

Trade Area: 123 Main St - 1 mi.

	Value/Population	%
2023 Estimate: Hspanic/Latino Population	5,233	100.00
Hispanicity: Americanizado (HA1)	735	14.05
Hispanicity: Nueva Latina (HA2)	2,881	55.05
Hispanicity: Bi-Oultural Hispanics (HA3)	1,135	21.69
Hispanicity: Hispano (HA4)	248	4.74
Hspanicity: Latinoamericana (HA5)	233	4.45

Benchmark: USA

MultiCultural[®] Hispanicity By Socioeconomic Status (SES)



2023 Estimate of Hispanic/Latino Households::1,758

	Upper Class (SE	SA)	Upper-Middle Class B)	s (SES	Middle Class (SE	ES C)	Low er-Middle Cla (SES D)	ass	Lower Class (SE	ISE)
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	59	3.36	78	4.44	57	3.24	28	1.59	44	2.50
Hispanicity: Nueva Latina (HA2)	178	10.13	209	11.89	249	14.16	123	7.00	151	8.59
Hispanicity: Bi-Cultural Hispanics (HA3)	50	2.84	79	4.49	98	5.58	69	3.92	89	5.06
Hispanicity: Hispano (HA4)	11	0.63	18	1.02	31	1.76	16	0.91	36	2.05
Hispanicity: Latinoamericana (HA5)	4	0.23	5	0.28	23	1.31	12	0.68	39	2.22

Benchmark: USA



MultiCultural[®] Hispanicity By Lifestage



Trade Area: 123 Main St - 1 mi.

2023 Estimate Of Hispanic/Latino Population:5,233

	Youngsters (Age	0-17)	College Agers 18-24)	(Age	Workforce (Age 2	5-54)	Pre-Retirees (Age 5	5-64)	Retirees (Age 68	5+)
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	191	3.65	199	3.80	301	5.75	24	0.46	19	0.36
Hispanicity: Nueva Latina (HA2)	576	11.01	970	18.54	1,193	22.80	62	1.19	80	1.53
Hispanicity: Bi-Oultural Hispanics (HA3)	358	6.84	255	4.87	452	8.64	36	0.69	35	0.67
Hispanicity: Hispano (HA4)	74	1.41	55	1.05	94	1.80	14	0.27	10	0.19
Hispanicity: Latinoamericana (HA5)	66	1.26	52	0.99	99	1.89	11	0.21	5	0.10

Benchmark: USA

MultiCultural® | Hispanicity By Origin



Trade Area: 123 Main St - 1 mi.

2023 Estimate Of Hispanic/Latino Population: 5,233

	Mexicans	Ruerto Ricans	Dominicans	Cubans	Central Americans	South Americans	Other Hispanics
	Population %	Population %	Population %	Population %	Population %	Population %	Population %
Hispanicity: Americanizado (HA1)	621 11.87	23 0.44	1 0.02	1 0.02	12 0.23	35 0.67	40 0.76
Hispanicity: Nueva Latina (HA2)	2,178 41.62	89 1.70	22 0.42	39 0.74	173 3.31	206 3.94	175 3.34
Hispanicity: Bi-Cultural Hispanics (HA3)	878 16.78	14 0.27	0 0.00	7 0.13	68 1.30	104 1.99	66 1.26
Hispanicity: Hispano (HA4)	201 3.84	0 0.00	0 0.00	2 0.04	4 0.08	26 0.50	16 0.31
Hispanicity: Latinoamericana (HA5)	211 4.03	0 0.00	0 0.00	0 0.00	4 0.08	5 0.10	12 0.23

Benchmark: USA



Trade Area: 123 Main St - 1 mi.

Hispanic/Latino Population Age 5+: 4,989

	Value/Population	%
English Dependent (HL1)	1,478	28.24
Bi-Lingual English Preferred (HL2)	2,117	40.45
Bi-Lingual English or Spanish (HL3)	751	14.35
Bi-Lingual Spanish Preferred (HL4)	579	11.06
Spanish Dependent (HL5)	65	1.24

Benchmark: USA

MultiCultural® | Definitions

Trade Area: 123 Main St - 1 mi.



