

## 01 One Percenters

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3402080	1186788	6.78%	1.15%	3.12
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
44.21	25.45%	17.36%	74.05%	0.1%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
2.66%	9.98%	0.08%	5.69%	1.89%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$185452	\$213755	\$89556	10.08%	72.69%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
855/sq mile	\$2082496	57	74	2.74%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.15%	47.14%	5.3%	130	

Representing approximately one percent of households, One Percenters tend to be middle-aged, white married couples whose children are teenagers or have already left home for college and careers. With incomes nearly three times the national average and very high net worth, these highly educated professionals live in large, single detached houses in exclusive neighborhoods of the larger metropolitan areas. Consumers of everything, including luxury German automobiles, high end apparel and jewelry, and seasoned global travelers, One Percenters generally value wealth and its ostentatious display. Heavily involved with charities and politics, they tend to view themselves as generally liberal but don't identify heavily with any political party.

They can be found primarily in the exclusive suburbs of New York NY, Boston MA, Washington DC, San Francisco and Los Angeles CA, with smaller concentrations in most of the country's major urban centers. They are a significant force in such communities as Scarsdale NY, McLean VA, Bethesda MD, Westport and Darien CT, and Palo Alto, Beverly Hills, and Newport Beach, CA.

## 02 Peak Performers

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4395471	1525870	8.75%	0.79%	3.12
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
43.87	23.39%	17.23%	61.96%	0.22%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
3.22%	15.88%	0.15%	8.95%	3%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$136127	\$151842	\$59294	11.84%	64.68%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
1077/sq mile	\$1689625	48	64	2.07%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.51%	45.33%	6.18%	126	

With average household incomes of well over \$125,000, this select group is primarily composed of highly educated white middle-aged married couples, with a significant Asian minority. Slightly older than their 01 counterparts, there are fewer children in the home. Consumers of the finest goods and services that the world has to offer, they tend to be self-employed professionals who live in older neighborhoods of single detached housing. Technologically savvy, they use the internet to track their investments, do their banking, and make frequent travel plans.

They tend to live in the upscale suburbs of many of the country's larger cities, in places such as Irvine, Thousand Oaks, and Yorba Linda in metropolitan Los Angeles CA, Cupertino and Danville the Bay Area, Bellevue in Seattle WA, and Burke in the Washington DC area. The heaviest concentrations are in Ventura and Orange counties in California.

## 03 Second City Moguls

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
6630618	2219443	34.3%	0.36%	3.22
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
39.23	28.35%	10.61%	59.37%	0.15%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
4.52%	8.24%	0.19%	5.98%	1.49%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$125086	\$137021	\$50703	11.12%	62.41%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
829/sq mile	\$1530808	35	55	1.59%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.15%	52.18%	6.69%	123	

The Second City Moguls have incomes nearly as high as the Peak Performers (02), but tend to live in the newer suburbs of growing metropolitan areas such as Phoenix, Charlotte, Seattle, the Texas I-35 corridor covering San Antonio-Austin-Fort Worth-Dallas, and Anchorage. The vast majority live in heavily mortgaged newer homes in such suburbs as Plano, Naperville, Overland Park, Cary, and Alpharetta. Highly educated professionals, they tend to drive expensive German sedans and luxury SUV's, shop at upscale department stores, and put a high value on wealth. While moderately involved in public and political activities, they do tend to identify as Republican.

## o4 Sprawl Success

<b>Population</b> 6656886	<b>Households</b> 2130961	<b>% Growth 2000-15</b> 236.84%	<b>Group Quarters</b> 0.42%	<b>Avg Family Size</b> 3.41
<b>Median Age</b> 34.24	<b>Age &lt;18</b> 30.05%	<b>Age &gt;65</b> 8.93%	<b>Univ Degree</b> 45.89%	<b>% Military</b> 0.49%
<b>Black</b> 8.09%	<b>Asian</b> 12.01%	<b>Native American</b> 0.27%	<b>Hispanic</b> 16.26%	<b>Linguistic Isolation</b> 3.02%
<b>Median Hhld \$</b> \$99394	<b>Median Family \$</b> \$108625	<b>Per Capita Income</b> \$37921	<b>Hhld Inc &lt;40K</b> 14.58%	<b>Hhld Inc &gt;100K</b> 49.63%
<b>Population Density</b> 1116/sq mile	<b>Ave Net Worth</b> \$1100977	<b>Personal Crime</b> 58	<b>Property Crime</b> 77	<b>Hhld No Vehicle</b> 1.68%
<b>Unemployment</b> 3.78%	<b>Families w Children</b> 58.27%	<b>Lone Parent Fam</b> 10.28%	<b>Quality of Life</b> 116	

Located primarily in the rapidly growing metropolitan areas of the west, these young families with children are found in the outer suburbs of Phoenix, Denver, Salt Lake City, and Los Angeles. Three quarters of the almost exclusively single family homes have been built since 1990. While predominantly white, there are significant Black, Asian, and Hispanic minorities present. Homes are high value, and mortgaged accordingly, with long commutes into the city commonplace. Professional and sales occupations dominate, and unemployment is very low.

Examples of o4 areas include Temecula and Temescal Valley CA, Allen TX, Parker CO, and Linton Hall VA.

## 05 Transitioning Affluent Families

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4059947	1493178	2.95%	0.45%	2.96
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
44.31	22.07%	16.28%	50.45%	0.29%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
6.12%	5.68%	0.31%	7.16%	1.47%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$104814	\$116918	\$46126	14.17%	52.56%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
722/sq mile	\$1204534	47	61	1.92%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.65%	41.95%	7.41%	120	

Averaging almost ten years older than the similar Sprawl Success (04) segment, these married couple households are predominantly in their 50's and 60's, and while there are still children, many have headed off to college leaving the nest empty. Very highly educated, these households are predominantly white and live in owned houses built primarily between 1960 and 1990. Being older, and generally closer to employment, commutes tend to be shorter than Sprawl Success, but many households have more than three vehicles. Unemployment is relatively low, and many are employed in managerial positions with the public sector.

Examples of these low density suburbs include Fort Washington, Fallston, and Friendly MD, Minnetonka MN, and Littleton CO. In addition, this is an important segment in the wealthy Alaskan cities of Anchorage and Juneau.

## o6 Best of Both Worlds

<b>Population</b> 4045676	<b>Households</b> 1415369	<b>% Growth 2000-15</b> 1.78%	<b>Group Quarters</b> 0.94%	<b>Avg Family Size</b> 3.19
<b>Median Age</b> 41.62	<b>Age &lt;18</b> 22.27%	<b>Age &gt;65</b> 16.73%	<b>Univ Degree</b> 44.72%	<b>% Military</b> 0.06%
<b>Black</b> 5.65%	<b>Asian</b> 7.64%	<b>Native American</b> 0.1%	<b>Hispanic</b> 10.93%	<b>Linguistic Isolation</b> 3.03%
<b>Median Hhld \$</b> \$100930	<b>Median Family \$</b> \$116766	<b>Per Capita Income</b> \$42395	<b>Hhld Inc &lt;40K</b> 17.47%	<b>Hhld Inc &gt;100K</b> 50.46%
<b>Population Density</b> 2358/sq mile	<b>Ave Net Worth</b> \$1185950	<b>Personal Crime</b> 42	<b>Property Crime</b> 59	<b>Hhld No Vehicle</b> 4.12%
<b>Unemployment</b> 4.51%	<b>Families w Children</b> 45.49%	<b>Lone Parent Fam</b> 8.22%	<b>Quality of Life</b> 125	

Working in power occupations in the big city while living in affluent and exclusive suburbs, these affluent and highly educated households, married couple families tend to be on the older side, with fewer and fewer children at home with each passing year. Long commutes to financial jobs primarily in New York and Boston are offset by the beautiful neighborhoods they call home, where most own older, very expensive houses.

Typical suburbs include Levittown, Hicksville, East Meadow, West Babylon, and North Massapequa NY, as well as Braintree MA and Trumbull CT.

## 07 Upscale Diversity

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3018213	1162495	29.31%	0.64%	3.02
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
36.24	23.43%	10.92%	52.67%	0.54%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
12.82%	20.68%	0.2%	11.68%	4.84%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$95010	\$110384	\$43460	16.61%	47.03%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
2475/sq mile	\$1063356	43	62	3.01%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.94%	51.86%	13.16%	121	

These diverse areas have a high concentration of households where the primary language at home is neither English or Spanish, but despite this isolation incomes are high, and the residents very highly educated, working in professional occupations. Moderate density suburbs, they tend to be found in the Bay area, Chicago, southern California, and along the southern half of the I-95 urban corridor. Predominantly single family dwellings built in the 1980's and 1990's, these established neighborhoods have high levels of home ownership.

Typical locations include Germantown and Gaithersburg MD, Centreville, Leesburg, and Franconia VA, and Rancho Santa Margarita and Aliso Viejo CA.

## o8 Living the Dream

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3373033	1379086	10.42%	0.95%	2.75
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
48.45	19.6%	22.33%	58.98%	0.14%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
3.07%	4.45%	0.21%	7.45%	1.53%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$106335	\$130965	\$65737	18.36%	52.48%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
276/sq mile	\$1375343	66	92	2.76%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.38%	37.39%	6.76%	117	

One of the older groups, the Living The Dreamers tend to be above the age of 50, many of them retired. Married couple families predominate, although only about one third of couples have children still at home. Largely white, highly educated, and high income, these professionals tend to work in real estate, legal, and other professions. Many are self-employed or work from home.

These are largely semi-rural and low density suburban areas in some of the more aesthetically beautiful areas of the country – coastal California, Cape Cod and Newport RI, coastal Florida, and the mountain resorts of Colorado. Accordingly, seasonally vacant housing is common.

The names of the cities are well known – Malibu CA, North Palm Beach FL, Scottsdale AZ, and Bainbridge Island WA to name but a few.



## 09 Successful Urban Refugees

<b>Population</b> 6368620	<b>Households</b> 2288577	<b>% Growth 2000-15</b> 7.82%	<b>Group Quarters</b> 1.08%	<b>Avg Family Size</b> 3.08
<b>Median Age</b> 41.34	<b>Age &lt;18</b> 22.51%	<b>Age &gt;65</b> 14.86%	<b>Univ Degree</b> 35.9%	<b>% Military</b> 0.24%
<b>Black</b> 5.54%	<b>Asian</b> 3.87%	<b>Native American</b> 0.22%	<b>Hispanic</b> 6.35%	<b>Linguistic Isolation</b> 1.77%
<b>Median Hhld \$</b> \$90878	<b>Median Family \$</b> \$103862	<b>Per Capita Income</b> \$38090	<b>Hhld Inc &lt;40K</b> 18.44%	<b>Hhld Inc &gt;100K</b> 44.37%
<b>Population Density</b> 434/sq mile	<b>Ave Net Worth</b> \$962919	<b>Personal Crime</b> 36	<b>Property Crime</b> 50	<b>Hhld No Vehicle</b> 2.82%
<b>Unemployment</b> 4.47%	<b>Families w Children</b> 45.06%	<b>Lone Parent Fam</b> 9.51%	<b>Quality of Life</b> 114	

These high income, married couples tend to be in their 50's and older. They are well educated seasoned employees who tend to live in upscale low-density suburbs of the main centers of the I-95 corridor between Virginia and New Hampshire. Labor force participation rates are high, as often both spouses need to work in order to maintain their lifestyles. Housing values are moderate, and most own their houses with a mortgage. Commutes to work are longer than average, made easier by listening to either talk radio or classic rock, and many households have three or more vehicles, with a decided preference for small SUV's.

