

# MOSAIC SEGMENTATION 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
<b>2008 Estimated Households</b>	<b>5,282</b>	<b>32,027</b>	<b>97,319</b>	<b>303,069</b>
2000 Census Households	4,751	29,420	83,749	261,304
2013 Projected Households	5,671	34,252	106,754	331,022
Historical Annual Growth (2000 to 2008)	1.4%	1.1%	2.0%	2.0%
Projected Annual Growth (2008 to 2013)	1.5%	1.4%	1.9%	1.8%
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 Groups and Clusters	Households		% Total		Households		% Total		Households		% Total		Households		% Total	
<b>Group A ~ Affluent Suburbia</b>	<b>2,552</b>	<b>48.3%</b>	<b>16,826</b>	<b>52.5%</b>	<b>36,313</b>	<b>37.3%</b>	<b>97,897</b>	<b>32.3%</b>								
A01 America's Wealthiest	0	0.0%	0	0.0%	0	0.0%	674	0.2%								
A02 Dream Weavers	0	0.0%	1,994	6.2%	3,224	3.3%	9,738	3.2%								
A03 White-collar Suburbia	0	0.0%	1,845	5.8%	1,845	1.9%	1,845	0.6%								
A04 Upscale Suburbanites	0	0.0%	0	0.0%	0	0.0%	0	0.0%								
A05 Enterprising Couples	0	0.0%	251	0.8%	333	0.3%	1,406	0.5%								
A06 Small-town Success	0	0.0%	1,028	3.2%	6,311	6.5%	9,701	3.2%								
A07 New Suburbia Families	2,552	48.3%	11,708	36.6%	24,599	25.3%	74,533	24.6%								
<b>Group B ~ Upscale America</b>	<b>994</b>	<b>18.8%</b>	<b>6,874</b>	<b>21.5%</b>	<b>21,851</b>	<b>22.5%</b>	<b>47,726</b>	<b>15.7%</b>								
B01 Status-conscious Consumers	0	0.0%	1,404	4.4%	4,101	4.2%	8,203	2.7%								
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%	2,595	2.7%	6,797	2.2%								
B04 Solid Suburban Life	327	6.2%	3,993	12.5%	9,930	10.2%	13,513	4.5%								
B05 Second-generation Success	666	12.6%	1,478	4.6%	4,973	5.1%	18,170	6.0%								
B06 Successful Suburbia	0	0.0%	0	0.0%	251	0.3%	1,042	0.3%								
<b>Group C ~ Small-town Contentment</b>	<b>1,687</b>	<b>31.9%</b>	<b>5,049</b>	<b>15.8%</b>	<b>17,614</b>	<b>18.1%</b>	<b>30,086</b>	<b>9.9%</b>								
C01 Second City Homebodies	0	0.0%	0	0.0%	0	0.0%	2,227	0.7%								
C02 Prime Middle America	0	0.0%	0	0.0%	748	0.8%	1,627	0.5%								
C03 Suburban Optimists	1,687	31.9%	5,046	15.8%	16,750	17.2%	25,902	8.5%								
C04 Family Convenience	0	0.0%	3	0.0%	5	0.0%	12	0.0%								
C05 Mid-market Enterprise	0	0.0%	0	0.0%	111	0.1%	318	0.1%								
<b>Group D ~ Blue-collar Backbone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>385</b>	<b>0.4%</b>	<b>11,644</b>	<b>3.8%</b>								
D01 Nuevo Hispanic Families	0	0.0%	0	0.0%	385	0.4%	843	0.3%								
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%	10,800	3.6%								
<b>Group E ~ American Diversity</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>1,627</b>	<b>1.7%</b>	<b>16,104</b>	<b>5.3%</b>								
E01 Ethnic Urban Mix	0	0.0%	0	0.0%	0	0.0%	3	0.0%								
E02 Urban Blues	0	0.0%	0	0.0%	0	0.0%	460	0.2%								
E03 Professional Urbanites	0	0.0%	0	0.0%	1,314	1.4%	7,553	2.5%								
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%	1,511	0.5%								
E06 Mature America	0	0.0%	0	0.0%	313	0.3%	6,577	2.2%								

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<b>Group F ~ Metro Fringe</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>1,417</b>	<b>1.5%</b>	<b>12,407</b>	<b>4.1%</b>
F01 Steadfast Conservative	0	0.0%	0	0.0%	434	0.4%	1,354	0.4%
F02 Moderate Conventionalists	0	0.0%	0	0.0%	0	0.0%	7,021	2.3%
F03 Southern Blues	0	0.0%	0	0.0%	269	0.3%	638	0.2%
F04 Urban Grit	0	0.0%	0	0.0%	714	0.7%	3,394	1.1%
F05 Grass-roots Living	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Group G ~ Remote America</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>489</b>	<b>0.5%</b>	<b>1,113</b>	<b>0.4%</b>
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%	489	0.5%	489	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%	624	0.2%
<b>Group H ~ Aspiring Contemporaries</b>	<b>49</b>	<b>0.9%</b>	<b>3,273</b>	<b>10.2%</b>	<b>11,535</b>	<b>11.9%</b>	<b>36,910</b>	<b>12.2%</b>
H01 Young Cosmopolitans	49	0.9%	252	0.8%	1,864	1.9%	5,968	2.0%
H02 Minority Metro Communities	0	0.0%	0	0.0%	0	0.0%	173	0.1%
H03 Stable Careers	0	0.0%	2,272	7.1%	8,038	8.3%	21,163	7.0%
H04 Aspiring Hispania	0	0.0%	749	2.3%	1,633	1.7%	9,606	3.2%
<b>Group I ~ Rural Villages and Farms</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>937</b>	<b>0.3%</b>
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%	937	0.3%
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%
<b>Group J ~ Struggling Societies</b>	<b>0</b>	<b>0.0%</b>	<b>5</b>	<b>0.0%</b>	<b>3,028</b>	<b>3.1%</b>	<b>22,867</b>	<b>7.5%</b>
J01 Rugged Rural Style	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J02 Latino Nuevo	0	0.0%	5	0.0%	3,025	3.1%	14,056	4.6%
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%	3	0.0%	8,811	2.9%
J05 Metro Beginnings	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Group K ~ Urban Essence</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>3,060</b>	<b>3.1%</b>	<b>24,918</b>	<b>8.2%</b>
K01 Unattached Multicultures	0	0.0%	0	0.0%	707	0.7%	2,851	0.9%
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%	322	0.1%
K04 Urban Diversity	0	0.0%	0	0.0%	2,353	2.4%	21,745	7.2%
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%
<b>Group L ~ Varying Lifestyles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>461</b>	<b>0.2%</b>
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%	461	0.2%
L03 Gray Perspectives	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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