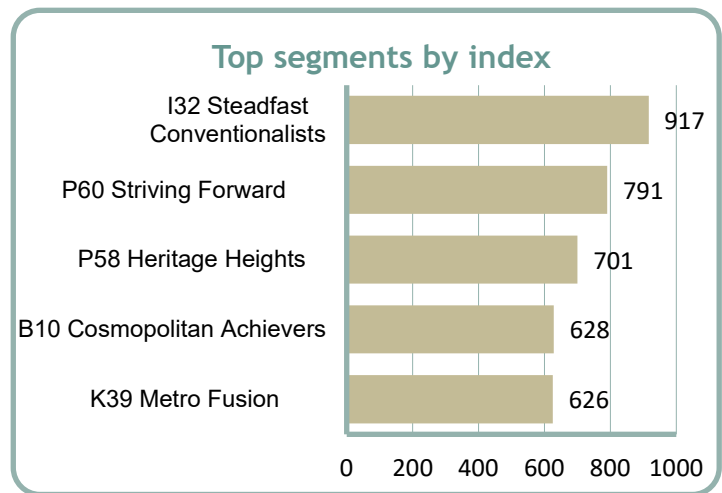
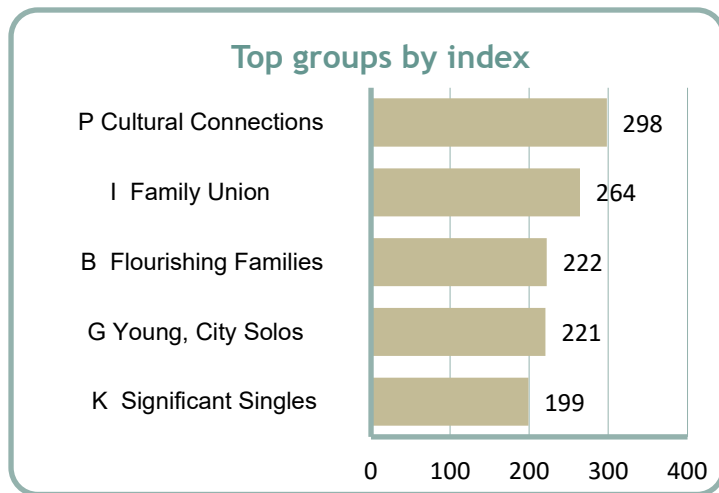


	Area		Benchmark
Los Angeles County compared with US	Los Angeles, CA (County 06037)	% Bmk	US Summary
Households	3,383,551	2.6	129,306,407
Population in households	9,580,829	2.9	325,994,838
Qualified group quarters	61,718	2.0	3,120,469



MOSAIC count 3,383,551 2.6 129,306,407

MOSAIC count is the total of *households in the area* and is the base for group shares. Qualified group quarters are college quarters and military barracks and their count is presented for information purposes only. **MOSAIC index** compares the percent share of a specific group or segment in the study area to the share of the same group or segment in the benchmark area.

MOSAIC Counts by Segment

		%	% Bmk		%	MOSAIC Index (Bmk = 100)	
A	Power Elite	225,942	6.68	2.2	10,118,376	7.83	85
	A01 American Royalty	111,395	3.29	3.6	3,112,696	2.41	137
	A02 Platinum Prosperity	3,572	0.11	0.3	1,117,999	0.86	12
	A03 Kids and Cabernet	4,558	0.13	0.4	1,075,367	0.83	16
	A04 Picture Perfect Families	3,882	0.11	0.3	1,193,650	0.92	12
	A05 Couples with Clout	32,540	0.96	1.4	2,332,907	1.80	53
	A06 Jet Set Urbanites	69,995	2.07	5.4	1,285,757	0.99	208
B	Flourishing Families	364,324	10.77	5.8	6,266,655	4.85	222
	B07 Across the Ages	15,348	0.45	0.8	1,930,506	1.49	30
	B08 Babies and Bliss	3,434	0.10	0.3	1,066,120	0.82	12
	B09 Family Fun-tastic	2,466	0.07	0.2	1,183,493	0.92	8
	B10 Cosmopolitan Achievers	343,076	10.14	16.4	2,086,536	1.61	628

