

MOSAIC SEGMENTATION 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
2008 Estimated Households	5,282	32,027	97,319	303,069
2000 Census Households	4,751	29,420	83,749	261,304
2013 Projected Households	5,671	34,252	106,754	331,022
2008 Est. Average Household Income	\$85,137	\$93,403	\$84,131	\$76,039
2008 Est. Median Household Income	\$78,751	\$85,640	\$76,123	\$67,968
MOSAIC Household Groups				
Group A ~ Affluent Suburbia	Dominant Group	Dominant Group	Dominant Group	Dominant Group
Estimated Households	2,552	16,826	36,313	97,897
Percentage of Total Households	48.3%	52.5%	37.3%	32.3%
Group B ~ Upscale America				
Estimated Households	994	6,874	21,851	47,726
Percentage of Total Households	18.8%	21.5%	22.5%	15.7%
Group C ~ Small-town Contentment				
Estimated Households	1,687	5,049	17,614	30,086
Percentage of Total Households	31.9%	15.8%	18.1%	9.9%
Group D ~ Blue-collar Backbone				
Estimated Households	0	0	385	11,644
Percentage of Total Households	0%	0%	0.4%	3.8%
Group E ~ American Diversity				
Estimated Households	0	0	1,627	16,104
Percentage of Total Households	0%	0%	1.7%	5.3%
Group F ~ Metro Fringe				
Estimated Households	0	0	1,417	12,407
Percentage of Total Households	0%	0%	1.5%	4.1%
Group G ~ Remote America				
Estimated Households	0	0	489	1,113
Percentage of Total Households	0%	0%	0.5%	0.4%
Group H ~ Aspiring Contemporaries				
Estimated Households	49	3,273	11,535	36,910
Percentage of Total Households	0.9%	10.2%	11.9%	12.2%
Group I ~ Rural Villages and Farms				
Estimated Households	0	0	0	937
Percentage of Total Households	0%	0%	0%	0.3%
Group J ~ Struggling Societies				
Estimated Households	0	5	3,028	22,867
Percentage of Total Households	0%	0.0%	3.1%	7.5%
Group K ~ Urban Essence				
Estimated Households	0	0	3,060	24,918
Percentage of Total Households	0%	0%	3.1%	8.2%
Group L ~ Varying Lifestyles				
Estimated Households	0	0	0	461
Percentage of Total Households	0%	0%	0%	0.2%

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