

# MOSAIC GROUP POPULATION PROFILE

2000 Census, 2008 Estimates

Calculated using Proportional Block Groups

Prepared For  
Your Company



Lat/Lon: 33.3054/-111.911181

November 2009

RMosaic1

| Your Site<br>Anytown, USA                 | 1.00 mi radius        | 3.00 mi radius        | 5.00 mi radius        | 10.00 mi radius       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>2008 Estimated Population</b>          | <b>16,135</b>         | <b>94,859</b>         | <b>282,848</b>        | <b>892,507</b>        |
| 2000 Census Population                    | 13,658                | 81,946                | 230,384               | 718,692               |
| 2013 Projected Population                 | 17,865                | 104,551               | 318,853               | 1,005,133             |
| 2008 Est. Per Capita Income               | \$27,872              | \$31,806              | \$29,242              | \$26,158              |
| 2008 Est. Median Household Income         | \$78,751              | \$85,640              | \$76,123              | \$67,968              |
| <b>MOSAIC Population Groups</b>           |                       |                       |                       |                       |
| <b>Group A ~ Affluent Suburbia</b>        | <b>Dominant Group</b> | <b>Dominant Group</b> | <b>Dominant Group</b> | <b>Dominant Group</b> |
| Estimated Population                      | 8,429                 | 53,498                | 112,419               | 316,927               |
| Percentage of Total Population            | 52.2%                 | 56.4%                 | 39.7%                 | 35.5%                 |
| <b>Group B ~ Upscale America</b>          |                       |                       |                       |                       |
| Estimated Population                      | 2,856                 | 18,537                | 58,894                | 139,010               |
| Percentage of Total Population            | 17.7%                 | 19.5%                 | 20.8%                 | 15.6%                 |
| <b>Group C ~ Small-town Contentment</b>   |                       |                       |                       |                       |
| Estimated Population                      | 4,741                 | 14,072                | 50,402                | 85,609                |
| Percentage of Total Population            | 29.4%                 | 14.8%                 | 17.8%                 | 9.6%                  |
| <b>Group D ~ Blue-collar Backbone</b>     |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 0                     | 1,840                 | 31,269                |
| Percentage of Total Population            | 0%                    | 0%                    | 0.7%                  | 3.5%                  |
| <b>Group E ~ American Diversity</b>       |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 0                     | 3,175                 | 32,240                |
| Percentage of Total Population            | 0%                    | 0%                    | 1.1%                  | 3.6%                  |
| <b>Group F ~ Metro Fringe</b>             |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 0                     | 4,805                 | 38,149                |
| Percentage of Total Population            | 0%                    | 0%                    | 1.7%                  | 4.3%                  |
| <b>Group G ~ Remote America</b>           |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 0                     | 1,504                 | 3,744                 |
| Percentage of Total Population            | 0%                    | 0%                    | 0.5%                  | 0.4%                  |
| <b>Group H ~ Aspiring Contemporaries</b>  |                       |                       |                       |                       |
| Estimated Population                      | 109                   | 8,735                 | 28,604                | 95,195                |
| Percentage of Total Population            | 0.7%                  | 9.2%                  | 10.1%                 | 10.7%                 |
| <b>Group I ~ Rural Villages and Farms</b> |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 0                     | 0                     | 1,928                 |
| Percentage of Total Population            | 0%                    | 0%                    | 0%                    | 0.2%                  |
| <b>Group J ~ Struggling Societies</b>     |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 16                    | 11,972                | 74,804                |
| Percentage of Total Population            | 0%                    | 0.0%                  | 4.2%                  | 8.4%                  |
| <b>Group K ~ Urban Essence</b>            |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 0                     | 9,233                 | 69,932                |
| Percentage of Total Population            | 0%                    | 0%                    | 3.3%                  | 7.8%                  |
| <b>Group L ~ Varying Lifestyles</b>       |                       |                       |                       |                       |
| Estimated Population                      | 0                     | 0                     | 0                     | 3,701                 |
| Percentage of Total Population            | 0%                    | 0%                    | 0%                    | 0.4%                  |

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