



	Zip Code List	State	US
Predominant Consumer Lifestyles	9.7% Big Sky Families	7.2% Urban Elders	1.8% Big Sky Families
	9.5% Traditional Times	7.1% Bohemian Mix	2.8% Traditional Times
	8.1% Mayberry-ville	6.7% Money & Brains	2.5% Mayberry-ville
	6.0% Shotguns & Pickups	4.4% Low-Rise Living	1.6% Shotguns & Pickups
	5.8% Heartlanders	3.3% Cosmopolitans	2.0% Heartlanders
	4.6% Blue Highways	3.2% Big City Blues	1.5% Blue Highways
Current Year Population	225,600	19,289,506	298,021,266
5 Year Projected Population	225,171	19,523,457	312,383,955
Pop Growth Rate	-0.2%	1.2%	4.8%
Current Year Households	86,530	7,199,377	112,267,302
5 Year Projected HH	87,197	7,300,271	117,920,981
HH Growth Rate	0.8%	1.4%	5.0%
Business Population	103,807	10,546,152	163,413,176
Average HH Size	2.6	2.7	2.7
Homeowners	64.8%	48.9%	60.6%
POPULATION			
Median Age	39.6 years	37.6 years	36.9 years
Age: < 5 Years	5.4%	6.4%	6.7%
Age: 5 to 14 Years	12.6%	13.0%	13.7%
Age: 15 to 17 Years	4.9%	4.1%	4.3%
Age: 18 to 24 Years	10.1%	9.5%	10.0%
Age: 25 to 34 Years	11.5%	13.4%	13.3%
Age: 35 to 44 Years	14.2%	15.1%	14.6%
Age: 45 to 54 Years	15.4%	14.5%	14.4%
Age: 55 to 64 Years	11.3%	10.7%	10.4%
Age: 65+ Years	14.6%	13.2%	12.6%
EMPLOYMENT & EDUCATION			
Blue Collar	29.8%	19.3%	23.9%
White Collar	51.5%	63.6%	60.0%
Service & Farm	18.8%	17.1%	16.0%
4+ Years College	16.2%	24.6%	22.6%
<4 Years College	83.8%	75.4%	77.4%
INCOME			
Average HH Income	\$55,157	\$69,973	\$65,849
Average Family HH Income	\$64,000	\$80,438	\$75,958
Median HH Income	\$45,688	\$54,462	\$52,838
Per Capita Income	\$21,676	\$26,476	\$25,129
HH Income < \$35,000	38.4%	36.5%	35.6%
HH Income < \$50,000	55.7%	50.7%	51.3%
HH Income > \$50,000	44.3%	49.3%	48.7%
HH Income > \$75,000	22.7%	31.4%	29.2%
HH Income > \$100,000	11.1%	19.9%	17.5%
HH Income > \$150,000	2.9%	8.2%	6.4%
RACE & ETHNICITY			
White	93.2%	66.5%	73.3%
Black or African American	3.7%	15.7%	12.4%
Asian Pac. Isl.	0.6%	6.4%	4.3%
Hispanic or Latino	2.9%	16.2%	14.5%



Consumer Lifestyle Profile (Zip Code List)

Cluster Name	Big Sky Families	Traditional Times	Mayberry-ville
Income Class	Midscale	Midscale	Midscale
% of Total Households	9.7 %	9.5 %	8.1 %
Predominant Characteristics	Young rural families Scattered in placid towns across the heartland Blue- Collar jobs and busy middle-class lifestyles They buy virtually every piece of sporting equipment on the market	Older small-town couples nearing retirement Enjoying their first empty-nest years Middle-class Big travelers, mostly in recreational vehicles and campers	Middle-class couples and families An old-fashioned way of life Lucrative blue-collar jobs and moderately priced housing Likely to purchase boats, campers, motorcycles or pickup trucks.
Ethnic Diversity	White	White	White
Family Type	Families	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	25 to 44	55+	35 to 54
Education	Some College	Some College	High School
Employment	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming
Median Income	Midscale / \$48,620	Midscale / \$47,717	Midscale / \$71,266
Lifestyle Traits	Own a camper Visit Disneyland Read Hot Rod Listen to classic rock radio Drive a Chevy Silverado	Domestic travel by motor home Eat at Bob Evans Read Country Home Watch Hallmark Hall of Fame Drive a Buick Rendezvous	Eat at Cracker Barrel Own a satellite dish Read Field & Stream Watch NASCAR Winston Cup Drive a Ford F250 pickup

