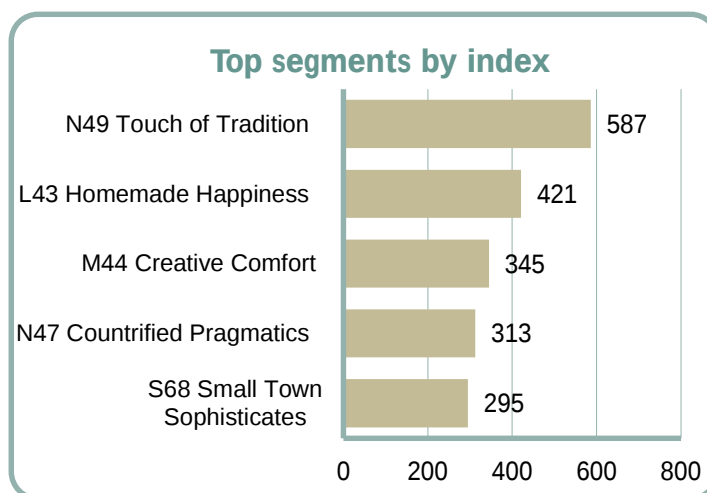
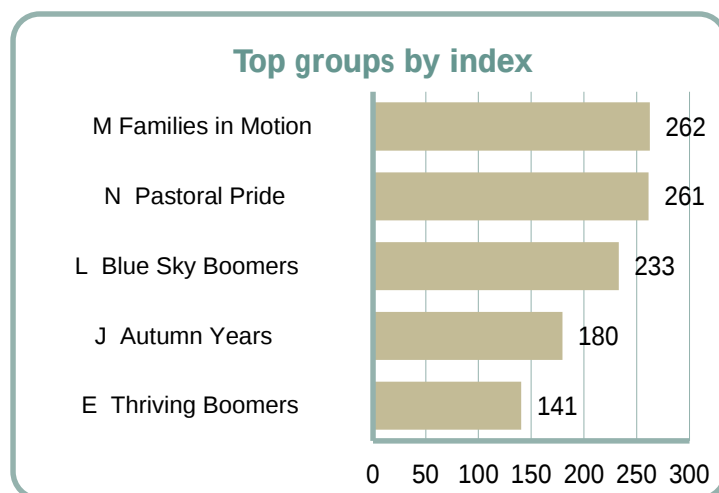


	Area		Benchmark
(Berea College definition)	BereaMap (BereaCollege1896)	% Bmk	US Summary
Households	3,774,986	2.8	132,610,000
Population in households	8,922,509	2.7	332,799,355
Qualified group quarters	110,150	3.4	3,214,838



MOSAIC count	3,774,986	2.8	132,610,000
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MOSAIC count is the total of **households in the area** and is the base for group shares. Qualified group quarters are college quarters and military barracks and their count is presented for information purposes only. **MOSAIC index** compares the percent share of a specific group or segment in the study area to the share of the same group or segment in the benchmark area.

MOSAIC Counts by Segment

MOSAIC Counts by Segment							Index	
			%	% Bmk			(Bmk = 100)	
A	Power Elite		144,266	3.82	1.4	10,300,587	7.77	49
A01	American Royalty		14,067	0.37	0.4	3,301,132	2.49	15
A02	Platinum Prosperity		36,574	0.97	4.7	771,170	0.58	167
A03	Kids and Cabernet		12,684	0.34	1.3	1,010,783	0.76	44
A04	Picture Perfect Families		41,787	1.11	3.6	1,154,330	0.87	127
A05	Couples with Cclout		38,214	1.01	1.5	2,490,520	1.88	54
A06	Jet Set Urbanites		940	0.02	0.1	1,572,652	1.19	2
B	Flourishing Families		77,392	2.05	1.1	6,743,455	5.09	40
B07	Across the Ages		18,077	0.48	0.8	2,128,461	1.61	30
B08	Babies and Bliss		14,736	0.39	1.3	1,133,905	0.86	46
B09	Family Fun-tastic		44,405	1.18	3.8	1,159,317	0.87	135
B10	Cosmopolitan Achievers		174	0.00	0.0	2,321,772	1.75	0

