



	5 Mile T.A.	20 Mile T.A.	State	US
Predominant Consumer Lifestyles	12.7 % Family Thrifts 10.9 % Sunset City Blues 10.4 % Middleburg Managers 7.7 % Hometown Retired 6.7 % Mobility Blues 6.1 % City Startups	8.6 % Executive Suites 7.4 % Family Thrifts 7.6 % Middleburg Managers 7.1 % Sunset City Blues 5.1 % Hometown Retired 4.8 % Second City Elite	7.8 % Bedrock America 3.8 % Kid Country, USA 3.0 % Old Milltowns 3.0 % Golden Ponds 2.7 % Shotguns & Pickups 3.1 % Crossroads Villagers	2.3 % Executive Suites 1.7 % Family Thrifts 1.9 % Middleburg Managers 1.7 % Sunset City Blues 1.1 % Hometown Retired 1.2 % Second City Elite
Current Year Population	77,431	133,427	1,938,185	298,021,266
Current Year Households	31,189	55,489	734,374	112,267,302
Business Population	61,601	97,759	993,350	163,413,176
Average HH size	2.48	2.40	2.64	2.65
Homeowners	60.69%	63.71%	61.37%	60.56%
POPULATION				
Median Age	38.01	40.81	36.30	36.90
Age: < 5 Years	6.42%	5.59%	6.95%	6.73%
Age: 5 to 14 Years	12.62%	11.71%	13.98%	13.66%
Age: 15 to 17 Years	4.08%	4.20%	4.78%	4.33%
Age: 18 to 24 Years	9.47%	8.93%	10.53%	10.01%
Age: 25 to 34 Years	14.08%	11.87%	12.61%	13.31%
Age: 35 to 44 Years	14.92%	14.03%	13.42%	14.60%
Age: 45 to 54 Years	15.39%	17.03%	14.46%	14.35%
Age: 55 to 64 Years	12.20%	14.10%	10.93%	10.41%
Age: 65+ Years	10.83%	12.54%	12.35%	12.60%
EMPLOYMENT & EDUCATION				
Blue Collar	17.09%	15.37%	21.99%	23.94%
White Collar	63.75%	67.95%	59.64%	60.03%
Service & Farm	19.17%	16.68%	18.36%	16.03%
4+ years college	27.98%	34.79%	22%	22.59%
<4 years college	72.02%	65.21%	78%	77.41%
INCOME				
Average HH income	58,956.66	71,875.40	55,506.96	66,706.04
Median HH Income	47,503.66	56,769.98	43,369	52,838
Per capita income	23,747.59	29,891.21	21,031.47	25,128.77
HH Income < \$35,000	37.76%	32.94%	43.27%	35.57%
HH Income < \$50,000	56.50%	49.17%	59.97%	51.28%
HH Income > \$50,000	43.50%	50.83%	40.03%	48.72%
HH Income > \$75,000	25.10%	32.81%	22.04%	29.23%
HH Income > \$100,000	13.62%	21.06%	12.47%	17.47%
HH Income > \$150,000	4.57%	8.45%	4.08%	6.44%
RACE & ETHNICITY				
White	69.83%	72.40%	65.32%	73.33%
Black or African American	0.90%	0.86%	2.01%	12.40%
Asians and Native Hawaiian and Other Pac. Isl.	1.52%	1.36%	1.26%	4.35%
Hispanic or Latino	60.10%	48.55%	43.57%	14.51%

First row shows predominant lifestyles using percent, other rows show raw data values on the trade area and index values for state and US



Consumer Lifestyle Profile (5 Mile T.A.)

Cluster Name	FamilyThriffs	Sunset CityBlues	Middleburg Managers
Income Class	Downscale	Lower Middle	Midscale
% of Total Households	12.7 %	10.9 %	10.4 %
Predominant Characteristics	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes
Ethnic Diversity	High Black, Hispanic	White	Mostly White
Family Type	Families	Singles / Couples	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit	Owners Single Unit
Predominant Ages	45 & Under	65+	55+
Education	Elementary / High School	High School	High School / College
Employment	Blue-Collar, Service, Farming	Blue-Collar, White-Collar, Service	Professional / White-Collar
Median Income	Downscale / \$28,383	Lower Middle / \$35,922	Midscale / \$47,331
Lifestyle Traits	Buy children's toys Buy contemp. Christian music Read Parenting Watch soap operas Drive a Kia Spectra	Collect coins Eat at Olive Garden Read Mature market mags Watch People's Court Drive a Buick Century	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Camry Solara

Cluster Name	Hometown Retired	MobilityBlues	CityStartups
Income Class	Downscale	Downscale	Poor
% of Total Households	7.7 %	6.7 %	6.1 %
Predominant Characteristics	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958	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	Young, multi-ethnic singles One of the youngest segments in America Low incomes and many Hispanics and African-Americans Commercial base of cafes, bars, laundromats
Ethnic Diversity	High Black, Hispanic	White, Black, Am Indian	High Asian, Black, Am Indian
Family Type	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Renters Multi-Unit 2-9 and 10+	Owners Single Unit, Mobile Homes
Predominant Ages	65+	35 & Under	35 & Younger
Education	Elementary / High School	High School	High School / College
Employment	Blue-Collar, Service	Blue-Collar / Service	White-Collar, Service
Median Income	Downscale / \$24,971	Downscale / \$28,173	Poor / \$22,349
Lifestyle Traits	Buy cookbooks Belong to a fraternal order Read Family Circle Watch CBS Evening News Sun Drive a Buick Century	Go to billiards clubs Buy hard rock music Watch Cops in syndication Watch WWF Drive a Nissan Frontier pickup	Go to nightclubs Order pizza from PapaJohn's Read Rolling Stone Watch Mad TV Drive a Kia Spectra



Consumer Lifestyle Profile (20 Mile T.A.)

