MultiCultural® | Hispanicity Acculturation Segment

Trade Area: 8044 Montgomery Rd - 1 mi.

	Value/Population	%
2026 Estimate: Hispanic/Latino Population	560	100.00
Hispanicity: Americanizado (HA1)	185	33.04
Hispanicity: Nueva Latina (HA2)	147	26.25
Hispanicity: Bi-Cultural Hispanics (HA3)	105	18.75
Hispanicity: Hispano (HA4)	120	21.43
Hispanicity: Latinoamericana (HA5)	2	0.36

Benchmark: USA

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MultiCultural® | Hispanicity By Socioeconomic Status (SES)

Trade Area: 8044 Montgomery Rd - 1 mi.

2026 Estimate of Hispanic/Latino Households: 560

	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)	11	7.91	23	16.55	6	4.32	2	1.44	3	2.16
Hispanicity: Nueva Latina (HA2)	13	9.35	14	10.07	0	0.00	4	2.88	4	2.88
Hispanicity: Bi-Cultural Hispanics (HA3)	4	2.88	23	16.55	3	2.16	0	0.00	2	1.44
Hispanicity: Hispano (HA4)	13	9.35	7	5.04	0	0.00	3	2.16	5	3.60
Hispanicity: Latinoamericana (HA5)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00

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MultiCultural® | Hispanicity By Lifestage

Trade Area: 8044 Montgomery Rd - 1 mi.

2026 Estimate Of Hispanic/Latino Population: 560

	Youngsters (Age 0-17)		College Agers (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	80	14.29	18	3.21	64	11.43	7	1.25	16	2.86
Hispanicity: Nueva Latina (HA2)	53	9.46	19	3.39	57	10.18	10	1.79	8	1.43
Hispanicity: Bi-Cultural Hispanics (HA3)	15	2.68	19	3.39	47	8.39	11	1.96	13	2.32
Hispanicity: Hispano (HA4)	72	12.86	10	1.79	30	5.36	4	0.71	4	0.71
Hispanicity: Latinoamericana (HA5)	2	0.36	0	0.00	0	0.00	0	0.00	0	0.00

Benchmark: USA

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MultiCultural® | Hispanicity By Origin

Trade Area: 8044 Montgomery Rd - 1 mi.

2026 Estimate Of Hispanic/Latino Population: 560

	Mexicans		Puerto Ricans		Dominicans		Cubans		Central Americans		South Americans		Other Hispanics	
	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	126	22.50	10	1.79	0	0.00	12	2.14	11	1.96	3	0.54	23	4.11
Hispanicity: Nueva Latina (HA2)	41	7.32	49	8.75	0	0.00	14	2.50	7	1.25	12	2.14	24	4.29
Hispanicity: Bi-Cultural Hispanics (HA3)	50	8.93	0	0.00	0	0.00	11	1.96	16	2.86	5	0.89	23	4.11
Hispanicity: Hispano (HA4)	26	4.64	51	9.11	0	0.00	10	1.79	0	0.00	12	2.14	20	3.57
Hispanicity: Latinoamericana (HA5)	1	0.18	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00

Benchmark: USA

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MultiCultural® | Hispanic Language Usage

Trade Area: 8044 Montgomery Rd - 1 mi.

Hispanic/Latino Population Age 5+: 507

	Value/Population	%
English Dependent (HL1)	81	14.46
Bi-Lingual English Preferred (HL2)	300	53.57
Bi-Lingual English or Spanish (HL3)	68	12.14
Bi-Lingual Spanish Preferred (HL4)	53	9.46
Spanish Dependent (HL5)	5	0.89

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MultiCultural® | Definitions

Trade Area: 8044 Montgomery Rd - 1 mi.

