

2016

COUNCIL MARKET ANALYSIS REPORT

Colonial Virginia 595

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

Research & Strategy



BOY SCOUTS OF AMERICA®

COUNCIL MARKET ANALYSIS

TABLE OF CONTENTS

INTRODUCTION	1
ADDITIONAL RESOURCES	1
DEMOGRAPHIC AND INCOME PROFILE	2
MAPS OF TARGET-AGE YOUTH	5
Target ages for Cub Scouts – Boys six through 10	
Target ages for Boy Scouts – Boys 11 through 13	
Target ages for Venturers and Explorers – Youth ages 14 through 16	
EXPERIAN’S MOSAIC SEGMENTATION SYSTEM	9
Council Mosaic Profile	12
DATA TABLES BY ZIP CODE	14
Cub Scout members and TAY by ethnicity	
Boy Scout members and TAY by ethnicity	
Venturing and Exploring members and TAY by ethnicity	
APPENDIX: TOP FIVE MOSAIC SEGMENTS PER ZIP CODE	



INTRODUCTION

This Council Market Analysis Report was created specifically for your council. The National Service Center purchases demographic and lifestyle information about the youth and families your council currently serves and about those who live in your council area who are not being served. Several different profiles and analyses are conducted – to provide your council with resources for:

- Recruiting youth
 - Starting new charter organizations
 - Fundraising
 - District alignments
- and much more

Resources supporting this market analysis report are available at MyBSA > Resources tab > Select by Region, Area, and HQ city:

- The report in PDF format
- Table data from the report in Excel format
- Mosaic Segmentation Highlights including the demographics, cultures, and lifestyles of the families in your council area in PDF format

Contact market.analysis@scouting.org with questions or comments

ADDITIONAL RESOURCES

Provided by BSA at www.scouting.org/about

- Eagle Scouts: Merit Beyond the Badge
- Ethnic and Generational Diversity
- Values of Americans

Provided by BSA at www.scouting.org/membership

- Tools for membership recruitment and new unit development
- Strategies for chartering organizations

General demographic information

- <http://www.zip-codes.com/>
- <http://www.city-data.com/>
- <http://www.hometownlocator.com/>
- www.census.gov/

Councils can access additional training on the Council Market Analysis reports through the Learning Management System / LMS

For your recruiting, fundraising, and planning, be sure to use other BSA and outside resources, too.



DEMOGRAPHIC AND INCOME PROFILE

This profile is a picture of your council's market area. It includes data from the 2010 Census, 2015 estimates, and 2020 projections.

This profile is useful for:

Strategic planning

United Way and grant applications

Demographics include:

- Population
- Total households
- Urbanicity
- Population by race/ethnicity
- Total Available Youth
- Population by age and median age
- Educational attainment
- Household income demographics
- Housing demographics

Consider the age trends > should you focus on Boy Scout- and Exploring/Venturing-age youth?

Note the future race and ethnicity projections

Be mindful of household income levels and educational attainment

Contact market.analysis@scouting.org for similar data at the county, district, or other geographic areas.



Demographic and Income Profile

595, Colonial Virginia Council

Population

Description	2010 Census	2015 Estimate	2020 Projection	% Change 2015-2020
Total Population	722,103	732,780	759,273	3.6
Population per Square Mile	188	190	197	3.9
Total Households	276,762	281,086	293,101	4.3

Urban/Rural Population

Description	2010 Count	2010 Percent	2015 Estimate	2015 Percent	2020 Projection	2020 Percent	% Change 2015-2020
Urban Population	575,330	79.7	586,649	80.1	609,144	80.2	3.8
- Urban > 50,000	540,270	74.8	551,831	75.3	573,052	75.5	3.8
- Urban < 50,000	35,060	4.9	34,818	4.8	36,092	4.8	3.7
Rural Population	146,773	20.3	146,131	19.9	150,129	19.8	2.7

Population by Race/Ethnicity

Description	2010 Count	2010 Percent	2015 Estimate	2015 Percent	2020 Projection	2020 Percent	% Change 2015-2020
African American/Black	248,866	34.5	248,147	33.9	256,132	33.7	3.2
Asian	15,728	2.2	17,409	2.4	20,602	2.7	18.3
Caucasian/White	402,981	55.8	405,149	55.3	410,560	54.1	1.3
Hispanic/Latino	32,387	4.5	38,243	5.2	44,112	5.8	15.3
Native American	2,299	0.3	2,452	0.3	2,562	0.3	4.5
Pacific Islander	664	0.1	777	0.1	848	0.1	9.1
Some Other Race	1,116	0.2	1,138	0.2	1,194	0.2	4.9
Two or More Races	18,064	2.5	19,465	2.7	23,262	3.1	19.5

Total Available Youth

	2015 Estimate	2020 Projection	% Change 2015-2020
Cub Scout-age	23,177	22,657	-2.2
Boy Scout-age	14,198	14,095	-0.7
Venturing-age	27,844	28,027	0.7
Total Available Youth	65,219	64,779	-0.7

Population by Age

Description	2010 Count	2010 Percent	2015 Estimate	2015 Percent	2020 Projection	2020 Percent	% Change 2015-2020
0 to 4	44,634	6.2	43,804	6.0	45,203	6.0	3.2
5 to 14	91,906	12.7	91,335	12.5	90,304	11.9	-1.1
15 to 19	53,410	7.4	50,071	6.8	48,333	6.4	-3.5
20 to 29	103,872	14.4	109,188	14.9	111,867	14.7	2.5
30 to 44	133,239	18.5	132,893	18.1	139,623	18.4	5.1
45 to 64	198,530	27.5	198,533	27.1	195,591	25.8	-1.5
65+	96,512	13.4	106,954	14.6	128,352	16.9	20.0
Median Age	38		38		39		1.3



Educational Attainment

Description	2010 Count	2010 Percent	2015 Estimate	2015 Percent	2020 Projection	2020 Percent	% Change 2015-2020
No High School Diploma	58,858	12.3	58,581	12.0	60,861	11.7	3.9
High School Diploma/Equivalent	131,507	27.6	134,369	27.4	141,338	27.2	5.2
Some College	117,531	24.6	120,192	24.5	127,492	24.5	6.1
Associates Degree	37,987	8.0	40,524	8.3	43,463	8.4	7.3
Bachelor's Degree	78,266	16.4	81,791	16.7	88,026	16.9	7.6
Post Graduate Degree	52,683	11.0	54,339	11.1	58,636	11.3	7.9
Population Age 25+	476,832		489,796		519,816		6.1

Households by Income

Description	2010 Count	2010 Percent	2015 Estimate	2015 Percent	2020 Projection	2020 Percent	% Change 2015-2020
\$0 - \$14,999	30,967	11.2	31,950	11.4	27,611	9.4	-13.6
\$15,000 - \$24,999	28,412	10.3	28,212	10.0	25,907	8.8	-8.2
\$25,000 - \$34,999	27,073	9.8	28,032	10.0	25,861	8.8	-7.7
\$35,000 - \$49,999	40,339	14.6	39,348	14.0	37,194	12.7	-5.5
\$50,000 - \$74,999	57,952	20.9	56,158	20.0	56,616	19.3	0.8
\$75,000 - \$99,999	38,965	14.1	38,507	13.7	43,374	14.8	12.6
\$100,000 - \$149,999	35,891	13.0	37,438	13.3	48,507	16.5	29.6
\$150,000+	17,162	6.2	21,440	7.6	28,033	9.6	30.8
Average HH Income	70,259		73,000		82,366		12.8
Median HH Income	54,566		55,260		62,962		13.9
Per Capita Income (pop)	27,544		28,612		32,385		13.2

Housing Units

Description	2010 Count	2010 Percent	2015 Estimate	2015 Percent	2020 Projection	2020 Percent	% Change 2015-2020
Total Occupied Units	276,762	90.9	281,086	89.9	293,101	89.5	4.3
- Owner Occupied/Mortgaged	133,322	43.8	129,990	41.6	135,560	41.4	4.3
- Owner Occupied/No Mortgage	46,195	15.2	50,921	16.3	53,574	16.4	5.2
- Renter Occupied	97,245	31.9	100,175	32.0	103,967	31.7	3.8
Vacant Units	27,881	9.2	31,678	10.1	34,439	10.5	8.7
Total Housing Units	304,643		312,764		327,540		4.7



MAPS

New this year:

The maps in this report show the number of **TARGET-AGE YOUTH** in the ZIP codes in your council!

- Boys ages 6 - 10: These boys are your target ages for Cub Scout recruiting.
- Boys ages 11 - 13: These boys are your target ages for Boy Scout recruiting.
- Boys and girls ages 14 - 16: These youth are the target ages for Venturing and Exploring recruiting.

COUNCIL PLANNING

- Align districts by considering geography and available youth numbers
- Select the best locations for
 - Scout shops
 - Satellite offices
 - Day camps
 - District events

TARGET RECRUITING

ZIP codes with high numbers of available youth are targets for new chartering organizations.

SCOUTING IN YOUR COMMUNITY

Look for ways to make Scouting more visible in your council area.

- Opportunities for service projects
- Locate day camps and events
- Billboard campaigns
- Yard signs
- Public bulletin boards at stores, transportation stations, rec centers, community colleges, etc.
- Booths at fall festivals, sports fairs, event fairs

Previous Council Market Analysis Reports included maps showing the BSA Market Share. This information is still included on the tables in the report. To help you recognize the areas of your council with the highest populations of target-age youth, the maps in this report show the numbers (not relative percentages) of available youth.

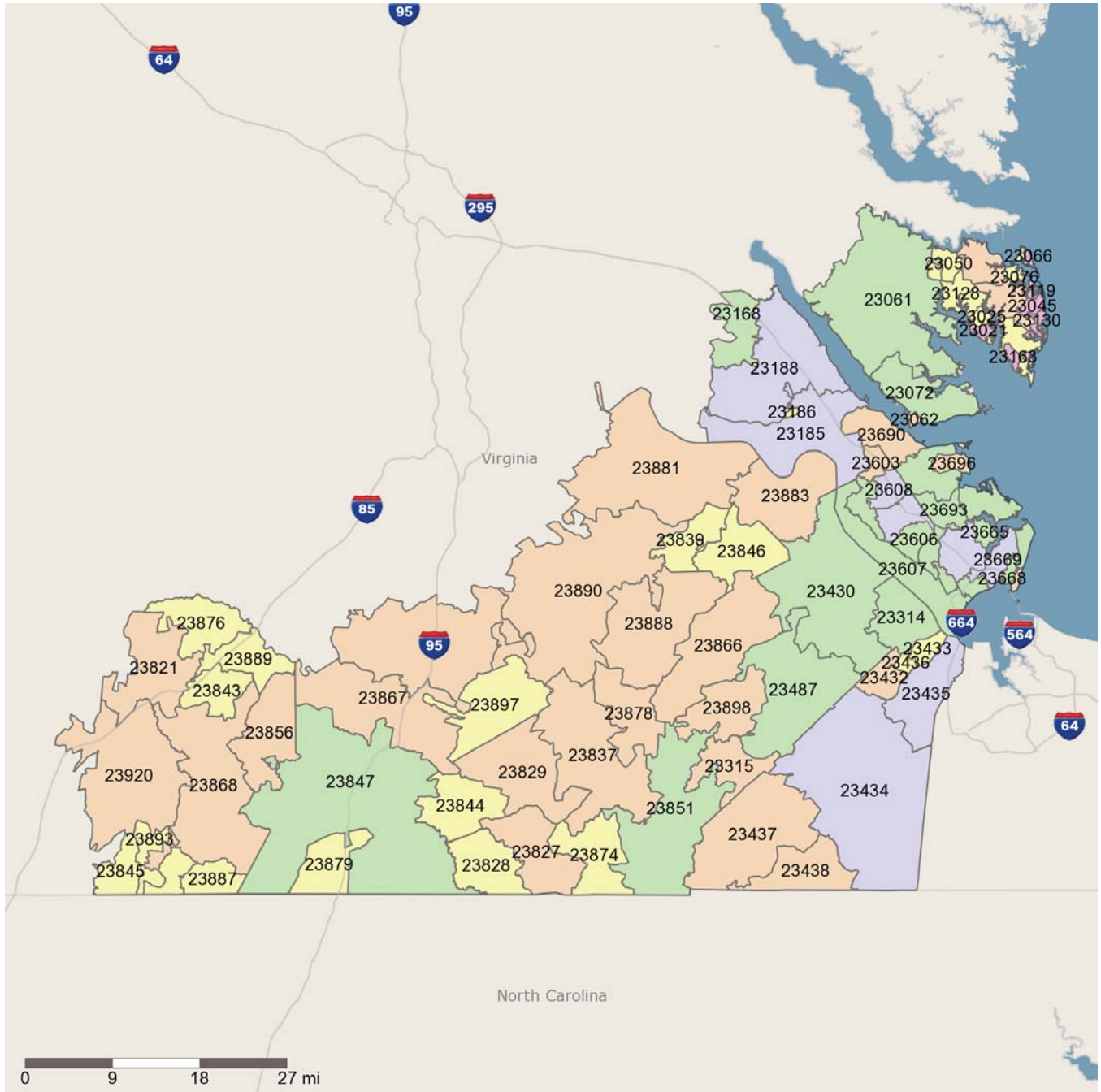
The National Service Center can provide additional maps to meet your council's needs.

District boundaries / Counties / Camp locations / Scout shops / Highways / Membership / Larger maps

Contact market.analysis@scouting.org.