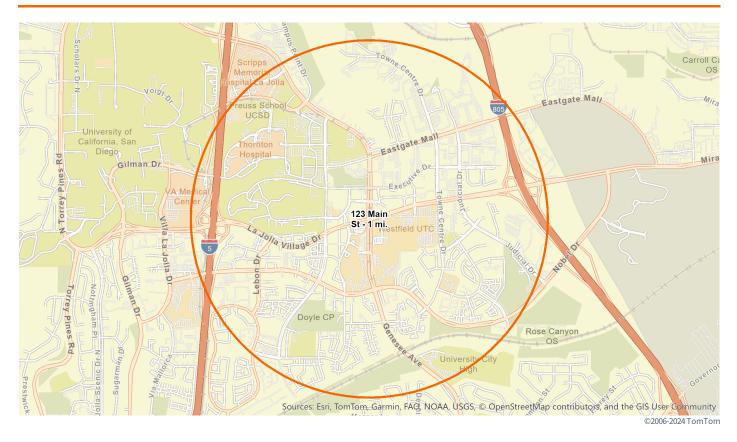
Description	Definition
Hispanicity™	Hispanicity is a CultureCode® measuring the degree to which people of Hispanic heritage in the United States retain elements of Hispanic culture while they acquire elements of American culture. The following descriptions are typical for the acculturation segments. 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.
Mddle 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-

Benchmark: USA

MultiCultural® | Map



Trade Area: 123 Main St - 1 mi.



© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024. (https://claritas.easpotlight.com/Spotlight/About/3/2023)

Benchmark: USA



Trade Area: 123 Main St - 3 mi.

	Value/Population	%
2023 Estimate: Hispanic/Latino Population	15,006	100.00
Hispanicity: Americanizado (HA1)	2,219	14.79
Hispanicity: Nueva Latina (HA2)	7,159	47.71
Hispanicity: Bi-Oultural Hispanics (HA3)	3,782	25.20
Hispanicity: Hispano (HA4)	966	6.44
Hspanicity: Latinoamericana (HA5)	879	5.86

Benchmark: USA

MultiCultural[®] Hispanicity By Socioeconomic Status (SES)



2023 Estimate of Hispanic/Latino Households::4,011

	Upper Class (SE	SA)	Upper-Middle Class B)	s (SES	Middle Class (SE	ES C)	Low er-Middle Cla (SES D)	ass	Lower Class (SE	ESE)
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	191	4.76	152	3.79	105	2.62	53	1.32	74	1.84
Hispanicity: Nueva Latina (HA2)	529	13.19	429	10.70	412	10.27	213	5.31	222	5.54
Hispanicity: Bi-Oultural Hispanics (HA3)	249	6.21	243	6.06	275	6.86	176	4.39	172	4.29
Hispanicity: Hispano (HA4)	48	1.20	47	1.17	68	1.70	45	1.12	69	1.72
Hispanicity: Latinoamericana (HA5)	29	0.72	32	0.80	58	1.45	48	1.20	71	1.77

Benchmark: USA



MultiCultural[®] Hispanicity By Lifestage



Trade Area: 123 Main St - 3 mi.

2023 Estimate Of Hispanic/Latino Population:15,006

	Youngsters (Age 0-17) Population % 545 3.63		College Agers 18-24)	s (Age	Workforce (Age 2	5-54)	Pre-Retirees (Age 5	5-64)	Retirees (Age 65	ō+)
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	545	3.63	585	3.90	848	5.65	102	0.68	140	0.93
Hispanicity: Nueva Latina (HA2)	1,338	8.92	2,801	18.67	2,421	16.13	245	1.63	355	2.37
Hispanicity: Bi-Cultural Hispanics (HA3)	1,137	7.58	691	4.61	1,462	9.74	215	1.43	277	1.85
Hispanicity: Hispano (HA4)	262	1.75	164	1.09	396	2.64	81	0.54	62	0.41
Hispanicity: Latinoamericana (HA5)	244	1.63	150	1.00	357	2.38	52	0.35	76	0.51

Benchmark: USA

MultiCultural® | Hispanicity By Origin



Trade Area: 123 Main St - 3 mi.

