

# 2018 US Mosaic Segment Density

2/20/2019

Los Angeles, CA (County 06037)				
El Segundo, CA (Place 06-22412)			Benchmark	
Key	Dataitem	Value	Value	Index
_mosd				
hh	18 Households	7,359	3,471,418	0.002
hhp	18 Population in households	16,789	10,033,969	0.002
gqcoll	18 GQ population in college quarters	5	57,987	0.000
gqmilb	18 GQ population in military barracks	0	22	-
domgrp	18 Dominant group code	C		-
domseg	18 Dominant segment code	C13		-
area	Area (sq miles)	5.470	4057.882	0.001
densA	18 A: Power Elite/sq.mile	75.69	48.29	1.567
densB	18 B: Flourishing Families/sq.mile	15.17	84.72	0.179
densC	18 C: Booming with Confidence/sq.mile	470.20	70.69	6.652
densD	18 D: Suburban Style/sq.mile	5.67	29.76	0.190
densE	18 E: Thriving Boomers/sq.mile	148.08	29.82	4.965
densF	18 F: Promising Families/sq.mile	20.48	5.71	3.588
densG	18 G: Young, City Solos/sq.mile	144.79	66.36	2.182
densH	18 H: Middle-class Melting Pot/sq.mile	0.18	59.31	0.003
densI	18 I: Family Union/sq.mile	0.00	157.21	-
densJ	18 J: Autumn Years/sq.mile	0.00	5.81	-
densK	18 K: Significant Singles/sq.mile	397.07	69.80	5.689
densL	18 L: Blue Sky Boomers/sq.mile	0.00	3.55	-
densM	18 M: Families in Motion/sq.mile	0.00	0.24	-
densN	18 N: Pastoral Pride/sq.mile	0.00	0.20	-
densO	18 O: Singles and Starters/sq.mile	26.33	74.40	0.354
densP	18 P: Cultural Connections/sq.mile	1.10	125.35	0.009
densQ	18 Q: Golden Year Guardians/sq.mile	41.50	25.69	1.615
densR	18 R: Aspirational Fusion/sq.mile	0.00	4.52	-
densS	18 S: Struggling Societies/sq.mile	0.00	8.32	-
densA01	18 A01: American Royalty/sq.mile	3.66	27.80	0.132
densA02	18 A02: Platinum Prosperity/sq.mile	10.24	1.65	6.223
densA03	18 A03: Kids and Cabernet/sq.mile	0.18	0.62	0.294
densA04	18 A04: Picture Perfect Families/sq.mile	7.50	0.33	23.042
densA05	18 A05: Couples with Clout/sq.mile	49.91	3.43	14.538
densA06	18 A06: Jet Set Urbanites/sq.mile	4.20	14.47	0.290
densB07	18 B07: Generational Soup/sq.mile	7.50	4.48	1.675
densB08	18 B08: Babies and Bliss/sq.mile	1.65	0.53	3.117
densB09	18 B09: Family Fun-tastic/sq.mile	0.00	0.64	-
densB10	18 B10: Asian Achievers/sq.mile	6.03	79.08	0.076
densC11	18 C11: Aging of Aquarius/sq.mile	40.04	7.82	5.122
densC12	18 C12: Golf Carts and Gourmets/sq.mile	0.00	1.00	-
densC13	18 C13: Silver Sophisticates/sq.mile	429.80	60.21	7.138