BOYS AGES 6 THROUGH 10 CUB SCOUT TARGET AGE 595, Colonial Virginia Council

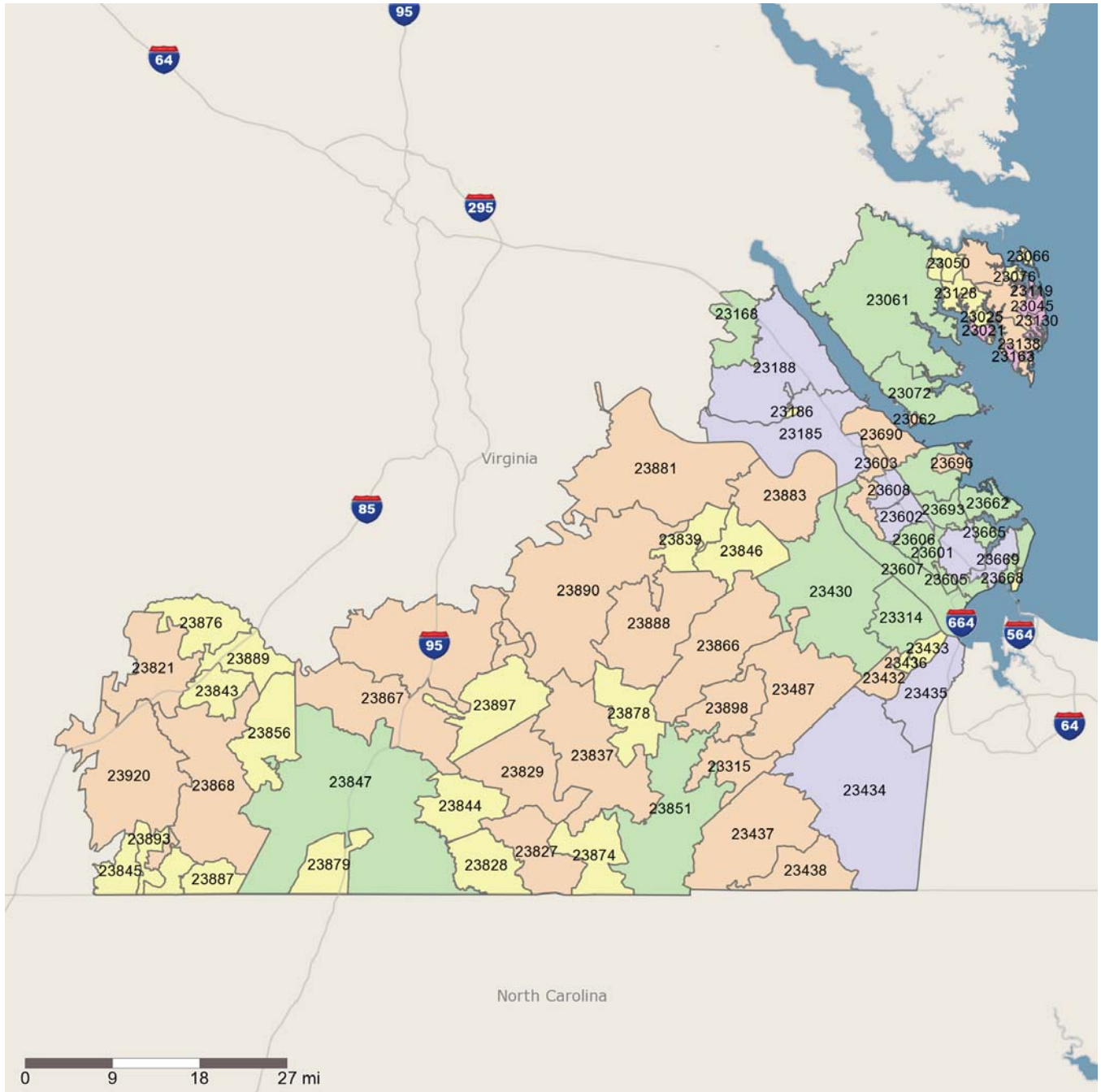


Boys Ages 6 Through 10

- High (Above 1,062.5)
- Above Average (182.5 to 1,062.5)
- Average (31.5 to 182.5)
- Below Average (5.4 to 31.5)
- Low (Below 5.4)



BOYS AGES 11 THROUGH 13 BOY SCOUT TARGET AGE 595, Colonial Virginia Council

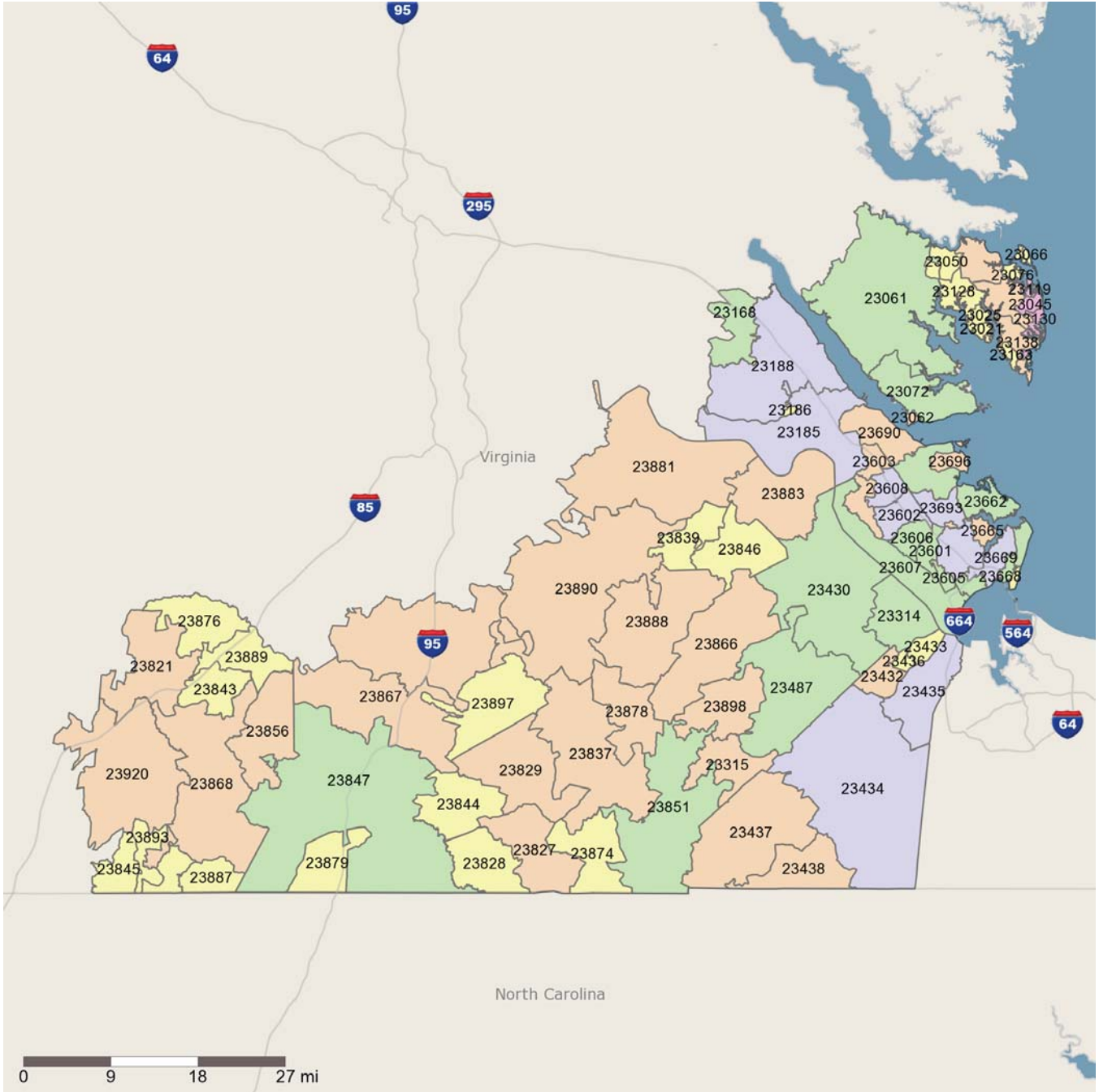


Boys Ages 11 Through 13

- High (Above 620)
- Above Average (112.5 to 620)
- Average (20.25 to 112.5)
- Below Average (3.65 to 20.25)
- Low (Below 3.65)



YOUTH AGES 14 THROUGH 16 VENTURING/EXPLORING TARGET AGE 595, Colonial Virginia Council



Youth Ages 14 Through 16

- High (Above 1,187.5)
- Above Average (225 to 1,187.5)
- Average (42 to 225)
- Below Average (7.9 to 42)
- Low (Below 7.9)



THE MOSAIC SEGMENTATION SYSTEM BY EXPERIAN INFORMATION SOLUTIONS, INC.

In this market analysis, the National Council provides a **lifestyle analysis** for your Cub Scout membership and the households in your council area.

Provides an in-depth look at your market, including:

- Basic demographics
- Ethnicity, culture, and languages
- Lifestyles, behaviors
- Values, attitudes, and religious and political preferences
- Consumer and entertainment preferences

Major companies, such as Ford, Verizon, and Kroger rely on Mosaic Segmentation for their marketing decisions.



MOSAIC SEGMENT HIGHLIGHTS

Find the segment descriptions

– prepared specifically for BSA councils –

at **MyBSA > Resources tab**

For access to more in-depth data, contact market.analysis@scouting.org

Half of current BSA youth members are in these eleven

Mosaic segments

- B08 Babies and Bliss
- D15 Sports Utility Families
- A03 Kids and Cabernet
- F23 Families Matter Most
- A04 Picture Perfect Families
- M44 Red, White and Bluegrass
- B07 Generational Soup
- A01 American Royalty
- D16 Settled in Suburbia
- F22 Fast Track Couples
- B09 Family Fun-tastic

Mosaic Segments predominantly African American

- D18 Suburban Attainment
- N48 Rural Southern Bliss
- O52 Urban Ambition
- P57 Modest Metro Means
- R67 Hope for Tomorrow
- S69 Urban Survivors

Mosaic Segments predominantly Asian

- B10 Cosmopolitan Achievers

Mosaic Segments predominantly Hispanic/Latino

- I32 Steadfast Conventionalists
- I33 Balance and Harmony
- P59 Expanding Horizons
- P60 Striving Forward



MOSAIC PROFILE

The Council Mosaic Profile on page 12 analyzes your 2015 year-end Cub Scout members.



In the sample below, we can see that:

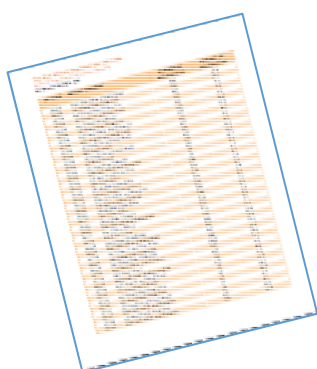
- 13.02% of the council's **Cub Scouts** (338 boys) are identified as *Boomers and Boomerangs*
- 15,458 of the **households** (8.19%) in the council area are identified as *Boomers and Boomerangs*

The index is calculated to show that a youth in the *Boomers and Boomerangs* segment is 1.6 times more likely to join Cub Scouts than the average boy in the council.

MOSAIC DESCRIPTION	CUB SCOUT MEMBERS	% OF CUB SCOUT MEMBERS	HOUSEHOLDS IN COUNCIL AREA	% OF HOUSEHOLDS IN COUNCIL AREA	% OF CUB SCOUTS INSEGMENT	INDEX
C14 Boomers and Boomerangs	338	13.02%	15,458	8.19%	2.19%	1.6
The segment number and name	The number of Cub Scouts identified in this segment	The percentage of the council's Cub Scout population	The number of households in the council area that are identified in this segment	The percentage of all households in the council area that are identified in this segment	The percentage of all households in this segments with Cub Scouts	The likelihood of a boy in this segment to join Scouting

TOP FIVE MOSAICS

The appendix of this report identifies the five most pre-dominant Mosaic segments in each ZIP code in your council.



In the example below, we can see that there are 5,442 households in ZIP code 50014 identified as Generational Soup, representing 39.55 percent of all households in that ZIP code.

ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
50014	B07 Generational Soup	5,442	39.55%



USE THE MOSAIC SEGMENTATION SYSTEM

Review

Mosaic Segment Highlights:

available at MyBSA > Resources tab

Analyze

Mosaic Profile:

the Cub Scouts you currently serve

Top Five Mosaics:

the households in your council area

Look at segments likely to have households with children.

- *How many Cub Scouts? How many households?*
- *If this segment has a high % of CS – how many more could you reach?*
- *If this segment has a low % of CS – what do you need to do differently to reach these households?*

Customize your approach to prospective chartering organizations and fundraising appeals.

Identify the number of Cub Scout families that your target organization seeks to reach.

What ZIP codes have high numbers of households in the Mosaic segments you currently serve?

Can you build up existing units – or find new chartering organizations in these area?

What ZIP codes have high numbers of households in the Mosaic segments with children that you do not serve well?

What are the attitudes and preferences of these families?

What does Scouting offer that would appeal to families in these segments?

Appeal to parents:

- Educational/STEM
- Prepared for Life (College/Career)
- Involve the full family
- Character > Citizenship
- Activities unique to Scouting

Appeal to youth:

- Fun
- Friends
- Do/learn new things

A segment that is identified as mostly single or retired persons may still have high numbers of Cub Scout-age youth.

Use the Excel file to sort and filter. Sort ZIP codes by district. Find the ZIP codes with the most households in your target segments.