Examples of Successful Urban Refugees suburbs include Toms River and Ocean Acres NJ, Methuen and Attleboro MA, Chesapeake VA, and Orland Park IL.

## 10 Emerging Leaders

<b>Population</b> 5054484	<b>Households</b> 2075401	<b>% Growth 2000-15</b> 7.25%	<b>Group Quarters</b> 1.36%	<b>Avg Family Size</b> 2.88
<b>Median Age</b> 40.03	<b>Age &lt;18</b> 19.61%	<b>Age &gt;65</b> 15.96%	<b>Univ Degree</b> 53.71%	<b>% Military</b> 0.23%
<b>Black</b> 5.3%	<b>Asian</b> 12.47%	<b>Native American</b> 0.19%	<b>Hispanic</b> 15.78%	<b>Linguistic Isolation</b> 5.07%
<b>Median Hhld \$</b> \$85583	<b>Median Family \$</b> \$111741	<b>Per Capita Income</b> \$48227	<b>Hhld Inc &lt;40K</b> 24.17%	<b>Hhld Inc &gt;100K</b> 43.04%
<b>Population Density</b> 2052/sq mile	<b>Ave Net Worth</b> \$1077838	<b>Personal Crime</b> 102	<b>Property Crime</b> 102	<b>Hhld No Vehicle</b> 6.97%
<b>Unemployment</b> 4.46%	<b>Families w Children</b> 45.36%	<b>Lone Parent Fam</b> 11.84%	<b>Quality of Life</b> 120	

These upper middle class neighborhoods are relatively diverse mixtures of young single professionals, married couples, and young families. Highly educated, they tend to work in information technology, legal, and arts professions, many self-employed. More than one third pay high rents, in older established neighborhoods with mixed single family dwellings, townhomes, and small apartment complexes.

While present in a number of areas, including the New York area, Boston, the Colorado front range, and Seattle, the majority are found in the typical older suburbs of Los Angeles, including such places as Berkeley, Pasadena, Ventura, Redondo Beach, Culver City, and Burbank, but are present along the coast from San Diego to north of San Francisco.

## 11 Affluent Newcomers

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5103459	1582144	5.73%	0.74%	3.55
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
39.09	21.7%	14.94%	32.72%	0.22%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
5.58%	28.53%	0.24%	28.09%	8.2%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$83067	\$91668	\$30578	21.36%	39.56%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
3255/sq mile	\$877212	81	81	3.55%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.31%	48.7%	12.17%	117	

Located mainly in the suburbs of west coast cities of California, Affluent Newcomers neighborhoods are among the most diverse of the upscale segments, with about one-fourth of the population of Asian descent, and another fourth of Hispanic origin. A substantial portion of these households speak little or no English. These primarily married couples, many of whom have children, have high incomes and live in owned single family dwellings.

Typical of these neighborhoods are such towns as Garden Grove, Simi Valley, Diamond Bar, Vallejo, and Milpitas; upscale certainly, but not to the degree of their 05 neighbors.

## 12 Mainstream Established Suburbs

<b>Population</b> 4580944	<b>Households</b> 1776797	<b>% Growth 2000-15</b> -1.6%	<b>Group Quarters</b> 0.52%	<b>Avg Family Size</b> 2.89
<b>Median Age</b> 43.53	<b>Age &lt;18</b> 20.92%	<b>Age &gt;65</b> 19.12%	<b>Univ Degree</b> 40.36%	<b>% Military</b> 0.18%
<b>Black</b> 6.22%	<b>Asian</b> 4.04%	<b>Native American</b> 0.28%	<b>Hispanic</b> 9.1%	<b>Linguistic Isolation</b> 1.94%
<b>Median Hhld \$</b> \$77220	<b>Median Family \$</b> \$89641	<b>Per Capita Income</b> \$36115	<b>Hhld Inc &lt;40K</b> 21.81%	<b>Hhld Inc &gt;100K</b> 35.01%
<b>Population Density</b> 1542/sq mile	<b>Ave Net Worth</b> \$757131	<b>Personal Crime</b> 63	<b>Property Crime</b> 82	<b>Hhld No Vehicle</b> 2.59%
<b>Unemployment</b> 4.18%	<b>Families w Children</b> 40.94%	<b>Lone Parent Fam</b> 9.92%	<b>Quality of Life</b> 117	

While widespread in many of the larger centers nationwide, this group has distinct concentrations around the Great Lakes. Cities such as Livonia MI, Lakewood CO, Richardson TX, Metairie LA, and Ballwin MO typify these types of neighborhoods. These are above average income, of moderate racial diversity, well educated, and generally middle aged families. The neighborhoods tend to be older, well established, and stable, commanding average housing prices. Accordingly most households own, and many own without a mortgage. Interests often include RV's, computers, and live concerts, with easy listening radio stations tuned in on their minivans.

## 13 Cowboy Country

<b>Population</b> 2604196	<b>Households</b> 1061901	<b>% Growth 2000-15</b> 7.87%	<b>Group Quarters</b> 1.13%	<b>Avg Family Size</b> 2.8
<b>Median Age</b> 47.11	<b>Age &lt;18</b> 18.68%	<b>Age &gt;65</b> 21.58%	<b>Univ Degree</b> 31.21%	<b>% Military</b> 0.21%
<b>Black</b> 1.63%	<b>Asian</b> 2.36%	<b>Native American</b> 0.97%	<b>Hispanic</b> 14.49%	<b>Linguistic Isolation</b> 2.13%
<b>Median Hhld \$</b> \$60669	<b>Median Family \$</b> \$75098	<b>Per Capita Income</b> \$33776	<b>Hhld Inc &lt;40K</b> 33.22%	<b>Hhld Inc &gt;100K</b> 27.59%
<b>Population Density</b> 31/sq mile	<b>Ave Net Worth</b> \$654081	<b>Personal Crime</b> 63	<b>Property Crime</b> 74	<b>Hhld No Vehicle</b> 3.65%
<b>Unemployment</b> 5.38%	<b>Families w Children</b> 37.86%	<b>Lone Parent Fam</b> 10.76%	<b>Quality of Life</b> 92	

Rural, rugged, and individualistic, these areas tend to be in relatively sparsely populated areas away from the large urban areas of the west coast and the front range of Colorado and New Mexico. With average incomes obtained often from home-based self-employment, they tend to be empty nesters over the age of fifty. Housing is expensive, but generally owner occupied, most of it single family although with a significant percentage of mobile homes. Many households have at least three vehicles, most often a truck, and horses and motor homes are commonplace, as is interest in outdoor recreation and travel.

Prevalent in the Pacific states, and along the front range of the Rocky Mountains, these areas are typified by such communities as Atascadero and Morro Bay CA, Ashland OR, and Anacortes WA.

## 14 American Playgrounds

<b>Population</b> 2837716	<b>Households</b> 1340395	<b>% Growth 2000-15</b> 14.08%	<b>Group Quarters</b> 0.98%	<b>Avg Family Size</b> 2.45
<b>Median Age</b> 53.28	<b>Age &lt;18</b> 14.43%	<b>Age &gt;65</b> 29.84%	<b>Univ Degree</b> 34.04%	<b>% Military</b> 0.15%
<b>Black</b> 2.02%	<b>Asian</b> 1.25%	<b>Native American</b> 0.61%	<b>Hispanic</b> 6.81%	<b>Linguistic Isolation</b> 1.32%
<b>Median Hhld \$</b> \$53912	<b>Median Family \$</b> \$67417	<b>Per Capita Income</b> \$38698	<b>Hhld Inc &lt;40K</b> 37.03%	<b>Hhld Inc &gt;100K</b> 23.23%
<b>Population Density</b> 10/sq mile	<b>Ave Net Worth</b> \$588073	<b>Personal Crime</b> 71	<b>Property Crime</b> 119	<b>Hhld No Vehicle</b> 4.33%
<b>Unemployment</b> 5.15%	<b>Families w Children</b> 28.61%	<b>Lone Parent Fam</b> 8.68%	<b>Quality of Life</b> 85	

From the Pacific coast and mountain playgrounds to the lake and cottage country of the upper Great Lakes and northern New England, these neighborhoods are a mixture of seasonal residents, retirees, and the permanent residents who make their livings from the tourist trade. The resident population enjoys average incomes and has a significant percentage who are self-employed and home based. Real estate, arts, and food services are important occupations here.

Generally conservative in outlook, the 'locals' enjoy the relaxed but active lifestyle, valuing time with nature over the accumulation of wealth. The seasonal visitors tend to come to escape the hectic urban lifestyle and enjoy the natural beauty of these areas, taking in the range of activities available, from skiing and surfing to wineries and fine dining.

Typical of these areas are such places as Myrtle Beach SC, Big Bear, Lake Arrowhead, and Cambria CA, Marco Island FL, and Ocean City MD. In the northern summer cottage country areas, towns are often much rarer than lakes and rivers.

## 15 Comfortable Retirement

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3459315	1704853	11.67%	3.65%	2.55
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
52.4	14.96%	33.75%	41.99%	0.14%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
5.52%	4.66%	0.23%	8.06%	2.68%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$56114	\$84725	\$40436	36.68%	26.11%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
1431/sq mile	\$647468	66	92	11.59%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
4.38%	36.85%	10.73%	108	

One of the oldest segments, a substantial percentage are retired. While married couples predominate, singles, generally older are also present. Incomes are average, which is an indicator of careful financial planning over the years. Housing is relatively inexpensive, mixed single and multi-family in traditional medium density suburban areas. Many households rent, and rents are generally fairly modest.

While a significant number of households do not have a vehicle, small SUV's and compact Japanese imports are popular, often leased. Environmental concerns are important to these listeners to NPR and classical music. Still young enough to travel, the internet is used extensively for travel planning, and they tend to take advantage of AARP and auto club discounts frequently.

They are common on the west coast from Arizona to Washington, in south Florida, and along the northeastern seaboard, living in such places as Boca Raton and Winter Park FL, Bloomington MN, and Heritage Village CT.

## 16 Spacious Suburbs

<b>Population</b> 4926691	<b>Households</b> 2124465	<b>% Growth 2000-15</b> 7.52%	<b>Group Quarters</b> 1.31%	<b>Avg Family Size</b> 2.67
<b>Median Age</b> 45.76	<b>Age &lt;18</b> 19.42%	<b>Age &gt;65</b> 22.97%	<b>Univ Degree</b> 34.89%	<b>% Military</b> 0.15%
<b>Black</b> 5.7%	<b>Asian</b> 2.35%	<b>Native American</b> 0.42%	<b>Hispanic</b> 5.9%	<b>Linguistic Isolation</b> 1.27%
<b>Median Hhld \$</b> \$57804	<b>Median Family \$</b> \$74204	<b>Per Capita Income</b> \$34192	<b>Hhld Inc &lt;40K</b> 34.02%	<b>Hhld Inc &gt;100K</b> 25.01%
<b>Population Density</b> 289/sq mile	<b>Ave Net Worth</b> \$594036	<b>Personal Crime</b> 68	<b>Property Crime</b> 93	<b>Hhld No Vehicle</b> 4.44%
<b>Unemployment</b> 4.09%	<b>Families w Children</b> 38.64%	<b>Lone Parent Fam</b> 11.5%	<b>Quality of Life</b> 99	

These relatively low density suburban areas can be found in most areas east of the Mississippi and in some concentration in the mid-sized towns of the northwest and mountain states. Diverse racially – but with low Hispanic population, they are largely absent from California and along the Mexican border.

