

	2006 Estimates		2011 Projections		2006-2011 Change	
Population	67,882		69,658		1,776	2.6%
In Households	67,454	99.4%	69,243	99.4%	1,789	2.7%
In Families	58,602	86.3%	60,324	86.6%	1,722	2.9%
In Non-families	8,853	13.0%	8,919	12.8%	66	0.7%
In Group Quarters	428	0.6%	415	0.6%		
Population By Race						
White	53,855	79.3%	54,436	78.1%	581	1.1%
Black	7,159	10.5%	7,577	10.9%	418	5.8%
American Indian	179	0.3%	123	0.2%	-56	-31.3%
Asian	396	0.6%	511	0.7%	115	29.0%
Pacific Islander	6	0.0%	1	0.0%	-5	-83.3%
Other/Multi-Racial	6,287	9.3%	7,010	10.1%	723	11.5%
Hispanic Population	11,956	17.6%	12,681	18.2%	725	6.1%
Households	25,133		25,818		685	2.7%
Average HH Size	2.7		2.7		0.0	0.0%
Family Households	17,460	69.5%	17,462	67.6%	2	0.0%
With Children	9,190	36.6%	9,123	35.3%	-67	-0.7%
Average Family Size	3.4		3.5		0.1	2.9%
Non-Family Households	7,673	30.5%	8,355	32.4%	682	8.9%
With Children	105	0.4%	72	0.3%	-33	-31.4%
Average Non-family Size	1.2		1.1		-0.1	-8.3%
Households By Count Of Persons						
1	6,092	24.2%	6,329	24.5%	237	3.9%
2	7,621	30.3%	7,906	30.6%	285	3.7%
3 - 4	8,332	33.2%	8,269	32.0%	-63	-0.8%
5+	3,088	12.3%	3,314	12.8%	226	7.3%
Households By Count Of Vehicles						
0	2,406	9.6%	2,496	9.7%	90	3.7%
1	7,179	28.6%	6,678	25.9%	-501	-7.0%
2	8,920	35.5%	8,166	31.6%	-754	-8.5%
3+	6,628	26.4%	8,477	32.8%	1,849	27.9%
Total Vehicles Available	47,458		51,589		4,131	8.7%
Average Vehicles/Household	1.9		2.0		0.1	5.3%
Total Housing Units	28,105		29,862		1,757	6.3%
Vacant	2,972	10.6%	4,045	13.5%	1,073	36.1%
Owned	17,777	63.3%	18,401	61.6%	624	3.5%
Rented	7,356	26.2%	7,417	24.8%	61	0.8%

	2006 Estimates		2011 Projections		2006-2011 Change	
Total Population	67,882		69,658		1,776	2.6%
< 5 Years	4,583	6.8%	4,643	6.7%	60	1.3%
5 - 9 Years	5,006	7.4%	4,645	6.7%	-361	-7.2%
10 - 14 Years	5,350	7.9%	4,973	7.1%	-377	-7.0%
15 - 19 Years	5,061	7.5%	5,160	7.4%	99	2.0%
20 - 24 Years	4,448	6.6%	4,532	6.5%	84	1.9%
25 - 34 Years	8,674	12.8%	9,465	13.6%	791	9.1%
35 - 44 Years	9,589	14.1%	8,617	12.4%	-972	-10.1%
45 - 54 Years	9,800	14.4%	9,886	14.2%	86	0.9%
55 - 64 Years	6,880	10.1%	8,165	11.7%	1,285	18.7%
65 - 74 Years	4,674	6.9%	5,671	8.1%	997	21.3%
75 - 84 Years	2,905	4.3%	2,910	4.2%	5	0.2%
85+ Years	915	1.3%	992	1.4%	77	8.4%
Median Age	35.9		37.0		1.1	3.1%
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Males	32,892	48.5%	33,873	48.6%	981	3.0%
< 5 Years	2,340	7.1%	2,401	7.1%	61	2.6%
5 - 9 Years	2,524	7.7%	2,392	7.1%	-132	-5.2%
10 - 14 Years	2,758	8.4%	2,570	7.6%	-188	-6.8%
15 - 19 Years	2,661	8.1%	2,692	7.9%	31	1.2%
20 - 24 Years	2,163	6.6%	2,223	6.6%	60	2.8%
25 - 34 Years	4,147	12.6%	4,553	13.4%	406	9.8%
35 - 44 Years	4,653	14.1%	4,176	12.3%	-477	-10.3%
45 - 54 Years	4,743	14.4%	4,764	14.1%	21	0.4%
55 - 64 Years	3,276	10.0%	3,925	11.6%	649	19.8%
65 - 74 Years	2,084	6.3%	2,576	7.6%	492	23.6%
75 - 84 Years	1,214	3.7%	1,236	3.6%	22	1.8%
85+ Years	329	1.0%	364	1.1%	35	10.6%
Male Median Age	34.5		35.6		1.1	3.2%
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Females	34,990	51.5%	35,785	51.4%	795	2.3%
< 5 Years	2,243	6.4%	2,241	6.3%	-2	-0.1%
5 - 9 Years	2,481	7.1%	2,254	6.3%	-227	-9.1%
10 - 14 Years	2,592	7.4%	2,402	6.7%	-190	-7.3%
15 - 19 Years	2,400	6.9%	2,468	6.9%	68	2.8%
20 - 24 Years	2,285	6.5%	2,309	6.5%	24	1.1%
25 - 34 Years	4,526	12.9%	4,912	13.7%	386	8.5%
35 - 44 Years	4,936	14.1%	4,441	12.4%	-495	-10.0%
45 - 54 Years	5,057	14.5%	5,122	14.3%	65	1.3%
55 - 64 Years	3,603	10.3%	4,240	11.8%	637	17.7%
65 - 74 Years	2,589	7.4%	3,094	8.6%	505	19.5%
75 - 84 Years	1,691	4.8%	1,673	4.7%	-18	-1.1%
85+ Years	586	1.7%	629	1.8%	43	7.3%
Female Median Age	37.2		38.3		1.1	3.0%

