

MultiCultural® | Hispanicity Acculturation Segment



Trade Area: 8044 Montgomery Rd - 1 mi.

	Value/Population	%
2025 Estimate: Hispanic/Latino Population	569	100.00
Hispanicity: Americanizado (HA1)	89	15.64
Hispanicity: Nueva Latina (HA2)	256	44.99
Hispanicity: Bi-Cultural Hispanics (HA3)	94	16.52
Hispanicity: Hispano (HA4)	49	8.61
Hispanicity: Latinoamericana (HA5)	81	14.24

Benchmark: USA

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MultiCultural® | Hispanicity By Socioeconomic Status (SES)



Trade Area: 8044 Montgomery Rd - 1 mi.

2025 Estimate of Hispanic/Latino Households: 569

	Upper Class (SES A)		Upper-Middle Class (SES B)		Middle Class (SES C)		Lower-Middle Class (SES D)		Lower Class (SES E)	
	Households	%	Households	%	Households	%	Households	%	Households	%
Hispanicity: Americanizado (HA1)	18	12.41	4	2.76	7	4.83	2	1.38	15	10.35
Hispanicity: Nueva Latina (HA2)	25	17.24	8	5.52	22	15.17	1	0.69	1	0.69
Hispanicity: Bi-Cultural Hispanics (HA3)	6	4.14	9	6.21	7	4.83	3	2.07	0	0.00
Hispanicity: Hispano (HA4)	1	0.69	0	0.00	7	4.83	1	0.69	4	2.76
Hispanicity: Latinoamericana (HA5)	0	0.00	0	0.00	3	2.07	0	0.00	1	0.69

Benchmark: USA

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	Youngsters (Age 0-17)		College Ageds (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	70	12.30	0	0.00	19	3.34	1	0.18	0	0.00
Hispanicity: Nueva Latina (HA2)	73	12.83	58	10.19	86	15.11	16	2.81	23	4.04
Hispanicity: Bi-Cultural Hispanics (HA3)	45	7.91	4	0.70	44	7.73	0	0.00	1	0.18
Hispanicity: Hispano (HA4)	8	1.41	0	0.00	35	6.15	7	1.23	0	0.00
Hispanicity: Latinoamericana (HA5)	27	4.75	0	0.00	23	4.04	10	1.76	21	3.69

Benchmark: USA

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	Mexicans		Puerto Ricans		Dominicans		Cubans		Central Americans		South Americans		Other Hispanics	
	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	53	9.31	20	3.52	0	0.00	9	1.58	0	0.00	3	0.53	3	0.53
Hispanicity: Nueva Latina (HA2)	108	18.98	62	10.90	0	0.00	24	4.22	18	3.16	25	4.39	20	3.52
Hispanicity: Bi-Cultural Hispanics (HA3)	36	6.33	24	4.22	0	0.00	12	2.11	6	1.05	12	2.11	5	0.88
Hispanicity: Hispano (HA4)	28	4.92	6	1.05	0	0.00	6	1.05	7	1.23	1	0.18	2	0.35
Hispanicity: Latinoamericana (HA5)	29	5.10	9	1.58	0	0.00	12	2.11	22	3.87	2	0.35	7	1.23

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MultiCultural® | Hispanic Language Usage



Trade Area: 8044 Montgomery Rd - 1 mi.

