

# MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

<b>Political District 1</b>		<b>District 1</b>	
<b>Centennial, CO</b>			
<b>2013 Estimated Population</b>		<b>24,630</b>	
2010 Census Population		23,557	
2018 Projected Population		27,302	
Historical Annual Growth (2010 to 2013)		1.5%	
Projected Annual Growth (2013 to 2018)		2.2%	
2013 Est. Per Capita Income		\$35,725	
2013 Est. Median Household Income		\$76,512	
<b>MOSAIC Groups and Clusters</b>		<b>Population</b>	<b>% Total</b>
<b>Group A ~ Power Elite</b>		<b>1,497</b>	<b>6.1%</b>
A01 American Royalty		34	0.1%
A02 Platinum Prosperity		575	2.3%
A03 Kids and Cabernet		11	0.0%
A04 Picture Perfect Families		801	3.3%
A05 Couples with Clout		77	0.3%
A06 Jet Set Urbanites		0	0.0%
<b>Group B ~ Flourishing Families</b>		<b>2,957</b>	<b>12.0%</b>
B07 Generational Soup		1,973	8.0%
B08 Babies and Bliss		484	2.0%
B09 Family Fun-tastic		500	2.0%
B10 Asian Achievers		0	0.0%
<b>Group C ~ Booming with Confidence</b>		<b>6,430</b>	<b>26.1%</b>
C11 Aging of Aquarius		5,251	21.3%
C12 Golf Carts and Gourmets		0	0.0%
C13 Silver Sophisticates		196	0.8%
C14 Boomers and Boomerangs		982	4.0%
<b>Group D ~ Suburban Style</b>		<b>1,734</b>	<b>7.0%</b>
D15 Sports Utility Families		21	0.1%
D16 Settled in Suburbia		1,632	6.6%
D17 Cul de Sac Diversity		82	0.3%
D18 Soulful Spenders		0	0.0%
<b>Group E ~ Thriving Boomers</b>		<b>2,090</b>	<b>8.5%</b>
E19 Full Pockets - Empty Nests		21	0.1%
E20 No Place Like Home		2,058	8.4%
E21 Unspoiled Splendor		11	0.0%
<b>Group F ~ Promising Families</b>		<b>656</b>	<b>2.7%</b>
F22 Fast Track Couples		418	1.7%
F23 Families Matter		238	1.0%
<b>Group G ~ Young City Solos</b>		<b>278</b>	<b>1.1%</b>
G24 Status Seeking Singles		278	1.1%
G25 Urban Edge		0	0.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

<b>Political District 1 Centennial, CO</b>	<b>District 1</b>	
<b>Group H ~ Middle-class Melting Pot</b>	<b>1,125</b>	<b>4.6%</b>
H26 Progressive Potpourri	12	0.0%
H27 Birkenstocks and Beemers	850	3.5%
H28 Everyday Moderates	81	0.3%
H29 Destination Recreation	183	0.7%
<b>Group I ~ Family Union</b>	<b>50</b>	<b>0.2%</b>
I30 Stockcars and State Parks	0	0.0%
I31 Blue Collar Comfort	50	0.2%
I32 Latin Flair	0	0.0%
I33 Hispanic Harmony	0	0.0%
<b>Group J ~ Autumn Years</b>	<b>4,076</b>	<b>16.5%</b>
J34 Aging in Place	4,076	16.5%
J35 Rural Escape	0	0.0%
J36 Settled and Sensible	0	0.0%
<b>Group K ~ Significant Singles</b>	<b>920</b>	<b>3.7%</b>
K37 Wired for Success	364	1.5%
K38 Gotham Blend	0	0.0%
K39 Metro Fusion	0	0.0%
K40 Bohemian Grove	556	2.3%
<b>Group L ~ Blue Sky Boomers</b>	<b>762</b>	<b>3.1%</b>
L41 Booming and Consuming	8	0.0%
L42 Rooted Flower Power	754	3.1%
L43 Homemade Happiness	0	0.0%
<b>Group M ~ Families in Motion</b>	<b>0</b>	<b>0.0%</b>
M44 Red White and Bluegrass	0	0.0%
M45 Diapers and Debit Cards	0	0.0%
<b>Group N ~ Pastoral Pride</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Group O ~ Singles and Starters</b>	<b>834</b>	<b>3.4%</b>
O50 Full Steam Ahead	93	0.4%
O51 Digital Dependents	704	2.9%
O52 Urban Ambition	0	0.0%
O53 Colleges and Cafes	0	0.0%
O54 Striving Single Scene	21	0.1%
O55 Family Troopers	15	0.1%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

Political District 1 Centennial, CO	District 1	
<b>Group P ~ Cultural Connections</b>	<b>58</b>	<b>0.2%</b>
P56 Rolling the Dice	56	0.2%
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	2	0.0%
<b>Group Q ~ Golden Year Guardians</b>	<b>1,161</b>	<b>4.7%</b>
Q62 Reaping Rewards	918	3.7%
Q63 Footloose and Family Free	20	0.1%
Q64 Town Elders	211	0.9%
Q65 Senior Discounts	13	0.1%
<b>Group R ~ Aspirational Fusion</b>	<b>0</b>	<b>0.0%</b>
R66 Dare to Dream	0	0.0%
R67 Hope for Tomorrow	0	0.0%
<b>Group S ~ Struggling Societies</b>	<b>0</b>	<b>0.0%</b>
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%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.