

01 One Percenters

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4047017	1449323	10.96%	1.1%	3.16
Median Age	Age <18	Age >65	Univ Degree	% Military
44.27	23.85%	18.95%	73.60%	0.14%
Black	Asian	Native American	Hispanic	Linguistic Isolation
3.95%	9.6%	0.17%	7.21%	1.99%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$174900	\$202041	\$100257	9.84%	71.59%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
854/sq mile	\$2562893	52	2.88%	86.26%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.0%	40.16 %	5.49 %	129	\$788671

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4945278	1738542	15.9%	0.74%	3.21
Median Age	Age <18	Age >65	Univ Degree	% Military
43.52	22.71%	18.48%	65.35%	0.21%
Black	Asian	Native American	Hispanic	Linguistic Isolation
4.31%	18.08%	0.25%	9.73%	3.29%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$151644	\$172371	\$75836	10.17%	68.71%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1131/sq mile	\$2304465	48	2.22%	83.42%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.08%	39.11%	6.24%	126	\$702434

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6679088	2273090	46.29%	0.35%	3.27
Median Age	Age <18	Age >65	Univ Degree	% Military
39.44	26.63%	12.9%	60.76 %	0.18%
Black	Asian	Native American	Hispanic	Linguistic Isolation
5.8%	8.89%	0.29%	7.37%	1.63%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$134507	\$148558	\$60160	9.9%	65.43%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
849/sq mile	\$1753769	43	1.35%	87.%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.12%	43.73%	6.92%	123	\$393861

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.

04 Sprawl Success

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
7231966	2344229	216.45%	0.4%	3.47
Median Age	Age <18	Age >65	Univ Degree	% Military
35.35	27.79%	11.17%	47.56%	0.42%
Black	Asian	Native American	Hispanic	Linguistic Isolation
8.98%	11.87%	0.47%	17.45%	3.15%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$110932	\$121671	\$45412	12.23%	55.95%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1063sq mile	\$1343646	66	1.79%	83.26%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.40%	45.50%	10.35%	117	\$351442

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

05 Transitioning Affluent Families

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5227681	1960922	10.41%	0.52%	3.05
Median Age	Age <18	Age >65	Univ Degree	% Military
44.03	21.41%	18.44%	52.70%	0.27%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.7%	6.2%	0.4%	8.25%	1.67%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$113144	\$128505	\$56018	12.82%	56.63%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
628/sq mile	\$1434202	46	1.55%	85.86%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.25%	34.13%	7.38%	120	\$356688

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.

06 Best of Both Worlds

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3595411	1302215	4.03%	0.9%	3.24
Median Age	Age <18	Age >65	Univ Degree	% Military
41.72	21.27%	18.27%	48.96%	0.11%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.61%	8.75%	0.25%	13.09%	3.19%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$114344	\$133018	\$54053	14.36%	56.86%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
2144/sq mile	\$1641792	48	2.54%	80.91%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.59%	36.01%	8.35%	124	\$447592

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3478201	1335695	36. %	0.63%	3.21
Median Age	Age <18	Age >65	Univ Degree	% Military
37.18	22.42%	13.4%	53.29%	0.51%
Black	Asian	Native American	Hispanic	Linguistic Isolation
13.52%	20.20 %	0.35%	12.91%	4.88%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$104916	\$122414	\$52465	14.73%	52.49%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
2343/sq mile	\$1321952	62	5.05%	47.57%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.33%	37.24%	12.62%	121	\$383912

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.

08 Living the Dream

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4259307	1762835	14.62%	0.9%	2.9
Median Age	Age <18	Age >65	Univ Degree	% Military
47.69	19.02%	23.53%	56.43%	0.17%
Black	Asian	Native American	Hispanic	Linguistic Isolation
4.17%	4.85%	0.35%	8.2%	1.63%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$106962	\$130623	\$68985	16.31%	52.96%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
276/sq mile	\$1518229	64	3.01%	78.66%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.23%	29.99%	7.28%	115	\$443813

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6125943	2246418	15.44%	0.97%	3.15
Median Age	Age <18	Age >65	Univ Degree	% Military
41.18	21.96%	16.66%	40.14%	0.26%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.44%	4.47%	0.35%	7.58%	1.63%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$100824	\$116015	\$46298	15.3%	50.44%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
408/sq mile	\$1219575	48	1.43%	83.14%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.54%	35.02%	9.29%	114	\$322501

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 Bo6 suburbs include Toms River and Ocean Acres NJ, Methuen and Attleboro MA, Chesapeake VA, and Orland Park IL.

