

Analysis Area Code	Analysis Area Name	State	CY Pop, Hisp/Lat					
			Base Count	Base % Comp	Count	% Comp	% Pen	Index
92025	Escondido	California	52336	10.4%	31301	17.7%	59.8%	170
92026	Escondido	California	54090	10.8%	22790	12.9%	42.1%	120
92027	Escondido	California	58025	11.6%	32673	18.5%	56.3%	160
92029	Escondido	California	21329	4.2%	5285	3.0%	24.8%	70
92078	San Marcos	California	50907	10.1%	14325	8.1%	28.1%	80
92069	San Marcos	California	54752	10.9%	27241	15.4%	49.8%	141
92127	San Diego	California	50364	10.0%	4969	2.8%	9.9%	28
92128	San Diego	California	50377	10.0%	5038	2.9%	10.0%	28
92082	Valley Center	California	22112	4.4%	7710	4.4%	34.9%	99
Area Totals			414,292	82.42%	151332	85.46%	315.66%	-

- 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 414292 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 82.42% 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 151332 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 85.46% 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 315.66% 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
92025	Escondido	31301	4296	7512	7912	5623	-
92026	Escondido	22790	3566	7237	5631	3413	-
92027	Escondido	32673	5508	9228	9066	5426	-
92029	Escondido	5285	965	1795	1503	516	-
92078	San Marcos	14325	2486	4771	2808	2379	-
92069	San Marcos	27241	4061	7638	6373	4362	-
92127	San Diego	4969	1023	2294	978	383	-
92128	San Diego	5038	1247	2055	955	432	-
92082	Valley Center	7710	1257	2423	2541	867	-
Segment Totals		-	24,409	44,953	37,767	23,401	-
Area Totals		151,332	-	-	107,129	-	23,401
Area Average		71%	16.1%	29.7%	25.0%	15.5%	-
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