

Analysis Area Code	Analysis Area Name	State	CY Pop, Hisp/Lat					
			Base Count	Base % Comp	Count	% Comp	% Pen	Index
92211	Palm Desert	California	28344	5.6%	4671	2.6%	16.5%	47
92255	-	-	-	-	-	-	-	-
92260	Palm Desert	California	34328	6.8%	10526	5.9%	30.7%	87
92261	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Area Totals			62,672	12.47%	15197	8.58%	47.14%	-

- 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 62672 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 12.47% 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 15197 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 8.58% 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 47.14% 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
92211	Palm Desert	4671	1018	1564	1193	395	-
92255	-	-	-	-	-	-	-
92260	Palm Desert	10526	1529	3821	2737	1187	-
92261	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
Segment Totals		-	2,547	5,385	3,930	1,582	-
Area Totals		15,197	-	-	11,862	-	1,582
Area Average		78%	16.8%	35.4%	25.9%	10.4%	-
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