

MOSAIC SEGMENTATION PROFILE

2000 Census, 2007 Estimates

Calculated using Proportional Block Groups



Lat/Lon: 33.352256/-111.963825

January 2008

RMosaic2

1553 W Todd Dr Tempe, Arizona	1.00 mi radius	3.00 mi radius	5.00 mi radius
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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
Historical Annual Growth (2000 to 2007)	4.3%	2.4%	2.3%
Projected Annual Growth (2007 to 2012)	3.5%	2.3%	2.2%
2007 Est. Average Household Income	\$57,990	\$70,433	\$72,522
2007 Est. Median Household Income	\$56,474	\$68,312	\$70,059

MOSAIC Groups and Clusters	Households	% Total	Households	% Total	Households	% Total
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Group A ~ Affluent Suburbia	453	6.8%	10,014	20.5%	29,349	25.3%
A01 America's Wealthiest	0	0.0%	409	0.8%	501	0.4%
A02 Dream Weavers	0	0.0%	1,842	3.8%	6,432	5.5%
A03 White-collar Suburbia	0	0.0%	668	1.4%	696	0.6%
A04 Upscale Suburbanites	0	0.0%	0	0.0%	0	0.0%
A05 Enterprising Couples	0	0.0%	872	1.8%	1,876	1.6%
A06 Small-town Success	80	1.2%	2,829	5.8%	7,492	6.4%
A07 New Suburbia Families	373	5.6%	3,394	6.9%	12,352	10.6%
Group B ~ Upscale America	1,474	22.0%	9,578	19.6%	26,722	23.0%
B01 Status-conscious Consumers	104	1.6%	2,593	5.3%	6,020	5.2%
B02 Affluent Urban Professionals	0	0.0%	0	0.0%	0	0.0%
B03 Urban Commuter Families	0	0.0%	839	1.7%	5,722	4.9%
B04 Solid Suburban Life	1,343	20.0%	5,196	10.6%	12,739	11.0%
B05 Second-generation Success	26	0.4%	949	1.9%	2,241	1.9%
B06 Successful Urban Sprawl	0	0.0%	0	0.0%	0	0.0%
Group C ~ Small-town Contentment	523	7.8%	4,113	8.4%	11,416	9.8%
C01 Second City Homebodies	0	0.0%	1	0.0%	2,014	1.7%
C02 Prime Middle America	0	0.0%	0	0.0%	0	0.0%
C03 Urban Optimists	523	7.8%	4,112	8.4%	9,397	8.1%
C04 Family Convenience	0	0.0%	0	0.0%	5	0.0%
C05 Mid-market Enterprise	0	0.0%	0	0.0%	0	0.0%
Group D ~ Blue-collar Backbone	359	5.4%	2,750	5.6%	8,563	7.4%
D01 Nuevo Hispanic Families	359	5.4%	552	1.1%	552	0.5%
D02 Working Rural Suburbia	0	0.0%	0	0.0%	0	0.0%
D03 Lower-income Essentials	0	0.0%	0	0.0%	0	0.0%
D04 Small-town Endeavors	0	0.0%	2,198	4.5%	8,011	6.9%
Group E ~ American Diversity	224	3.3%	3,452	7.1%	3,647	3.1%
E01 Ethnic Urban Mix	0	0.0%	0	0.0%	0	0.0%
E02 Urban Blues	0	0.0%	0	0.0%	195	0.2%
E03 Professional Urbanites	224	3.3%	1,301	2.7%	1,301	1.1%
E04 Urban Advantage	0	0.0%	0	0.0%	0	0.0%
E05 American Great Outdoors	0	0.0%	541	1.1%	541	0.5%
E06 Mature America	0	0.0%	1,610	3.3%	1,610	1.4%

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Group F ~ Metro Fringe	0	0.0%	643	1.3%	4,731	4.1%
F01 Steadfast Conservative	0	0.0%	23	0.0%	303	0.3%
F02 Moderate Conventionalists	0	0.0%	302	0.6%	3,546	3.1%
F03 Southern Blues	0	0.0%	318	0.7%	327	0.3%
F04 Urban Grit	0	0.0%	0	0.0%	555	0.5%
F05 Grass-roots Living	0	0.0%	0	0.0%	0	0.0%
Group G ~ Remote America	0	0.0%	0	0.0%	0	0.0%
G01 Hardy Rural Families	0	0.0%	0	0.0%	0	0.0%
G02 Rural Southern Living	0	0.0%	0	0.0%	0	0.0%
G03 Coal and Crops	0	0.0%	0	0.0%	0	0.0%
G04 Native Americana	0	0.0%	0	0.0%	0	0.0%
Group H ~ Aspiring Contemporaries	2,852	42.6%	16,201	33.1%	21,686	18.7%
H01 Young Cosmopolitans	1,121	16.7%	5,082	10.4%	7,443	6.4%
H02 Minority Metro Communities	0	0.0%	0	0.0%	0	0.0%
H03 Stable Careers	1,730	25.8%	9,931	20.3%	11,099	9.6%
H04 Aspiring Hispania	0	0.0%	1,187	2.4%	3,144	2.7%
Group I ~ Rural Villages and Farms	0	0.0%	0	0.0%	348	0.3%
I01 Industrious Country Living	0	0.0%	0	0.0%	0	0.0%
I02 America's Farmlands	0	0.0%	0	0.0%	0	0.0%
I03 Comfy Country Living	0	0.0%	0	0.0%	348	0.3%
I04 Small-town Connections	0	0.0%	0	0.0%	0	0.0%
I05 Hinterland Families	0	0.0%	0	0.0%	0	0.0%
Group J ~ Struggling Societies	817	12.2%	1,237	2.5%	5,211	4.5%
J01 Rugged Southern Style	0	0.0%	0	0.0%	0	0.0%
J02 Latino Nuevo	285	4.2%	705	1.4%	2,409	2.1%
J03 Struggling City Centers	0	0.0%	0	0.0%	0	0.0%
J04 College Town Communities	532	7.9%	532	1.1%	2,802	2.4%
J05 New Beginnings	0	0.0%	0	0.0%	0	0.0%
Group K ~ Urban Essence	0	0.0%	899	1.8%	4,304	3.7%
K01 Unattached Multicultures	0	0.0%	0	0.0%	271	0.2%
K02 Academic Necessities	0	0.0%	0	0.0%	0	0.0%
K03 African-American Neighborhoods	0	0.0%	0	0.0%	0	0.0%
K04 Urban Diversity	0	0.0%	899	1.8%	4,033	3.5%
K05 New Generation Activists	0	0.0%	0	0.0%	0	0.0%
K06 Getting By	0	0.0%	0	0.0%	0	0.0%
Group L ~ Varying Lifestyles	0	0.0%	0	0.0%	227	0.2%
L01 Military Family Life	0	0.0%	0	0.0%	0	0.0%
L02 Major University Towns	0	0.0%	0	0.0%	227	0.2%
L03 Gray Perspectives	0	0.0%	0	0.0%	0	0.0%

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