



	0 - 3 Miles	0 - 5 Miles	State	US
Predominant Consumer Lifestyles	27.1% Country Squires 18.1% Big Fish, Small Pond 13.8% God's Country 5.8% Greenbelt Sports 6.2% Traditional Times 3.1% Winner's Circle	20.5% Country Squires 11.6% God's Country 12.8% Big Fish, Small Pond 5.2% Home Sweet Home 3.8% Suburban Sprawl 3.8% Kids & Cul -de-Sacs	4.8% Country Squires 3.7% God's Country 3.2% Young Digerati 3.9% Big Fish, Small Pond 2.5% Park Bench Seniors 2.5% Mobility Blues	1.9% Country Squires 1.5% God's Country 2.3% Big Fish, Small Pond 1.8% Home Sweet Home 1.3% Suburban Sprawl 1.6% Kids & Cul -de-Sacs
Current Year Population	20,760	62,239	6,425,361	298,021,266
5 Year Projected Population	21,802	64,597	6,471,272	312,383,955
Pop Growth Rate	5.0%	3.8%	0.7%	4.8%
Current Year Households	7,105	21,801	2,504,160	112,267,302
5 Year Projected Households	7,547	22,884	2,538,806	117,920,981
HH Growth Rate	6.2%	5.0%	1.4%	5.0%
Business Population	22,551	42,626	4,025,399	163,413,176
Average HH Size	2.9	2.9	2.6	2.7
Homeowners	87.7%	83.8%	57.8%	60.6%
POPULATION				
Median Age	40.0 years	39.6 years	38.5 years	36.9 years
Age: < 5 Years	7.0%	6.9%	6.0%	6.7%
Age: 5 to 14 Years	15.1%	14.6%	12.6%	13.7%
Age: 15 to 17 Years	5.2%	5.0%	4.0%	4.3%
Age: 18 to 24 Years	8.3%	8.3%	9.5%	10.0%
Age: 25 to 34 Years	8.0%	9.5%	13.1%	13.3%
Age: 35 to 44 Years	14.3%	14.8%	15.6%	14.6%
Age: 45 to 54 Years	16.8%	16.3%	15.0%	14.4%
Age: 55 to 64 Years	12.9%	12.2%	10.8%	10.4%
Age: 65+ Years	12.4%	12.4%	13.5%	12.6%
EMPLOYMENT & EDUCATION				
Blue Collar	15.8%	17.0%	18.9%	23.9%
White Collar	74.5%	71.2%	66.7%	60.0%
Service & Farm	9.7%	11.8%	14.4%	16.0%
4+ Years College	38.2%	33.6%	30.4%	22.6%
<4 Years College	61.8%	66.4%	69.6%	77.4%
INCOME				
Average HH Income	\$114,299	\$103,525	\$78,475	\$66,706
Median HH Income	\$89,969	\$82,292	\$62,484	\$52,838
Per Capita Income	\$39,118	\$36,263	\$30,584	\$25,129
HH Income < \$35,000	15.7%	18.2%	30.2%	35.6%
HH Income < \$50,000	24.1%	29.3%	43.4%	51.3%
HH Income > \$50,000	75.9%	70.7%	56.6%	48.7%
HH Income > \$75,000	58.2%	52.1%	37.7%	29.2%
HH Income > \$100,000	42.3%	37.2%	24.2%	17.5%
HH Income > \$150,000	20.6%	16.8%	9.6%	6.4%
RACE & ETHNICITY				
White	97.2%	95.9%	82.3%	73.3%
Black or African American	0.8%	1.0%	5.7%	12.4%
Asians and Native Hawaiian and Other Pac. Isl.	0.9%	1.2%	4.7%	4.3%
Hispanic or Latino	0.9%	0.9%	8.0%	14.5%



Consumer Lifestyle Profile (0 - 3 Miles)

