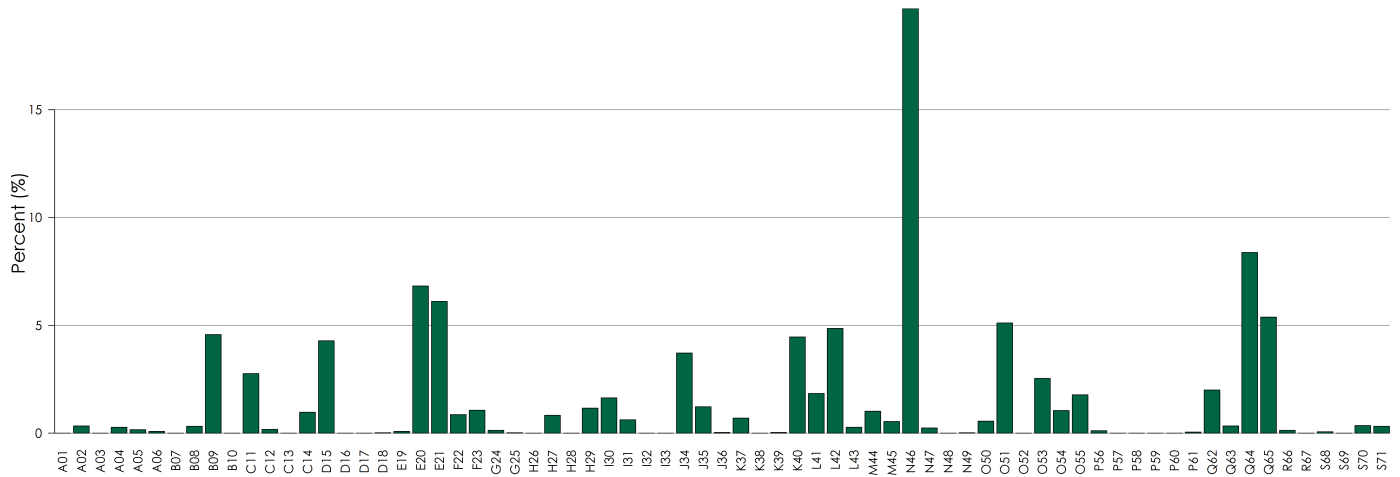


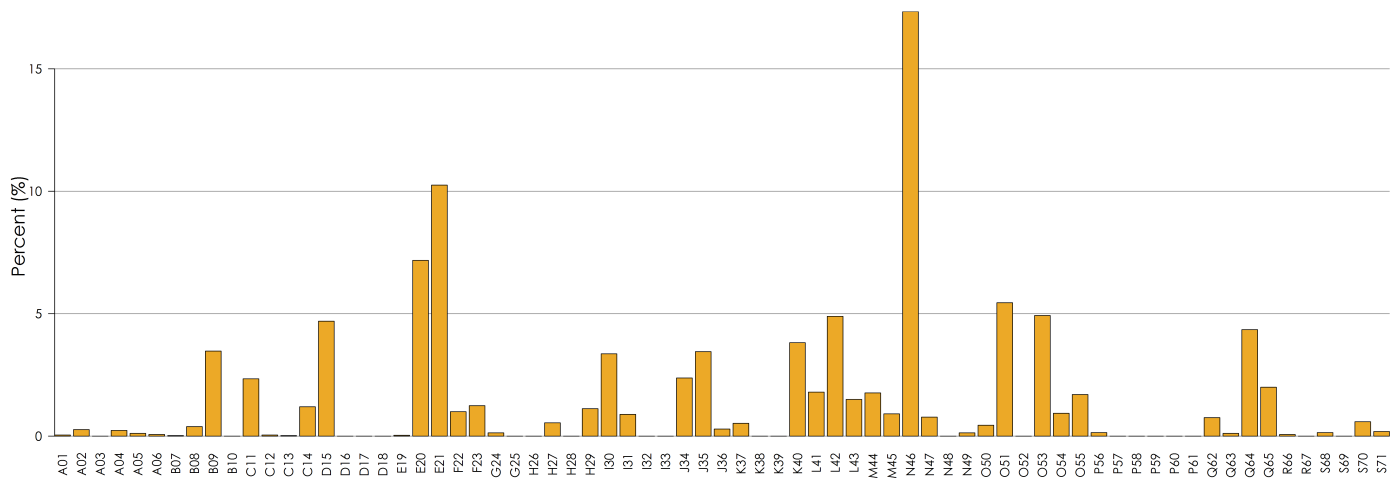
Mosaic Segment	Residential Households	Residential Percent	Workplace Households (1)	Workplace Percent
A01: American Royalty	0	0.0%	4	0.0%
A02: Platinum Prosperity	21	0.3%	24	0.3%
A03: Kids and Cabernet	0	0.0%	0	0.0%
A04: Picture Perfect Families	17	0.3%	21	0.2%
A05: Couples with Clout	10	0.2%	10	0.1%
A06: Jet Set Urbanites	5	0.1%	6	0.1%
B07: Generational Soup	0	0.0%	2	0.0%
B08: Babies and Bliss	20	0.3%	35	0.4%
B09: Family Fun-Tastic	288	4.6%	313	3.5%
B10: Cosmopolitan Achievers	0	0.0%	0	0.0%
C11: Aging of Aquarius	174	2.8%	211	2.3%
C12: Golf Carts and Gourmets	11	0.2%	4	0.0%
C13: Silver Sophisticates	0	0.0%	2	0.0%
C14: Boomers and Boomerangs	61	1.0%	108	1.2%
D15: Sports Utility Families	270	4.3%	423	4.7%
D16: Settled in Suburbia	0	0.0%	0	0.0%
D17: Cul de Sac Diversity	0	0.0%	0	0.0%
D18: Suburban Attainment	1	0.0%	0	0.0%
E19: Full Pockets, Empty Nests	5	0.1%	3	0.0%
E20: No Place Like Home	430	6.8%	647	7.2%
E21: Unspoiled Splendor	385	6.1%	924	10.3%
F22: Fast Track Couples	54	0.9%	90	1.0%
F23: Families Matter Most	67	1.1%	112	1.2%
G24: Status Seeking Singles	8	0.1%	12	0.1%
G25: Urban Edge	1	0.0%	0	0.0%
H26: Progressive Potpourri	0	0.0%	0	0.0%
H27: Birkenstocks and Beemers	52	0.8%	49	0.5%
H28: Everyday Moderates	0	0.0%	0	0.0%
H29: Destination Recreation	73	1.2%	101	1.1%
I30: Stockcars and State Parks	103	1.6%	303	3.4%
I31: Blue Collar Comfort	39	0.6%	80	0.9%
I32: Steadfast Conventionalists	0	0.0%	0	0.0%
I33: Balance and Harmony	0	0.0%	0	0.0%
J34: Aging in Place	234	3.7%	214	2.4%
J35: Rural Escape	77	1.2%	311	3.5%
J36: Settled and Sensible	2	0.0%	26	0.3%
K37: Wired for Success	44	0.7%	47	0.5%
K38: Gotham Blend	0	0.0%	0	0.0%
