

Mosaic Population Summary Report



Geography: Alpena (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	0	0.0%	0
C12	Golf Carts and Gourmets	0	0.0%	0
C13	Philanthropic Sophisticates	0	0.0%	0
C14	Boomers and Boomerangs	0	0.0%	0
	Subtotal	0	0.0%	0
<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	0	0.0%	0

Group E:
Thriving
Boomers

E21	Unspoiled Splendor	0	0.0%	0
	Subtotal	0	0.0%	0

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	0	0.0%	0
I32	Steadfast Conventionalists	0	0.0%	0
I33	Balance and Harmony	0	0.0%	0
	Subtotal	0	0.0%	0

Group J: Autumn
Years

J34	Suburban Sophisticates	0	0.0%	0
J35	Rural Escape	0	0.0%	0
J36	Settled and Sensible	2,116	20.6%	698
	Subtotal	2,116	20.6%	226

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	0	0.0%	0
	Subtotal	0	0.0%	0

Group L: Blue Sky Boomers

L41	Booming and Consuming	0	0.0%	0
L42	Rooted Flower Power	0	0.0%	0
L43	Homemade Happiness	0	0.0%	0
	Subtotal	0	0.0%	0

Group M: Families in Motion

M44	Creative Comfort	0	0.0%	0
M45	Growing and Expanding	1,691	16.4%	2,572
	Subtotal	1,691	16.4%	1,267

Group N: Pastoral Pride

N46	True Grit Americans	4,298	41.8%	2,400
N47	Countrified Pragmatics	0	0.0%	0
N48	Rural Southern Bliss	0	0.0%	0
N49	Touch of Tradition	0	0.0%	0
	Subtotal	4,298	41.8%	907

Group O: Singles and Starters

O50	Full Steam Ahead	0	0.0%	0
O51	Digitally Savvy	0	0.0%	0
O52	Urban Ambition	0	0.0%	0
O53	Colleges and Cafes	0	0.0%	0
O54	Influenced by Influencers	0	0.0%	0
O55	Family Troopers	0	0.0%	0
	Subtotal	0	0.0%	0

Group P: Cultural Connections

P56	Mid-scale Medley	0	0.0%	0
P57	Modest Metro Means	0	0.0%	0
P58	Heritage Heights	0	0.0%	0
P59	Expanding Horizons	0	0.0%	0
P60	Striving Forward	0	0.0%	0
P61	Simple Beginnings	0	0.0%	0
	Subtotal	0	0.0%	0

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	954	9.3%	436
Q65	Mature and Wise	0	0.0%	0
	Subtotal	954	9.3%	231

Group R:
Aspirational
Fusion

R66	Ambitious Dreamers	0	0.0%	0
R67	Passionate Parents	0	0.0%	0
	Subtotal	0	0.0%	0

Group S: Thrifty
Habits

S68	Small Town Sophisticates	1,225	11.9%	1,097
S69	Urban Legacies	0	0.0%	0
S70	Thrifty Singles	0	0.0%	0
S71	Modest Retirees	0	0.0%	0
	Subtotal	1,225	11.9%	362

Group U:
Unclassified

U00	Unclassified	0	0.0%	0
	Subtotal	0	0.0%	0
	Total	10,284		