2023 Estimate Of Hispanic/Latino Population: 15,006

	Mexicans	Puerto Ricans	Dominicans	Cubans	Central Americans	South Americans	Other Hispanics
	Population %	Population %	Population %	Population %	Population %	Population %	Population %
Hispanicity: Americanizado (HA1)	1,723 11.48	155 1.03	10 0.07	75 0.50	31 0.21	109 0.73	116 0.77
Hispanicity: Nueva Latina (HA2)	5,350 35.65	244 1.63	61 0.41	216 1.44	327 2.18	614 4.09	348 2.32
Hispanicity: Bi-Cultural Hispanics (HA3)	2,834 18.89	98 0.65	0 0.00	64 0.43	120 0.80	436 2.91	230 1.53
Hispanicity: Hispano (HA4)	787 5.25	0 0.00	0 0.00	17 0.11	24 0.16	79 0.53	59 0.39
Hispanicity: Latinoamericana (HA5)	780 5.20	0 0.00	0 0.00	1 0.01	15 0.10	36 0.24	47 0.31

Benchmark: USA



Trade Area: 123 Main St - 3 mi.

Hispanic/Latino Population Age 5+: 14,174

	Value/Population	%
English Dependent (HL1)	3,686	24.56
Bi-Lingual English Preferred (HL2)	5,922	39.46
Bi-Lingual English or Spanish (HL3)	2,113	14.08
Bi-Lingual Spanish Preferred (HL4)	1,874	12.49
Spanish Dependent (HL5)	579	3.86

Benchmark: USA

MultiCultural® | Definitions

Trade Area: 123 Main St - 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.
Mddle 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-

Benchmark: USA

► claritas

MultiCultural® | Map

Trade Area: 123 Main St - 3 mi.



^{© 2024} Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024. (https://claritas.easpotlight.com/Spotlight/About/3/2023)

Benchmark: USA



Trade Area: 123 Main St - 5 mi.

	Value/Population	%
2023 Estimate: Hspanic/Latino Population	37,795	100.00
Hispanicity: Americanizado (HA1)	6,297	16.66
Hispanicity: Nueva Latina (HA2)	16,150	42.73
Hispanicity: Bi-Oultural Hispanics (HA3)	9,819	25.98
Hispanicity: Hispano (HA4)	2,991	7.91
Hspanicity: Latinoamericana (HA5)	2,538	6.71

Benchmark: USA

MultiCultural[®] Hispanicity By Socioeconomic Status (SES)



Trade Area: 123 Main St - 5 mi.

2023 Estimate of Hispanic/Latino Households::9,677

	Upper Class (SE	SA)	Upper-Mddle Class B)	(SES	Mddle Class (SE	6 C)	Low er-Middle Class D)	(SES	Lower Class (SE	SE)
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	528	5.46	394	4.07	254	2.63	129	1.33	169	1.75
Hispanicity: Nueva Latina (HA2)	1,260	13.02	967	9.99	924	9.55	449	4.64	378	3.91
Hispanicity: Bi-Oultural Hispanics (HA3)	606	6.26	677	7.00	726	7.50	440	4.55	398	4.11
Hispanicity: Hispano (HA4)	160	1.65	150	1.55	167	1.73	111	1.15	142	1.47
Hispanicity: Latinoamericana (HA5)	89	0.92	90	0.93	155	1.60	132	1.36	179	1.85

Benchmark: USA

MultiCultural[®] Hispanicity By Lifestage



Trade Area: 123 Main St - 5 mi.

2023 Estimate Of Hispanic/Latino Population:37,795

	Youngsters (Age	sters (Age 0-17) College Agers (Age 18-24)		Workforce (Age 2	5-54)	Pre-Retirees (Age 5	5-64)	Retirees (Age 65	5+)	
	Population	%	Population	%	Population	%	Population	%	Population	%
Hispanicity: Americanizado (HA1)	1,798	4.76	1,174	3.11	2,546	6.74	338	0.89	440	1.16
Hispanicity: Nueva Latina (HA2)	3,833	10.14	4,691	12.41	6,029	15.95	707	1.87	891	2.36
Hispanicity: Bi-Cultural Hispanics (HA3)	3,056	8.09	1,417	3.75	4,000	10.58	630	1.67	716	1.89
Hispanicity: Hispano (HA4)	917	2.43	373	0.99	1,277	3.38	223	0.59	199	0.53
Hispanicity: Latinoamericana (HA5)	746	1.97	309	0.82	1,101	2.91	154	0.41	228	0.60

Benchmark: USA

MultiCultural® | Hispanicity By Origin



Trade Area: 123 Main St - 5 mi.

