CultureCode Asianicity Distributions 2027 Release Notes

CONTENTS

Overview
What's New
Data Description
Methodology
Geographic Levels
Data Sources
Technical Support
Legal Notifications

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, Origin, and Asian Language Usage.

WHAT'S NEW

This data has been updated based on the newest source data available, including Claritas Pop-Facts Demographics 2027 estimates.

DATA DESCRIPTION

Segment Descriptors

Asianicity Acculturation Segments

The following profiles are typical for each acculturation segment. However, key attributes such as language usage, nativity (foreign born vs. native born), years in the United States, and age at entry into the United States vary within each segment based on an individual's characteristics. The examples below are one demonstration of how those characteristics might fall into one of the five segments.

Copyright © 2026 Claritas, LLC. All rights reserved. Confidential and proprietary.

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

Socioeconomic Status (SES) is a quintile ranking based on household income, the householder's level of education and occupation, and the home value or gross rent of the household. Each household gets a combined score, and households are ranked and split into five equal groups. Nationally, each category contains approximately 20% of Asian households, resulting in classifications that are consistent and reflective of current economic conditions. The final output is, for each block group, the estimated share of households in each tier A-E where A is the top quintile of Asian households and E is the lowest quintile of Asian households. These shares are then adjusted through raking to match the regional totals.

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
		AL_PH1: English Dependent

Copyright © 2026 Claritas, LLC. All rights reserved.

ASIAN LANGUAGE USAGE SEGMENTS		
SEGMENT NAME	SEGMENT DESCRIPTION	SEGMENT CODES
Tagalog Language Usage Segment	The Tagalog Language Usage Segment indicates the overall language preference (English versus Tagalog) for Filipino households and population.	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:

Copyright © 2026 Claritas, LLC. All rights reserved.

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

Copyright © 2026 Claritas, LLC. All rights reserved.

Special Notice

A few variables are only available for block groups, census tracts, and ZIP codes. For larger geographies, a single classification would hide the diversity within them, so the distribution of population groups is more informative. 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 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 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.

The current Asianicity model is the result of extensive research and analysis into the key drivers that are provided by the Census Bureau that differentiate consumer behavior within the Asian population. This methodology considers acculturation to be a combination of a person's nativity, English fluency, year of entry and citizenship status. 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 [3,144]	Block Group [239K+]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
Nielsen Designated Market Area (DMA) [209]	Residential ZIP Code [32K+]	Metro/Rural Service Area for Wireless (RSA) [700+]

Copyright © 2026 Claritas, LLC. All rights reserved.

STANDARD MACRO GEOGRAPHIES	STANDARD MICRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
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
- Smaller scale surveys performed by independent research firms
- U.S. Census Bureau - 2020 Decennial Census
- US Census Bureau - American Community Survey (ACS)
  - Census Tract Level summary tables
  - PUMA-level Public-Use Microdata Sample (PUMS) file
- 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 855.400.2778.

LEGAL NOTIFICATIONS

Asianicity, *CultureCode*, and *Pop-Facts* are trademarks and/or registered trademarks of Claritas, LLC. The DMA data are proprietary to The Nielsen Company (US), LLC ("Nielsen"), a Third-Party Licensor, and consist of the boundaries of Nielsen's DMA regions within the United States of America. Other company names and product names are trademarks or registered trademarks of their respective companies and are hereby acknowledged.

This documentation contains proprietary information of Claritas. Publication, disclosure, copying, or distribution of this document or any of its contents is prohibited, unless consent has been obtained from Claritas.

Some of the data in this document is for illustrative purposes only and may not contain or reflect the actual data and/or information provided by Claritas to its clients.

Copyright © 2026 Claritas, LLC. All rights reserved.