

MOSAIC GROUP SEGMENTATION PROFILE

2000 Census, 2008 Estimates

Calculated using Proportional Block Groups

Prepared For
Your Company



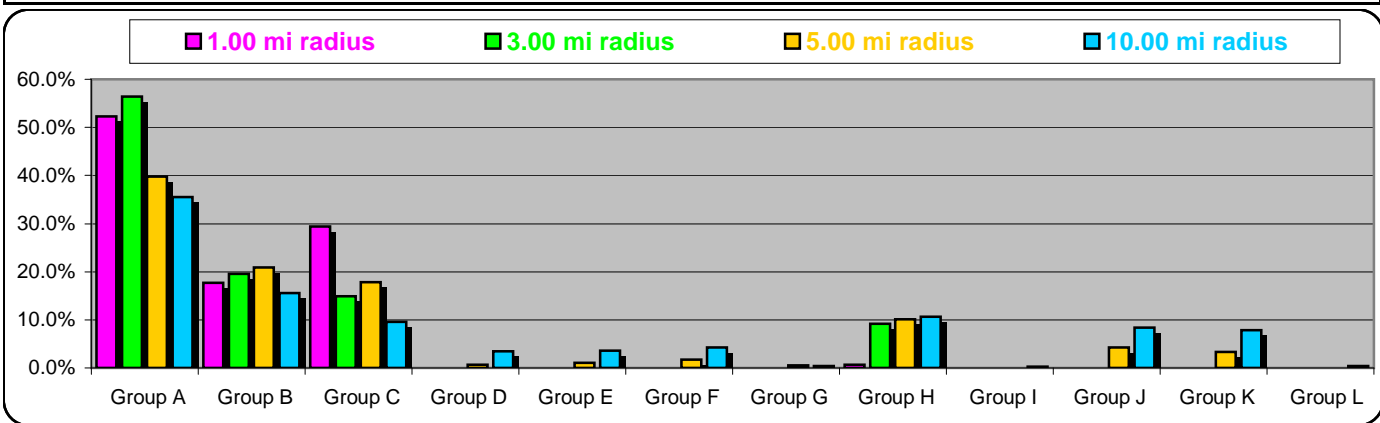
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November 2009

RMosaic1g

Your Site Anytown, USA	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
2008 Estimated Population	16,135	94,859	282,848	892,507
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 Population Income	\$78,751	\$85,640	\$76,123	\$67,968

MOSAIC Population Groups		1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Group A ~ Affluent Suburbia				Dominant Group		Dominant Group		Dominant Group	
Estimated Population	8,429	52.2%	53,498	56.4%	112,419	39.7%	316,927	35.5%	
Group B ~ Upscale America									
Estimated Population	2,856	17.7%	18,537	19.5%	58,894	20.8%	139,010	15.6%	
Group C ~ Small-town Contentment									
Estimated Population	4,741	29.4%	14,072	14.8%	50,402	17.8%	85,609	9.6%	
Group D ~ Blue-collar Backbone									
Estimated Population	0	0%	0	0%	1,840	0.7%	31,269	3.5%	
Group E ~ American Diversity									
Estimated Population	0	0%	0	0%	3,175	1.1%	32,240	3.6%	
Group F ~ Metro Fringe									
Estimated Population	0	0%	0	0%	4,805	1.7%	38,149	4.3%	
Group G ~ Remote America									
Estimated Population	0	0%	0	0%	1,504	0.5%	3,744	0.4%	
Group H ~ Aspiring Contemporaries									
Estimated Population	109	0.7%	8,735	9.2%	28,604	10.1%	95,195	10.7%	
Group I ~ Rural Villages and Farms									
Estimated Population	0	0%	0	0%	0	0%	1,928	0.2%	
Group J ~ Struggling Societies									
Estimated Population	0	0%	16	0.0%	11,972	4.2%	74,804	8.4%	
Group K ~ Urban Essence									
Estimated Population	0	0%	0	0%	9,233	3.3%	69,932	7.8%	
Group L ~ Varying Lifestyles									
Estimated Population	0	0%	0	0%	0	0%	3,701	0.4%	



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