

CONSUMER CONCENTRATION

Using Geoscape CultureCode Hispanicity Data, Interpretation & Calculations

The Consumer Concentration Report shows details about the Hispanic demographic makeup for your selected analysis area(s).

CultureCode® Hispanicity data provides detailed Hispanic population data broken out by socioeconomic status, life stage, country of origin, and language usage.

Note: The example below provides interpretation information for just one of these variables, but how you would interpret the measures remains consistent for the other CultureCode Hispanicity variables.

BUSINESS ISSUES IT CAN SOLVE FOR:

- Understand the Hispanic makeup of your markets.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- What is the Hispanic demographic make-up of my market?

SAMPLE REPORT OUTPUT

El Paso, TX CBSA

Consumer Concentration													
Analysis Area Code	Analysis Area Name	CY Pop, Hisp/Lat						Hispanicity: Americanizado (HA1)					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index	Base Count	Base % Comp	Count	% Comp	% Pen	Index
79821	Anthony	7,979	0.93%	6,314	0.89%	79.13%	95	6,314	0.89%	893	0.79%	14.14%	89
79835	Canutillo	13,424	1.57%	12,457	1.75%	92.80%	112	12,457	1.75%	1,757	1.56%	14.10%	89
79836	Clint	6,851	0.80%	6,544	0.92%	95.52%	115	6,544	0.92%	953	0.85%	14.56%	92
79837	Dell City	719	0.08%	469	0.07%	65.23%	78	469	0.07%	57	0.05%	12.15%	77
79934	El Paso	24,921	2.92%	15,179	2.14%	60.91%	73	15,179	2.14%	3,369	3.00%	22.20%	140



1. Analysis Area Code/Name: Each analysis area is identified by code and name.
2. Base Count: Number of base units for the selected analysis area. EX) There are 6,851 people in the Clint ZIP Code 79836.
3. Base % Comp: The percentage of units in the selected geography compared to the total number of units in the base geography. Ex) Clint ZIP Code 79836 makes up 0.80% of the population in the El Paso CBSA.



4. Count: Number of units for the selected data element within the selected geography. Ex) There are 6,544 Hispanic/Latino people in the Clint ZIP Code 79836.
Note: The Hispanic/Latino population will serve as the Base Count for the remaining Hispanicity variables in the CultureCode Hispanicity data set (The exception being Language Usage variables. The base count for these variables will be Hispanic Population Age 5+).
5. % Comp: The percentage of units for the selected data element in the selected analysis area compared to total number of units for selected behavior in the base analysis area. Ex) Clint ZIP Code 79836 contains .92% of the El Paso CBSA's Hispanic/Latino population.
6. % Penetration: The percentage of units for the selected data element in the selected analysis area compared to the units in the base count. Ex) The Hispanic/Latino population makes up 95.52% of the Clint ZIP Code 79836 total population.
7. Index: Indicates concentration of the selected data element in an analysis area, based on an average index of 100. Ex) A Hispanic/Latino person is 15% more likely to be found in the Clint ZIP Code 79836 than the other ZIP Codes in the El Paso CBSA.
8. Base Count: Number of base units for the selected analysis area. EX) There are 6,544 Hispanic people in the Clint ZIP Code 79836.
9. Base % Comp: The percentage of units in the selected geography compared to the total number of units in the base geography. Ex) Clint ZIP Code 79836 makes up 0.92% of the Hispanic/Latino population in the El Paso CBSA.
10. Count: Number of units for the selected data element within the selected geography. Ex) There are 953 Hispanicity: Americanizado (HA1) people in the Clint ZIP Code 79836.
11. %Comp: The percentage of units for the selected data element in the selected analysis area compared to total number of units for selected behavior in the base analysis area. Ex) Clint ZIP Code 79836 contains .85% of the El Paso CBSA's Hispanicity: Americanizado (HA1) population.
12. % Penetration: The percentage of units for the selected data element in the selected geography compared to the units in the base count. Ex) The Hispanicity: Americanizado (HA1) population makes up 14.56% of the Clint ZIP Code 79836 total Hispanic population.
13. Index: Indicates concentration of the selected data element in an analysis area, based on an average index of 100. Ex) A Hispanic/Latino person is 8% less likely to be a Hispanicity: Americanizado (HA1) segment in the Clint ZIP Code 79836 than the other ZIP Codes in the El Paso CBSA.

REPORT FORMULAS

This analysis uses the following formulas:

- Percent composition

$$\frac{\text{Geounit Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Percent penetration



$$\frac{\text{Behavior Count}}{\text{Base Count}} \times 100 = \text{Percent Penetration}$$

- Index

$$\frac{\% \text{ Composition of Behavior}}{\% \text{ Composition of Base}} \times 100 = \text{Index}$$