

## MOSAIC Lifestyle Group Descriptions

Congregation	Austin	HF Shepherd	Lithonia Lighting
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<p><b>Type C03: Urban Optimists</b> - A portrait of middle-class diversity containing middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states – 19%</p> <p><b>Type F04: Urban Grit</b> - Young, ethnically mixed, working-class singles and single-parent households living in blue-collar neighborhoods in second-tier cities scattered around the country – 14%</p> <p><b>Type H02: Minority Metro Communities</b> - Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration – 10%</p> <p><b>Type K03: African-American Neighborhoods</b> - Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments – 8%</p> <p><b>Type A07: New Suburbia Families</b> - Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities – 7%</p> <p><b>Type C05: Mid-market Enterprise</b> - Located in small towns</p>	<p><b>Type H02: Minority Metro Communities</b> - Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration – 21%</p> <p><b>Type K03: African-American Neighborhoods</b> - Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments – 16%</p> <p><b>Type C03: Urban Optimists</b> - A portrait of middle-class diversity containing middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states – 15%</p> <p><b>Type F04: Urban Grit</b> - Young, ethnically mixed, working-class singles and single-parent households living in blue-collar neighborhoods in second-tier cities scattered around the country – 13%</p> <p><b>Type F03: Southern Blues</b> - Racially mixed, young and lower-middle-class singles and couples living in older, garden style apartments in satellite cities throughout the South – 9%</p> <p><b>Type B05: Second-generation</b></p>	<p><b>Type H02: Minority Metro Communities</b> - Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration – 37%</p> <p><b>Type K03: African-American Neighborhoods</b> - Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments – 27%</p> <p><b>Type F04: Urban Grit</b> - Young, ethnically mixed, working-class singles and single-parent households living in blue-collar neighborhoods in second-tier cities scattered around the country – 21%</p> <p><b>Type J03: Struggling City Centers</b> - Young, single and single-parent minority renters living in very low-income city neighborhoods throughout the South – 6%</p> <p><b>Type K06: Getting By</b> - Very low income minority single and single-parent households located in dense neighborhoods of small cities – 4%</p> <p><b>Type C03: Urban Optimists</b> - A portrait of middle-class diversity containing middle-aged couples and</p>	<p><b>Type H02: Minority Metro Communities</b> - Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration – 26%</p> <p><b>Type F04: Urban Grit</b> - Young, ethnically mixed, working-class singles and single-parent households living in blue-collar neighborhoods in second-tier cities scattered around the country – 25%</p> <p><b>Type C03: Urban Optimists</b> - A portrait of middle-class diversity containing middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states – 23%</p> <p><b>Type A05: Enterprising Couples</b> - A collection of married couples with children and childless duos living in upper-middle class commuter communities – 13%</p> <p><b>Type B05: Second-generation Success</b> - Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities – 6%</p> <p><b>Type K03: African-American Neighborhoods</b> - Young, working-</p>
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<p>throughout New England, these households are mix of middle-aged and middle-income singles and couples with high school degrees and some college education – 7%</p> <p><b>■ Type B05: Second-generation Success</b> - Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities – 6%</p> <p><b>■ Type C02: Prime Middle America</b> - A mix of young, upper-middle-class couples and families living in both small towns and mid-sized cities working in well paying white-collar and blue-collar jobs – 3%</p> <p><b>■ Type H01: Young Cosmopolitans</b> - Residents are young, single, college educated and earning upper-middle-class incomes as white-collar professionals, managers and executives living in luxury apartments and condos in fast growing cities - 3%</p> <p><b>■ Type H03: Stable Careers</b> - Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas – 3%</p>	<p><b>■ Success</b> - Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities – 4%</p> <p><b>■ Type H01: Young Cosmopolitans</b> - Residents are young, single, college educated and earning upper-middle-class incomes as white-collar professionals, managers and executives living in luxury apartments and condos in fast growing cities – 4%</p> <p><b>■ Type C05: Mid-market Enterprise</b> - Located in small towns throughout New England, these households are mix of middle-aged and middle-income singles and couples with high school degrees and some college education – 3%</p> <p><b>■ Type H03: Stable Careers</b> - Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas – 3%</p> <p><b>■ Type L03: Gray Perspectives</b> - Scattered in small towns across the country, these residents are a reflection of America’s prison and institutionalized population, with some military barracks and households who support these facilities – 3%</p>	<p>families living in older suburban homes, duplexes and apartments located in coastal states – 3%</p> <p><b>■ Type J05: New Beginnings</b> – Very low income, less educated singles and single Hispanic and minority households living in high-rise apartments in diverse inner-city neighborhoods – 1%</p> <p><b>■ Type A05: Enterprising Couples</b> – A collection of married couples with children and childless duos living in upper-middle class commuter communities – 0%</p> <p><b>■ Type L03: Gray Perspectives</b> - Scattered in small towns across the country, these residents are a reflection of America’s prison and institutionalized population, with some military barracks and households who support these facilities – 0%</p> <p><b>■ Type B02: Affluent Urban Professionals</b> – Affluent singles and couples who live in the chic high-rise neighborhoods of many big cities, owning swank condos and apartments – 0%</p>	<p>class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments – 3%</p> <p><b>■ Type B03: Urban Commuter Families</b> - Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe – 2%</p> <p><b>■ Type A07: New Suburbia Families</b> - Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities – 1%</p> <p><b>■ Type J03: Struggling City Centers</b> - Young, single and single-parent minority renters living in very low-income city neighborhoods throughout the South – 1%</p> <p><b>■ Type A06: Small-town Success</b> - White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation’s beltways – 0%</p>