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densC14	18 C14: Boomers and Boomerangs/sq.mile	0.37	1.66	0.221
densD15	18 D15: Sports Utility Families/sq.mile	0.00	0.07	-
densD16	18 D16: Settled in Suburbia/sq.mile	5.30	13.50	0.393
densD17	18 D17: Cul de Sac Diversity/sq.mile	0.37	1.96	0.187
densD18	18 D18: Suburban Attainment/sq.mile	0.00	14.23	-
densE19	18 E19: Full Pockets, Empty Nests/sq.mile	148.08	27.00	5.484
densE20	18 E20: No Place Like Home/sq.mile	0.00	2.21	-
densE21	18 E21: Unspoiled Splendor/sq.mile	0.00	0.62	-
densF22	18 F22: Fast Track Couples/sq.mile	20.48	5.43	3.773
densF23	18 F23: Families Matter Most/sq.mile	0.00	0.28	-
densG24	18 G24: Status Seeking Singles/sq.mile	17.00	4.16	4.091
densG25	18 G25: Urban Edge/sq.mile	127.79	62.20	2.054
densH26	18 H26: Progressive Potpourri/sq.mile	0.18	58.03	0.003
densH27	18 H27: Birkenstocks and Beemers/sq.mile	0.00	0.59	-
densH28	18 H28: Everyday Moderates/sq.mile	0.00	0.59	-
densH29	18 H29: Destination Recreation/sq.mile	0.00	0.10	-
densI30	18 I30: Stockcars and State Parks/sq.mile	0.00	0.06	-
densI31	18 I31: Blue Collar Comfort/sq.mile	0.00	0.15	-
densI32	18 I32: Steadfast Conventionalists/sq.mile	0.00	148.95	-
densI33	18 I33: Balance and Harmony/sq.mile	0.00	8.05	-
densJ34	18 J34: Aging in Place/sq.mile	0.00	5.36	-
densJ35	18 J35: Rural Escape/sq.mile	0.00	0.03	-
densJ36	18 J36: Settled and Sensible/sq.mile	0.00	0.42	-
densK37	18 K37: Wired for Success/sq.mile	381.35	12.40	30.766
densK38	18 K38: Gotham Blend/sq.mile	14.44	26.70	0.541
densK39	18 K39: Metro Fusion/sq.mile	0.91	28.55	0.032
densK40	18 K40: Bohemian Groove/sq.mile	0.37	2.16	0.170
densL41	18 L41: Booming and Consuming/sq.mile	0.00	0.34	-
densL42	18 L42: Rooted Flower Power/sq.mile	0.00	2.56	-
densL43	18 L43: Homemade Happiness/sq.mile	0.00	0.66	-
densM44	18 M44: Red, White and Bluegrass/sq.mile	0.00	0.09	-
densM45	18 M45: Diapers and Debit Cards/sq.mile	0.00	0.15	-
densN46	18 N46: True Grit Americans/sq.mile	0.00	0.04	-
densN47	18 N47: Countrified Pragmatics/sq.mile	0.00	0.02	-
densN48	18 N48: Rural Southern Bliss/sq.mile	0.00	0.10	-
densN49	18 N49: Touch of Tradition, Pray Hard/sq.mile	0.00	0.03	-
densO50	18 O50: Full Steam Ahead/sq.mile	0.37	1.56	0.235
densO51	18 O51: Digital Dependents/sq.mile	0.00	3.29	-
densO52	18 O52: Urban Ambition/sq.mile	0.00	2.72	-

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densO53	18 O53: Colleges and Cafes/sq.mile	0.00	11.62	-
densO54	18 O54: Striving Single Scene/sq.mile	21.39	47.31	0.452
densO55	18 O55: Family Troopers/sq.mile	4.57	7.90	0.578
densP56	18 P56: Mid-Scale Medley/sq.mile	0.00	0.36	-
densP57	18 P57: Meager Metro Means/sq.mile	0.00	10.09	-
densP58	18 P58: Heritage Heights/sq.mile	1.10	30.93	0.035
densP59	18 P59: Expanding Horizons/sq.mile	0.00	10.06	-
densP60	18 P60: Striving Forward/sq.mile	0.00	60.09	-
densP61	18 P61: Humble Beginnings/sq.mile	0.00	13.80	-
densQ62	18 Q62: Reaping Rewards/sq.mile	21.21	4.79	4.427
densQ63	18 Q63: Footloose and Family Free/sq.mile	0.00	0.45	-
densQ64	18 Q64: Town Elders/sq.mile	0.00	2.78	-
densQ65	18 Q65: Senior Discounts/sq.mile	20.29	17.68	1.148
densR66	18 R66: Dare to Dream/sq.mile	0.00	2.29	-
densR67	18 R67: Hope for Tomorrow/sq.mile	0.00	2.22	-
densS68	18 S68: Small Town Shallow Pockets/sq.mile	0.00	0.12	-
densS69	18 S69: Urban Survivors/sq.mile	0.00	3.17	-
densS70	18 S70: Tight Money/sq.mile	0.00	0.03	-
densS71	18 S71: Tough Times/sq.mile	0.00	4.99	-