

Analysis Area Code	Analysis Area Name	State	CY Pop, Hisp/Lat					
			Base Count	Base % Comp	Count	% Comp	% Pen	Index
91902	Bonita	California	18377	3.7%	8837	5.0%	48.1%	136
91915	Chula Vista	California	33621	6.7%	16062	9.1%	47.8%	136
91913	Chula Vista	California	55498	11.0%	26661	15.1%	48.0%	136
91950	National City	California	59293	11.8%	40860	23.1%	68.9%	196
91910	Chula Vista	California	79689	15.9%	52966	29.9%	66.5%	189
91914	Chula Vista	California	18953	3.8%	9502	5.4%	50.1%	142
92154	San Diego	California	86815	17.3%	60615	34.2%	69.8%	198
91911	Chula Vista	California	88985	17.7%	67246	38.0%	75.6%	214
-	-	-	-	-	-	-	-	-
Area Totals			441,231	87.80%	282,749	159.69%	474.80%	-

- 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 441231 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 87.8% 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 282749 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 159.69% 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 474.8% 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
91902	Bonita	8837	1311	3144	2741	1068	-
91915	Chula Vista	16062	3416	4249	5848	1443	-
91913	Chula Vista	26661	5139	7158	9674	2522	-
91950	National City	40860	5898	11276	11233	8301	-
91910	Chula Vista	52966	8478	15268	18610	6440	-
91914	Chula Vista	9502	1556	3141	3410	802	-
92154	San Diego	60615	9516	20265	16740	9284	-
91911	Chula Vista	67246	10327	19504	21714	9743	-
-	-	-	-	-	-	-	-
Segment Totals		-	45,641	84,005	89,970	39,603	-
Area Totals		282,749	-	-	219,616	-	39,603
Area Average		78%	16.1%	29.7%	31.8%	14.0%	-
National Average		72%	17.1%	29.2%	25.8%	15.3%	12.6%

Definitions

<div style="background-color: #f4a460; padding: 5px; margin-bottom: 5px;">Americanizado</div> <div style="font-size: 24px; font-weight: bold; color: #f4a460;">HA1</div> <p>English dominant (nearly no Spanish); Born in US; 3rd+ generation. Few Hispanic cultural practices.</p>	<div style="background-color: #c0392b; padding: 5px; margin-bottom: 5px;">Nueva Latina</div> <div style="font-size: 24px; font-weight: bold; color: #c0392b;">HA2</div> <p>English preferred (some Spanish); Born in U.S.; 2nd generation. Some Hispanic cultural practices; often "retro-acculturate".</p>	<div style="background-color: #27ae60; padding: 5px; margin-bottom: 5px;">AmBi-Cultural</div> <div style="font-size: 24px; font-weight: bold; color: #27ae60;">HA3</div> <p>Bi-Lingual (equal or nearly); Immigrant as child or young adult. Many Hispanic cultural practices.</p>	<div style="background-color: #2980b9; padding: 5px; margin-bottom: 5px;">Hispano</div> <div style="font-size: 24px; font-weight: bold; color: #2980b9;">HA4</div> <p>Spanish preferred (some English); Immigrant as adult; in U.S. 10+ years. Pre-dominant Hispanic cultural practices.</p>	<div style="background-color: #7f7f7f; padding: 5px; margin-bottom: 5px;">Latinoamericana</div> <div style="font-size: 24px; font-weight: bold; color: #7f7f7f;">HA5</div> <p>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.</p>
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Opportunity