Of average income, these older married couples with relatively few children tend to live in relatively lower priced houses built in the 1950's and 1960's. Many own without a mortgage.

Typical locations include Vero Beach and Deland FL, Maryville and Kingsport TN, Midland MI, and Fredericksburg TX.



## 17 New American Dreams

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
10501307	3739026	34.37%	0.37%	3.13
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
35.32	26.83%	10.63%	34.65%	0.45%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
11.2%	4.59%	0.38%	11.98%	2%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$73822	\$83369	\$30757	22.09%	31.37%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
822/sq mile	\$652724	51	72	2.2%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
4.14%	52.7%	13.24%	111	

Diverse, educated, and with growing families, these households are located in the low density newer suburbs of the resurgent southern cities and of the southwest. With above average incomes, and living in the more affluent suburbs of moderately priced housing markets, there is plenty left over for recreational activities. Most own their own homes, many without mortgages.

While rarely dominant in cities where they are found, they are typical of such places as Gilbert, Chandler and Peoria in the Phoenix AZ area, Henderson NV, Murfreesboro TN, and Jacksonville FL.

## 18 Small Town Middle Managers

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5369822	2009068	12.09%	0.5%	2.93
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
41.28	23.64%	14.84%	35.48%	0.16%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
3.43%	1.9%	0.4%	4.04%	0.72%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$79448	\$89864	\$35302	20.82%	36.01%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
178/sq mile	\$756554	36	55	2.11%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.49%	43.22%	8.39%	110	

Located nationwide but concentrated in the upper Midwest and Great Lakes states, and found in the outer suburbs of many of the major industrial cities of years gone by, and with a significant remnant of manufacturing remaining, these neighborhoods tend to be relatively inexpensive and older single family homes on large parcels. Largely owned rather than rented, the residents are above average income, middle aged married couple families. Predominantly white, and moderately educated, these are comfortable suburbs. Many households have three or more vehicles, often minivans, used for commuting to work and managing the daily affairs of often teenage children.

College football reigns supreme in these parts, with basketball a close second. When sports aren't on the radio, the preferred format is either talk or top 40.

Examples include Caledonia WI, Derby KS, Bellevue WA, Southside AL, and Lambertville MI.

## 19 Outer Suburban Affluence

<b>Population</b> 4402930	<b>Households</b> 1654765	<b>% Growth 2000-15</b> 15.18%	<b>Group Quarters</b> 0.6%	<b>Avg Family Size</b> 2.94
<b>Median Age</b> 42.18	<b>Age &lt;18</b> 22.52%	<b>Age &gt;65</b> 15.35%	<b>Univ Degree</b> 27.08%	<b>% Military</b> 0.11%
<b>Black</b> 2.81%	<b>Asian</b> 1.28%	<b>Native American</b> 0.29%	<b>Hispanic</b> 3.47%	<b>Linguistic Isolation</b> 0.68%
<b>Median Hhld \$</b> \$73179	<b>Median Family \$</b> \$84010	<b>Per Capita Income</b> \$33031	<b>Hhld Inc &lt;40K</b> 23.67%	<b>Hhld Inc &gt;100K</b> 31.88%
<b>Population Density</b> 88/sq mile	<b>Ave Net Worth</b> \$681213	<b>Personal Crime</b> 32	<b>Property Crime</b> 49	<b>Hhld No Vehicle</b> 2.44%
<b>Unemployment</b> 4.28%	<b>Families w Children</b> 42.57%	<b>Lone Parent Fam</b> 8.87%	<b>Quality of Life</b> 104	

Located at the fringes of many of the nation's larger cities, in large country style homes nestled amongst the forests and farms, are this group of above average families. Shunning the hustle and bustle of the city except for employment, they enjoy the quiet of a country lifestyle. Incomes are above average, allowing these primarily middle aged married couple families to raise their children with the benefits of both worlds.

Many have three or more vehicles, necessary for commuting to the city, but they are also at home with horses. Adopting the country lifestyle, they tend to enjoy their recreational vehicles and outdoor activities, along with country music and concerts.

Outer Suburban Affluence is dominant especially in a ring surrounding Minneapolis-St. Paul, Chicago and Milwaukee, and well outside the cities of the I-95 corridor. While generally not associated with towns, they can be found in number in such places as Muskego and Richfield WI, Waterloo IL, and New Palestine IN.

## 20 Rugged Individualists

<b>Population</b> 5176971	<b>Households</b> 2024175	<b>% Growth 2000-15</b> 37.27%	<b>Group Quarters</b> 0.74%	<b>Avg Family Size</b> 2.83
<b>Median Age</b> 44.11	<b>Age &lt;18</b> 21.13%	<b>Age &gt;65</b> 19.46%	<b>Univ Degree</b> 32.86%	<b>% Military</b> 0.42%
<b>Black</b> 4.3%	<b>Asian</b> 2.59%	<b>Native American</b> 0.61%	<b>Hispanic</b> 8.95%	<b>Linguistic Isolation</b> 1.34%
<b>Median Hhld \$</b> \$68828	<b>Median Family \$</b> \$80444	<b>Per Capita Income</b> \$34104	<b>Hhld Inc &lt;40K</b> 26.72%	<b>Hhld Inc &gt;100K</b> 30.57%
<b>Population Density</b> 80/sq mile	<b>Ave Net Worth</b> \$687343	<b>Personal Crime</b> 54	<b>Property Crime</b> 75	<b>Hhld No Vehicle</b> 2.5%
<b>Unemployment</b> 4.57%	<b>Families w Children</b> 39.67%	<b>Lone Parent Fam</b> 9.57%	<b>Quality of Life</b> 101	

Located primarily in the semi-rural and rural areas of the western states, these hard-working families tend to be middle aged and rapidly seeing children leave for college and beyond. Enjoying above average income they live in homes primarily built in the 1980's and 1990's, which they generally own, often without a mortgage.

Rugged and individualist, they are very conservative or libertarian in outlook, drive trucks and drink whiskey, attend country music concerts, and enjoy antiques and outdoor recreational activities.

Typical locations include Grand Junction OC, Oregon City OR, Lake Havasu AZ, and Hurricane UT.

## 21 New Suburban Style

<b>Population</b> 6772310	<b>Households</b> 2334093	<b>% Growth 2000-15</b> 415.2%	<b>Group Quarters</b> 0.85%	<b>Avg Family Size</b> 3.25
<b>Median Age</b> 32.03	<b>Age &lt;18</b> 28.48%	<b>Age &gt;65</b> 9.5%	<b>Univ Degree</b> 38.58%	<b>% Military</b> 1.02%
<b>Black</b> 11.25%	<b>Asian</b> 8.43%	<b>Native American</b> 0.39%	<b>Hispanic</b> 20.77%	<b>Linguistic Isolation</b> 2.71%
<b>Median Hhld \$</b> \$76805	<b>Median Family \$</b> \$86686	<b>Per Capita Income</b> \$32743	<b>Hhld Inc &lt;40K</b> 21.36%	<b>Hhld Inc &gt;100K</b> 34.98%
<b>Population Density</b> 613/sq mile	<b>Ave Net Worth</b> \$768122	<b>Personal Crime</b> 87	<b>Property Crime</b> 99	<b>Hhld No Vehicle</b> 2.25%
<b>Unemployment</b> 4.11%	<b>Families w Children</b> 56.4%	<b>Lone Parent Fam</b> 13.61%	<b>Quality of Life</b> 108	

Located in many of the nation's fastest growing cities, these are the new middle class neighborhoods of such places as North Las Vegas and Enterprise NV, Surprise and Maricopa AZ, Victorville CA, and Port St. Lucie and Palm Coast FL. These young families, largely white but with a significant share of non-English speaking Hispanics enjoy above average incomes and relatively low cost moderate sized single family housing. There are three main areas of concentration – the I-35 corridor from San Antonio to Dallas-Fort Worth TX, central Florida, and California-southern Nevada-Arizona. Unemployment is relatively low, and a significant number are in the armed forces.

These are internet savvy households who frequently use mobile banking, debit cards, and use the internet for travel planning and parenting advice.

## 22 Up and Coming Suburban Diversity

<b>Population</b> 5226277	<b>Households</b> 1742349	<b>% Growth 2000-15</b> 174.2%	<b>Group Quarters</b> 0.56%	<b>Avg Family Size</b> 3.37
<b>Median Age</b> 30.36	<b>Age &lt;18</b> 30.29%	<b>Age &gt;65</b> 7.57%	<b>Univ Degree</b> 27.1%	<b>% Military</b> 1.07%
<b>Black</b> 19.49%	<b>Asian</b> 4.47%	<b>Native American</b> 0.44%	<b>Hispanic</b> 27.49%	<b>Linguistic Isolation</b> 4.19%
<b>Median Hhld \$</b> \$60523	<b>Median Family \$</b> \$66797	<b>Per Capita Income</b> \$23814	<b>Hhld Inc &lt;40K</b> 28.72%	<b>Hhld Inc &gt;100K</b> 20.8%
<b>Population Density</b> 735/sq mile	<b>Ave Net Worth</b> \$458747	<b>Personal Crime</b> 84	<b>Property Crime</b> 104	<b>Hhld No Vehicle</b> 2.48%
<b>Unemployment</b> 4.8%	<b>Families w Children</b> 60.63%	<b>Lone Parent Fam</b> 19.1%	<b>Quality of Life</b> 104	

Reflecting a new diversity, these neighborhoods include significant Black and Hispanic minorities and have nearly one-third of the population under the age of eighteen. Living in largely newer and modest neighborhoods of single family homes, most of these average income families are able to own their home. Military employment is high, although not on military barracks. These neighborhoods are among the fastest growing in the country.

While prevalent throughout much of the nation except the northeast, typical places include Charlotte NC, Nashville TN, Albuquerque NM, Killeen TX, Lawrenceville GA, and Caldwell ID. Not surprisingly given their young age, most are internet savvy and do as much of their banking and shopping online as possible. Trucks reign supreme, as do SUV's and recreational toys and vehicles.

## 23 Enduring Heartland

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
7912891	3155847	-0.18%	0.68%	2.82
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
43.05	21.39%	17.95%	18.42%	0.06%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
1.49%	0.57%	0.29%	2.44%	0.55%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$54532	\$64400	\$26429	34.99%	17.97%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
59/sq mile	\$414945	33	49	3.51%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
4.79%	40.38%	10.69%	94	

The least racially diverse segment nationwide, these residents reflect the remnants of the industrial past of the Midwest and Great Lakes areas. Nearly twenty percent are employed in manufacturing jobs which yield average middle-class incomes. Most live well outside of the small towns and cities where they work, in semi-rural and rural low crime environments. Houses are inexpensive, generally older, and many are owned outright without a mortgage.

Heartland blue-collar America. Home of trucks, classic rock and country music, whiskey, NASCAR, and every imaginable recreational toy from jet skis to campers. They work hard and play hard, and enjoy a range of outdoor activities from camping to fishing and hunting.

Typical towns include Carlisle and New Franklin OH, Hannibal MO, Albion NY, Athens TN, and Boonville IN.