10 Emerging Leaders

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4637913	1950638	9.29%	1.33%	3.08
Median Age	Age <18	Age >65	Univ Degree	% Military
39.93	19.03%	17.43%	56.71%	0.24%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.23%	13.35%	0.44%	16.13%	4.84%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$100328	\$130785	\$63076	19.47%	50.14%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1761/sq mile	\$1588599	86	6.77%	51.49%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.43%	32.76%	11.83%	120	\$711193

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6060265	1967854	15.36%	0.69%	3.55
Median Age	Age <18	Age >65	Univ Degree	% Military
38.94	21.31%	16.15%	38.13%	0.24%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.61%	30.39%	0.57%	25.74%	7.96%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$97421	\$110269	\$41497	17.46%	48.62%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
2177/sq mile	\$1341123	80	3.47%	75.51%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.64%	36.48%	12.15%	117	\$563420

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4280964	1690730	3.16%	0.54%	3.02
Median Age	Age <18	Age >65	Univ Degree	% Military
43.36	20.13%	20.69%	41.84%	0.21%
Black	Asian	Native American	Hispanic	Linguistic Isolation
7.82%	5.19%	0.46%	11.44%	2.34%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$86662	\$101501	\$44154	18.43%	41.77%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1279/sq mile	\$895686	63	1.77%	82.29%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.47%	30.48%	10.13%	116	\$255032

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
2735728	1131050	11.71%	1.1%	2.96
Median Age	Age <18	Age >65	Univ Degree	% Military
46.3	18.69%	23.44%	32.44 %	0.23%
Black	Asian	Native American	Hispanic	Linguistic Isolation
2.89%	2.92%	1.3%	17.34%	2.42%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$71296	\$88605	\$41060	26.73%	33.82 %
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
33/sq mile	\$905831	74	1.44%	76.88%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.25%	26.88%	11.18%	93	\$367989

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3367970	1620305	13.43%	1.07%	2.63
Median Age	Age <18	Age >65	Univ Degree	% Military
53.62	14.76%	31.26%	35.26%	0.14%
Black	Asian	Native American	Hispanic	Linguistic Isolation
3.06%	1.58%	0.77%	8.2%	1.6%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$63130	\$79989	\$43386	30.59%	28.9%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
12/sq mile	\$736655	116	3.75%	70.04%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.58%	20.2 %	9.08%	85	\$277943

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3228499	1598373	14.52%	3.36%	2.8
Median Age	Age <18	Age >65	Univ Degree	% Military
51.52	15.18%	32.94%	44.33 %	0.15%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.99%	5.41%	0.38%	9.55%	2.96%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$66337	\$97514	\$48475	30.99%	31.68 %
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
989/sq mile	\$805255	92	14.22%	45.64 %
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.56%	26.01%	11.02%	108	\$287764

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5041601	2216894	9.38%	1.2%	2.84
Median Age	Age <18	Age >65	Univ Degree	% Military
45.44	18.89%	24.07%	35.49%	0.17%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.52%	2.89%	0.56%	7.04%	1.4%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$66279	\$85223	\$40046	28.41%	29.91%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
241/sq mile	\$638602	85	1.96%	74.49%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.58%	26.82%	11.58%	100	\$198418

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
10265872	3701464	48.45%	0.41%	3.24
Median Age	Age <18	Age >65	Univ Degree	% Military
35.94	25.44%	12.72%	36.46 %	0.44%
Black	Asian	Native American	Hispanic	Linguistic Isolation
12.49%	5.08%	0.57%	12.60%	2.13%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$83072	\$94536	\$36215	18.26%	38.79%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
631/sq mile	\$735020	63	1.31%	83.76%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.5%	38.14%	13.07%	110	\$224823