Council Mosaic Profile

Colonial Virginia, 595

	MOSAIC DESCRIPTION	CUB SCOUT MEMBERS	% OF CUB SCOUT MEMBERS	HOUSEHOLDS IN COUNCIL AREA	% OF HOUSEHOLDS IN COUNCIL AREA	% OF CUB SCOUTS IN SEGMENT	INDEX
C11	Aging of Aquarius	364	17.33%	12,071	4.29%	3.02%	4.0
D18	Suburban Attainment	327	15.56%	21,581	7.68%	1.52%	2.0
E21	Unspoiled Splendor	199	9.47%	9,522	3.39%	2.09%	2.8
J34	Aging in Place	143	6.81%	10,886	3.87%	1.31%	1.8
N48	Rural Southern Bliss	140	6.66%	17,872	6.36%	0.78%	1.0
O52	Urban Ambition	136	6.47%	20,717	7.37%	0.66%	0.9
B07	Generational Soup	86	4.09%	2,400	0.85%	3.58%	4.8
O55	Family Troopers	70	3.33%	7,494	2.67%	0.93%	1.2
O54	Striving Single Scene	67	3.19%	8,110	2.89%	0.83%	1.1
E20	No Place Like Home	66	3.14%	7,166	2.55%	0.92%	1.2
C13	Silver Sophisticates	60	2.86%	4,047	1.44%	1.48%	2.0
L42	Rooted Flower Power	39	1.86%	6,502	2.31%	0.60%	0.8
F22	Fast Track Couples	38	1.81%	5,357	1.91%	0.71%	0.9
I30	Stockcars and State Parks	38	1.81%	4,252	1.51%	0.89%	1.2
C14	Boomers and Boomerangs	36	1.71%	6,214	2.21%	0.58%	0.8
S69	Urban Survivors	34	1.62%	12,755	4.54%	0.27%	0.4
D17	Cul de Sac Diversity	29	1.38%	1,896	0.67%	1.53%	2.0
I31	Blue Collar Comfort	26	1.24%	3,465	1.23%	0.75%	1.0
O50	Full Steam Ahead	25	1.19%	2,881	1.03%	0.87%	1.2
Q65	Senior Discounts	21	1.00%	4,053	1.44%	0.52%	0.7
R67	Hope for Tomorrow	20	0.95%	8,474	3.01%	0.24%	0.3
O51	Digital Dependents	18	0.86%	8,818	3.14%	0.20%	0.3
H27	Birkenstocks and Beemers	16	0.76%	4,571	1.63%	0.35%	0.5
Q64	Town Elders	16	0.76%	12,448	4.43%	0.13%	0.2
L43	Homemade Happiness	13	0.62%	5,463	1.94%	0.24%	0.3
K37	Wired for Success	10	0.48%	1,789	0.64%	0.56%	0.7
Q62	Reaping Rewards	10	0.48%	6,041	2.15%	0.17%	0.2
C12	Golf Carts and Gourmets	9	0.43%	2,060	0.73%	0.44%	0.6
I33	Balance and Harmony	8	0.38%	900	0.32%	0.89%	1.2
J35	Rural Escape	8	0.38%	2,772	0.99%	0.29%	0.4
O53	Colleges and Cafes	7	0.33%	2,120	0.75%	0.33%	0.4
K40	Bohemian Groove	6	0.29%	3,933	1.40%	0.15%	0.2
N47	Countrified Pragmatics	6	0.29%	2,281	0.81%	0.26%	0.4
S71	Tough Times	4	0.19%	2,903	1.03%	0.14%	0.2
B08	Babies and Bliss	3	0.14%	3,549	1.26%	0.08%	0.1
S68	Small Town Shallow Pockets	3	0.14%	899	0.32%	0.33%	0.4
A01	American Royalty	0	0.00%	444	0.16%	0.00%	0.0
A02	Platinum Prosperity	0	0.00%	1,899	0.68%	0.00%	0.0



	MOSAIC DESCRIPTION	CUB SCOUT MEMBERS	% OF CUB SCOUT MEMBERS	HOUSEHOLDS IN COUNCIL AREA	% OF HOUSEHOLDS IN COUNCIL AREA	% OF CUB SCOUTS IN SEGMENT	INDEX
A03	Kids and Cabernet	0	0.00%	235	0.08%	0.00%	0.0
A04	Picture Perfect Families	0	0.00%	2,806	1.00%	0.00%	0.0
A05	Couples with Clout	0	0.00%	1,000	0.36%	0.00%	0.0
A06	Jet Set Urbanites	0	0.00%	15	0.01%	0.00%	0.0
B09	Family Fun-tastic	0	0.00%	1,720	0.61%	0.00%	0.0
B10	Cosmopolitan Achievers	0	0.00%	41	0.01%	0.00%	0.0
D15	Sports Utility Families	0	0.00%	5,202	1.85%	0.00%	0.0
D16	Settled in Suburbia	0	0.00%	3,046	1.08%	0.00%	0.0
E19	Full Pockets, Empty Nests	0	0.00%	638	0.23%	0.00%	0.0
F23	Families Matter Most	0	0.00%	4,178	1.49%	0.00%	0.0
G24	Status Seeking Singles	0	0.00%	1,292	0.46%	0.00%	0.0
G25	Urban Edge	0	0.00%	21	0.01%	0.00%	0.0
H26	Progressive Potpourri	0	0.00%	170	0.06%	0.00%	0.0
H28	Everyday Moderates	0	0.00%	1,438	0.51%	0.00%	0.0
H29	Destination Recreation	0	0.00%	2,074	0.74%	0.00%	0.0
I32	Steadfast Conventionalists	0	0.00%	43	0.02%	0.00%	0.0
J36	Settled and Sensible	0	0.00%	1,189	0.42%	0.00%	0.0
K38	Gotham Blend	0	0.00%	152	0.05%	0.00%	0.0
K39	Metro Fusion	0	0.00%	218	0.08%	0.00%	0.0
L41	Booming and Consuming	0	0.00%	1,104	0.39%	0.00%	0.0
M44	Red, White and Bluegrass	0	0.00%	3,547	1.26%	0.00%	0.0
M45	Diapers and Debit Cards	0	0.00%	1,410	0.50%	0.00%	0.0
N46	True Grit Americans	0	0.00%	540	0.19%	0.00%	0.0
N49	Touch of Tradition	0	0.00%	873	0.31%	0.00%	0.0
P56	Mid-scale Medley	0	0.00%	1,818	0.65%	0.00%	0.0
P57	Modest Metro Means	0	0.00%	955	0.34%	0.00%	0.0
P58	Heritage Heights	0	0.00%	7	0.00%	0.00%	0.0
P59	Expanding Horizons	0	0.00%	174	0.06%	0.00%	0.0
P60	Striving Forward	0	0.00%	279	0.10%	0.00%	0.0
P61	Humble Beginnings	0	0.00%	1,169	0.42%	0.00%	0.0
Q63	Footloose and Family Free	0	0.00%	26	0.01%	0.00%	0.0
R66	Dare to Dream	0	0.00%	2,671	0.95%	0.00%	0.0
S70	Tight Money	0	0.00%	409	0.15%	0.00%	0.0



DATA TABLES

The data tables included in this Market Analysis are also available in Excel format at **MyBSA > Resources tab > Council Market Analysis Reports > Select by Region, Area, and HQ city**

- Tables for Cub Scouts - Boy Scouts - Venturers and Explorers
- Number of target-age youth and youth members in each ZIP code – by ethnicity
- BSA Marketshare: determined by dividing the number of members by the TAY, reported as a percentage
- High-potential ZIP codes: * indicates many available youth in Mosaic segments your council serves well

METHODOLOGY OF THE TABLE DATA

TAY – TARGET-AGE YOUTH

Cub Scout TAY includes boys ages six through 10
Boy Scout TAY includes boys ages 11 through 13
Venturing/Exploring TAY includes boys and girls ages 14 through 16

RACE/ETHNICITY

The percentage of each ethnicity within a ZIP code was applied to the TAY numbers

Due to rounding, the totals will vary slightly from the TAY totals on JTE

BSA MEMBERS

Based on the year-end membership as reported by the councils

The membership numbers are limited to the following:

- Pack, troop, team, crew, ship, and post members
- Members with a valid address
- Members who live in a ZIP code that is assigned to the council in which they are registered

HIGH-POTENTIAL ZIP CODES

In the past, the Council Market Analysis report has included an Expected/Gap analysis in an effort to identify ZIP codes with potential new Scouts who have the same lifestyle and demographics as the youth a council currently serves.

In the last decade we have seen greater ethnic, cultural, and lifestyle diversity in the:

- U.S. population overall
- Population in individual ZIP codes
- Membership in BSA Councils

Because of these changes in the makeup of ZIP codes, the results of the Expected/Gap analysis have become less well-defined. To help councils with this feature, the Council Market Analysis report will now include a notation on ZIP codes with a high potential for establishing new chartering organizations to serve youth with cultures and lifestyles similar to those of the council's current youth members.



READING THE DATA TABLES

Study the Mosaic profiles and consider the ethnic and cultural make up of these ZIP codes to determine marketing strategies.

High market share: this is where your current members live.

High TAY and low market share: this is your underserved population.

ZIP CODE	TOTAL CUB SCOUT TAY	TOTAL CUB SCOUT MEMBERS	TOTAL CUB SCOUT MARKET SHARE	HIGH POTENTIAL FOR NEW CHARTER ORGANIZATION	AFRICAN AMERICAN ONLY CUB SCOUT TAY
ME	600	116	19.33%		
teville	98	10	10.20%		2
n	1,320	115	7.57%	*	321
lle	36	12	33.33%		8
	1,380	48	3.48%	*	272
ill	1,549	173	11.17%		245

ZIP codes identified with an asterisk indicate a high number of available boys who are in the Mosaic segments that you currently serve. Look for a new chartering organization in these ZIP codes.



ZIP CODE	ZIP NAME	TOTAL CUB SCOUT TAY	TOTAL CUB SCOUT MEMBERS	TOTAL CUB SCOUT MARKET SHARE	HIGH POTENTIAL FOR NEW CHARTER ORGANIZATION	AFRICAN AMERICAN CUB SCOUT TAY	AFRICAN AMERICAN CUB SCOUT MEMBERS	AFRICAN AMERICAN CUB SCOUT MARKET SHARE	ASIAN CUB SCOUT TAY	ASIAN CUB SCOUT MEMBERS	ASIAN CUB SCOUT MARKET SHARE
23021	Bohannon	4	0	0.00%		1	0	0.00%	0	0	0.00%
23025	Cardinal	7	0	0.00%		1	0	0.00%	0	0	0.00%
23035	Cobbs Creek	50	2	4.00%		6	0	0.00%	0	0	0.00%
23045	Diggs	4	0	0.00%		0	0	0.00%	0	0	0.00%
23050	Dutton	13	3	23.08%		1	0	0.00%	0	0	0.00%
23056	Foster	8	0	0.00%		1	0	0.00%	0	0	0.00%
23061	Gloucester	613	33	5.38%		58	1	1.72%	5	0	0.00%
23062	Gloucester Point	73	5	6.85%		4	0	0.00%	1	0	0.00%
23066	Gwynn	5	0	0.00%		0	0	0.00%	0	0	0.00%
23072	Hayes	357	25	7.00%		23	0	0.00%	3	0	0.00%
23076	Hudgins	15	1	6.67%		1	0	0.00%	0	0	0.00%
23109	Mathews	38	4	10.53%		2	0	0.00%	0	0	0.00%
23119	Moon	3	0	0.00%		0	0	0.00%	0	0	0.00%
23125	New Point	0	1	0.00%		0	0	0.00%	0	0	0.00%
23128	North	22	3	13.64%		3	0	0.00%	0	0	0.00%
23130	Onemo	3	1	33.33%		0	0	0.00%	0	0	0.00%
23138	Port Haywood	25	1	4.00%		2	0	0.00%	0	0	0.00%
23163	Susan	4	0	0.00%		0	0	0.00%	0	0	0.00%
23168	Toano	266	28	10.53%		43	0	0.00%	4	1	25.00%
23185	Williamsburg	1,237	133	10.75%		189	5	2.65%	40	0	0.00%
23186	Williamsburg	15	0	0.00%		2	0	0.00%	1	0	0.00%
23188	Williamsburg	1,166	141	12.09%		152	2	1.32%	32	2	6.25%
23314	Carrollton	248	47	18.95%		44	5	11.36%	4	2	50.00%
23315	Carrsville	37	6	16.22%		7	0	0.00%	0	0	0.00%
23430	Smithfield	529	79	14.93%		145	6	4.14%	5	0	0.00%
23432	Suffolk	37	11	29.73%		13	2	15.38%	0	1	0.00%
23433	Suffolk	24	4	16.67%		2	0	0.00%	0	0	0.00%
23434	Suffolk	1,759	87	4.95%		864	4	0.46%	14	1	7.14%
23435	Suffolk	1,195	78	6.53%		446	6	1.35%	41	0	0.00%
23436	Suffolk	29	3	10.34%		4	0	0.00%	1	0	0.00%
23437	Suffolk	143	11	7.69%		36	1	2.78%	1	0	0.00%
23438	Suffolk	59	4	6.78%		13	0	0.00%	0	0	0.00%
23487	Windsor	184	17	9.24%		38	0	0.00%	1	0	0.00%
23601	Newport News	793	83	10.47%		239	13	5.44%	15	0	0.00%
23602	Newport News	1,353	137	10.13%		432	30	6.94%	58	4	6.90%
23603	Newport News	152	13	8.55%		46	6	13.04%	4	0	0.00%
23604	Fort Eustis	270	36	13.33%		51	4	7.84%	9	0	0.00%
23605	Newport News	382	17	4.45%		197	3	1.52%	4	0	0.00%
23606	Newport News	649	86	13.25%		121	8	6.61%	15	0	0.00%
23607	Newport News	966	24	2.48%		799	12	1.50%	4	0	0.00%
23608	Newport News	1,555	137	8.81%		648	27	4.17%	72	3	4.17%
23651	Fort Monroe	35	2	5.71%		7	0	0.00%	0	0	0.00%
23661	Hampton	456	18	3.95%		288	2	0.69%	6	1	16.67%
23662	Poquoson	393	66	16.79%		4	0	0.00%	9	0	0.00%



