



	Zip Code List	State	US
Significant Consumer Lifestyles	9.7% Bedrock America	7.8% Bedrock America	1.8% Bedrock America
	7.9% Golden Ponds	3.8% Kid Country, USA	1.6% Golden Ponds
	7.7% Simple Pleasures	3.0% Old Milltowns	2.3% Simple Pleasures
	5.5% Old Milltowns	3.0% Golden Ponds	1.6% Old Milltowns
	3.9% Mobility Blues	2.7% Shotguns & Pickups	1.2% Mobility Blues
	4.3% Young & Rustic	3.1% Crossroads Villagers	2.0% Young & Rustic
Current Year Population	314,046	1,938,185	298,021,266
5 Year Projected Population	330,641	2,047,533	312,383,955
Pop Growth Rate	5.3%	5.6%	4.8%
Current Year Households	117,733	734,374	112,267,302
5 Year Projected HH	124,552	782,480	117,920,981
HH Growth Rate	5.8%	6.6%	5.0%
Business Population	131,235	993,350	163,413,176
Average HH Size	2.7	2.6	2.7
Homeowners	57.1%	61.4%	60.6%
POPULATION			
Median Age	35.3 years	35.9 years	36.3 years
Age: < 5 Years	7.0%	6.9%	6.7%
Age: 5 to 14 Years	14.1%	14.0%	13.7%
Age: 15 to 17 Years	4.7%	4.8%	4.3%
Age: 18 to 24 Years	11.0%	10.5%	10.0%
Age: 25 to 34 Years	12.8%	12.6%	13.3%
Age: 35 to 44 Years	12.3%	13.4%	14.6%
Age: 45 to 54 Years	13.0%	14.5%	14.4%
Age: 55 to 64 Years	10.5%	10.9%	10.4%
Age: 65+ Years	14.5%	12.3%	12.6%
EMPLOYMENT & EDUCATION			
Blue Collar	23.8%	22.0%	23.9%
White Collar	54.8%	59.6%	60.0%
Service & Farm	21.5%	18.4%	16.0%
4+ Years College	19.5%	22.0%	22.6%
<4 Years College	80.5%	78.0%	77.4%
INCOME			
Average HH Income	\$46,305	\$54,860	\$65,849
Average Family HH Income	\$52,089	\$62,060	\$75,958
Median HH Income	\$34,779	\$41,045	\$48,775
Per Capita Income	\$17,631	\$21,031	\$25,129
HH Income < \$35,000	50.3%	43.3%	35.6%
HH Income < \$50,000	67.1%	60.0%	51.3%
HH Income > \$50,000	32.9%	40.0%	48.7%
HH Income > \$75,000	16.2%	22.0%	29.2%
HH Income > \$100,000	8.4%	12.5%	17.5%
HH Income > \$150,000	2.4%	4.1%	6.4%
RACE & ETHNICITY			
White	70.7%	65.3%	73.3%
Black or African American	1.9%	2.0%	12.4%
Asian Pac. Isl.	0.9%	1.3%	4.3%
Hispanic or Latino	51.8%	43.6%	14.5%



Significant Consumer Lifestyle Profile (Zip Code List)

Cluster Name	Bedrock America	Golden Ponds	Simple Pleasures
Income Class	Lower Middle	Downscale	Middle
% of Total Households	9.7 %	7.9 %	7.7 %
Predominant Characteristics	Young, economically challenged families Small, isolated towns located throughout the nation's heartland Modest educations, sprawling families and blue-collar jobs A quarter live in mobile homes.	Retirement town seniors Live in scenic rustic towns Focused on sedentary activities Live in small apartments on under \$25,000 a year one in five resides in a nursing home	Lower-middle-class singles and couples No segment has more members of veterans clubs High school-educated seniors who held blue-collar jobs Modestly priced homes
Ethnic Diversity	White, African-American, Hispanic	White	White
Family Type	Families	Singles / Couples	Singles / Couples
Key Housing Type	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit, Renters 2-9 Units, Mobile Homes	Owners Single Unit
Predominant Ages	Under 45	65+	65+
Education	High School	High School	High School
Employment	Service, Blue-Collar, Farming	Blue-Collar, White-Collar, Farming, Service	Blue-Collar, White-Collar, Farming, Service
Median Income	Downscale / \$29,946	Downscale / \$31,029	Lower Middle / \$48,115
Lifestyle Traits	Go fresh-water fishing Buy kids' bicycles Read Baby magazines Watch Days of Our Lives Drive a Hyundai Sonata	Belong to a veterans club Buy greeting cards Use Yellow Pages Watch The Price is Right Drive a Kia Spectra	Belong to a veterans club Stay at Days Inn Watch Good Morning America Watch CBS Face the Nation Drive an Isuzu Rodeo

