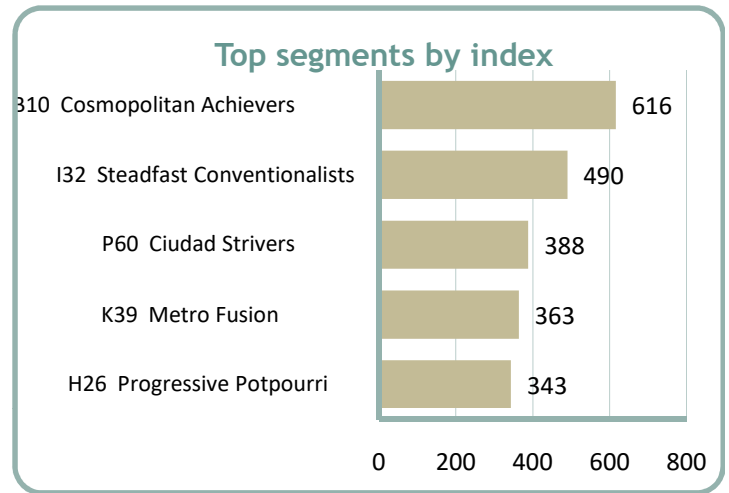
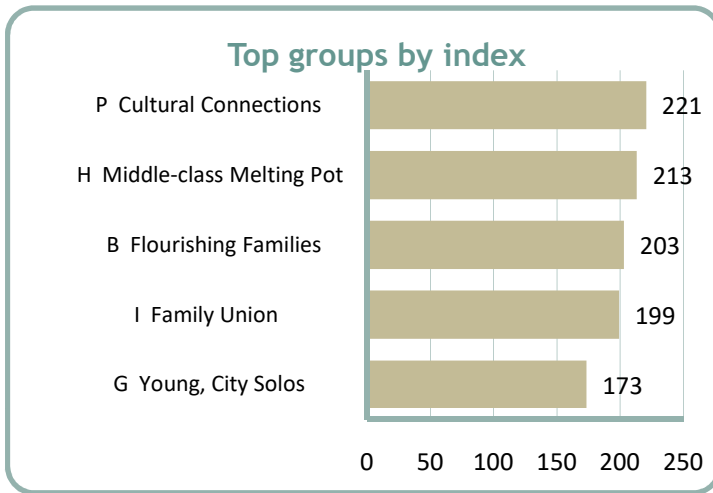


	Area		Benchmark
	California (State 06, CA)	% Bmk	US Summary
Households	13,637,674	10.7	127,773,791
Population in households	39,030,540	12.2	319,946,003
Qualified group quarters	255,888	8.4	3,032,857



MOSAIC count	13,893,562	10.6	130,806,648
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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

		%	% Bmk		%	MOSAIC Index (Bmk = 100)	
A	Power elite	760,786	5.48	12.1	6,295,815	4.81	114
	A01 American royalty	473,311	3.41	22.0	2,154,557	1.65	207
	A02 Platinum prosperity	22,479	0.16	2.3	983,368	0.75	22
	A03 Kids and Cabernet	28,554	0.21	3.8	758,466	0.58	35
	A04 Picture perfect families	10,367	0.07	1.5	678,287	0.52	14
	A05 Couples with clout	65,801	0.47	9.4	700,474	0.54	88
	A06 Jet set urbanites	160,274	1.15	15.7	1,020,663	0.78	148
B	Flourishing families	1,293,071	9.31	21.6	5,999,442	4.59	203
	B07 Generational soup	175,732	1.26	9.3	1,880,164	1.44	88
	B08 Babies and bliss	30,628	0.22	2.2	1,376,491	1.05	21
	B09 Family fun-tastic	33,802	0.24	3.0	1,133,588	0.87	28
	B10 Cosmopolitan achievers	1,052,909	7.58	65.4	1,609,199	1.23	616

		California (State 06, CA)			US Summary		MOSAIC Index
			%	% Bmk		%	(Bmk = 100)
MOSAIC Counts by Segment							
C	Booming with confidence	1,433,158	10.32	14.5	9,914,370	7.58	136
	C11 Aging of Aquarius	255,175	1.84	6.4	4,014,229	3.07	60
	C12 Golf carts and gourmets	67,698	0.49	9.0	749,088	0.57	85
	C13 Silver sophisticates	1,028,820	7.41	28.8	3,571,554	2.73	271
	C14 Boomers and boomerangs	81,465	0.59	5.2	1,579,499	1.21	49
D	Suburban style	459,808	3.31	6.4	7,199,131	5.50	60
	D15 Sports utility families	11,141	0.08	0.7	1,563,142	1.20	7
	D16 Settled in suburbia	209,675	1.51	11.8	1,769,821	1.35	112
	D17 Cul de sac diversity	140,276	1.01	17.6	798,325	0.61	165
	D18 Suburban attainment	98,716	0.71	3.2	3,067,843	2.35	30
E	Thriving boomers	552,570	3.98	6.9	8,014,822	6.13	65
	E19 Full pockets, empty nests	330,575	2.38	18.7	1,772,469	1.36	176
	E20 No place like home	149,356	1.08	6.3	2,381,821	1.82	59
	E21 Unspoiled splendor	72,639	0.52	1.9	3,860,532	2.95	18
F	Promising families	296,256	2.13	7.2	4,123,873	3.15	68
	F22 Fast track couples	275,521	1.98	8.4	3,287,606	2.51	79
	F23 Families matter most	20,735	0.15	2.5	836,267	0.64	23
G	Young, city solos	712,738	5.13	18.4	3,872,275	2.96	173
	G24 Status seeking singles	124,071	0.89	7.7	1,619,710	1.24	72
	G25 Urban edge	588,667	4.24	26.1	2,252,565	1.72	246
H	Middle-class melting pot	867,436	6.24	22.6	3,832,979	2.93	213
	H26 Prograssive potpourrie	745,745	5.37	36.5	2,045,769	1.56	343
	H27 Birkenstocks and beemers	45,795	0.33	6.5	707,083	0.54	61
	H28 Everyday moderates	59,931	0.43	8.0	752,657	0.58	75
	H29 Destination recreation	15,965	0.11	4.9	327,470	0.25	46
I	Family union	1,514,672	10.90	21.2	7,160,151	5.47	199
	I30 Stockcars and state parks	11,981	0.09	0.5	2,178,524	1.67	5
	I31 Blue collar comfort	33,595	0.24	2.4	1,399,813	1.07	23
	I32 Steadfast conventionalists	1,033,541	7.44	52.1	1,985,248	1.52	490
	I33 Balance and harmony	435,555	3.13	27.3	1,596,566	1.22	257
J	Autumn years	422,660	3.04	4.5	9,365,693	7.16	42
	J34 Aging in place	265,162	1.91	5.6	4,693,278	3.59	53
	J35 Rural escape	19,176	0.14	0.9	2,022,601	1.55	9
	J36 Settled and sensible	138,322	1.00	5.2	2,649,814	2.03	49

