoken at home. Bases in this category are useful for creating user-defined variables in ENVISION5. Base variables are also available in other categories such as “Housing Units, Owner-Occupied” in the Base Counts and Occupied Housing Units by Tenure and Age categories.

### *Population and Race*

- Population by Sex and Ethnicity
- Population by Single Race and Sex
- Population by Race Alone or In Combination (AOIC)
- 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 Population by Sex and Age
- Some Other Race Population by Sex and Age
- 2+ Races Population by Sex and Age
- Population by Ethnicity 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
- Group Quarters Population by Type

### ***Housing and Household Composition***

- Households by Householder Age
- Occupied Housing Units by Tenure and Age
- Households by Ethnicity and Race
- Owner-Occupied Housing Units by Value
- Households by Number of People in Household
- 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 Vehicles Available

### ***Affluence and 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+)

### ***Employment and 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+)

### ***Industry Measures: Media & Agency***

- This category contains variables and variable breaks that are tailored to media and agency users. The variables may also provide benefit to the general user.

## METHODOLOGICAL CHANGES

With this release, we have implemented the following enhancements:

### **Geoscape integration**

For the 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) 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

## GEOGRAPHIC LEVELS

Pop-Facts Premier is available 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		

## 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 and real estate managers plan accordingly.



Users can rank trade areas based on demographic characteristics such as age of householder, home values and education levels.



Pop-Facts Premier allows users to analyze and understand the demographic composition of any area—from block groups to states—with more than 1,100 current-year estimates.

## SAMPLE QUESTIONS IT CAN ANSWER

- Which neighborhoods have a high concentration of seniors or households with children?
- Will this trade area be a good target for expansion based on the concentration of high-income households?
- How are the household incomes in my trade areas projected to change in the next five years?
- How many workers in my market commute to work by car compared to public transportation?
- What was the total population in this area in 2000, 2010 and 2019? What will it be in five years?