Cluster Name	Old Milltowns	MobilityBlues	Young & Rustic
Income Class	Downscale	Downscale	Downscale
% of Total Households	5.5 %	3.9 %	4.3 %
Predominant Characteristics	Population is older, mostly single with few children Older families, mine and mill towns Many families live below poverty level Own or rent single family homes	Young singles and single parents Racially mixed and under 25 years old Modest lifestyles due to their lower-income blue-collar jobs Working-class neighborhoods in America's satellite cities	Young, restless singles Lower income, high school-educated Service industry jobs and modest incomes Living in tiny apartments in the nation's exurban towns
Ethnic Diversity	White	White, African-American, Asian, Hispanic	White
Family Type	Singles / Couples	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit, Renters 2-9 Units, Mobile Homes	Renters Multi-Unit 2-9 and 10+	Owners Single Unit, Mobile Homes
Predominant Ages	65+	Under 55	Under 55
Education	High School	High School	High School
Employment	White-Collar, Service, Blue-Collar	Blue-Collar, White-Collar, Service	White-Collar, Service, Blue-Collar
Median Income	Downscale / \$30,235	Downscale / \$26,943	Downscale / \$42,881
Lifestyle Traits	Own a camper Eat at casual/buffet rest. Watch Inside Edition TV Watch The Price is Right Drive a Chrysler Concorde	Go to billiards clubs Buy hard rock music Watch Cops in syndication Watch WWF Drive a Chevy Cavalier	Play basketball Eat convenience store meals Read Motorcycle magazines Watch Days of Our Lives Drive a Ford Escort



Significant Consumer Lifestyle Profile (State)

Cluster Name	Bedrock America	Kid Country, USA	Old Milltowns
Income Class	Lower Middle	Lower Middle	Downscale
% of Total Households	7.8 %	3.8 %	3.0 %
Predominant Characteristics	Young, economically challenged families Small, isolated towns located throughout the nation's heartland Modest educations, sprawling families and blue-collar jobs A quarter live in mobile homes.	Large families living in small towns Mostly white, with an above-average concentration of Hispanics Young working-class households Includes homeowners, renters and military personnel living in base housing	Population is older, mostly single with few children Older families, mine and mill towns Many families live below poverty level Own or rent single family homes
Ethnic Diversity	White, African-American, Hispanic	White, Hispanic, African American	White
Family Type	Families	Families	Singles / Couples
Key Housing Type	Renters Multi -Unit 2-9 and 10+, Mobile Homes	Owners Single Unit, Mobile Homes	Owners Single Unit, Renters 2-9 Units, Mobile Homes
Predominant Ages	Under 45	25 to 44	65+
Education	High School	Some College	High School
Employment	Service, Blue-Collar, Farming	Blue-Collar, White-Collar, Farming, Service	White-Collar, Service, Blue-Collar
Median Income	Downscale / \$29,946	Lower Middle / \$30,541	Downscale / \$30,235
Lifestyle Traits	Go fresh-water fishing Buy kids' bicycles Read Baby magazines Watch Days of Our Lives Drive a Hyundai Sonata	Buy kids' books Buy baby and fashion dolls Read Bride's Magazine Watch Wonderful World Disney Drive a Pontiac Montana minivan	Own a camper Eat at casual/buffet rest. Watch Inside Edition TV Watch The Price is Right Drive a Chrysler Concorde

Cluster Name	Golden Ponds	Shotguns & Pickups	Crossroads Villagers
Income Class	Downscale	Lower Middle	Downscale
% of Total Households	3.0 %	2.7 %	3.1 %
Predominant Characteristics	Retirement town seniors Live in scenic rustic towns Focused on sedentary activities Live in small apartments on under \$25,000 a year one in five resides in a nursing home	Rural blue-collar workers & families Large families -more than half have two or more kids The leaders in blue-collar jobs Nearly a third of residents live in mobile homes	Middle-aged, blue-collar couples and families A classic rural lifestyle High school-educated, with lower -middle incomes One-quarter live in mobile homes
Ethnic Diversity	White	White	White
Family Type	Singles / Couples	Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit, Renters 2-9 Units, Mobile Homes	Owners Single Unit	Owners Single Unit, Renters 2-9 Units, Mobile Homes
Predominant Ages	65+	25 to 44	Under 45
Education	High School	High School	High School
Employment	Blue-Collar, White-Collar, Farming, Service	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming, Service
Median Income	Downscale / \$31,029	Lower Middle / \$23,057	Downscale / \$32,275
Lifestyle Traits	Belong to a veterans club Buy greeting cards Use Yellow Pages Watch The Price is Right Drive a Kia Spectra	Go hunting with a gun Buy hard rock music Read Women's World Watch Daytona 500 Drive a GMC Sierra 2500	Buy videos by mail and phone Own a handgun Read Hot Rod Magazine Watch Country Music TV Drive a Dodge Ram pickup