

MOSAIC SEGMENTATION PROFILE

2000 Census, 2008 Estimates

Calculated using Proportional Block Groups

Prepared For
Your Company



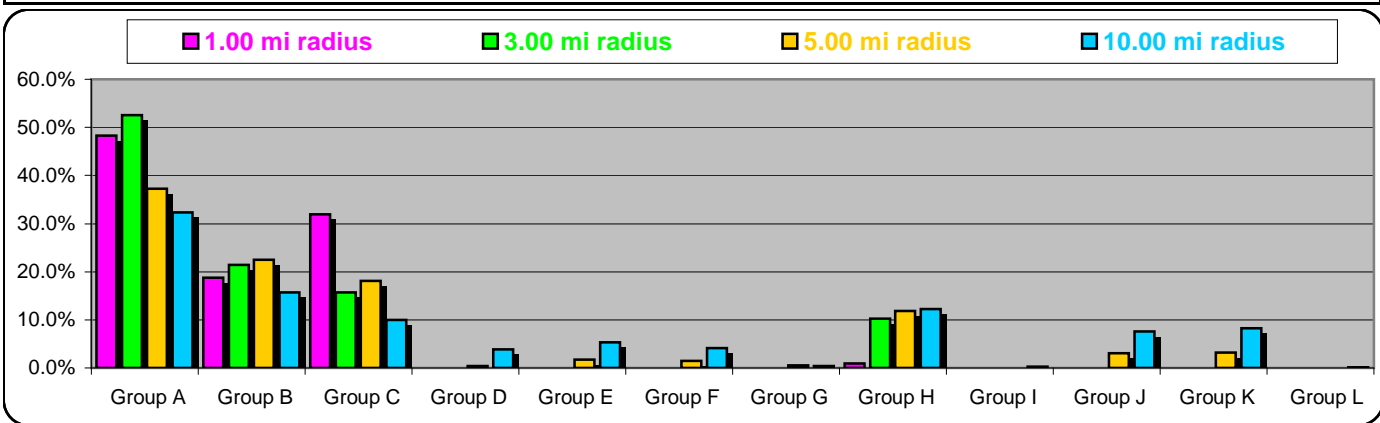
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November 2009

RMosaic1g

Your Site Anytown, USA	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
2008 Estimated 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	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
Group A ~ Affluent Suburbia Estimated Households	Dominant Group 2,552 48.3%	Dominant Group 16,826 52.5%	Dominant Group 36,313 37.3%	Dominant Group 97,897 32.3%
Group B ~ Upscale America Estimated Households	994 18.8%	6,874 21.5%	21,851 22.5%	47,726 15.7%
Group C ~ Small-town Contentment Estimated Households	1,687 31.9%	5,049 15.8%	17,614 18.1%	30,086 9.9%
Group D ~ Blue-collar Backbone Estimated Households	0 0%	0 0%	385 0.4%	11,644 3.8%
Group E ~ American Diversity Estimated Households	0 0%	0 0%	1,627 1.7%	16,104 5.3%
Group F ~ Metro Fringe Estimated Households	0 0%	0 0%	1,417 1.5%	12,407 4.1%
Group G ~ Remote America Estimated Households	0 0%	0 0%	489 0.5%	1,113 0.4%
Group H ~ Aspiring Contemporaries Estimated Households	49 0.9%	3,273 10.2%	11,535 11.9%	36,910 12.2%
Group I ~ Rural Villages and Farms Estimated Households	0 0%	0 0%	0 0%	937 0.3%
Group J ~ Struggling Societies Estimated Households	0 0%	5 0.0%	3,028 3.1%	22,867 7.5%
Group K ~ Urban Essence Estimated Households	0 0%	0 0%	3,060 3.1%	24,918 8.2%
Group L ~ Varying Lifestyles Estimated Households	0 0%	0 0%	0 0%	461 0.2%



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