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

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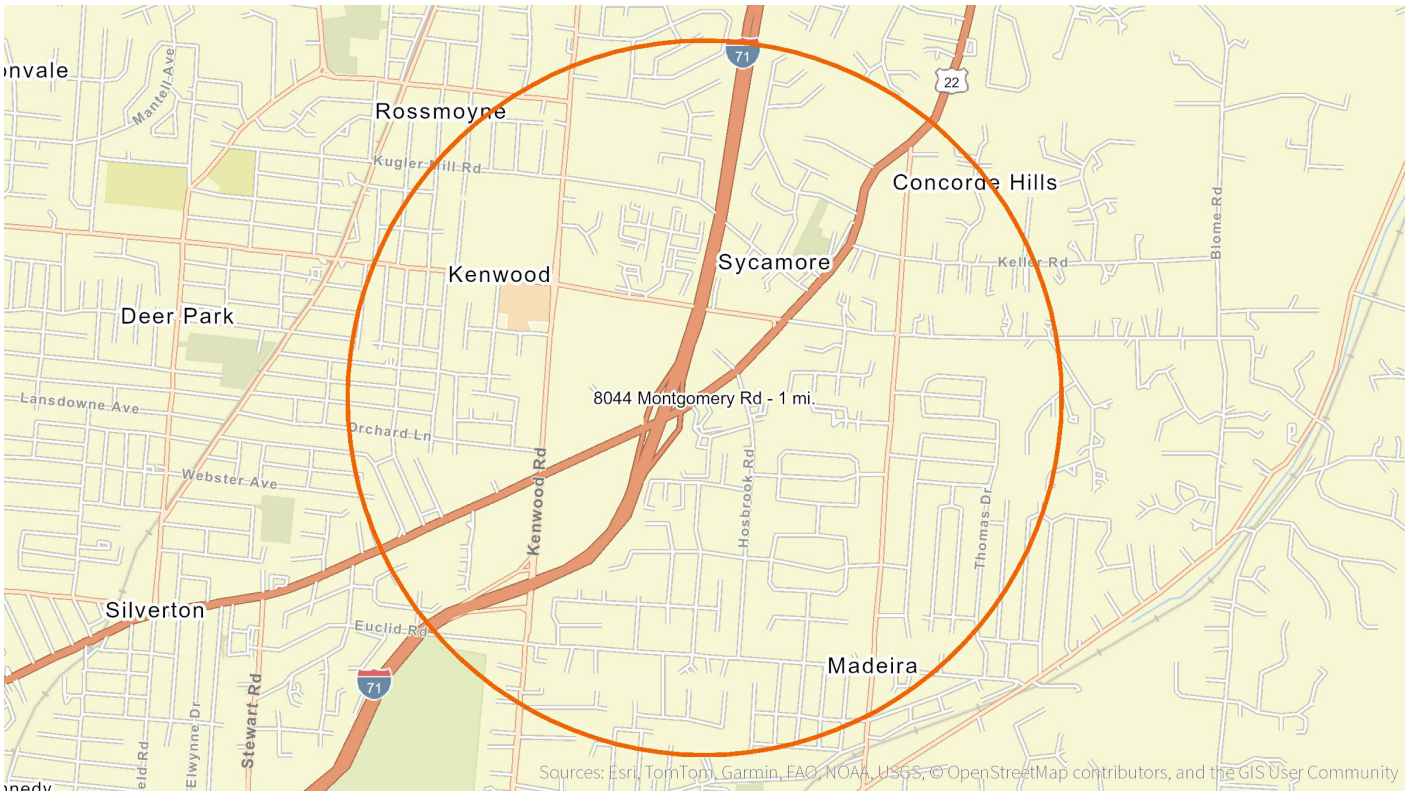
MultiCultural® | Map

Trade Area: 8044 Montgomery Rd - 1 mi.



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MultiCultural® | Hispanicity Acculturation Segment

Trade Area: 8044 Montgomery Rd - 3 mi.

