



# CultureCode Asianicity Distributions 2024 Release Notes

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## OVERVIEW

The Claritas CultureCode Asianicity Distributions data set helps companies identify Asian consumers based on their acculturation. Asianicity™ is a CultureCode® measuring the degree to which people of Asian heritage in the United States retain elements of Asian culture while they acquire elements of American culture. Additionally, the distributions also provide insight into Asian consumers based on combinations of Asianicity and Socioeconomic Status, Life Stage, or Origin and Asian Language Usage.

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## WHAT'S NEW

This data has been updated based on the newest source data available, including Claritas Pop-Facts Demographics 2024 estimates.

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## DATA DESCRIPTION

### Segment Descriptors

#### Asianicity Acculturation Segments

The following are typical for the acculturation segments. However, there is greater variability of the key attributes within each segment including language usage, foreign born vs native born, years in United States and number of generations in the U.S.

ASIANICITY ACCULTURATION SEGMENTS		
SEGMENT CODE	SEGMENT NAME	SEGMENT DESCRIPTOR
AA1	Very Westernized	English-dominant; born in U.S.; 3rd+ generation; few Asian cultural practices
AA2	Bi-Cultural Westernized	English preferred (some home language); born in U.S.; 2nd generation; some Asian cultural practices; some "retro-acculturate"
AA3	Bi-Cultural	Bi-lingual (equal or nearly); immigrant as child or young adult; many Asian cultural practices
AA4	Bi-Cultural Asian-Identity	Asian language preferred (some English); immigrant as adult; in U.S. 10+ years; predominant Asian cultural practices
AA5	Very Asian-Identity	Asian language dominant (nearly no English); recent immigrant as adult (less than 10 years ago); primarily Asian cultural practices; identify with home country more so than U.S.

### Socioeconomic Status (SES) Segments

The following are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.

SOCIOECONOMIC STATUS (SES) SEGMENTS		
SEGMENT CODE	SEGMENT NAME	SEGMENT DESCRIPTOR
A	Upper Class	Households with over \$100,000 annual household income, 4-year college degree or graduate degree, owned housing, and employed in professional occupations.
B	Upper-Middle Class	Households generally between \$75,000 and \$200,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
C	Middle Class	Households usually between \$40,000 and \$125,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.
D	Lower-Middle Class	Households typically between \$25,000 and \$60,000 annual household income, high school, or lower education, rented housing, employed as service or labor worker.
E	Lower Class	Households most often below \$35,000 annual household income; less than high school education; rented housing, labor, or service worker or unemployed.

## Asian Language Usage Segments

ASIAN LANGUAGE USAGE SEGMENTS		
SEGMENT NAME	SEGMENT DESCRIPTION	SEGMENT CODES
Chinese Language Usage Segment	The Chinese Language Usage Segment indicates the overall language preference (English versus Chinese) for Chinese and Taiwanese households and population.	AL_CN1: English Dependent
		AL_CN2: Bi-Lingual English Preferred
		AL_CN3: Bi-Lingual English & Chinese Equally Used
		AL_CN4: Bi-Lingual Chinese Preferred
		AL_CN5: Chinese Dependent
Tagalog Language Usage Segment	The Tagalog Language Usage Segment indicates the overall language preference (English versus Tagalog) for Filipino households and population.	AL_PH1: English Dependent
		AL_PH2: Bi-Lingual English Preferred
		AL_PH3: Bi-Lingual English & Tagalog Equally Used
		AL_PH4: Bi-Lingual Tagalog Preferred
		AL_PH5: Tagalog Dependent
Korean Language Usage Segment	The Korean Language Usage Segment indicates the overall language preference (English versus Korean) for Korean households and population.	AL_KR1: English Dependent
		AL_KR2: Bi-Lingual English Preferred
		AL_KR3: Bi-Lingual English & Korean Equally Used
		AL_KR4: Bi-Lingual Korean Preferred
		AL_KR5: Korean Dependent
Vietnamese Language Usage Segment	The Vietnamese Language Usage Segment indicates the overall language preference (English versus Vietnamese) for Vietnamese households and population.	AL_VN1: English Dependent
		AL_VN2: Bi-Lingual English Preferred
		AL_VN3: Bi-Lingual English & Vietnamese Equally Used
		AL_VN4: Bi-Lingual Vietnamese Preferred
		AL_VN5: Vietnamese Dependent

### Variable Roster

Claritas CultureCode Asianicity Distributions variables are presented in the following categories and contain the following data:

#### Asianicity Acculturation Segment

- Current Year Population, Asian Alone (to be used as a base for Asianicity segments)