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6751583	2585527	20.65%	0.53%	3.02
Median Age	Age <18	Age >65	Univ Degree	% Military
41.06	22.79%	17.01%	37.57%	0.18%
Black	Asian	Native American	Hispanic	Linguistic Isolation
4.21%	2.53%	0.5%	5.25%	0.9%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$87323	\$100596	\$42266	17.71%	42.10%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
181/sq mile	\$850723	49	0.99%	85.81%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.24%	34.07%	8.78%	110	\$229584

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5230160	2023027	19.65%	0.64%	3.02
Median Age	Age <18	Age >65	Univ Degree	% Military
42.07	21.72%	17.78%	30.21%	0.15%
Black	Asian	Native American	Hispanic	Linguistic Isolation
3.69%	1.75%	0.43%	4.59%	0.74%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$81105	\$94705	\$39619	20.15%	38.13%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
99/sq mile	\$783980	48	0.81%	84.8%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.56%	32.37%	9.35%	104	\$240516

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4977762	1982555	45.9%	0.77%	2.95
Median Age	Age <18	Age >65	Univ Degree	% Military
44.32	20.32%	21.51%	35.28%	0.38%
Black	Asian	Native American	Hispanic	Linguistic Isolation
5.13%	3.09 %	0.81%	10.4%	1.42%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$79297	\$93883	\$41103	21.41%	37.79%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
79/sq mile	\$869296	69	1.27%	81.44%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.87%	29.36%	9.61%	101	\$298822

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 CO, Oregon City OR, Lake Havasu AZ, and Hurricane UT.

21 New Suburban Style

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
7964410	2771930	325.91%	0.72%	3.36
Median Age	Age <18	Age >65	Univ Degree	% Military
34.31	25.99%	12.5%	40.29%	0.8%
Black	Asian	Native American	Hispanic	Linguistic Isolation
11.01%	8.11%	0.65%	22.38%	3.61%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$88362	\$100861	\$37461	17.65%	43.05%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
715/sq mile	\$948528	96	2.85%	77.6%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.62%	39.87%	13.35%	109	\$285757

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5742191	1923332	159.53%	0.55%	3.49
Median Age	Age <18	Age >65	Univ Degree	% Military
31.96	28.01%	9.96%	28.37%	0.86%
Black	Asian	Native American	Hispanic	Linguistic Isolation
19.34%	5.05%	0.77%	28.53%	4.56%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$70238	\$78623	\$27959	23.23%	29.47%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
667/sq mile	\$541816	99	1.52%	81.07%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.02%	39.83%	18.31%	104	\$190911

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 Heatland

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
9369762	3877013	2.86%	0.78%	2.9
Median Age	Age <18	Age >65	Univ Degree	% Military
43.2	20.68%	20.21%	21.99%	0.09%
Black	Asian	Native American	Hispanic	Linguistic Isolation
2.68%	1.01%	0.44%	3.73%	0.69%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$63103	\$75415	\$33002	28.87%	25.22%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
66/sq mile	\$497375	54	0.69%	81.95%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.0%	28.72%	11.15%	94	\$158371

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4418330	1534239	21.96%	1.2%	3.49
Median Age	Age <18	Age >65	Univ Degree	% Military
34.72	25.49%	14.62%	17.02%	0.18%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.76%	3.58%	1.41%	45.74%	8.92%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$51616	\$60123	\$23653	37.82%	19.44%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
37/sq mile	\$461883	95	1.94%	57.06%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.14%	33.79%	19.29%	91	\$171492

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
2453089	1288492	10.73%	2.49%	2.9
Median Age	Age <18	Age >65	Univ Degree	% Military
36.08	14.15%	15.22 %	68.72 %	0.12%
Black	Asian	Native American	Hispanic	Linguistic Isolation
11.78%	14.35%	0.33%	15.18%	6.98%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$96919	\$137706	\$86608	23.88%	48.74%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
14803/sq mile	\$1634401	128	37.56%	6.43%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.22%	27.54%	12.97%	117	\$883393

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3855520	1395798	4.46%	0.93%	3.44
Median Age	Age <18	Age >65	Univ Degree	% Military
36.79	21.4%	14.7%	31.43%	0.08%
Black	Asian	Native American	Hispanic	Linguistic Isolation
22.03%	14.3%	0.45%	25.15%	11.99%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$68320	\$82108	\$33862	29.21%	32.48%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
8545/sq mile	\$828724	82	6.38%	35.92 %
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.33%	30.84%	18.94%	109	\$387205