	2006 Estimates			2011 Projections		2006-2011 Change	
Per Capita Total Income	\$22,527			\$24,222		\$1,695	7.5%
Aggregate Total Income (\$M)	\$1,529.2			\$1,687.3		\$158.1	10.3%
Total Households	25,133			25,818		685	2.7%
< \$10,000	2,224	8.8%		2,150	8.3%	-74	-3.3%
\$10,000 - \$14,999	1,356	5.4%		1,217	4.7%	-139	-10.3%
\$15,000 - \$19,999	1,379	5.5%		1,275	4.9%	-104	-7.5%
\$20,000 - \$24,999	1,422	5.7%		1,406	5.4%	-16	-1.1%
\$25,000 - \$29,999	1,363	5.4%		1,386	5.4%	23	1.7%
\$30,000 - \$34,999	1,466	5.8%		1,447	5.6%	-19	-1.3%
\$35,000 - \$39,999	1,414	5.6%		1,051	4.1%	-363	-25.7%
\$40,000 - \$49,999	2,573	10.2%		2,564	9.9%	-9	-0.3%
\$50,000 - \$59,999	2,326	9.3%		2,352	9.1%	26	1.1%
\$60,000 - \$74,999	3,041	12.1%		2,890	11.2%	-151	-5.0%
\$75,000 - \$99,999	3,015	12.0%		3,533	13.7%	518	17.2%
\$100,000 - \$124,999	1,671	6.6%		1,872	7.3%	201	12.0%
\$125,000 - \$149,999	772	3.1%		1,149	4.5%	377	48.8%
\$150,000 - \$199,999	479	1.9%		757	2.9%	278	58.0%
\$200,000 - \$249,999	159	0.6%		226	0.9%	67	42.1%
\$250,000+	473	1.9%		543	2.1%	70	14.8%
Aggregate HH Income (\$M)	\$1,516.9			\$1,674.4		\$157.5	10.4%
Average HH Income	\$60,356			\$64,853		\$4,497	7.5%
Median HH Income	\$49,489			\$53,974		\$4,485	9.1%
Disposable Income							
< \$10,000	2,433	9.7%		2,333	9.0%	-100	-4.1%
\$10,000 - \$14,999	1,312	5.2%		1,184	4.6%	-128	-9.8%
\$15,000 - \$19,999	1,569	6.2%		1,477	5.7%	-92	-5.9%
\$20,000 - \$24,999	1,739	6.9%		1,724	6.7%	-15	-0.9%
\$25,000 - \$29,999	1,830	7.3%		1,823	7.1%	-7	-0.4%
\$30,000 - \$34,999	1,765	7.0%		1,409	5.5%	-356	-20.2%
\$35,000 - \$39,999	1,724	6.9%		1,644	6.4%	-80	-4.6%
\$40,000 - \$49,999	3,233	12.9%		3,339	12.9%	106	3.3%
\$50,000 - \$59,999	2,820	11.2%		2,676	10.4%	-144	-5.1%
\$60,000 - \$74,999	2,917	11.6%		3,378	13.1%	461	15.8%
\$75,000 - \$99,999	2,087	8.3%		2,459	9.5%	372	17.8%
\$100,000 - \$124,999	775	3.1%		1,156	4.5%	381	49.2%
\$125,000 - \$149,999	280	1.1%		444	1.7%	164	58.6%
\$150,000 - \$199,999	212	0.8%		289	1.1%	77	36.3%
\$200,000 - \$249,999	85	0.3%		109	0.4%	24	28.2%
\$250,000+	352	1.4%		372	1.4%	20	5.7%
Aggregate Disposable Income (\$M)	\$1,309.8			\$1,436.4		\$126.6	9.7%
Average Disposable Income	\$52,116			\$55,636		\$3,520	6.8%
Median Disposable Income	\$41,629			\$44,954		\$3,325	8.0%

	2006 Estimates		2011 Projections		2006-2011 Change	
Total Households	25,133		25,818		685	2.7%
Households By Race of Householder						
White	20,832	82.9%	21,151	81.9%	319	1.5%
Black	2,376	9.5%	2,546	9.9%	170	7.2%
American Indian	63	0.3%	41	0.2%	-22	-34.9%
Asian	105	0.4%	141	0.5%	36	34.3%
Pacific Islander	2	0.0%	0	0.0%	-2	#####
Other/Multi-Racial	1,755	7.0%	1,939	7.5%	184	10.5%
HHs, Hispanic Head of HH	3,586	14.3%	3,810	14.8%	224	6.2%
Households By Age of Householder						
<25 Years	1,088	4.3%	1,084	4.2%	-4	-0.4%
25 - 34 Years	3,978	15.8%	4,234	16.4%	256	6.4%
35 - 44 Years	5,025	20.0%	4,393	17.0%	-632	-12.6%
45 - 54 Years	5,443	21.7%	5,351	20.7%	-92	-1.7%
55 - 64 Years	3,994	15.9%	4,623	17.9%	629	15.7%
65 - 74 Years	2,995	11.9%	3,532	13.7%	537	17.9%
75 - 84 Years	2,016	8.0%	1,967	7.6%	-49	-2.4%
85+ Years	593	2.4%	633	2.5%	40	6.7%
Households By Count Of Persons						
1	6,082	24.2%	6,324	24.5%	242	4.0%
2	7,631	30.4%	7,906	30.6%	275	3.6%
3	4,462	17.8%	4,448	17.2%	-14	-0.3%
4	3,873	15.4%	3,825	14.8%	-48	-1.2%
5	1,934	7.7%	1,907	7.4%	-27	-1.4%
6	725	2.9%	707	2.7%	-18	-2.5%
7+	426	1.7%	700	2.7%	274	64.3%
Family Households	17,460	69.5%	17,462	67.6%	2	0.0%
Families By Structure						
Married Couples, Kids	4,415	25.3%	3,410	19.5%	-1,005	-22.8%
Male H of H, No Wife, Kids	1,211	6.9%	1,489	8.5%	278	23.0%
Female H of H, No Husb, Kids	3,582	20.5%	4,224	24.2%	642	17.9%
Married Couples, No Kids	6,441	36.9%	6,358	36.4%	-83	-1.3%
Male H of H, No Wife, No Kids	284	1.6%	190	1.1%	-94	-33.1%
Female H of H, No Husb, No Kids	1,525	8.7%	1,790	10.3%	265	17.4%
Non-Family Households	7,673	30.5%	8,355	32.4%	682	8.9%
Non-Families By Structure						
1 Person, Male	2,402	31.3%	2,345	28.1%	-57	-2.4%
1 Person, Female	3,697	48.2%	3,998	47.9%	301	8.1%
2+, Male H of H, Kids	102	1.3%	67	0.8%	-35	-34.3%
2+, Female H of H, Kids	1	0.0%	0	0.0%	-1	#####
2+, Male H of H, No Kids	392	5.1%	282	3.4%	-110	-28.1%
2+, Female H of H, No Kids	1,080	14.1%	1,663	19.9%	583	54.0%