ZIP CODE	ZIP NAME	CAUCASIAN CUB SCOUT TAY	CAUCASIAN CUB SCOUT MEMBERS	CAUCASIAN CUB SCOUT MARKET SHARE	HISPANIC/ LATINO CUB SCOUT TAY	HISPANIC/ LATINO CUB SCOUT MEMBERS	HISPANIC/ LATINO CUB SCOUT MARKET SHARE	OTHER RACES CUB SCOUT TAY	OTHER RACES CUB SCOUT MEMBERS	OTHER RACES CUB SCOUT MARKET SHARE	CUB SCOUT MEMBERS/ NO ETHNICITY PROVIDED
23021	Bohannon	3	0	0.00%	0	0	0.00%	0	0	0.00%	0
23025	Cardinal	6	0	0.00%	0	0	0.00%	0	0	0.00%	0
23035	Cobbs Creek	42	2	4.76%	1	0	0.00%	1	0	0.00%	0
23045	Diggs	4	0	0.00%	0	0	0.00%	0	0	0.00%	0
23050	Dutton	12	3	25.00%	0	0	0.00%	0	0	0.00%	0
23056	Foster	7	0	0.00%	0	0	0.00%	0	0	0.00%	0
23061	Gloucester	516	32	6.20%	18	0	0.00%	16	0	0.00%	0
23062	Gloucester Point	65	5	7.69%	1	0	0.00%	2	0	0.00%	0
23066	Gwynn	5	0	0.00%	0	0	0.00%	0	0	0.00%	0
23072	Hayes	309	22	7.12%	12	0	0.00%	10	3	30.00%	0
23076	Hudgins	13	1	7.69%	0	0	0.00%	1	0	0.00%	0
23109	Mathews	34	4	11.76%	1	0	0.00%	1	0	0.00%	0
23119	Moon	3	0	0.00%	0	0	0.00%	0	0	0.00%	0
23125	New Point	0	1	0.00%	0	0	0.00%	0	0	0.00%	0
23128	North	18	3	16.67%	0	0	0.00%	1	0	0.00%	0
23130	Onemo	3	1	33.33%	0	0	0.00%	0	0	0.00%	0
23138	Port Haywood	22	1	4.55%	1	0	0.00%	0	0	0.00%	0
23163	Susan	4	0	0.00%	0	0	0.00%	0	0	0.00%	0
23168	Toano	198	26	13.13%	13	0	0.00%	8	1	12.50%	0
23185	Williamsburg	892	116	13.00%	78	3	3.85%	38	6	15.79%	3
23186	Williamsburg	10	0	0.00%	1	0	0.00%	1	0	0.00%	0
23188	Williamsburg	888	129	14.53%	59	3	5.08%	35	2	5.71%	3
23314	Carrollton	184	38	20.65%	8	0	0.00%	8	1	12.50%	1
23315	Carrsville	29	5	17.24%	0	0	0.00%	1	0	0.00%	1
23430	Smithfield	355	62	17.46%	12	0	0.00%	12	7	58.33%	4
23432	Suffolk	22	6	27.27%	1	0	0.00%	1	1	100.00%	1
23433	Suffolk	21	4	19.05%	1	0	0.00%	0	0	0.00%	0
23434	Suffolk	791	69	8.72%	52	6	11.54%	38	5	13.16%	2
23435	Suffolk	608	65	10.69%	60	2	3.33%	40	5	12.50%	0
23436	Suffolk	23	3	13.04%	1	0	0.00%	0	0	0.00%	0
23437	Suffolk	101	10	9.90%	2	0	0.00%	3	0	0.00%	0
23438	Suffolk	44	4	9.09%	1	0	0.00%	1	0	0.00%	0
23487	Windsor	137	17	12.41%	4	0	0.00%	4	0	0.00%	0
23601	Newport News	466	63	13.52%	43	2	4.65%	30	4	13.33%	1
23602	Newport News	679	83	12.22%	119	3	2.52%	65	12	18.46%	5
23603	Newport News	77	4	5.19%	18	3	16.67%	7	0	0.00%	0
23604	Fort Eustis	152	18	11.84%	42	6	14.29%	16	8	50.00%	0
23605	Newport News	144	11	7.64%	23	0	0.00%	14	3	21.43%	0
23606	Newport News	434	63	14.52%	60	2	3.33%	19	10	52.63%	3
23607	Newport News	105	10	9.52%	27	0	0.00%	31	2	6.45%	0
23608	Newport News	584	87	14.90%	173	9	5.20%	78	7	8.97%	4
23651	Fort Monroe	21	2	9.52%	5	0	0.00%	2	0	0.00%	0
23661	Hampton	130	13	10.00%	16	1	6.25%	16	1	6.25%	0
23662	Poquoson	363	62	17.08%	9	1	11.11%	8	3	37.50%	0



ZIP CODE	ZIP NAME	TOTAL CUB SCOUT TAY	TOTAL CUB SCOUT MEMBERS	TOTAL CUB SCOUT MARKET SHARE	HIGH POTENTIAL FOR NEW CHARTER ORGANIZATION	AFRICAN AMERICAN CUB SCOUT TAY	AFRICAN AMERICAN CUB SCOUT MEMBERS	AFRICAN AMERICAN CUB SCOUT MARKET SHARE	ASIAN CUB SCOUT TAY	ASIAN CUB SCOUT MEMBERS	ASIAN CUB SCOUT MARKET SHARE
23663	Hampton	490	28	5.71%		250	6	2.40%	9	0	0.00%
23664	Hampton	281	20	7.12%		56	2	3.57%	4	0	0.00%
23665	Hampton	345	41	11.88%		60	1	1.67%	8	2	25.00%
23666	Hampton	1,521	94	6.18%	*	759	15	1.98%	50	1	2.00%
23668	Hampton	0	0	0.00%		0	0	0.00%	0	0	0.00%
23669	Hampton	1,367	93	6.80%		662	10	1.51%	26	2	7.69%
23690	Yorktown	135	4	2.96%		56	0	0.00%	3	0	0.00%
23692	Yorktown	537	118	21.97%		31	3	9.68%	20	1	5.00%
23693	Yorktown	821	151	18.39%		92	9	9.78%	74	1	1.35%
23696	Seaford	130	16	12.31%		3	0	0.00%	2	0	0.00%
23821	Alberta	42	1	2.38%		21	0	0.00%	0	0	0.00%
23827	Boykins	42	3	7.14%		20	0	0.00%	0	0	0.00%
23828	Branchville	10	0	0.00%		5	0	0.00%	0	0	0.00%
23829	Capron	35	4	11.43%		18	1	5.56%	0	0	0.00%
23837	Courtland	128	15	11.72%		40	2	5.00%	0	0	0.00%
23839	Dendron	26	0	0.00%		11	0	0.00%	0	0	0.00%
23843	Dolphin	16	0	0.00%		9	0	0.00%	0	0	0.00%
23844	Drewryville	28	2	7.14%		14	1	7.14%	0	0	0.00%
23845	Ebony	10	4	40.00%		4	1	25.00%	0	0	0.00%
23846	Elberon	23	0	0.00%		10	0	0.00%	0	0	0.00%
23847	Emporia	492	20	4.07%		301	6	1.99%	3	0	0.00%
23851	Franklin	486	25	5.14%		239	2	0.84%	3	0	0.00%
23856	Freeman	35	3	8.57%		24	1	4.17%	0	0	0.00%
23857	Gasburg	11	3	27.27%		3	1	33.33%	0	0	0.00%
23866	Ivor	68	8	11.76%		16	1	6.25%	0	0	0.00%
23867	Jarratt	76	10	13.16%		41	5	12.20%	0	0	0.00%
23868	Lawrenceville	159	7	4.40%		102	0	0.00%	1	0	0.00%
23874	Newsoms	29	5	17.24%		11	0	0.00%	0	0	0.00%
23876	Rawlings	15	0	0.00%		9	0	0.00%	0	0	0.00%
23878	Sedley	37	3	8.11%		8	0	0.00%	0	0	0.00%
23879	Skippers	11	2	18.18%		6	0	0.00%	0	0	0.00%
23881	Spring Grove	64	1	1.56%		23	0	0.00%	0	0	0.00%
23882	Stony Creek	56	0	0.00%		27	0	0.00%	0	0	0.00%
23883	Surry	53	0	0.00%		26	0	0.00%	0	0	0.00%
23887	Valentines	9	1	11.11%		2	0	0.00%	0	0	0.00%
23888	Wakefield	63	6	9.52%		29	0	0.00%	0	0	0.00%
23889	Warfield	18	0	0.00%		10	0	0.00%	0	0	0.00%
23890	Waverly	121	3	2.48%		73	0	0.00%	0	0	0.00%
23893	White Plains	15	0	0.00%		6	0	0.00%	0	0	0.00%
23897	Yale	13	0	0.00%		7	0	0.00%	0	0	0.00%
23898	Zuni	60	5	8.33%		10	0	0.00%	0	0	0.00%
23920	Brodnax	105	5	4.76%		46	0	0.00%	1	0	0.00%
		23,159	2,048	8.84%		8,073	204	2.53%	553	22	3.98%



ZIP CODE	ZIP NAME	CAUCASIAN CUB SCOUT TAY	CAUCASIAN CUB SCOUT MEMBERS	CAUCASIAN CUB SCOUT MARKET SHARE	HISPANIC/ LATINO CUB SCOUT TAY	HISPANIC/ LATINO CUB SCOUT MEMBERS	HISPANIC/ LATINO CUB SCOUT MARKET SHARE	OTHER RACES CUB SCOUT TAY	OTHER RACES CUB SCOUT MEMBERS	OTHER RACES CUB SCOUT MARKET SHARE	CUB SCOUT MEMBERS/ NO ETHNICITY PROVIDED
23663	Hampton	184	17	9.24%	26	0	0.00%	21	4	19.05%	1
23664	Hampton	197	14	7.11%	14	2	14.29%	10	2	20.00%	0
23665	Hampton	204	33	16.18%	49	1	2.04%	24	1	4.17%	3
23666	Hampton	571	61	10.68%	80	3	3.75%	61	11	18.03%	3
23668	Hampton	0	0	0.00%	0	0	0.00%	0	0	0.00%	0
23669	Hampton	558	67	12.01%	69	2	2.90%	52	9	17.31%	3
23690	Yorktown	59	1	1.69%	12	3	25.00%	5	0	0.00%	0
23692	Yorktown	448	98	21.88%	24	5	20.83%	14	9	64.29%	2
23693	Yorktown	573	123	21.47%	45	2	4.44%	37	10	27.03%	6
23696	Seaford	119	15	12.61%	4	0	0.00%	2	1	50.00%	0
23821	Alberta	19	1	5.26%	1	0	0.00%	1	0	0.00%	0
23827	Boykins	21	3	14.29%	1	0	0.00%	0	0	0.00%	0
23828	Branchville	5	0	0.00%	0	0	0.00%	0	0	0.00%	0
23829	Capron	17	2	11.76%	0	0	0.00%	0	1	0.00%	0
23837	Courtland	85	12	14.12%	1	0	0.00%	2	0	0.00%	1
23839	Dendron	14	0	0.00%	1	0	0.00%	0	0	0.00%	0
23843	Dolphin	7	0	0.00%	0	0	0.00%	0	0	0.00%	0
23844	Drewryville	13	1	7.69%	0	0	0.00%	1	0	0.00%	0
23845	Ebony	6	3	50.00%	0	0	0.00%	0	0	0.00%	0
23846	Elberon	13	0	0.00%	0	0	0.00%	0	0	0.00%	0
23847	Emporia	167	14	8.38%	15	0	0.00%	6	0	0.00%	0
23851	Franklin	222	22	9.91%	10	0	0.00%	12	1	8.33%	0
23856	Freeman	10	2	20.00%	1	0	0.00%	0	0	0.00%	0
23857	Gasburg	8	2	25.00%	0	0	0.00%	0	0	0.00%	0
23866	Ivor	49	7	14.29%	1	0	0.00%	2	0	0.00%	0
23867	Jarratt	32	4	12.50%	2	0	0.00%	1	1	100.00%	0
23868	Lawrenceville	51	6	11.76%	3	0	0.00%	2	0	0.00%	1
23874	Newsoms	17	5	29.41%	1	0	0.00%	0	0	0.00%	0
23876	Rawlings	6	0	0.00%	0	0	0.00%	0	0	0.00%	0
23878	Sedley	28	2	7.14%	0	0	0.00%	1	1	100.00%	0
23879	Skippers	5	1	20.00%	0	0	0.00%	0	0	0.00%	1
23881	Spring Grove	39	1	2.56%	1	0	0.00%	1	0	0.00%	0
23882	Stony Creek	27	0	0.00%	1	0	0.00%	1	0	0.00%	0
23883	Surry	25	0	0.00%	1	0	0.00%	1	0	0.00%	0
23887	Valentines	7	0	0.00%	0	0	0.00%	0	1	0.00%	0
23888	Wakefield	32	5	15.63%	1	0	0.00%	1	1	100.00%	0
23889	Warfield	8	0	0.00%	0	0	0.00%	0	0	0.00%	0
23890	Waverly	43	3	6.98%	4	0	0.00%	1	0	0.00%	0
23893	White Plains	9	0	0.00%	0	0	0.00%	0	0	0.00%	0
23897	Yale	6	0	0.00%	0	0	0.00%	0	0	0.00%	0
23898	Zuni	48	5	10.42%	1	0	0.00%	1	0	0.00%	0
23920	Brodnax	53	4	7.55%	3	0	0.00%	2	1	50.00%	0
		12,529	1,579	12.60%	1,234	59	4.78%	770	135	17.53%	49



ZIP CODE	ZIP NAME	TOTAL BOY SCOUT TAY	TOTAL BOY SCOUT MEMBERS	TOTAL BOY SCOUT MARKET SHARE	AFRICAN AMERICAN BOY SCOUT TAY	AFRICAN AMERICAN BOY SCOUT MEMBERS	AFRICAN AMERICAN BOY SCOUT MARKET SHARE	ASIAN BOY SCOUT TAY	ASIAN BOY SCOUT MEMBERS	ASIAN BOY SCOUT MARKET SHARE
23021	Bohannon	2	1	50.00%	0	0	0.00%	0	0	0.00%
23025	Cardinal	6	0	0.00%	1	0	0.00%	0	0	0.00%
23035	Cobbs Creek	34	6	17.65%	4	0	0.00%	0	1	0.00%
23045	Diggs	3	0	0.00%	0	0	0.00%	0	0	0.00%
23050	Dutton	10	1	10.00%	1	0	0.00%	0	0	0.00%
23056	Foster	7	1	14.29%	1	0	0.00%	0	0	0.00%
23061	Gloucester	443	58	13.09%	42	2	4.76%	4	0	0.00%
23062	Gloucester Point	35	8	22.86%	2	0	0.00%	0	0	0.00%
23066	Gwynn	8	2	25.00%	0	0	0.00%	0	0	0.00%
23072	Hayes	216	36	16.67%	14	1	7.14%	2	0	0.00%
23076	Hudgins	17	2	11.76%	1	0	0.00%	0	0	0.00%
23109	Mathews	34	5	14.71%	2	0	0.00%	0	0	0.00%
23119	Moon	3	0	0.00%	0	0	0.00%	0	0	0.00%
23125	New Point	0	0	0.00%	0	0	0.00%	0	0	0.00%
23128	North	16	2	12.50%	2	0	0.00%	0	0	0.00%
23130	Onemo	3	1	33.33%	0	0	0.00%	0	0	0.00%
23138	Port Haywood	21	1	4.76%	1	0	0.00%	0	0	0.00%
23163	Susan	3	1	33.33%	0	0	0.00%	0	0	0.00%
23168	Toano	168	21	12.50%	27	1	3.70%	2	1	50.00%
23185	Williamsburg	854	142	16.63%	131	7	5.34%	27	3	11.11%
23186	Williamsburg	5	0	0.00%	1	0	0.00%	0	0	0.00%
23188	Williamsburg	775	142	18.32%	101	1	0.99%	21	4	19.05%
23314	Carrollton	139	40	28.78%	25	0	0.00%	2	0	0.00%
23315	Carrsville	35	8	22.86%	7	0	0.00%	0	1	0.00%
23430	Smithfield	360	102	28.33%	99	5	5.05%	3	3	100.00%
23432	Suffolk	25	2	8.00%	9	0	0.00%	0	1	0.00%
23433	Suffolk	17	6	35.29%	2	0	0.00%	0	0	0.00%
23434	Suffolk	1,033	94	9.10%	507	7	1.38%	8	0	0.00%
23435	Suffolk	726	94	12.95%	271	10	3.69%	25	4	16.00%
23436	Suffolk	11	0	0.00%	2	0	0.00%	0	0	0.00%
23437	Suffolk	82	17	20.73%	21	1	4.76%	0	0	0.00%
23438	Suffolk	41	5	12.20%	9	0	0.00%	0	0	0.00%
23487	Windsor	105	17	16.19%	22	0	0.00%	1	0	0.00%
23601	Newport News	438	45	10.27%	132	7	5.30%	8	0	0.00%
23602	Newport News	790	64	8.10%	252	7	2.78%	34	3	8.82%
23603	Newport News	83	2	2.41%	25	0	0.00%	2	0	0.00%
23604	Fort Eustis	112	12	10.71%	21	1	4.76%	4	0	0.00%
23605	Newport News	201	7	3.48%	104	0	0.00%	2	0	0.00%
23606	Newport News	443	57	12.87%	83	1	1.20%	10	0	0.00%
23607	Newport News	494	11	2.23%	408	4	0.98%	2	0	0.00%
23608	Newport News	870	95	10.92%	362	12	3.31%	40	0	0.00%
23651	Fort Monroe	11	6	54.55%	2	0	0.00%	0	0	0.00%
23661	Hampton	288	13	4.51%	182	0	0.00%	4	1	25.00%
23662	Poquoson	299	66	22.07%	3	0	0.00%	7	1	14.29%