Hispanic/Latino Population Age 5+: 569

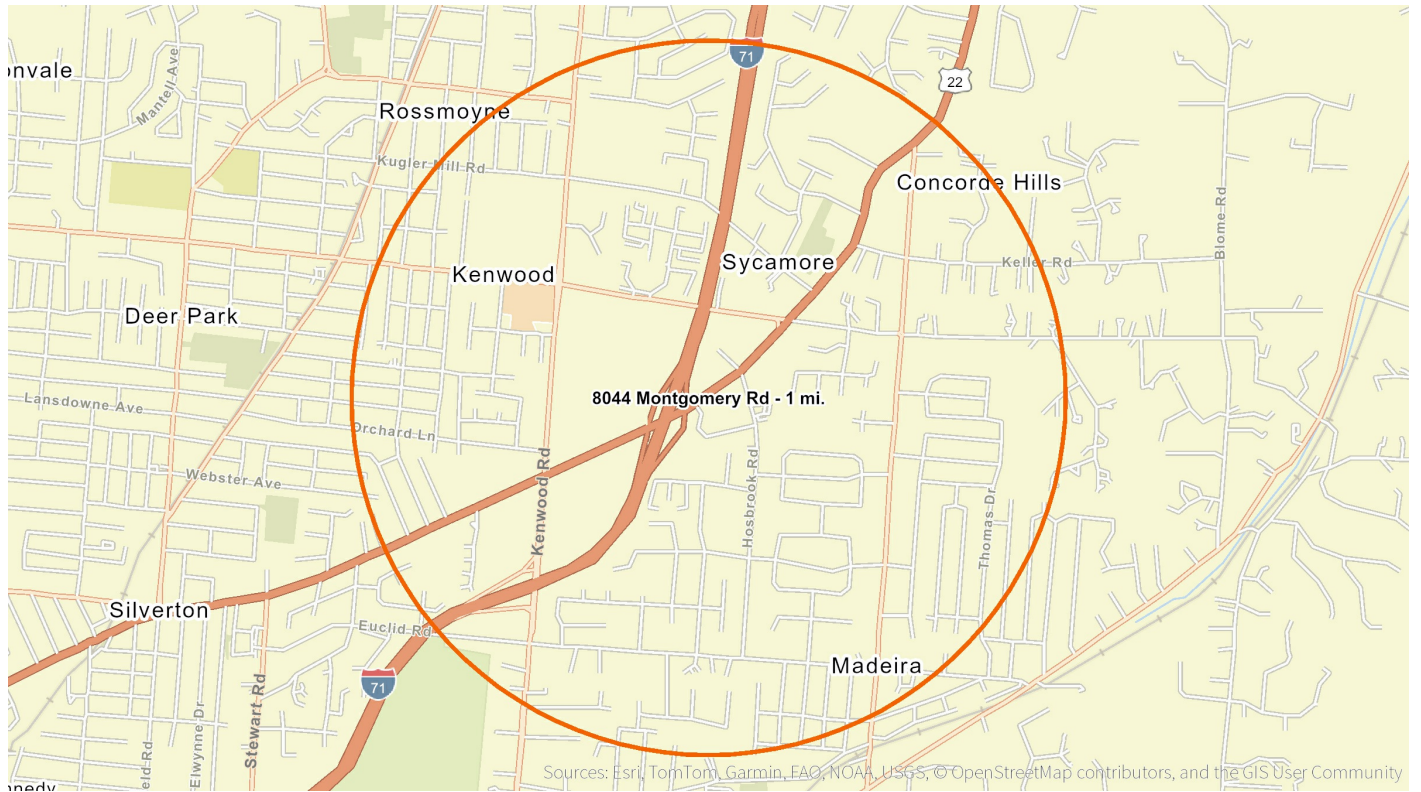
	Value/Population	%
English Dependent (HL1)	81	14.24
Bi-Lingual English Preferred (HL2)	305	53.60
Bi-Lingual English or Spanish (HL3)	69	12.13
Bi-Lingual Spanish Preferred (HL4)	57	10.02
Spanish Dependent (HL5)	5	0.88

