



# Consumer Concentration

## Using Claritas CultureCode Asianicity, Interpretation & Calculations

### OVERVIEW

The Consumer Concentration Report shows details about the Asian demographic makeup for your selected analysis area(s).

CultureCode® Asianicity™ data provides detailed Asian population data broken out by socioeconomic status, life stage, country of origin, and language usage.

Note: The example below provides interpretation information for just one of these variables, but how you would interpret the measures remains consistent for the other CultureCode Asianicity variables.

### BUSINESS ISSUES IT CAN SOLVE FOR:

- Understand the Asian makeup of your markets.

### WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- What is the Asian demographic make-up of my market?

### SAMPLE REPORT OUTPUT

Analysis Area Code	Analysis Area Name	CY Pop, Asian						Asianicity: Very Westernized Asians (AA1)					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index	Base Count	Base % Comp	Count	% Comp	% Pen	Index
92656	Aliso Viejo	52,945	1.64%	9,530	1.43%	18.00%	87	9,530	1.43%	3,561	1.43%	37.37%	100
92804	Anaheim	92,684	2.86%	22,666	3.39%	24.46%	118	22,666	3.39%	7,809	3.15%	34.45%	93
92823	Brea	4,704	0.15%	1,632	0.24%	34.69%	168	1,632	0.24%	649	0.26%	39.77%	107
90620	Buena Park	46,133	1.43%	13,249	1.98%	28.72%	139	13,249	1.98%	4,810	1.94%	36.30%	98
90630	Cypress	49,835	1.54%	17,641	2.64%	35.40%	172	17,641	2.64%	6,560	2.64%	37.19%	100



1. Analysis Area Code/Name: Each analysis area is identified by code and name.
2. Base Count: Number of base units for the selected analysis area. EX) There are 92,684 people in the Anaheim ZIP Code 92804.



3. Base % Comp: The percentage of units in the selected analysis area compared to the total number of units in the base analysis area. Ex) Anaheim ZIP Code 92804 makes up 2.86% of the population in Orange County.
4. Count: Number of units for the selected data element within the selected geography. Ex) There are 22,666 Asian people in the Anaheim ZIP Code 92804.  
 Note: The Asian population will serve as the Base Count for the remaining Asianicity variables in the CultureCode Asianicity data set (The exception being Language Usage variables. The base count for these variables will be Asian Population Age 5+).
5. % Comp: The percentage of units for the selected data element in the selected analysis area compared to total number of units for selected behavior in the base analysis area. Ex) Anaheim ZIP Code 92804 contains 3.39% of the Orange County Asian population.
6. % Penetration: The percentage of units for the selected data element in the selected analysis area compared to the units in the base count. Ex) The Asian population makes up 24.46% of the Anaheim ZIP Code 92804 total population.
7. Index: Indicates concentration of the selected data element in an analysis area, based on an average index of 100. Ex) An Asian person is 18% more likely to be found in the Anaheim ZIP Code 92804 than the other ZIP Codes in the Orange County.
8. Base Count: Number of base units for the selected analysis area. EX) There are 22,666 Asian people in the Anaheim ZIP Code 92804.
9. Base % Comp: The percentage of units in the selected geography compared to the total number of units in the base geography. Ex) Anaheim ZIP Code 92804 makes up 3.39% of the Asian population in Orange County.
10. Count: Number of units for the selected data element within the selected geography. Ex) There are 7,809 Asianicity: Very Westernized Asians (AA1) people in the Anaheim ZIP Code 92804.
11. %Comp: The percentage of units for the selected data element in the selected analysis area compared to total number of units for selected behavior in the base analysis area. Ex) Anaheim ZIP Code 92804 contains 3.15% of the Orange County Asianicity: Very Westernized Asians (AA1) population.
12. % Penetration: The percentage of units for the selected data element in the selected geography compared to the units in the base count. Ex) The Asianicity: Very Westernized Asians (AA1) population makes up 34.45% of the Anaheim ZIP Code 92804 total Asian population.
13. Index: Indicates concentration of the selected data element in an analysis area, based on an average index of 100. Ex) An Asian person is 7% less likely to be an Asianicity: Very Westernized Asians (AA1) segment in the Anaheim ZIP Code 92804 than the other ZIP Codes in Orange County.

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## REPORT FORMULAS

This analysis uses the following formulas:

- Percent composition

$$\frac{\text{Geunit Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Percent penetration

$$\frac{\text{Behavior Count}}{\text{Base Count}} \times 100 = \text{Percent Penetration}$$

- Index

$$\frac{\% \text{ Composition}}{\% \text{ Composition of Base}} \times 100 = \text{Index}$$