ZIP CODE	ZIP NAME	CAUCASIAN BOY SCOUT TAY	CAUCASIAN BOY SCOUT MEMBERS	CAUCASIAN BOY SCOUT MARKET SHARE	HISPANIC/ LATINO BOY SCOUT TAY	HISPANIC/ LATINO BOY SCOUT MEMBERS	HISPANIC/ LATINO BOY SCOUT MARKET SHARE	OTHER RACES BOY SCOUT TAY	OTHER RACES BOY SCOUT MEMBERS	OTHER RACES BOY SCOUT MARKET SHARE	BOY SCOUT MEMBERS/ NO ETHNICITY PROVIDED
23021	Bohannon	2	0	0.00%	0	0	0.00%	0	0	0.00%	1
23025	Cardinal	5	0	0.00%	0	0	0.00%	0	0	0.00%	0
23035	Cobbs Creek	28	5	17.86%	1	0	0.00%	1	0	0.00%	0
23045	Diggs	3	0	0.00%	0	0	0.00%	0	0	0.00%	0
23050	Dutton	9	1	11.11%	0	0	0.00%	0	0	0.00%	0
23056	Foster	6	1	16.67%	0	0	0.00%	0	0	0.00%	0
23061	Gloucester	372	52	13.98%	13	1	7.69%	12	0	0.00%	3
23062	Gloucester Point	31	7	22.58%	1	0	0.00%	1	0	0.00%	1
23066	Gwynn	8	1	12.50%	0	0	0.00%	0	0	0.00%	1
23072	Hayes	187	30	16.04%	7	0	0.00%	6	1	16.67%	4
23076	Hudgins	15	1	6.67%	0	0	0.00%	1	0	0.00%	1
23109	Mathews	30	5	16.67%	1	0	0.00%	1	0	0.00%	0
23119	Moon	3	0	0.00%	0	0	0.00%	0	0	0.00%	0
23125	New Point	0	0	0.00%	0	0	0.00%	0	0	0.00%	0
23128	North	14	2	14.29%	0	0	0.00%	0	0	0.00%	0
23130	Onemo	3	1	33.33%	0	0	0.00%	0	0	0.00%	0
23138	Port Haywood	19	0	0.00%	1	1	100.00%	0	0	0.00%	0
23163	Susan	3	1	33.33%	0	0	0.00%	0	0	0.00%	0
23168	Toano	126	18	14.29%	8	1	12.50%	5	0	0.00%	0
23185	Williamsburg	616	121	19.64%	54	2	3.70%	26	2	7.69%	7
23186	Williamsburg	4	0	0.00%	0	0	0.00%	0	0	0.00%	0
23188	Williamsburg	591	119	20.14%	39	5	12.82%	23	4	17.39%	9
23314	Carrollton	104	34	32.69%	4	1	25.00%	4	1	25.00%	4
23315	Carrsville	27	6	22.22%	0	0	0.00%	1	0	0.00%	1
23430	Smithfield	242	82	33.88%	8	5	62.50%	8	4	50.00%	3
23432	Suffolk	15	1	6.67%	0	0	0.00%	1	0	0.00%	0
23433	Suffolk	15	5	33.33%	0	0	0.00%	0	0	0.00%	1
23434	Suffolk	464	73	15.73%	31	2	6.45%	23	2	8.70%	10
23435	Suffolk	370	67	18.11%	36	3	8.33%	24	3	12.50%	7
23436	Suffolk	9	0	0.00%	0	0	0.00%	0	0	0.00%	0
23437	Suffolk	58	14	24.14%	1	0	0.00%	2	0	0.00%	2
23438	Suffolk	30	5	16.67%	1	0	0.00%	1	0	0.00%	0
23487	Windsor	78	15	19.23%	2	0	0.00%	2	0	0.00%	2
23601	Newport News	257	29	11.28%	24	2	8.33%	17	1	5.88%	6
23602	Newport News	396	40	10.10%	70	3	4.29%	38	5	13.16%	6
23603	Newport News	42	1	2.38%	10	1	10.00%	4	0	0.00%	0
23604	Fort Eustis	63	7	11.11%	17	4	23.53%	7	0	0.00%	0
23605	Newport News	76	6	7.89%	12	0	0.00%	7	0	0.00%	1
23606	Newport News	296	46	15.54%	41	2	4.88%	13	1	7.69%	7
23607	Newport News	54	6	11.11%	14	1	7.14%	16	0	0.00%	0
23608	Newport News	327	70	21.41%	97	7	7.22%	44	2	4.55%	4
23651	Fort Monroe	7	5	71.43%	1	1	100.00%	1	0	0.00%	0
23661	Hampton	82	9	10.98%	10	1	10.00%	10	1	10.00%	1
23662	Poquoson	276	58	21.01%	7	2	28.57%	6	0	0.00%	5

ZIP CODE	ZIP NAME	TOTAL BOY SCOUT TAY	TOTAL BOY SCOUT MEMBERS	TOTAL BOY SCOUT MARKET SHARE	AFRICAN AMERICAN BOY SCOUT TAY	AFRICAN AMERICAN BOY SCOUT MEMBERS	AFRICAN AMERICAN BOY SCOUT MARKET SHARE	ASIAN BOY SCOUT TAY	ASIAN BOY SCOUT MEMBERS	ASIAN BOY SCOUT MARKET SHARE
23663	Hampton	320	21	6.56%	163	5	3.07%	6	0	0.00%
23664	Hampton	199	27	13.57%	40	2	5.00%	3	0	0.00%
23665	Hampton	174	23	13.22%	30	0	0.00%	4	1	25.00%
23666	Hampton	909	60	6.60%	454	10	2.20%	30	1	3.33%
23668	Hampton	0	0	0.00%	0	0	0.00%	0	0	0.00%
23669	Hampton	786	83	10.56%	380	12	3.16%	15	0	0.00%
23690	Yorktown	70	5	7.14%	29	0	0.00%	1	0	0.00%
23692	Yorktown	390	126	32.31%	22	0	0.00%	15	1	6.67%
23693	Yorktown	578	190	32.87%	65	4	6.15%	52	8	15.38%
23696	Seaford	89	32	35.96%	2	0	0.00%	1	0	0.00%
23821	Alberta	22	0	0.00%	11	0	0.00%	0	0	0.00%
23827	Boykins	30	3	10.00%	14	0	0.00%	0	0	0.00%
23828	Branchville	8	1	12.50%	4	0	0.00%	0	0	0.00%
23829	Capron	22	4	18.18%	11	0	0.00%	0	0	0.00%
23837	Courtland	75	25	33.33%	23	1	4.35%	0	1	0.00%
23839	Dendron	9	1	11.11%	4	0	0.00%	0	0	0.00%
23843	Dolphin	9	1	11.11%	5	0	0.00%	0	0	0.00%
23844	Drewryville	14	1	7.14%	7	0	0.00%	0	0	0.00%
23845	Ebony	6	0	0.00%	2	0	0.00%	0	0	0.00%
23846	Elberon	14	3	21.43%	6	1	16.67%	0	0	0.00%
23847	Emporia	269	20	7.43%	165	4	2.42%	2	0	0.00%
23851	Franklin	289	45	15.57%	142	2	1.41%	2	0	0.00%
23856	Freeman	17	4	23.53%	12	0	0.00%	0	0	0.00%
23857	Gasburg	7	1	14.29%	2	0	0.00%	0	0	0.00%
23866	Ivor	37	7	18.92%	9	1	11.11%	0	0	0.00%
23867	Jarratt	32	12	37.50%	17	1	5.88%	0	0	0.00%
23868	Lawrenceville	105	6	5.71%	68	0	0.00%	0	0	0.00%
23874	Newsoms	13	4	30.77%	5	0	0.00%	0	0	0.00%
23876	Rawlings	7	0	0.00%	4	0	0.00%	0	0	0.00%
23878	Sedley	18	5	27.78%	4	1	25.00%	0	0	0.00%
23879	Skippers	10	2	20.00%	5	0	0.00%	0	0	0.00%
23881	Spring Grove	49	0	0.00%	17	0	0.00%	0	0	0.00%
23882	Stony Creek	40	2	5.00%	19	0	0.00%	0	0	0.00%
23883	Surry	45	4	8.89%	22	0	0.00%	0	0	0.00%
23887	Valentines	8	1	12.50%	2	0	0.00%	0	0	0.00%
23888	Wakefield	40	7	17.50%	18	0	0.00%	0	0	0.00%
23889	Warfield	9	0	0.00%	5	0	0.00%	0	0	0.00%
23890	Waverly	82	1	1.22%	49	0	0.00%	0	0	0.00%
23893	White Plains	8	3	37.50%	3	0	0.00%	0	0	0.00%
23897	Yale	9	0	0.00%	5	0	0.00%	0	0	0.00%
23898	Zuni	37	7	18.92%	6	0	0.00%	0	0	0.00%
23920	Brodnax	63	2	3.17%	28	0	0.00%	0	0	0.00%
		14,184	1,932	13.62%	4,758	111	2.33%	339	35	10.32%



ZIP CODE	ZIP NAME	CAUCASIAN BOY SCOUT TAY	CAUCASIAN BOY SCOUT MEMBERS	CAUCASIAN BOY SCOUT MARKET SHARE	HISPANIC/ LATINO BOY SCOUT TAY	HISPANIC/ LATINO BOY SCOUT MEMBERS	HISPANIC/ LATINO BOY SCOUT MARKET SHARE	OTHER RACES BOY SCOUT TAY	OTHER RACES BOY SCOUT MEMBERS	OTHER RACES BOY SCOUT MARKET SHARE	BOY SCOUT MEMBERS/ NO ETHNICITY PROVIDED
23663	Hampton	120	14	11.67%	17	0	0.00%	14	1	7.14%	1
23664	Hampton	139	22	15.83%	10	1	10.00%	7	0	0.00%	2
23665	Hampton	103	21	20.39%	25	0	0.00%	12	1	8.33%	0
23666	Hampton	341	39	11.44%	48	2	4.17%	36	3	8.33%	5
23668	Hampton	0	0	0.00%	0	0	0.00%	0	0	0.00%	0
23669	Hampton	321	62	19.31%	40	2	5.00%	30	3	10.00%	4
23690	Yorktown	31	4	12.90%	6	0	0.00%	3	0	0.00%	1
23692	Yorktown	326	108	33.13%	17	2	11.76%	10	5	50.00%	10
23693	Yorktown	404	143	35.40%	31	2	6.45%	26	5	19.23%	28
23696	Seaford	82	30	36.59%	3	0	0.00%	1	0	0.00%	2
23821	Alberta	10	0	0.00%	0	0	0.00%	1	0	0.00%	0
23827	Boykins	15	3	20.00%	1	0	0.00%	0	0	0.00%	0
23828	Branchville	4	0	0.00%	0	0	0.00%	0	0	0.00%	1
23829	Capron	11	3	27.27%	0	0	0.00%	0	1	0.00%	0
23837	Courtland	50	18	36.00%	1	1	100.00%	1	1	100.00%	3
23839	Dendron	5	1	20.00%	0	0	0.00%	0	0	0.00%	0
23843	Dolphin	4	1	25.00%	0	0	0.00%	0	0	0.00%	0
23844	Drewryville	7	1	14.29%	0	0	0.00%	0	0	0.00%	0
23845	Ebony	4	0	0.00%	0	0	0.00%	0	0	0.00%	0
23846	Elberon	8	2	25.00%	0	0	0.00%	0	0	0.00%	0
23847	Emporia	91	16	17.58%	8	0	0.00%	3	0	0.00%	0
23851	Franklin	132	39	29.55%	6	0	0.00%	7	2	28.57%	2
23856	Freeman	5	4	80.00%	0	0	0.00%	0	0	0.00%	0
23857	Gasburg	5	1	20.00%	0	0	0.00%	0	0	0.00%	0
23866	Ivor	26	6	23.08%	1	0	0.00%	1	0	0.00%	0
23867	Jarratt	13	11	84.62%	1	0	0.00%	1	0	0.00%	0
23868	Lawrenceville	34	5	14.71%	2	1	50.00%	1	0	0.00%	0
23874	Newsoms	8	4	50.00%	0	0	0.00%	0	0	0.00%	0
23876	Rawlings	3	0	0.00%	0	0	0.00%	0	0	0.00%	0
23878	Sedley	14	4	28.57%	0	0	0.00%	0	0	0.00%	0
23879	Skippers	5	2	40.00%	0	0	0.00%	0	0	0.00%	0
23881	Spring Grove	30	0	0.00%	1	0	0.00%	1	0	0.00%	0
23882	Stony Creek	19	2	10.53%	1	0	0.00%	1	0	0.00%	0
23883	Surry	21	3	14.29%	1	0	0.00%	1	0	0.00%	1
23887	Valentines	6	1	16.67%	0	0	0.00%	0	0	0.00%	0
23888	Wakefield	20	6	30.00%	1	1	100.00%	1	0	0.00%	0
23889	Warfield	4	0	0.00%	0	0	0.00%	0	0	0.00%	0
23890	Waverly	29	1	3.45%	3	0	0.00%	1	0	0.00%	0
23893	White Plains	5	2	40.00%	0	0	0.00%	0	0	0.00%	1
23897	Yale	4	0	0.00%	0	0	0.00%	0	0	0.00%	0
23898	Zuni	30	6	20.00%	0	0	0.00%	1	0	0.00%	1
23920	Brodnax	32	2	6.25%	2	0	0.00%	1	0	0.00%	0
		7,884	1,531	19.42%	737	57	7.73%	466	49	10.52%	149

