



Multicultural Mosaic: Geography

Where are they?

Tracts in this segment can be found in California's Central Valley and parts of New Mexico, Texas, and Florida, with additional concentrations in urban areas.

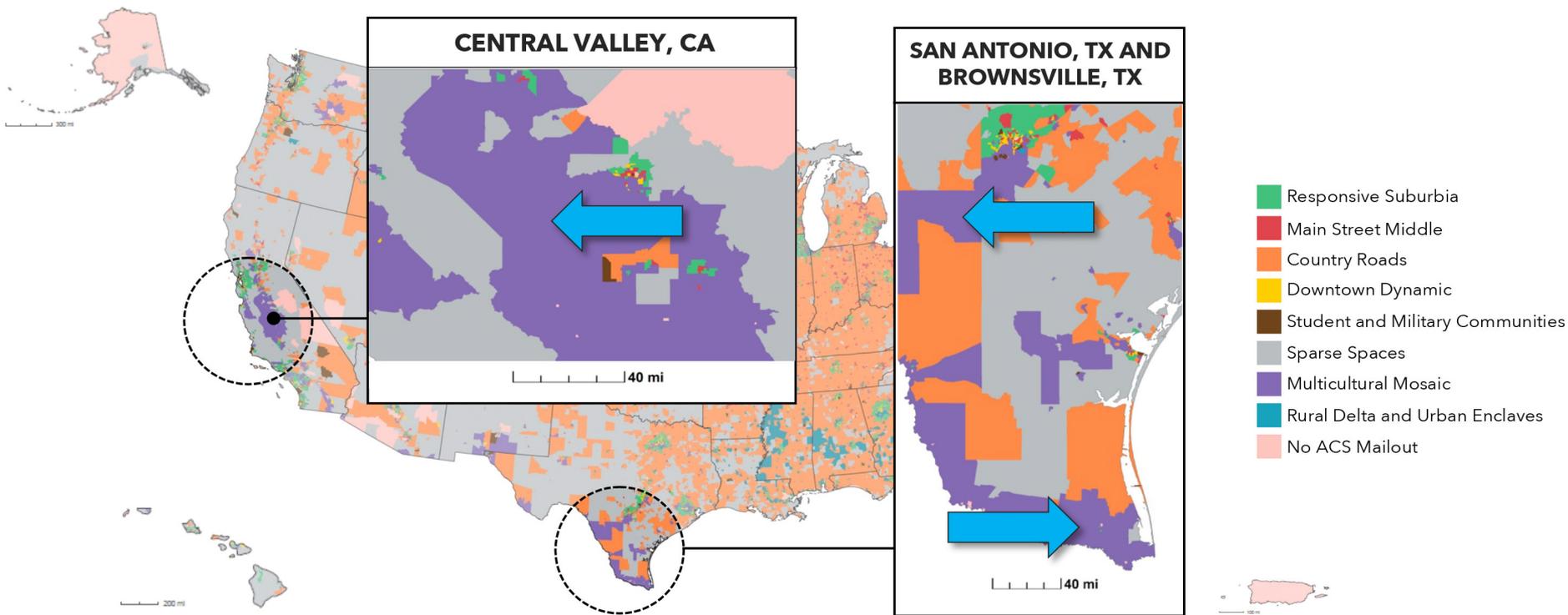
Who are they?

The tracts in this segment have relatively high concentrations of foreign-born residents, as well as low percentages of college-educated residents. A majority of the people in this segment are Hispanic.

How will they respond?

On average, this segment is predicted to respond at a low rate, with a below-average percentage of that response coming online.

14% of U.S. Population



Source: 2016 5-year ACS estimates

Multicultural Mosaic: Demographics

Where are they?

Tracts in this segment can be found in California's Central Valley and parts of New Mexico, Texas, and Florida, with additional concentrations in urban areas.