## 24 Isolated Hispanic Neighborhoods

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3592685	1218368	20.63%	1.42%	3.41
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
33.97	26.72%	13.32%	13.96%	0.15%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
5.1%	2.77%	0.83%	46.66%	9.2%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$41261	\$47833	\$18725	48.64%	12.94%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
29/sq mile	\$345090	90	92	5.34%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
7.28%	53.84%	19.25%	88	

Located primarily in exurban and remote areas of inland Florida, the west and southwest, these heavily Hispanic neighborhoods contain many young families with children. Incomes are well below average, as are education levels. Unemployment rates are somewhat high, and labor force participation low, with jobs prevalent in agriculture and construction. Four in ten houses are mobile homes, and ten percent of these very inexpensive housing units are vacant.

Life here is hard, leaving little room for non-essentials. Family and extended family relationships are most important, and it is at these gatherings that Spanish can be heard – both in speech and music.

Typical are towns such as Las Cruces NM, Gillette WY, San Jacinto CA, and West Odessa TX.



## 25 Hipsters and Geeks

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
2196381	1141611	9.05%	2.37%	2.39
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
35.51	13.17%	13.61%	70.34%	0.1%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
9.69%	12.17%	0.13%	13.12%	5.89%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$87445	\$130956	\$73888	26.02%	44.44%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
35859/sq mile	\$1169054	166	111	57.18%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.57%	39.53%	11.41%	119	

Young, highly educated, single, and living in the big city. With great jobs in information technology, personal services, and the legal profession, this group is highly geographically concentrated within major technology centers. While they enjoy high incomes, most rent townhomes or apartments in very expensive and the most densely populated housing markets.

This is the internet generation, using the web for everything from grocery shopping and banking to dating, ride-sharing and job seeking. Cable television and FM radio are passé, replaced by on-demand streaming of music and entertainment. Many have no vehicles, and public transportation is used by forty percent. A national high of 15% simply walk to work, as they tend to live, work, and socialize within their enclaves of the city. While they tend to live in the metropolitan areas of the Bay area, Los Angeles CA, Boston MA, New York NY, and Chicago UK, the real story is in the details, as these neighborhoods are generally highly concentrated even within these metropolitan areas.

## 26 High Density Diversity

<b>Population</b> 4860524	<b>Households</b> 1714362	<b>% Growth 2000-15</b> 4.09%	<b>Group Quarters</b> 0.95%	<b>Avg Family Size</b> 3.32
<b>Median Age</b> 36.41	<b>Age &lt;18</b> 21.9%	<b>Age &gt;65</b> 13.4%	<b>Univ Degree</b> 28.46%	<b>% Military</b> 0.05%
<b>Black</b> 20.16%	<b>Asian</b> 12.93%	<b>Native American</b> 0.17%	<b>Hispanic</b> 24.59%	<b>Linguistic Isolation</b> 11.88%
<b>Median Hhld \$</b> \$57999	<b>Median Family \$</b> \$69008	<b>Per Capita Income</b> \$26325	<b>Hhld Inc &lt;40K</b> 35.23%	<b>Hhld Inc &gt;100K</b> 25.5%
<b>Population Density</b> 9432/sq mile	<b>Ave Net Worth</b> \$589493	<b>Personal Crime</b> 136	<b>Property Crime</b> 87	<b>Hhld No Vehicle</b> 15.11%
<b>Unemployment</b> 6.2%	<b>Families w Children</b> 50.18%	<b>Lone Parent Fam</b> 18.76%	<b>Quality of Life</b> 110	

Confined to the largest urban areas of the northeast and the main cities of the west coast, these very diverse neighborhoods mix cultures and languages, singles, and couples, and families across the spectrum of age. Education levels are generally low, but nevertheless these neighborhoods enjoy above average incomes. Housing is generally old and mixed with multi-unit dwellings more common than single family. Rents and housing costs are high, especially considering the income levels.

While public transit is common, and many households do not have a vehicle. Liberal and Democrat in politics, their interests lie in the future – babies, bridal, parenting, and fashion.

Typical locations include Yonkers NY, Brockton and Fall River MA, and Bayonne NJ.

## 27 Young Coastal Technocrats

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3634488	1992802	49.4%	2.65%	2.33
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
32.38	12.22%	9.46%	63.79%	0.57%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
9.99%	15.85%	0.26%	15.69%	5.2%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$68875	\$97780	\$53392	29.57%	33.41%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
5888/sq mile	\$820587	186	189	15.63%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.63%	39.31%	13.72%	117	

These generally young and highly educated professionals in information technology and professional services are prevalent in the growing high-tech centers found in relatively high density urban areas such as the Bay area, southern California, Washington, Atlanta, and Boston. Most are renters in medium sized apartment complexes in such towns as Redmond WA, Silver Spring MD, Marina Del Rey and West Hollywood in southern California, and Mountain View in northern California.

Nearly 50% of residents live alone, and few have either spouses or children. Transportation is often via taxi or public transit. They are fashion, diet, and fitness conscious, and are heavy users of the internet. They are more likely to shop and bank online than go to a retail facility and, not surprisingly, are heavy users of social media and dating sites. They tend to be liberal in outlook, and are often supportive of environmental causes.

## 28 Asian-Hispanic Fusion

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3467549	1122002	10.12%	1.52%	3.57
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
33.42	24.25%	12.01%	25.11%	1.31%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
7.09%	28.1%	0.3%	31.52%	12.69%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$53542	\$60844	\$22220	37.53%	21.41%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
590/sq mile	\$509156	97	94	8.75%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.63%	55.29%	20.86%	101	

Located primarily in urban Honolulu and in the inner cities of California's coastal centers, this is one of the more diverse segments – over 30% Hispanic and nearly 30% Asian. A language other than English is spoken in over one-half of households.

These slightly below average income families, often lone parent, generally rent apartments built in the 1960's. Average household size is fairly large, and families are young.

A substantial percentage of the labor force is employed in the military at Hawaiian and Californian naval bases.

Typical places include Honolulu (over 50% of the city population) and Hilo HI, and Anaheim, Alhambra, Hayward, and El Cajon in California.

## 29 Big Apple Dreamers

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4424113	1564582	6.45%	1.26%	3.38
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
33.61	23.22%	11.66%	25.17%	0.03%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
24.5%	16.75%	0.2%	34.54%	21.23%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$38903	\$44430	\$19586	51.1%	14.64%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
64676/sq mile	\$379469	165	63	58.4%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
6.42%	54.29%	25.82%	100	

These below average income urbanites are a younger, racially diverse group who primarily take public transit – one third alone take the subway – on long commutes. Fully one-half of the New York City population falls into this segment, along with additional groups along the Jersey shore. A second, but much smaller concentration is found in Los Angeles, along the subway towards Hollywood, and the rapid transit lines to Glendale, North Hollywood, and Long Beach.

Moderately educated, and over fifty percent speaking a non-English language at home, many struggle to find upwardly mobile jobs, and the vast majority of them rent in multi-unit complexes and townhouses. This is the most densely populated segment.

These are 'status' seekers, dreaming about achieving that great American dream. They are fashion and health conscious, seeking products which are environmentally friendly and organic.

## 30 True Grit

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3732465	1377048	-1.98%	1.12%	3.28
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
34.85	24.2%	13.1%	18.85%	0.11%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
81.21%	1.59%	0.24%	7.43%	1.93%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$36832	\$44571	\$18420	53.21%	12.05%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
7173/sq mile	\$322440	378	158	27.94%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
10.72%	56.28%	39.39%	93	

These densely populated, below average income areas are overwhelmingly – 85% -- Black. Blue collar occupations predominate – with jobs in transportation, health care services, and government jobs. Unemployment is very high, nearly double the national average. Lone parent families predominate, as married couples are only about one quarter of the adult population, and over one quarter of the population are under the age of eighteen. Most rent in large apartment buildings constructed before 1970, areas which are typically high in crime. Public transit is common, as many households lack a vehicle.

Getting by in expensive urban areas with modest income means not much left over for luxury goods. Interests are modest – parenting, fashion, and bridal magazines and purchasing a DVD player next year. Faith and hope are important, as expressed through musical tastes for gospel and Christian music.

Located primarily in the dense urban areas of the northeast, such neighborhoods include the south side of Chicago IL and some of the more 'gritty' areas of Washington DC and Baltimore MD. Other areas of significant concentration are in the inner city neighborhoods of Philadelphia PA, Wilmington DE, and Newark NJ.

## 31 Working Hispania

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5865975	1624815	5.04%	1.46%	4.09
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
30.2	27.81%	8.89%	12.49%	0.12%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
6.58%	4.11%	0.18%	79.57%	36.53%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$34345	\$37498	\$12831	56.99%	8.98%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
1685/sq mile	\$271111	167	106	17.66%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
7.96%	64.3%	27.41%	95	

These densely populated areas are overwhelmingly Hispanic, a large percentage of whom speak little English. Predominant in California and south Florida, neighborhoods like these are increasingly common in other major centers including New York, Chicago, and Houston.

With well below average incomes, these poorly educated, largely married couple families with children tend to work in low paying jobs (such as food services, unskilled construction, and light manufacturing) and devote much of their income to basic necessities. Rent, generally in old multi-unit complexes typical of the west coast, is high, and few can afford to own.

The city of Los Angeles alone accounts for one million of this group, and they are found in large numbers in the Miami area. Nowhere better typifies these than the two cities of East Los Angeles CA and Hialeah FL.

## 32 Struggling Singles

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3288971	1627122	12.56%	4.37%	2.68
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
40.63	15.82%	20.75%	36.83%	0.18%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
21.49%	11.78%	0.29%	21.15%	11.32%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$40555	\$58927	\$32195	49.54%	18.6%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
6761/sq mile	\$485260	153	124	28.98%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.74%	44.98%	20.46%	103	

These ethnically diverse low income areas are composed primarily of singles – of all ages and often with children. They are present in many of the larger cities nationwide, but are especially prevalent in south Florida, New York, Minneapolis-St. Paul MN, and Chicago IL. Two thirds rent in older, very large apartment buildings in high density areas.

Interests tend to be oriented towards relationships, whether it be in magazines or the internet, where dating sites are the dominant usage.

Typical locations include Miami Beach and Fort Lauderdale FL, Atlantic City and Asbury Park NJ, White Plains and New Rochelle NY, and Burnsville MN. This segment is generally not dominant in the cities where it is found, but instead concentrated in certain areas of town, often along major transit routes.



## 33 Nor'Easters

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5080715	2128869	0.75%	0.95%	2.8
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
40.38	20.16%	16.09%	47.14%	0.14%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
6.49%	3.91%	0.25%	7.99%	2.11%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$73127	\$92758	\$39019	25.92%	34.26%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
1589/sq mile	\$782325	91	118	5.11%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
4.02%	44.24%	12.46%	114	

With a mix of older single family and small multi-unit dwellings, mostly owner occupied, these well-established neighborhoods are typical of the classic New England towns such as Worcester and Northampton MA and Warwick RI. With highly educated, primarily white families, they enjoy above average incomes and many of the finer things of life such as live performance arts.

