

Mosaic Population Summary Report



Geography: Racine (Place)

Date: July 31, 2021

Index Base File:
Entire US

<u>Cluster</u>	<u>Description</u>	<u>Population (Current Year Estimate)</u>	<u>%</u>	<u>Index Ave=100</u>
<u>Group A: Power Elite</u>				
A01	American Royalty	0	0.0%	0
A02	Platinum Prosperity	0	0.0%	0
A03	Kids and Cabernet	0	0.0%	0
A04	Picture Perfect Families	0	0.0%	0
A05	Couples with Clout	0	0.0%	0
A06	Jet Set Urbanites	0	0.0%	0
	Subtotal	0	0.0%	0
<u>Group B: Flourishing Families</u>				
B07	Across the Ages	0	0.0%	0
B08	Babies and Bliss	0	0.0%	0
B09	Family Fun-tastic	0	0.0%	0
B10	Cosmopolitan Achievers	0	0.0%	0
	Subtotal	0	0.0%	0
<u>Group C: Booming with Confidence</u>				
C11	Sophisticated City Dweller	565	0.7%	22
C12	Golf Carts and Gourmets	0	0.0%	0
C13	Philanthropic Sophisticates	2	0.0%	0
C14	Boomers and Boomerangs	0	0.0%	0
	Subtotal	566	0.7%	7
<u>Group D: Suburban Style</u>				
D15	Sports Utility Families	0	0.0%	0
D16	Settled in Suburbia	0	0.0%	0
D17	Cul de Sac Diversity	0	0.0%	0
D18	Suburban Nightlife	0	0.0%	0
	Subtotal	0	0.0%	0
<u>Group E: Thriving Boomers</u>				
E19	Consummate Consumers	0	0.0%	0
E20	No Place Like Home	1,701	2.1%	77

Group E:
Thriving
Boomers

E21	Unspoiled Splendor	0	0.0%	0
	Subtotal	1,701	2.1%	35

Group F:
Promising
Families

F22	Fast Track Couples	0	0.0%	0
F23	Families Matter Most	0	0.0%	0
	Subtotal	0	0.0%	0

Group G: Young
City Solos

G24	Ambitious Singles	0	0.0%	0
G25	Urban Edge	0	0.0%	0
	Subtotal	0	0.0%	0

Group H:
Bourgeois
Melting Pot

H26	Progressive Assortment	0	0.0%	0
H27	Life of Leisure	0	0.0%	0
H28	Everyday Moderates	0	0.0%	0
H29	Destination Recreation	0	0.0%	0
	Subtotal	0	0.0%	0

Group I: Family
Union

I30	Potlucks and the Great Outdoors	0	0.0%	0
I31	Hard Working Values	15,533	19.6%	1,685
I32	Steadfast Conventionalists	0	0.0%	0
I33	Balance and Harmony	0	0.0%	0
	Subtotal	15,533	19.6%	223

Group J: Autumn
Years

J34	Suburban Sophisticates	5,400	6.8%	189
J35	Rural Escape	0	0.0%	0
J36	Settled and Sensible	8,806	11.1%	377
	Subtotal	14,205	17.9%	197

Group K:
Significant
Singles

K37	Wired for Success	0	0.0%	0
K38	Modern Blend	0	0.0%	0
K39	Metro Fusion	0	0.0%	0
K40	Bohemian Groove	1,644	2.1%	156
	Subtotal	1,644	2.1%	56

Group L: Blue Sky Boomers

L41	Booming and Consuming	0	0.0%	0
L42	Rooted Flower Power	11,354	14.3%	995
L43	Homemade Happiness	0	0.0%	0
	Subtotal	11,354	14.3%	288

Group M: Families in Motion

M44	Creative Comfort	0	0.0%	0
M45	Growing and Expanding	2,088	2.6%	412
	Subtotal	2,088	2.6%	203

Group N: Pastoral Pride

N46	True Grit Americans	0	0.0%	0
N47	Countrified Pragmatics	0	0.0%	0
N48	Rural Southern Bliss	0	0.0%	0
N49	Touch of Tradition	0	0.0%	0
	Subtotal	0	0.0%	0

Group O: Singles and Starters

O50	Full Steam Ahead	0	0.0%	0
O51	Digitally Savvy	1,802	2.3%	70
O52	Urban Ambition	1,639	2.1%	172
O53	Colleges and Cafes	0	0.0%	0
O54	Influenced by Influencers	843	1.1%	28
O55	Family Troopers	0	0.0%	0
	Subtotal	4,283	5.4%	52

Group P: Cultural Connections

P56	Mid-scale Medley	3,692	4.7%	2,050
P57	Modest Metro Means	0	0.0%	0
P58	Heritage Heights	0	0.0%	0
P59	Expanding Horizons	6,139	7.7%	257
P60	Striving Forward	0	0.0%	0
P61	Simple Beginnings	0	0.0%	0
	Subtotal	9,831	12.4%	205

Group Q: Golden Year Guardians

Q62	Enjoying Retirement	0	0.0%	0
Q63	Footloose and Family Free	0	0.0%	0
Q64	Established in Society	0	0.0%	0
Q65	Mature and Wise	2,818	3.6%	386
	Subtotal	2,818	3.6%	89

Group R:
Aspirational
Fusion

R66	Ambitious Dreamers	1,159	1.5%	122
R67	Passionate Parents	8,859	11.2%	1,393
	Subtotal	10,018	12.6%	631

Group S: Thrifty
Habits

S68	Small Town Sophisticates	0	0.0%	0
S69	Urban Legacies	1,686	2.1%	116
S70	Thrifty Singles	0	0.0%	0
S71	Modest Retirees	3,492	4.4%	1,226
	Subtotal	5,178	6.5%	199

Group U:
Unclassified

U00	Unclassified	0	0.0%	0
	Subtotal	0	0.0%	0
	Total	79,219		