



MOSAIC DETAIL WITH CHARTS

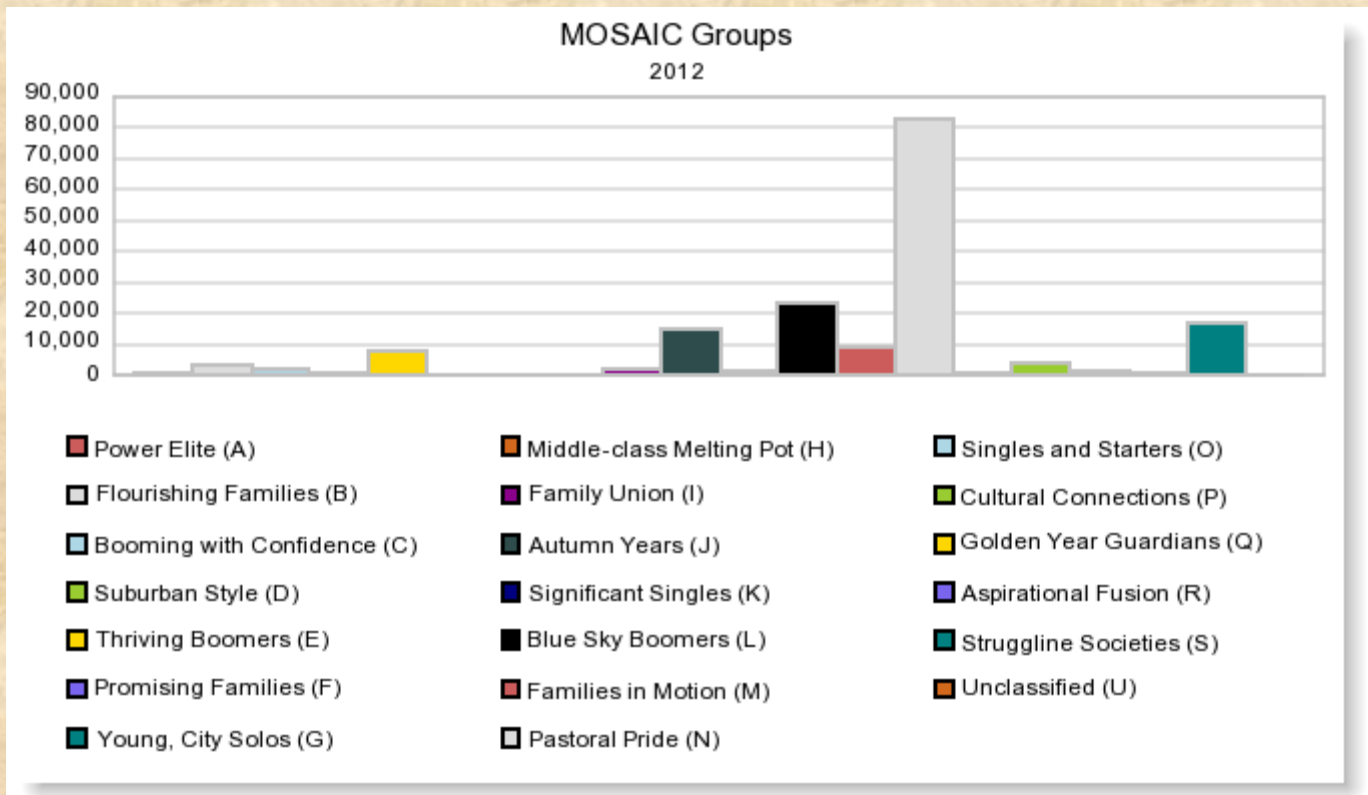
Geography: Bowie County, Cass County, Columbia County, Hempstead County...

Date: September 30, 2013

Demographic Overview (2012B)

Total Population	437,207	Median Income	\$37,939
% Male Population	49.1%	Per Capita Income	\$20,298
% Female Population	50.9%	Average Household Income	\$51,293
Median Age	39.0	Owner Occupied Housing Units	85.7%
Population Density	33.9	Vacant Housing Units	14.3%
Total Households	170,384	Household Growth from 2000 to 2012B	2.4%
Average Household Size	2.5	Household Growth from 2012B to 2017	1.0%

Mosaic Groups



The **Dominant MOSAIC Group** for this geography is Group **Group N Pastoral Pride** . The number of Households from this Group is **82,244** , which is approximately **48.3%** of the Total Households.

Sorted By 2012 Mosaic Groups	Households	%
Group N-Pastoral Pride	82,244	48.3%
Group L-Blue Sky Boomers	23,372	13.7%
Group S-Struggling Societies	17,159	10.1%
Group J-Autumn Years	15,026	8.8%
Group M-Families in Motion	9,449	5.5%
Group E-Thriving Boomers	8,374	4.9%
Group P-Cultural Connections	4,208	2.5%
Group B-Flourishing Families	3,038	1.8%
Group C-Booming with Confidence	1,586	0.9%
Group I-Family Union	1,582	0.9%
Group K-Significant Singles	1,073	0.6%
Group Q-Golden Year Guardians	990	0.6%
Group D-Suburban Style	744	0.4%
Group O-Singles and Starters	697	0.4%
Group R-Aspirational Fusion	429	0.3%
Group A-Power Elite	413	0.2%
Group U-Unclassified	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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