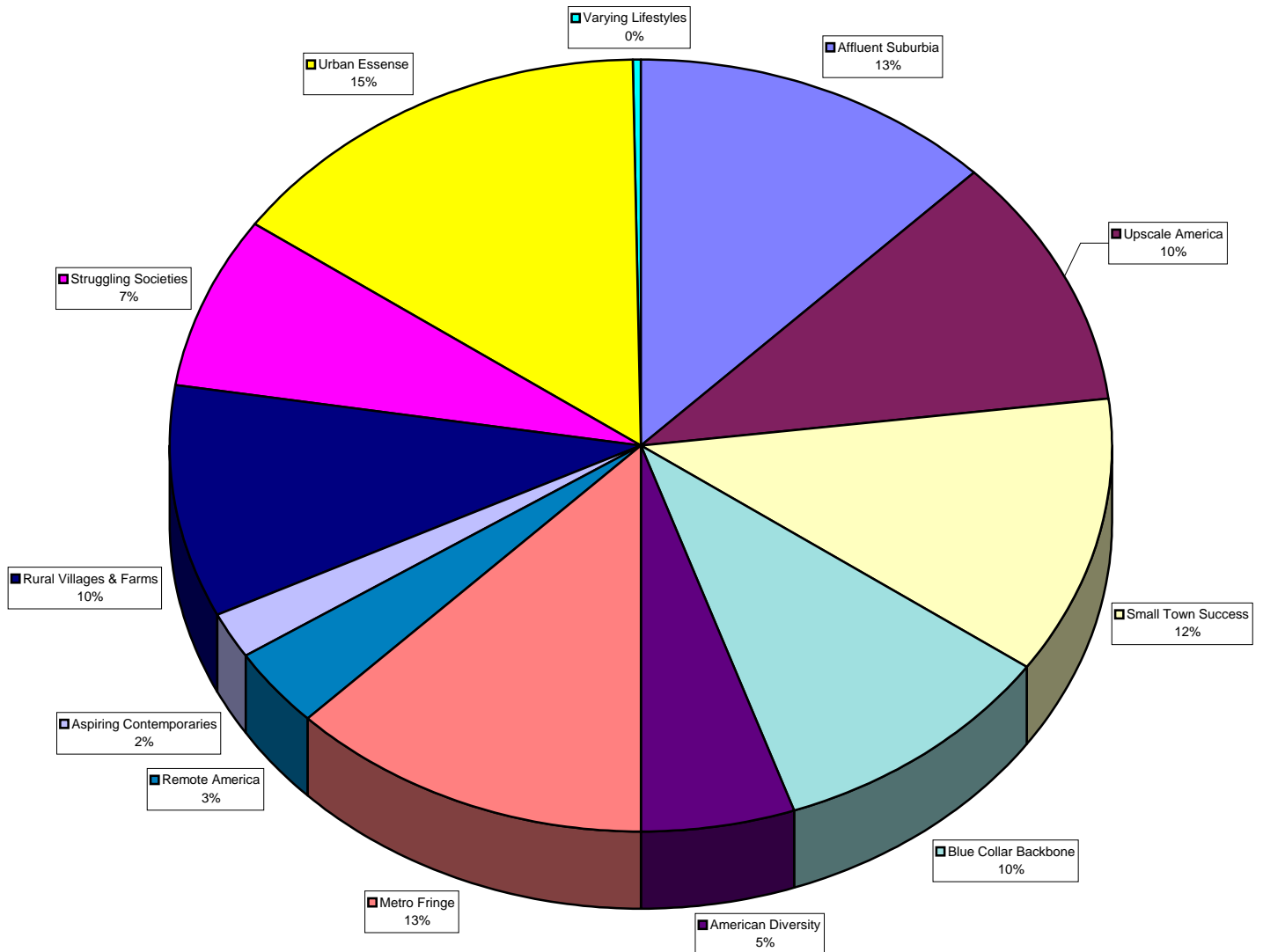
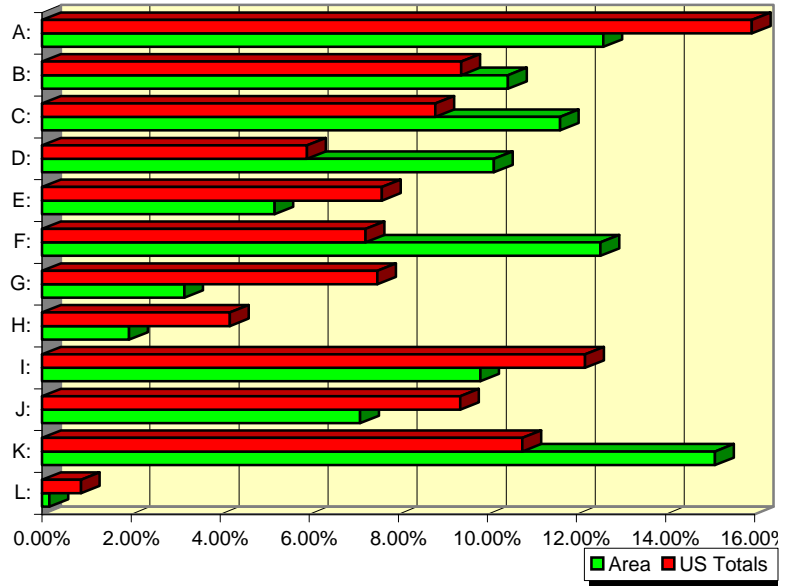
	2006 Estimates		2011 Projections		2006-2011 Change	
Family Households	17,460	69.5%	17,462	67.6%	2	0.0%
Family Income						
< \$10,000	1,088	6.2%	1,067	6.1%	-21	-1.9%
\$10,000 - \$14,999	570	3.3%	483	2.8%	-87	-15.3%
\$15,000 - \$19,999	619	3.5%	491	2.8%	-128	-20.7%
\$20,000 - \$24,999	755	4.3%	716	4.1%	-39	-5.2%
\$25,000 - \$29,999	805	4.6%	857	4.9%	52	6.5%
\$30,000 - \$34,999	995	5.7%	862	4.9%	-133	-13.4%
\$35,000 - \$39,999	1,016	5.8%	725	4.2%	-291	-28.6%
\$40,000 - \$49,999	1,804	10.3%	1,716	9.8%	-88	-4.9%
\$50,000 - \$59,999	1,747	10.0%	1,638	9.4%	-109	-6.2%
\$60,000 - \$74,999	2,448	14.0%	2,163	12.4%	-285	-11.6%
\$75,000 - \$99,999	2,501	14.3%	2,838	16.3%	337	13.5%
\$100,000 - \$124,999	1,436	8.2%	1,518	8.7%	82	5.7%
\$125,000 - \$149,999	683	3.9%	998	5.7%	315	46.1%
\$150,000 - \$199,999	442	2.5%	683	3.9%	241	54.5%
\$200,000 - \$249,999	146	0.8%	200	1.1%	54	37.0%
\$250,000+	402	2.3%	502	2.9%	100	24.9%
Aggregate Family Income (\$M)	\$1,197.4		\$1,303.4		\$106.0	8.9%
Average Family Income	\$68,578		\$74,638		\$6,060	8.8%
Median Family Income	\$57,282		\$62,945		\$5,663	9.9%
Non-Family Households	7,673	30.5%	8,355	32.4%	682	8.9%
Non-Family Income						
< \$10,000	1,161	15.1%	1,111	13.3%	-50	-4.3%
\$10,000 - \$14,999	784	10.2%	726	8.7%	-58	-7.4%
\$15,000 - \$19,999	755	9.8%	770	9.2%	15	2.0%
\$20,000 - \$24,999	673	8.8%	706	8.5%	33	4.9%
\$25,000 - \$29,999	558	7.3%	550	6.6%	-8	-1.4%
\$30,000 - \$34,999	470	6.1%	594	7.1%	124	26.4%
\$35,000 - \$39,999	412	5.4%	346	4.1%	-66	-16.0%
\$40,000 - \$49,999	746	9.7%	836	10.0%	90	12.1%
\$50,000 - \$59,999	591	7.7%	689	8.2%	98	16.6%
\$60,000 - \$74,999	611	8.0%	716	8.6%	105	17.2%
\$75,000 - \$99,999	500	6.5%	686	8.2%	186	37.2%
\$100,000 - \$124,999	227	3.0%	344	4.1%	117	51.5%
\$125,000 - \$149,999	80	1.0%	146	1.7%	66	82.5%
\$150,000 - \$199,999	40	0.5%	74	0.9%	34	85.0%
\$200,000 - \$249,999	8	0.1%	16	0.2%	8	100.0%
\$250,000+	54	0.7%	42	0.5%	-12	-22.2%
Aggregate Non-Fam Income (\$M)	\$319.7		\$371.0		\$51.3	16.0%
Average Non-Family Income	\$41,668		\$44,402		\$2,734	6.6%
Median Non-Family Income	\$30,287		\$33,965		\$3,678	12.1%