(Berea College definition)		BereaMap (BereaCollege1896)			US Summary		MOSAIC Index
MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)
C	Booming with Confidence	190,682	5.05	1.7	11,463,770	8.64	58
	C11 Sophisticated City Dwellers	73,226	1.94	2.9	2,556,660	1.93	101
	C12 Golf Carts and Gourmets	31,875	0.84	2.6	1,208,153	0.91	93
	C13 Philanthropic Sophisticates	48,621	1.29	0.8	6,032,425	4.55	28
	C14 Boomers and Boomerangs	36,960	0.98	2.2	1,666,532	1.26	78
D	Suburban Style	149,798	3.97	1.8	8,290,651	6.25	63
	D15 Sports Utility Families	106,836	2.83	5.1	2,100,705	1.58	179
	D16 Settled in Suburbia	23,747	0.63	0.9	2,718,730	2.05	31
	D17 Cul de Sac Diversity	9,253	0.25	0.6	1,594,208	1.20	20
	D18 Suburban Nightlife	9,962	0.26	0.5	1,877,008	1.42	19
E	Thriving Boomers	258,017	6.83	4.0	6,442,848	4.86	141
	E19 Consummate Consumers	17,299	0.46	0.9	1,880,492	1.42	32
	E20 No Place Like Home	79,446	2.10	3.8	2,089,678	1.58	134
	E21 Unspoiled Splendor	161,272	4.27	6.5	2,472,678	1.86	229
F	Promising Families	93,994	2.49	1.9	4,944,366	3.73	67
	F22 Fast Track Couples	62,694	1.66	1.7	3,627,973	2.74	61
	F23 Families Matter Most	31,300	0.83	2.4	1,316,393	0.99	84
G	Young City Solos	28,832	0.76	0.7	4,090,118	3.08	25
	G24 Ambitious Singles	24,715	0.65	1.6	1,590,163	1.20	55
	G25 Urban edge	4,117	0.11	0.2	2,499,955	1.89	6
H	Bourgeois Melting Pot	136,095	3.61	2.2	6,059,395	4.57	79
	H26 Progressive Assortment	2,479	0.07	0.1	2,344,741	1.77	4
	H27 Life of Leisure	61,611	1.63	3.3	1,852,073	1.40	117
	H28 Everyday Moderates	2,885	0.08	0.6	476,520	0.36	21
	H29 Destination Recreation	69,120	1.83	5.0	1,386,061	1.05	175
I	Family Union	213,536	5.66	2.8	7,614,249	5.74	99
	I30 Potlucks and the Great Outdoors	156,414	4.14	5.6	2,769,951	2.09	198
	I31 Hard Working Values	44,721	1.18	2.8	1,572,634	1.19	100
	I32 Steadfast Conventionalists	526	0.01	0.0	1,623,282	1.22	1
	I33 Balance and Harmony	11,875	0.31	0.7	1,648,382	1.24	25
J	Autumn Years	478,401	12.67	5.1	9,359,519	7.06	180
	J34 Suburban Sophisticates	131,707	3.49	3.1	4,251,806	3.21	109
	J35 Rural Escape	248,245	6.58	7.7	3,244,041	2.45	269
	J36 Settled and Sensible	98,449	2.61	5.3	1,863,672	1.41	186

