

Mosaic 2025: Segment Density

5/12/2025

Los Angeles, CA (County 06037)				
Beverly Hills, CA (Place 06-06308)			Benchmark	
Key	Dataitem	Value	Value	Index
_mosd				
hh	25 Households	14,825	3,434,163	0.004
hhp	25 Population in households	32,557	9,580,492	0.003
domgrp	25 Dominant group code	A		-
domseg	25 Dominant segment code	A01		-
area	Area (sq miles)	5.760	4059.281	0.001
densA	25 A: Power Elite/sq.mile	1,211.46	55.11	21.981
densB	25 B: Flourishing Families/sq.mile	46.01	94.73	0.486
densC	25 C: Booming with Confidence/sq.mile	255.56	73.90	3.458
densD	25 D: Suburban Style/sq.mile	1.56	26.43	0.059
densE	25 E: Thriving Boomers/sq.mile	130.03	28.95	4.491
densF	25 F: Promising Families/sq.mile	9.90	6.54	1.512
densG	25 G: Young, City Solos/sq.mile	192.88	56.98	3.385
densH	25 H: Bourgeois Melting Pot/sq.mile	1.74	52.69	0.033
densI	25 I: Family Union/sq.mile	1.39	126.96	0.011
densJ	25 J: Autumn Years/sq.mile	0.00	7.43	-
densK	25 K: Significant Singles/sq.mile	468.92	90.65	5.173
densL	25 L: Blue Sky Boomers/sq.mile	0.00	2.73	-
densM	25 M: Families in Motion/sq.mile	0.00	0.38	-
densN	25 N: Pastoral Pride/sq.mile	0.00	0.34	-
densO	25 O: Singles and Starters/sq.mile	23.44	69.01	0.340
densP	25 P: Cultural Connections/sq.mile	7.12	98.49	0.072
densQ	25 Q: Golden Year Guardians/sq.mile	222.57	42.56	5.230
densR	25 R: Aspirational Fusion/sq.mile	0.00	4.61	-
densS	25 S: Thrifty Habits/sq.mile	1.22	7.51	0.162
densA01	25 A01: American Royalty/sq.mile	687.15	26.26	26.168
densA02	25 A02: Platinum Prosperity/sq.mile	0.69	0.29	2.357
densA03	25 A03: Kids and Cabernet/sq.mile	6.08	1.01	6.032
densA04	25 A04: Picture Perfect Families/sq.mile	0.00	0.65	-
densA05	25 A05: Couples with Clout/sq.mile	32.12	8.23	3.903
densA06	25 A06: Jet Set Urbanites/sq.mile	485.42	18.68	25.990
densB07	25 B07: Across the Ages/sq.mile	0.35	3.65	0.095
densB08	25 B08: Babies and Bliss/sq.mile	0.69	0.83	0.840
densB09	25 B09: Family Fun-tastic/sq.mile	0.00	0.59	-
densB10	25 B10: Cosmopolitan Achievers/sq.mile	44.97	89.65	0.502
densC11	25 C11: Sophisticated City Dwellers/sq.mile	1.22	4.66	0.261
densC12	25 C12: Golf Carts and Gourmets/sq.mile	38.37	1.68	22.793
densC13	25 C13: Philanthropic Sophisticates/sq.mile	215.97	66.31	3.257
densC14	25 C14: Boomers and Boomerangs/sq.mile	0.00	1.25	-
densD15	25 D15: Sports Utility Families/sq.mile	0.00	0.21	-