ZIP CODE	ZIP NAME	TOTAL VENTURING/ EXPLORING TAY	TOTAL VENTURING MEMBERS	TOTAL EXPLORING MEMBERS	TOTAL VENTURING/ EXPLORING MARKET SHARE	AFRICAN AMERICAN VENTURING/ EXPLORING TAY	AFRICAN AMERICAN VENTURING MEMBERS	AFRICAN AMERICAN EXPLORING MEMBERS	AFRICAN AMERICAN VENTURING MARKET SHARE	ASIAN VENTURING/ EXPLORING TAY	ASIAN VENTURING MEMBERS	ASIAN EXPLORING MEMBERS	ASIAN VENTURING/ EXPLORING MARKET SHARE
23021	Bohannon	11	0	0	0.00%	2	0	0	0.00%	0	0	0	0.00%
23025	Cardinal	15	0	0	0.00%	2	0	0	0.00%	0	0	0	0.00%
23035	Cobbs Creek	67	1	0	1.49%	8	0	0	0.00%	0	0	0	0.00%
23045	Diggs	6	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%
23050	Dutton	24	0	0	0.00%	3	0	0	0.00%	0	0	0	0.00%
23056	Foster	23	0	0	0.00%	3	0	0	0.00%	0	0	0	0.00%
23061	Gloucester	860	7	0	0.81%	81	0	0	0.00%	7	0	0	0.00%
23062	Gloucester Point	61	0	0	0.00%	3	0	0	0.00%	1	0	0	0.00%
23066	Gwynn	10	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%
23072	Hayes	419	6	0	1.43%	27	0	0	0.00%	3	0	0	0.00%
23076	Hudgins	22	0	0	0.00%	1	0	0	0.00%	0	0	0	0.00%
23109	Mathews	60	0	0	0.00%	4	0	0	0.00%	0	0	0	0.00%
23119	Moon	4	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%
23125	New Point	0	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%
23128	North	41	1	0	2.44%	5	0	0	0.00%	0	0	0	0.00%
23130	Onemo	5	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%
23138	Port Haywood	44	0	0	0.00%	3	0	0	0.00%	0	0	0	0.00%
23163	Susan	8	0	0	0.00%	1	0	0	0.00%	0	0	0	0.00%
23168	Toano	325	0	2	0.62%	52	0	0	0.00%	5	0	0	0.00%
23185	Williamsburg	1,656	2	26	1.69%	253	0	6	2.37%	53	0	0	0.00%
23186	Williamsburg	9	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%
23188	Williamsburg	1,510	2	9	0.73%	197	0	0	0.00%	41	1	1	4.88%
23314	Carrollton	300	4	0	1.33%	54	0	0	0.00%	5	0	0	0.00%
23315	Carrsville	55	0	0	0.00%	11	0	0	0.00%	0	0	0	0.00%
23430	Smithfield	761	10	0	1.31%	209	0	0	0.00%	7	0	0	0.00%
23432	Suffolk	56	1	0	1.79%	20	1	0	5.00%	1	0	0	0.00%
23433	Suffolk	36	0	0	0.00%	3	0	0	0.00%	0	0	0	0.00%
23434	Suffolk	2,020	10	0	0.50%	992	1	0	0.10%	16	1	0	6.25%
23435	Suffolk	1,318	12	0	0.91%	492	2	0	0.41%	45	0	0	0.00%
23436	Suffolk	29	0	0	0.00%	4	0	0	0.00%	1	0	0	0.00%
23437	Suffolk	162	2	0	1.23%	41	0	0	0.00%	1	0	0	0.00%
23438	Suffolk	74	1	0	1.35%	16	0	0	0.00%	0	0	0	0.00%
23487	Windsor	241	6	0	2.49%	50	1	0	2.00%	1	0	0	0.00%
23601	Newport News	890	22	4	2.92%	268	0	2	0.75%	17	0	0	0.00%
23602	Newport News	1,481	18	1	1.28%	472	4	0	0.85%	64	0	0	0.00%
23603	Newport News	184	0	1	0.54%	56	0	0	0.00%	4	0	0	0.00%
23604	Fort Eustis	182	0	0	0.00%	34	0	0	0.00%	6	0	0	0.00%
23605	Newport News	406	10	0	2.46%	209	4	0	1.91%	5	0	0	0.00%
23606	Newport News	850	15	0	1.76%	158	1	0	0.63%	20	0	0	0.00%
23607	Newport News	993	3	3	0.60%	821	0	2	0.24%	4	0	0	0.00%
23608	Newport News	1,721	13	1	0.81%	717	0	0	0.00%	79	1	0	1.27%
23651	Fort Monroe	21	0	1	4.76%	4	0	0	0.00%	0	0	0	0.00%
23661	Hampton	545	4	1	0.92%	343	2	0	0.58%	7	0	0	0.00%
23662	Poquoson	577	12	0	2.08%	6	0	0	0.00%	14	0	0	0.00%

ZIP CODE	ZIP NAME	CAUCASIAN VENTURING/ EXPLORING TAY	CAUCASIAN VENTURING MEMBERS	CAUCASIAN EXPLORING MEMBERS	CAUCASIAN VENTURING/ EXPLORING MARKET SHARE	HISPANIC/ LATINO VENTURING/ EXPLORING TAY	HISPANIC/ LATINO VENTURING MEMBERS	HISPANIC/ LATINO EXPLORING MEMBERS	HISPANIC/ LATINO VENTURING/ EXPLORING MARKET SHARE	OTHER RACES VENTURING/ EXPLORING TAY	OTHER RACES VENTURING MEMBERS	OTHER RACES EXPLORING MEMBERS	OTHER RACES VENTURING/ EXPLORING MARKET SHARE	VENTURING MEMBERS/ NO ETHNICITY PROVIDED	EXPLORING MEMBERS/ NO ETHNICITY PROVIDED
23021	Bohannon	9	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23025	Cardinal	13	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23035	Cobbs Creek	57	1	0	1.75%	1	0	0	0.00%	1	0	0	0.00%	0	0
23045	Diggs	6	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23050	Dutton	20	0	0	0.00%	0	0	0	0.00%	1	0	0	0.00%	0	0
23056	Foster	18	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23061	Gloucester	724	7	0	0.97%	25	0	0	0.00%	23	0	0	0.00%	0	0
23062	Gloucester Point	55	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23066	Gwynn	10	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23072	Hayes	364	6	0	1.65%	14	0	0	0.00%	11	0	0	0.00%	0	0
23076	Hudgins	20	0	0	0.00%	0	0	0	0.00%	1	0	0	0.00%	0	0
23109	Mathews	54	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23119	Moon	4	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23125	New Point	0	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23128	North	34	1	0	2.94%	1	0	0	0.00%	1	0	0	0.00%	0	0
23130	Onemo	5	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23138	Port Haywood	39	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23163	Susan	7	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23168	Toano	242	0	0	0.00%	16	0	1	6.25%	10	0	1	10.00%	0	0
23185	Williamsburg	1,194	2	18	1.68%	105	0	0	0.00%	51	0	2	3.92%	0	0
23186	Williamsburg	6	0	0	0.00%	1	0	0	0.00%	0	0	0	0.00%	0	0
23188	Williamsburg	1,150	1	6	0.61%	76	0	2	2.63%	46	0	0	0.00%	0	0
23314	Carrollton	223	3	0	1.35%	9	0	0	0.00%	9	0	0	0.00%	1	0
23315	Carrsville	42	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23430	Smithfield	510	10	0	1.96%	18	0	0	0.00%	17	0	0	0.00%	0	0
23432	Suffolk	33	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23433	Suffolk	31	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23434	Suffolk	908	7	0	0.77%	60	0	0	0.00%	44	1	0	2.27%	0	0
23435	Suffolk	671	9	0	1.34%	66	0	0	0.00%	44	1	0	2.27%	0	0
23436	Suffolk	23	0	0	0.00%	1	0	0	0.00%	0	0	0	0.00%	0	0
23437	Suffolk	114	2	0	1.75%	3	0	0	0.00%	3	0	0	0.00%	0	0
23438	Suffolk	55	1	0	1.82%	1	0	0	0.00%	2	0	0	0.00%	0	0
23487	Windsor	179	5	0	2.79%	6	0	0	0.00%	5	0	0	0.00%	0	0
23601	Newport News	522	6	2	1.53%	49	1	0	2.04%	34	0	0	0.00%	15	0
23602	Newport News	743	7	1	1.08%	131	0	0	0.00%	71	0	0	0.00%	7	0
23603	Newport News	93	0	1	1.08%	22	0	0	0.00%	9	0	0	0.00%	0	0
23604	Fort Eustis	103	0	0	0.00%	28	0	0	0.00%	11	0	0	0.00%	0	0
23605	Newport News	153	2	0	1.31%	24	0	0	0.00%	15	1	0	6.67%	3	0
23606	Newport News	569	7	0	1.23%	78	1	0	1.28%	25	0	0	0.00%	6	0
23607	Newport News	108	1	0	0.93%	28	0	0	0.00%	32	1	0	3.13%	1	1
23608	Newport News	647	6	1	1.08%	191	0	0	0.00%	87	0	0	0.00%	6	0
23651	Fort Monroe	13	0	0	0.00%	3	0	1	33.33%	1	0	0	0.00%	0	0
23661	Hampton	155	1	1	1.29%	20	0	0	0.00%	20	0	0	0.00%	1	0
23662	Poquoson	532	10	0	1.88%	14	1	0	7.14%	11	1	0	9.09%	0	0



ZIP CODE	ZIP NAME	TOTAL VENTURING/ EXPLORING TAY	TOTAL VENTURING MEMBERS	TOTAL EXPLORING MEMBERS	TOTAL VENTURING/ EXPLORING MARKET SHARE	AFRICAN AMERICAN VENTURING/ EXPLORING TAY	AFRICAN AMERICAN VENTURING MEMBERS	AFRICAN AMERICAN EXPLORING MEMBERS	AFRICAN AMERICAN VENTURING MARKET SHARE	ASIAN VENTURING/ EXPLORING TAY	ASIAN VENTURING MEMBERS	ASIAN EXPLORING MEMBERS	ASIAN VENTURING/ EXPLORING MARKET SHARE
23663	Hampton	570	7	0	1.23%	291	0	0	0.00%	11	0	0	0.00%
23664	Hampton	355	3	0	0.85%	71	0	0	0.00%	5	0	0	0.00%
23665	Hampton	206	0	0	0.00%	36	0	0	0.00%	5	0	0	0.00%
23666	Hampton	1,799	65	3	3.78%	898	12	2	1.56%	59	0	0	0.00%
23668	Hampton	0	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%
23669	Hampton	1,591	44	5	3.08%	770	7	1	1.04%	31	0	0	0.00%
23690	Yorktown	106	1	0	0.94%	44	0	0	0.00%	2	0	0	0.00%
23692	Yorktown	871	15	0	1.72%	50	0	0	0.00%	33	1	0	3.03%
23693	Yorktown	1,273	5	0	0.39%	143	0	0	0.00%	115	0	0	0.00%
23696	Seaford	190	3	0	1.58%	4	0	0	0.00%	3	0	0	0.00%
23821	Alberta	48	0	0	0.00%	24	0	0	0.00%	0	0	0	0.00%
23827	Boykins	53	0	0	0.00%	25	0	0	0.00%	0	0	0	0.00%
23828	Branchville	14	0	0	0.00%	7	0	0	0.00%	0	0	0	0.00%
23829	Capron	50	0	0	0.00%	25	0	0	0.00%	0	0	0	0.00%
23837	Courtland	140	1	0	0.71%	44	0	0	0.00%	0	0	0	0.00%
23839	Dendron	28	0	0	0.00%	12	0	0	0.00%	0	0	0	0.00%
23843	Dolphin	19	0	0	0.00%	11	0	0	0.00%	0	0	0	0.00%
23844	Drewryville	30	0	0	0.00%	15	0	0	0.00%	0	0	0	0.00%
23845	Ebony	13	0	0	0.00%	5	0	0	0.00%	0	0	0	0.00%
23846	Elberon	33	1	0	3.03%	14	0	0	0.00%	0	0	0	0.00%
23847	Emporia	536	0	0	0.00%	328	0	0	0.00%	3	0	0	0.00%
23851	Franklin	512	1	0	0.20%	252	0	0	0.00%	4	0	0	0.00%
23856	Freeman	48	0	0	0.00%	33	0	0	0.00%	0	0	0	0.00%
23857	Gasburg	16	0	0	0.00%	5	0	0	0.00%	0	0	0	0.00%
23866	Ivor	91	1	0	1.10%	22	0	0	0.00%	1	0	0	0.00%
23867	Jarratt	77	0	0	0.00%	42	0	0	0.00%	0	0	0	0.00%
23868	Lawrenceville	215	0	0	0.00%	139	0	0	0.00%	1	0	0	0.00%
23874	Newsoms	38	0	0	0.00%	14	0	0	0.00%	0	0	0	0.00%
23876	Rawlings	15	0	0	0.00%	9	0	0	0.00%	0	0	0	0.00%
23878	Sedley	49	0	0	0.00%	11	0	0	0.00%	0	0	0	0.00%
23879	Skippers	23	0	0	0.00%	12	0	0	0.00%	0	0	0	0.00%
23881	Spring Grove	87	2	0	2.30%	31	0	0	0.00%	0	0	0	0.00%
23882	Stony Creek	84	0	0	0.00%	40	0	0	0.00%	0	0	0	0.00%
23883	Surry	81	2	0	2.47%	40	0	0	0.00%	0	0	0	0.00%
23887	Valentines	15	0	0	0.00%	4	0	0	0.00%	0	0	0	0.00%
23888	Wakefield	73	0	0	0.00%	33	0	0	0.00%	1	0	0	0.00%
23889	Warfield	20	0	0	0.00%	11	0	0	0.00%	0	0	0	0.00%
23890	Waverly	157	3	0	1.91%	94	0	0	0.00%	1	0	0	0.00%
23893	White Plains	15	0	0	0.00%	6	0	0	0.00%	0	0	0	0.00%
23897	Yale	17	0	0	0.00%	9	0	0	0.00%	0	0	0	0.00%
23898	Zuni	73	0	0	0.00%	12	0	0	0.00%	0	0	0	0.00%
23920	Brodnax	121	0	0	0.00%	53	0	0	0.00%	1	0	0	0.00%
		27,834	316	57	1.34%	9,315	35	13	0.52%	684	4	1	0.73%



