Mosaic Comparison Report

March 28, 2012

50 Miles: 33.433032, -94.043312

	Pop Count (2008)	%
A Affluent Suburbia		
A01 Americas Wealthiest	0	0.00%
A02 Dream Weavers	0	0.00%
A03 White-collar Suburbia	0	0.00%
A04 Upscale Suburbanites	0	0.00%
A05 Enterprising Couples	1,156	0.37%
A06 Small-town Success	3,770	1.20%
A07 New Suburbia Families	0	0.00%
B Upscale America		
B01 Status-conscious Consumers	0	0.00%
B02 Affluent Urban Professionals	0	0.00%
B03 Urban Commuter Families	3,667	1.16%
B04 Solid Suburban Life	1,832	0.58%
B05 Second-generation Success	0	0.00%
B06 Successful Urban Sprawl	1,177	0.37%
C Small Town Contentment		
C01 Second City Homebodies	1,376	0.44%
C02 Prime Middle America	0	0.00%
C03 Urban Optimists	0	0.00%
C04 Family Convenience	546	0.17%
C05 Mid-market Enterprise	1,971	0.63%
D Blue Collar Backbone		
D01 Nuevo Hispanic Families	0	0.00%
D02 Working Rural Suburbia	4,112	1.31%
D03 Lower-income Essentials	26,399	8.38%
D04 Small-town Endeavors	14,286	4.54%
E American Diverstiy		
E01 Ethnic Urban Mix	0	0.00%
E02 Urban Blues	2,158	0.69%
E03 Professional Urbanites	1,519	0.48%
E04 Urban Advantage	5,257	1.67%
E05 American Great Outdoors	0	0.00%
E06 Mature America	772	0.25%
F Metro Fringe		
F01 Steadfast Conservative	1,991	0.63%
F02 Moderate Conventionalists	0	0.00%
F03 Southern Blues	3,753	1.19%

F04 Urban Grit	0	0.00%
F05 Grass-roots Living	19,323	6.14%
G Remote America		
G01 Hardy Rural Families	16,423	5.21%
G02 Rural Southern Living	11,799	3.75%
G03 Coal and Crops	79,535	25.25%
G04 Native Americana	0	0.00%
H Aspiring Contemporaries		
H01 Young Cosmopolitans	3,264	1.04%
H02 Minority Metro Communities	0	0.00%
H03 Stable Careers	272	0.09%
H04 Aspiring Hispania	0	0.00%
I Rural Villages and Farms		
I01 Industrious Country Living	21,460	6.81%
I02 America's Farmlands	1	0.00%
I03 Comfy Country Living	2,080	0.66%
I04 Small-town Connections	814	0.26%
I05 Hinterland Families	16,865	5.35%
J Struggling Societies		
J01 Rugged Southern Style	15,315	4.86%
J02 Latino Nuevo	0	0.00%
J03 Struggling City Centers	23,913	7.59%
J04 College Town Communities	0	0.00%
J05 New Beginnings	0	0.00%
K Urban Essence		
K01 Unattached Multicultures	3,397	1.08%
K02 Academic Necessities	0	0.00%
K03 African-American Neighborhoods	0	0.00%
K04 Urban Diversity	5,286	1.68%
K05 New Generation Activists	618	0.20%
K06 Getting By	7,505	2.38%
L Varying Lifestyles		
L01 Military Family Life	0	0.00%
L02 Major University Towns	913	0.29%
L03 Gray Perspectives	10,438	3.31%
Total	**314,962**	**100.00%**

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