

Mosaic Comparison Report

Complete Demographic Comparison Report

August 12, 2011

Texarkana, TX-Texarkana, AR

Metro

	Pop Count (2008)	%
A Affluent Suburbia		
A01 Americas Wealthiest	0	0.00%
A02 Dream Weavers	0	0.00%
A03 White-collar Suburbia	0	0.00%
A04 Upscale Suburbanites	0	0.00%
A05 Enterprising Couples	1,156	0.85%
A06 Small-town Success	3,770	2.76%
A07 New Suburbia Families	0	0.00%
B Upscale America		
B01 Status-conscious Consumers	0	0.00%
B02 Affluent Urban Professionals	0	0.00%
B03 Urban Commuter Families	3,667	2.69%
B04 Solid Suburban Life	1,832	1.34%
B05 Second-generation Success	0	0.00%
B06 Successful Urban Sprawl	1,177	0.86%
C Small Town Contentment		
C01 Second City Homebodies	1,376	1.01%
C02 Prime Middle America	0	0.00%
C03 Urban Optimists	0	0.00%
C04 Family Convenience	546	0.40%
C05 Mid-market Enterprise	1,971	1.45%
D Blue Collar Backbone		
D01 Nuevo Hispanic Families	0	0.00%
D02 Working Rural Suburbia	1,132	0.83%
D03 Lower-income Essentials	9,958	7.30%
D04 Small-town Endeavors	7,475	5.48%

E American Diverstiy

E01 Ethnic Urban Mix	0	0.00%
E02 Urban Blues	0	0.00%
E03 Professional Urbanites	1,519	1.11%
E04 Urban Advantage	5,257	3.86%
E05 American Great Outdoors	0	0.00%
E06 Mature America	772	0.57%

F Metro Fringe

F01 Steadfast Conservative	1,991	1.46%
F02 Moderate Conventionalists	0	0.00%
F03 Southern Blues	3,753	2.75%
F04 Urban Grit	0	0.00%
F05 Grass-roots Living	3,033	2.22%

G Remote America

G01 Hardy Rural Families	4,870	3.57%
G02 Rural Southern Living	11,774	8.63%
G03 Coal and Crops	9,880	7.25%
G04 Native Americana	0	0.00%

H Aspiring Contemporaries

H01 Young Cosmopolitans	3,264	2.39%
H02 Minority Metro Communities	0	0.00%
H03 Stable Careers	272	0.20%
H04 Aspiring Hispania	0	0.00%

I Rural Villages and Farms

I01 Industrious Country Living	13,003	9.54%
I02 America's Farmlands	0	0.00%
I03 Comfy Country Living	2,080	1.53%
I04 Small-town Connections	0	0.00%
I05 Hinterland Families	5,907	4.33%

