

# Mosaic 2023: Segment Density

5/23/2023

			California (State 06, CA)	
Los Angeles, CA (County 06037)			Benchmark	
Key	Dataitem	Value	Value	Index
_mosd				
hh	23 Households	3,383,551	13,566,468	0.249
hhp	23 Population in households	9,580,829	38,446,868	0.249
domgrp	23 Dominant group code	I		-
domseg	23 Dominant segment code	I32		-
area	Area (sq miles)	4059.281	155858.313	0.026
densA	23 A: Power Elite/sq.mile	55.66	6.12	9.099
densB	23 B: Flourishing Families/sq.mile	89.75	8.66	10.369
densC	23 C: Booming with Confidence/sq.mile	70.63	9.11	7.752
densD	23 D: Suburban Style/sq.mile	27.14	3.57	7.601
densE	23 E: Thriving Boomers/sq.mile	28.21	3.05	9.236
densF	23 F: Promising Families/sq.mile	7.20	1.90	3.782
densG	23 G: Young, City Solos/sq.mile	54.63	3.94	13.854
densH	23 H: Bourgeois Melting Pot/sq.mile	51.51	5.70	9.040
densI	23 I: Family Union/sq.mile	122.90	8.66	14.191
densJ	23 J: Autumn Years/sq.mile	7.49	2.17	3.452
densK	23 K: Significant Singles/sq.mile	84.67	5.86	14.444
densL	23 L: Blue Sky Boomers/sq.mile	2.95	1.80	1.635
densM	23 M: Families in Motion/sq.mile	0.35	0.40	0.884
densN	23 N: Pastoral Pride/sq.mile	0.32	0.28	1.141
densO	23 O: Singles and Starters/sq.mile	66.11	7.84	8.433
densP	23 P: Cultural Connections/sq.mile	98.92	7.30	13.555
densQ	23 Q: Golden Year Guardians/sq.mile	36.78	5.95	6.177
densR	23 R: Aspirational Fusion/sq.mile	4.94	1.03	4.805
densS	23 S: Thrifty Habits/sq.mile	7.64	1.04	7.316
densA01	23 A01: American Royalty/sq.mile	27.44	3.32	8.270
densA02	23 A02: Platinum Prosperity/sq.mile	0.88	0.06	14.584
densA03	23 A03: Kids and Cabernet/sq.mile	1.12	0.22	4.999
densA04	23 A04: Picture Perfect Families/sq.mile	0.96	0.16	6.047
densA05	23 A05: Couples with Clout/sq.mile	8.02	1.16	6.935
densA06	23 A06: Jet Set Urbanites/sq.mile	17.24	1.20	14.372
densB07	23 B07: Across the Ages/sq.mile	3.78	0.98	3.856
densB08	23 B08: Babies and Bliss/sq.mile	0.85	0.24	3.485
densB09	23 B09: Family Fun-tastic/sq.mile	0.61	0.25	2.455
densB10	23 B10: Cosmopolitan Achievers/sq.mile	84.52	7.18	11.763
densC11	23 C11: Sophisticated City Dwellers/sq.mile	6.58	1.20	5.475
densC12	23 C12: Golf Carts and Gourmets/sq.mile	1.46	0.46	3.175
densC13	23 C13: Philanthropic Sophisticates/sq.mile	61.05	6.94	8.793
densC14	23 C14: Boomers and Boomerangs/sq.mile	1.53	0.50	3.025
densD15	23 D15: Sports Utility Families/sq.mile	0.20	0.19	1.094