ZIP CODE	ZIP NAME	CAUCASIAN VENTURING/ EXPLORING TAY	CAUCASIAN VENTURING MEMBERS	CAUCASIAN EXPLORING MEMBERS	CAUCASIAN VENTURING/ EXPLORING MARKET SHARE	HISPANIC/ LATINO VENTURING/ EXPLORING TAY	HISPANIC/ LATINO VENTURING MEMBERS	HISPANIC/ LATINO EXPLORING MEMBERS	HISPANIC/ LATINO VENTURING/ EXPLORING MARKET SHARE	OTHER RACES VENTURING/ EXPLORING TAY	OTHER RACES VENTURING MEMBERS	OTHER RACES EXPLORING MEMBERS	OTHER RACES VENTURING/ EXPLORING MARKET SHARE	VENTURING MEMBERS/ NO ETHNICITY PROVIDED	EXPLORING MEMBERS/ NO ETHNICITY PROVIDED
23663	Hampton	214	2	0	0.93%	30	0	0	0.00%	24	0	0	0.00%	5	0
23664	Hampton	248	1	0	0.40%	18	0	0	0.00%	13	1	0	7.69%	1	0
23665	Hampton	122	0	0	0.00%	29	0	0	0.00%	14	0	0	0.00%	0	0
23666	Hampton	675	20	0	2.96%	95	0	0	0.00%	72	0	1	1.39%	33	0
23668	Hampton	0	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23669	Hampton	649	7	3	1.54%	81	1	1	2.47%	60	1	0	1.67%	28	0
23690	Yorktown	47	0	0	0.00%	9	1	0	11.11%	4	0	0	0.00%	0	0
23692	Yorktown	727	10	0	1.38%	38	0	0	0.00%	23	0	0	0.00%	4	0
23693	Yorktown	889	5	0	0.56%	69	0	0	0.00%	57	0	0	0.00%	0	0
23696	Seaford	174	3	0	1.72%	6	0	0	0.00%	3	0	0	0.00%	0	0
23821	Alberta	22	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23827	Boykins	26	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23828	Branchville	7	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23829	Capron	24	0	0	0.00%	0	0	0	0.00%	1	0	0	0.00%	0	0
23837	Courtland	93	1	0	1.08%	1	0	0	0.00%	2	0	0	0.00%	0	0
23839	Dendron	15	0	0	0.00%	1	0	0	0.00%	0	0	0	0.00%	0	0
23843	Dolphin	8	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23844	Drewryville	14	0	0	0.00%	0	0	0	0.00%	1	0	0	0.00%	0	0
23845	Ebony	8	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23846	Elberon	18	1	0	5.56%	0	0	0	0.00%	1	0	0	0.00%	0	0
23847	Emporia	182	0	0	0.00%	16	0	0	0.00%	7	0	0	0.00%	0	0
23851	Franklin	234	1	0	0.43%	10	0	0	0.00%	12	0	0	0.00%	0	0
23856	Freeman	14	0	0	0.00%	1	0	0	0.00%	0	0	0	0.00%	0	0
23857	Gasburg	11	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23866	Ivor	65	1	0	1.54%	1	0	0	0.00%	2	0	0	0.00%	0	0
23867	Jarratt	32	0	0	0.00%	2	0	0	0.00%	1	0	0	0.00%	0	0
23868	Lawrenceville	68	0	0	0.00%	4	0	0	0.00%	3	0	0	0.00%	0	0
23874	Newsoms	23	0	0	0.00%	1	0	0	0.00%	0	0	0	0.00%	0	0
23876	Rawlings	6	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23878	Sedley	37	0	0	0.00%	0	0	0	0.00%	1	0	0	0.00%	0	0
23879	Skippers	11	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23881	Spring Grove	52	2	0	3.85%	2	0	0	0.00%	2	0	0	0.00%	0	0
23882	Stony Creek	40	0	0	0.00%	2	0	0	0.00%	2	0	0	0.00%	0	0
23883	Surry	38	2	0	5.26%	1	0	0	0.00%	2	0	0	0.00%	0	0
23887	Valentines	11	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23888	Wakefield	37	0	0	0.00%	1	0	0	0.00%	1	0	0	0.00%	0	0
23889	Warfield	9	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23890	Waverly	55	2	0	3.64%	5	0	0	0.00%	2	0	0	0.00%	1	0
23893	White Plains	9	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23897	Yale	8	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0	0
23898	Zuni	58	0	0	0.00%	1	0	0	0.00%	2	0	0	0.00%	0	0
23920	Brodnax	61	0	0	0.00%	4	0	0	0.00%	2	0	0	0.00%	0	0
		15,499	153	33	1.20%	1,428	5	5	0.70%	908	4	7	1.21%	112	1



APPENDIX

TOP FIVE MOSAIC SEGMENTS PER ZIP CODE



Top Five Mosaic Segments per ZIP Code

(some ZIP codes have fewer than five segments)

Colonial Virginia, 595

ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23021	Q64 Town Elders	20	24.4
23021	E21 Unspoiled Splendor	11	13.4
23021	L41 Booming and Consuming	10	12.2
23021	L43 Homemade Happiness	10	12.2
23021	N46 True Grit Americans	6	7.3
23025	Q64 Town Elders	33	24.4
23025	E21 Unspoiled Splendor	17	12.6
23025	L41 Booming and Consuming	17	12.6
23025	L43 Homemade Happiness	16	11.9
23025	N46 True Grit Americans	10	7.4
23035	Q64 Town Elders	201	24.8
23035	L43 Homemade Happiness	93	11.5
23035	E21 Unspoiled Splendor	65	8.0
23035	M44 Red, White and Bluegrass	52	6.4
23035	O51 Digital Dependents	51	6.3
23045	Q64 Town Elders	25	28.4
23045	N46 True Grit Americans	13	14.8
23045	L43 Homemade Happiness	12	13.6
23045	E21 Unspoiled Splendor	7	8.0
23045	J35 Rural Escape	4	4.5
23050	Q64 Town Elders	32	15.2
23050	E21 Unspoiled Splendor	25	11.8
23050	L43 Homemade Happiness	25	11.8
23050	M44 Red, White and Bluegrass	14	6.6
23050	N47 Countrified Pragmatics	12	5.7
23056	Q64 Town Elders	51	24.5
23056	E21 Unspoiled Splendor	27	13.0
23056	L41 Booming and Consuming	26	12.5
23056	L43 Homemade Happiness	24	11.5
23056	N46 True Grit Americans	15	7.2
23061	E21 Unspoiled Splendor	1,536	19.1
23061	I30 Stockcars and State Parks	1,070	13.3
23061	D15 Sports Utility Families	594	7.4
23061	N47 Countrified Pragmatics	591	7.3
23061	J35 Rural Escape	537	6.7
23062	E20 No Place Like Home	131	12.6
23062	J34 Aging in Place	129	12.4
23062	E21 Unspoiled Splendor	120	11.5
23062	O51 Digital Dependents	97	9.3
23062	Q64 Town Elders	83	8.0
23066	Q64 Town Elders	48	32.4
23066	L41 Booming and Consuming	34	23.0



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23066	E20 No Place Like Home	12	8.1
23066	N46 True Grit Americans	12	8.1
23066	E21 Unspoiled Splendor	9	6.1
23072	E21 Unspoiled Splendor	609	13.1
23072	Q64 Town Elders	468	10.1
23072	O51 Digital Dependents	387	8.3
23072	N47 Countrified Pragmatics	373	8.0
23072	I30 Stockcars and State Parks	293	6.3
23076	Q64 Town Elders	101	27.7
23076	L41 Booming and Consuming	42	11.5
23076	E21 Unspoiled Splendor	41	11.3
23076	L43 Homemade Happiness	29	8.0
23076	E20 No Place Like Home	20	5.5
23109	Q64 Town Elders	185	26.3
23109	L43 Homemade Happiness	88	12.5
23109	E21 Unspoiled Splendor	76	10.8
23109	N46 True Grit Americans	68	9.7
23109	M44 Red, White and Bluegrass	40	5.7
23119	Q64 Town Elders	22	23.4
23119	E21 Unspoiled Splendor	16	17.0
23119	L43 Homemade Happiness	10	10.6
23119	M44 Red, White and Bluegrass	7	7.4
23119	N47 Countrified Pragmatics	7	7.4
23125	Q64 Town Elders	7	29.2
23125	L43 Homemade Happiness	5	20.8
23125	L41 Booming and Consuming	4	16.7
23125	E21 Unspoiled Splendor	1	4.2
23125	I31 Blue Collar Comfort	1	4.2
23128	Q64 Town Elders	72	18.7
23128	E21 Unspoiled Splendor	61	15.8
23128	L43 Homemade Happiness	43	11.2
23128	L41 Booming and Consuming	25	6.5
23128	J35 Rural Escape	23	6.0
23130	Q64 Town Elders	18	29.0
23130	L43 Homemade Happiness	13	21.0
23130	L41 Booming and Consuming	9	14.5
23130	E21 Unspoiled Splendor	4	6.5
23130	N46 True Grit Americans	3	4.8
23138	Q64 Town Elders	156	28.8
23138	L43 Homemade Happiness	107	19.7
23138	L41 Booming and Consuming	70	12.9
23138	N46 True Grit Americans	38	7.0
23138	E21 Unspoiled Splendor	34	6.3
23163	Q64 Town Elders	30	28.8
23163	L43 Homemade Happiness	23	22.1
23163	L41 Booming and Consuming	17	16.3



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23163	E21 Unspoiled Splendor	6	5.8
23163	I31 Blue Collar Comfort	4	3.8
23168	E21 Unspoiled Splendor	360	13.5
23168	D15 Sports Utility Families	270	10.1
23168	F22 Fast Track Couples	185	7.0
23168	C14 Boomers and Boomerangs	171	6.4
23168	C11 Aging of Aquarius	162	6.1
23185	C13 Silver Sophisticates	1,572	8.4
23185	C11 Aging of Aquarius	1,570	8.4
23185	C12 Golf Carts and Gourmets	1,241	6.7
23185	Q62 Reaping Rewards	947	5.1
23185	O53 Colleges and Cafes	940	5.0
23186	O53 Colleges and Cafes	19	100.0
23188	C11 Aging of Aquarius	1,781	10.6
23188	Q62 Reaping Rewards	1,658	9.8
23188	C13 Silver Sophisticates	1,015	6.0
23188	C12 Golf Carts and Gourmets	756	4.5
23188	O51 Digital Dependents	703	4.2
23314	E21 Unspoiled Splendor	346	11.6
23314	D15 Sports Utility Families	316	10.6
23314	C14 Boomers and Boomerangs	261	8.7
23314	C11 Aging of Aquarius	237	7.9
23314	H27 Birkenstocks and Beemers	220	7.4
23315	I30 Stockcars and State Parks	97	17.1
23315	E21 Unspoiled Splendor	89	15.7
23315	J35 Rural Escape	75	13.2
23315	L43 Homemade Happiness	65	11.4
23315	M44 Red, White and Bluegrass	61	10.7
23430	N48 Rural Southern Bliss	907	13.5
23430	E21 Unspoiled Splendor	738	11.0
23430	C11 Aging of Aquarius	500	7.4
23430	D15 Sports Utility Families	410	6.1
23430	C14 Boomers and Boomerangs	350	5.2
23432	E21 Unspoiled Splendor	95	16.2
23432	C11 Aging of Aquarius	60	10.3
23432	Q62 Reaping Rewards	46	7.9
23432	N48 Rural Southern Bliss	42	7.2
23432	J34 Aging in Place	38	6.5
23433	C11 Aging of Aquarius	91	18.5
23433	J34 Aging in Place	64	13.0
23433	H27 Birkenstocks and Beemers	48	9.7
23433	E21 Unspoiled Splendor	47	9.5
23433	D15 Sports Utility Families	33	6.7
23434	D18 Suburban Attainment	2,048	11.6
23434	S69 Urban Survivors	1,605	9.1
23434	N48 Rural Southern Bliss	1,386	7.8



