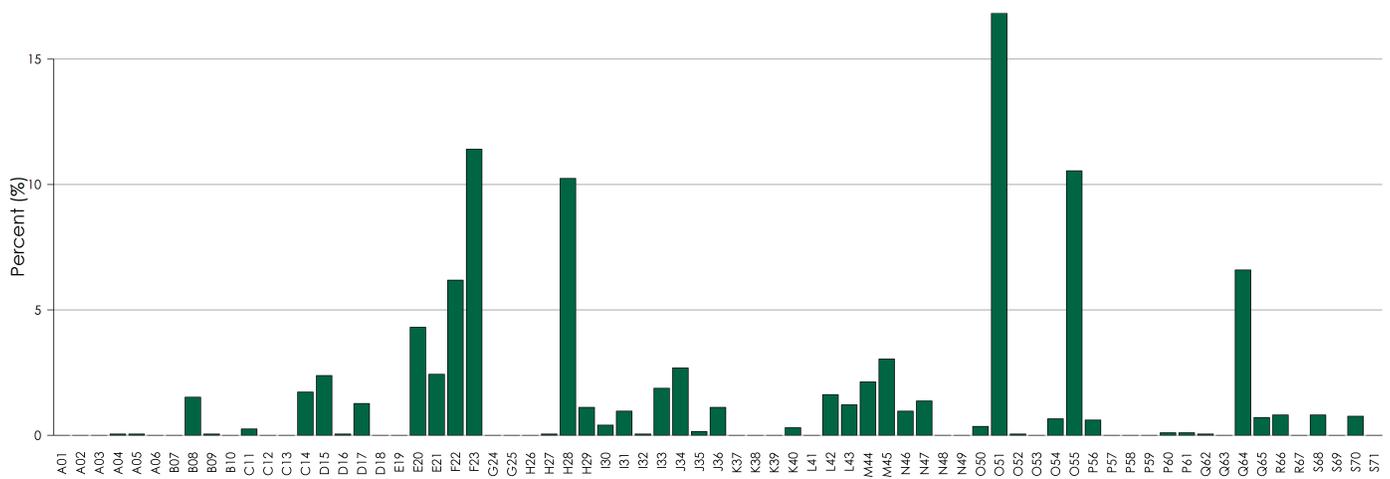


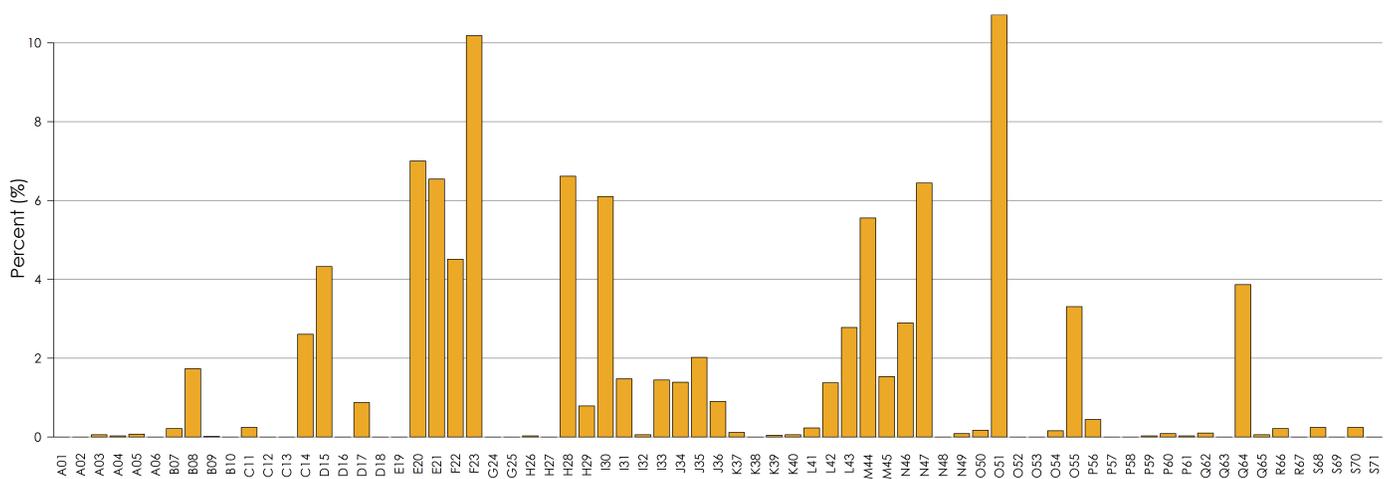
Mosaic Segment	Residential Households	Residential Percent	Workplace Households (1)	Workplace Percent
A01: American Royalty	0	0.0%	0	0.0%
A02: Platinum Prosperity	0	0.0%	0	0.0%
A03: Kids and Cabernet	0	0.0%	4	0.1%
A04: Picture Perfect Families	1	0.1%	2	0.0%
A05: Couples with Clout	1	0.1%	5	0.1%
A06: Jet Set Urbanites	0	0.0%	0	0.0%
B07: Generational Soup	0	0.0%	15	0.2%
B08: Babies and Bliss	30	1.5%	121	1.7%
B09: Family Fun-Tastic	1	0.1%	1	0.0%
B10: Cosmopolitan Achievers	0	0.0%	0	0.0%
C11: Aging of Aquarius	5	0.3%	17	0.2%
C12: Golf Carts and Gourmets	0	0.0%	0	0.0%
C13: Silver Sophisticates	0	0.0%	0	0.0%
C14: Boomers and Boomerangs	34	1.7%	182	2.6%
D15: Sports Utility Families	47	2.4%	302	4.3%
D16: Settled in Suburbia	1	0.1%	0	0.0%
D17: Cul de Sac Diversity	25	1.3%	61	0.9%
D18: Suburban Attainment	0	0.0%	0	0.0%
E19: Full Pockets, Empty Nests	0	0.0%	0	0.0%
E20: No Place Like Home	85	4.3%	489	7.0%
E21: Unspoiled Splendor	48	2.4%	457	6.5%
F22: Fast Track Couples	122	6.2%	315	4.5%
F23: Families Matter Most	225	11.4%	711	10.2%
G24: Status Seeking Singles	0	0.0%	0	0.0%
G25: Urban Edge	0	0.0%	0	0.0%
H26: Progressive Potpourri	0	0.0%	2	0.0%
H27: Birkenstocks and Beemers	1	0.1%	0	0.0%
H28: Everyday Moderates	202	10.2%	462	6.6%
H29: Destination Recreation	22	1.1%	55	0.8%
I30: Stockcars and State Parks	8	0.4%	426	6.1%
I31: Blue Collar Comfort	19	1.0%	103	1.5%
I32: Steadfast Conventionalists	1	0.1%	4	0.1%
I33: Balance and Harmony	37	1.9%	101	1.4%
J34: Aging in Place	53	2.7%	97	1.4%