Los Angeles County compared with US		Los Angeles, CA (County 06037)			US Summary		MOSAIC Index
			%	% Bmk		%	(Bmk = 100)
MOSAIC Counts by Segment							
C	Booming with Confidence	286,695	8.47	2.8	10,395,258	8.04	105
	C11 Sophisticated City Dwellers	26,729	0.79	0.9	2,929,139	2.27	35
	C12 Golf Carts and Gourmets	5,932	0.18	0.7	896,786	0.69	25
	C13 Philanthropic Sophisticates	247,839	7.32	5.0	5,004,777	3.87	189
	C14 Boomers and Boomerangs	6,195	0.18	0.4	1,564,556	1.21	15
D	Suburban Style	110,160	3.26	1.5	7,519,717	5.82	56
	D15 Sports Utility Families	828	0.02	0.0	1,812,302	1.40	2
	D16 Settled in Suburbia	51,214	1.51	2.2	2,291,626	1.77	85
	D17 Cul de Sac Diversity	15,509	0.46	1.3	1,237,240	0.96	48
	D18 Suburban Nightlife	42,609	1.26	2.0	2,178,549	1.68	75
E	Thriving Boomers	114,523	3.38	1.7	6,607,049	5.11	66
	E19 Consummate Consumers	105,548	3.12	6.2	1,701,852	1.32	237
	E20 No Place Like Home	6,984	0.21	0.3	2,367,625	1.83	11
	E21 Unspoiled Splendor	1,991	0.06	0.1	2,537,572	1.96	3
F	Promising Families	29,207	0.86	0.6	4,977,714	3.85	22
	F22 Fast Track Couples	26,454	0.78	0.7	3,873,850	3.00	26
	F23 Families Matter Most	2,753	0.08	0.2	1,103,864	0.85	10
G	Young City Solos	221,751	6.55	5.8	3,842,537	2.97	221
	G24 Ambitious Singles	20,435	0.60	1.3	1,593,422	1.23	49
	G25 Urban edge	201,316	5.95	9.0	2,249,115	1.74	342
H	Bourgeois Melting Pot	209,076	6.18	4.2	4,966,159	3.84	161
	H26 Progressive Assortment	201,187	5.95	9.6	2,100,718	1.62	366
	H27 Life of Leisure	4,912	0.15	0.3	1,440,457	1.11	13
	H28 Everyday Moderates	1,528	0.05	0.4	400,717	0.31	15
	H29 Destination Recreation	1,449	0.04	0.1	1,024,267	0.79	5
I	Family Union	498,875	14.74	6.9	7,214,228	5.58	264
	I30 Potlucks and the Great Outdoors	376	0.01	0.0	2,238,658	1.73	1
	I31 Hard Working Values	1,076	0.03	0.1	1,315,214	1.02	3
	I32 Steadfast Conventionalists	461,226	13.63	24.0	1,922,933	1.49	917
	I33 Balance and Harmony	36,197	1.07	2.1	1,737,423	1.34	80
J	Autumn Years	30,410	0.90	0.4	8,282,179	6.41	14
	J34 Suburban Sophisticates	29,276	0.87	0.7	4,043,106	3.13	28
	J35 Rural Escape	531	0.02	0.0	2,290,585	1.77	1
	J36 Settled and Sensible	603	0.02	0.0	1,948,488	1.51	1