Benchmark: USA

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Description	Definition
Hispanicity™	Hispanicity is a CultureCode® measuring the degree to which people of Hispanic heritage in the United States retain elements of Hispanic culture while they acquire elements of American culture. The following descriptions are typical for the acculturation segments. However, there is greater variability of the key attributes within each segment including language usage, foreign born vs native born, years in United States and number of generations in the U.S.
Hispanicity Segment (Hispanic Acculturation)	A geographic classification into the five acculturation segments based on the distribution of Hispanic population over the five Hispanicity segments. Values range from HA1 (very acculturated) to HA5 (unacculturated).
Hispanicity: Americanizado (HA1)	English dominant (nearly no Spanish); born in U.S. and often 3rd+ generation; has few Hispanic cultural practices
Hispanicity: Nueva Latina (HA2)	English preferred (some Spanish); born in U.S. and typically 2nd generation; some Hispanic cultural practices and often "retro-acculturate"
Hispanicity: Bi-Cultural Hispanics (HA3)	Bi-lingual (equal or nearly); immigrated as child or young adult; has many Hispanic cultural practices
Hispanicity: Hispano (HA4)	Spanish preferred (some English); immigrated as adult and in U.S. 10+ years; predominant Hispanic cultural practices
Hispanicity: Latinoamericana (HA5)	Spanish dominant (nearly no English); recent immigrant as adult (less than 10 years ago); primarily Hispanic cultural practices and identifies with home country more so than U.S.
Socioeconomic Status (SES)	A blend of income, education, occupation and housing characteristics. Households are grouped into common segments with an A-E status. "A" is the highest level of socioeconomic status while "E" is the lowest level. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
Upper Class (SES A)	Households with over \$100,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.
Upper-Middle Class (SES B)	Households generally between \$75,000 and \$200,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
Middle Class (SES C)	Households usually between \$40,000 and \$125,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.
Lower-Middle Class (SES D)	Households typically between \$25,000 and \$60,000 annual household income, high school or lower education, rented housing, employed as service or labor worker.
Lower Class (SES E)	Households most often below \$35,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.
Hispanic Language Usage	
Hispanic Language Usage Segment (English-Spanish Language Usage)	The Hispanic Language Usage Segment indicates the overall language preference (English versus Spanish) for Hispanic households and population. Geographies are assigned one of the five codes based on language preference. HL1: English Dependent HL2: Bi-Lingual English Preferred HL3: Bi-Lingual English & Spanish Equally Used HL4: Bi-Lingual Spanish Preferred HL5: Spanish Dependent

Trade Area: 8044 Montgomery Rd - 1 mi.



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MultiCultural® | Hispanicity Acculturation Segment



Trade Area: 8044 Montgomery Rd - 3 mi.

	Value/Population	%
2025 Estimate: Hispanic/Latino Population	2,807	100.00
Hispanicity: Americanizado (HA1)	468	16.67
Hispanicity: Nueva Latina (HA2)	1,154	41.11
Hispanicity: Bi-Cultural Hispanics (HA3)	516	18.38
Hispanicity: Hispano (HA4)	379	13.50
Hispanicity: Latinoamericana (HA5)	290	10.33

Benchmark: USA

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MultiCultural® | Hispanicity By Socioeconomic Status (SES)



Trade Area: 8044 Montgomery Rd - 3 mi.

2025 Estimate of Hispanic/Latino Households: 2,807

	Upper Class (SES A)		Upper-Middle Class (SES B)		Middle Class (SES C)		Lower-Middle Class (SES D)		Lower Class (SES E)	
	Households	%	Households	%	Households	%	Households	%	Households	%
Hispanicity: Americanizado (HA1)	64	8.02	24	3.01	49	6.14	35	4.39	45	5.64
Hispanicity: Nueva Latina (HA2)	77	9.65	105	13.16	93	11.65	54	6.77	18	2.26
Hispanicity: Bi-Cultural Hispanics (HA3)	27	3.38	36	4.51	40	5.01	49	6.14	11	1.38
Hispanicity: Hispano (HA4)	7	0.88	10	1.25	21	2.63	12	1.50	9	1.13
Hispanicity: Latinoamericana (HA5)	0	0.00	1	0.13	5	0.63	1	0.13	4	0.50

Benchmark: USA

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	Youngsters (Age 0-17)		College Ageds (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	247	8.80	38	1.35	140	4.99	29	1.03	14	0.50
Hispanicity: Nueva Latina (HA2)	355	12.65	180	6.41	466	16.60	55	1.96	98	3.49
Hispanicity: Bi-Cultural Hispanics (HA3)	200	7.13	32	1.14	269	9.58	13	0.46	3	0.11
Hispanicity: Hispano (HA4)	126	4.49	29	1.03	174	6.20	50	1.78	0	0.00
Hispanicity: Latinoamericana (HA5)	89	3.17	2	0.07	99	3.53	25	0.89	74	2.64