(Berea College definition)			BereaMap (BereaCollege1896)			US Summary		MOSAIC Index
MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)	
K	Significant Singles		99,884	2.65	1.3	7,747,351	5.84	45
	K37	Wired for success	31,947	0.85	1.2	2,717,714	2.05	41
	K38	Modern Blend	115	0.00	0.0	1,863,460	1.41	0
	K39	Metro Fusion	1,062	0.03	0.1	978,816	0.74	4
	K40	Bohemian Groove	66,760	1.77	3.1	2,187,361	1.65	107
L	Blue Sky Boomers		331,605	8.78	6.6	4,998,431	3.77	233
	L41	Booming and Consuming	57,402	1.52	4.7	1,233,946	0.93	163
	L42	Rooted Flower Power	50,704	1.34	2.7	1,900,006	1.43	94
	L43	Homemade Happiness	223,499	5.92	12.0	1,864,479	1.41	421
M	Families in Motion		232,147	6.15	7.5	3,107,164	2.34	262
	M44	Creative Comfort	177,805	4.71	9.8	1,810,563	1.37	345
	M45	Growing and Expanding	54,342	1.44	4.2	1,296,601	0.98	147
N	Pastoral Pride		327,804	8.68	7.4	4,406,877	3.32	261
	N46	True Grit Americans	87,236	2.31	7.3	1,201,790	0.91	255
	N47	Countrified Pragmatics	90,039	2.39	8.9	1,010,633	0.76	313
	N48	Rural Southern Bliss	20,869	0.55	1.5	1,417,876	1.07	52
	N49	Touch of Tradition	129,660	3.43	16.7	776,578	0.59	587
O	Singles and Starters		343,161	9.09	2.3	14,976,545	11.29	80
	O50	Full Steam Ahead	17,722	0.47	1.6	1,114,661	0.84	56
	O51	Digitally Savvy	172,103	4.56	4.1	4,235,619	3.19	143
	O52	Urban Ambition	11,779	0.31	0.9	1,258,231	0.95	33
	O53	Colleges and Cafes	55,070	1.46	4.3	1,278,849	0.96	151
	O54	Influenced by Influencers	41,710	1.10	0.9	4,487,494	3.38	33
	O55	Family Troopers	44,777	1.19	1.7	2,601,691	1.96	60
P	Cultural Connections		35,383	0.94	0.8	4,470,513	3.37	28
	P56	Mid-Scale Medley	22,308	0.59	2.5	896,449	0.68	87
	P57	Modest Metro Means	761	0.02	0.1	827,303	0.62	3
	P58	Heritage Heights	3	0.00	0.0	652,112	0.49	0
	P59	Expanding Horizons	8,881	0.24	1.0	848,395	0.64	37
	P60	Striving Forward	1,511	0.04	0.2	742,103	0.56	7
	P61	Simple Beginnings	1,919	0.05	0.4	504,151	0.38	13

(Berea College definition)

BereaMap
(BereaCollege1896)

US Summary

MOSAIC
Index

MOSAIC Counts by Segment

			%	% Bmk		%	(Bmk = 100)
Q	Golden Year Guardians	451,375	11.96	3.8	11,823,399	8.92	134
	Q62 Enjoying Retirement	78,820	2.09	2.7	2,933,992	2.21	94
	Q63 Footloose and Family Free	1,323	0.04	0.2	605,240	0.46	8
	Q64 Established in Society	319,952	8.48	6.3	5,062,299	3.82	222
	Q65 Mature and Wise	51,280	1.36	1.6	3,221,868	2.43	56
R	Aspirational Fusion	47,299	1.25	2.0	2,337,094	1.76	71
	R66 Ambitious Dreamers	38,996	1.03	2.4	1,606,488	1.21	85
	R67 Passionate Parents	8,303	0.22	1.1	730,606	0.55	40
S	Thrifty Habits	135,315	3.58	3.9	3,432,517	2.59	138
	S68 Small Town Sophisticates	89,765	2.38	8.4	1,067,667	0.81	295
	S69 Urban Legacies	10,503	0.28	0.9	1,197,785	0.90	31
	S70 Thrifty Singles	21,623	0.57	7.9	274,800	0.21	276
	S71 Modest Retirees	13,424	0.36	1.5	892,265	0.67	53