## 34 Midwestern Comforts

<b>Population</b> 5439346	<b>Households</b> 2272105	<b>% Growth 2000-15</b> -3.15%	<b>Group Quarters</b> 0.65%	<b>Avg Family Size</b> 2.84
<b>Median Age</b> 37.71	<b>Age &lt;18</b> 21.87%	<b>Age &gt;65</b> 15.69%	<b>Univ Degree</b> 28.14%	<b>% Military</b> 0.15%
<b>Black</b> 8.06%	<b>Asian</b> 2.2%	<b>Native American</b> 0.43%	<b>Hispanic</b> 8.46%	<b>Linguistic Isolation</b> 1.71%
<b>Median Hhld \$</b> \$53805	<b>Median Family \$</b> \$65231	<b>Per Capita Income</b> \$26733	<b>Hhld Inc &lt;40K</b> 35.31%	<b>Hhld Inc &gt;100K</b> 16.8%
<b>Population Density</b> 2050/sq mile	<b>Ave Net Worth</b> \$398244	<b>Personal Crime</b> 97	<b>Property Crime</b> 129	<b>Hhld No Vehicle</b> 4.98%
<b>Unemployment</b> 4.8%	<b>Families w Children</b> 45.99%	<b>Lone Parent Fam</b> 16.81%	<b>Quality of Life</b> 105	

Despite relatively low levels of education, these predominantly white neighborhoods enjoy just below average incomes, owning their older and relatively inexpensive single family homes. Primarily located in the quiet suburban areas of the upper Midwest states from Minnesota to Michigan, these neighborhoods are typical of such cities as Grand Rapids MI, St. Paul MN, Des Moines IA, and Lincoln NE.

## 35 Generational Dreams

<b>Population</b> 7634740	<b>Households</b> 2017964	<b>% Growth 2000-15</b> 10.83%	<b>Group Quarters</b> 0.92%	<b>Avg Family Size</b> 4.19
<b>Median Age</b> 31.17	<b>Age &lt;18</b> 27.94%	<b>Age &gt;65</b> 9.78%	<b>Univ Degree</b> 13.83%	<b>% Military</b> 0.08%
<b>Black</b> 7.23%	<b>Asian</b> 5.13%	<b>Native American</b> 0.34%	<b>Hispanic</b> 71.24%	<b>Linguistic Isolation</b> 12.86%
<b>Median Hhld \$</b> \$48489	<b>Median Family \$</b> \$52735	<b>Per Capita Income</b> \$16256	<b>Hhld Inc &lt;40K</b> 41.2%	<b>Hhld Inc &gt;100K</b> 16.51%
<b>Population Density</b> 1234/sq mile	<b>Ave Net Worth</b> \$400651	<b>Personal Crime</b> 149	<b>Property Crime</b> 106	<b>Hhld No Vehicle</b> 6.55%
<b>Unemployment</b> 8.51%	<b>Families w Children</b> 62.71%	<b>Lone Parent Fam</b> 22.44%	<b>Quality of Life</b> 97	

Largely Hispanic working large families with younger children, these generally poorly educated neighborhoods maintain average incomes through employment in construction, manufacturing, and transportation services. Unemployment, however, is high relative to the national average.

Largely relatively expensive, single family older homes in relatively high density areas, they are primarily found within the central valley of California and into the outer suburbs of Los Angeles. Such places include Fontana, Moreno Valley, Bakersfield, Riverside, Fresno, Oxnard, and Stockton to name but a few. While a minority in many of these cities, they are also the majority group in Compton, Baldwin Park, and Pico Rivera within the Los Angeles area. Many own their houses and neighborhoods are stable.

Interested in babies and parenting, these family oriented neighborhoods listen to Hispanic music, drive trucks, and enjoy camping. They tend to put aside relaxation and enjoyment in order to look forward to a better future for their children.

## 36 Olde New England

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3472376	1519545	-1.54%	1.23%	2.75
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
41.71	19.31%	18.73%	25.5%	0.15%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
5.36%	2.21%	0.26%	6.45%	2.3%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$51198	\$66989	\$28488	39.05%	18.49%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
792/sq mile	\$431673	79	96	8.81%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.46%	43.53%	17.1%	98	

Away from the major centers of New England and upstate New York are those quaint and stereotypical towns like Chicopee and Pittsfield MA, East Aurora NY, Torrington CT, and Woonsocket RI. Towns which seem to be out of place in today's world. Predominantly white singles and childless couples tend to live in these towns. Incomes are below average, but housing is relatively cheap. Even so, many rent rather than own. These towns used to be manufacturing centers, but those jobs have departed, and unlike the large cities, fewer jobs have come to replace them.

## 37 Faded Industrial Dreams

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5817544	2512471	-4.69%	0.74%	2.78
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
39.9	21.7%	18.31%	16.57%	0.09%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
3.64%	0.76%	0.39%	3.85%	0.86%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$41021	\$51954	\$22112	48.82%	9.84%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
316/sq mile	\$280451	60	88	7.98%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
6.18%	44.73%	18.58%	88	

This is the least diverse segment nationwide, located primarily in the small urban areas surrounding the Great Lakes states and as far west as Kansas. Often former industrial towns where population has been at best stable for several decades, manufacturing remains a significant part of the local economy, but has been supplanted by jobs in retail trade and health care.

Incomes are below average for these middle-aged households, a significant number of which still have children at home. The housing is primarily single-family, and is among the least expensive nationwide. Despite this, many of these households rent.

Typical of these towns are Weirton and Wheeling WV, Altoona and Scranton PA, and Niagara Falls NY.

## 38 Failing Prospects

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4912507	1956715	-2.36%	0.98%	3.03
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
32.97	25.66%	12.54%	14.71%	0.16%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
12.06%	1.52%	0.86%	12.34%	2.29%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$36936	\$44220	\$17981	53.98%	6.68%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
2177/sq mile	\$232662	133	159	8.83%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
6.96%	53.44%	27.47%	89	

Similar to Faded Industrial Dreams, this segment is found in the former industrial heartland from Oklahoma and Kansas in the west to upstate New York in the east. Incomes are well below average, and somewhat more diverse. Children are prevalent, although a significant share are raised in lone parent families. While unemployment is average, the mixture of jobs has shifted over the decades – manufacturing is still significant, but low paying jobs in retail trade, food services, and health care have taken the place of the middle income jobs which have disappeared. Prospects for higher paying jobs are low, as education levels are lacking.

Housing is very inexpensive, as are rents for the nearly forty percent of households who do not own a home. Very little growth has occurred for several decades in these cities, such as Toledo and Akron OH, Wichita and Salina KS, Kansas City, South Bend and Evansville IN, and Lansing MI.

## 39 Second City Beginnings

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3781479	1915707	3.31%	3.1%	2.49
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
32.55	14.08%	11.23%	48.54%	0.33%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
11.83%	4.86%	0.59%	10.68%	3.24%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$43952	\$67491	\$32369	46.24%	18.24%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
2717/sq mile	\$473378	190	196	15.18%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
4.41%	43.77%	19.26%	101	

Young, single, and well educated. But with below average income. These typically internet savvy hopefuls currently struggle to find lucrative jobs in second city urban areas. Unlike their compatriots in the major technology cities, the high paying jobs are simply not there in towns like Pittsburgh, Cincinnati, Salt Lake City, Portland OR, and Albany NY.

Full of promise, they typically rent older apartments in townhouse and small complexes, often don't own a vehicle, and suffer from the effects of high neighborhood crime levels.

This is an active group, whose sporting and outdoor leisure activities run the gamut. Sports interests include extreme sports, soccer, and basketball, and they are generally interested in travel and business and anything internet-based. This group is willing to trade the higher incomes of the major cities for the relaxed and leisure oriented smaller centers.

## 40 Beltway Commuters

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4830674	2042327	10.97%	1.24%	2.88
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
34.1	21%	11.7%	37.13%	0.75%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
16.79%	10.88%	0.36%	19.87%	6.38%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$59085	\$71248	\$31410	32.13%	23.73%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
698/sq mile	\$553276	81	84	7.96%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.31%	51.56%	20.98%	111	

Primarily located on the I-95 corridor with lesser concentrations on the west coast, largely in the medium density suburbs located at the intersections of the beltway freeways and major routes to the downtown cores. Middle income earners of average education levels, but with considerable racial diversity, they are not quite affluent enough to buy houses in the more expensive suburbs. They instead tend to rent townhomes or walkup apartment complexes, commuting to public and education sector occupations.

Typical of such suburbs are Columbia, Laurel, and Frederick MD, Reston VA, and Renton WA.



## 41 Garden Variety Suburbia

<b>Population</b> 4710327	<b>Households</b> 1936348	<b>% Growth 2000-15</b> -1.09%	<b>Group Quarters</b> 0.68%	<b>Avg Family Size</b> 2.78
<b>Median Age</b> 41.9	<b>Age &lt;18</b> 21.24%	<b>Age &gt;65</b> 19.83%	<b>Univ Degree</b> 28.47%	<b>% Military</b> 0.29%
<b>Black</b> 7.78%	<b>Asian</b> 1.95%	<b>Native American</b> 0.48%	<b>Hispanic</b> 5.99%	<b>Linguistic Isolation</b> 1.12%
<b>Median Hhld \$</b> \$58111	<b>Median Family \$</b> \$70025	<b>Per Capita Income</b> \$28779	<b>Hhld Inc &lt;40K</b> 32.21%	<b>Hhld Inc &gt;100K</b> 20.54%
<b>Population Density</b> 871/sq mile	<b>Ave Net Worth</b> \$457120	<b>Personal Crime</b> 74	<b>Property Crime</b> 101	<b>Hhld No Vehicle</b> 3.61%
<b>Unemployment</b> 4.11%	<b>Families w Children</b> 41.59%	<b>Lone Parent Fam</b> 12.85%	<b>Quality of Life</b> 104	

This is almost the typical, average all-American neighborhood in mid-sized all-American cities with two main exceptions – the relative lack of diversity and the substantially above average percentage of single family dwellings. Housing costs are lower than average and the homes generally built before 1960.

Interests include fishing and hunting, country music, and trucks.

They can be found in cities such as Omaha NE, Columbia MO, Kansas City, Dayton OH, Lexington KY, Warren MI, and West Seneca NY. The only areas where these neighborhoods are not a significant part of the landscape are California, Arizona, and much of the Atlantic coast north of Maryland.

## 42 Rising Fortunes

<b>Population</b> 6864392	<b>Households</b> 3043031	<b>% Growth 2000-15</b> 67.63%	<b>Group Quarters</b> 0.88%	<b>Avg Family Size</b> 2.76
<b>Median Age</b> 33.17	<b>Age &lt;18</b> 21.95%	<b>Age &gt;65</b> 11.89%	<b>Univ Degree</b> 39.05%	<b>% Military</b> 0.53%
<b>Black</b> 15.03%	<b>Asian</b> 7.13%	<b>Native American</b> 0.41%	<b>Hispanic</b> 14.17%	<b>Linguistic Isolation</b> 3.19%
<b>Median Hhld \$</b> \$54357	<b>Median Family \$</b> \$69119	<b>Per Capita Income</b> \$31798	<b>Hhld Inc &lt;40K</b> 35.39%	<b>Hhld Inc &gt;100K</b> 21.15%
<b>Population Density</b> 1101/sq mile	<b>Ave Net Worth</b> \$518778	<b>Personal Crime</b> 96	<b>Property Crime</b> 121	<b>Hhld No Vehicle</b> 5.29%
<b>Unemployment</b> 4.23%	<b>Families w Children</b> 51.14%	<b>Lone Parent Fam</b> 20.41%	<b>Quality of Life</b> 107	

A relatively young segment of singles and childless couples, the typical Rising Fortunes neighborhood is primarily newer, rented townhouses and small apartment complexes, and to a lesser extent, mobile homes. With above average levels of education and presently average incomes, this is a group which will likely exhibit considerable upward economic mobility over the coming years. Labor force participation rates are high, in sectors such as sales, financial, and personal services.

Not quite able to afford luxury vehicles, they settle for mid-size sedans. Their interests focus on the future – plans for having children and plans for finding a spouse via internet dating and chat rooms.

