

# MOSAIC SEGMENTATION PROFILE

2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.3053/-111.9115

RMOSAIC2

Your Site	1 mi radius		3 mi radius		5 mi radius		10 min drivetime	
<b>Anytown, USA</b>								
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	
Projected Annual Growth (2011 to 2016)	1.5%		1.9%		1.9%		1.9%	
Historical Annual Growth (2010 to 2011)	1.7%		1.5%		2.4%		2.4%	
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	
<b>MOSAIC Groups and Clusters (2011)</b>								
<b>Group A ~ Affluent Suburbia</b>	2,264	46.1%	16,278	50.1%	36,229	37.7%	36,405	34.1%
A01 America's Wealthiest	-	-	-	-	-	-	-	-
A02 Dream Weavers	-	-	2,206	6.8%	3,254	3.4%	3,888	3.6%
A03 White-Collar Suburbia	-	-	1,908	5.9%	1,908	2.0%	1,908	1.8%
A04 Upscale Suburbanites	-	-	-	-	-	-	-	-
A05 Enterprising Couples	-	-	262	0.8%	349	0.4%	349	0.3%
A06 Small-Town Success	-	-	983	3.0%	6,309	6.6%	6,472	6.1%
A07 New Suburbia Families	2,264	46.1%	10,920	33.6%	24,409	25.4%	23,788	22.3%
<b>Group B ~ Upscale America</b>	852	17.4%	7,270	22.4%	23,211	24.2%	28,003	26.2%
B01 Status-Conscious Consumers	-	-	1,494	4.6%	4,446	4.6%	5,065	4.7%
B02 Affluent Urban Professionals	-	-	-	-	-	-	-	-
B03 Urban Commuter Families	-	-	-	-	2,642	2.8%	6,377	6.0%
B04 Solid Suburban Life	168	3.4%	4,136	12.7%	10,476	10.9%	10,519	9.9%
B05 Second-Generation Success	684	13.9%	1,641	5.0%	5,397	5.6%	5,633	5.3%
B06 Successful Suburbia	-	-	-	-	249	0.3%	409	0.4%
<b>Group C ~ Small-Town Contentment</b>	1,646	33.5%	4,769	14.7%	13,217	13.8%	14,777	13.8%
C01 Second City Homebodies	-	-	-	-	-	-	674	0.6%
C02 Prime Middle America	-	-	-	-	791	0.8%	792	0.7%
C03 Suburban Optimists	1,646	33.5%	4,766	14.7%	12,206	12.7%	13,107	12.3%
C04 Family Convenience	-	-	3	-	5	-	5	-
C05 Mid-Market Enterprise	-	-	-	-	216	0.2%	200	0.2%
<b>Group D ~ Blue-Collar Backbone</b>	-	-	-	-	48	-	304	0.3%
D01 Nuevo Hispanic Families	-	-	-	-	48	-	48	-
D02 Working Rural Communities	-	-	-	-	-	-	-	-
D03 Lower-Income Essentials	-	-	-	-	-	-	-	-
D04 Small-Town Endeavors	-	-	-	-	-	-	256	0.2%
<b>Group E ~ American Diversity</b>	-	-	-	-	1,796	1.9%	1,795	1.7%
E01 Ethnic Urban Mix	-	-	-	-	-	-	-	-
E02 Urban Blues	-	-	-	-	-	-	-	-
E03 Professional Urbanites	-	-	-	-	1,486	1.5%	1,490	1.4%
E04 Suburban Advantage	-	-	-	-	-	-	-	-
E05 American Great Outdoors	-	-	-	-	-	-	-	-
E06 Mature America	-	-	-	-	310	0.3%	305	0.3%

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<b>Group F ~ Metro Fringe</b>	-	-	-	-	1,428	1.5%	2,260	2.1%
F01 Steadfast Conservative	-	-	-	-	453	0.5%	453	0.4%
F02 Moderate Conventionalists	-	-	-	-	-	-	832	0.8%
F03 Southern Blues	-	-	-	-	288	0.3%	288	0.3%
F04 Urban Grit	-	-	-	-	687	0.7%	687	0.6%
F05 Grass-Roots Living	-	-	-	-	-	-	-	-
<b>Group G ~ Remote America</b>	-	-	-	-	528	0.5%	528	0.5%
G01 Hardy Rural Families	-	-	-	-	-	-	-	-
G02 Rural Southern Living	-	-	-	-	528	0.5%	528	0.5%
G03 Coal and Crops	-	-	-	-	-	-	-	-
G04 Native Americana	-	-	-	-	-	-	-	-
<b>Group H ~ Aspiring Contemporaries</b>	146	3.0%	4,188	12.9%	13,400	14.0%	15,616	14.6%
H01 Young Cosmopolitans	143	2.9%	526	1.6%	2,047	2.1%	2,444	2.3%
H02 Minority Metro Communities	-	-	-	-	-	-	-	-
H03 Stable Careers	3	0.1%	3,159	9.7%	8,833	9.2%	10,376	9.7%
H04 Aspiring Hispania	-	-	503	1.5%	2,519	2.6%	2,796	2.6%
<b>Group I ~ Rural Villages and Farms</b>	-	-	-	-	-	-	971	0.9%
I01 Industrious Country Living	-	-	-	-	-	-	-	-
I02 America's Farmlands	-	-	-	-	-	-	-	-
I03 Comfy Country Living	-	-	-	-	-	-	971	0.9%
I04 Small-Town Connections	-	-	-	-	-	-	-	-
I05 Hinterland Families	-	-	-	-	-	-	-	-
<b>Group J ~ Struggling Societies</b>	-	-	2	-	3,892	4.1%	3,577	3.4%
J01 Rugged Rural Style	-	-	-	-	-	-	-	-
J02 Latino Nuevo	-	-	2	-	3,169	3.3%	2,970	2.8%
J03 Struggling City Centers	-	-	-	-	-	-	-	-
J04 College Town Communities	-	-	-	-	723	0.8%	607	0.6%
J05 Metro Beginnings	-	-	-	-	-	-	-	-
<b>Group K ~ Urban Essence</b>	-	-	-	-	2,278	2.4%	2,520	2.4%
K01 Unattached Multicultures	-	-	-	-	-	-	-	-
K02 Academic Influences	-	-	-	-	-	-	-	-
K03 African-American Neighborhoods	-	-	-	-	-	-	-	-
K04 Urban Diversity	-	-	-	-	2,278	2.4%	2,520	2.4%
K05 New Generation Activists	-	-	-	-	-	-	-	-
K06 Getting By	-	-	-	-	-	-	-	-
<b>Group L ~ Varying Lifestyles</b>	-	-	-	-	-	-	-	-
L01 Military Family Life	-	-	-	-	-	-	-	-
L02 Major University Towns	-	-	-	-	-	-	-	-
L03 Gray Perspectives	-	-	-	-	-	-	-	-

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