Cluster Name	Country Squires	Big Fish, Small Pond	God's Country
Income Class	Wealthy	Upscale	Upscale
% of Total Households	27.1 %	18.1 %	13.8 %
Predominant Characteristics	Elite exurban families Families of executives live in six-figure comfort School-age children Recently built homes on sprawling properties	Small town executive families Married couples with and without children Conservative and family oriented Captains of local industry	Most affluent exurban lifestyle Try to maintain a balanced lifestyle between high-power jobs and laid-back leisure Multiple income upper-income couples in spacious homes Wealthier communities in the hinter lands
Ethnic Diversity	White	White	White
Family Type	Singles / Couples / Families	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	35 to 54	45 to 64	35 to 54
Education	College+	College+	College+
Employment	Executive, Professional, White-Collar	Executive, Professional, White-Collar	Executive, Professional, White-Collar
Median Income	Wealthy / \$102,263	Upscale / \$84,506	Upscale / \$82,416
Lifestyle Traits	Have broadband Internet access Go skiing Read USA Today Watch The Disney Channel Drive a GMC Denali	Go cross-country skiing Own a vacation/wknd home Read Southern Living Listen to classical radio Drive a Cadillac de Ville	Travel to the Caribbean Use Internet to trade stocks Read Airline magazines Listen to Wall St Journal radio Drive a Mercedes Benz E Class

Cluster Name	Greenbelt Sports	Traditional Times	Winner's Circle
Income Class	Midscale	Midscale	Wealthy
% of Total Households	5.8 %	6.2 %	3.1 %
Predominant Characteristics	Middle-class exurban couples About a third have children Few segments more actively pursue outdoor activities Own new homes	Older small-town couples nearing retirement Enjoying their first empty-nest years Middle-class Big travelers, mostly in recreational vehicles and campers	Upwardly mobile couples Prolific Spenders Metropolitan sophisticates Live in new-money subdivisions
Ethnic Diversity	White	White	White, Asian
Family Type	Singles / Couples	Singles / Couples	Couples / Families
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	35 to 54	55+	25 to 44
Education	College	Some College	College+
Employment	White-Collar, Professional	Blue-Collar, White-Collar, Farming	Executive, Professional, White-Collar
Median Income	Midscale / \$51,053	Midscale / \$47,717	Wealthy / \$99,130
Lifestyle Traits	Go mountain biking Buy self-help books Read Self Watch ABC Pro Boxing Drive a Subaru Forrester	Domestic travel by motor home Eat at Bob Evans Read Country Home Watch Hallmark Hall of Fame Drive a Buick Rendezvous	Go downhill skiing Own a home theatre system Read Parents Magazine Watch The Cartoon Network Drive a Honda Odyssey



Consumer Lifestyle Profile (0 - 5 Miles)

Cluster Name	Country Squires	God's Country	Big Fish, Small Pond
Income Class	Wealthy	Upscale	Upscale
% of Total Households	20.5 %	11.6 %	12.8 %
Predominant Characteristics	Elite exurban families Families of executives live in six-figure comfort School-age children Recently built homes on sprawling properties	Most affluent exurban lifestyle Try to maintain a balanced lifestyle between high-power jobs and laid-back leisure Multiple income upper-income couples in spacious homes Wealthier communities in the hinter lands	Small town executive families Married couples with and without children Conservative and family oriented Captains of local industry
Ethnic Diversity	White	White	White
Family Type	Singles / Couples / Families	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	35 to 54	35 to 54	45 to 64
Education	College+	College+	College+
Employment	Executive, Professional, White-Collar	Executive, Professional, White-Collar	Executive, Professional, White-Collar
Median Income	Wealthy / \$102,263	Upscale / \$82,416	Upscale / \$84,506
Lifestyle Traits	Have broadband Internet access Go skiing Read USA Today Watch The Disney Channel Drive a GMC Denali	Travel to the Caribbean Use Internet to trade stocks Read Airline magazines Listen to Wall St Journal radio Drive a Mercedes Benz E Class	Go cross-country skiing Own a vacation/wknd home Read Southern Living Listen to classical radio Drive a Cadillac de Ville