Located in the suburbs of growing mid-sized cities in Arizona and Nevada, in the research triangle of North Carolina, and coastal Florida, examples include such towns as Raleigh and Durham NC, Fargo ND, Round Rock TX, and Sanford FL.

## 43 Classic Interstate Suburbia

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5811544	2055681	4.37%	0.43%	3.24
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
35.24	25.19%	12.7%	20.66%	0.28%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
22.82%	3.89%	0.47%	24.38%	4.53%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$52176	\$58770	\$21901	36.54%	15.67%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
2490/sq mile	\$379264	116	117	3.99%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
6.06%	51.89%	20.78%	102	

These diverse neighborhoods can be found ringing the major cities of the southern and southwestern states. Typically located well outside the downtown core near the junction of incoming freeways and major arterial roads and ring freeways, they tend to live in relatively older modest single family dwellings and townhouse complexes which were the growth suburbs of the 1960's and 1970's. A mixture of singles and younger married couples, about half of whom have children, they have achieved slightly below average income levels despite lower than average educations.

Interests match the diversity of these neighborhoods, but of particular interest are college football, internet gambling, and outdoor recreation.

Typical of these suburbs are such towns as Garland, Mesquite, and Grande Prairie TX, Glendale AZ, Aurora CO, and West Valley City UT.

## 44 Pacific Second City

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
6834424	2679794	9.39%	1.29%	3.03
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
35.11	23.4%	14.3%	23.14%	0.47%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
7.82%	4.74%	0.91%	21.15%	3.99%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$46685	\$57445	\$23971	43.19%	16.39%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
381/sq mile	\$406453	110	126	8.22%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
6.59%	50.77%	22.02%	97	

With a mixture of white and Hispanic cities typical of the west coast, these neighborhoods are generally typical of the mid-sized cities which define the I-5 corridor from the Canadian border south to the central valley of California.

Reflecting the great population boom of the west coast during the 1960's, these are well-established neighborhoods of single family, largely owner occupied homes, often ranch style, and are home to middle class families with younger children.

Typical of these mid-sized cities are Tacoma and Vancouver WA, Portland, Salem, Eugene, and Medford OR, and Redding, Chico, and Modesto CA.

## 45 Northern Blues

<b>Population</b> 7016785	<b>Households</b> 3028871	<b>% Growth 2000-15</b> 5.85%	<b>Group Quarters</b> 0.96%	<b>Avg Family Size</b> 2.83
<b>Median Age</b> 34.27	<b>Age &lt;18</b> 22.76%	<b>Age &gt;65</b> 13.58%	<b>Univ Degree</b> 23.96%	<b>% Military</b> 0.33%
<b>Black</b> 12.72%	<b>Asian</b> 3.32%	<b>Native American</b> 0.54%	<b>Hispanic</b> 11.59%	<b>Linguistic Isolation</b> 2.84%
<b>Median Hhld \$</b> \$43630	<b>Median Family \$</b> \$54732	<b>Per Capita Income</b> \$23671	<b>Hhld Inc &lt;40K</b> 45.83%	<b>Hhld Inc &gt;100K</b> 12.44%
<b>Population Density</b> 1949/sq mile	<b>Ave Net Worth</b> \$328685	<b>Personal Crime</b> 105	<b>Property Crime</b> 125	<b>Hhld No Vehicle</b> 8.48%
<b>Unemployment</b> 5.67%	<b>Families w Children</b> 51.08%	<b>Lone Parent Fam</b> 24.6%	<b>Quality of Life</b> 99	

From Bangor ME to Spokane WA, in mid-size cities across the northern states are the modest older houses and townhouses neighborhoods of primarily blue collar manufacturing and retail workers. With only average education levels, upward mobility is difficult, and these still young singles and couples have lower middle class incomes.

Preferring hard rock and classic rock music, beer, and outdoor winter activities including snowmobiles, they tend to prefer escapist entertainment such as fantasy and science fiction movies, video games, and professional wrestling.

Concentrations of this segment are found in the upper Midwest, eastern Pennsylvania, and the northern mountain states. Examples of such towns are Boise ID, Billings MT, Cheyenne WY, West Allis WI, and Lancaster PA.

## 46 Recessive Singles

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4402034	1915028	9.16%	7.3%	2.71
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
42.36	19.42%	24.58%	23.75%	0.22%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
10.54%	2.06%	0.55%	7.99%	1.85%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$39519	\$55379	\$23850	50.52%	12.81%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
728/sq mile	\$335875	90	125	10.8%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.32%	46.23%	20.35%	91	

These older neighborhoods are the home to a diverse group of young singles, childless couples, and older singles, with a high proportion in nursing homes. Incomes are well below average despite average educational levels. Housing is a mix of single family and multi-family units, which are relatively inexpensive to own and with generally lower rents. Largely blue collar occupations in manufacturing, health services, and retail sales predominate.

These neighborhoods are present nationwide and are rarely the dominant lifestyle of a city, but are concentrated in the Carolinas and the upper Midwest states, including such places as Winston-Salem and Hickory NC, Frankfort KY, Staunton VA, and Kingman AZ.

## 47 Simply Southern

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
7352490	2961537	8.27%	0.8%	2.9
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
38.48	23.07%	16.29%	14.55%	0.24%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
8.99%	1.28%	0.64%	8.54%	1.78%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$39208	\$48063	\$20773	50.94%	10.83%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
115/sq mile	\$302464	67	81	5.99%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
6.87%	46.97%	19.26%	84	

Prevalent from the Carolinas through Florida and west to the bayous of Louisiana, but present through most of the east, these semi-rural and small town dwellers are primarily white, middle age families living in a mix of single family and mobile homes. Housing costs are low, and most own rather than rent. Labor force participation is low, and jobs in construction, manufacturing, and retail trade are common.

Stereotypes are the rule - trucks, beer and coolers, fishing, camping, NASCAR, and a mix of country and gospel music.

Typical are Gaston SC, Albertville AL, Douglas GA, and Sulphur GA.

## 48 Tex-Mex

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3065724	1100323	5.88%	1.71%	3.27
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
33.42	26.84%	13.98%	15.49%	0.18%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
5.92%	1.19%	0.6%	57.45%	5.86%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$41041	\$48860	\$19692	48.89%	12.83%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
49/sq mile	\$334947	121	129	6.93%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.96%	54.11%	21.97%	91	

Located primarily from the Rio Grande to southern Colorado, Tex-Mex neighborhoods are generally low density with a mixture of rented and owned dwellings, many of the latter of which are owned free and clear. A majority of the population is Hispanic, and in fully a third of households, English is not spoken. Incomes are below average, and education levels are low, but these young families with children are diligently working towards the American dream, often working in difficult jobs in the oil and mining industries and in public administration.

Typical of these are such places as Odessa, Midland, Lubbock, and Abilene TX, as well as Pueblo CO and Roswell NM.



## 49 Sierra Siesta

<b>Population</b> 2504898	<b>Households</b> 1400722	<b>% Growth 2000-15</b> 18.44%	<b>Group Quarters</b> 0.89%	<b>Avg Family Size</b> 2.2
<b>Median Age</b> 66.58	<b>Age &lt;18</b> 7.58%	<b>Age &gt;65</b> 56.7%	<b>Univ Degree</b> 27.06%	<b>% Military</b> 0.05%
<b>Black</b> 3.2%	<b>Asian</b> 1.91%	<b>Native American</b> 0.29%	<b>Hispanic</b> 8.42%	<b>Linguistic Isolation</b> 2.1%
<b>Median Hhld \$</b> \$41131	<b>Median Family \$</b> \$55026	<b>Per Capita Income</b> \$32351	<b>Hhld Inc &lt;40K</b> 48.73%	<b>Hhld Inc &gt;100K</b> 12.98%
<b>Population Density</b> 173/sq mile	<b>Ave Net Worth</b> \$363299	<b>Personal Crime</b> 66	<b>Property Crime</b> 82	<b>Hhld No Vehicle</b> 6.98%
<b>Unemployment</b> 6.43%	<b>Families w Children</b> 17.41%	<b>Lone Parent Fam</b> 5.78%	<b>Quality of Life</b> 90	

Over fifty percent of this segment's population is over the age of 65, making it on average the oldest of the segments, with the lowest labor force participation rate nationwide. One third of the males are veterans, nearly twice the national average.

Incomes, as would be expected in retirement areas, are below average, but housing values are relatively low and most households are owners, many without mortgages. Many dabble in the arts to supplement retirement income.

The Sierra Siesta segment is found in many of the more climatically favorable areas of the country, but two areas dominate – the Sierra Nevada mountain range running roughly from Sacramento CA to Tucson AZ, and central Florida.

Example communities include Hemet CA, Pahrump NV, Mesa and Sun City AZ, and Largo, Fort Myers, Lakeland, and Clearwater FL.

## 50 Great Plains, Great Struggles

<b>Population</b> 4385603	<b>Households</b> 1799172	<b>% Growth 2000-15</b> -1.95%	<b>Group Quarters</b> 6.6%	<b>Avg Family Size</b> 2.79
<b>Median Age</b> 43.39	<b>Age &lt;18</b> 21.13%	<b>Age &gt;65</b> 24.02%	<b>Univ Degree</b> 16.85%	<b>% Military</b> 0.09%
<b>Black</b> 6.27%	<b>Asian</b> 0.71%	<b>Native American</b> 0.99%	<b>Hispanic</b> 5.1%	<b>Linguistic Isolation</b> 0.97%
<b>Median Hhld \$</b> \$37661	<b>Median Family \$</b> \$50424	<b>Per Capita Income</b> \$21151	<b>Hhld Inc &lt;40K</b> 52.58%	<b>Hhld Inc &gt;100K</b> 10.59%
<b>Population Density</b> 79/sq mile	<b>Ave Net Worth</b> \$299501	<b>Personal Crime</b> 61	<b>Property Crime</b> 77	<b>Hhld No Vehicle</b> 8.15%
<b>Unemployment</b> 5.8%	<b>Families w Children</b> 44.03%	<b>Lone Parent Fam</b> 17.29%	<b>Quality of Life</b> 81	

Among the countless small towns dotting the wheat and corn growing plains from north Texas to the Canadian border are low income households struggling to make it. These middle-aged couples, many without children, lack the education necessary for high paying jobs, and tend to work in low paying, unskilled jobs in manufacturing and services.

Most own their modest and relatively inexpensive homes. Vacant – that is abandoned – housing is an ongoing problem in these stable population areas. Most of the housing predates the 1970's.

This segment is rarely the dominant one in even medium size towns, such include places like Mena AR, Tompkinsville KY, Poteau OK, Elizabethton TN, and Corinth MS.

## 51 Boots and Brews

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5613318	2140356	32.15%	0.84%	2.94
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
38.79	23.62%	15.27%	22.24%	0.42%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
7.6%	1.31%	0.57%	6.82%	1.23%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$55061	\$65383	\$26503	35.47%	20.46%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
85/sq mile	\$466248	53	69	3.31%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.14%	45.97%	13.44%	92	

These predominantly white, middle-income areas sport among the highest rates of home ownership of any group. Living in semi-rural areas nationwide, often in mobile homes, but concentrated in the east in the Piedmont area of the south (that area along the foothills of the Appalachian Mountains) and in the west in the Great Basin, many are married couple families raising young children. Not surprisingly given their isolated locations, housing costs are low and most households have at least two vehicles – usually one of which is a truck. Trucks, guns, beer, dogs, and country music are key characteristics of this group.