K39: Metro Fusion	2	0.0%	0	0.0%
K40: Bohemian Groove	281	4.5%	344	3.8%
L41: Booming and Consuming	116	1.8%	162	1.8%
L42: Rooted Flower Power	306	4.9%	441	4.9%
L43: Homemade Happiness	17	0.3%	135	1.5%
M44: Red, White, and Bluegrass	64	1.0%	159	1.8%
M45: Diapers and Debit Cards	34	0.5%	82	0.9%
N46: True Grit Americans	1,241	19.7%	1,563	17.3%
N47: Countrified Pragmatics	15	0.2%	70	0.8%
N48: Rural Southern Bliss	0	0.0%	0	0.0%
N49: Touch of Tradition	1	0.0%	12	0.1%
O50: Full Steam Ahead	35	0.6%	40	0.4%
O51: Digital Dependents	322	5.1%	491	5.4%
O52: Urban Ambition	0	0.0%	0	0.0%
O53: Colleges and Cafes	160	2.5%	444	4.9%
O54: Striving Single Scene	66	1.0%	84	0.9%
O55: Family Troopers	112	1.8%	153	1.7%
P56: Mid-Scale Medley	7	0.1%	13	0.1%
P57: Modest Metro Means	0	0.0%	0	0.0%
P58: Heritage Heights	0	0.0%	0	0.0%
P59: Expanding Horizons	0	0.0%	0	0.0%
P60: Striving Forward	0	0.0%	0	0.0%
P61: Humble Beginnings	3	0.0%	0	0.0%
Q62: Reaping Rewards	126	2.0%	68	0.8%
Q63: Footloose and Family Free	21	0.3%	10	0.1%
Q64: Town Elders	528	8.4%	392	4.3%
Q65: Senior Discounts	339	5.4%	180	2.0%
R66: Dare to Dream	8	0.1%	6	0.1%
R67: Hope for Tomorrow	0	0.0%	0	0.0%
S68: Small Town Shallow Pockets	4	0.1%	13	0.1%
S69: Urban Survivors	0	0.0%	0	0.0%
S70: Tight Money	22	0.3%	53	0.6%
S71: Tough Times	20	0.3%	17	0.2%
Total	6,302	100.0%	9,014	100.0%

All estimates, projections or forecasts in this report are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information. Powered by Alteryx®.

Residential Profile



Workplace Profile



(1) Workplace Households are quantified as the count of workers age 16+ at their place of work according to their assigned residential segment.

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