2023 Estimate Of Hispanic/Latino Population: 37,795

	Mexicans	Puerto Ricans	Dominicans	Cubans	Central Americans	South Americans	Other Hispanics
	Population %	Population %	Population %	Population %	Population %	Population %	Population %
Hispanicity: Americanizado (HA1)	4,783 12.65	596 1.58	13 0.03	99 0.26	125 0.33	307 0.81	374 0.99
Hispanicity: Nueva Latina (HA2)	11,434 30.25	907 2.40	150 0.40	461 1.22	935 2.47	1,341 3.55	923 2.44
Hispanicity: Bi-Oultural Hispanics (HA3)	7,511 19.87	247 0.65	11 0.03	106 0.28	400 1.06	956 2.53	589 1.56
Hispanicity: Hispano (HA4)	2,475 6.55	16 0.04	6 0.02	37 0.10	122 0.32	147 0.39	187 0.49
Hispanicity: Latinoamericana (HA5)	2,230 5.90	5 0.01	2 0.01	7 0.02	83 0.22	57 0.15	155 0.41

Benchmark: USA



Trade Area: 123 Main St - 5 mi.

Hispanic/Latino Population Age 5+: 35,170

	Value/Population	%
English Dependent (HL1)	9,887	26.16
Bi-Lingual English Preferred (HL2)	13,589	35.95
Bi-Lingual English or Spanish (HL3)	4,985	13.19
Bi-Lingual Spanish Preferred (HL4)	4,848	12.83
Spanish Dependent (HL5)	1,861	4.92

Benchmark: USA

MultiCultural® | Definitions

Trade Area: 123 Main St - 5 mi.



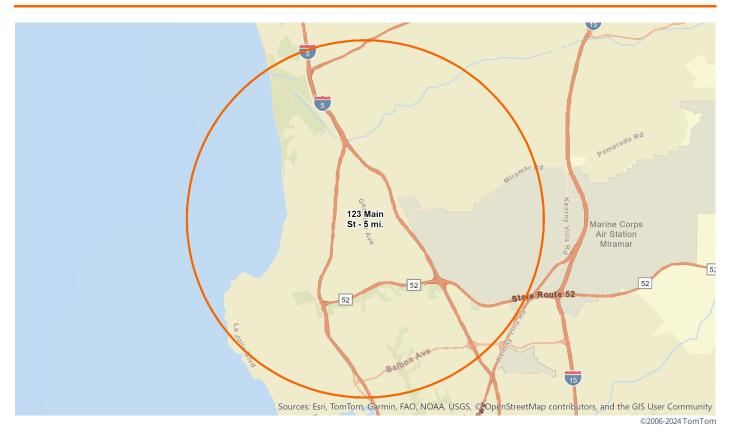
Description	Definition
Hispanicity™	Hispanicity is a CultureCode® measuring the degree to which people of Hispanic heritage in the United States retain elements of Hispanic culture while they acquire elements of American culture. The following descriptions are typical for the acculturation segments. 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.
Mddle 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-

Benchmark: USA



MultiCultural® | Map

Trade Area: 123 Main St - 5 mi.



^{© 2024} Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024. (https://claritas.easpotlight.com/Spotlight/About/3/2023)

Benchmark: USA

Report Details

Name: Date / Time: Workspace Vintage: MultiCultural® Hispanicity 2/26/2024 7:29:17 PM 2023

Trade Area

Name	Level	Geographies
123 Main St - 1 mi.		N/A
123 Main St - 3 mi.		N/A
123 Main St - 5 mi.		N/A

Benchmark

Name	Level	Geographies		
USA	Entire US	United States		
DataSource				
Product	Provider	Copyright		
Claritas Culture Codes	Claritas	as ©Claritas, LLC 2024 (https://claritas.easpotlight.com/Spotligh		