Typical of these areas are Post Falls ID, Lebanon TN, Canton GA, Biloxi MS, and Foley AL.

## 52 Great Open Country

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3999945	1531977	-0.42%	1.36%	2.99
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
40.77	24.35%	17.76%	17.97%	0.17%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
1.25%	0.5%	0.54%	6.01%	1.53%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$51945	\$61671	\$25260	37.53%	17.3%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
6/sq mile	\$426097	47	42	4.53%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
3.76%	41.34%	9.01%	88	

Located primarily in a great triangle from eastern Washington to Wisconsin anchored by the great north Texas plains, these sparsely populated rural areas are home to middle income self-employed farming communities. Living in older housing, many of which are owned without mortgages, these areas are one of America's distinctive rural cultures. Primarily white and moderately educated, this is the home of big trucks, NASCAR, whiskey, and country music.

The landscape is dominated by farms and small farm service towns, such as Nappanee IN, St Charles MO, Bloomfield IA, and Princeville IN.

## 53 Classic Dixie

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
7892518	3074310	11.9%	0.53%	2.9
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
39.71	23.19%	15.91%	16.13%	0.22%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
6.14%	0.67%	0.68%	4.66%	0.83%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$46860	\$55792	\$23084	42.61%	14.51%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
63/sq mile	\$359471	47	58	3.86%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.71%	45.06%	13.47%	86	

Located away from the coastal areas, primarily in the rural old south, these generally middle aged couples, some with children, enjoy rustic simplicity. Of modest income, and generally low education levels, they tend to own either single family or mobile homes. In areas with little growth during the past two decades, employment is in manufacturing, construction, and retail trade.

Outdoor life is important, with hunting and fishing being favorite activities. Trucks, NASCAR, and country music prevail, but this being the classic Bible belt, soda is more likely than liquor and gospel music is equally popular.

Typical towns include Asheboro NC, Cartersville GA, Clover SC, Florence MS, and Weatherford TX.

## 54 Off the Beaten Path

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5169921	2208229	8.19%	1.47%	2.67
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
47.19	18.72%	22.53%	21.89%	0.11%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
2.79%	0.72%	0.74%	5.5%	0.99%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$47312	\$57855	\$27124	42.31%	16.24%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
11/sq mile	\$411356	51	70	4.17%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
5.5%	35.96%	10.94%	81	

From the rural high plains to Appalachia to norther New England and northern Michigan and Minnesota, these out of the way areas are a mixture of agricultural and seasonal tourism areas. Many of these below average income households are self-employed, taking whatever jobs come their way.

Households are overwhelmingly white, middle aged, and married. Children are still present, but in diminishing numbers, as many leave for greener pastures elsewhere. Nearly one in five houses are seasonally occupied, reflecting the natural beauty of the areas that these stable neighborhoods call home.

Examples include Crestline CA, Mount Charleston NV, Franklin NC, Canyon Lake TX, and La Pine OR.

## 55 Hollows and Hills

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5227699	2099253	0.47%	0.9%	2.85
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
40.93	22.34%	17.64%	12.85%	0.06%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
4.28%	0.39%	0.99%	3.6%	0.67%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$40170	\$49465	\$21576	49.82%	12.34%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
21/sq mile	\$324785	51	48	5.53%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
6.81%	43.1%	13.19%	78	

Dominant from the Appalachians to the Ozarks, these rural areas are home to inexpensive single family and mobile homes, with a substantial percentage owned without mortgages. Housing is inexpensive, and those who do rent pay low rents. Mining occupations are important here, as are the associated construction and manufacturing jobs, but incomes remain below average as opportunities beyond the well-paying mining jobs are limited.

The mining centers of the Great Basin of Nevada and along the Front Range are also represented by this lifestyle, as are the oil rich areas of east Texas and Louisiana. Typical towns include Cut Off LA, Oak Hill WV, Vidor TX, Williston ND, and the numerous small towns of the West Virginia mountains.

## 56 Gospel and Guns

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4326492	1407004	5.21%	19.7%	2.91
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
38.61	18.23%	14.61%	11.69%	0.09%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
37.25%	0.47%	0.51%	6.28%	0.95%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$35730	\$45203	\$18875	54.65%	10.33%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
32/sq mile	\$290482	85	70	7.51%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
7.54%	45.21%	19.25%	71	

One of the most rural segments, they can generally be found throughout the coast plain from Virginia to east Texas. These low income, often multi-generational families are mixed racially, but locally tend to be either predominantly white or black. College degrees are fairly rare in these low income areas, where jobs at government-run correctional institutions are common, as are jobs in manufacturing and service occupations. Tenure is mixed in largely single family dwellings, most of which are highly affordable even in light of the low incomes.

Trucks, dogs, and hunting and fishing are common, and when daytime dramas aren't on the television, the gospel music is on the radio.

Typical locations include such towns as Talladega AL, Bainbridge GA, Walterboro SC, Clinton MS, and Riverside TX.



## 57 Cap and Gown

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3456728	574626	24.2%	63.81%	2.7
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
20.17	5.7%	5.63%	43.56%	0.12%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
13.22%	7.32%	0.36%	7.29%	3.29%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$38343	\$66234	\$13512	51.43%	18.61%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
1308/sq mile	\$490800	116	126	15.91%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
7.89%	44.21%	17.53%	94	

This widespread segment is the predominant one for college campuses nationwide. Consisting of a mix of students living in dormitories and renting rooms from private households, recent graduates, university employees, and people engaged in services (food, lodging) typical of college areas, incomes are below average. The population is young, mainly single, and highly educated. Most off-campus dwellings are rented, generally at moderate rates. Racially diverse, with a significant Asian population, the densities reflect the local institution – in some areas, dense urban, and in others, suburban and small town.

Typical locations with significant Cap and Gown households include Storrs CT (UConn), Purdue IN, Chapel Hill NC (UNC), Stony Brook NY, Amherst Center MA (UMass), Stanford CA, and South Bend IN (Notre Dame).

## 58 Marking Time

<b>Population</b> 6669288	<b>Households</b> 3082745	<b>% Growth 2000-15</b> 20.28%	<b>Group Quarters</b> 1.32%	<b>Avg Family Size</b> 2.73
<b>Median Age</b> 28.33	<b>Age &lt;18</b> 22.32%	<b>Age &gt;65</b> 8.19%	<b>Univ Degree</b> 29.25%	<b>% Military</b> 1.95%
<b>Black</b> 24.11%	<b>Asian</b> 6.27%	<b>Native American</b> 0.63%	<b>Hispanic</b> 21.23%	<b>Linguistic Isolation</b> 5.41%
<b>Median Hhld \$</b> \$37721	<b>Median Family \$</b> \$43944	<b>Per Capita Income</b> \$21896	<b>Hhld Inc &lt;40K</b> 53.02%	<b>Hhld Inc &gt;100K</b> 8.53%
<b>Population Density</b> 1160/sq mile	<b>Ave Net Worth</b> \$273136	<b>Personal Crime</b> 131	<b>Property Crime</b> 138	<b>Hhld No Vehicle</b> 9.16%
<b>Unemployment</b> 5.27%	<b>Families w Children</b> 57.34%	<b>Lone Parent Fam</b> 30.57%	<b>Quality of Life</b> 99	

This segment of young, largely single adults are a significant part of the urban landscape in second cities from coast to coast. While similar to Cap And Gown (57) in many respects, they differ in some critical aspects. While a substantial percentage of them are employed by the military, they are, by and large, high school graduates only, working in largely service occupations with little potential for upward mobility. In contrast to Cap and Gown, their interests and values often reflect a lack of motivation for improvement – time is spent listening to rap music, playing video games, and generally frittering away their leisure time surfing the internet. Outdoor activities and sports are not major interests.

Racially mixed, they generally rent in townhouse and walkup apartments in the urban areas of such towns as Nashville TN, Orlando FL, Virginia Beach VA, Tucson AZ, Colorado Springs CO, Lexington KY, and Newport News VA.

## 59 Hispanic Working Poor

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5386875	1785662	14.02%	1.01%	3.62
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
29.16	29.27%	8.26%	13.79%	0.09%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
15.58%	4.16%	0.59%	55.9%	21.16%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$32171	\$35501	\$14184	60.17%	7.42%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
2710/sq mile	\$247645	177	147	13.78%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
7.49%	63.59%	30.85%	93	

With a majority of the population Hispanic, many of whom do not speak English, life here is an ongoing struggle. Children are many in these relatively young, lone parent families, and with low levels of education and language issues, incomes are quite low. Jobs tend to be in the relatively low paying food services and construction industries, and most rent with little income left over. Located primarily in the west and south Florida, these neighborhoods are often in areas little known to outsiders, whether they be the tourists in Las Vegas and Reno NV, the students in Gainesville FL, or the upscale suburban workers who travel the freeways to downtown jobs in Phoenix AZ and Austin TX.

## 6o Bordertown Blues

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
4346705	1285809	12.31%	1.1%	3.81
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
30.82	29.81%	11.61%	11.8%	0.14%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
3.41%	0.7%	0.17%	87.21%	22.97%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$33607	\$37626	\$13410	57.74%	8.77%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
215/sq mile	\$266663	140	151	8.68%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
7.25%	61.29%	23.27%	91	

Located primarily along the Mexican border from Brawley CA to Brownsville TX, this segment is predominantly Hispanic, with over half of the households speaking Spanish only. Especially concentrated outside of the major towns of the lower Rio Grande valley, this low income segment is the least educated and is linguistically ill-equipped to integrate fully with American life. Jobs in agricultural and construction industries are common. Housing tends to be relatively inexpensive single family detached, and generally owned, many without mortgages.

The largest concentrations occur in the Texas cities such as San Antonio, Houston, El Paso, Dallas-Fort Worth, Amarillo, and Waco, although generally towards the outskirts of the built up areas.

## 61 Communal Living

<b>Population</b> 1874907	<b>Households</b> 343396	<b>% Growth 2000-15</b> 9.86%	<b>Group Quarters</b> 43.27%	<b>Avg Family Size</b> 3.64
<b>Median Age</b> 27.44	<b>Age &lt;18</b> 18.31%	<b>Age &gt;65</b> 6.29%	<b>Univ Degree</b> 11.96%	<b>% Military</b> 15.61%
<b>Black</b> 14.75%	<b>Asian</b> 1.61%	<b>Native American</b> 18.09%	<b>Hispanic</b> 13.68%	<b>Linguistic Isolation</b> 4.94%
<b>Median Hhld \$</b> \$36664	<b>Median Family \$</b> \$42700	<b>Per Capita Income</b> \$16467	<b>Hhld Inc &lt;40K</b> 53.56%	<b>Hhld Inc &gt;100K</b> 10.72%
<b>Population Density</b> 3/sq mile	<b>Ave Net Worth</b> \$301501	<b>Personal Crime</b> 126	<b>Property Crime</b> 99	<b>Hhld No Vehicle</b> 11.84%
<b>Unemployment</b> 6.93%	<b>Families w Children</b> 62.92%	<b>Lone Parent Fam</b> 28.48%	<b>Quality of Life</b> 76	

This segment is predominantly oriented towards group quarters population, with significant numbers of people living in military barracks and correctional institutions. The population is accordingly quite young, with few families with children.

These low income people tend to work in public sector jobs, the majority in military service. Unemployment is on the high side, much of that in the reservations set aside for Native Americans. Many of the larger reservations are included in this segment, and non-English households are commonplace.

