

MOSAIC SEGMENTATION PROFILE

2000 Census, 2007 Estimates

Calculated using Proportional Block Groups



Lat/Lon: 33.352256/-111.963825

January 2008

RMosaic1

1553 W Todd Dr Tempe, Arizona	1.00 mi radius	3.00 mi radius	5.00 mi radius
2007 Estimated Households	6,700	48,887	116,203
2000 Census Households	5,156	41,907	100,150
2012 Projected Households	7,871	54,433	129,008
2007 Est. Average Household Income	\$57,990	\$70,433	\$72,522
2007 Est. Median Household Income	\$56,474	\$68,312	\$70,059
MOSAIC Household Groups			
Group A ~ Affluent Suburbia			Dominant Group
Estimated Households	453	10,014	29,349
Percentage of Total Households	6.8%	20.5%	25.3%
Group B ~ Upscale America			
Estimated Households	1,474	9,578	26,722
Percentage of Total Households	22.0%	19.6%	23.0%
Group C ~ Small-town Contentment			
Estimated Households	523	4,113	11,416
Percentage of Total Households	7.8%	8.4%	9.8%
Group D ~ Blue-collar Backbone			
Estimated Households	359	2,750	8,563
Percentage of Total Households	5.4%	5.6%	7.4%
Group E ~ American Diversity			
Estimated Households	224	3,452	3,647
Percentage of Total Households	3.3%	7.1%	3.1%
Group F ~ Metro Fringe			
Estimated Households	0	643	4,731
Percentage of Total Households	0%	1.3%	4.1%
Group G ~ Remote America			
Estimated Households	0	0	0
Percentage of Total Households	0%	0%	0%
Group H ~ Aspiring Contemporaries	Dominant Group	Dominant Group	
Estimated Households	2,852	16,201	21,686
Percentage of Total Households	42.6%	33.1%	18.7%
Group I ~ Rural Villages and Farms			
Estimated Households	0	0	348
Percentage of Total Households	0%	0%	0.3%
Group J ~ Struggling Societies			
Estimated Households	817	1,237	5,211
Percentage of Total Households	12.2%	2.5%	4.5%
Group K ~ Urban Essence			
Estimated Households	0	899	4,304
Percentage of Total Households	0%	1.8%	3.7%
Group L ~ Varying Lifestyles			
Estimated Households	0	0	227
Percentage of Total Households	0%	0%	0.2%

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