

Trade Area: 123 Main St - 1 mi.

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	Value/Population	%
2023 Estimate: Asian Population	14,729	100.00
Asianicity: Very Westernized Asians (AA1)	5,324	36.15
Asianicity: Bi-Cultural Westernized Asians (AA2)	1,765	11.98
Asianicity: Bi-Cultural Asians (AA3)	2,508	17.03
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	2,745	18.64
Asianicity: Very Asian-Identity Asians (AA5)	2,387	16.21

Benchmark: USA

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	Upper Class (SES A)		Upper-Middle Class (SES B)		Middle Class (SES C)		Lower-Middle Class (SES D)		Lower Class (SES E)	
	Households	%	Households	%	Households	%	Households	%	Households	%
Asianicity: Very Westernized Asians (AA1)	572	9.88	526	9.09	397	6.86	143	2.47	341	5.89
Asianicity: Bi-Cultural Westernized Asians (AA2)	202	3.49	143	2.47	125	2.16	41	0.71	91	1.57
Asianicity: Bi-Cultural Asians (AA3)	233	4.03	219	3.78	261	4.51	72	1.24	179	3.09
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	123	2.13	149	2.57	247	4.27	144	2.49	306	5.29
Asianicity: Very Asian-Identity Asians (AA5)	145	2.50	101	1.75	232	4.01	212	3.66	583	10.07

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	Youngsters (Age 0-17)		College Agers (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Asianicity: Very Westernized Asians (AA1)	626	4.25	1,765	11.98	2,653	18.01	169	1.15	111	0.75
Asianicity: Bi-Cultural Westernized Asians (AA2)	214	1.45	587	3.98	870	5.91	41	0.28	52	0.35
Asianicity: Bi-Cultural Asians (AA3)	313	2.13	789	5.36	1,256	8.53	88	0.60	62	0.42
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	302	2.05	964	6.54	1,320	8.96	87	0.59	71	0.48
Asianicity: Very Asian-Identity Asians (AA5)	266	1.81	815	5.53	1,196	8.12	67	0.46	42	0.28

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	Japanese		Koreans		Chinese		Filipinos		Asian Indians		Vietnamese		Southeast Asians		Other Asians	
	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%
Asianicity: Very Westernized Asians (AA1)	386	2.62	549	3.73	2,557	17.36	262	1.78	1,128	7.66	289	1.96	50	0.34	103	0.70
Asianicity: Bi-Cultural Westernized Asians (AA2)	134	0.91	189	1.28	850	5.77	92	0.63	352	2.39	93	0.63	17	0.12	38	0.26
Asianicity: Bi-Cultural Asians (AA3)	170	1.15	237	1.61	1,183	8.03	133	0.90	565	3.84	136	0.92	31	0.21	54	0.37
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	203	1.38	280	1.90	1,350	9.17	130	0.88	553	3.75	143	0.97	26	0.18	59	0.40
Asianicity: Very Asian-Identity Asians (AA5)	168	1.14	311	2.11	1,173	7.96	88	0.60	420	2.85	150	1.02	24	0.16	53	0.36