	2006 Estimates		2011 Projections		2006-2011 Change	
Total Households	25,133		25,818		685	2.7%
Owner-Occupied Households	17,776	70.7%	18,400	71.3%	624	3.5%
0 Vehicles	527	3.0%	383	2.1%	-144	-27.3%
1 Vehicle	3,898	21.9%	3,460	18.8%	-438	-11.2%
2 Vehicles	7,335	41.3%	6,747	36.7%	-588	-8.0%
3 Vehicles	4,422	24.9%	5,783	31.4%	1,361	30.8%
4 Vehicles	1,274	7.2%	1,675	9.1%	401	31.5%
5+ Vehicles	320	1.8%	352	1.9%	32	10.0%
Autos Available (Owner HHs)	38,699		42,914		4,215	10.9%
Average Autos (Owner HHs)	2.2		2.3		0.1	4.5%
Renter-Occupied Households	7,356	29.3%	7,418	28.7%	62	0.8%
0 Vehicles	1,887	25.7%	2,119	28.6%	232	12.3%
1 Vehicle	3,284	44.6%	3,220	43.4%	-64	-1.9%
2 Vehicles	1,589	21.6%	1,425	19.2%	-164	-10.3%
3 Vehicles	189	2.6%	102	1.4%	-87	-46.0%
4 Vehicles	357	4.9%	506	6.8%	149	41.7%
5+ Vehicles	51	0.7%	45	0.6%	-6	-11.8%
Autos Available (Renter HHs)	8,822		8,744		-78	-0.9%
Average Autos (Renter HHs)	1.2		1.2		0.0	0.0%
Males, 16+ Years	24,721		25,960		1,239	5.0%
In Armed Forces	17	0.1%	16	0.1%	-1	-5.9%
Employed	16,253	65.7%	17,002	65.5%	749	4.6%
Unemployed	1,361	5.5%	1,433	5.5%	72	5.3%
Not In Labor Force	7,091	28.7%	7,509	28.9%	418	5.9%
Females, 16+ Years	27,166		28,366		1,200	4.4%
In Armed Forces	16	0.1%	14	0.0%	-2	-12.5%
Employed	15,031	55.3%	15,687	55.3%	656	4.4%
Unemployed	900	3.3%	933	3.3%	33	3.7%
Not In Labor Force	11,219	41.3%	11,732	41.4%	513	4.6%
Population, 25+ Years	43,435		45,706		2,271	5.2%
No HS Diploma	4,436	10.2%	2,634	5.8%	-1,802	-40.6%
HS Graduate	18,081	41.6%	20,278	44.4%	2,197	12.2%
College, No Degree	8,863	20.4%	8,664	19.0%	-199	-2.2%
Associate Degree	3,369	7.8%	3,857	8.4%	488	14.5%
College Degree	5,612	12.9%	6,384	14.0%	772	13.8%
Graduate/Professional Degree	3,075	7.1%	3,889	8.5%	814	26.5%

MOSAIC Households	25,133	
Group A: Affluent Suburbia	3,168	12.60%
A01: America's Wealthiest	221	7.0%
A02: Dream Weavers	230	7.3%
A03: White Collar Suburbia	447	14.1%
A04: Upscale Suburbanites	236	7.4%
A05: Enterprising Couples	970	30.6%
A06: Small Town Success	339	10.7%
A07: New Suburbia Families	725	22.9%
Group B: Upscale America	2,629	10.46%
B01: Status Conscious Consumers	24	0.9%
B02: Affluent Urban Professionals	8	0.3%
B03: Urban Commuter Families	1,019	38.8%
B04: Solid Suburban Life	351	13.4%
B05: 2nd Generation Success	165	6.3%
B06: Successful Urban Sprawl	1,062	40.4%
Group C: Small Town Success	2,923	11.63%
C01: 2nd City Homebodies	96	3.3%
C02: Prime Middle America	486	16.6%
C03: Urban Optimists	471	16.1%
C04: Family Convenience	1,333	45.6%
C05: Mid-Market Enterprise	536	18.3%
Group D: Blue Collar Backbone	2,550	10.15%
D01: Nuevo Hispanic Families	40	1.6%
D02: Working Rural Suburbia	263	10.3%
D03: Lower Income Essentials	355	13.9%
D04: Small Town Endeavors	1,892	74.2%
Group E: American Diversity	1,312	5.22%
E01: Ethnic Urban Mix	117	8.9%
E02: Urban Blues	411	31.3%
E03: Professional Urbanites	5	0.4%
E04: Urban Advancement	683	52.1%
E05: American Great Outdoors	97	7.4%
E06: Mature America	1	0.1%
Group F: Metro Fringe	3,151	12.54%
F01: Steadfast Conservative	1,716	54.5%
F02: Moderate Conventionalists	222	7.0%
F03: Southern Blues	806	25.6%
F04: Urban Grit	172	5.5%
F05: Grass-Roots Living	235	7.5%

MOSAIC Population	67,882	
Group G: Remote America	802	3.19%
G01: Hardy Rural Families	403	50.2%
G02: Rural Southern Living	242	30.2%
G03: Coal & Crops	157	19.6%
G04: Native Americana	0	0.0%
Group H: Aspiring Contemporaries	491	1.95%
H01: Young Cosmopolitans	0	0.0%
H02: Minority Metro Communities	212	43.2%
H03: Stable Career	158	32.2%
H04: Aspiring Hispania	121	24.6%
Group I: Rural Villages & Farms	2,473	9.84%
I01: Industrious Country Living	601	24.3%
I02: America's Farmlands	681	27.5%
I03: Comfy Country Living	588	23.8%
I04: Small Town Connections	0	0.0%
I05: Hinterland Families	603	24.4%
Group J: Struggling Societies	1,795	7.14%
J01: Rugged Southern Style	359	20.0%
J02: Latino Nuevo	27	1.5%
J03: Struggling City Centers	1	0.1%
J04: College Town Communities	386	21.5%
J05: New Beginnings	1,023	57.0%
Group K: Urban Essence	3,798	15.11%
K01: Unattached Multicultures	1,317	34.7%
K02: Academic Necessities	524	13.8%
K03: African American Neighborhoods	2	0.1%
K04: Urban Diversity	140	3.7%
K05: New Generation Activists	1,189	31.3%
K06: Getting By	626	16.5%
Group L: Varying Lifestyles	41	0.16%
L01: Military Family Life	18	43.9%
L02: Major University Towns	0	0.0%
L03: Gray Perspectives	23	56.1%

MOSAIC Households		
A: Affluent Suburbia	3,168	12.60%
B: Upscale America	2,629	10.46%
C: Small Town Success	2,923	11.63%
D: Blue Collar Backbone	2,550	10.15%
E: American Diversity	1,312	5.22%
F: Metro Fringe	3,151	12.54%
G: Remote America	802	3.19%
H: Aspiring Contemporaries	491	1.95%
I: Rural Villages & Farms	2,473	9.84%
J: Struggling Societies	1,795	7.14%
K: Urban Essense	3,798	15.11%
L: Varying Lifestyles	41	0.16%



U.S. MOSAIC Cluster Descriptions 2004

Cluster C04 Family Convenience

1,650,164 Households Representing 1.46% of U.S. Households

Located throughout the Great Lakes region, plus a bit in Texas and Maryland, this cluster includes a 15% military population. Only a third of these households are located in urban core centers. The majority lives in rural areas.