	Value/Population	%
2026 Estimate: Hispanic/Latino Population	2,798	100.00
Hispanicity: Americanizado (HA1)	1,029	36.78
Hispanicity: Nueva Latina (HA2)	577	20.62
Hispanicity: Bi-Cultural Hispanics (HA3)	484	17.30
Hispanicity: Hispano (HA4)	619	22.12
Hispanicity: Latinoamericana (HA5)	88	3.15

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MultiCultural® | Hispanicity By Socioeconomic Status (SES)

Trade Area: 8044 Montgomery Rd - 3 mi.

2026 Estimate of Hispanic/Latino Households: 2,798

	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)	109	13.76	123	15.53	18	2.27	13	1.64	10	1.26
Hispanicity: Nueva Latina (HA2)	46	5.81	60	7.58	17	2.15	21	2.65	21	2.65
Hispanicity: Bi-Cultural Hispanics (HA3)	27	3.41	54	6.82	25	3.16	28	3.54	11	1.39
Hispanicity: Hispano (HA4)	68	8.59	73	9.22	11	1.39	14	1.77	18	2.27
Hispanicity: Latinoamericana (HA5)	7	0.88	7	0.88	5	0.63	5	0.63	2	0.25

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MultiCultural® | Hispanicity By Lifestage

Trade Area: 8044 Montgomery Rd - 3 mi.

2026 Estimate Of Hispanic/Latino Population: 2,798

	Youngsters (Age 0-17)		College Agers (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	412	14.72	102	3.65	382	13.65	61	2.18	71	2.54
Hispanicity: Nueva Latina (HA2)	203	7.25	60	2.14	247	8.83	33	1.18	34	1.22
Hispanicity: Bi-Cultural Hispanics (HA3)	102	3.65	70	2.50	237	8.47	34	1.22	41	1.47
Hispanicity: Hispano (HA4)	229	8.18	55	1.97	264	9.44	31	1.11	39	1.39
Hispanicity: Latinoamericana (HA5)	74	2.65	2	0.07	11	0.39	0	0.00	1	0.04

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MultiCultural® | Hispanicity By Origin

Trade Area: 8044 Montgomery Rd - 3 mi.

2026 Estimate Of Hispanic/Latino Population: 2,798

	Mexicans		Puerto Ricans		Dominicans		Cubans		Central Americans		South Americans		Other Hispanics	
	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	412	14.72	78	2.79	12	0.43	109	3.90	193	6.90	83	2.97	143	5.11
Hispanicity: Nueva Latina (HA2)	173	6.18	135	4.83	0	0.00	54	1.93	76	2.72	74	2.65	65	2.32
Hispanicity: Bi-Cultural Hispanics (HA3)	236	8.44	61	2.18	0	0.00	57	2.04	82	2.93	12	0.43	36	1.29
Hispanicity: Hispano (HA4)	106	3.79	187	6.68	4	0.14	86	3.07	72	2.57	114	4.07	51	1.82
Hispanicity: Latinoamericana (HA5)	32	1.14	16	0.57	1	0.04	13	0.47	14	0.50	9	0.32	4	0.14

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MultiCultural® | Hispanic Language Usage

Trade Area: 8044 Montgomery Rd - 3 mi.

Hispanic/Latino Population Age 5+: 2,533

	Value/Population	%
English Dependent (HL1)	727	25.98
Bi-Lingual English Preferred (HL2)	1,114	39.81
Bi-Lingual English or Spanish (HL3)	322	11.51
Bi-Lingual Spanish Preferred (HL4)	270	9.65
Spanish Dependent (HL5)	100	3.57

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MultiCultural® | Definitions

Trade Area: 8044 Montgomery Rd - 3 mi.

