

Analysis Area Code	Analysis Area Name	State	CY Pop, Hisp/Lat					
			Base Count	Base % Comp	Count	% Comp	% Pen	Index
92081	Vista	California	29455	5.9%	8394	4.7%	28.5%	81
92083	Vista	California	41090	8.2%	26812	15.1%	65.3%	185
92084	Vista	California	51105	10.2%	26779	15.1%	52.4%	149
92085	-	-	-	-	-	-	-	-
92056	Oceanside	California	54997	10.9%	19733	11.1%	35.9%	102
92078	San Marcos	California	50907	10.1%	14325	8.1%	28.1%	80
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Area Totals			227,554	45.28%	96043	54.23%	210.17%	-

- A. Analysis Area Code/Name: Each analysis area is identified by code and name.
- B. Base Count: Number of units within the base selected geography; the units are specified to the left of the data element name, in this case, CY Pop.
Data point: There are 227554 people in these three ZIP Codes studied.
- C. Base % Comp: The percentage of units in the selected geography compared to the total number of units in the base geography.
Data Point: These three ZIP Codes make up 45.28% of the population of the Designated Market Area (DMA).
- D. Count: Number of units for the selected data element within the selected geography.
Data Point: There are 96043 Hispanic/Latino people in these three ZIP Codes.
- E. % Comp: The percentage of units for the selected data element in the selected geography compared to total number of units for selected behavior in the base geography.
Data Point: These ZIP Codes contain 54.23% of the DMA's Hispanic/Latino population.
- F. % Penetration: The percentage of units for the selected data element in the selected geography compared to the units in the base geography.
Data Point: The Hispanic/Latino population makes up 210.17% of the three ZIP Code's total population.
- G. Index: Indicates concentration of the selected data element in an analysis area, based on an average index of 100.

Acculturation Analysis

Analysis Area Code	Analysis Area Name	Acculturation					
		Count [D]	HA1	HA2	HA3	HA4	HA5
92081	Vista	8394	1874	3526	1828	692	-
92083	Vista	26812	4074	6605	7557	4498	-
92084	Vista	26779	4318	6799	8062	3866	-
92085	-	-	-	-	-	-	-
92056	Oceanside	19733	3567	7092	5836	1899	-
92078	San Marcos	14325	2486	4771	2808	2379	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
Segment Totals		-	16,319	28,793	26,091	13,334	-
Area Totals		96,043	-	-	71,203	-	13,334
Area Average		-	17.0%	30.0%	27.2%	13.9%	-
National Average		-	17.1%	29.2%	25.8%	15.3%	12.6%

Definitions

Americanizado HA1 English dominant (nearly no Spanish); Born in US; 3rd+ generation. Few Hispanic cultural practices.	Nueva Latina HA2 English preferred (some Spanish); Born in U.S.; 2nd generation. Some Hispanic cultural practices; often "retro-acculturate".	AmBi-Cultural HA3 Bi-Lingual (equal or nearly); Immigrant as child or young adult. Many Hispanic cultural practices.	Hispano HA4 Spanish preferred (some English); Immigrant as adult; in U.S. 10+ years. Pre-dominant Hispanic cultural practices.	Latinoamericana HA5 Spanish dominant (nearly no English); Recent immigrant as adult (less than 10 years ago). Primarily Hispanic cultural practices. Identify with home country more than U.S.
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Opportunity