Cluster Name	Home Sweet Home	Suburban Sprawl	Kids & Cul-de-Sacs
Income Class	Upper Middle	Midscale	Upper Middle
% of Total Households	5.2 %	3.8 %	3.8 %
Predominant Characteristics	Married couples living in mid-sized homes with few children Scattered across the nation's suburbs Upscale incomes and small families Toys, TV sets and pets	Young midscale suburban couples/singles Members of the Baby Boom generation Hold decent jobs, own older homes and condos Play trivia games and rent videos	Upscale suburban families Ranked first in married couples with children Large families Family governs its lives and activities
Ethnic Diversity	White, African-American, Asian	White, African-American, Asian	White, Asian, Hispanic
Family Type	Couples / Families	Singles / Couples	Families
Key Housing Type	Owners Single Family	Owners and Renters Single Unit	Owners Single Unit
Predominant Ages	25 to 44	25 to 44	25 to 44
Education	College	College	College
Employment	Professional, White-Collar	White-Collar	Professional, White-Collar
Median Income	Upper Middle / \$72,262	Midscale / \$55,473	Upper Middle / \$74,562
Lifestyle Traits	Go to movies 4+ times/mo Eat fast food burgers Read Entertainment Weekly Watch Drew Carey on TV Drive a Chevy Trail Blazer	Order home-delivery meals Research Internet car purchase Read Modern Bride Magazine Watch TVLand Drive a Nissan Xterra	Buy children's video games Go to Chuck E. Cheese Read Parenting Magazine Watch Nickelodeon Drive a Honda Odyssey



Consumer Lifestyle Profile (State)

Cluster Name	CountrySquires	God's Country	Young Digerati
Income Class	Wealthy	Upscale	Upscale
% of Total Households	4.8 %	3.7 %	3.2 %
Predominant Characteristics	Elite exurban families Families of executives live in six-figure comfort School-age children Recently built homes on sprawling properties	Most affluent exurban lifestyle Try to maintain a balanced lifestyle between high-power jobs and laid-back leisure Multiple income upper-income couples in spacious homes Wealthier communities in the hinter lands	Tech-sawy singles and couples Affluent and highly-educated Live in fashionable neighborhoods on the urban fringe Close proximity to fitness clubs and clothing boutiques
Ethnic Diversity	White	White	White, Asian, Hispanic
Family Type	Singles / Couples / Families	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	35 to 54	35 to 54	25 to 44
Education	College+	College+	College Graduates
Employment	Executive, Professional, White-Collar	Executive, Professional, White-Collar	Executive, Professional, White-Collar
Median Income	Wealthy / \$102,263	Upscale / \$82,416	Upscale / \$71,804
Lifestyle Traits	Have broadband Internet access Go skiing Read USA Today Watch The Disney Channel Drive a GMC Denali	Travel to the Caribbean Use Internet to trade stocks Read Airline magazines Listen to Wall St Journal radio Drive a Mercedes Benz E Class	Buy wireless phones Own a DVD player Read Wall Street Journal Listen to National Public Radio Drive a Audi A4/S4

Cluster Name	Big Fish, Small Pond	Park Bench Seniors	MobilityBlues
Income Class	Upscale	Poor	Downscale
% of Total Households	3.9 %	2.5 %	2.5 %
Predominant Characteristics	Small town executive families Married couples with and without children Conservative and family oriented Captains of local industry	Retired singles Low-key, sedentary lifestyles Modest educations and incomes Racially mixed neighborhoods in satellite cities	Young singles and single parents Racially mixed and under 25 years old Modest lifestyles due to their lower-income blue-collar jobs Working-class neighborhoods in America's satellite cities
Ethnic Diversity	White	White	White, African-American, Asian, Hispanic
Family Type	Singles / Couples	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Owners Single Unit, Mobile Homes	Renters Multi-Unit 2-9 and 10+
Predominant Ages	45 to 64	55+	Under 55
Education	College+	High School	High School
Employment	Executive, Professional, White-Collar	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service
Median Income	Upscale / \$84,506	Poor / \$29,346	Downscale / \$26,943
Lifestyle Traits	Go cross-country skiing Own a vacation/wknd home Read Southern Living Listen to classical radio Drive a Cadillac de Ville	Playing bingo Belong to a veterans club Read Soap Opera Digest Watch The Young & Restless Drive a Kia Rio	Go to billiards clubs Buy hard rock music Watch Cops in syndication Watch WWF Drive a Chevy Cavalier