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23434	R67 Hope for Tomorrow	1,375	7.8
23434	E21 Unspoiled Splendor	1,068	6.0
23435	D18 Suburban Attainment	1,689	16.4
23435	F22 Fast Track Couples	862	8.3
23435	C11 Aging of Aquarius	771	7.5
23435	O52 Urban Ambition	739	7.2
23435	C14 Boomers and Boomerangs	697	6.8
23436	C11 Aging of Aquarius	70	18.8
23436	H27 Birkenstocks and Beemers	44	11.8
23436	J34 Aging in Place	38	10.2
23436	E21 Unspoiled Splendor	32	8.6
23436	F22 Fast Track Couples	25	6.7
23437	E21 Unspoiled Splendor	356	20.9
23437	I30 Stockcars and State Parks	314	18.4
23437	N48 Rural Southern Bliss	251	14.7
23437	J35 Rural Escape	164	9.6
23437	Q64 Town Elders	111	6.5
23438	E21 Unspoiled Splendor	130	19.1
23438	I30 Stockcars and State Parks	110	16.2
23438	N48 Rural Southern Bliss	78	11.5
23438	J35 Rural Escape	77	11.3
23438	L43 Homemade Happiness	64	9.4
23487	E21 Unspoiled Splendor	412	17.0
23487	Q64 Town Elders	233	9.6
23487	I30 Stockcars and State Parks	230	9.5
23487	J35 Rural Escape	227	9.4
23487	N48 Rural Southern Bliss	216	8.9
23601	O52 Urban Ambition	1,246	11.5
23601	D18 Suburban Attainment	1,061	9.8
23601	L42 Rooted Flower Power	797	7.4
23601	O51 Digital Dependents	645	6.0
23601	O54 Striving Single Scene	612	5.7
23602	O52 Urban Ambition	2,081	12.5
23602	D18 Suburban Attainment	1,430	8.6
23602	J34 Aging in Place	1,158	7.0
23602	O54 Striving Single Scene	1,144	6.9
23602	E20 No Place Like Home	818	4.9
23603	O55 Family Troopers	359	25.9
23603	O52 Urban Ambition	211	15.2
23603	D18 Suburban Attainment	145	10.4
23603	O51 Digital Dependents	63	4.5
23603	L42 Rooted Flower Power	49	3.5
23604	O55 Family Troopers	493	57.9
23604	O52 Urban Ambition	121	14.2
23604	R66 Dare to Dream	58	6.8
23604	P60 Striving Forward	35	4.1



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23604	H29 Destination Recreation	17	2.0
23605	O52 Urban Ambition	1,383	23.6
23605	D18 Suburban Attainment	764	13.0
23605	S69 Urban Survivors	518	8.8
23605	N48 Rural Southern Bliss	446	7.6
23605	Q64 Town Elders	336	5.7
23606	O54 Striving Single Scene	1,524	13.3
23606	O52 Urban Ambition	926	8.1
23606	J34 Aging in Place	730	6.4
23606	C11 Aging of Aquarius	713	6.2
23606	L42 Rooted Flower Power	617	5.4
23607	R67 Hope for Tomorrow	3,047	33.0
23607	S69 Urban Survivors	2,535	27.4
23607	O52 Urban Ambition	760	8.2
23607	N48 Rural Southern Bliss	532	5.8
23607	D18 Suburban Attainment	349	3.8
23608	O52 Urban Ambition	3,581	22.1
23608	D18 Suburban Attainment	2,936	18.1
23608	O54 Striving Single Scene	955	5.9
23608	O55 Family Troopers	809	5.0
23608	J34 Aging in Place	743	4.6
23651	O55 Family Troopers	67	26.1
23651	Q65 Senior Discounts	39	15.2
23651	O51 Digital Dependents	37	14.4
23651	K40 Bohemian Groove	20	7.8
23651	F22 Fast Track Couples	10	3.9
23661	S69 Urban Survivors	1,164	20.1
23661	D18 Suburban Attainment	841	14.5
23661	O52 Urban Ambition	519	9.0
23661	N48 Rural Southern Bliss	508	8.8
23661	Q64 Town Elders	403	7.0
23662	J34 Aging in Place	534	11.8
23662	C11 Aging of Aquarius	495	10.9
23662	C14 Boomers and Boomerangs	310	6.8
23662	E20 No Place Like Home	277	6.1
23662	D16 Settled in Suburbia	257	5.7
23663	D18 Suburban Attainment	968	18.1
23663	O52 Urban Ambition	848	15.9
23663	S69 Urban Survivors	804	15.0
23663	N48 Rural Southern Bliss	501	9.4
23663	Q64 Town Elders	341	6.4
23664	E20 No Place Like Home	350	8.3
23664	J34 Aging in Place	350	8.3
23664	L42 Rooted Flower Power	287	6.8
23664	K40 Bohemian Groove	259	6.1
23664	O51 Digital Dependents	229	5.4



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23665	O55 Family Troopers	819	61.0
23665	F22 Fast Track Couples	89	6.6
23665	D17 Cul de Sac Diversity	85	6.3
23665	O52 Urban Ambition	58	4.3
23665	K38 Gotham Blend	45	3.4
23666	D18 Suburban Attainment	4,792	22.1
23666	O52 Urban Ambition	3,215	14.9
23666	O54 Striving Single Scene	1,960	9.1
23666	Q64 Town Elders	1,108	5.1
23666	S69 Urban Survivors	1,043	4.8
23669	D18 Suburban Attainment	2,117	12.8
23669	O52 Urban Ambition	2,076	12.6
23669	S69 Urban Survivors	1,361	8.2
23669	J34 Aging in Place	1,112	6.7
23669	L42 Rooted Flower Power	783	4.7
23690	N48 Rural Southern Bliss	198	16.9
23690	O52 Urban Ambition	113	9.6
23690	O51 Digital Dependents	84	7.2
23690	O55 Family Troopers	76	6.5
23690	R67 Hope for Tomorrow	53	4.5
23692	C11 Aging of Aquarius	1,095	14.9
23692	J34 Aging in Place	617	8.4
23692	C14 Boomers and Boomerangs	460	6.2
23692	C13 Silver Sophisticates	452	6.1
23692	H27 Birkenstocks and Beemers	423	5.7
23693	B07 Generational Soup	1,433	16.4
23693	C11 Aging of Aquarius	1,223	14.0
23693	C14 Boomers and Boomerangs	567	6.5
23693	C13 Silver Sophisticates	457	5.2
23693	K37 Wired for Success	423	4.8
23696	C11 Aging of Aquarius	203	14.5
23696	H27 Birkenstocks and Beemers	166	11.9
23696	C14 Boomers and Boomerangs	139	10.0
23696	D15 Sports Utility Families	137	9.8
23696	J34 Aging in Place	128	9.2
23821	N48 Rural Southern Bliss	307	48.9
23821	L43 Homemade Happiness	113	18.0
23821	Q64 Town Elders	90	14.3
23821	S69 Urban Survivors	37	5.9
23821	M44 Red, White and Bluegrass	22	3.5
23827	N48 Rural Southern Bliss	227	40.2
23827	L43 Homemade Happiness	89	15.8
23827	Q64 Town Elders	63	11.2
23827	M44 Red, White and Bluegrass	39	6.9
23827	R67 Hope for Tomorrow	37	6.5
23828	N48 Rural Southern Bliss	65	40.9



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23828	L43 Homemade Happiness	24	15.1
23828	Q64 Town Elders	18	11.3
23828	M44 Red, White and Bluegrass	11	6.9
23828	R67 Hope for Tomorrow	11	6.9
23829	N48 Rural Southern Bliss	204	41.6
23829	L43 Homemade Happiness	91	18.6
23829	Q64 Town Elders	52	10.6
23829	M44 Red, White and Bluegrass	36	7.3
23829	E21 Unspoiled Splendor	23	4.7
23837	N48 Rural Southern Bliss	357	23.3
23837	L43 Homemade Happiness	181	11.8
23837	Q64 Town Elders	171	11.1
23837	E21 Unspoiled Splendor	152	9.9
23837	M44 Red, White and Bluegrass	126	8.2
23839	N48 Rural Southern Bliss	115	40.1
23839	L43 Homemade Happiness	50	17.4
23839	Q64 Town Elders	33	11.5
23839	M44 Red, White and Bluegrass	29	10.1
23839	E21 Unspoiled Splendor	17	5.9
23843	N48 Rural Southern Bliss	117	51.5
23843	L43 Homemade Happiness	41	18.1
23843	Q64 Town Elders	31	13.7
23843	S69 Urban Survivors	11	4.8
23843	N49 Touch of Tradition	8	3.5
23844	N48 Rural Southern Bliss	131	46.8
23844	L43 Homemade Happiness	41	14.6
23844	Q64 Town Elders	33	11.8
23844	R67 Hope for Tomorrow	16	5.7
23844	M44 Red, White and Bluegrass	14	5.0
23845	N48 Rural Southern Bliss	77	34.2
23845	Q64 Town Elders	50	22.2
23845	L43 Homemade Happiness	49	21.8
23845	M44 Red, White and Bluegrass	12	5.3
23845	E21 Unspoiled Splendor	11	4.9
23846	N48 Rural Southern Bliss	127	41.6
23846	L43 Homemade Happiness	51	16.7
23846	Q64 Town Elders	32	10.5
23846	M44 Red, White and Bluegrass	28	9.2
23846	E21 Unspoiled Splendor	20	6.6
23847	N48 Rural Southern Bliss	1,833	34.8
23847	S69 Urban Survivors	704	13.4
23847	R67 Hope for Tomorrow	536	10.2
23847	Q64 Town Elders	526	10.0
23847	L43 Homemade Happiness	459	8.7
23851	N48 Rural Southern Bliss	820	14.5
23851	R67 Hope for Tomorrow	694	12.3



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23851	S69 Urban Survivors	627	11.1
23851	O52 Urban Ambition	382	6.8
23851	Q64 Town Elders	367	6.5
23856	N48 Rural Southern Bliss	241	53.0
23856	S69 Urban Survivors	56	12.3
23856	R67 Hope for Tomorrow	42	9.2
23856	L43 Homemade Happiness	40	8.8
23856	Q64 Town Elders	40	8.8
23857	L43 Homemade Happiness	59	25.7
23857	N48 Rural Southern Bliss	49	21.3
23857	Q64 Town Elders	47	20.4
23857	E21 Unspoiled Splendor	16	7.0
23857	J35 Rural Escape	14	6.1
23866	J35 Rural Escape	164	18.4
23866	L43 Homemade Happiness	155	17.4
23866	E21 Unspoiled Splendor	112	12.6
23866	I30 Stockcars and State Parks	94	10.5
23866	N48 Rural Southern Bliss	86	9.7
23867	N48 Rural Southern Bliss	471	53.3
23867	L43 Homemade Happiness	111	12.6
23867	Q64 Town Elders	94	10.6
23867	S69 Urban Survivors	80	9.0
23867	R67 Hope for Tomorrow	25	2.8
23868	N48 Rural Southern Bliss	803	39.0
23868	S69 Urban Survivors	273	13.2
23868	Q64 Town Elders	222	10.8
23868	L43 Homemade Happiness	213	10.3
23868	R67 Hope for Tomorrow	184	8.9
23874	N48 Rural Southern Bliss	146	35.8
23874	L43 Homemade Happiness	98	24.0
23874	M44 Red, White and Bluegrass	37	9.1
23874	Q64 Town Elders	35	8.6
23874	E21 Unspoiled Splendor	24	5.9
23876	N48 Rural Southern Bliss	117	56.3
23876	L43 Homemade Happiness	35	16.8
23876	Q64 Town Elders	23	11.1
23876	S69 Urban Survivors	12	5.8
23876	M44 Red, White and Bluegrass	6	2.9
23878	I30 Stockcars and State Parks	67	15.4
23878	L43 Homemade Happiness	63	14.5
23878	J35 Rural Escape	59	13.6
23878	M44 Red, White and Bluegrass	50	11.5
23878	N48 Rural Southern Bliss	50	11.5
23879	N48 Rural Southern Bliss	118	49.6
23879	L43 Homemade Happiness	53	22.3
23879	Q64 Town Elders	25	10.5



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23879	M44 Red, White and Bluegrass	14	5.9
23879	S69 Urban Survivors	12	5.0
23881	N48 Rural Southern Bliss	250	24.3
23881	L43 Homemade Happiness	190	18.5
23881	Q64 Town Elders	116	11.3
23881	E21 Unspoiled Splendor	87	8.5
23881	I30 Stockcars and State Parks	67	6.5
23882	N48 Rural Southern Bliss	456	47.4
23882	L43 Homemade Happiness	182	18.9
23882	Q64 Town Elders	119	12.4
23882	M44 Red, White and Bluegrass	50	5.2
23882	N49 Touch of Tradition	31	3.2
23883	N48 Rural Southern Bliss	346	37.1
23883	E21 Unspoiled Splendor	115	12.3
23883	L43 Homemade Happiness	101	10.8
23883	Q64 Town Elders	98	10.5
23883	M44 Red, White and Bluegrass	57	6.1
23887	L43 Homemade Happiness	70	28.0
23887	Q64 Town Elders	56	22.4
23887	E21 Unspoiled Splendor	25	10.0
23887	N48 Rural Southern Bliss	24	9.6
23887	J35 Rural Escape	23	9.2
23888	N48 Rural Southern Bliss	269	31.1
23888	L43 Homemade Happiness	125	14.4
23888	Q64 Town Elders	102	11.8
23888	S69 Urban Survivors	74	8.5
23888	M44 Red, White and Bluegrass	54	6.2
23889	N48 Rural Southern Bliss	108	50.7
23889	L43 Homemade Happiness	41	19.2
23889	Q64 Town Elders	30	14.1
23889	S69 Urban Survivors	9	4.2
23889	N49 Touch of Tradition	7	3.3
23890	N48 Rural Southern Bliss	785	46.1
23890	L43 Homemade Happiness	198	11.6
23890	Q64 Town Elders	188	11.0
23890	S69 Urban Survivors	134	7.9
23890	R67 Hope for Tomorrow	86	5.0
23893	N48 Rural Southern Bliss	71	41.3
23893	L43 Homemade Happiness	39	22.7
23893	Q64 Town Elders	25	14.5
23893	M44 Red, White and Bluegrass	11	6.4
23893	N49 Touch of Tradition	8	4.7
23897	N48 Rural Southern Bliss	110	48.5
23897	L43 Homemade Happiness	45	19.8
23897	Q64 Town Elders	29	12.8
23897	S69 Urban Survivors	14	6.2



ZIP CODE	MOSAIC SEGMENT	NUMBER OF HOUSEHOLDS	PERCENT OF HOUSEHOLDS
23897	M44 Red, White and Bluegrass	8	3.5
23898	E21 Unspoiled Splendor	135	18.5
23898	I30 Stockcars and State Parks	125	17.1
23898	J35 Rural Escape	112	15.3
23898	M44 Red, White and Bluegrass	85	11.6
23898	L43 Homemade Happiness	71	9.7
23920	N48 Rural Southern Bliss	500	37.8
23920	L43 Homemade Happiness	251	19.0
23920	Q64 Town Elders	161	12.2
23920	M44 Red, White and Bluegrass	95	7.2
23920	S69 Urban Survivors	69	5.2