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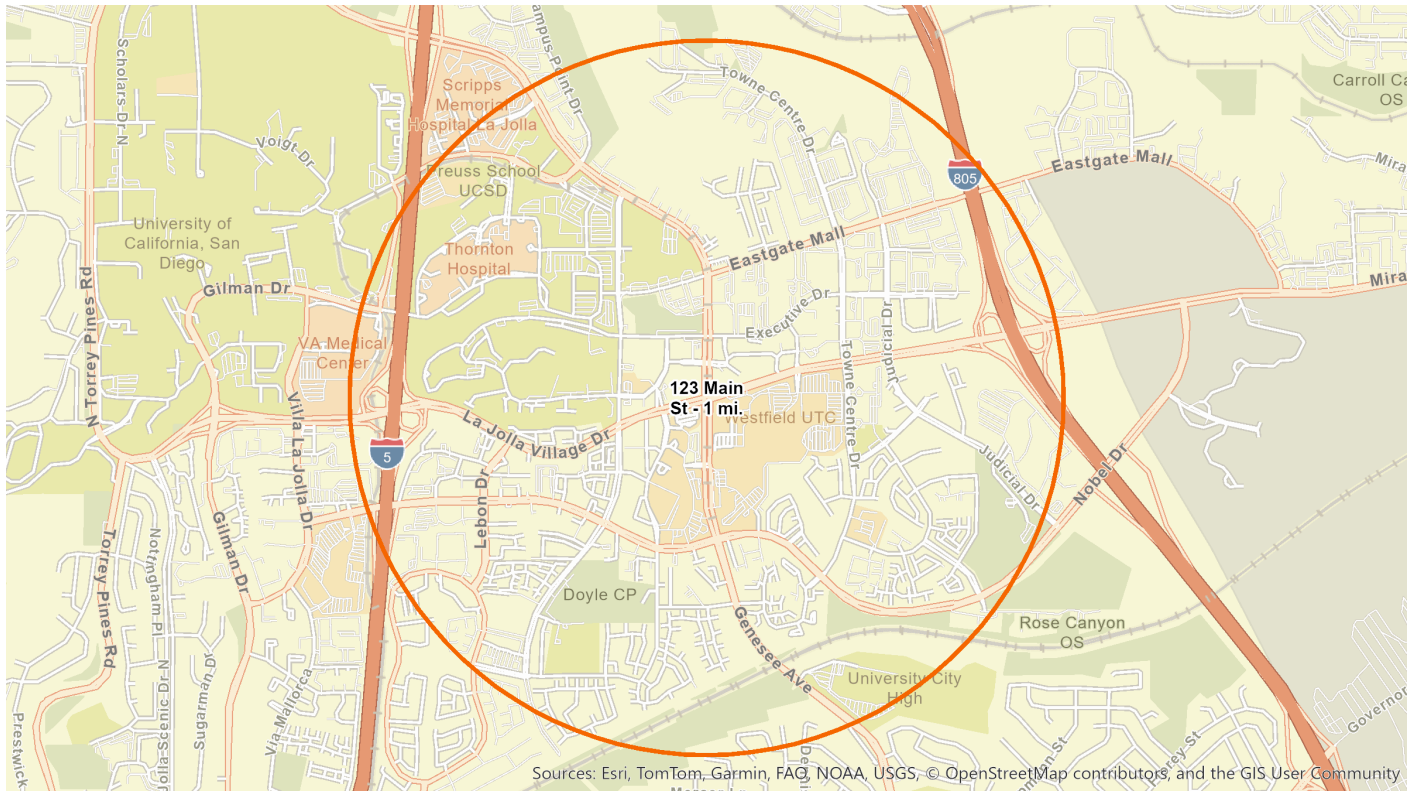
Trade Area: 123 Main St - 1 mi.

Description	Definition
Socioeconomic Status (SES)	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. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
Upper Class (SES A)	Households with over \$85,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.
Upper-Middle Class (SES B)	Households generally between \$50,000 and \$120,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
Middle Class (SES 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.
Lower-Middle Class (SES 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.
Lower Class (SES E)	Households most often below \$20,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.

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Trade Area: 123 Main St - 3 mi.

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	Value/Population	%
2023 Estimate: Asian Population	23,765	100.00
Asianicity: Very Westernized Asians (AA1)	8,609	36.23
Asianicity: Bi-Cultural Westernized Asians (AA2)	2,976	12.52
Asianicity: Bi-Cultural Asians (AA3)	4,253	17.90
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	4,306	18.12
Asianicity: Very Asian-Identity Asians (AA5)	3,620	15.23

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	Upper Class (SES A)		Upper-Middle Class (SES B)		Middle Class (SES C)		Lower-Middle Class (SES D)		Lower Class (SES E)	
	Households	%	Households	%	Households	%	Households	%	Households	%
Asianicity: Very Westernized Asians (AA1)	1,002	11.97	751	8.97	569	6.80	216	2.58	447	5.34
Asianicity: Bi-Cultural Westernized Asians (AA2)	382	4.56	227	2.71	194	2.32	61	0.73	122	1.46
Asianicity: Bi-Cultural Asians (AA3)	398	4.75	326	3.89	396	4.73	98	1.17	229	2.73
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	212	2.53	208	2.48	343	4.10	191	2.28	359	4.29
Asianicity: Very Asian-Identity Asians (AA5)	235	2.81	134	1.60	301	3.60	265	3.17	706	8.43

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# MultiCultural® | Asianicity By Lifestage



Trade Area: 123 Main St - 3 mi.

