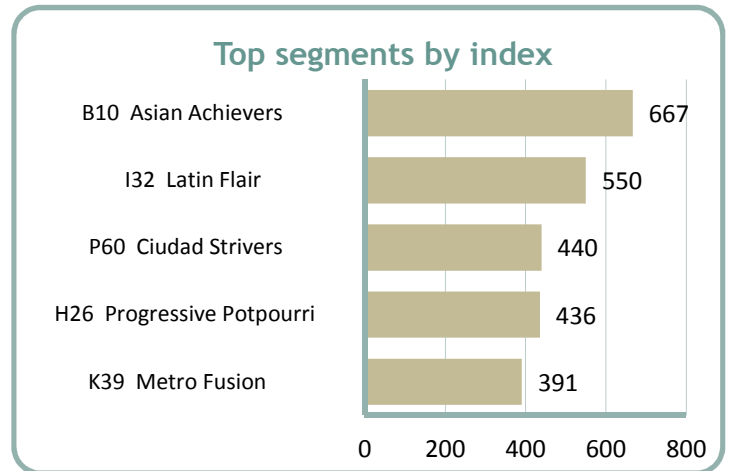
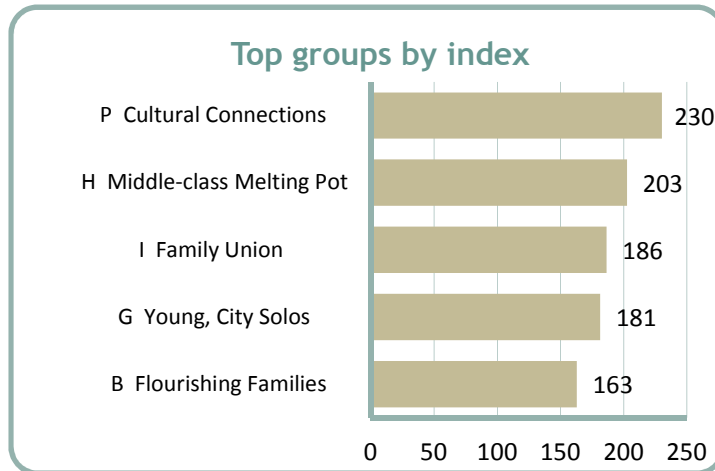


	Area		Benchmark
	California (State 06, CA)	% Bmk	US Summary
Households	12,896,702	10.7	121,057,448
Population in households	37,623,676	12.2	309,181,573
Qualified group quarters	0	0.0	0



MOSAIC count	12,896,702	10.7	121,057,448
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MOSAIC count is the total of *households* and *persons in qualified group quarters* and is the base for group shares. Qualified group quarters are college quarters and military barracks. **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

			%	%		%	MOSAIC Index
				Bmk			(Bmk = 100)
A	Power Elite	751,695	5.83	10.4	7,231,235	5.97	98
A01	American royalty	259,222	2.01	25.2	1,028,657	0.85	237
A02	Platinum prosperity	111,588	0.87	5.4	2,084,635	1.72	50
A03	Kids and Cabernet	75,727	0.59	7.2	1,058,721	0.87	67
A04	Picture perfect families	47,632	0.37	4.1	1,162,986	0.96	38
A05	Couples with clout	177,172	1.37	15.9	1,111,704	0.92	150
A06	Jet set urbanites	80,354	0.62	10.2	784,532	0.65	96
B	Flourishing families	975,915	7.57	17.4	5,622,312	4.64	163
B07	Generational soup	205,967	1.60	13.4	1,538,552	1.27	126
B08	Babies and bliss	87,160	0.68	4.5	1,925,726	1.59	42
B09	Family fun-tastic	64,733	0.50	5.0	1,287,905	1.06	47
B10	Asian achievers	618,055	4.79	71.0	870,129	0.72	667

		California (State 06, CA)			US Summary		MOSAIC Index
MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)
C	Booming with confidence	1,119,531	8.68	13.4	8,355,047	6.90	126
C11	Aging of Aquarius	399,285	3.10	9.7	4,104,628	3.39	91
C12	Golf carts and gourmets	42,321	0.33	8.3	510,769	0.42	78
C13	Silver sophisticates	506,557	3.93	36.3	1,393,634	1.15	341
C14	Boomers and boomerangs	171,368	1.33	7.3	2,346,016	1.94	69
D	Suburban style	524,630	4.07	7.6	6,917,361	5.71	71
D15	Sports utility families	27,813	0.22	1.4	1,928,299	1.59	14
D16	Settled in Suburbia	158,210	1.23	15.6	1,012,369	0.84	147
D17	Cul de sac diversity	241,902	1.88	22.8	1,062,300	0.88	214
D18	Soulful spenders	96,705	0.75	3.3	2,914,393	2.41	31
E	Thriving boomers	583,190	4.52	7.8	7,449,113	6.15	73
E19	Full pockets, empty nests	348,459	2.70	24.3	1,435,751	1.19	228
E20	No place like home	121,940	0.95	5.4	2,251,085	1.86	51
E21	Unspoiled splendor	112,791	0.87	3.0	3,762,277	3.11	28
F	Promising families	129,088	1.00	5.0	2,577,272	2.13	47
F22	Fast track couples	80,870	0.63	6.6	1,229,748	1.02	62
F23	Families matter most	48,218	0.37	3.6	1,347,524	1.11	34
G	Young, city solos	500,120	3.88	19.3	2,587,085	2.14	181
G24	Status seeking singles	167,469	1.30	13.5	1,239,721	1.02	127
G25	Urban edge	332,651	2.58	24.7	1,347,364	1.11	232
H	Middle-class melting pot	1,119,163	8.68	21.6	5,186,540	4.28	203
H26	Progressive potpourrie	699,867	5.43	46.4	1,506,736	1.24	436
H27	Birkenstocks and beemers	123,349	0.96	12.1	1,022,312	0.84	113
H28	Everyday moderates	225,357	1.75	13.7	1,640,351	1.36	129
H29	Destination recreation	70,590	0.55	6.9	1,017,141	0.84	65
I	Family union	1,362,807	10.57	19.9	6,859,767	5.67	186
I30	Stockcars and state parks	16,450	0.13	0.8	2,113,513	1.75	7
I31	Blue collar comfort	35,707	0.28	2.2	1,597,736	1.32	21
I32	Latin flair	792,058	6.14	58.6	1,350,953	1.12	550
I33	Hispanic harmony	518,592	4.02	28.8	1,797,565	1.48	271
J	Autumn years	385,363	2.99	4.7	8,256,040	6.82	44
J34	Aging in place	216,443	1.68	6.1	3,534,294	2.92	57
J35	Rural escape	32,170	0.25	1.5	2,170,842	1.79	14
J36	Settled and sensible	136,750	1.06	5.4	2,550,904	2.11	50

