

	Predefined T.A.	State	US
<b>Predominant Consumer Lifestyles</b>	7.9 % Home Sweet Home	3.5 % Home Sweet Home	1.8 % Home Sweet Home
	6.9 % Kids & Cul-de-Sacs	2.5 % Winner's Circle	1.6 % Kids & Cul-de-Sacs
	5.1 % Pools & Patios	3.1 % Country Casuals	1.3 % Pools & Patios
	4.6 % Winner's Circle	3.2 % Fast-Track Families	1.1 % Winner's Circle
	4.8 % Suburban Sprawl	2.5 % Suburban Sprawl	1.3 % Suburban Sprawl
	4.5 % Young Influentials	3.7 % Mayberry-ville	1.5 % Young Influentials
<b>Current Year Population</b>	778,811	5,160,188	298,021,266
<b>Current Year Households</b>	297,351	2,003,498	112,267,302
<b>Business Population</b>	480,996	3,300,064	163,413,176
<b>Average HH Size</b>	2.62	2.58	2.65
<b>Homeowners</b>	72.01%	68.27%	60.56%
<b>POPULATION</b>			
<b>Median Age</b>	36.09	37.30	36.90
<b>Age: &lt; 5 Years</b>	6.53%	6.24%	6.73%
<b>Age: 5 to 14 Years</b>	14.07%	13.27%	13.66%
<b>Age: 15 to 17 Years</b>	4.60%	4.57%	4.33%
<b>Age: 18 to 24 Years</b>	10.17%	10.34%	10.01%
<b>Age: 25 to 34 Years</b>	13.35%	13.16%	13.31%
<b>Age: 35 to 44 Years</b>	15.71%	14.98%	14.60%
<b>Age: 45 to 54 Years</b>	15.16%	15%	14.35%
<b>Age: 55 to 64 Years</b>	10.23%	10.19%	10.41%
<b>Age: 65+ Years</b>	10.16%	12.25%	12.60%
<b>EMPLOYMENT &amp; EDUCATION</b>			
<b>Blue Collar</b>	20.15%	23.32%	23.94%
<b>White Collar</b>	67.43%	61.03%	60.03%
<b>Service &amp; Farm</b>	12.42%	15.65%	16.03%
<b>4+ Years College</b>	30.58%	25.58%	22.59%
<b>&lt;4 Years College</b>	69.42%	74.42%	77.41%
<b>INCOME</b>			
<b>Average HH Income</b>	79,027.44	71,654.71	66,706.04
<b>Median HH Income</b>	64,215.12	58,295	52,838
<b>Per Capita Income</b>	30,172.77	27,820.70	25,128.77
<b>HH Income &lt; \$35,000</b>	23.28%	29.19%	35.57%
<b>HH Income &lt; \$50,000</b>	37.75%	44.59%	51.28%
<b>HH Income &gt; \$50,000</b>	62.25%	55.41%	48.72%
<b>HH Income &gt; \$75,000</b>	40.26%	33.72%	29.23%
<b>HH Income &gt; \$100,000</b>	24.13%	19.60%	17.47%
<b>HH Income &gt; \$150,000</b>	8%	6.59%	6.44%
<b>RACE &amp; ETHNICITY</b>			
<b>White</b>	82.82%	87.54%	73.33%
<b>Black or African American</b>	5.97%	4.14%	12.40%
<b>Asians and Native Hawaiian and Other Pac. Isl.</b>	6.47%	3.50%	4.35%
<b>Hispanic or Latino</b>	3.36%	3.70%	14.51%

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

**Consumer Lifestyle Profile (Predefined T.A.)**

Cluster Name	Home Sweet Home	Kids & Cul-de-Sacs	Pools & Patios
Income Class	Upper Middle	Upper Middle	Upper Middle
% of Total Households	7.9 %	6.9 %	5.1 %
Predominant Characteristics	Married couples living in mid-sized homes with few children Scattered across the nation's suburbs Upscale incomes and small families Toys, TV sets and pets	Upscale suburban families Ranked first in married couples with children Large 4+ person families Family governs its lives and activities	Young suburban families to mature, empty-nesting couples Dual incomes White-collar managers and professionals  Most homes built in the 1960s
Ethnic Diversity	White, Asian	High Asian, Hispanic	Mostly White
Family Type	Singles / Couples / Families	Families	Singles / Couples / Families
Key Housing Type	Owners Single Family	Owners Single Unit	Owners Single Unit
Predominant Ages	25 to 44	25 to 54	45+
Education	High School / College	High School / College	College+
Employment	Professional, White-Collar	Professional, White-Collar	Professional, White Collar
Median Income	Upper Middle / \$63,337	Upper Middle / \$69,152	Upper Middle / \$66,885
Lifestyle Traits	Go to movies 4+ times/mo Eat at fast food burger Read Entertainment Weekly Watch ESPN Classic Drive a Chevy Blazer	Buy children's video games Go to Chuck E. Cheese Read Parenting Watch Nickelodeon Drive a Honda Odyssey	Own a timeshare Eat at Boston Market Read Consumer Digest Listen to jazz radio Drive a VW New Beetle