2023 Estimate of Asian Population: 23,765

	Youngsters (Age 0-17)		College Agers (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Asianicity: Very Westernized Asians (AA1)	981	4.13	2,733	11.50	3,915	16.47	441	1.86	539	2.27
Asianicity: Bi-Cultural Westernized Asians (AA2)	335	1.41	1,058	4.45	1,283	5.40	123	0.52	176	0.74
Asianicity: Bi-Cultural Asians (AA3)	475	2.00	1,442	6.07	1,869	7.87	217	0.91	250	1.05
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	477	2.01	1,438	6.05	1,893	7.97	204	0.86	294	1.24
Asianicity: Very Asian-Identity Asians (AA5)	411	1.73	1,144	4.81	1,685	7.09	184	0.77	196	0.82

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	Japanese		Koreans		Chinese		Filipinos		Asian Indians		Vietnamese		Southeast Asians		Other Asians	
	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%
Asianicity: Very Westernized Asians (AA1)	609	2.56	912	3.84	3,941	16.58	702	2.95	1,353	5.69	598	2.52	167	0.70	328	1.38
Asianicity: Bi-Cultural Westernized Asians (AA2)	204	0.86	351	1.48	1,372	5.77	227	0.95	435	1.83	212	0.89	58	0.24	116	0.49
Asianicity: Bi-Cultural Asians (AA3)	263	1.11	458	1.93	1,929	8.12	347	1.46	681	2.87	316	1.33	91	0.38	168	0.71
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	305	1.28	459	1.93	1,994	8.39	346	1.46	664	2.79	287	1.21	77	0.32	174	0.73
Asianicity: Very Asian-Identity Asians (AA5)	253	1.06	445	1.87	1,697	7.14	235	0.99	513	2.16	263	1.11	67	0.28	148	0.62

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Trade Area: 123 Main St - 3 mi.

Description	Definition
Socioeconomic Status (SES)	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. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
Upper Class (SES A)	Households with over \$85,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.
Upper-Middle Class (SES B)	Households generally between \$50,000 and \$120,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
Middle Class (SES 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.
Lower-Middle Class (SES 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.
Lower Class (SES E)	Households most often below \$20,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.

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Trade Area: 123 Main St - 3 mi.



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Trade Area: 123 Main St - 5 mi.

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	Value/Population	%
2023 Estimate: Asian Population	53,260	100.00
Asianicity: Very Westernized Asians (AA1)	19,379	36.39
Asianicity: Bi-Cultural Westernized Asians (AA2)	6,280	11.79
Asianicity: Bi-Cultural Asians (AA3)	9,674	18.16
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	9,150	17.18
Asianicity: Very Asian-Identity Asians (AA5)	8,776	16.48

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	Upper Class (SES A)		Upper-Middle Class (SES B)		Middle Class (SES C)		Lower-Middle Class (SES D)		Lower Class (SES E)	
	Households	%	Households	%	Households	%	Households	%	Households	%
Asianicity: Very Westernized Asians (AA1)	2,840	15.97	1,611	9.06	1,064	5.98	405	2.28	573	3.22
Asianicity: Bi-Cultural Westernized Asians (AA2)	933	5.25	496	2.79	358	2.01	98	0.55	137	0.77
Asianicity: Bi-Cultural Asians (AA3)	1,244	6.99	796	4.47	741	4.17	207	1.16	324	1.82
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	736	4.14	539	3.03	729	4.10	407	2.29	486	2.73
Asianicity: Very Asian-Identity Asians (AA5)	777	4.37	329	1.85	586	3.29	457	2.57	917	5.16

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	Youngsters (Age 0-17)		College Agers (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Asianicity: Very Westernized Asians (AA1)	2,876	5.40	3,590	6.74	8,751	16.43	1,772	3.33	2,390	4.49
Asianicity: Bi-Cultural Westernized Asians (AA2)	903	1.70	1,350	2.54	2,822	5.30	470	0.88	737	1.38
Asianicity: Bi-Cultural Asians (AA3)	1,379	2.59	1,878	3.53	4,251	7.98	914	1.72	1,253	2.35
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	1,293	2.43	1,810	3.40	4,036	7.58	794	1.49	1,218	2.29
Asianicity: Very Asian-Identity Asians (AA5)	1,358	2.55	1,533	2.88	4,276	8.03	765	1.44	843	1.58

Benchmark: USA

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	Japanese		Koreans		Chinese		Filipinos		Asian Indians		Vietnamese		Southeast Asians		Other Asians	
	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%
Asianicity: Very Westernized Asians (AA1)	1,174	2.20	1,630	3.06	6,322	11.87	3,415	6.41	3,110	5.84	2,512	4.72	493	0.93	723	1.36
Asianicity: Bi-Cultural Westernized Asians (AA2)	359	0.67	568	1.07	2,075	3.90	1,104	2.07	955	1.79	817	1.53	162	0.30	241	0.45
Asianicity: Bi-Cultural Asians (AA3)	524	0.98	801	1.50	3,052	5.73	1,815	3.41	1,519	2.85	1,337	2.51	251	0.47	375	0.70
Asianicity: Bi-Cultural Asian-Identity Asians (AA4)	571	1.07	807	1.51	3,093	5.81	1,525	2.86	1,441	2.71	1,134	2.13	229	0.43	351	0.66
Asianicity: Very Asian-Identity Asians (AA5)	509	0.96	789	1.48	2,861	5.37	1,486	2.79	1,428	2.68	1,143	2.15	221	0.41	341	0.64