Benchmark: USA

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	Mexicans		Puerto Ricans		Dominicans		Cubans		Central Americans		South Americans		Other Hispanics	
	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	184	6.55	56	2.00	5	0.18	50	1.78	117	4.17	27	0.96	28	1.00
Hispanicity: Nueva Latina (HA2)	308	10.97	224	7.98	2	0.07	88	3.13	330	11.76	65	2.32	137	4.88
Hispanicity: Bi-Cultural Hispanics (HA3)	132	4.70	72	2.56	2	0.07	80	2.85	107	3.81	37	1.32	87	3.10
Hispanicity: Hispano (HA4)	194	6.91	22	0.78	0	0.00	34	1.21	59	2.10	13	0.46	57	2.03
Hispanicity: Latinoamericana (HA5)	119	4.24	20	0.71	1	0.04	22	0.78	80	2.85	15	0.53	32	1.14

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MultiCultural® | Hispanic Language Usage



Trade Area: 8044 Montgomery Rd - 3 mi.

Hispanic/Latino Population Age 5+: 2,807

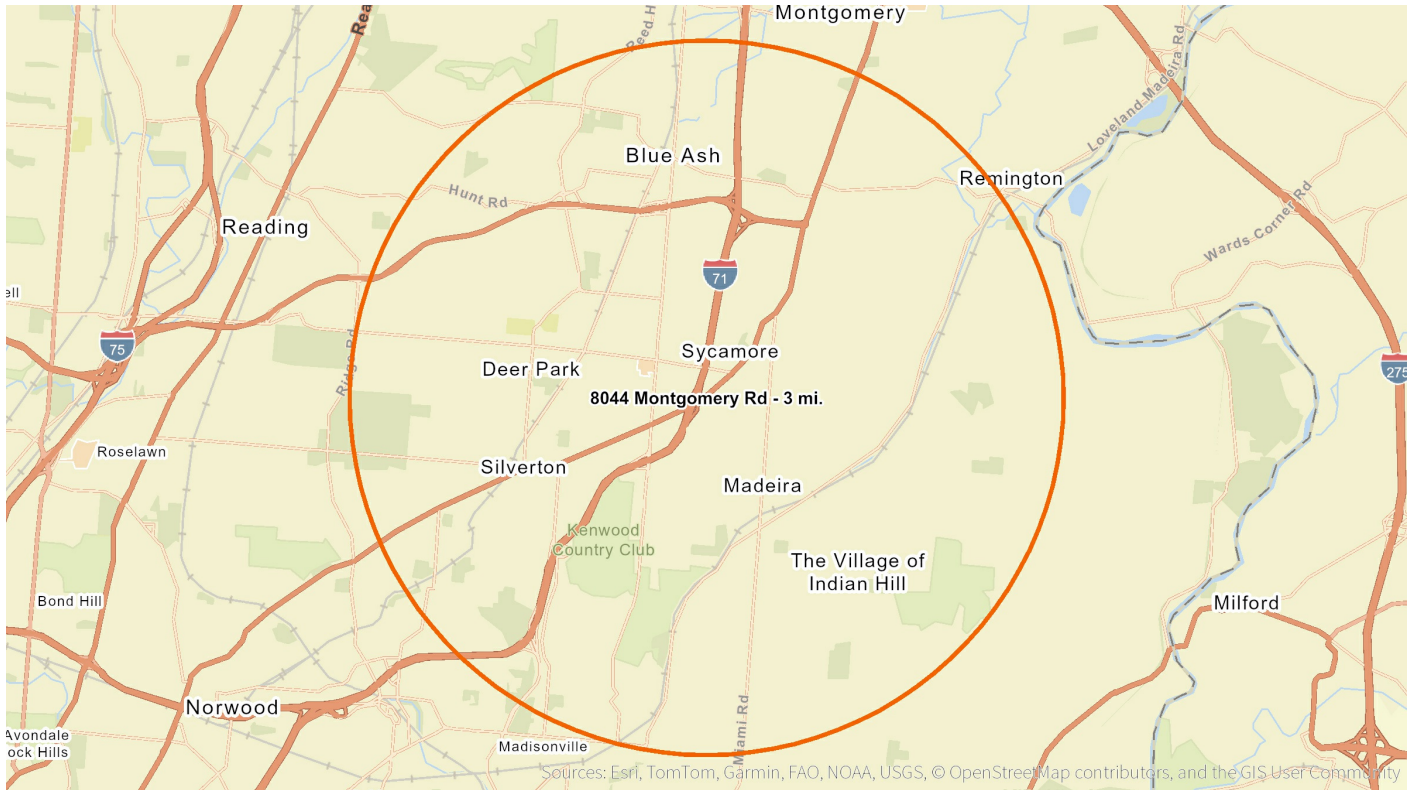
	Value/Population	%
English Dependent (HL1)	716	25.51
Bi-Lingual English Preferred (HL2)	1,122	39.97
Bi-Lingual English or Spanish (HL3)	325	11.58
Bi-Lingual Spanish Preferred (HL4)	272	9.69
Spanish Dependent (HL5)	102	3.63