Predominantly family households, children are present in half. Two thirds are homeowners with median home values close to \$115,000. Median income is just over \$50,000. Forty-percent claim interest or dividend income, while nearly 20% collect Social Security.

Domestic pick-ups, mini-vans, SUVs and sedans are their preferred vehicles, taking them to jobs in manufacturing, sales, retail, health, education, construction and various service industries.

At home they opt for frozen and prepared meals and lots of snacks when watching country, auto racing, football and home and garden programming on their dish networks. Slightly above average PC owners, they don't get online much. Avid catalog shoppers, they buy low priced goods, including gifts and stationary, games, books, T-shirts and home décor. For recreation, they enjoy snowmobiling, hunting and fishing. They travel domestically for sightseeing purposes, with some taking to the road in their motor homes.

U.S. MOSAIC 2004 Segment Profile

C04

Base	U.S.	TYPE	% of U.S.	Base	U.S.	TYPE	% of U.S.
1990 Population	248,710,012	3,810,258	1.53%	1990 Households	91,947,641	1,245,755	1.35%
2000 Population	281,421,906	4,334,494	1.54%	2000 Households	105,480,101	1,505,879	1.43%
2004 Population	293,686,994	4,614,084	1.57%	2004 Households	112,708,665	1,650,164	1.46%
2009 Population	308,074,238	4,939,285	1.60%	2009 Households	121,218,050	1,820,184	1.50%

	U.S. % Composition	TYPE	Index		U.S. % Composition	TYPE	Index
Age				Income			
<18 Years	24.90%	26.56%	107	< \$25,000	26.62%	14.73%	55
18-34 Years	75.10%	73.44%	98	\$25,000-\$49,999	27.67%	26.60%	96
35-49 Years	22.51%	24.95%	111	\$50,000-\$74,999	19.39%	25.87%	133
50-64 Years	16.65%	17.87%	107	\$75,000-\$99,999	11.52%	16.85%	146
65-74 Years	6.43%	5.51%	86	\$100,000-\$149,999	9.54%	11.91%	125
75+ Years	6.13%	4.00%	65	\$150,000-\$199,999	2.27%	2.06%	91
Median Age	35.17	35.46	101	\$200,000 or more	3.00%	1.97%	66
				Median Household	\$ 45,683	\$ 57,697	126
Race/Ethnicity				Average Household	\$ 60,586	\$ 65,704	108
White, Non-Hispanic	66.07%	90.91%	138	Median Disposable	\$ 39,327	\$ 48,073	122
Black, Non-Hispanic	10.29%	3.17%	31	Per Capita	\$ 23,504	\$ 23,645	101
Asian, Non-Hispanic	2.72%	0.68%	25				
Hawaiian, Non-Hispanic	0.11%	0.06%	52	Housing			
Native American	0.74%	0.31%	42	Median Value	\$ 111,832	\$133,043	119
Hispanic	14.27%	2.68%	19	Median Monthly Rent	\$ 517	\$487	94
				Single Detached	60.28%	82.54%	137
Marital Status				Apt 3-9 Units	9.05%	3.69%	41
Never Married	26.95%	20.58%	76	Apt 50+ Units	5.29%	0.33%	6
Now Married	50.90%	65.26%	128	Mobile Homes	7.57%	5.27%	70
Other	22.15%	14.16%	64	Median Age (Years)	29	26	90
Education				Employment, Industry, Occupation			
Less than grade 9	7.57%	3.83%	51	Armed Forces	0.54%	3.23%	601
Some high school	12.05%	8.84%	73	Unemployment Rate	5.71%	3.32%	58
High School	28.56%	37.55%	131	Mining/Agriculture	1.77%	2.30%	130
Some college	27.42%	30.77%	112	Mfg & Construction	19.82%	27.33%	138
College graduate	24.41%	19.01%	78	Retail/Wholesale Trade	14.54%	13.80%	95
				Transport & Utilities	4.93%	5.13%	104
Household Structure				Information Services	2.92%	1.82%	62
Family Households	67.20%	79.58%	118	Financial	4.74%	3.93%	83
Married Couple Families	51.01%	69.56%	136	Real Estate	1.79%	1.16%	65
Married Couple/w Children	24.54%	34.81%	142	Professional Services	5.55%	3.66%	66
Lone Parent w Children	10.68%	6.54%	61	Educational Services	8.31%	7.30%	88
Males living alone	10.26%	7.72%	75	Health Services	10.57%	9.74%	92
Females living alone	13.44%	7.56%	56	Arts and Ent Services	1.69%	1.16%	69
				Food Services	5.78%	4.20%	73
Household Size				Public Administration	4.54%	4.08%	90
1 Person	23.70%	15.28%	64	Managerial and Executive	8.13%	7.15%	88
2 Person	33.58%	34.95%	104				
3-4 Person	31.58%	37.55%	119	Workers in Family			
5+ Persons	11.13%	12.22%	110	None	11.73%	9.00%	77
Average Size	2.54	2.76	109	1	21.38%	20.48%	96
				2	45.00%	52.15%	116
Travel To Work				3+	11.92%	14.82%	124
Work at home	3.26%	3.87%	119				
Drive Alone	75.70%	84.25%	111	Population Density	82.77	97.37	118
Carpool	12.19%	9.39%	77				
Median Commute (Mins)	20.6	21.4	104				
Group Quarters Population	2.69%	1.17%	43				

Source: Applied Geographic Solutions; Experian

U.S. MOSAIC Cluster Descriptions 2004

Cluster D04 Small-town Endeavors

2,440,061 Households Representing 2.16% of U.S. Households

Located in small pockets of Pennsylvania, Virginia and a few western states, the majority of this group calls the Midwest home. Two-thirds live in mid-density urban core areas with the balance populating small town suburbia. The ethnic mix includes 10% black and 10% Hispanic segments. They skew a bit younger with a median age of 32. Eleven per cent are unemployed. Fifteen percent are retired. Just 40% of the group is married. Half of the group is homeowners and just 17% are married couples with children at home. Single parent households exceed the norm at 13%. Single person households account for 36%.

Median household income is only \$28,000 with a third of the group earning between \$25,000 and \$40,000 while over 45% earn less than \$25,000. Median rent is a low \$280 and median home value runs just shy of \$70,000.

These folks pursue jobs in manufacturing and construction, retail and wholesale trades, health services, education and food service. Twenty-two per cent are work blue collar workers. They drive basic Dodge, GMC and Ford trucks as well as old mid-size and compact domestic vehicles.

About twenty-five percent collect Social Security and receive interest and dividend income.

