



# Claritas CultureCode Variables

## Definitions and Codes

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### OVERVIEW

This document defines the types of Claritas CultureCode variables available in Claritas 360, and lists the codes used for the various variables.

Additionally, the geographic levels this data can be provided for is included at the end of this document.

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### VARIABLE DEFINITIONS & CODES

#### Dominant Race/Ethnicity

The predominant race or ethnicity within a geographic area based on population counts. A dominant origin group is one that is significantly larger in size than the second largest within that geography. Please note that this variable is not populated for Standard Macro Geographies as well as larger Industry Geographies. This is because larger geographies would return a value of MIX for most areas. For a list of specific geographies where this variable is and is not available, please see below. Additionally, this variable is not available for custom areas. Please do not attempt to run this variable for a custom area in our software as it will not produce the intended result.

AIN	American Indian/Alaskan Native	WHT	White
ASN	Asian	HSP	Hispanic/Latino
BLK	Black/African American	MIX	Mixed - indicated areas where no single race or ethnic group is dominant
PIS	Native Hawaiian/Pacific Islander		

## Dominant Country of Origin

The overall predominant country of origin within a geographic area based on population counts. A dominant origin group is one that is significantly larger in size than the second largest within that geography. Please note that this variable is not populated for Standard Macro Geographies as well as larger Industry Geographies. This is because larger geographies would return a value of MIX for most areas. For a list of specific geographies where this variable is and is not available, please see below. Additionally, this variable is not available for custom areas. Please do not attempt to run this variable for a custom area in our software as it will not produce the intended result.

AF	Afghanistan	FR	France	NO	Norway
AL	Albania	GB	United Kingdom	NZ	New Zealand
AM	Armenia	GH	Ghana	PA	Panama
AR	Argentina	GR	Greece	PE	Peru
AT	Austria	GT	Guatemala	PH	Philippines
AU	Australia	GY	Guyana	PL	Poland
BB	Barbados	HN	Honduras	PR	Puerto Rico
BE	Belgium	HR	Croatia	PS	Palestinian region
BG	Bulgaria	HT	Haiti	PT	Portugal
BM	Bermuda	HU	Hungary	PY	Paraguay
BO	Bolivia	IE	Ireland	RO	Romania
BR	Brazil	IL	Israel	RU	Russia
BS	Bahamas	IN	India	SD	Sudan
BZ	Belize	IQ	Iraq	SE	Sweden
CA	Canada	IR	Iran	SI	Slovenia
CH	Switzerland	IS	Iceland	SK	Slovakia
CL	Chile	IT	Italy	SL	Sierra Leone
CN	China	JM	Jamaica	SN	Senegal
CO	Colombia	JO	Jordan	SO	Somalia
CR	Costa Rica	JP	Japan	SV	El Salvador
CS	Serbia	KE	Kenya	SY	Syria
CU	Cuba	KR	Korea	TR	Turkey
CV	Cape Verde	LB	Lebanon	TT	Trinidad and Tobago
CY	Cyprus	LR	Liberia	UA	Ukraine
CZ	Czech Republic	LT	Lithuania	UG	Uganda
DE	Germany	LU	Luxembourg	US	United States
DK	Denmark	LV	Latvia	UY	Uruguay
DO	Dominican Republic	MA	Morocco	VE	Venezuela
EC	Ecuador	MK	Macedonia, The Former Yugoslav Republic Of	VI	Virgin Islands, U.S.
EE	Estonia	MT	Malta	VN	Vietnam
EG	Egypt	MX	Mexico	YU	Former Yugoslavia (now Serbia and Montenegro)
ES	Spain	NG	Nigeria	ZA	South Africa
ET	Ethiopia	NI	Nicaragua	ZW	Zimbabwe
FI	Finland	NL	Netherlands	MIX	Mixed origins, no single dominant origin

## Hispanic/Latino, Dominant Country of Origin

The predominant Hispanic country of origin within a geographic area based on population counts. A dominant origin group is one that is significantly larger in size than the second largest within that geography. Please note that this variable is not populated for Standard Macro Geographies as well as larger Industry Geographies. This is because larger geographies would return a value of MIX for most areas. For a list of specific geographies where this variable is and is not available, please see below. Additionally, this variable is not available for custom areas. Please do not attempt to run this variable for a custom area in our software as it will not produce the intended result.