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

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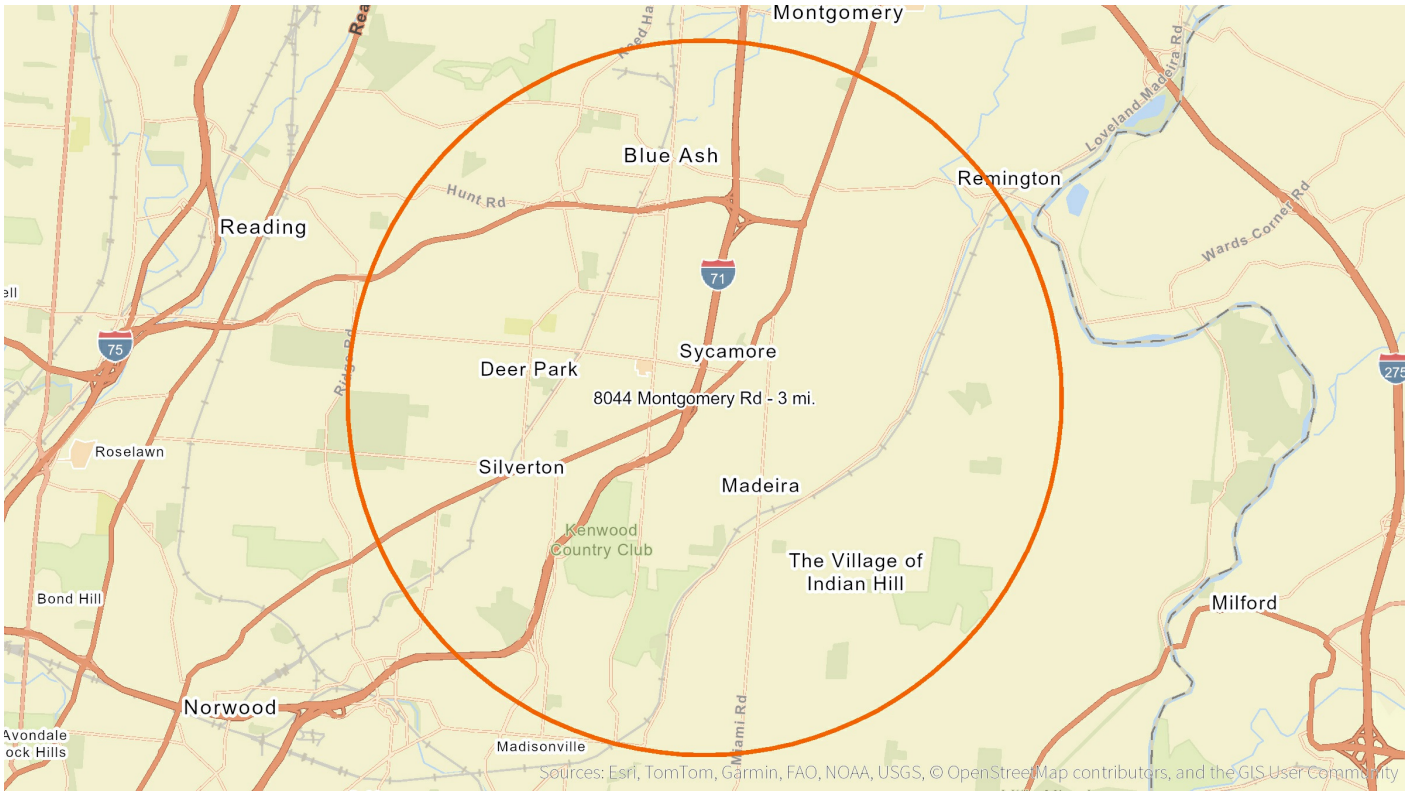
MultiCultural® | Map

Trade Area: 8044 Montgomery Rd - 3 mi.



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MultiCultural® | Hispanicity Acculturation Segment

Trade Area: 8044 Montgomery Rd - 5 mi.