U.S. MOSAIC 2004 Segment Profile

D04

Base	U.S.	TYPE	% of U.S.	Base	U.S.	TYPE	% of U.S.
1990 Population	248,710,012	5,922,245	2.38%	1990 Households	91,947,641	2,371,419	2.58%
2000 Population	281,421,906	5,958,702	2.12%	2000 Households	105,480,101	2,399,264	2.27%
2004 Population	293,686,994	5,896,349	2.01%	2004 Households	112,708,665	2,440,061	2.16%
2009 Population	308,074,238	5,843,974	1.90%	2009 Households	121,218,050	2,493,871	2.06%

	U.S. % Composition	TYPE	Index		U.S. % Composition	TYPE	Index
Age				Income			
<18 Years	24.90%	24.09%	97	< \$25,000	26.62%	42.67%	160
18-34 Years	75.10%	75.91%	101	\$25,000-\$49,999	27.67%	32.69%	118
35-49 Years	22.51%	19.37%	86	\$50,000-\$74,999	19.39%	14.91%	77
50-64 Years	16.65%	14.11%	85	\$75,000-\$99,999	11.52%	5.56%	48
65-74 Years	6.43%	6.39%	99	\$100,000-\$149,999	9.54%	2.91%	30
75+ Years	6.13%	7.90%	129	\$150,000-\$199,999	2.27%	0.36%	16
Median Age	35.17	32.37	92	\$200,000 or more	3.00%	0.91%	30
Race/Ethnicity				Housing			
White, Non-Hispanic	66.07%	71.13%	108	Median Household	\$ 45,683	\$ 29,519	65
Black, Non-Hispanic	10.29%	10.27%	100	Average Household	\$ 60,586	\$ 38,204	63
Asian, Non-Hispanic	2.72%	1.39%	51	Median Disposable	\$ 39,327	\$ 26,579	68
Hawaiian, Non-Hispanic	0.11%	0.08%	73	Per Capita	\$ 23,504	\$ 16,271	69
Native American	0.74%	0.85%	115	Employment, Industry, Occupation			
Hispanic	14.27%	9.96%	70	Armed Forces	0.54%	0.22%	41
Marital Status				Unemployment Rate	5.71%	9.67%	169
Never Married	26.95%	31.26%	116	Mining/Agriculture	1.77%	1.07%	60
Now Married	50.90%	38.76%	76	Mfg & Construction	19.82%	23.52%	119
Other	22.15%	29.99%	135	Retail/Wholesale Trade	14.54%	16.25%	112
Education				Transport & Utilities	4.93%	4.72%	96
Less than grade 9	7.57%	9.42%	125	Information Services	2.92%	2.48%	85
Some high school	12.05%	17.17%	143	Financial	4.74%	3.26%	69
High School	28.56%	34.27%	120	Real Estate	1.79%	1.56%	87
Some college	27.42%	25.31%	92	Professional Services	5.55%	3.33%	60
College graduate	24.41%	13.82%	57	Educational Services	8.31%	8.27%	100
Household Structure				Health Services	10.57%	11.79%	112
Family Households	67.20%	56.01%	83	Arts and Ent Services	1.69%	1.75%	104
Married Couple Families	51.01%	36.12%	71	Food Services	5.78%	9.07%	157
Married Couple/w Children	24.54%	16.47%	67	Public Administration	4.54%	4.11%	91
Lone Parent w Children	10.68%	13.79%	129	Managerial and Executive	8.13%	5.14%	63
Males living alone	10.26%	13.67%	133	Workers in Family			
Females living alone	13.44%	17.80%	132	None	11.73%	12.97%	111
Household Size				1	21.38%	21.18%	99
1 Person	23.70%	31.47%	133	2	45.00%	39.96%	89
2 Person	33.58%	32.51%	97	3+	11.92%	9.18%	77
3-4 Person	31.58%	27.30%	86	Travel To Work			
5+ Persons	11.13%	8.72%	78	Work at home	3.26%	2.06%	63
Average Size	2.54	2.26	89	Drive Alone	75.70%	73.74%	97
Group Quarters Population				Carpool	12.19%	14.48%	119
	2.69%	6.60%	245	Median Commute (Mins)	20.6	15.3	74
Population Density							
					82.77	905.18	1094

Source: Applied Geographic Solutions; Experian

U.S. MOSAIC Cluster Descriptions 2004

Cluster F01 Steadfast Conservative

2,609,596 Households Representing 2.32% of U.S. Households

In four of its key demographics, this cluster nearly mirrors the U.S. median. Their median age is 36. Median household income is just over \$42,000. The median number of households married with children is close to 24%. And 65% of households have no children.

They're well-above average homeowners at 80% with median home values of \$84,000. Located in small urban areas throughout the Midwest, parts of Texas, Pennsylvania and the Virginias, a third of them work in manufacturing, while others pursue employment in clerical, administrative, retail, health and education services. Over a third report interest, dividend or Social Security income while 22% bring in retirement income.

Drivers of traditional domestic mid-range sedans and trucks, a healthy percentage belong to auto clubs. Financially conservative, they have money market accounts and government bonds. Some own and trade stocks using discount brokerage firms. They're responsible homeowner insurance buyers but just average or below average life insurance buyers.

At home they're heavy Internet users, visiting news and sports sites, making travel plans, buying books and music or adding to their collectibles from ebay. They're ardent catalog shoppers for leisure apparel, tools, gardening supplies and hunting and fishing gear. For relaxation, they go to movies, pursue hobbies, attend concerts and dabble in regional casino gambling.

They're loyal cable subscribers who enjoy non-premium music, news, comedy, sports and movie programming. They enjoy special interest magazines and frequently buy books. Household sports interests include cycling, skiing, roller-blading and watching football and basketball on TV. When they travel, it's mostly stateside although a healthy percentage index high for international travel to Europe.

U.S. MOSAIC 2004 Segment Profile

F01

Base	U.S.	TYPE	% of U.S.	Base	U.S.	TYPE	% of U.S.
1990 Population	248,710,012	6,657,399	2.68%	1990 Households	91,947,641	2,525,543	2.75%
2000 Population	281,421,906	6,469,634	2.30%	2000 Households	105,480,101	2,538,993	2.41%
2004 Population	293,686,994	6,442,364	2.19%	2004 Households	112,708,665	2,609,596	2.32%
2009 Population	308,074,238	6,427,261	2.09%	2009 Households	121,218,050	2,693,325	2.22%