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densD16	25 D16: Settled in Suburbia/sq.mile	1.39	12.22	0.114
densD17	25 D17: Cul de Sac Diversity/sq.mile	0.17	3.95	0.044
densD18	25 D18: Suburban Nightlife/sq.mile	0.00	10.05	-
densE19	25 E19: Consummate Consumers/sq.mile	129.69	27.39	4.734
densE20	25 E20: No Place Like Home/sq.mile	0.35	1.17	0.297
densE21	25 E21: Unspoiled Splendor/sq.mile	0.00	0.39	-
densF22	25 F22: Fast Track Couples/sq.mile	9.90	5.81	1.703
densF23	25 F23: Families Matter Most/sq.mile	0.00	0.73	-
densG24	25 G24: Ambitious Singles/sq.mile	7.12	4.87	1.461
densG25	25 G25: Urban Edge/sq.mile	185.76	52.10	3.565
densH26	25 H26: Progressive Assortment/sq.mile	0.52	50.69	0.010
densH27	25 H27: Life of Leisure/sq.mile	0.00	1.27	-
densH28	25 H28: Everyday Moderates/sq.mile	0.00	0.28	-
densH29	25 H29: Destination Recreation/sq.mile	1.22	0.45	2.684
densI30	25 I30: Potlucks and the Great Outdoors/sq.mile	0.00	0.10	-
densI31	25 I31: Hard Working Values/sq.mile	0.00	0.27	-
densI32	25 I32: Steadfast Conventionalists/sq.mile	1.39	115.83	0.012
densI33	25 I33: Balance and Harmony/sq.mile	0.00	10.75	-
densJ34	25 J34: Suburban Sophisticates/sq.mile	0.00	7.04	-
densJ35	25 J35: Rural Escape/sq.mile	0.00	0.20	-
densJ36	25 J36: Settled and Sensible/sq.mile	0.00	0.19	-
densK37	25 K37: Wired for Success/sq.mile	238.19	22.79	10.452
densK38	25 K38: Modern Blend/sq.mile	206.42	34.88	5.918
densK39	25 K39: Metro Fusion/sq.mile	23.61	30.47	0.775
densK40	25 K40: Bohemian Groove/sq.mile	0.69	2.51	0.277
densL41	25 L41: Booming and Consuming/sq.mile	0.00	0.36	-
densL42	25 L42: Rooted Flower Power/sq.mile	0.00	1.99	-
densL43	25 L43: Homemade Happiness/sq.mile	0.00	0.38	-
densM44	25 M44: Creative Comfort/sq.mile	0.00	0.19	-
densM45	25 M45: Growing and Expanding/sq.mile	0.00	0.20	-
densN46	25 N46: True Grit Americans/sq.mile	0.00	0.01	-
densN47	25 N47: Countrified Pragmatics/sq.mile	0.00	0.04	-
densN48	25 N48: Rural Southern Bliss/sq.mile	0.00	0.20	-
densN49	25 N49: Touch of Tradition/sq.mile	0.00	0.10	-
densO50	25 O50: Full Steam Ahead/sq.mile	0.52	3.64	0.143
densO51	25 O51: Digitally Savvy/sq.mile	3.99	4.05	0.986
densO52	25 O52: Urban Ambition/sq.mile	0.17	3.59	0.048
densO53	25 O53: Colleges and Cafes/sq.mile	0.00	2.63	-
densO54	25 O54: Influenced by Influencers/sq.mile	11.46	41.57	0.276

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_mosd				
densO55	25 O55: Family Troopers/sq.mile	7.29	13.53	0.539
densP56	25 P56: Mid-Scale Medley/sq.mile	0.00	0.41	-
densP57	25 P57: Meager Metro Means/sq.mile	0.00	9.13	-
densP58	25 P58: Heritage Heights/sq.mile	6.77	29.29	0.231
densP59	25 P59: Expanding Horizons/sq.mile	0.00	4.08	-
densP60	25 P60: Striving Forward/sq.mile	0.00	46.84	-
densP61	25 P61: Simple Beginnings/sq.mile	0.35	8.75	0.040
densQ62	25 Q62: Enjoying Retirement/sq.mile	79.17	12.16	6.510
densQ63	25 Q63: Footloose and Family Free/sq.mile	0.00	0.32	-
densQ64	25 Q64: Established in Society/sq.mile	0.00	5.21	-
densQ65	25 Q65: Mature and Wise/sq.mile	143.40	24.87	5.765
densR66	25 R66: Ambitious Dreamers/sq.mile	0.00	2.98	-
densR67	25 R67: Passionate Parents/sq.mile	0.00	1.63	-
densS68	25 S68: Small Town Sophisticates/sq.mile	0.00	0.12	-
densS69	25 S69: Urban Legacies/sq.mile	0.00	1.10	-
densS70	25 S70: Thrifty Singles/sq.mile	0.00	0.05	-
densS71	25 S71: Modest Retirees/sq.mile	1.22	6.25	0.194