

Demographic Grids

PRIMARY RESIDENTIAL PROFILE	Median Income	Lifestage Group	Social Group	% Age 25-44	% Age 45+	% Married	% with Children	% Owner Occupied	% Single Unit	% Home Value >\$150k	% Income Under 50K	% Income 50-150k	% Income 150-250K	% Income 250-500K	% Income \$500k+	% White Collar	% Blue Collar
9: Big Fish, Small Pond	\$ 78,915	Affluent Empty Nests	Landed Gentry	22.92	75.4	69.58	29.86	76.97	88.47	71.78	28.26	54.93	10.59	3.89	2.33	59.32	40.7
28: Traditional Times	\$ 52,813	Conservative Classics	Country Comfort	25.55	71.72	65.74	27.06	67.67	80.65	42.43	47.02	47.8	3.7	1.09	0.41	51.25	48.72
32: New Homesteaders	\$ 54,331	Mainstream Families	Country Comfort	42.96	52.04	63.72	43.11	74.58	77.52	31.22	44.98	51.56	2.69	0.6	0.18	50.52	48.83
37: Mayberry-ville	\$ 51,655	Midlife Success	Country Comfort	35.32	60.53	63.65	33.43	73.67	76.56	28.6	48.1	49	2.22	0.54	0.15	45.37	54.64
38: Simple Pleasures	\$ 40,884	Cautious Couples	Middle America	24.84	71.91	63.58	24.46	61.42	73.34	25	61.25	35.77	2.09	0.69	0.2	46.97	53.02
42: Red, White & Blues	\$ 41,164	Striving Singles	Middle America	36.83	57.45	59.77	32.36	69.79	69.71	15.13	61.52	36.36	1.56	0.45	0.11	46.55	53.4
43: Heartlanders	\$ 41,061	Cautious Couples	Middle America	30.61	65.35	63	30.74	67.7	75.56	19.97	61.27	36.31	1.75	0.53	0.14	43.57	56.43
48: Young & Rustic	\$ 31,884	Striving Singles	Rustic Living	39.07	50.04	48.63	28.24	42.38	53.9	10.78	71.6	26.58	1.31	0.42	0.09	47.82	52.19
50: Kid Country, USA	\$ 40,138	Mainstream Families	Middle America	44.23	48.14	59.01	43.56	61.31	63.7	13.84	63.08	35.11	1.36	0.36	0.09	44.32	55.86
57: Old Milltowns	\$ 28,404	Sustaining Seniors	Rustic Living	31	63.54	53.25	27.92	57.1	69.88	7.74	75.47	22.94	1.09	0.41	0.08	44.19	55.8
Weighted Average	\$ 47,112	Not Applicable	Not Applicable	30.61	65.15	62.56	30.10	65.92	74.96	29.68	54.64	41.22	2.89	0.90	0.36	48.18	51.79

TOURISM PROFILE	Median Income	Lifestage Group	Social Group	% Age 25-44	% Age 45+	% Married	% with Children	% Owner Occupied	% Single Unit	% Home Value >\$150k	% Income Under 50K	% Income 50-150k	% Income 150-250K	% Income 250-500K	% Income \$500k+	% White Collar	% Blue Collar
13: Upward Bound	\$ 78,874	Young Accumulators	2nd City Society	42.2	55	66.37	49.52	82.62	91.65	65.74	24.12	64.44	8.92	1.86	0.66	59.61	40.38
18: Kids & Cul-de-Sacs	\$ 70,223	Young Accumulators	The Affluentials	50.02	46	65.27	48.6	79.26	86.42	54.9	28.34	65.48	5.05	0.86	0.26	59.42	40.57
29: American Dreams	\$ 51,850	Young Accumulators	Urban Uptown	42.61	53.14	52	34.86	62.47	67.99	39.6	47.99	47.84	3.23	0.72	0.22	54.88	45.12
32: New Homesteaders	\$ 54,331	Mainstream Families	Country Comfort	42.96	52.04	63.72	43.11	74.58	77.52	31.22	44.98	51.56	2.69	0.6	0.18	50.52	48.83
50: Kid Country, USA	\$ 40,138	Mainstream Families	Middle America	44.23	48.14	59.01	43.56	61.31	63.7	13.84	63.08	35.11	1.36	0.36	0.09	44.32	55.86
Weighted Average	\$ 58,856	Not Applicable	Not Applicable	44.50	50.83	60.58	43.31	71.43	76.92	41.47	41.76	52.91	4.19	0.86	0.28	54.08	45.84