

# MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

Retail Market District - Smoky Hill Centennial, CO		Smoky Hill	
<b>2013 Estimated Population</b>		<b>29,001</b>	
2010 Census Population		27,735	
2018 Projected Population		32,155	
Historical Annual Growth (2010 to 2013)		1.5%	
Projected Annual Growth (2013 to 2018)		2.2%	
2013 Est. Per Capita Income		\$36,299	
2013 Est. Median Household Income		\$105,553	
MOSAIC Groups and Clusters		Population	% Total
<b>Group A ~ Power Elite</b>		<b>2,091</b>	<b>7.2%</b>
A01 American Royalty		380	1.3%
A02 Platinum Prosperity		228	0.8%
A03 Kids and Cabernet		964	3.3%
A04 Picture Perfect Families		56	0.2%
A05 Couples with Clout		463	1.6%
A06 Jet Set Urbanites		0	0.0%
<b>Group B ~ Flourishing Families</b>		<b>12,937</b>	<b>44.6%</b>
B07 Generational Soup		10,046	34.6%
B08 Babies and Bliss		2,890	10.0%
B09 Family Fun-tastic		0	0.0%
B10 Asian Achievers		0	0.0%
<b>Group C ~ Booming with Confidence</b>		<b>6,422</b>	<b>22.1%</b>
C11 Aging of Aquarius		713	2.5%
C12 Golf Carts and Gourmets		0	0.0%
C13 Silver Sophisticates		198	0.7%
C14 Boomers and Boomerangs		5,510	19.0%
<b>Group D ~ Suburban Style</b>		<b>4,441</b>	<b>15.3%</b>
D15 Sports Utility Families		0	0.0%
D16 Settled in Suburbia		50	0.2%
D17 Cul de Sac Diversity		4,376	15.1%
D18 Soulful Spenders		15	0.1%
<b>Group E ~ Thriving Boomers</b>		<b>11</b>	<b>0.0%</b>
E19 Full Pockets - Empty Nests		2	0.0%
E20 No Place Like Home		0	0.0%
E21 Unspoiled Splendor		9	0.0%
<b>Group F ~ Promising Families</b>		<b>1,404</b>	<b>4.8%</b>
F22 Fast Track Couples		1,157	4.0%
F23 Families Matter		247	0.9%
<b>Group G ~ Young City Solos</b>		<b>2</b>	<b>0.0%</b>
G24 Status Seeking Singles		2	0.0%
G25 Urban Edge		0	0.0%

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<b>Group H ~ Middle-class Melting Pot</b>	<b>1,201</b>	<b>4.1%</b>
H26 Progressive Potpourri	16	0.1%
H27 Birkenstocks and Beemers	55	0.2%
H28 Everyday Moderates	1,130	3.9%
H29 Destination Recreation	0	0.0%
<b>Group I ~ Family Union</b>	<b>9</b>	<b>0.0%</b>
I30 Stockcars and State Parks	0	0.0%
I31 Blue Collar Comfort	0	0.0%
I32 Latin Flair	0	0.0%
I33 Hispanic Harmony	9	0.0%
<b>Group J ~ Autumn Years</b>	<b>42</b>	<b>0.1%</b>
J34 Aging in Place	42	0.1%
J35 Rural Escape	0	0.0%
J36 Settled and Sensible	0	0.0%
<b>Group K ~ Significant Singles</b>	<b>317</b>	<b>1.1%</b>
K37 Wired for Success	317	1.1%
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>	<b>44</b>	<b>0.2%</b>
L41 Booming and Consuming	9	0.0%
L42 Rooted Flower Power	34	0.1%
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>43</b>	<b>0.1%</b>
O50 Full Steam Ahead	13	0.0%
O51 Digital Dependents	16	0.1%
O52 Urban Ambition	6	0.0%
O53 Colleges and Cafes	0	0.0%
O54 Striving Single Scene	0	0.0%
O55 Family Troopers	8	0.0%

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<b>Group P ~ Cultural Connections</b>	<b>4</b>	<b>0.0%</b>
P56 Rolling the Dice	4	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>33</b>	<b>0.1%</b>
Q62 Reaping Rewards	29	0.1%
Q63 Footloose and Family Free	0	0.0%
Q64 Town Elders	0	0.0%
Q65 Senior Discounts	4	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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