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4023231	2242175	60.86%	2.39 %	2.79
Median Age	Age <18	Age >65	Univ Degree	% Military
33.16	13.77%	11.37%	66.11 %	0.52%
Black	Asian	Native American	Hispanic	Linguistic Isolation
11.74%	16.50%	0.46%	17.21%	5.65 %
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$83209	\$118616	\$65745	23.67%	41.58%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
6505sq mile	\$1127053	217	40.41%	12.02%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.08%	24.62%	14.64%	117	\$533442

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3881741	1305686	10.57%	1.44%	3.65
Median Age	Age <18	Age >65	Univ Degree	% Military
34.8	22.78%	13.84%	29.34%	0.95%
Black	Asian	Native American	Hispanic	Linguistic Isolation
8.11%	30.96%	0.67%	30.25%	12.95%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$65388	\$76050	\$29654	30.11%	30.37%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
698/sq mile	\$819284	115	10.34%	39.79%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.22%	33.73%	20.12%	103	\$535627

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4279339	1572140	4.26%	1.29%	3.52
Median Age	Age <18	Age >65	Univ Degree	% Military
34.54	22.88%	13.34%	28.86%	0.04%
Black	Asian	Native American	Hispanic	Linguistic Isolation
28.19%	16.38%	0.76%	35.24%	20.51%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$49081	\$57240	\$26494	42.07%	21.80%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
13694/sq mile	\$600699	78	26.6%	6.25%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.79%	27.67%	26.42%	99	\$582555

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3506586	1326210	-5.88%	1.19%	3.41
Median Age	Age <18	Age >65	Univ Degree	% Military
35.80	23.22%	14.93%	21.97%	0.12%
Black	Asian	Native American	Hispanic	Linguistic Isolation
79.17%	2.24%	0.40%	8.73%	3.34%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$43823	\$53938	\$23576	46.41%	17.49%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
6247/sq mile	\$415907	176	6.74%	29.8%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
6.13%	17.08%	38.21%	94	\$182309

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5704598	1622732	5.32%	1.41%	4.13
Median Age	Age <18	Age >65	Univ Degree	% Military
31.39	26.54%	10.22%	15.09%	0.15%
Black	Asian	Native American	Hispanic	Linguistic Isolation
8.15%	4.69%	1.04%	78.62%	26.83%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$44689	\$48935	\$17192	44.87%	15.54%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1621/sq mile	\$418955	120	8.88%	32.09%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.26%	36.06%	27.20%	95	\$316409

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3183053	1604540	14.34%	4.17%	3.
Median Age	Age <18	Age >65	Univ Degree	% Military
40.18	16.08%	21.17%	40.93%	0.23%
Black	Asian	Native American	Hispanic	Linguistic Isolation
22.47%	12.54%	0.54%	21.66%	11.98%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$51301	\$73616	\$41049	41.23%	24.89%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
5945/sq mile	\$677087	151	47.12%	15.05%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.3%	24.29%	20.52%	103	\$345549

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
43339318	1857632	4.3%	0.93%	2.99
Median Age	Age <18	Age >65	Univ Degree	% Military
40.18	19.44%	17.70%	50.13%	0.16%
Black	Asian	Native American	Hispanic	Linguistic Isolation
7.75%	4.76%	0.42%	9.08%	2.02%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$86322	\$110375	\$49941	20.47%	42.47%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1278/sq mile	\$1040022	83	2.95%	71.63%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.37%	31.24%	12.32%	114	\$292827

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4879400	2072325	-0.4%	0.7%	3.03
Median Age	Age <18	Age >65	Univ Degree	% Military
37.64	21.25%	17.09%	30.01%	0.17%
Black	Asian	Native American	Hispanic	Linguistic Isolation
9.5%	3.01%	0.65%	10.23 %	1.98%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$62228	\$75538	\$33100	28.79%	23.93%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1444/sq mile	\$470194	99	1.62%	80.80%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.95%	28.93%	16.88 %	105	\$152707

