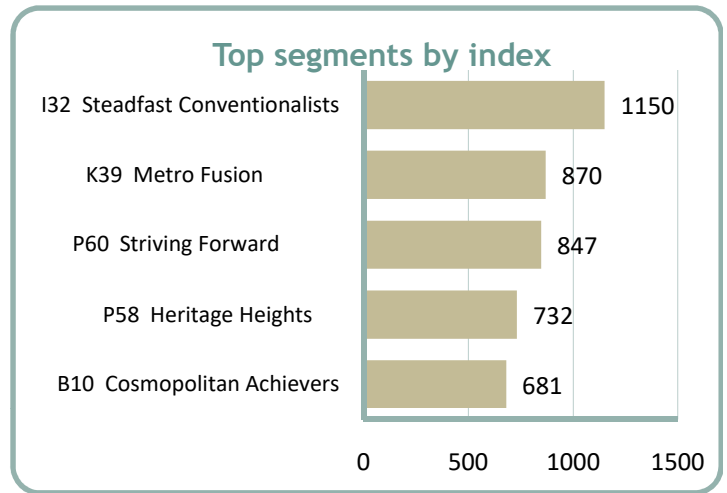
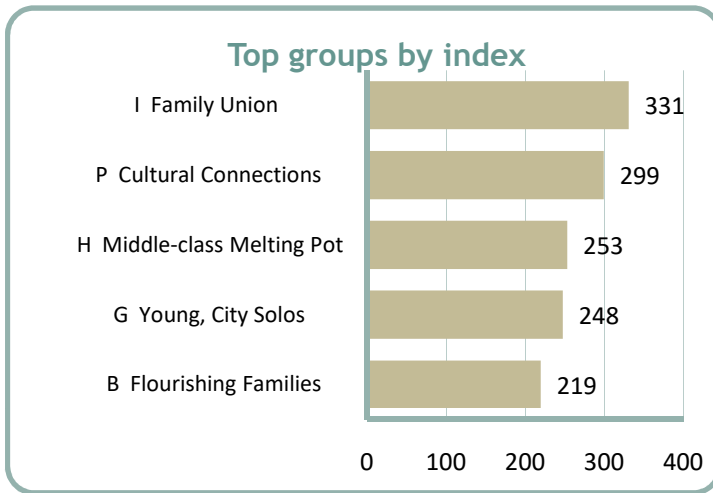


	Area		Benchmark
compared with California	Los Angeles, CA (County 06037)	% Bmk	US Summary
Households	3,483,776	2.7	128,476,935
Population in households	10,028,301	3.1	320,165,349
Qualified group quarters	58,009	1.9	3,032,857



MOSAIC count	3,541,785	2.7	131,509,792
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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	196,900	5.56	2.9	6,890,188 5.24	106	
	A01 American royalty	113,148	3.19	4.2	2,674,320	2.03	157
	A02 Platinum prosperity	6,699	0.19	0.8	866,861	0.66	29
	A03 Kids and Cabernet	2,518	0.07	0.4	687,281	0.52	14
	A04 Picture perfect families	1,308	0.04	0.2	624,707	0.48	8
	A05 Couples with clout	14,086	0.40	1.7	828,287	0.63	63
	A06 Jet set urbanites	59,141	1.67	4.9	1,208,732	0.92	182
B	Flourishing families	345,024	9.74	5.9	5,837,008 4.44	219	
	B07 Generational soup	17,910	0.51	0.9	1,971,949	1.50	34
	B08 Babies and bliss	2,143	0.06	0.2	1,079,928	0.82	7
	B09 Family fun-tastic	2,583	0.07	0.3	1,028,032	0.78	9
	B10 Cosmopolitan achievers	322,388	9.10	18.3	1,757,099	1.34	681

compared with California		Los Angeles, CA (County 06037)			US Summary		MOSAIC Index
			%	% Bmk		%	(Bmk = 100)
MOSAIC Counts by Segment							
C	Booming with confidence	287,810	8.13	2.8	10,409,313	7.92	103
	C11 Aging of Aquarius	31,732	0.90	0.8	3,942,043	3.00	30
	C12 Golf carts and gourmets	4,094	0.12	0.5	845,533	0.64	18
	C13 Silver sophisticates	245,248	6.92	5.9	4,150,173	3.16	219
	C14 Boomers and boomerangs	6,736	0.19	0.5	1,471,564	1.12	17
D	Suburban style	120,796	3.41	1.7	6,908,116	5.25	65
	D15 Sports utility families	295	0.01	0.0	1,317,860	1.00	1
	D16 Settled in suburbia	54,804	1.55	2.9	1,873,763	1.42	109
	D17 Cul de sac diversity	8,006	0.23	1.2	649,217	0.49	46
	D18 Suburban attainment	57,691	1.63	1.9	3,067,276	2.33	70
E	Thriving boomers	121,346	3.43	1.6	7,811,497	5.94	58
	E19 Full pockets, empty nests	109,855	3.10	6.5	1,679,428	1.28	243
	E20 No place like home	8,973	0.25	0.3	2,575,574	1.96	13
	E21 Unspoiled splendor	2,518	0.07	0.1	3,556,495	2.70	3
F	Promising families	23,531	0.66	0.5	4,907,420	3.73	18
	F22 Fast track couples	22,391	0.63	0.5	4,283,719	3.26	19
	F23 Families matter most	1,140	0.03	0.2	623,701	0.47	7
G	Young, city solos	270,461	7.64	6.7	4,057,468	3.09	248
	G24 Status seeking singles	17,120	0.48	1.1	1,599,473	1.22	40
	G25 Urban edge	253,341	7.15	10.3	2,457,995	1.87	383
H	Middle-class melting pot	241,314	6.81	6.8	3,539,578	2.69	253
	H26 Prograssive potpourrie	236,053	6.66	11.7	2,012,240	1.53	436
	H27 Birkenstocks and beemers	2,423	0.07	0.4	637,880	0.49	14
	H28 Everyday moderates	2,422	0.07	0.4	588,815	0.45	15
	H29 Destination recreation	416	0.01	0.1	300,643	0.23	5
I	Family union	640,221	18.08	8.9	7,187,734	5.47	331
	I30 Stockcars and state parks	246	0.01	0.0	2,213,591	1.68	0
	I31 Blue collar comfort	595	0.02	0.0	1,393,256	1.06	2
	I32 Steadfast conventionalists	606,640	17.13	31.0	1,958,275	1.49	1150
	I33 Balance and harmony	32,740	0.92	2.0	1,622,612	1.23	75
J	Autumn years	23,595	0.67	0.3	9,429,896	7.17	9
	J34 Aging in place	21,781	0.61	0.5	4,752,395	3.61	17
	J35 Rural escape	127	0.00	0.0	2,145,596	1.63	0
	J36 Settled and sensible	1,687	0.05	0.1	2,531,905	1.93	2