Benchmark: USA

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Description	Definition
Hispanicity™	Hispanicity is a CultureCode® measuring the degree to which people of Hispanic heritage in the United States retain elements of Hispanic culture while they acquire elements of American culture. The following descriptions are typical for the acculturation segments. However, there is greater variability of the key attributes within each segment including language usage, foreign born vs native born, years in United States and number of generations in the U.S.
Hispanicity Segment (Hispanic Acculturation)	A geographic classification into the five acculturation segments based on the distribution of Hispanic population over the five Hispanicity segments. Values range from HA1 (very acculturated) to HA5 (unacculturated).
Hispanicity: Americanizado (HA1)	English dominant (nearly no Spanish); born in U.S. and often 3rd+ generation; has few Hispanic cultural practices
Hispanicity: Nueva Latina (HA2)	English preferred (some Spanish); born in U.S. and typically 2nd generation; some Hispanic cultural practices and often "retro-acculturate"
Hispanicity: Bi-Cultural Hispanics (HA3)	Bi-lingual (equal or nearly); immigrated as child or young adult; has many Hispanic cultural practices
Hispanicity: Hispano (HA4)	Spanish preferred (some English); immigrated as adult and in U.S. 10+ years; predominant Hispanic cultural practices
Hispanicity: Latinoamericana (HA5)	Spanish dominant (nearly no English); recent immigrant as adult (less than 10 years ago); primarily Hispanic cultural practices and identifies with home country more so than U.S.
Socioeconomic Status (SES)	A blend of income, education, occupation and housing characteristics. Households are grouped into common segments with an A-E status. "A" is the highest level of socioeconomic status while "E" is the lowest level. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
Upper Class (SES A)	Households with over \$100,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.
Upper-Middle Class (SES B)	Households generally between \$75,000 and \$200,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
Middle Class (SES C)	Households usually between \$40,000 and \$125,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.
Lower-Middle Class (SES D)	Households typically between \$25,000 and \$60,000 annual household income, high school or lower education, rented housing, employed as service or labor worker.
Lower Class (SES E)	Households most often below \$35,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.
Hispanic Language Usage	
Hispanic Language Usage Segment (English-Spanish Language Usage)	The Hispanic Language Usage Segment indicates the overall language preference (English versus Spanish) for Hispanic households and population. Geographies are assigned one of the five codes based on language preference. HL1: English Dependent HL2: Bi-Lingual English Preferred HL3: Bi-Lingual English & Spanish Equally Used HL4: Bi-Lingual Spanish Preferred HL5: Spanish Dependent

Trade Area: 8044 Montgomery Rd - 3 mi.



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MultiCultural® | Hispanicity Acculturation Segment



Trade Area: 8044 Montgomery Rd - 5 mi.

	Value/Population	%
2025 Estimate: Hispanic/Latino Population	7,278	100.00
Hispanicity: Americanizado (HA1)	1,216	16.71
Hispanicity: Nueva Latina (HA2)	2,582	35.48
Hispanicity: Bi-Cultural Hispanics (HA3)	1,663	22.85
Hispanicity: Hispano (HA4)	1,009	13.86
Hispanicity: Latinoamericana (HA5)	808	11.10

Benchmark: USA

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MultiCultural® | Hispanicity By Socioeconomic Status (SES)



Trade Area: 8044 Montgomery Rd - 5 mi.