Los Angeles County compared with US		Los Angeles, CA (County 06037)			US Summary		MOSAIC Index
MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)
K	Significant Singles	343,681	10.16	5.2	6,589,108	5.10	199
	K37 Wired for success	77,273	2.28	3.7	2,075,146	1.60	142
	K38 Modern Blend	145,097	4.29	8.0	1,815,384	1.40	305
	K39 Metro Fusion	110,044	3.25	16.4	672,179	0.52	626
	K40 Bohemian Groove	11,267	0.33	0.6	2,026,399	1.57	21
L	Blue Sky Boomers	11,967	0.35	0.2	5,063,619	3.92	9
	L41 Booming and Consuming	1,391	0.04	0.1	1,027,251	0.79	5
	L42 Rooted Flower Power	9,176	0.27	0.5	2,007,644	1.55	17
	L43 Homemade Happiness	1,400	0.04	0.1	2,028,724	1.57	3
M	Families in Motion	1,432	0.04	0.1	2,808,185	2.17	2
	M44 Creative Comfort	631	0.02	0.0	1,578,573	1.22	2
	M45 Growing and Expanding	801	0.02	0.1	1,229,612	0.95	2
N	Pastoral Pride	1,315	0.04	0.0	4,421,606	3.42	1
	N46 True Grit Americans	57	0.00	0.0	1,123,809	0.87	0
	N47 Countrified Pragmatics	179	0.01	0.0	944,381	0.73	1
	N48 Rural Southern Bliss	845	0.02	0.1	1,637,945	1.27	2
	N49 Touch of Tradition	234	0.01	0.0	715,471	0.55	1
O	Singles and Starters	268,360	7.93	1.9	14,500,693	11.21	71
	O50 Full Steam Ahead	12,398	0.37	1.4	902,300	0.70	53
	O51 Digitally Savvy	17,845	0.53	0.4	4,454,647	3.45	15
	O52 Urban Ambition	14,397	0.43	1.0	1,449,450	1.12	38
	O53 Colleges and Cafes	11,766	0.35	0.9	1,241,036	0.96	36
	O54 Influenced by Influencers	158,461	4.68	3.8	4,157,864	3.22	146
	O55 Family Troopers	53,493	1.58	2.3	2,295,396	1.78	89
P	Cultural Connections	401,557	11.87	7.8	5,147,853	3.98	298
	P56 Mid-Scale Medley	1,812	0.05	0.2	727,592	0.56	10
	P57 Modest Metro Means	41,217	1.22	4.6	902,799	0.70	174
	P58 Heritage Heights	122,539	3.62	18.3	668,315	0.52	701
	P59 Expanding Horizons	16,925	0.50	1.2	1,411,703	1.09	46
	P60 Striving Forward	188,194	5.56	20.7	909,597	0.70	791
	P61 Simple Beginnings	30,870	0.91	5.8	527,847	0.41	223

Los Angeles County compared with US		Los Angeles, CA (County 06037)			US Summary		MOSAIC Index
MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)
Q	Golden Year Guardians	149,307	4.41	1.4	10,401,397	8.04	55
	Q62 Enjoying Retirement	41,699	1.23	1.6	2,535,218	1.96	63
	Q63 Footloose and Family Free	1,295	0.04	0.2	552,337	0.43	9
	Q64 Established in Society	18,314	0.54	0.4	4,504,304	3.48	16
	Q65 Mature and Wise	87,999	2.60	3.1	2,809,538	2.17	120
R	Aspirational Fusion	20,048	0.59	0.9	2,320,599	1.79	33
	R66 Ambitious Dreamers	12,231	0.36	0.9	1,388,629	1.07	34
	R67 Passionate Parents	7,817	0.23	0.8	931,970	0.72	32
S	Thrifty Habits	31,019	0.92	0.8	3,692,208	2.86	32
	S68 Small Town Sophisticates	548	0.02	0.0	1,121,945	0.87	2
	S69 Urban Legacies	5,240	0.15	0.4	1,410,858	1.09	14
	S70 Thrifty Singles	299	0.01	0.1	272,805	0.21	4
	S71 Modest Retirees	24,932	0.74	2.8	886,600	0.69	107