	U.S. % Composition	TYPE	Index		U.S. % Composition	TYPE	Index
Age				Income			
<18 Years	24.90%	23.96%	96	< \$25,000	26.62%	22.82%	86
18-34 Years	75.10%	76.04%	101	\$25,000-\$49,999	27.67%	33.74%	122
35-49 Years	22.51%	22.11%	98	\$50,000-\$74,999	19.39%	24.25%	125
50-64 Years	16.65%	16.85%	101	\$75,000-\$99,999	11.52%	11.43%	99
65-74 Years	6.43%	7.92%	123	\$100,000-\$149,999	9.54%	6.05%	63
75+ Years	6.13%	7.27%	119	\$150,000-\$199,999	2.27%	0.66%	29
Median Age	35.17	36.86	105	\$200,000 or more	3.00%	1.04%	35
Race/Ethnicity				Housing			
White, Non-Hispanic	66.07%	77.89%	118	Median Household	\$ 45,683	\$ 44,880	98
Black, Non-Hispanic	10.29%	5.02%	49	Average Household	\$ 60,586	\$ 51,507	85
Asian, Non-Hispanic	2.72%	1.19%	44	Median Disposable	\$ 39,327	\$ 38,727	98
Hawaiian, Non-Hispanic	0.11%	0.06%	58	Per Capita	\$ 23,504	\$ 20,945	89
Native American	0.74%	0.56%	76	Employment, Industry, Occupation			
Hispanic	14.27%	10.05%	70	Armed Forces	0.54%	0.25%	46
Marital Status				Unemployment Rate	5.71%	4.73%	83
Never Married	26.95%	23.86%	89	Mining/Agriculture	1.77%	0.55%	31
Now Married	50.90%	53.48%	105	Mfg & Construction	19.82%	23.79%	120
Other	22.15%	22.66%	102	Retail/Wholesale Trade	14.54%	17.01%	117
Education				Transport & Utilities	4.93%	5.85%	119
Less than grade 9	7.57%	5.47%	72	Information Services	2.92%	2.63%	90
Some high school	12.05%	12.76%	106	Financial	4.74%	4.91%	104
High School	28.56%	36.44%	128	Real Estate	1.79%	1.55%	87
Some college	27.42%	30.27%	110	Professional Services	5.55%	4.16%	75
College graduate	24.41%	15.07%	62	Educational Services	8.31%	7.20%	87
Household Structure				Health Services	10.57%	10.99%	104
Family Households	67.20%	68.11%	101	Arts and Ent Services	1.69%	1.63%	97
Married Couple Families	51.01%	51.49%	101	Food Services	5.78%	6.08%	105
Married Couple/w Children	24.54%	22.95%	93	Public Administration	4.54%	4.59%	101
Lone Parent w Children	10.68%	10.27%	96	Managerial and Executive	8.13%	6.07%	75
Males living alone	10.26%	9.42%	92	Workers in Family			
Females living alone	13.44%	13.83%	103	None	11.73%	13.87%	118
Household Size				1	21.38%	20.13%	94
1 Person	23.70%	23.25%	98	2	45.00%	44.74%	99
2 Person	33.58%	35.40%	105	3+	11.92%	12.51%	105
3-4 Person	31.58%	31.45%	100	Group Quarters Population			
5+ Persons	11.13%	9.90%	89	Group Quarters Population	2.69%	0.72%	27
Average Size	2.54	2.45	97	Population Density	82.77	2066.18	2496
Travel To Work				Population Density			
Work at home	3.26%	2.06%	63				
Drive Alone	75.70%	83.45%	110				
Carpool	12.19%	10.91%	90				
Median Commute (Mins)	20.6	18.1	88				

Source: Applied Geographic Solutions; Experian

U.S. MOSAIC Cluster Descriptions 2004

Cluster K01 Unattached Multicultures

743,240 Households representing .66% of U.S. Households

This cluster features an ethnic mix of 20% Black, 15% Hispanic and 4% Asian populations. Predominantly single, most are apartment dwellers. Twenty percent own homes with a median value of \$63,000. The group's median age is 25. A third of the crowd is age 50 plus. Median income is \$15,000. Half earn less than \$25,000. 20% earn between \$25,000 and \$40,000.

Concentrated in major metros in the Northeast, Midwest, D.C., Georgia, Florida, Texas, California and Washington State, these folks prefer driving small economy cars and domestic trucks to jobs in education, health care, retail, manufacturing, wholesale and food service. With half the group between ages 18 and 49, they're frequent shoppers for clothing, appliances, baby and children's goods. In-home shopping for cosmetics, house wares and accessories is not unusual.

A small percentage is active computer and Internet users. A healthy percentage index high for parenting, hobby and music magazines. They prefer listening to urban contemporary, Spanish and Black radio. BET, premium cable movie channels, daytime dramas, comedy and variety programming top their TV viewing choices. They're also big on video game systems and going out to movies.

A fairly active group, some participate in kickboxing, snowmobiling, martial arts, target shooting, basketball or football. When they travel, it's by car or chartered bus. The few who fly internationally visit points in Europe or the Caribbean.

U.S. MOSAIC 2004 Segment Profile

K01

Base	U.S.	TYPE	% of U.S.	Base	U.S.	TYPE	% of U.S.
1990 Population	248,710,012	1,742,167	0.70%	1990 Households	91,947,641	671,021	0.73%
2000 Population	281,421,906	1,708,466	0.61%	2000 Households	105,480,101	704,882	0.67%
2004 Population	293,686,994	1,753,448	0.60%	2004 Households	112,708,665	743,240	0.66%
2009 Population	308,074,238	1,789,311	0.58%	2009 Households	121,218,050	781,575	0.64%

	U.S. % Composition	TYPE	Index		U.S. % Composition	TYPE	Index
Age				Income			
<18 Years	24.90%	21.42%	86	< \$25,000	26.62%	62.38%	234
18-34 Years	75.10%	78.58%	105	\$25,000-\$49,999	27.67%	22.83%	83
35-49 Years	22.51%	14.56%	65	\$50,000-\$74,999	19.39%	8.35%	43
50-64 Years	16.65%	10.65%	64	\$75,000-\$99,999	11.52%	3.35%	29
65-74 Years	6.43%	4.85%	75	\$100,000-\$149,999	9.54%	2.08%	22
75+ Years	6.13%	5.73%	93	\$150,000-\$199,999	2.27%	0.27%	12
Median Age	35.17	24.47	70	\$200,000 or more	3.00%	0.73%	24
				Median Household	\$ 45,683	\$ 17,706	39
Race/Ethnicity				Average Household	\$ 60,586	\$ 27,952	46
White, Non-Hispanic	66.07%	56.57%	86	Median Disposable	\$ 39,327	\$ 16,731	43
Black, Non-Hispanic	10.29%	17.63%	171	Per Capita	\$ 23,504	\$ 12,221	52
Asian, Non-Hispanic	2.72%	3.99%	147				
Hawaiian, Non-Hispanic	0.11%	0.08%	76	Housing			
Native American	0.74%	0.49%	67	Median Value	\$ 111,832	\$59,366	53
Hispanic	14.27%	14.30%	100	Median Monthly Rent	\$ 517	\$201	39
				Single Detached	60.28%	29.83%	49
Marital Status				Apt 3-9 Units	9.05%	23.21%	256
Never Married	26.95%	53.11%	197	Apt 50+ Units	5.29%	10.91%	206
Now Married	50.90%	23.31%	46	Mobile Homes	7.57%	3.41%	45
Other	22.15%	23.57%	106	Median Age (Years)	29	31	107
Education				Employment, Industry, Occupation			
Less than grade 9	7.57%	14.81%	196	Armed Forces	0.54%	0.14%	25
Some high school	12.05%	18.01%	149	Unemployment Rate	5.71%	10.84%	190
High School	28.56%	26.22%	92	Mining/Agriculture	1.77%	1.09%	61
Some college	27.42%	20.82%	76	Mfg & Construction	19.82%	16.24%	82
College graduate	24.41%	20.15%	83	Retail/Wholesale Trade	14.54%	14.86%	102
				Transport & Utilities	4.93%	2.91%	59
Household Structure				Information Services	2.92%	2.97%	102
Family Households	67.20%	40.55%	60	Financial	4.74%	2.47%	52
Married Couple Families	51.01%	21.53%	42	Real Estate	1.79%	1.63%	91
Married Couple/w Children	24.54%	9.99%	41	Professional Services	5.55%	4.20%	76
Lone Parent w Children	10.68%	13.15%	123	Educational Services	8.31%	16.44%	198
Males living alone	10.26%	15.09%	147	Health Services	10.57%	10.13%	96
Females living alone	13.44%	17.55%	131	Arts and Ent Services	1.69%	2.20%	130
				Food Services	5.78%	12.32%	213
Household Size				Public Administration	4.54%	3.14%	69
1 Person	23.70%	32.64%	138	Managerial and Executive	8.13%	4.30%	53
2 Person	33.58%	31.54%	94				
3-4 Person	31.58%	27.69%	88	Workers in Family			
5+ Persons	11.13%	8.13%	73	None	11.73%	12.95%	110
Average Size	2.54	2.23	88	1	21.38%	19.29%	90
				2	45.00%	34.78%	77
Travel To Work				3+	11.92%	7.25%	61
Work at home	3.26%	1.80%	55				
Drive Alone	75.70%	61.64%	81	Population Density	82.77	347.22	419
Carpool	12.19%	13.14%	108				
Median Commute (Mins)	20.6	14.3	69				
Group Quarters Population	2.69%	5.42%	202				