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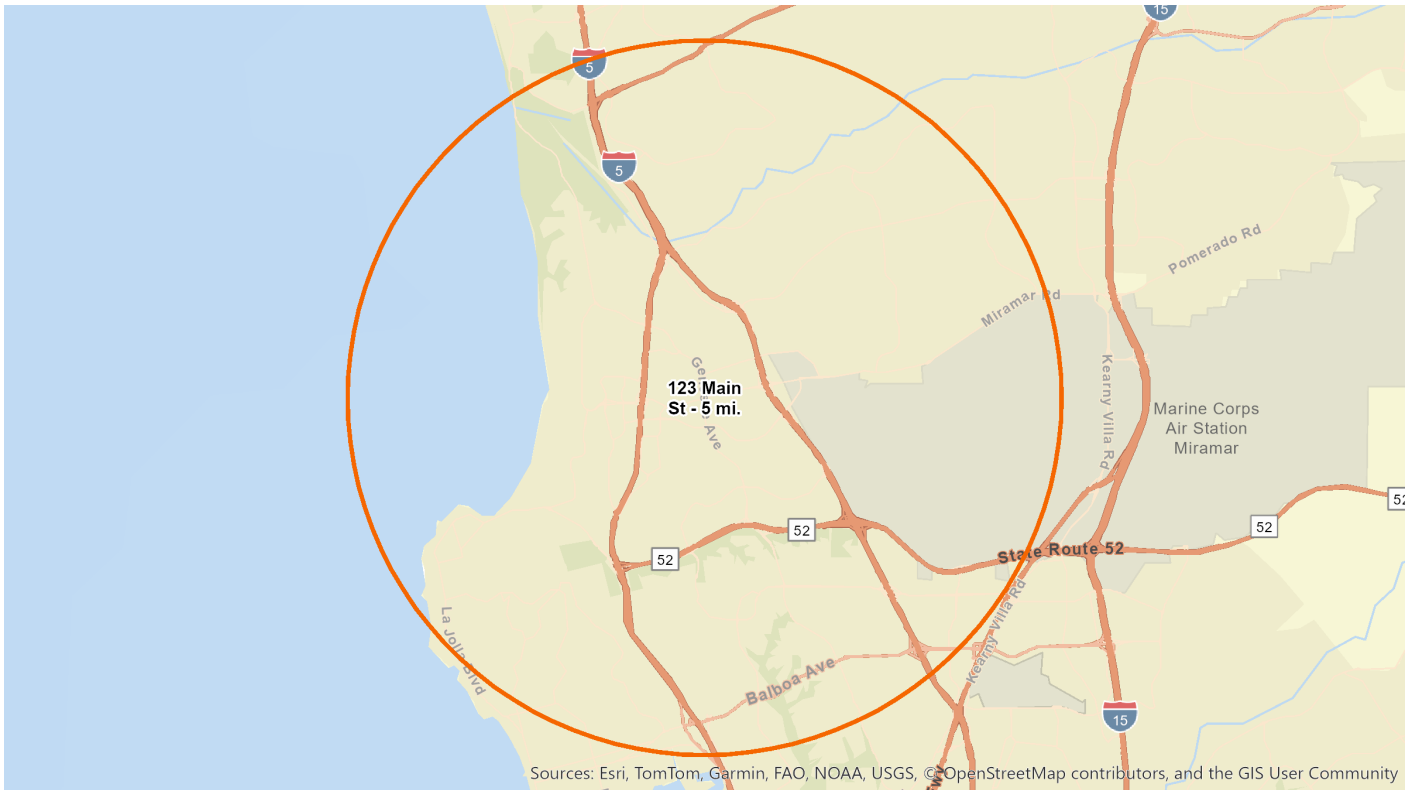
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Trade Area: 123 Main St - 5 mi.



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# Report Details

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**Name:** MultiCultural® Asianicity  
**Date / Time:** 2/26/2024 7:15:16 PM  
**Workspace Vintage:** 2023

## Trade Area

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Name	Level	Geographies
123 Main St - 1 mi.		N/A
123 Main St - 3 mi.		N/A
123 Main St - 5 mi.		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Claritas Culture Codes	Claritas	©Claritas, LLC 2024 <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a>

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