



MOSAIC DETAIL WITH CHARTS

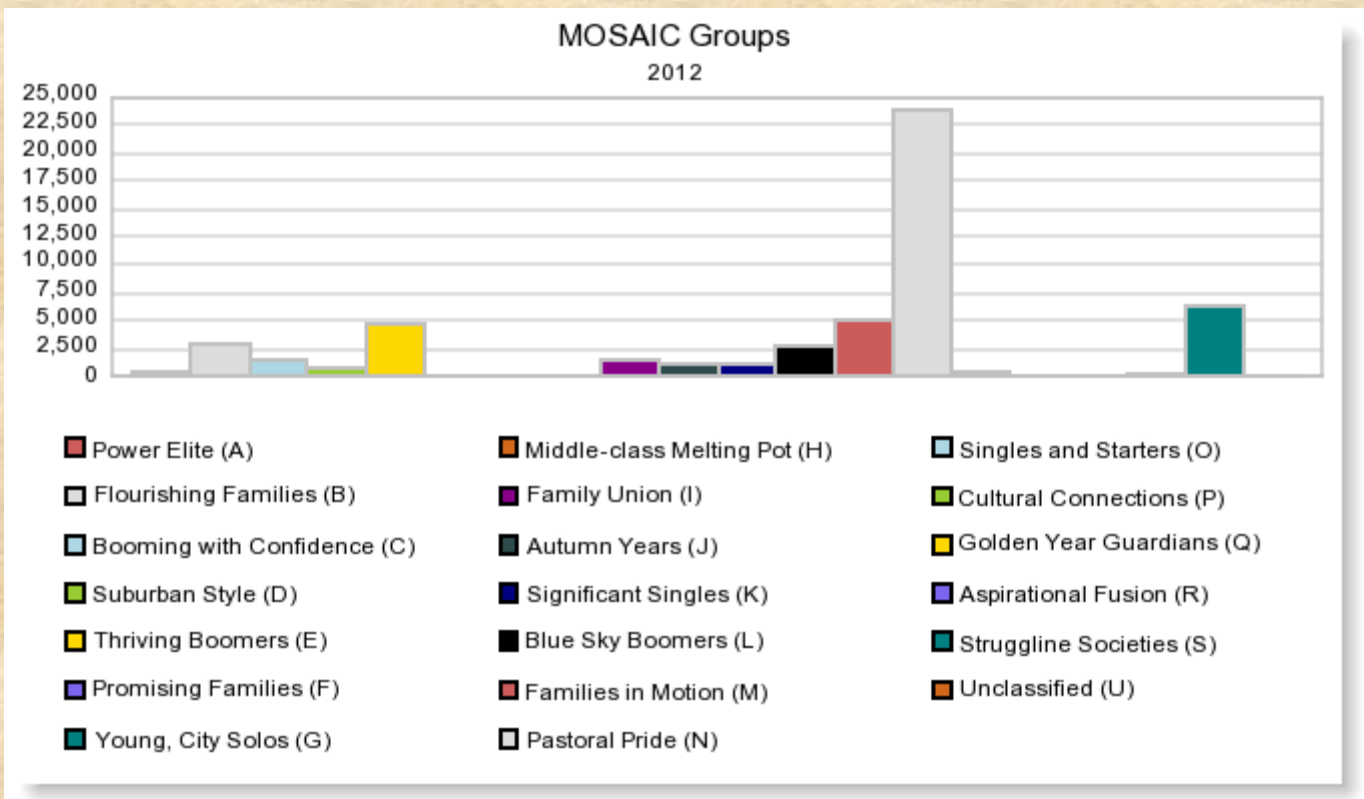
Geography: Texarkana, TX-Texarkana, AR Metro

Date: October 1, 2013

Demographic Overview (2012B)

Total Population	137,436	Median Income	\$43,880
% Male Population	50.2%	Per Capita Income	\$23,074
% Female Population	49.8%	Average Household Income	\$58,703
Median Age	38.0	Owner Occupied Housing Units	89.9%
Population Density	91.0	Vacant Housing Units	10.1%
Total Households	52,520	Household Growth from 2000 to 2012B	7.9%
Average Household Size	2.5	Household Growth from 2012B to 2017	2.4%

Mosaic Groups



The **Dominant MOSAIC Group** for this geography is Group **Group N Pastoral Pride** . The number of Households from this Group is **23,828** , which is approximately **45.4%** of the Total Households.

Sorted By 2012 Mosaic Groups	Households	%
Group N-Pastoral Pride	23,828	45.4%
Group S-Struggling Societies	6,295	12.0%
Group M-Families in Motion	4,996	9.5%
Group E-Thriving Boomers	4,679	8.9%
Group B-Flourishing Families	3,038	5.8%
Group L-Blue Sky Boomers	2,755	5.2%
Group C-Booming with Confidence	1,586	3.0%
Group I-Family Union	1,582	3.0%
Group K-Significant Singles	1,073	2.0%
Group J-Autumn Years	1,037	2.0%
Group D-Suburban Style	744	1.4%
Group A-Power Elite	413	0.8%
Group O-Singles and Starters	311	0.6%
Group R-Aspirational Fusion	183	0.3%
Group U-Unclassified	0	0.0%
Group Q-Golden Year Guardians	0	0.0%
Group P-Cultural Connections	0	0.0%
Group H-Middle-class Melting Pot	0	0.0%
Group G-Young, City Solos	0	0.0%
Group F-Promising Families	0	0.0%

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