2025 Estimate of Hispanic/Latino Households: 7,278

	Upper Class (SES A)		Upper-Middle Class (SES B)		Middle Class (SES C)		Lower-Middle Class (SES D)		Lower Class (SES E)	
	Households	%	Households	%	Households	%	Households	%	Households	%
Hispanicity: Americanizado (HA1)	197	8.77	63	2.81	140	6.23	104	4.63	95	4.23
Hispanicity: Nueva Latina (HA2)	157	6.99	184	8.19	245	10.91	118	5.25	90	4.01
Hispanicity: Bi-Cultural Hispanics (HA3)	70	3.12	102	4.54	150	6.68	162	7.21	72	3.21
Hispanicity: Hispano (HA4)	20	0.89	18	0.80	50	2.23	40	1.78	57	2.54
Hispanicity: Latinoamericana (HA5)	48	2.14	5	0.22	10	0.45	3	0.13	46	2.05

Benchmark: USA

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	Youngsters (Age 0-17)		College Ageds (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	521	7.16	92	1.26	475	6.53	69	0.95	60	0.82
Hispanicity: Nueva Latina (HA2)	850	11.68	387	5.32	1,020	14.02	102	1.40	223	3.06
Hispanicity: Bi-Cultural Hispanics (HA3)	580	7.97	126	1.73	871	11.97	71	0.98	16	0.22
Hispanicity: Hispano (HA4)	337	4.63	93	1.28	478	6.57	97	1.33	4	0.06
Hispanicity: Latinoamericana (HA5)	271	3.72	17	0.23	308	4.23	67	0.92	145	1.99

Benchmark: USA

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	Mexicans		Puerto Ricans		Dominicans		Cubans		Central Americans		South Americans		Other Hispanics	
	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	436	5.99	204	2.80	29	0.40	93	1.28	220	3.02	127	1.75	109	1.50
Hispanicity: Nueva Latina (HA2)	807	11.09	489	6.72	55	0.76	192	2.64	519	7.13	186	2.56	333	4.58
Hispanicity: Bi-Cultural Hispanics (HA3)	546	7.50	293	4.03	72	0.99	151	2.08	232	3.19	172	2.36	198	2.72
Hispanicity: Hispano (HA4)	505	6.94	74	1.02	19	0.26	75	1.03	119	1.64	107	1.47	110	1.51
Hispanicity: Latinoamericana (HA5)	379	5.21	51	0.70	21	0.29	72	0.99	117	1.61	76	1.04	92	1.26

Benchmark: USA

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MultiCultural® | Hispanic Language Usage



Trade Area: 8044 Montgomery Rd - 5 mi.

Hispanic/Latino Population Age 5+: 7,278

	Value/Population	%
English Dependent (HL1)	2,138	29.38
Bi-Lingual English Preferred (HL2)	2,423	33.29
Bi-Lingual English or Spanish (HL3)	715	9.82
Bi-Lingual Spanish Preferred (HL4)	908	12.48
Spanish Dependent (HL5)	399	5.48

Benchmark: USA

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Hispanicity: Bi-Cultural Hispanics (HA3)	Bi-lingual (equal or nearly); immigrated as child or young adult; has many Hispanic cultural practices
Hispanicity: Hispano (HA4)	Spanish preferred (some English); immigrated as adult and in U.S. 10+ years; predominant Hispanic cultural practices
Hispanicity: Latinoamericana (HA5)	Spanish dominant (nearly no English); recent immigrant as adult (less than 10 years ago); primarily Hispanic cultural practices and identifies with home country more so than U.S.
Socioeconomic Status (SES)	A blend of income, education, occupation and housing characteristics. Households are grouped into common segments with an A-E status. "A" is the highest level of socioeconomic status while "E" is the lowest level. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
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Middle Class (SES C)	Households usually between \$40,000 and \$125,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.
Lower-Middle Class (SES D)	Households typically between \$25,000 and \$60,000 annual household income, high school or lower education, rented housing, employed as service or labor worker.
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Hispanic Language Usage	
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Trade Area: 8044 Montgomery Rd - 5 mi.



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Report Details

Name: MultiCultural® Hispanicity
Date / Time: 3/27/2025 12:33:31 PM
Workspace Vintage: 2025

Trade Area

Name	Level	Geographies
8044 Montgomery Rd - 1 mi.		N/A
8044 Montgomery Rd - 3 mi.		N/A
8044 Montgomery Rd - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Claritas CultureCodes	Claritas	©Claritas, LLC 2025 https://claritas.easpotlight.com/Spotlight/About
