

Analysis Area Code	Analysis Area Name	State	CY Pop, Hisp/Lat					
			Base Count	Base % Comp	Count	% Comp	% Pen	Index
92201	Indio	California	68483	13.6%	52585	29.7%	76.8%	218
92203	Indio	California	34242	6.8%	15669	8.9%	45.8%	130
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Area Totals			102,725	20.44%	68,254	38.55%	122.55%	-

- 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 102725 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 20.44% 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 68254 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 38.55% 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 122.55% 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
92201	Indio	52585	8420	15074	13537	10595	-
92203	Indio	15669	2519	5825	3869	2130	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
Segment Totals		-	10,939	20,899	17,406	12,725	-
Area Totals		68,254	-	-	49,244	-	12,725
Area Average		72%	16.0%	30.6%	25.5%	18.6%	-
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-weight: bold; font-size: 1.2em; 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-weight: bold; font-size: 1.2em; 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-weight: bold; font-size: 1.2em; 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-weight: bold; font-size: 1.2em; 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-weight: bold; font-size: 1.2em; 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