CultureCode Hispanicity Distributions 2027 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, Origin, and Hispanic Language Usage.

WHAT'S NEW

In addition to updating the data based on the newest source data available, including Claritas Pop-Facts Demographics 2027 estimates, Claritas has also updated the methodology used to produce the language usage segment distributions. Please see the "Methodology" section later in this document for details.

DATA DESCRIPTION

Segment Descriptors

Hispanicity 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

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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.

HISPANICITY ACCULTURATION SEGMENTS		
SEGMENT CODE	SEGMENT NAME	SEGMENT DESCRIPTOR
HA1	Americanizado	English dominant (nearly no Spanish); born in US and often 3rd+ generation; has few Hispanic cultural practices
HA2	Nueva Latina	English preferred (some Spanish); born in US 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 US 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 US

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 Hispanic 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 Hispanic households and E is the lowest quintile of Hispanic households. These shares are then adjusted through raking to match the regional totals.

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:

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

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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 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 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 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 Hispanicity model is the result of extensive research and analysis into the key drivers that differentiate consumer behavior within the Hispanic 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 the Census Bureau's American Community Survey (ACS) tables and Public-Use Microdata Sample (PUMS) file.

The updated Hispanic Language Usage model carefully combines ability with preference to create a holistic view of language usage. The ACS asks respondents about their ability to speak English versus Spanish and what language they speak at home. This information is then combined with data on which language respondents prefer to watch television in, listen to music in, and think in, as measured in the Pew National Survey of Latinos.

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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 [3,144]	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+]
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
- Smaller scale surveys performed by independent research firms
- US 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

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

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