		California (State 06, CA)			US Summary		MOSAIC Index
MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)
K	Significant singles	970,720	7.53	14.9	6,494,738	5.37	140
K37	Wired for success	215,419	1.67	16.7	1,287,066	1.06	157
K38	Gotham blend	75,584	0.59	5.7	1,327,077	1.10	53
K39	Metro fusion	474,229	3.68	41.7	1,138,293	0.94	391
K40	Bohemian grove	205,488	1.59	7.5	2,742,302	2.27	70
L	Blue sky boomers	516,707	4.01	6.7	7,746,259	6.40	63
L41	Booming and consuming	68,495	0.53	7.6	901,783	0.74	71
L42	Rooted flower power	318,149	2.47	10.9	2,928,272	2.42	102
L43	Homemade happiness	130,063	1.01	3.3	3,916,204	3.23	31
M	Families in motion	63,030	0.49	1.6	3,961,655	3.27	15
M44	Red, white and bluegrass	20,295	0.16	0.9	2,336,697	1.93	8
M45	Diapers and debit cards	42,735	0.33	2.6	1,624,958	1.34	25
N	Pastoral pride	51,082	0.40	0.7	7,070,720	5.84	7
N46	True grit Americans	19,067	0.15	1.1	1,769,580	1.46	10
N47	Countrified pragmatics	17,304	0.13	0.9	1,861,684	1.54	9
N48	Gospel and grits	1,514	0.01	0.1	2,337,149	1.93	1
N49	Work hard, pray hard	13,197	0.10	1.2	1,102,307	0.91	11
O	Singles and Starters	872,241	6.76	7.6	11,413,236	9.43	72
O50	Full steam ahead	177,188	1.37	10.9	1,624,449	1.34	102
O51	Digital dependents	90,270	0.70	4.3	2,121,837	1.75	40
O52	Urban ambition	41,152	0.32	2.1	1,988,931	1.64	19
O53	Colleges and cafes	152,774	1.18	7.7	1,980,604	1.64	72
O54	Striving single scene	248,206	1.92	12.2	2,040,414	1.69	114
O55	Family troopers	162,651	1.26	9.8	1,657,001	1.37	92
P	Cultural connections	1,972,022	15.29	24.5	8,039,326	6.64	230
P56	Rolling the dice	172,997	1.34	12.2	1,421,810	1.17	114
P57	Meager metro means	40,261	0.31	3.9	1,041,211	0.86	36
P58	Fragile families	204,921	1.59	20.8	984,925	0.81	195
P59	Nuevo horizons	552,164	4.28	26.7	2,069,543	1.71	250
P60	Ciudad strivers	624,318	4.84	46.9	1,331,913	1.10	440
P61	Humble beginnings	377,361	2.93	31.7	1,189,924	0.98	298

		California (State 06, CA)			US Summary		MOSAIC Index (Bmk = 100)
MOSAIC Counts by Segment			%	% Bmk		%	
Q	Golden year guardians	693,640	5.38	7.9	8,834,993	7.30	74
Q62	Reaping rewards	106,034	0.82	7.4	1,437,699	1.19	69
Q63	Footloose and family free	83,349	0.65	12.5	665,529	0.55	118
Q64	Town elders	254,788	1.98	5.8	4,412,649	3.65	54
Q65	Senior discounts	249,469	1.93	10.8	2,319,116	1.92	101
R	Aspirational fusion	235,490	1.83	7.2	3,265,336	2.70	68
R66	Dare to dream	202,030	1.57	10.3	1,960,676	1.62	97
R67	Hope for tomorrow	33,460	0.26	2.6	1,304,660	1.08	24
S	Struggling societies	285,003	2.21	4.8	5,979,191	4.94	45
S68	Small town shallow pockets	118,378	0.92	5.5	2,150,856	1.78	52
S69	Soul survivors	38,877	0.30	1.9	2,065,889	1.71	18
S70	Enduring hardships	28,765	0.22	3.3	870,428	0.72	31
S71	Hard times	98,983	0.77	11.1	892,018	0.74	104