	Value/Population	%
2026 Estimate: Hispanic/Latino Population	7,255	100.00
Hispanicity: Americanizado (HA1)	2,994	41.27
Hispanicity: Nueva Latina (HA2)	1,626	22.41
Hispanicity: Bi-Cultural Hispanics (HA3)	1,106	15.24
Hispanicity: Hispano (HA4)	1,104	15.22
Hispanicity: Latinoamericana (HA5)	425	5.86

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MultiCultural® | Hispanicity By Socioeconomic Status (SES)

Trade Area: 8044 Montgomery Rd - 5 mi.

2026 Estimate of Hispanic/Latino Households: 7,255

	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)	282	12.63	269	12.05	120	5.37	141	6.31	74	3.31
Hispanicity: Nueva Latina (HA2)	151	6.76	136	6.09	79	3.54	81	3.63	72	3.22
Hispanicity: Bi-Cultural Hispanics (HA3)	74	3.31	95	4.25	56	2.51	84	3.76	46	2.06
Hispanicity: Hispano (HA4)	98	4.39	99	4.43	46	2.06	49	2.19	41	1.84
Hispanicity: Latinoamericana (HA5)	40	1.79	14	0.63	35	1.57	28	1.25	22	0.98

Benchmark: USA

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MultiCultural® | Hispanicity By Lifestage

Trade Area: 8044 Montgomery Rd - 5 mi.

2026 Estimate Of Hispanic/Latino Population: 7,255

	Youngsters (Age 0-17)		College Agers (Age 18-24)		Workforce (Age 25-54)		Pre-Retirees (Age 55-64)		Retirees (Age 65+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	1,059	14.60	294	4.05	1,260	17.37	169	2.33	212	2.92
Hispanicity: Nueva Latina (HA2)	638	8.79	158	2.18	680	9.37	71	0.98	79	1.09
Hispanicity: Bi-Cultural Hispanics (HA3)	280	3.86	142	1.96	535	7.37	71	0.98	77	1.06
Hispanicity: Hispano (HA4)	396	5.46	104	1.43	476	6.56	56	0.77	72	0.99
Hispanicity: Latinoamericana (HA5)	206	2.84	33	0.46	160	2.21	15	0.21	12	0.17

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MultiCultural® | Hispanicity By Origin

Trade Area: 8044 Montgomery Rd - 5 mi.

2026 Estimate Of Hispanic/Latino Population: 7,255

	Mexicans		Puerto Ricans		Dominicans		Cubans		Central Americans		South Americans		Other Hispanics	
	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	1,027	14.16	350	4.82	79	1.09	193	2.66	433	5.97	426	5.87	486	6.70
Hispanicity: Nueva Latina (HA2)	495	6.82	330	4.55	18	0.25	68	0.94	255	3.52	302	4.16	157	2.16
Hispanicity: Bi-Cultural Hispanics (HA3)	347	4.78	125	1.72	99	1.36	64	0.88	174	2.40	187	2.58	111	1.53
Hispanicity: Hispano (HA4)	263	3.63	227	3.13	10	0.14	93	1.28	177	2.44	187	2.58	148	2.04
Hispanicity: Latinoamericana (HA5)	150	2.07	33	0.46	7	0.10	17	0.23	85	1.17	95	1.31	38	0.52

Benchmark: USA

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MultiCultural® | Hispanic Language Usage

Trade Area: 8044 Montgomery Rd - 5 mi.

Hispanic/Latino Population Age 5+: 6,573

	Value/Population	%
English Dependent (HL1)	2,142	29.52
Bi-Lingual English Preferred (HL2)	2,415	33.29
Bi-Lingual English or Spanish (HL3)	716	9.87
Bi-Lingual Spanish Preferred (HL4)	900	12.40
Spanish Dependent (HL5)	400	5.51

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MultiCultural® | Definitions

Trade Area: 8044 Montgomery Rd - 5 mi.