Source: Applied Geographic Solutions; Experian

U.S. MOSAIC Cluster Descriptions 2004

Cluster K05 New Generation Activists

1,541,273 Households Representing 1.37% of U.S. Households

This cluster can be found in metropolitan areas in over thirty states throughout the Northeast, the Mid-Atlantic, parts of the South, Texas, the Midwest and out West. It includes a small armed forces population. Its ethnic mix is 50% white, 25% Black, 17% Hispanic and 3% Asian. Nearly 30% are under age 18. The median age is 29. Just 14% of households are married couples with children. Single parent households account for another 20%. Seventy percent rent. Median home value is \$70,000.

Median income is \$25,000. Twenty-one percent collect Social Security and 10% receive Public Assistance. The unemployment rate runs just over 10%. Health care and construction are top job choices. Other employment includes jobs in transportation, manufacturing, retail, sales and the food service.

They drive domestic trucks and mostly domestic small or mid-size economy cars.

For a small percentage of the group, leisure activities include participating as a school, College Board or Church Board member. Some volunteer for various causes or are active in politics and local government. More prefer going to movies or bars and nightclubs or occasionally visiting regional gambling casinos. Music choices include Black Gospel, urban contemporary and new adult contemporary. BET, daytime dramas, basketball and pro-wrestling are TV programming choices. Video game systems are very popular among a small percentage.

Few own stocks or have life insurance. Computer or Internet usage indexes above the norm for just a small percentage of the cluster. For the few who travel, destination preferences include the Caribbean, Asia and domestic spa or cycling getaways.

U.S. MOSAIC 2004 Segment Profile

K05

Base	U.S.	TYPE	% of U.S.	Base	U.S.	TYPE	% of U.S.
1990 Population	248,710,012	3,628,087	1.46%	1990 Households	91,947,641	1,499,705	1.63%
2000 Population	281,421,906	3,637,199	1.29%	2000 Households	105,480,101	1,487,046	1.41%
2004 Population	293,686,994	3,649,763	1.24%	2004 Households	112,708,665	1,541,273	1.37%
2009 Population	308,074,238	3,667,792	1.19%	2009 Households	121,218,050	1,604,419	1.32%

	U.S. % Composition	TYPE	Index		U.S. % Composition	TYPE	Index
Age				Income			
<18 Years	24.90%	26.86%	108	< \$25,000	26.62%	48.96%	184
18-34 Years	75.10%	73.14%	97	\$25,000-\$49,999	27.67%	30.45%	110
35-49 Years	22.51%	19.66%	87	\$50,000-\$74,999	19.39%	12.32%	64
50-64 Years	16.65%	12.32%	74	\$75,000-\$99,999	11.52%	4.69%	41
65-74 Years	6.43%	4.41%	69	\$100,000-\$149,999	9.54%	2.52%	26
75+ Years	6.13%	4.95%	81	\$150,000-\$199,999	2.27%	0.29%	13
Median Age	35.17	28.48	81	\$200,000 or more	3.00%	0.77%	26
				Median Household	\$ 45,683	\$ 25,635	56
Race/Ethnicity				Average Household	\$ 60,586	\$ 34,388	57
White, Non-Hispanic	66.07%	45.72%	69	Median Disposable	\$ 39,327	\$ 23,520	60
Black, Non-Hispanic	10.29%	18.35%	178	Per Capita	\$ 23,504	\$ 14,764	63
Asian, Non-Hispanic	2.72%	2.16%	79				
Hawaiian, Non-Hispanic	0.11%	0.07%	63	Housing			
Native American	0.74%	0.75%	102	Median Value	\$ 111,832	\$66,713	60
Hispanic	14.27%	21.42%	150	Median Monthly Rent	\$ 517	\$259	50
				Single Detached	60.28%	26.66%	44
Marital Status				Apt 3-9 Units	9.05%	29.80%	329
Never Married	26.95%	41.76%	155	Apt 50+ Units	5.29%	6.13%	116
Now Married	50.90%	29.99%	59	Mobile Homes	7.57%	1.61%	21
Other	22.15%	28.25%	128	Median Age (Years)	29	49	169
Education				Employment, Industry, Occupation			
Less than grade 9	7.57%	11.49%	152	Armed Forces	0.54%	0.34%	62
Some high school	12.05%	19.30%	160	Unemployment Rate	5.71%	9.73%	170
High School	28.56%	30.62%	107				
Some college	27.42%	23.98%	87	Mining/Agriculture	1.77%	0.61%	35
College graduate	24.41%	14.61%	60	Mfg & Construction	19.82%	22.11%	112
				Retail/Wholesale Trade	14.54%	15.57%	107
Household Structure				Transport & Utilities	4.93%	4.16%	84
Family Households	67.20%	51.37%	76				
Married Couple Families	51.01%	25.81%	51	Information Services	2.92%	2.55%	87
Married Couple/w Children	24.54%	13.36%	54	Financial	4.74%	3.51%	74
Lone Parent w Children	10.68%	19.10%	179	Real Estate	1.79%	1.65%	92
Males living alone	10.26%	16.96%	165	Professional Services	5.55%	3.21%	58
Females living alone	13.44%	17.38%	129	Educational Services	8.31%	7.29%	88
				Health Services	10.57%	12.54%	119
Household Size				Arts and Ent Services	1.69%	1.72%	102
1 Person	23.70%	34.34%	145	Food Services	5.78%	10.01%	173
2 Person	33.58%	28.94%	86	Public Administration	4.54%	3.72%	82
3-4 Person	31.58%	26.36%	83				
5+ Persons	11.13%	10.37%	93	Managerial and Executive	8.13%	4.52%	56
Average Size	2.54	2.30	91				
				Workers in Family			
Travel To Work				None	11.73%	10.30%	88
Work at home	3.26%	1.65%	51	1	21.38%	19.16%	90
Drive Alone	75.70%	66.58%	88	2	45.00%	35.72%	79
Carpool	12.19%	17.78%	146	3+	11.92%	8.61%	72
Median Commute (Mins)	20.6	16.8	82				
				Group Quarters Population	2.69%	2.71%	101
				Population Density	82.77	3472.66	4196

Source: Applied Geographic Solutions; Experian