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
7527057	2048197	14.63%	0.89%	4.18
Median Age	Age <18	Age >65	Univ Degree	% Military
32.4	26.67%	11.1 %	15.75 %	0.1%
Black	Asian	Native American	Hispanic	Linguistic Isolation
8.21%	5.94%	1.15%	70.01%	13.38%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$60760	\$66567	\$21544	31.17%	24.96 %
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1132/sq mile	\$601073	115	3.11%	71.04 %
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.57%	39.71 %	21.8%	98	\$328678

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3188522	1434014	-0.82%	1.24%	2.94
Median Age	Age <18	Age >65	Univ Degree	% Military
41.15	18.76%	20.05%	29.99%	0.14%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.79%	2.96%	0.45%	8.17%	2.32%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$59803	\$78271	\$35297	32.25%	24.81%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
659/sq mile	\$571401	90	3.22%	59.21%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.32%	26.32%	16.68%	99	\$177344

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6663886	2953756	-4.39%	1.03%	2.93
Median Age	Age <18	Age >65	Univ Degree	% Military
39.85	21.04%	19.85%	19.14%	0.1%
Black	Asian	Native American	Hispanic	Linguistic Isolation
4.76%	1.21%	0.6%	5.39%	1.07%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$48202	\$61574	\$27600	40.92%	15.48%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
204/sq mile	\$339545	92	1.57%	73.71 %
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.01%	25.93%	18.40%	88	\$104908

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4588012	1878073	-2.91%	1.16%	3.17
Median Age	Age <18	Age >65	Univ Degree	% Military
33.62	24.80%	14.35%	16.12%	0.17%
Black	Asian	Native American	Hispanic	Linguistic Isolation
13.15 %	1.89%	1.33%	13.29%	2.62%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$43217	\$52028	\$22169	46.11%	11.25%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
496/sq mile	\$265206	141	1.58%	75.27%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.56%	25.99%	26.53%	88	\$89518

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4017495	2057122	8.85%	2.79%	2.88
Median Age	Age <18	Age >65	Univ Degree	% Military
33.64	15.17%	13.64%	50.86%	0.38%
Black	Asian	Native American	Hispanic	Linguistic Isolation
12.11%	5.81%	0.79%	11.79%	2.99%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$57413	\$86785	\$42626	35.22%	26.38%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1633/sq mile	\$661058	184	10.14%	36.18%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.65%	24.61%	18.65%	102	\$265010

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4439896	1901076	13.12%	1.19%	3.15
Median Age	Age <18	Age >65	Univ Degree	% Military
34.94	20.45%	13.34%	40.43%	0.71%
Black	Asian	Native American	Hispanic	Linguistic Isolation
18.18%	12.25%	0.62%	21.02%	6.90%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$69670	\$85751	\$39581	26.67%	31.64%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
643/sq mile	\$757935	97	9.82%	27.65%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.90%	30.03%	20.49%	111	\$329736

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3881578	1634268	1.2%	0.73%	2.92
Median Age	Age <18	Age >65	Univ Degree	% Military
41.80	20.62%	21.18%	29.97%	0.26%
Black	Asian	Native American	Hispanic	Linguistic Isolation
9.77%	2.63%	0.61%	7.37%	1.6%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$65567	\$79382	\$34727	27.01%	26.63%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
719/sq mile	\$497523	92	1.33%	82%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.7%	28.35%	13.05%	103	\$158469

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6654204	2971902	77.76%	0.86%	3.04
Median Age	Age <18	Age >65	Univ Degree	% Military
33.94	21.33%	13.48%	41.36 %	0.46%
Black	Asian	Native American	Hispanic	Linguistic Isolation
16.36%	7.90%	0.62%	15.59%	3.8%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$64135	\$82284	\$37758	28.18%	27.48 %
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
655/sq mile	\$591701	140	7.48%	43.13%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.62%	29.99 %	20.12%	107	\$240668

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5704680	2053231	10.58%	0.5%	3.36
Median Age	Age <18	Age >65	Univ Degree	% Military
35.59	24.3%	14.07%	22.83%	0.32%
Black	Asian	Native American	Hispanic	Linguistic Isolation
26.43%	4.49%	0.77%	24.71%	5.12%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$59410	\$68003	\$26642	30.84%	21.89%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1538/sq mile	\$425445	117	1.85%	79.17%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.54%	30.46%	20.99%	100	\$165802