J35: Rural Escape	3	0.2%	141	2.0%
J36: Settled and Sensible	22	1.1%	63	0.9%
K37: Wired for Success	0	0.0%	8	0.1%
K38: Gotham Blend	0	0.0%	0	0.0%
K39: Metro Fusion	0	0.0%	3	0.0%
K40: Bohemian Groove	6	0.3%	4	0.1%
L41: Booming and Consuming	0	0.0%	16	0.2%
L42: Rooted Flower Power	32	1.6%	96	1.4%
L43: Homemade Happiness	24	1.2%	194	2.8%
M44: Red, White, and Bluegrass	42	2.1%	388	5.6%
M45: Diapers and Debit Cards	60	3.0%	107	1.5%
N46: True Grit Americans	19	1.0%	202	2.9%
N47: Countrified Pragmatics	27	1.4%	450	6.4%
N48: Rural Southern Bliss	0	0.0%	0	0.0%
N49: Touch of Tradition	0	0.0%	6	0.1%
O50: Full Steam Ahead	7	0.4%	12	0.2%
O51: Digital Dependents	332	16.8%	748	10.7%
O52: Urban Ambition	1	0.1%	0	0.0%
O53: Colleges and Cafes	0	0.0%	0	0.0%
O54: Striving Single Scene	13	0.7%	11	0.2%
O55: Family Troopers	208	10.5%	231	3.3%
P56: Mid-Scale Medley	12	0.6%	31	0.4%
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%	2	0.0%
P60: Striving Forward	2	0.1%	6	0.1%
P61: Humble Beginnings	2	0.1%	2	0.0%
Q62: Reaping Rewards	1	0.1%	7	0.1%
Q63: Footloose and Family Free	0	0.0%	0	0.0%
Q64: Town Elders	130	6.6%	270	3.9%
Q65: Senior Discounts	14	0.7%	4	0.1%
R66: Dare to Dream	16	0.8%	15	0.2%
R67: Hope for Tomorrow	0	0.0%	0	0.0%
S68: Small Town Shallow Pockets	16	0.8%	17	0.2%
S69: Urban Survivors	0	0.0%	0	0.0%
S70: Tight Money	15	0.8%	17	0.2%
S71: Tough Times	0	0.0%	0	0.0%
<b>Total</b>	<b>1,972</b>	<b>100.0%</b>	<b>6,983</b>	<b>100.0%</b>

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.

### 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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