

MOSAIC SEGMENTATION PROFILE

2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.3053/-111.9115

RMOSAIC1

Your Site	1 mi radius	3 mi radius	5 mi radius	10 min drivetime
Anytown, USA				
Estimated Households (2011)	4,909	32,508	96,026	106,755
Projected Households (2016)	5,279	35,561	105,318	116,727
Census Households (2010)	4,827	32,032	93,748	104,259
Estimated Average Household Income (2011)	\$92,414	\$99,344	\$86,769	\$85,315
Estimated Median Household Income (2011)	\$78,426	\$82,395	\$71,891	\$70,592
MOSAIC Household Groups (2011)				
Group A ~ Affluent Suburbia	Dominant Group	Dominant Group	Dominant Group	Dominant Group
Estimated Households	2,264	16,278	36,229	36,405
Percentage of Total Households	46.1%	50.1%	37.7%	34.1%
Group B ~ Upscale America				
Estimated Households	852	7,270	23,211	28,003
Percentage of Total Households	17.4%	22.4%	24.2%	26.2%
Group C ~ Small-town Contentment				
Estimated Households	1,646	4,769	13,217	14,777
Percentage of Total Households	33.5%	14.7%	13.8%	13.8%
Group D ~ Blue-collar Backbone				
Estimated Households	-	-	48	304
Percentage of Total Households	-	-	-	0.3%
Group E ~ American Diversity				
Estimated Households	-	-	1,796	1,795
Percentage of Total Households	-	-	1.9%	1.7%
Group F ~ Metro Fringe				
Estimated Households	-	-	1,428	2,260
Percentage of Total Households	-	-	1.5%	2.1%
Group G ~ Remote America				
Estimated Households	-	-	528	528
Percentage of Total Households	-	-	0.5%	0.5%
Group H ~ Aspiring Contemporaries				
Estimated Households	146	4,188	13,400	15,616
Percentage of Total Households	3.0%	12.9%	14.0%	14.6%
Group I ~ Rural Villages and Farms				
Estimated Households	-	-	-	971
Percentage of Total Households	-	-	-	0.9%
Group J ~ Struggling Societies				
Estimated Households	-	2	3,892	3,577
Percentage of Total Households	-	-	4.1%	3.4%
Group K ~ Urban Essence				
Estimated Households	-	-	2,278	2,520
Percentage of Total Households	-	-	2.4%	2.4%
Group L ~ Varying Lifestyles				
Estimated Households	-	-	-	-
Percentage of Total Households	-	-	-	-

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