CultureCode Hispanicity Distributions 2024 Release Notes

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OVERVIEW

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

WHAT'S NEW

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

DATA DESCRIPTION

Segment Descriptors

Hispanicity 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.

HISPANICITY ACCULTURATION SEGMENTS		
SEGMENT CODE	**SEGMENT NAME**	**SEGMENT DESCRIPTOR**
HA1	Americanizado	English dominant (nearly no Spanish); born in U.S. and often 3rd+ generation; has few Hispanic cultural practices
HA2	Nueva Latina	English preferred (some Spanish); born in U.S. and typically 2nd generation; some Hispanic cultural practices and often "retro-acculturate"
HA3	Bi-Cultural Hispanic	Bi-lingual (equal or nearly); immigrated as child or young adult; has many Hispanic cultural practices
HA4	Hispano	Spanish preferred (some English); immigrated as adult and in U.S. 10+ years; predominant Hispanic cultural practices
HA5	Latinoamericana	Spanish dominant (nearly no English); recent immigrant as adult (less than 10 years ago); primarily Hispanic cultural practices and identifies 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.

Hispanic Language Usage Segments

HISPANIC LANGUAGE USAGE SEGMENT	
LANGUAGE CODE	LANGUAGE SEGMENT DESCRIPTION
HL1	English dependent
HL2	Bi-Lingual English Preferred
HL3	Bi-Lingual English and Spanish equally used
HL4	Bi-Lingual Spanish Preferred
HL5	Spanish dependent

Variable Roster

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

Hispanicity Acculturation Segment

- Current Year Population, Hispanic/Latino (to be used as a base for Hispanicity segments)
- Hispanicity Segment (Hispanic Acculturation) – Geographic classification into the five acculturation segments based on the distribution of Hispanic population over the five Hispanicity segments. Values range from HA1 (very acculturated) to HA5 (unacculturated).
- Hispanicity: Americanizado (HA1)
- Hispanicity: Nueva Latina (HA2)
- Hispanicity: Bi-Cultural Hispanics (HA3)
- Hispanicity: Hispano (HA4)
- Hispanicity: Latinoamericana (HA5)

Hispanicity Acculturation Segment by Socioeconomic Status (SES)

- Current Year Households, Hispanic/Latino Householder (to be used as a base for Hispanicity segments at the household level)
- Hispanic Households in Hispanicity segments HA1 – HA5 by the following SES groups:

  – Upper Class (A)
  – Upper-Middle Class (B)
  – Middle Class (C)
  – Lower-Middle Class (D)
  – Lower Class (E)

Hispanicity Acculturation Segment by Life Stage

Hispanic Population in Hispanicity segments HA1 – HA5 by the following Life Stage groups:

- Youngsters (ages 0-17)
- College Agers (ages 18-24)

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- Workforce (ages 25-54)
- Pre-Retirees (ages 55-64)
- Retirees (ages 65+)

Hispanicity Acculturation Segment by Origin

Hispanic Population in Hispanicity segments HA1 – HA5 by the following Origin groups:

- Mexican
- Puerto Rican
- Dominican
- Cuban
- Central American
- South American
- Other Hispanic

Hispanic Language Usage

- Current Year Population, Hispanic/Latino, Age 5+ (to be used as a base for Hispanics Age 5+ by Language Usage)
- Hispanic Language Usage Segment (English-Spanish Language Usage) - Indicates the overall language preference (English versus Spanish) for Hispanic households and population. Geographies are assigned one of the five codes based on language preference: HL1 – HL5.
- Hispanics Age 5+ Language Usage: English Dependent
- Hispanics Age 5+ Language Usage: Bi-Lingual English Preferred
- Hispanics Age 5+ Language Usage: Bi-Lingual English or Spanish
- Hispanics Age 5+ Language Usage: Bi-Lingual Spanish Preferred
- Hispanics Age 5+ Language Usage: Spanish Dependent

Special Notice

Two 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 available for custom areas in our Claritas 360 software.

Variables Impacted

- Hispanicity Segment (Hispanic Acculturation)
- Hispanic Language Usage Segment (English-Spanish Language Usage)

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.

Hispanicity 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.

GEOGRAPHIC LEVELS

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

STANDARD MACRO GEOGRAPHIES	STANDARD MICRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
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+]		

DATA SOURCES

Sources utilized in the development of CultureCode Hispanicity 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

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- 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

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.

LEGAL NOTIFICATIONS

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