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

Benchmark: USA

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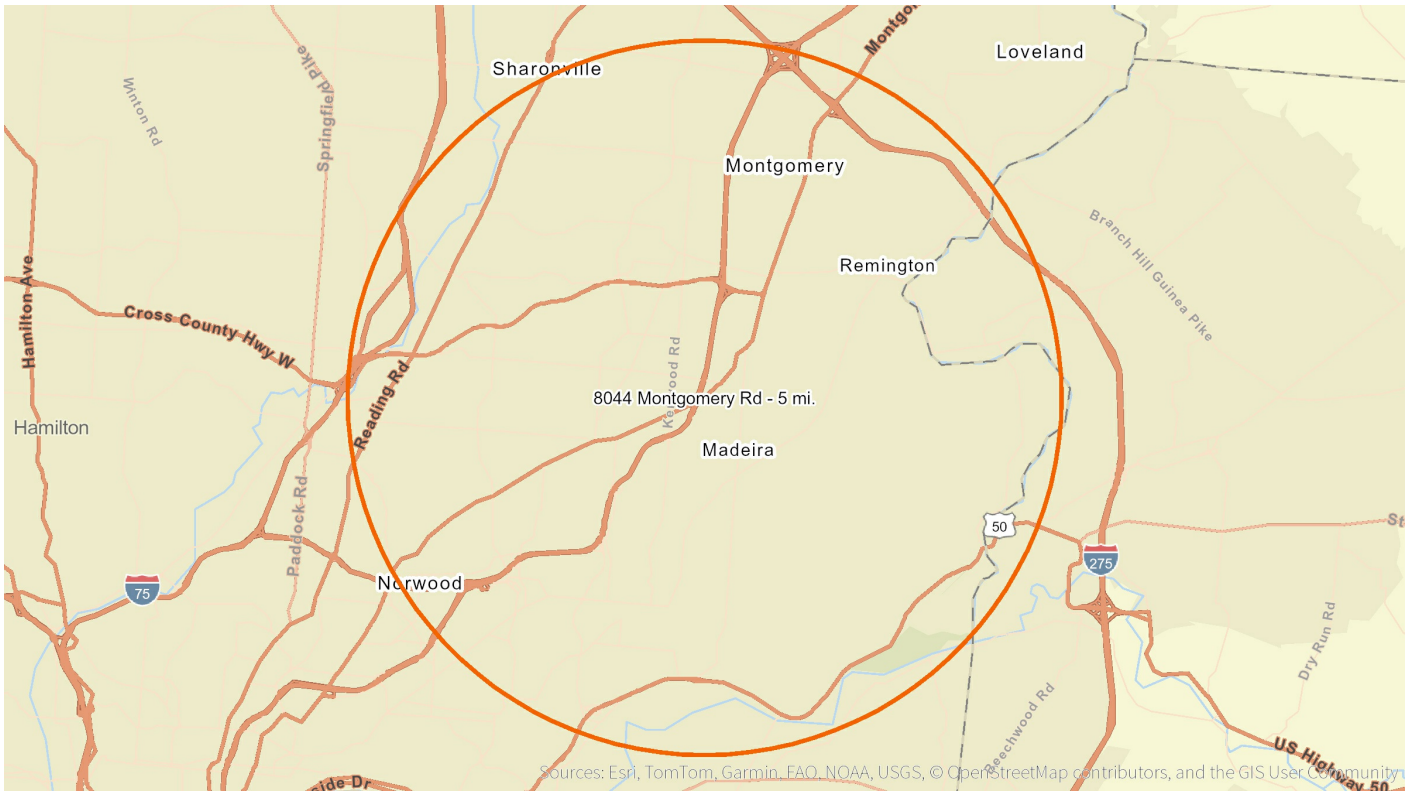
MultiCultural® | Map

Trade Area: 8044 Montgomery Rd - 5 mi.



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Benchmark: USA

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Report Details

Name: MultiCultural® Hispanicity
Date / Time: 3/5/2026 11:02:54 AM
Workspace Vintage: 2026

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
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