Housing is mixed in both type and age, although there are a significant number of vacant dwellings.

Areas typical of Communal Living include the Four Corners region, the Dakotas, Oklahoma, and Montana, with such places as Camp Pendelton and Fort Irwin CA, Fort Hood TX, Farmington NM, and Fairbanks AK, all of which are home to one or more military installations.

## 62 Living Here in Allentown

<b>Population</b> 2479658	<b>Households</b> 841368	<b>% Growth 2000-15</b> 5.89%	<b>Group Quarters</b> 1.68%	<b>Avg Family Size</b> 3.48
<b>Median Age</b> 29.62	<b>Age &lt;18</b> 28.55%	<b>Age &gt;65</b> 8.95%	<b>Univ Degree</b> 14.03%	<b>% Military</b> 0.02%
<b>Black</b> 28.27%	<b>Asian</b> 4.22%	<b>Native American</b> 0.28%	<b>Hispanic</b> 50.4%	<b>Linguistic Isolation</b> 16.19%
<b>Median Hhld \$</b> \$27332	<b>Median Family \$</b> \$31312	<b>Per Capita Income</b> \$13494	<b>Hhld Inc &lt;40K</b> 64.68%	<b>Hhld Inc &gt;100K</b> 7.21%
<b>Population Density</b> 15421/sq mile	<b>Ave Net Worth</b> \$238125	<b>Personal Crime</b> 254	<b>Property Crime</b> 133	<b>Hhld No Vehicle</b> 39.82%
<b>Unemployment</b> 10.49%	<b>Families w Children</b> 63.77%	<b>Lone Parent Fam</b> 42.58%	<b>Quality of Life</b> 89	

Living in the high density urban areas of the northeast, these increasingly Hispanic neighborhoods with a significant Black minority have suffered greatly over the past few decades. Manufacturing jobs are increasingly scarce for these relatively poorly educated people, and incomes are low with high crime and high unemployment. A high percentage of households lack a vehicle, and many take public transit to whatever low paying jobs can be found.

Many are located in the inner cities of revitalizing major centers such as Boston and Baltimore, but have most often been left out of that resurgence. Typical of these are the towns of Allentown and Reading PA, Providence RI, Hartford CT, and Springfield MA.

## 63 Southern Small City Blues

<b>Population</b> 3527701	<b>Households</b> 1316778	<b>% Growth 2000-15</b> 8.1%	<b>Group Quarters</b> 1.96%	<b>Avg Family Size</b> 3.18
<b>Median Age</b> 27.85	<b>Age &lt;18</b> 31.34%	<b>Age &gt;65</b> 9.4%	<b>Univ Degree</b> 14.62%	<b>% Military</b> 0.23%
<b>Black</b> 66.91%	<b>Asian</b> 2.03%	<b>Native American</b> 0.31%	<b>Hispanic</b> 9.78%	<b>Linguistic Isolation</b> 3.18%
<b>Median Hhld \$</b> \$23608	<b>Median Family \$</b> \$27075	<b>Per Capita Income</b> \$12939	<b>Hhld Inc &lt;40K</b> 69.74%	<b>Hhld Inc &gt;100K</b> 5.37%
<b>Population Density</b> 1490/sq mile	<b>Ave Net Worth</b> \$200717	<b>Personal Crime</b> 268	<b>Property Crime</b> 184	<b>Hhld No Vehicle</b> 22.67%
<b>Unemployment</b> 11.1%	<b>Families w Children</b> 64.67%	<b>Lone Parent Fam</b> 49.09%	<b>Quality of Life</b> 81	

From the lower Mississippi Valley to the hills of Kentucky, these low income households rent older dwellings in generally high crime areas. Unemployment is high in these predominantly Black neighborhoods, with lone parent families dominating. Crime rates are high, and income security low.

Typical are such places as Gulfport MS, Jackson TN, Gastonia NC, and Salisbury MD.

## 64 Struggling Southerners

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
5310822	2053398	-6.81%	1.48%	3.12
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
36.73	24.58%	15.78%	14.01%	0.12%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
75.34%	0.6%	0.25%	5.48%	1.52%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$28603	\$35260	\$15304	64.19%	6.19%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
298/sq mile	\$218760	251	192	14.76%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
10.75%	52.7%	34.73%	73	

These neighborhoods, predominantly black and relatively poorly educated, are typical of many of the larger southern cities from Charlotte to Shreveport. Generally quite low income, coupled with high unemployment and high crime rates makes daily life a struggle. Housing is mixed tenure in modest older single family and townhouse neighborhoods.

This group can be found in almost all of the larger cities from North Carolina through Louisiana – Memphis TN, Birmingham, Huntsville, and Mobile AL, Jackson MS, Shreveport LA, and Columbus GA – as well as in the small towns of the lower Mississippi Valley from New Orleans to Memphis.



## 65 Forgotten Towns

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
3565583	1476521	2.29%	4.11%	3
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
32.56	24.11%	12.29%	13.56%	0.23%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
17.72%	2.11%	0.94%	14.6%	3.4%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$26239	\$33775	\$15397	67.69%	4.8%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
1576/sq mile	\$196604	174	178	18.08%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
8.89%	55.98%	32.3%	81	

These very low income neighborhoods are scattered throughout the eastern United States, but tend to be located in small towns to the west of the Appalachian Mountains – from upstate New York to central Texas. Places like Fort Smith AR, Lawton OK, Binghamton NY, and Shelbyville TN. For many, just names on the exit signs along the way.

These racially mixed neighborhoods live in old single family detached and small multi-unit complexes, paying relatively low rents. Home values are often under \$100,000. Children are numerous, many living in lone parent families. Education levels are lacking, and many have no vehicle. Unemployment, while not as high as other former industrial towns, remains a serious problem. Crime as well is problematic.

The internet is used for entertainment, in chat rooms and social media, and music tastes range from rock to rap. While high value is put on power, a surprisingly low value is put on working hard.

## 66 Post Industrial Trauma

<b>Population</b>	<b>Households</b>	<b>% Growth 2000-15</b>	<b>Group Quarters</b>	<b>Avg Family Size</b>
2902694	1115342	-13.29%	1.4%	3.22
<b>Median Age</b>	<b>Age &lt;18</b>	<b>Age &gt;65</b>	<b>Univ Degree</b>	<b>% Military</b>
33.17	26.68%	12.56%	12.49%	0.03%
<b>Black</b>	<b>Asian</b>	<b>Native American</b>	<b>Hispanic</b>	<b>Linguistic Isolation</b>
75.58%	0.92%	0.28%	5.63%	1.45%
<b>Median Hhld \$</b>	<b>Median Family \$</b>	<b>Per Capita Income</b>	<b>Hhld Inc &lt;40K</b>	<b>Hhld Inc &gt;100K</b>
\$24897	\$30179	\$13162	69.32%	4.72%
<b>Population Density</b>	<b>Ave Net Worth</b>	<b>Personal Crime</b>	<b>Property Crime</b>	<b>Hhld No Vehicle</b>
3572/sq mile	\$190538	387	225	24.11%
<b>Unemployment</b>	<b>Families w Children</b>	<b>Lone Parent Fam</b>	<b>Quality of Life</b>	
12.94%	57.6%	43.57%	82	

A half century ago, these were among the crown jewels of the American blue collar workers – vibrant economies driven by the Big Three out of Detroit. But no more. Cities like Detroit, Buffalo, Rochester, and Cleveland, automotive dependent towns like Pontiac, Flint, and Muskegon. Now suffering from high unemployment, no manufacturing jobs, high crime, and few prospects, and population has been declining now for several decades. One in five houses lie vacant. The housing that is occupied, while single family detached, is among the least expensive among metropolitan areas nationwide, and rents are very low.

What jobs are there tend to be government and low paying health care support jobs, and those are highly prized and relatively rare. Lacking vehicles and employment, these predominantly black households have very low incomes, poor levels of education, and are most likely single parent families.

## 67 Starting Out

<b>Population</b> 2696778	<b>Households</b> 1168945	<b>% Growth 2000-15</b> 20.32%	<b>Group Quarters</b> 5.28%	<b>Avg Family Size</b> 2.43
<b>Median Age</b> 23.32	<b>Age &lt;18</b> 9.83%	<b>Age &gt;65</b> 6.82%	<b>Univ Degree</b> 50.62%	<b>% Military</b> 0.13%
<b>Black</b> 9.87%	<b>Asian</b> 10.45%	<b>Native American</b> 0.4%	<b>Hispanic</b> 9.11%	<b>Linguistic Isolation</b> 3.95%
<b>Median Hhld \$</b> \$25332	<b>Median Family \$</b> \$51548	<b>Per Capita Income</b> \$18582	<b>Hhld Inc &lt;40K</b> 64.77%	<b>Hhld Inc &gt;100K</b> 10.07%
<b>Population Density</b> 1489/sq mile	<b>Ave Net Worth</b> \$301750	<b>Personal Crime</b> 123	<b>Property Crime</b> 150	<b>Hhld No Vehicle</b> 13.83%
<b>Unemployment</b> 5.37%	<b>Families w Children</b> 42.73%	<b>Lone Parent Fam</b> 19.14%	<b>Quality of Life</b> 93	

Located primarily adjacent to university and college campuses nationwide, this segment is one of the youngest, being primarily composed of singles and young married couples under the age of 35. While some are students living off-campus, many more are relatively recent graduates – some pursuing further study – who work in relatively low paying jobs in food services. There is a significant Asian minority, and many households are linguistically isolated.

Overall a well-educated group, they generally rent in multi-unit apartment and townhouse complexes. Typical examples include College Station TX, Gainesville FL, Madison WI, Athens GA, Ann Arbor MI, Davis CA, State College PA, and Auburn AL.

## 68 Rust Belt Poverty

<b>Population</b> 1865925	<b>Households</b> 979870	<b>% Growth 2000-15</b> -0.52%	<b>Group Quarters</b> 7.16%	<b>Avg Family Size</b> 2.73
<b>Median Age</b> 45.09	<b>Age &lt;18</b> 16.34%	<b>Age &gt;65</b> 25.27%	<b>Univ Degree</b> 18.53%	<b>% Military</b> 0.1%
<b>Black</b> 27.67%	<b>Asian</b> 2.33%	<b>Native American</b> 0.59%	<b>Hispanic</b> 10.18%	<b>Linguistic Isolation</b> 3.48%
<b>Median Hhld \$</b> \$21279	<b>Median Family \$</b> \$39996	<b>Per Capita Income</b> \$19112	<b>Hhld Inc &lt;40K</b> 71.22%	<b>Hhld Inc &gt;100K</b> 6.21%
<b>Population Density</b> 1507/sq mile	<b>Ave Net Worth</b> \$216836	<b>Personal Crime</b> 201	<b>Property Crime</b> 179	<b>Hhld No Vehicle</b> 33.05%
<b>Unemployment</b> 8.53%	<b>Families w Children</b> 49.97%	<b>Lone Parent Fam</b> 29.05%	<b>Quality of Life</b> 86	

Amongst the abandoned and decaying factories of the smaller industrial cities of the coal and steel producing areas of Pennsylvania, West Virginia, Ohio, upper Michigan and Minnesota are one of the very lowest income segments. While whites are a majority, there is a significant black minority, and non-family households – largely singles – are prevalent. Most are middle aged or older, staying in towns where the jobs have long departed. Rents are low, reflecting property values, and generally these are outside of the main centers.

Typical places include Bedford Heights OH, Wellsboro PA, Williamson WV, and East Syracuse NY.