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5826455	2315466	12.35%	1.32%	3.22
Median Age	Age <18	Age >65	Univ Degree	% Military
35.75	22.56%	15.93%	26.10%	0.51%
Black	Asian	Native American	Hispanic	Linguistic Isolation
8.85%	5.37%	1.33%	22.74%	4.54%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$57330	\$70608	\$30069	34.01%	23.23%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
311/sq mile	\$556398	133	4.53%	59.12%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.97%	28.6%	21.39%	97	\$259924

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6497514	2847136	7.52%	1.07%	3.05
Median Age	Age <18	Age >65	Univ Degree	% Military
35.07	21.97%	15.41%	26.32%	0.3%
Black	Asian	Native American	Hispanic	Linguistic Isolation
13.37%	3.80%	0.77%	12.16%	3.09%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$51340	\$65503	\$28856	37.78%	18.08%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1048/sq mile	\$388403	132	4.09%	50.7%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.43%	26.4%	23.43%	98	\$161622

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4016993	1781546	10.82%	7.05%	2.94
Median Age	Age <18	Age >65	Univ Degree	% Military
42.22	19.07%	25.25%	25.86%	0.22%
Black	Asian	Native American	Hispanic	Linguistic Isolation
11.29%	2.7%	0.72%	9.26%	2.19%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$47341	\$66101	\$29040	42.43%	17.64%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
636/sq mile	\$383997	137	5.62%	55.57%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.26%	25.84 %	19.70%	91	\$157707

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6606488	2725238	9.86%	0.88%	3.04
Median Age	Age <18	Age >65	Univ Degree	% Military
38.62	22.45%	17.99%	17.13%	0.24%
Black	Asian	Native American	Hispanic	Linguistic Isolation
10.77%	1.68%	0.97%	10.36%	2.13%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$47384	\$58356	\$25089	41.93%	16.08%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
114/sq mile	\$348034	90	1.18%	58.72%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.85%	27.21%	19.19%	84	\$125692

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3463434	1249271	10.04%	1.48%	3.41
Median Age	Age <18	Age >65	Univ Degree	% Military
34.12	25.8%	14.81%	17.75%	0.15%
Black	Asian	Native American	Hispanic	Linguistic Isolation
7.46%	2.03%	1.26%	57.43%	8.91%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$49081	\$58562	\$23500	40.55%	18.04%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
55/sq mile	\$395492	126	2.31%	70.47 %
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.95%	32.07%	21.64%	92	\$129107

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3379038	1791589	20.74%	.99%	2.49
Median Age	Age <18	Age >65	Univ Degree	% Military
62.90	10.76%	48.06 %	30.19%	0.08%
Black	Asian	Native American	Hispanic	Linguistic Isolation
5.02%	2.62%	0.49%	10.37%	2.82%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$50733	\$68562	\$37726	38.9%	20.0%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
150/sq mile	\$485970	73	4.94%	54.3%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.26%	15.29%	7.75%	92	\$207163

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3547211	1501883	-3.85%	6.64%	2.89
Median Age	Age <18	Age >65	Univ Degree	% Military
43.42	20.83%	25.13%	18.25%	0.08%
Black	Asian	Native American	Hispanic	Linguistic Isolation
6.78%	0.99%	1.18%	6.11%	1.03%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$45490	\$60129	\$26834	44.21%	15.43%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
69/sq mile	\$328226	85	1.14%	75.74%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.82%	26.49%	16.84%	81	\$103209

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5816381	2261826	39.40%	0.76%	3.06
Median Age	Age <18	Age >65	Univ Degree	% Military
38.92	22.93%	16.99%	24.78%	0.39%
Black	Asian	Native American	Hispanic	Linguistic Isolation
8.44%	1.75%	0.78%	8.21%	1.31%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$65224	\$77393	\$31490	28.1%	27.48%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
93/sq mile	\$537057	74	0.69%	75.81%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.88%	31.96%	13.34%	93	\$195300

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4484423	1774486	1.27%	1.3%	3.01
Median Age	Age <18	Age >65	Univ Degree	% Military
40.37	23.66%	19.21%	20.39 %	0.19%
Black	Asian	Native American	Hispanic	Linguistic Isolation
2.23%	0.88%	0.74%	7.3%	1.48%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$60265	\$72054	\$31236	30.81%	23.81%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
7/sq mile	\$485177	55	0.49%	82.21%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
2.79%	31.62%	10.13%	89	\$156364