Cluster Name	Winner's Circle	Suburban Sprawl	Young Influentials
Income Class	Wealthy	Midscale	Midscale
% of Total Households	4.6 %	4.8 %	4.5 %
Predominant Characteristics	Upwardly mobile singles and couples Prolific Spenders Metropolitan sophisticates Live in new-money subdivisions	Young midscale suburban couples/singles Members of the Baby Boom generation Hold decent jobs, own older homes and condos Play trivia games and rent videos	Upwardly mobile singles and couples Balance work and leisure pursuits Acquisitive Most rent an eclectic mix of homes, condos, and apartments
Ethnic Diversity	Dominant White, High Asian	White	High Asian
Family Type	Married Couples w/Children	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Owners and Renters Single Unit	Renters Multi-Unit 2-9 and 10+
Predominant Ages	25 to 54	25 to 44	35 & Under
Education	College+	High School / College	High School / College
Employment	Professional	Blue-Collar, White-Collar, Service	Professional, White-collar
Median Income	Wealthy / \$99,952	Midscale / \$47,940	Midscale / \$46,078
Lifestyle Traits	Go downhill skiing Own a home theatre system Read Parents Magazine Watch The Cartoon Network Drive a Chrysler Town & Country	Order home-delivery meals Research Internet car purchase Read Jet Watch TVLand Drive a Nissan Xterra	Buy high-end computers Eat at Hooters Read Rolling Stone Watch That 70s Show Drive a Mazda Protege

**Consumer Lifestyle Profile ( State)**

Cluster Name	Home Sweet Home	Winner's Circle	Country Casuals
Income Class	Upper Middle	Wealthy	Upper Middle
% of Total Households	3.5 %	2.5 %	3.1 %
Predominant Characteristics	Married couples living in mid-sized homes with few children Scattered across the nation's suburbs Upscale incomes and small families Toys, TV sets and pets	Upwardly mobile singles and couples Prolific Spenders Metropolitan sophisticates Live in new-money subdivisions	A collection of middle-aged, upper-middle-class households Have started to empty-nest Most households boast two earners Have well-paying blue- or white collar jobs, or own small businesses
Ethnic Diversity	White, Asian	Dominant White, High Asian	Mostly White
Family Type	Singles / Couples / Families	Married Couples w/Children	Couples
Key Housing Type	Owners Single Family	Owners Single Unit	Owners Single Unit
Predominant Ages	25 to 44	25 to 54	35-64
Education	High School / College	College+	High School / College
Employment	Professional, White-Collar	Professional	Blue-Collar, White-Collar, Farming
Median Income	Upper Middle / \$63,337	Wealthy / \$99,952	Upper Middle / \$66,892
Lifestyle Traits	Go to movies 4+ times/mo Eat at fast food burger Read Entertainment Weekly Watch ESPN Classic Drive a Chevy Blazer	Go downhill skiing Own a home theatre system Read Parents Magazine Watch The Cartoon Network Drive a Chrysler Town & Country	Buy collectibles by mail/phone Belong to a civic club Read Hunting/fishing mags Watch Country Music TV Drive a Dodge Ram pickup

Cluster Name	Fast-Track Families	Suburban Sprawl	Mayberry-ville
Income Class	Upper Middle	Midscale	Midscale
% of Total Households	3.2 %	2.5 %	3.7 %
Predominant Characteristics	Middle-aged parents Disposable income and educated sensibility They buy the latest technology with impunity Numerous children and spacious homes	Young midscale suburban couples/singles Members of the Baby Boom generation Hold decent jobs, own older homes and condos Play trivia games and rent videos	Middle-class couples and families An old-fashioned way of life Lucrative blue-collar jobs and moderately priced housing Likely to purchase boats, campers, motorcycles or pickup trucks.
Ethnic Diversity	White	White	Mostly White
Family Type	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+	Owners and Renters Single Unit	Owners Single Unit
Predominant Ages	25 to 54	25 to 44	35 to 64
Education	High School / College	High School / College	High School
Employment	Professional, White-Collar	Blue-Collar, White-Collar, Service	Blue-Collar, Farming
Median Income	Upper Middle / \$70,910	Midscale / \$47,940	Midscale / \$50,350
Lifestyle Traits	Own a power boat Belong to book clubs Read Country Living Watch New Yankee Workshop Drive a GMC Yukon	Order home-delivery meals Research Internet car purchase Read Jet Watch TVLand Drive a Nissan Xterra	Eat at Cracker Barrel Own a satellite dish Read Field & Stream Watch NASCAR Winston Cup Drive a full-size Ford pickup