Cluster Name	Shotguns & Pickups	Heartlanders	Blue Highways
Income Class	Lower Middle	Lower Middle	Lower Middle
% of Total Households	6.0 %	5.8 %	4.6 %
Predominant Characteristics	Rural blue-collar workers & families Large families - more than half have two or more kids The leaders in blue-collar jobs Nearly a third of residents live in mobile homes	Middle-aged couples in small middle-class towns Small families and empty-nesting couples Hunting and fishing remain prime leisure activities Working-class jobs living in sturdy, unpretentious homes	Lower-middle-class couples and families Found near two-lane roads in remote areas Men like to hunt and fish, the women enjoy sewing and crafts Live in isolated towns and farmsteads
Ethnic Diversity	White	White	White
Family Type	Families	Singles / Couples	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit, Mobile Homes
Predominant Ages	25 to 44	45 to 64	35 to 54
Education	High School	High School	High School
Employment	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming
Median Income	Lower Middle / \$23,057	Lower Middle / \$43,087	Lower Middle / \$30,994
Lifestyle Traits	Go hunting with a gun Buy hard rock music Read Women's World Watch Daytona 500 Drive a GMC Sierra 2500	Do own car maintenance Own an outboard motor Read Country Living Watch NASCAR Winston Cup Drive a Dodge Dakota	Do crafts and needlework Go freshwater fishing Read Flower and Garden Listen to country music radio Drive a Chevy Silverado



Consumer Lifestyle Profile (State)

Cluster Name	Urban Elders	Bohemian Mix	Money & Brains
Income Class	Poor	Midscale	Upscale
% of Total Households	7.2 %	7.1 %	6.7 %
Predominant Characteristics	Singles living in older apartment rentals Mainly Hispanics and African-Americans Life is often an economic struggle Downtown neighborhoods of New York, Chicago, Las Vegas and Miami	A collection of young, mobile urbanites Multi-racial, educated A progressive mix of young singles and couples, students and professionals Nation's lowest index for children	Older married couples who have few children High incomes, advanced degrees, and sophisticated taste Fashionable homes on small lots
Ethnic Diversity	White, African-American, Asian, Hispanic	White, African-American, Asian, Hispanic	High Asian
Family Type	Singles	Singles / Couples	Couples
Key Housing Type	Renters Multi Unit	Renters Multi-Unit 2-9 and 10+	Owners Single Unit
Predominant Ages	55+	Under 55	45 to 64
Education	Elementary / Some High School	College Graduates	College Graduates
Employment	White-Collar, Service	Professional, White-Collar	Executive, Professional, White-Collar
Median Income	Poor / \$31,811	Midscale / \$54,229	Upscale / \$102,213
Lifestyle Traits	Shop at ACE Hardware Go to Horse Racing ABC World News TV Daytime TV Drive a Dodge Neon	Shop at Banana Republic Go jogging Read Vanity Fair Watch Friends in syndication Drive a Audi A4/S4	Shop at Nordstrom Support the arts Read Business Week Listen to all-news radio Drive a BMW 5 series
Cluster Name	Low-Rise Living	Cosmopolitans	Big City Blues
Income Class	Poor	Midscale	Downscale
% of Total Households	4.4 %	3.3 %	3.2 %
Predominant Characteristics	Inner-City, single parent families Single parents live in multi-unit rental complexes High unemployment and public assistance Home values are half of the national average	Urban couples in America's fast-growing cities Educated, midscale and multi-ethnic Enjoy leisure-intensive lifestyles Older home and apartment-owners, empty-nesters and college graduate.	Ethnically-mixed urban singles Population is 50 percent Latino Concentrated in a handful of major metro areas Older inner-city apartments
Ethnic Diversity	White, African-American, Asian, Hispanic	White, African-American, Asian, Hispanic	White, African-American, Asian, Hispanic
Family Type	Singles / Single-Parent Families	Singles / Couples	Singles / Single-Parent Families
Key Housing Type	Renters Multi Unit	Owners Single Unit	Renters, Owners Single Unit
Predominant Ages	45 & Under	55+	45 & Under
Education	Elementary / Some High School	Some College	Elementary / Some High School
Employment	Blue-Collar, Service	White-Collar	Blue-Collar, White-Collar, Service
Median Income	Poor / \$22,882	Midscale / \$49,233	Downscale / \$41,834
Lifestyle Traits	Buy gospel music Shop at Footlocker Read Ebony Magazine Watch Soul Train Drive a Mitsubishi Gallant	Go to the theatre Play the lottery Read Vanity Fair Magazine Watch People's Court Drive a Lincoln Town Car	Rent videos Eat at Sizzler Steakhouse Read Essence Magazine Watch All My Children Drive a Nissan Sentra