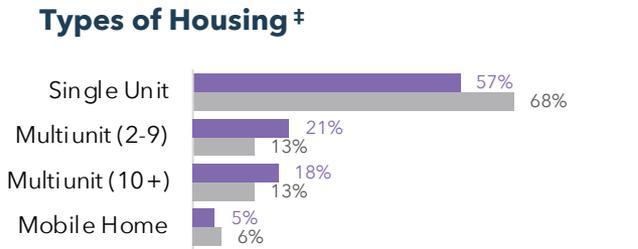
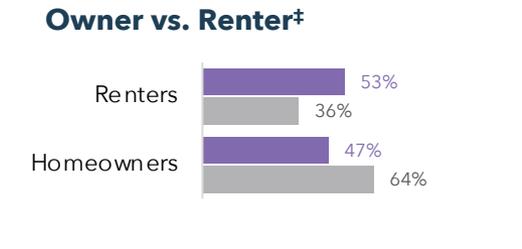
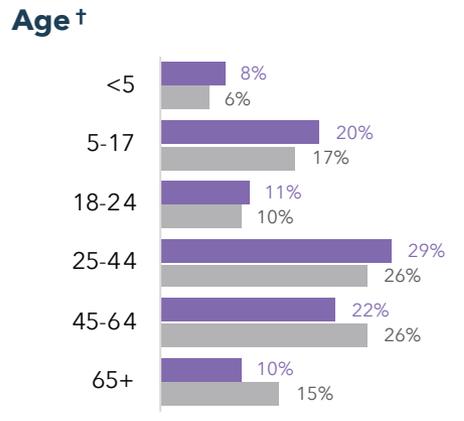
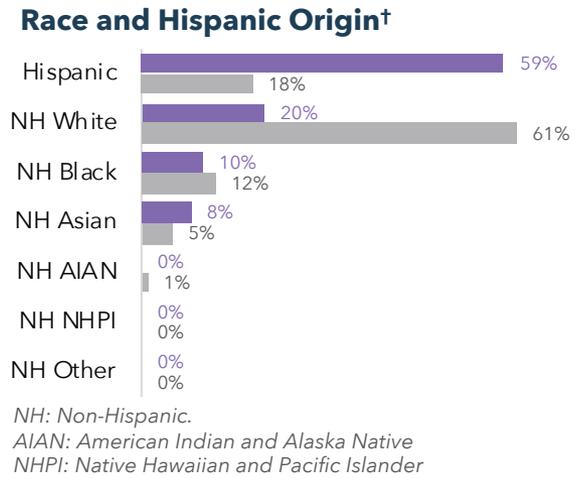
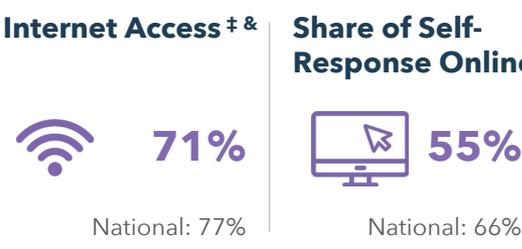
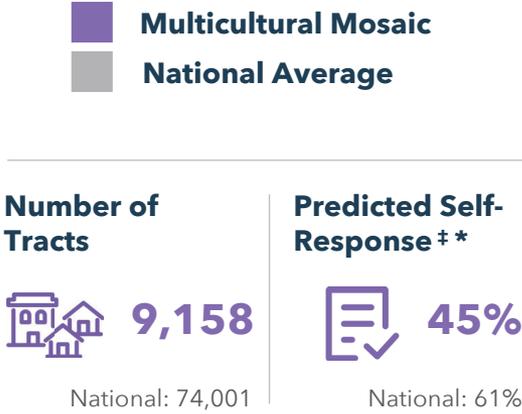
Who are they?

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How will they respond?

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14% of U.S. Population



† - Population Average; ‡ - Household Average
Source: 2016 5-year ACS estimates unless otherwise marked by * (2020 ICC Modeled Scores, DRB# CBDRB-FY18-311) or & (ACS data from 2013-2017, DRB# CBDRB-FY18-311).



Multicultural Mosaic: Demographics and Mindsets

Where are they?

Tracts in this segment can be found in California's Central Valley and parts of New Mexico, Texas, and Florida, with additional concentrations in urban areas.