AR	Argentina	MX	Mexico
BO	Bolivia	NI	Nicaragua
CL	Chile	PA	Panama
CO	Colombia	PE	Peru
CR	Costa Rica	PR	Puerto Rico
CU	Cuba	PY	Paraguay
DO	Dominican Republic	SV	El Salvador
EC	Ecuador	UY	Uruguay
ES	Spain	VE	Venezuela
GT	Guatemala	MIX	Mixed origins, no single dominant origin
HN	Honduras		

## Asian, Dominant Country of Origin

The predominant Asian country of origin within a geographic area based on population counts. A dominant origin group is one that is significantly larger in size than the second largest within that geography. Please note that this variable is not populated for Standard Macro Geographies as well as larger Industry Geographies. This is because larger geographies would return a value of MIX for most areas. For a list of specific geographies where this variable is and is not available, please see below. Additionally, this variable is not available for custom areas. Please do not attempt to run this variable for a custom area in our software as it will not produce the intended result.

CN	China	PH	Philippines
IN	India	VN	Vietnam
JP	Japan	MIX	Mixed origins, no single dominant origin
KR	Korea		

## Spanish Language Area Segment

Indicates the overall language preference (English versus Spanish) for the general population and households. Geographies are assigned one of the five codes based on language preference. Please note that this variable is not populated for Standard Macro Geographies as well as larger Industry Geographies. This is because larger geographies would return a value of HL1 for most areas. For a list of specific geographies where this variable is and is not available, please see below. Additionally, this variable is not available for custom areas. Please do not attempt to run this variable for a custom area in our software as it will not produce the intended result.

SL1	English Dependent	SL4	Bi-Lingual Spanish Preferred
SL2	Bi-Lingual English Preferred	SL5	Spanish Dependent
SL3	Bi-Lingual English & Spanish		

## Socioeconomic Status (SES)

Socioeconomic Status (SES) is a blend of income, education, occupation and housing characteristics. Households are grouped into common segments with an A-E status. "A" is the highest level of socioeconomic status while "E" is the lowest level.

A	Households with over \$85,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.	D	Households typically between \$15,000 and \$35,000 annual household income, high school or lower education, rented housing, employed as service or labor worker.
B	Households generally between \$50,000 and \$120,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.	E	Households most often below \$20,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.
C	Households usually between \$30,000 and \$75,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.		

## SES Status Segment, Geographic A-E

Households are grouped into common segments as an A-E index by geography. "A" is the highest level of socioeconomic status while "E" is the lowest level. Not applicable is indicated by a null or blank field. Refer to Socioeconomic Status (SES) above for definitions for A-E. Please note that these variables are not populated for Standard Macro Geographies as well as larger Industry Geographies. This is because larger geographies would return a value of C for most areas. For a list of specific geographies where this variable is and is not available, please see below. Additionally, this variable is not available for custom areas. Please do not attempt to run this variable for a custom area in our software as it will not produce the intended result.

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## GEOGRAPHIC LEVEL INFORMATION

The reason these variables are only available for the below specified geographies 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.

### Geographies Available for the Above Specified Claritas CultureCode Variables

Block Group	ZIP Code
Census Tract	

### Geographies NOT Available for the Above Specified Claritas CultureCode Variables

County	Cable
State	Wire Center
US	Local Access and Transport Area (LATA or LAT)
Core Based Statistical Area (CBSA)	Local Exchange Carrier (LEC)
Combined Statistical Area (CSA)	Metropolitan or Rural Service Area (MSA/RSA)
Place	Basic Trading Area (BTA)
Minor Civil Division (MCD)	Major Trading Area (MTA)
Three Digit ZIP	Custom Areas (such as radii or drive times)
Nielsen Designated Market Area (DMA)	