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6808924	2719275	14.86%	0.58%	3
Median Age	Age <18	Age >65	Univ Degree	% Military
39.83	22.63%	17.53%	18.18%	0.21%
Black	Asian	Native American	Hispanic	Linguistic Isolation
7.01%	0.94%	0.86%	5.72%	0.87%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$55167	\$66512	\$27765	35.2%	20.64%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
64/sq mile	\$390254	64	0.38%	73.98%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.09%	30.77%	13.57%	86	\$143950

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5475743	2411240	9.68%	1.38%	2.79
Median Age	Age <18	Age >65	Univ Degree	% Military
47.5	18.4%	24.62%	24.06%	0.12%
Black	Asian	Native American	Hispanic	Linguistic Isolation
3.4%	1.02%	0.92%	6.71%	1.11%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$56499	\$70081	\$32644	34.32%	22.61%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
11/sq mile	\$514953	77	0.69%	76.29%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.72%	24.66%	10.96%	81	\$180167

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
6517344	2730878	0.65%	1.01%	2.92
Median Age	Age <18	Age >65	Univ Degree	% Military
41.45	21.71%	19.79%	15.38%	0.07%
Black	Asian	Native American	Hispanic	Linguistic Isolation
5.08%	0.7%	1.01%	4.80%	0.76%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$47345	\$58883	\$25976	42.38%	16.7%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
25/sq mile	\$344226	62	0.55%	71.46%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.97%	28.61%	13.8%	80	\$112537

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
4355118	1494663	4.22%	18.74%	2.98
Median Age	Age <18	Age >65	Univ Degree	% Military
38.86	17.96%	16.66%	13.63%	0.12%
Black	Asian	Native American	Hispanic	Linguistic Isolation
36.61%	0.81%	0.62%	6.92%	1.09%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$43754	\$55053	\$22485	46.15%	14.79%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
34/sq mile	\$310477	82	0.5%	65.39%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.93%	25.39%	19.32%	73	\$103449

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3830499	722426	24.33%	59.34%	3
Median Age	Age <18	Age >65	Univ Degree	% Military
21.21	7.11%	8.56%	41.19%	0.45%
Black	Asian	Native American	Hispanic	Linguistic Isolation
15.53%	7.2%	0.5%	8.88%	3.69%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$47309	\$73558	\$17486	43.92%	22.78%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
509/sq mile	\$615308	121	11.6%	46.21%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
5.48%	26.51%	18.11%	94	\$205941

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 101 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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
7066268	3274417	21.75%	1.35%	3.09
Median Age	Age <18	Age >65	Univ Degree	% Military
29.69	21.88%	10.06%	31.59%	1.73%
Black	Asian	Native American	Hispanic	Linguistic Isolation
24.25%	7.24%	0.93%	22.33%	6.25%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$46130	\$55321	\$26791	42.35%	13.63%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1163/sq mile	\$331932	168	9.92%	24.15%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.25%	26.45%	29.45%	99	\$185181

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5656703	1916526	14.38%	1.08%	3.74
Median Age	Age <18	Age >65	Univ Degree	% Military
30.45	27.43%	9.85%	16.88%	0.14%
Black	Asian	Native American	Hispanic	Linguistic Isolation
17.16%	4.97%	1.28%	54.72%	16.30%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$41576	\$46775	\$18326	48.16%	12.74%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
2348/sq mile	\$331171	156	7.82%	39.68%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.49%	31.68%	30.23%	93	\$188119

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.

60 Bordertown Blues

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5164942	1545807	14.96%	1.03%	3.87
Median Age	Age <18	Age >65	Univ Degree	% Military
31.80	28.4%	12.65%	13.54%	0.11%
Black	Asian	Native American	Hispanic	Linguistic Isolation
4.18%	1.21%	0.8%	86.17%	21.53%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$41819	\$46863	\$16498	48.06%	13.51%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
238/sq mile	\$300553	123	2.53%	70.85%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.73%	37.66%	23.09%	91	\$110278

