Multicultural Mosaic

14% of U.S. Population | 1% of Nebraska Population

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.

How can you encourage response?

Predicted Self-Response

Share of Self-Response Online

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

- Reads a similar number of newspapers in a 28-day period.
- Reads a similar number of magazines in a month.
- Drives 13% fewer miles in a car or truck in a 7-day period.
- Listens to a similar number of half-hours of radio in a week.
- Views a similar number of half-hours of TV in a week.
- Uses a similar number of hours of internet in a week.

Source: https://www2.census.gov/programssurveys/decennial/2020/program-management/censusresearch/censustracts/segment-profile-7-multicultural-mosaic.pdf