CultureCode Asianicity Distributions 2026 Release Notes

CONTENTS

OVERVIEW

The Claritas CultureCode Asianicity Distributions data set helps companies identify Asian consumers based on their acculturation. Asianicity™ is a CultureCode® term used to describe 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, Origin, and Asian Language Usage.

WHAT'S NEW

In addition to updating the data based on the newest source data available, including Claritas Pop-Facts Demographics 2026 estimates, Claritas has also updated the methodology used to produce acculturation segment distributions. Please see the "Methodology" section later in this document for details.

DATA DESCRIPTION

Segment Descriptors

Asianicity Acculturation Segments

The following are typical descriptions for the acculturation segments. However, there is greater variability of the key attributes within each segment including language usage and fluency, place of birth, nativity (foreign born vs native born), years in United States, and age at entry into the United States.

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 SES Households	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 SES Households	Households generally between $75,000 and $200,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
C	Middle SES Households	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.

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D	Lower-Middle SES Households	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 SES Households	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) – 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:

    o Upper SES Households (A)
    o Upper-Middle SES Households (B)
    o Middle SES Households (C)
    o Lower-Middle SES Households (D)
    o Lower SES Households (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

METHODOLOGY

To augment US Census Bureau 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 US 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.

While methodology for Language Usage Segments remains the same as with previous releases, the 2026 release showcases a change in methodology for Asian Acculturation. Claritas has updated the methodology for estimating acculturation of the Asian population in the US, as some

of the key data elements that were used with the previous model to update the Hispanicity segment distributions are no longer available.

The updated Asianicity model is the result of extensive research and analysis into the key drivers that differentiate consumer behavior within the Asian population. This updated methodology considers acculturation to be a combination of a person's place of birth (nativity), English fluency, year of entry and citizenship status, and age at entry. These characteristics are available from various American Community Survey (ACS) tables and from the ACS Public-Use Microdata Sample (PUMS) file.

GEOGRAPHIC LEVELS

The Claritas CultureCode Asianicity 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 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 - 2020 Decennial Census

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- US Census Bureau - American Community Survey (ACS) available at the tract-level including:
    - Nativity by Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over (Asian Alone)
    - Sex by Age by Nativity and Citizenship Status (Asian Alone)
  - ACS Public-Use Microdata Sample (PUMS) file
- U.S. Postal Service

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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