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
2229826	494000	9.57%	38.31%	3.51
Median Age	Age <18	Age >65	Univ Degree	% Military
28.87	17.8%	10.08%	16.86%	15.82%
Black	Asian	Native American	Hispanic	Linguistic Isolation
15.17%	2.59%	14.62%	14.46%	4.62%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$45369	\$54241	\$20682	44.6%	17.23%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
4/sq mile	\$433189	103	3%	61.75%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
4.29%	31.81%	25.78%	82	\$121624

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
2260267	786067	4.05%	1.75%	3.6
Median Age	Age <18	Age >65	Univ Degree	% Military
30.93	27.08%	10.38%	16.3%	0.04%
Black	Asian	Native American	Hispanic	Linguistic Isolation
32.14%	4.85%	1.02%	51.25%	17.57%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$34211	\$40175	\$17689	55.66%	11.44%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
13040/sq mile	\$345396	146	15.67%	14.2%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
6.24%	21.59%	41.16%	90	\$171491

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3832289	1478936	5.98%	1.86%	3.33
Median Age	Age <18	Age >65	Univ Degree	% Military
29.86	28.8%	11.42%	16.83%	0.28%
Black	Asian	Native American	Hispanic	Linguistic Isolation
62.79%	2.68%	0.49%	12.05%	4.32%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$30516	\$36708	\$17001	59.94%	8.89%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1282/sq mile	\$233689	220	6.21%	41.85%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
6.43%	16.78%	45.56%	82	\$128942

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
5900112	2339924	-7.96%	1.45%	3.23
Median Age	Age <18	Age >65	Univ Degree	% Military
37.58	23.53%	17.52%	16.68%	0.12%
Black	Asian	Native American	Hispanic	Linguistic Isolation
72.58%	1.05%	0.36%	6.78%	2.02%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$36186	\$45350	\$20098	53.95%	10.99%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
269/sq mile	\$257985	191	2.11%	73.12%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
5.7%	18.85%	32.80%	77	\$104025

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
3606509	1528472	-0.03%	3.94%	3.18
Median Age	Age <18	Age >65	Univ Degree	% Military
33.16	23.42%	14.17%	16.21%	0.34%
Black	Asian	Native American	Hispanic	Linguistic Isolation
17.96%	2.47%	1.32%	15.64%	3.7%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$35068	\$45126	\$20068	55.5%	9.03%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
570/sq mile	\$245371	183	4.12%	53.13%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
5.28%	23.97%	30.55%	83	\$97681

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
2597975	1031615	-20.46%	1.69%	3.34
Median Age	Age <18	Age >65	Univ Degree	% Military
33.87	25.71%	14.55%	13.76%	0.06%
Black	Asian	Native American	Hispanic	Linguistic Isolation
76.25%	1.14%	0.39%	6.14%	2.12%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$29451	\$37006	\$15969	61.86%	7.4%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
2192/sq mile	\$211379	247	4.1%	63.95%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
7.7%	13.91%	42.91%	81	\$78368

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
2958980	1341619	22.85%	5.42%	2.88
Median Age	Age <18	Age >65	Univ Degree	% Military
24.81	11.17%	9.14%	50.29%	0.18%
Black	Asian	Native American	Hispanic	Linguistic Isolation
11.23%	11.11%	0.61%	10.36%	4.38%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$34633	\$62531	\$23141	54.78%	14.28%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
1454/sq mile	\$386291	166	12.31%	25.48%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
3.42%	22.66%	19.28%	94	\$1

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

Population	Households	% Growth 2000-20	Group Quarters	Avg Family Size
1885227	992112	-1%	6.57%	3.02
Median Age	Age <18	Age >65	Univ Degree	% Military
43.57	16.89%	25.23%	21.28%	0.14%
Black	Asian	Native American	Hispanic	Linguistic Isolation
27.23%	3.11%	0.82%	12.4%	4.49%
Median Hhld \$	Median Family \$	Per Capita Income	Hhld Inc <40K	Hhld Inc >100K
\$27762	\$50827	\$24354	61.72%	9.97%
Population Density	Ave Net Worth	CrimeRisk	% Apts 50+ Units	% Single Fam Dwl
989/sq mile	\$272030	195	25.38%	32.85%
Unemployment	Families w Children	Lone Parent Fam	Quality of Life	Median House \$
5.17%	21.75%	27.91%	87	\$134929

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.