		California (State 06, CA)			US Summary		MOSAIC Index
			%	% Bmk		%	(Bmk = 100)
MOSAIC Counts by Segment							
K	Significant singles	739,127	5.32	12.3	5,998,642	4.59	116
	K37 Wired for success	232,140	1.67	17.7	1,312,747	1.00	166
	K38 Gotham blend	160,863	1.16	9.6	1,674,255	1.28	90
	K39 Metro fusion	216,209	1.56	38.6	560,093	0.43	363
	K40 Bohemian grove	129,915	0.94	5.3	2,451,547	1.87	50
L	Blue sky boomers	415,255	2.99	5.4	7,669,394	5.86	51
	L41 Booming and consuming	71,831	0.52	7.5	956,694	0.73	71
	L42 Rooted flower power	242,955	1.75	7.1	3,424,347	2.62	67
	L43 Homemade happiness	100,469	0.72	3.1	3,288,353	2.51	29
M	Families in motion	58,700	0.42	1.8	3,174,986	2.43	17
	M44 Red, white and bluegrass	17,243	0.12	1.0	1,723,725	1.32	9
	M45 Diapers and debit cards	41,457	0.30	2.9	1,451,261	1.11	27
N	Pastoral pride	24,783	0.18	0.5	4,917,732	3.76	5
	N46 True grit Americans	12,392	0.09	0.8	1,600,261	1.22	7
	N47 Countrified pragmatics	4,573	0.03	0.6	789,813	0.60	5
	N48 Rural Southern bliss	3,309	0.02	0.2	2,030,232	1.55	2
	N49 Touch of tradition	4,509	0.03	0.9	497,426	0.38	9
O	Singles and starters	1,446,781	10.41	8.2	17,625,084	13.47	77
	O50 Full steam ahead	56,567	0.41	7.1	799,435	0.61	67
	O51 Digital dependents	254,530	1.83	5.4	4,699,555	3.59	51
	O52 Urban ambition	31,428	0.23	1.7	1,833,294	1.40	16
	O53 Colleges and cafes	225,019	1.62	7.7	2,918,467	2.23	73
	O54 Striving single scene	632,342	4.55	12.0	5,279,540	4.04	113
	O55 Family troopers	246,895	1.78	11.8	2,094,793	1.60	111
P	Cultural connections	1,554,506	11.19	23.4	6,636,373	5.07	221
	P56 Mid-scale medley	53,332	0.38	7.1	748,370	0.57	67
	P57 Modest metro means	55,804	0.40	4.9	1,142,345	0.87	46
	P58 Heritage heights	159,237	1.15	24.6	647,723	0.50	231
	P59 Expanding horizons	626,339	4.51	29.3	2,136,799	1.63	276
	P60 Striving forward	469,479	3.38	41.2	1,138,953	0.87	388
	P61 Humble beginnings	190,315	1.37	23.1	822,183	0.63	218

		California (State 06, CA)			US Summary		MOSAIC Index
			%	% Bmk		%	(Bmk = 100)
MOSAIC Counts by Segment							
Q	Golden year guardians	923,212	6.64	8.4	10,949,022	8.37	79
	Q62 Reaping rewards	165,873	1.19	8.1	2,043,685	1.56	76
	Q63 Footloose and family free	98,457	0.71	13.3	741,429	0.57	125
	Q64 Town elders	323,222	2.33	5.8	5,584,937	4.27	54
	Q65 Senior discounts	335,660	2.42	13.0	2,578,971	1.97	123
R	Aspirational fusion	216,866	1.56	6.8	3,190,959	2.44	64
	R66 Dare to dream	192,059	1.38	10.3	1,861,847	1.42	97
	R67 Hope for tomorrow	24,807	0.18	1.9	1,329,112	1.02	18
S	Struggling societies	196,804	1.42	4.0	4,865,904	3.72	38
	S68 Small town shallow pockets	92,254	0.66	6.1	1,509,898	1.15	58
	S69 Urban survivors	29,230	0.21	1.3	2,253,079	1.72	12
	S70 Tight money	4,589	0.03	1.9	235,984	0.18	18
	S71 Tough times	70,731	0.51	8.2	866,943	0.66	77