- Asianicity Segment (Asian Acculturation) – Geographic classification into the five acculturation segments based on the distribution of Asian population over the five Asianicity segments. Values range from AA1 (very acculturated) to AA5 (unacculturated).
- Asianicity: Very Westernized Asians (AA1)
- Asianicity: Bi-Cultural Westernized Asians (AA2)
- Asianicity: Bi-Cultural Asians (AA3)
- Asianicity: Bi-Cultural Asian-Identity (AA4)
- Asianicity: Very Asian-Identity (AA5)

### **Asianicity Acculturation Segment by Socioeconomic Status (SES)**

- Current Year Households, Asian Alone Householder (to be used as a base for Asianicity segments at the household level)
- Asian Households in Asianicity segments AA1 – AA5 by the following SES groups:
  - Upper Class (A)
  - Upper-Middle Class (B)
  - Middle Class (C)
  - Lower-Middle Class (D)
  - Lower Class (E)

### **Asianicity Acculturation Segment by Life Stage**

Asian Population in Asianicity segments AA1 – AA5 by the following Life Stage groups:

- Youngsters (ages 0-17)
- College Agers (ages 18-24)
- Workforce (ages 25-54)
- Pre-Retirees (ages 55-64)
- Retirees (ages 65+)

### **Asianicity Acculturation Segment by Origin**

Asian Population in Asianicity segments AA1 – AA5 by the following Origin groups:

- Japanese
- Korean
- Chinese
- Filipino
- Asian Indian
- Vietnamese
- Southeast Asian
- Other Asian

### **Asian Language Usage**

- Chinese Language Usage Segment
- Tagalog Language Usage Segment
- Korean Language Usage Segment

- Vietnamese Language Usage Segment

**Note:** In some areas, users may notice discrepancies between origin counts and these Asian Language Usage segments. In researching this, Claritas has determined that this traces to differences in the associated source tables from the American Community Survey (ACS) that are used in our demographic update.

### Special Notice

A few of the variables presented are only available for block groups, census tracts, and ZIP codes. This is because the typical diversity in larger geographies is better evaluated by looking at the percent distribution of the population groups rather than an overall classification that would mask the diversity for most areas. Therefore, if you receive data for another geography, the variables below will not be populated. Additionally, these variables are not currently available for custom areas in our Claritas 360 software.

### Variables Impacted

- Asianicity Segment (Asian Acculturation)
- Chinese Language Usage Segment
- Tagalog Language Usage Segment
- Korean Language Usage Segment
- Vietnamese Language Usage Segment

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## METHODOLOGY

To augment Census data in important yet practical ways, Claritas has developed numerous cultural and lifestyle indicators that provide the ability to measure and target specific sub-groups within the U.S. population—collectively referred to as “CultureCode.” These measures are created using a combination of inputs and modeling, resulting in alphabetical and/or numeric values that are easy to apply to analysis and visualization objectives.

Asianicity segments incorporate language, spatial population density, how recently immigration to the U.S. took place, and other factors, thereby making it possible to predict response or behavior relative to marketing or social outreach endeavors.

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## GEOGRAPHIC LEVELS

The Claritas CultureCode Asianicity Distributions data set is prepared for a wide range of census and other geographic areas including the following:

<b>STANDARD MACRO GEOGRAPHIES</b>	<b>STANDARD MICRO GEOGRAPHIES</b>	<b>INDUSTRY GEOGRAPHIES</b>
Country [1]	Place [31K+]	Cable [5K+]
State [51]	Tract [84K+]	Wire Centers [18K+]
County [3,143]	Block Group [239K+]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
Nielsen Designated Market Area (DMA) [210]	Residential ZIP Code [32K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Combined Statistical Area (CSA) [100+]	Minor Civil Division (MCD) [Includes Census Civil Divisions (CCD)] [35K+]	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]		
Congressional District [400+]		
Three-Digit ZIP (TDZ) [800+]		

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## DATA SOURCES

Sources utilized in the development of CultureCode Asianicity Distributions include the following:

- Claritas Pop-Facts® Demographics
- Building permit and land-use records
- Bureau of Economic Analysis (BEA)
- Department of Homeland Security’s Office of Citizenship and Immigration Services
- Proprietary Claritas DirecTarget® Technology
- Proprietary household and individual level data
- Smaller scale surveys performed by independent research firms
- U.S. Census Bureau - 2010 and 2020 Decennial Census
- U.S. Census Bureau - American Community Survey (ACS)
- U.S. Census Bureau - Current Population Survey (CPS)
- U.S. Department of Health and Human Services
- U.S. Postal Service
- U.S. State Department

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## TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

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## LEGAL NOTIFICATIONS

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