J Struggling Societies

J01 Rugged Southern Style 792 0.58%

J02 Latino Nuevo 0 0.00%

J03 Struggling City Centers 9,681 7.10%

J04 College Town Communities 0 0.00%

J05 New Beginnings 0 0.00%

K Urban Essence

K01 Unattached Multicultures 604 0.44%

K02 Academic Necessities 0 0.00%

K03 African-American Neighborhoods 0 0.00%

K04 Urban Diversity 5,286 3.88%

K05 New Generation Activists 618 0.45%

K06 Getting By 7,505 5.50%

L Varying Lifestyles

L01 Military Family Life 0 0.00%

L02 Major University Towns 0 0.00%

L03 Gray Perspectives 10,439 7.66%

Mosaic Detail Charts

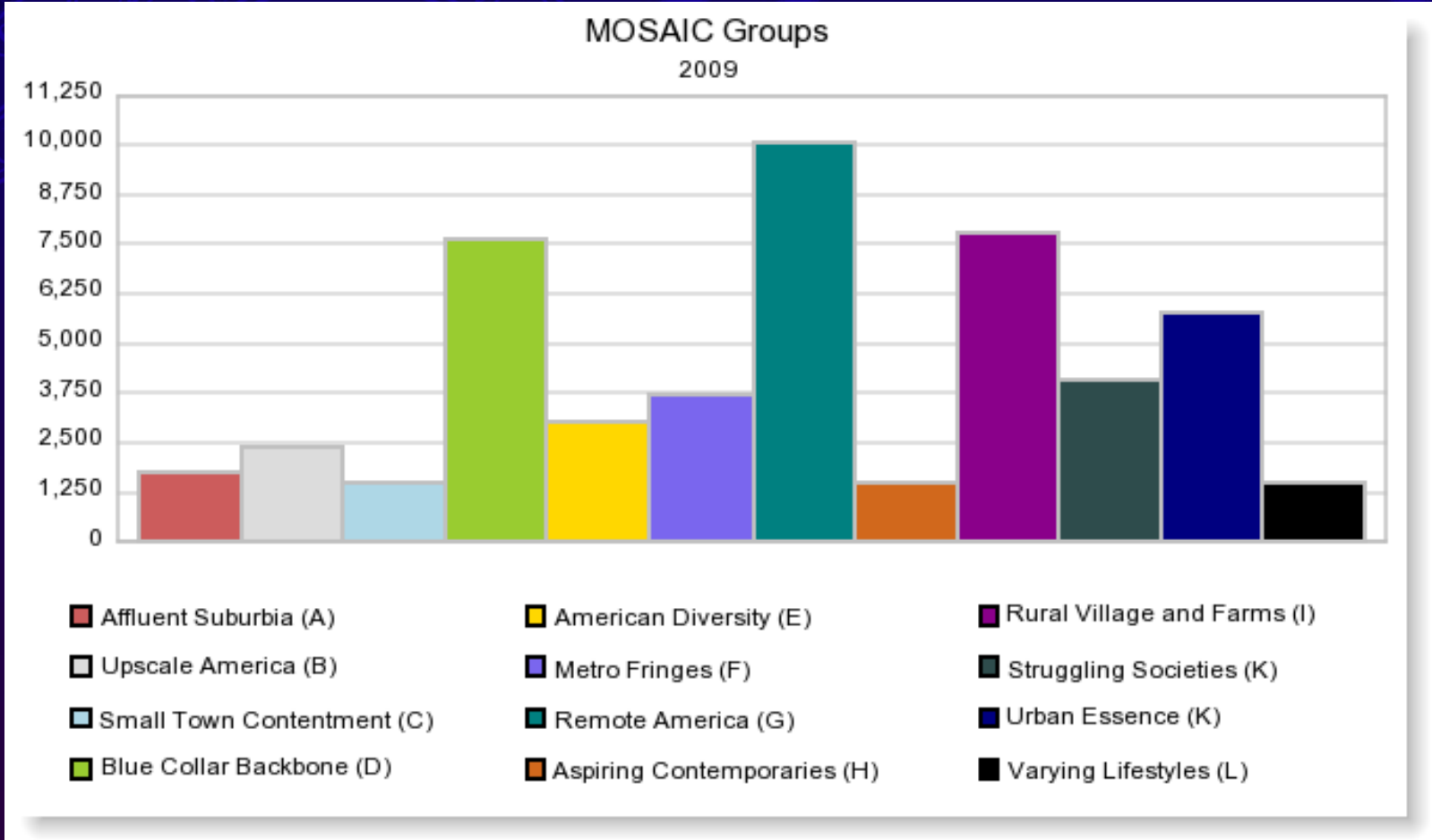
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Demographic Overview (Spring 2010)

Total Population	136,725	Median Income	\$40,345
% Male Population	50.1%	Per Capita Income	\$22,974
% Female Population	49.9%	Average Household Income	\$56,279
Median Age	36.8	Employees	62,380
Population Density	87.7	Establishments	5,364
Total Households	50,240	Owner Occupied Housing Units	55.2%
Average Household Size	2.6	Renter Occupied Housing Units	30.9%
Household Growth from 1990 to 2000	8.5%	Vacant Housing Units	14.0%
Household Growth from 2000 to 2013	6.0%		



**The Dominant MOSAIC Group for this geography
is Group G Remote America .**

**The number of Households from this Group is 10,043 , which is approxi-
mately 19.9% of the Total Households.**