Cluster Name	Executive Suites	Family Thrifts	Middleburg Managers
Income Class	Upper Middle	Downscale	Midscale
% of Total Households	8.6 %	7.4 %	7.6 %
Predominant Characteristics	Upscale white-collar singles and couples Well-educated, ambitious, and competent A significant numbers of Asian Americans and college graduates Homes and apartments within a commute to downtown jobs	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes
Ethnic Diversity	White, High Asian	High Black, Hispanic	Mostly White
Family Type	Singles / Couples / Families	Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Renters Multi -Unit 2-9 and 10+, Mobile Homes	Owners Single Unit
Predominant Ages	25 to 44	45 & Under	55+
Education	College+	Elementary / High School	High School / College
Employment	Professional	Blue-Collar, Service, Farming	Professional / White-Collar
Median Income	Upper Middle / \$69,277	Downscale / \$28,383	Midscale / \$47,331
Lifestyle Traits	Exercise at health clubs Research Internet real estate Read GQ Watch Will & Grace Drive a BMW 3 Series	Buy children's toys Buy contemp. Christian music Read Parenting Watch soap operas Drive a Kia Spectra	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Camry Solara

Cluster Name	Sunset City Blues	Hometown Retired	Second City Elite
Income Class	Lower Middle	Downscale	Upscale
% of Total Households	7.1 %	5.1 %	4.8 %
Predominant Characteristics	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958	Upscale executive families Movers & Shakers Married with teenagers Attention to family and home
Ethnic Diversity	White	High Black, Hispanic	White, Asian
Family Type	Singles / Couples	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Renters Multi -Unit 2-9 and 10+, Mobile Homes	Owners Single Unit
Predominant Ages	65+	65+	45+
Education	High School	Elementary / High School	College+
Employment	Blue-Collar, White-Collar, Service	Blue-Collar, Service	Professional
Median Income	Lower Middle / \$35,922	Downscale / \$24,971	Upscale / \$70,773
Lifestyle Traits	Collect coins Eat at Olive Garden Read Mature market mags Watch People's Court Drive a Buick Century	Buy cookbooks Belong to a fraternal order Read Family Circle Watch CBS Evening News Sun Drive a Buick Century	Own home exercise equipment Travel domestically by plane Read Travel & Leisure Watch Wall Street Week Drive a Ford Thunderbird



Consumer Lifestyle Profile (State)

Cluster Name	Bedrock America	Kid Country, USA	Old Milltowns
Income Class	Lower Middle	Lower Middle	Downscale
% of Total Households	7.8 %	3.8 %	3.0 %
Predominant Characteristics	Young, economically challenged families Small, isolated towns located throughout the nation's heartland Modest educations, sprawling families and blue-collar jobs A quarter live in mobile homes.	Large families living in small towns Mostly white, with an above-average concentration of Hispanics Young working-class households Includes homeowners, renters and military personnel living in base housing	Population is older, mostly single with few children Older families, mine and mill towns Many families live below poverty level Own or rent single family homes
Ethnic Diversity	High Black, Hispanic, Am Indian	White, Hispanic, Am Indian	White, Black, Am Indian
Family Type	Families	Families	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit, Mobile Homes	Owners Single Unit, Renters 2-9 Units, Mobile Homes
Predominant Ages	35 & Under	45 & Under	65+
Education	Elementary / High School	High School	Elementary / High School
Employment	Service, Blue-Collar, Farming	Service, Blue-Collar, Farming	Service, Blue-Collar
Median Income	Downscale / \$26,037	Lower Middle / \$39,293	Downscale / \$27,609
Lifestyle Traits	Go fresh-water fishing Buy kids' bicycles Read Baby magazines Watch Days of Our Lives Drive a Chevy S10 pickup	Buy kids' books Buy baby and fashion dolls Read Country Home Watch Wonderful World Disney Drive a Pontiac Montana minivan	Go camping Eat at casual/buffet rest. Watch Daytime TV Watch The Price is Right Drive a Ford F-super duty truck

Cluster Name	Golden Ponds	Shotguns & Pickups	Crossroads Villagers
Income Class	Downscale	Lower Middle	Downscale
% of Total Households	3.0 %	2.7 %	3.1 %
Predominant Characteristics	Retirement town seniors Live in scenic rustic towns Focused on sedentary activities Live in small apartments on under \$25,000 a year one in five resides in a nursing home	Rural blue-collar workers & families Large families -more than half have two or more kids The leaders in blue-collar jobs Nearly a third of residents live in mobile homes	Middle-aged, blue-collar couples and families A classic rural lifestyle High school-educated, with lower-middle incomes One-quarter live in mobile homes
Ethnic Diversity	White, Am Indian	White, Am Indian	White, Am Indian
Family Type	Singles / Couples / Families	Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit, Renters 2-9 Units, Mobile Homes	Owners Single Unit	Owners Single Unit, Renters 2-9 Units, Mobile Homes
Predominant Ages	65+	25-44	45 & Under
Education	Elementary / High School	High School	High School
Employment	Service, Blue-Collar, Farming	Blue-Collar, Farming	Service, Blue-Collar, Farming
Median Income	Downscale / \$28,827	Lower Middle / \$39,668	Downscale / \$30,974
Lifestyle Traits	Belong to a veterans club Buy greeting cards Use Yellow Pages Watch The Price is Right Drive a Buick LeSabre	Go hunting with a gun Buy hard rock music Read Field & Stream Watch Daytona 500 Drive a Ford F-super duty	Buy videos by mail and phone Own a handgun Read Hot Rod Watch Country Music TV Drive a Dodge Ram pickup