

# MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

Retail Market District - Semi Rural Centennial, CO		Semi Rural	
<b>2013 Estimated Population</b>		<b>2,509</b>	
2010 Census Population		2,400	
2018 Projected Population		2,781	
Historical Annual Growth (2010 to 2013)		1.5%	
Projected Annual Growth (2013 to 2018)		2.2%	
2013 Est. Per Capita Income		<b>\$61,776</b>	
2013 Est. Median Household Income		<b>\$184,123</b>	
MOSAIC Groups and Clusters		Population	% Total
<b>Group A ~ Power Elite</b>		<b>1,416</b>	<b>56.4%</b>
A01 American Royalty		767	30.6%
A02 Platinum Prosperity		26	1.0%
A03 Kids and Cabernet		589	23.5%
A04 Picture Perfect Families		0	0.0%
A05 Couples with Clout		34	1.4%
A06 Jet Set Urbanites		0	0.0%
<b>Group B ~ Flourishing Families</b>		<b>754</b>	<b>30.0%</b>
B07 Generational Soup		691	27.5%
B08 Babies and Bliss		63	2.5%
B09 Family Fun-tastic		0	0.0%
B10 Asian Achievers		0	0.0%
<b>Group C ~ Booming with Confidence</b>		<b>328</b>	<b>13.1%</b>
C11 Aging of Aquarius		45	1.8%
C12 Golf Carts and Gourmets		0	0.0%
C13 Silver Sophisticates		283	11.3%
C14 Boomers and Boomerangs		0	0.0%
<b>Group D ~ Suburban Style</b>		<b>0</b>	<b>0.0%</b>
D15 Sports Utility Families		0	0.0%
D16 Settled in Suburbia		0	0.0%
D17 Cul de Sac Diversity		0	0.0%
D18 Soulful Spenders		0	0.0%
<b>Group E ~ Thriving Boomers</b>		<b>0</b>	<b>0.0%</b>
E19 Full Pockets - Empty Nests		0	0.0%
E20 No Place Like Home		0	0.0%
E21 Unspoiled Splendor		0	0.0%
<b>Group F ~ Promising Families</b>		<b>2</b>	<b>0.1%</b>
F22 Fast Track Couples		2	0.1%
F23 Families Matter		0	0.0%
<b>Group G ~ Young City Solos</b>		<b>0</b>	<b>0.0%</b>
G24 Status Seeking Singles		0	0.0%
G25 Urban Edge		0	0.0%

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<b>Group H ~ Middle-class Melting Pot</b>	0	0.0%
H26 Progressive Potpourri	0	0.0%
H27 Birkenstocks and Beemers	0	0.0%
H28 Everyday Moderates	0	0.0%
H29 Destination Recreation	0	0.0%
<b>Group I ~ Family Union</b>	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%
<b>Group J ~ Autumn Years</b>	0	0.0%
J34 Aging in Place	0	0.0%
J35 Rural Escape	0	0.0%
J36 Settled and Sensible	0	0.0%
<b>Group K ~ Significant Singles</b>	1	0.0%
K37 Wired for Success	1	0.0%
K38 Gotham Blend	0	0.0%
K39 Metro Fusion	0	0.0%
K40 Bohemian Grove	0	0.0%
<b>Group L ~ Blue Sky Boomers</b>	0	0.0%
L41 Booming and Consuming	0	0.0%
L42 Rooted Flower Power	0	0.0%
L43 Homemade Happiness	0	0.0%
<b>Group M ~ Families in Motion</b>	0	0.0%
M44 Red White and Bluegrass	0	0.0%
M45 Diapers and Debit Cards	0	0.0%
<b>Group N ~ Pastoral Pride</b>	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%
<b>Group O ~ Singles and Starters</b>	0	0.0%
O50 Full Steam Ahead	0	0.0%
O51 Digital Dependents	0	0.0%
O52 Urban Ambition	0	0.0%
O53 Colleges and Cafes	0	0.0%
O54 Striving Single Scene	0	0.0%
O55 Family Troopers	0	0.0%

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<b>Group P ~ Cultural Connections</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Group Q ~ Golden Year Guardians</b>	<b>8</b>	<b>0.3%</b>
Q62 Reaping Rewards	8	0.3%
Q63 Footloose and Family Free	0	0.0%
Q64 Town Elders	0	0.0%
Q65 Senior Discounts	0	0.0%
<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%

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