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densD16	23 D16: Settled in Suburbia/sq.mile	12.62	1.54	8.174	
densD17	23 D17: Cul de Sac Diversity/sq.mile	3.82	1.28	2.985	
densD18	23 D18: Suburban Nightlife/sq.mile	10.50	0.56	18.725	
densE19	23 E19: Consummate Consumers/sq.mile	26.00	1.96	13.264	
densE20	23 E20: No Place Like Home/sq.mile	1.72	0.76	2.252	
densE21	23 E21: Unspoiled Splendor/sq.mile	0.49	0.33	1.485	
densF22	23 F22: Fast Track Couples/sq.mile	6.52	1.65	3.957	
densF23	23 F23: Families Matter Most/sq.mile	0.68	0.26	2.653	
densG24	23 G24: Ambitious Singles/sq.mile	5.03	0.83	6.090	
densG25	23 G25: Urban Edge/sq.mile	49.59	3.12	15.914	
densH26	23 H26: Progressive Assortment/sq.mile	49.56	4.37	11.353	
densH27	23 H27: Life of Leisure/sq.mile	1.21	0.66	1.838	
densH28	23 H28: Everyday Moderates/sq.mile	0.38	0.30	1.265	
densH29	23 H29: Destination Recreation/sq.mile	0.36	0.38	0.951	
densI30	23 I30: Potlucks and the Great Outdoors/sq.mile	0.09	0.11	0.826	
densI31	23 I31: Hard Working Values/sq.mile	0.27	0.28	0.941	
densI32	23 I32: Steadfast Conventionalists/sq.mile	113.62	5.60	20.282	
densI33	23 I33: Balance and Harmony/sq.mile	8.92	2.66	3.347	
densJ34	23 J34: Suburban Sophisticates/sq.mile	7.21	1.54	4.680	
densJ35	23 J35: Rural Escape/sq.mile	0.13	0.19	0.701	
densJ36	23 J36: Settled and Sensible/sq.mile	0.15	0.44	0.336	
densK37	23 K37: Wired for Success/sq.mile	19.04	2.16	8.831	
densK38	23 K38: Modern Blend/sq.mile	35.74	1.44	24.864	
densK39	23 K39: Metro Fusion/sq.mile	27.11	1.43	18.944	
densK40	23 K40: Bohemian Groove/sq.mile	2.78	0.84	3.314	
densL41	23 L41: Booming and Consuming/sq.mile	0.34	0.46	0.744	
densL42	23 L42: Rooted Flower Power/sq.mile	2.26	0.95	2.376	
densL43	23 L43: Homemade Happiness/sq.mile	0.34	0.39	0.882	
densM44	23 M44: Creative Comfort/sq.mile	0.16	0.16	0.974	
densM45	23 M45: Growing and Expanding/sq.mile	0.20	0.24	0.825	
densN46	23 N46: True Grit Americans/sq.mile	0.01	0.09	0.155	
densN47	23 N47: Countrified Pragmatics/sq.mile	0.04	0.07	0.654	
densN48	23 N48: Rural Southern Bliss/sq.mile	0.21	0.04	4.837	
densN49	23 N49: Touch of Tradition/sq.mile	0.06	0.08	0.697	
densO50	23 O50: Full Steam Ahead/sq.mile	3.05	0.55	5.598	
densO51	23 O51: Digitally Savvy/sq.mile	4.40	1.52	2.886	
densO52	23 O52: Urban Ambition/sq.mile	3.55	0.28	12.867	
densO53	23 O53: Colleges and Cafes/sq.mile	2.90	0.52	5.531	
densO54	23 O54: Influenced by Influencers/sq.mile	39.04	3.20	12.207	

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densO55	23 O55: Family Troopers/sq.mile	13.18	1.77	7.434	
densP56	23 P56: Mid-Scale Medley/sq.mile	0.45	0.36	1.232	
densP57	23 P57: Meager Metro Means/sq.mile	10.15	0.40	25.501	
densP58	23 P58: Heritage Heights/sq.mile	30.19	1.12	26.898	
densP59	23 P59: Expanding Horizons/sq.mile	4.17	2.23	1.873	
densP60	23 P60: Striving Forward/sq.mile	46.36	2.43	19.076	
densP61	23 P61: Simple Beginnings/sq.mile	7.60	0.76	10.028	
densQ62	23 Q62: Enjoying Retirement/sq.mile	10.27	1.52	6.752	
densQ63	23 Q63: Footloose and Family Free/sq.mile	0.32	0.50	0.640	
densQ64	23 Q64: Established in Society/sq.mile	4.51	1.72	2.617	
densQ65	23 Q65: Mature and Wise/sq.mile	21.68	2.21	9.805	
densR66	23 R66: Ambitious Dreamers/sq.mile	3.01	0.89	3.384	
densR67	23 R67: Passionate Parents/sq.mile	1.93	0.14	14.016	
densS68	23 S68: Small Town Sophisticates/sq.mile	0.13	0.37	0.365	
densS69	23 S69: Urban Legacies/sq.mile	1.29	0.10	13.482	
densS70	23 S70: Thrifty Singles/sq.mile	0.07	0.06	1.262	
densS71	23 S71: Modest Retirees/sq.mile	6.14	0.52	11.801	