

# 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 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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