St. Mary's Ramona
La Misa in English Experiment
Acculturation Report

**TRYTANK**
Experimental Laboratory

| Analysis Area Code | Analysis Area Name | State | CY Pop, Hisp/Lat | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | Base Count | Base % Comp | Count | % Comp | % Pen | Index |
| 92065 | **Ramona** | California | 39018 | 7.8% | 10571 | 6.0% | 27.1% | 77 |
| | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - |
| Area Totals | | | 39,018 | 7.76% | 10571 | 5.97% | 27.09% | |

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 39018 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 7.76% 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 10571 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 5.97% 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 27.09% 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 |
| 92065 | Ramona | 10571 | 2035 | 3160 | 3455 | 997 | |
| | | - | - | - | - | - | - |
| | | - | - | - | - | - | - |
| | | - | - | - | - | - | - |
| | | - | - | - | - | - | - |
| | | - | - | - | - | - | - |
| | | - | - | - | - | - | - |
| | | - | - | - | - | - | - |
| Segment Totals | | | 2,035 | 3,160 | 3,455 | 997 | - |
| Area Totals | | 10,571 | | | 8,650 | | 997 |
| Area Average | | | 19.3% | 29.9% | 32.7% | 9.4% | |
| National Average | | | 17.1% | 29.2% | 25.8% | 15.3% | 12.6% |

## Definitions

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

## Opportunity