

MOSAIC POPULATION PROFILE

2000 Census, 2008 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company



Lat/Lon: 33.3054/-111.911181

November 2009

RMosaic2

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
Historical Annual Growth (2000 to 2008)	2.3%	2.0%	2.8%	3.0%
Projected Annual Growth (2008 to 2013)	2.1%	2.0%	2.5%	2.5%
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

MOSAIC Groups and Clusters	Population		% Total		Population		% Total		Population		% Total	
Group A ~ Affluent Suburbia	8,429	52.2%	53,498	56.4%	112,419	39.7%	316,927	35.5%				
A01 America's Wealthiest	0	0.0%	0	0.0%	0	0.0%	2,300	0.3%				
A02 Dream Weavers	0	0.0%	6,958	7.3%	10,746	3.8%	32,068	3.6%				
A03 White-collar Suburbia	0	0.0%	5,711	6.0%	5,711	2.0%	5,711	0.6%				
A04 Upscale Suburbanites	0	0.0%	0	0.0%	0	0.0%	0	0.0%				
A05 Enterprising Couples	0	0.0%	738	0.8%	980	0.3%	4,068	0.5%				
A06 Small-town Success	0	0.0%	3,115	3.3%	19,101	6.8%	30,586	3.4%				
A07 New Suburbia Families	8,429	52.2%	36,976	39.0%	75,881	26.8%	242,194	27.1%				
Group B ~ Upscale America	2,856	17.7%	18,537	19.5%	58,894	20.8%	139,010	15.6%				
B01 Status-conscious Consumers	0	0.0%	3,939	4.2%	11,263	4.0%	21,904	2.5%				
B02 Affluent Urban Professionals	0	0.0%	0	0.0%	0	0.0%	0	0.0%				
B03 Urban Commuter Families	0	0.0%	0	0.0%	7,561	2.7%	19,795	2.2%				
B04 Solid Suburban Life	795	4.9%	10,066	10.6%	23,938	8.5%	33,083	3.7%				
B05 Second-generation Success	2,061	12.8%	4,532	4.8%	15,367	5.4%	61,224	6.9%				
B06 Successful Suburbia	0	0.0%	0	0.0%	766	0.3%	3,003	0.3%				
Group C ~ Small-town Contentment	4,741	29.4%	14,072	14.8%	50,402	17.8%	85,609	9.6%				
C01 Second City Homebodies	0	0.0%	0	0.0%	0	0.0%	5,694	0.6%				
C02 Prime Middle America	0	0.0%	0	0.0%	2,119	0.7%	5,095	0.6%				
C03 Suburban Optimists	4,741	29.4%	14,059	14.8%	47,982	17.0%	73,976	8.3%				
C04 Family Convenience	0	0.0%	13	0.0%	21	0.0%	41	0.0%				
C05 Mid-market Enterprise	0	0.0%	0	0.0%	280	0.1%	803	0.1%				
Group D ~ Blue-collar Backbone	0	0.0%	0	0.0%	1,840	0.7%	31,269	3.5%				
D01 Nuevo Hispanic Families	0	0.0%	0	0.0%	1,840	0.7%	4,072	0.5%				
D02 Working Rural Communities	0	0.0%	0	0.0%	0	0.0%	0	0.0%				
D03 Lower-income Essentials	0	0.0%	0	0.0%	0	0.0%	0	0.0%				
D04 Small-town Endeavors	0	0.0%	0	0.0%	0	0.0%	27,197	3.0%				
Group E ~ American Diversity	0	0.0%	0	0.0%	3,175	1.1%	32,240	3.6%				
E01 Ethnic Urban Mix	0	0.0%	0	0.0%	0	0.0%	9	0.0%				
E02 Urban Blues	0	0.0%	0	0.0%	0	0.0%	1,522	0.2%				
E03 Professional Urbanites	0	0.0%	0	0.0%	2,546	0.9%	14,997	1.7%				
E04 Suburban Advantage	0	0.0%	0	0.0%	0	0.0%	0	0.0%				
E05 American Great Outdoors	0	0.0%	0	0.0%	0	0.0%	3,713	0.4%				
E06 Mature America	0	0.0%	0	0.0%	630	0.2%	11,999	1.3%				