compared with California		Los Angeles, CA (County 06037)			US Summary		MOSAIC Index
MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)
K	Significant singles	284,193	8.02	4.8	5,864,670	4.46	180
	K37 Wired for success	50,523	1.43	3.4	1,466,755	1.12	128
	K38 Gotham blend	108,767	3.07	6.3	1,726,352	1.31	234
	K39 Metro fusion	116,132	3.28	23.4	495,711	0.38	870
	K40 Bohemian groove	8,771	0.25	0.4	2,175,852	1.65	15
L	Blue sky boomers	14,465	0.41	0.2	7,037,927	5.35	8
	L41 Booming and consuming	1,394	0.04	0.1	931,869	0.71	6
	L42 Rooted flower power	10,397	0.29	0.3	3,047,665	2.32	13
	L43 Homemade happiness	2,674	0.08	0.1	3,058,393	2.33	3
M	Families in motion	990	0.03	0.0	3,113,184	2.37	1
	M44 Red, white and bluegrass	362	0.01	0.0	1,739,469	1.32	1
	M45 Diapers and debit cards	628	0.02	0.0	1,373,715	1.04	2
N	Pastoral pride	808	0.02	0.0	4,575,601	3.48	1
	N46 True grit Americans	182	0.01	0.0	1,349,417	1.03	1
	N47 Countrified pragmatics	90	0.00	0.0	750,160	0.57	0
	N48 Rural Southern bliss	402	0.01	0.0	2,026,808	1.54	1
	N49 Touch of tradition	134	0.00	0.0	449,216	0.34	1
O	Singles and starters	302,736	8.55	1.6	18,429,127	14.01	61
	O50 Full steam ahead	6,385	0.18	1.1	586,590	0.45	40
	O51 Digital dependents	13,707	0.39	0.2	5,542,856	4.21	9
	O52 Urban ambition	11,024	0.31	0.6	1,761,261	1.34	23
	O53 Colleges and cafes	46,707	1.32	1.4	3,246,587	2.47	53
	O54 Striving single scene	192,415	5.43	3.5	5,420,541	4.12	132
	O55 Family troopers	32,498	0.92	1.7	1,871,292	1.42	64
P	Cultural connections	510,449	14.41	8.1	6,334,950	4.82	299
	P56 Mid-scale medley	1,480	0.04	0.2	644,453	0.49	9
	P57 Modest metro means	41,080	1.16	3.8	1,068,433	0.81	143
	P58 Heritage heights	126,396	3.57	19.7	641,138	0.49	732
	P59 Expanding horizons	40,860	1.15	1.8	2,240,853	1.70	68
	P60 Striving forward	244,419	6.90	22.8	1,070,910	0.81	847
	P61 Humble beginnings	56,214	1.59	8.4	669,163	0.51	312

compared with California

Los Angeles, CA
(County 06037)

US Summary

MOSAIC
Index

MOSAIC Counts by Segment

			%	%		%	(Bmk = 100)
				Bmk			
Q	Golden year guardians	104,985	2.96	0.9	11,697,053	8.89	33
Q62	Reaping rewards	19,465	0.55	0.9	2,262,547	1.72	32
Q63	Footloose and family free	1,802	0.05	0.2	730,499	0.56	9
Q64	Town elders	11,325	0.32	0.2	5,921,251	4.50	7
Q65	Senior discounts	72,393	2.04	2.6	2,782,756	2.12	97
R	Aspirational fusion	18,360	0.52	0.6	2,965,767	2.26	23
R66	Dare to dream	9,340	0.26	0.5	1,753,406	1.33	20
R67	Hope for tomorrow	9,020	0.25	0.7	1,212,361	0.92	28
S	Economic challenges	33,799	0.95	0.8	4,488,660	3.41	28
S68	Small town shallow pockets	475	0.01	0.0	1,315,383	1.00	1
S69	Urban survivors	12,876	0.36	0.6	2,220,752	1.69	22
S70	Tight money	146	0.00	0.1	167,830	0.13	3
S71	Tough times	20,302	0.57	2.6	784,695	0.60	96