



# Claritas CultureCode Variables

## Available in Claritas 360

### OVERVIEW

This document will describe the types of Claritas CultureCode variables available in Claritas 360 for use in the Consumer Concentration report and Interactive Map.

### VARIABLE CATEGORIES

#### Claritas CultureCode Hispanicity Distributions

The following types of variables are available:

CLARITAS CULTURECODE HISPANICITY VARIABLE TYPES		
CATEGORY	DESCRIPTION	ADDITIONAL INFORMATION
Hispanicity Acculturation Segment	Provides Hispanic population by the 5 Hispanicity segments.	Hispanicity Segment reflects the dominant segment located in the area.
Hispanicity Acculturation Segment by Socioeconomic Status	Shows the distribution of Hispanic households by Hispanicity and Socioeconomic segments.	There are 5 Hispanicity segments and 5 Socioeconomic segments.
Hispanicity Acculturation Segment by Life Stage	Shows the distribution of Hispanic population by Hispanicity and Life Stage segments.	There are 5 Hispanicity segments and 5 Life Stage segments.
Hispanicity Acculturation Segment by Origin	Shows the distribution of Hispanic population by Hispanicity and origin (ancestry).	There are 5 Hispanicity segments and 6 Hispanic Origin segments.
Hispanic Language Usage Segments	Captures the level of Spanish language usage within the Hispanic population.	A blend of several household and population language usage indicators are factored into 5 English-Spanish language segments for Hispanic Pop Age 5+.

## Claritas CultureCode Asianicity Distributions

The following types of variables are available:

CLARITAS CULTURECODE ASIANICITY VARIABLE TYPES		
CATEGORY	DESCRIPTION	ADDITIONAL INFORMATION
Hispanicity Acculturation Segment	Provides Hispanic population by the 5 Hispanicity segments.	Hispanicity Segment reflects the dominant segment located in the area.
Hispanicity Acculturation Segment by Socioeconomic Status	Shows the distribution of Hispanic households by Hispanicity and Socioeconomic segments.	There are 5 Hispanicity segments and 5 Socioeconomic segments.
Hispanicity Acculturation Segment by Life Stage	Shows the distribution of Hispanic population by Hispanicity and Life Stage segments.	There are 5 Hispanicity segments and 5 Life Stage segments.
Hispanicity Acculturation Segment by Origin	Shows the distribution of Hispanic population by Hispanicity and origin (ancestry).	There are 5 Hispanicity segments and 6 Hispanic Origin segments.
Hispanic Language Usage Segments	Captures the level of Spanish language usage within the Hispanic population.	A blend of several household and population language usage indicators are factored into 5 English-Spanish language segments for Hispanic Pop Age 5+.

## Claritas CultureCode Supplement to Claritas Pop-Facts

The following types of variables are available:

CLARITAS CULTURECODE SUPPLEMENT TO CLARITAS POP-FACTS VARIABLE TYPES		
CATEGORY	DESCRIPTION	ADDITIONAL INFORMATION
Population by Dominant Origin, Acculturation and Life Stage	Shows the predominant race or ethnicity and the predominant country of origin within a geographic area based on population counts.	These are often the most commonly used Geoscape variables.
Population by Ancestry	Shows population broken out by country of origin.	Indicates a person's ethnic origin or descent. Ancestry does not indicate a person's attachment to a particular ethnicity or their place of birth.
Foreign-Born Population by Place of Birth	Shows population counts by place of birth for foreign-born persons.	
Population 5+ by Language Spoken at Home	Captures the language used in normal familial settings for the population aged 5 and above.	This is the primary language; secondary languages may be used in school, shopping, work or other social settings.

CLARITAS CULTURECODE SUPPLEMENT TO CLARITAS POP-FACTS VARIABLE TYPES		
CATEGORY	DESCRIPTION	ADDITIONAL INFORMATION
Population by Ethnicity, Race and Tenure	Shows population by Tenure (Own or Rent) broken out by race and ethnicity.	
Linguistically Isolated Households by Language	Shows population for linguistically isolated households.	This is a measure that identifies areas with households where no adult members of the household speak English fluently.
Households by Average Household Size, Ethnicity and Race	Shows average household size, broken about by race and ethnicity.	
Households by Socioeconomic Status (SES), Ethnicity and Race	Shows household counts, broken out by Socioeconomic status and race/ethnicity.	There are 5 SES segments (A – E) for each race/ethnic group (Total, Asian, Black, Hispanic, White).
Population by Ethnicity, Race and Educational Attainment	Shows the population aged 25 and above, broken out by education attained and race ethnicity.	
Unemployed Civilian Population by Ethnicity and Race	Shows the population aged 16 and above who are unemployed, broken out by race and ethnicity.	These counts exclude persons who are retired, students, homemakers, and others not in the work force.