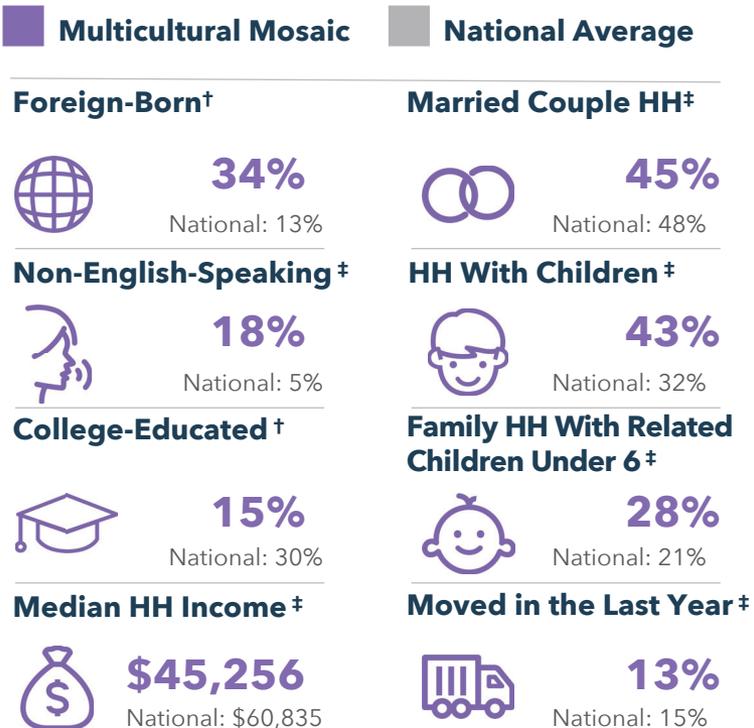
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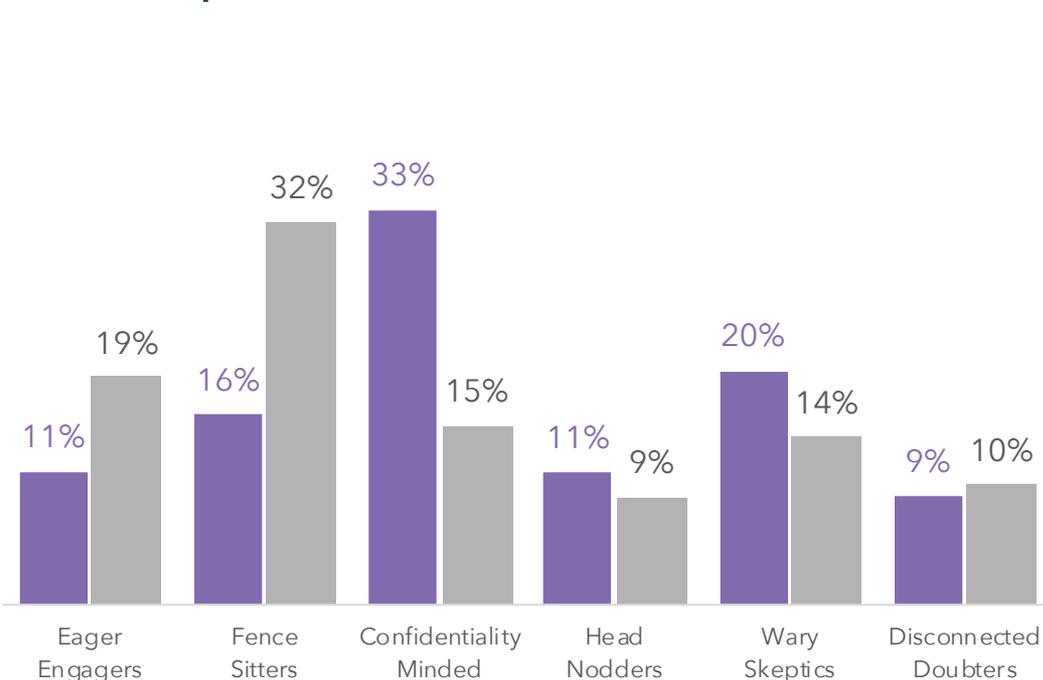
How will they respond?

On average, this segment is predicted to respond at a low rate, with a below-average percentage of that response coming online.

14% of U.S. Population



Mindset Composition†^



† - Population Average; ‡ - Household Average

Source: 2016 5-year ACS estimates unless otherwise marked by ^ (2020 CBAMS Public Use Microdata Sample, DRB# CBDRB-FY18-422).





Multicultural Mosaic: Media Usage

Where are they?

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How will they respond?

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14% of U.S. Population

Compared to the national average, the average person in this segment...



Reads a **similar** number of **newspapers** in a 28-day period.



Listens to a **similar** number of half-hours of **radio** in a week.



Reads a **similar** number of **magazine** issues in a month.



Views a **similar** number of half-hours of **TV** in a week.



Drives 13% **fewer** miles in a car or truck in a 7-day period.



Uses a **similar** number of hours of **internet** in a week.