

MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

| Retail Market District - I-25 West Centennial, CO | | I-25 West | |
|---|--|--------------|--------------|
| 2013 Estimated Population | | 3,081 | |
| 2010 Census Population | | 2,946 | |
| 2018 Projected Population | | 3,416 | |
| Historical Annual Growth (2010 to 2013) | | 1.5% | |
| Projected Annual Growth (2013 to 2018) | | 2.2% | |
| 2013 Est. Per Capita Income | | \$42,607 | |
| 2013 Est. Median Household Income | | \$69,702 | |
| MOSAIC Groups and Clusters | | Population | % Total |
| Group A ~ Power Elite | | 262 | 8.5% |
| A01 American Royalty | | 1 | 0.0% |
| A02 Platinum Prosperity | | 117 | 3.8% |
| A03 Kids and Cabernet | | 47 | 1.5% |
| A04 Picture Perfect Families | | 38 | 1.2% |
| A05 Couples with Clout | | 52 | 1.7% |
| A06 Jet Set Urbanites | | 8 | 0.3% |
| Group B ~ Flourishing Families | | 458 | 14.9% |
| B07 Generational Soup | | 366 | 11.9% |
| B08 Babies and Bliss | | 45 | 1.5% |
| B09 Family Fun-tastic | | 46 | 1.5% |
| B10 Asian Achievers | | 0 | 0.0% |
| Group C ~ Booming with Confidence | | 311 | 10.1% |
| C11 Aging of Aquarius | | 247 | 8.0% |
| C12 Golf Carts and Gourmets | | 0 | 0.0% |
| C13 Silver Sophisticates | | 6 | 0.2% |
| C14 Boomers and Boomerangs | | 58 | 1.9% |
| Group D ~ Suburban Style | | 18 | 0.6% |
| D15 Sports Utility Families | | 0 | 0.0% |
| D16 Settled in Suburbia | | 3 | 0.1% |
| D17 Cul de Sac Diversity | | 15 | 0.5% |
| D18 Soulful Spenders | | 0 | 0.0% |
| Group E ~ Thriving Boomers | | 82 | 2.7% |
| E19 Full Pockets - Empty Nests | | 40 | 1.3% |
| E20 No Place Like Home | | 43 | 1.4% |
| E21 Unspoiled Splendor | | 0 | 0.0% |
| Group F ~ Promising Families | | 65 | 2.1% |
| F22 Fast Track Couples | | 61 | 2.0% |
| F23 Families Matter | | 4 | 0.1% |
| Group G ~ Young City Solos | | 510 | 16.5% |
| G24 Status Seeking Singles | | 112 | 3.6% |
| G25 Urban Edge | | 397 | 12.9% |

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| Group H ~ Middle-class Melting Pot | 25 | 0.8% |
| H26 Progressive Potpourri | 0 | 0.0% |
| H27 Birkenstocks and Beemers | 17 | 0.6% |
| H28 Everyday Moderates | 0 | 0.0% |
| H29 Destination Recreation | 8 | 0.3% |
| Group I ~ Family Union | 0 | 0.0% |
| I30 Stockcars and State Parks | 0 | 0.0% |
| I31 Blue Collar Comfort | 0 | 0.0% |
| I32 Latin Flair | 0 | 0.0% |
| I33 Hispanic Harmony | 0 | 0.0% |
| Group J ~ Autumn Years | 36 | 1.2% |
| J34 Aging in Place | 36 | 1.2% |
| J35 Rural Escape | 0 | 0.0% |
| J36 Settled and Sensible | 0 | 0.0% |
| Group K ~ Significant Singles | 438 | 14.2% |
| K37 Wired for Success | 435 | 14.1% |
| K38 Gotham Blend | 0 | 0.0% |
| K39 Metro Fusion | 0 | 0.0% |
| K40 Bohemian Grove | 3 | 0.1% |
| Group L ~ Blue Sky Boomers | 17 | 0.6% |
| L41 Booming and Consuming | 0 | 0.0% |
| L42 Rooted Flower Power | 17 | 0.6% |
| L43 Homemade Happiness | 0 | 0.0% |
| Group M ~ Families in Motion | 0 | 0.0% |
| M44 Red White and Bluegrass | 0 | 0.0% |
| M45 Diapers and Debit Cards | 0 | 0.0% |
| Group N ~ Pastoral Pride | 0 | 0.0% |
| N46 True Grit Americans | 0 | 0.0% |
| N47 Countrified Pragmatics | 0 | 0.0% |
| N48 Gospel and Grits | 0 | 0.0% |
| N49 Work Hard Pray Hard | 0 | 0.0% |
| Group O ~ Singles and Starters | 834 | 27.1% |
| O50 Full Steam Ahead | 95 | 3.1% |
| O51 Digital Dependents | 8 | 0.3% |
| O52 Urban Ambition | 0 | 0.0% |
| O53 Colleges and Cafes | 0 | 0.0% |
| O54 Striving Single Scene | 723 | 23.5% |
| O55 Family Troopers | 8 | 0.3% |

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| Group P ~ Cultural Connections | 0 | 0.0% |
| P56 Rolling the Dice | 0 | 0.0% |
| P57 Meager Metro Means | 0 | 0.0% |
| P58 Fragile Families | 0 | 0.0% |
| P59 Nuevo Horizons | 0 | 0.0% |
| P60 Ciudad Strivers | 0 | 0.0% |
| P61 Humble Beginnings | 0 | 0.0% |
| Group Q ~ Golden Year Guardians | 23 | 0.7% |
| Q62 Reaping Rewards | 23 | 0.7% |
| Q63 Footloose and Family Free | 0 | 0.0% |
| Q64 Town Elders | 0 | 0.0% |
| Q65 Senior Discounts | 0 | 0.0% |
| Group R ~ Aspirational Fusion | 0 | 0.0% |
| R66 Dare to Dream | 0 | 0.0% |
| R67 Hope for Tomorrow | 0 | 0.0% |
| Group S ~ Struggling Societies | 0 | 0.0% |
| S68 Small Town Shallow Pockets | 0 | 0.0% |
| S69 Soul Survivors | 0 | 0.0% |
| S70 Enduring Hardships | 0 | 0.0% |
| S71 Hard Times | 0 | 0.0% |

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