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Group F ~ Metro Fringe	0	0.0%	0	0.0%	4,805	1.7%	38,149	4.3%
F01 Steadfast Conservative	0	0.0%	0	0.0%	1,459	0.5%	4,219	0.5%
F02 Moderate Conventionalists	0	0.0%	0	0.0%	0	0.0%	19,320	2.2%
F03 Southern Blues	0	0.0%	0	0.0%	772	0.3%	1,699	0.2%
F04 Urban Grit	0	0.0%	0	0.0%	2,574	0.9%	12,912	1.4%
F05 Grass-roots Living	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Group G ~ Remote America	0	0.0%	0	0.0%	1,504	0.5%	3,744	0.4%
G01 Hardy Rural Families	0	0.0%	0	0.0%	0	0.0%	0	0.0%
G02 Rural Southern Living	0	0.0%	0	0.0%	1,504	0.5%	1,504	0.2%
G03 Coal and Crops	0	0.0%	0	0.0%	0	0.0%	0	0.0%
G04 Native Americana	0	0.0%	0	0.0%	0	0.0%	2,240	0.3%
Group H ~ Aspiring Contemporaries	109	0.7%	8,735	9.2%	28,604	10.1%	95,195	10.7%
H01 Young Cosmopolitans	109	0.7%	556	0.6%	4,127	1.5%	12,518	1.4%
H02 Minority Metro Communities	0	0.0%	0	0.0%	0	0.0%	561	0.1%
H03 Stable Careers	0	0.0%	5,565	5.9%	18,799	6.6%	48,812	5.5%
H04 Aspiring Hispania	0	0.0%	2,614	2.8%	5,678	2.0%	33,304	3.7%
Group I ~ Rural Villages and Farms	0	0.0%	0	0.0%	0	0.0%	1,928	0.2%
I01 Industrious Country Living	0	0.0%	0	0.0%	0	0.0%	0	0.0%
I02 America's Farmlands	0	0.0%	0	0.0%	0	0.0%	0	0.0%
I03 Comfy Country Living	0	0.0%	0	0.0%	0	0.0%	1,928	0.2%
I04 Small-town Connections	0	0.0%	0	0.0%	0	0.0%	0	0.0%
I05 Hinterland Families	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Group J ~ Struggling Societies	0	0.0%	16	0.0%	11,972	4.2%	74,804	8.4%
J01 Rugged Rural Style	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J02 Latino Nuevo	0	0.0%	16	0.0%	11,965	4.2%	54,943	6.2%
J03 Struggling City Centers	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J04 College Town Communities	0	0.0%	0	0.0%	7	0.0%	19,861	2.2%
J05 Metro Beginnings	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Group K ~ Urban Essence	0	0.0%	0	0.0%	9,233	3.3%	69,932	7.8%
K01 Unattached Multicultures	0	0.0%	0	0.0%	2,133	0.8%	7,391	0.8%
K02 Academic Influences	0	0.0%	0	0.0%	0	0.0%	0	0.0%
K03 African-American Neighborhoods	0	0.0%	0	0.0%	0	0.0%	1,015	0.1%
K04 Urban Diversity	0	0.0%	0	0.0%	7,100	2.5%	61,526	6.9%
K05 New Generation Activists	0	0.0%	0	0.0%	0	0.0%	0	0.0%
K06 Getting By	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Group L ~ Varying Lifestyles	0	0.0%	0	0.0%	0	0.0%	3,701	0.4%
L01 Military Family Life	0	0.0%	0	0.0%	0	0.0%	0	0.0%
L02 Major University Towns	0	0.0%	0	0.0%	0	0.0%	3,701	0.4%
L03 Gray Perspectives	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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