

2010 Demographics in brief

Ridgecrest Baptist Church - 2016

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1731 Zumbel Rd: Saint Charles, MO 63303:
5 mi ring

Site located at
38.77546, 90.52747

Population	144,254	%
in households	139,433	96.7
in families	115,075	79.8
in non-families	24,358	16.9
in group quarters	4,821	3.3
noninstitutional GQ	3,720	2.6
under age 18	31,027	21.5
male	70,689	49.0
female	73,562	51.0

Age		%
under 5 years	8,511	5.9
5 to 9 years	8,288	5.7
10 to 14 years	8,637	6.0
15 to 19 years	10,065	7.0
20 to 24 years	11,078	7.7
25 to 34 years	20,647	14.3
35 to 44 years	17,659	12.2
45 to 54 years	22,914	15.9
55 to 64 years	18,314	12.7
65 to 74 years	9,936	6.9
75 years and over	8,178	5.7

Median age 39.1 male 37.7 female 40.6

Race		%
white	129,180	89.6
black	6,979	4.8
American Indian	315	0.2
Asian, Pacific Islander	3,178	2.2
other, multi-racial	4,552	3.2
Hispanic	4,823	3.3

Education (pers. 25+)		%
no high school diploma	8,108	8.3
high school graduate	27,244	27.9
some college	29,934	30.7
college degree	21,741	22.3
graduate/professional	10,609	10.9

Employment (pers. 16+)		%
in civilian labor force	82,886	70.8
employed	76,291	92.0
unemployed	6,595	8.0
in Armed Forces	147	0.1
not in labor force	33,980	29.0

Households	57,533	%
families	37,873	65.8
non-families	19,661	34.2
with persons under 18	17,521	30.5
1 person households	15,841	27.5
2 person households	20,152	35.0
3-4 person households	17,016	29.6
5+ person households	4,532	7.9
Household size	2.42	Family size 3.04

Household income		%	cum %
under \$15,000	4,190	7.3	7.3
\$15,000 - 24,999	5,106	8.9	16.2
\$25,000 - 34,999	4,982	8.7	24.8
\$35,000 - 49,999	8,833	15.4	40.2
\$50,000 - 74,999	12,071	21.0	61.2
\$75,000 - 99,999	8,723	15.2	76.3
\$100,000 - 124,999	5,584	9.7	86.0
\$125,000 - 149,999	3,704	6.4	92.5
\$150,000 - 199,999	2,599	4.5	97.0
\$200,000 and over	1,679	2.9	99.9

	Median	Average
Household income	\$62,316	\$72,809
Family income	\$75,681	\$86,298
Non-family income	\$40,256	\$46,822

Vehicles available		%
without vehicle	2,318	4.0
1 vehicle available	18,511	32.2
2 vehicles available	24,847	43.2
3+ vehicles available	11,811	20.5
vehicles/household	1.75	

Density	
households per sq.mile	1,096.66
household population per sq.mile	2,657.79

Housing units	60,537	%
owner occupied	42,676	70.5
renter occupied	14,857	24.5
vacant units	3,004	5.0

Demographics Trends 2010-2014-2019

population
households **1**

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1731 Zumbahl Rd: Saint Charles, MO 63303:
5 mi ring

Site located at
38.77546, 90.52747

	2010 Census		2014 Estimate		2019 Projection	
Population	144,254	%	148,949	%	158,192	%
in households	139,433	96.7	144,129	96.8	153,375	97.0
in families	115,075	82.5	119,160	82.7	126,684	82.6
in non-families	24,358	17.5	24,969	17.3	26,691	17.4
in group quarters	4,821	3.3	4,820	3.2	4,817	3.0
in noninstitutional group quarters	3,720	77.2	3,721	77.2	3,721	77.2
under age 18	31,027	21.5	30,206	20.3	31,513	19.9
age 55 and over	36,428	25.3	42,347	28.4	50,527	31.9
age 65 and over	18,114	12.6	21,701	14.6	27,371	17.3
age 75 and over	8,178	5.7	9,585	6.4	11,708	7.4
Per capita income	29,194		31,509		34,072	
Median age	39.1		42.0		42.9	
male	37.7		40.5		41.6	
female	40.6		42.9		43.8	
Race						
white	129,180.0	89.6	133,428.0	89.6	141,716.0	89.6
black	6,979.0	4.8	7,234.0	4.9	7,692.0	4.9
American Indian	315.0	0.2	334.0	0.2	358.0	0.2
Asian, Pacific Islander	3,178.0	2.2	3,274.0	2.2	3,453.0	2.2
other, multi-racial	4,552.0	3.2	4,680.0	3.1	4,973.0	3.1
Hispanic	4,823.0	3.3	5,503.0	3.7	6,322.0	4.0
Diversity index	23		23		24	
Households	57,533	%	60,422	%	64,653	%
families	37,873	65.8	39,792	65.9	42,584	65.9
with person under 18	17,334	45.8	18,229	45.8	19,513	45.8
non-families	19,661	34.2	20,630	34.1	22,070	34.1
with person under 18	187	1.0	197	1.0	220	1.0
Median household income	62,316		67,174		72,203	
median family income	75,681		81,610		88,125	
median non-family income	40,256		44,007		47,987	
Household size	2.42		2.39		2.37	
family size	3.04		2.99		2.97	
non-family size	1.24		1.21		1.21	
Housing Units	60,537	%	62,815	%	67,258	%
owner-occupied	42,676	70.5	44,920	71.5	48,077	71.5
renter-occupied	14,857	24.5	15,502	24.7	16,576	24.6
vacant units	3,004	5.0	2,389	3.8	2,616	3.9

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1731 Zumbahl Rd: Saint Charles, MO 63303:
5 mi ring

Site located at
38.77546, 90.52747

Household income	2010 Census		2014 Estimate		2019 Projection	
	(households)	%	(households)	%	(households)	%
under \$10,000	2,042	3.5	1,938	3.2	1,942	3.0
\$10,000 - 14,999	2,148	3.7	1,636	2.7	1,354	2.1
\$15,000 - 19,999	2,347	4.1	2,044	3.4	2,017	3.1
\$20,000 - 24,999	2,759	4.8	2,209	3.7	1,431	2.2
\$25,000 - 29,999	2,629	4.6	2,689	4.5	2,406	3.7
\$30,000 - 34,999	2,353	4.1	2,423	4.0	2,434	3.8
\$35,000 - 39,999	3,227	5.6	3,496	5.8	2,578	4.0
\$40,000 - 44,999	3,119	5.4	3,479	5.8	4,958	7.7
\$45,000 - 49,999	2,487	4.3	2,919	4.8	3,465	5.4
\$50,000 - 59,999	4,968	8.6	4,759	7.9	4,885	7.6
\$60,000 - 74,999	7,103	12.3	7,566	12.5	6,735	10.4
\$75,000 - 99,999	8,723	15.2	8,480	14.0	10,127	15.7
\$100,000 - 124,999	5,584	9.7	5,915	9.8	6,238	9.6
\$125,000 - 149,999	3,704	6.4	3,793	6.3	3,778	5.8
\$150,000 - 199,999	2,599	4.5	4,491	7.4	4,334	6.7
\$200,000 and over	1,679	2.9	2,580	4.3	5,969	9.2
Aggregate income (\$M)	4,189		4,665		5,361	
Average income	\$72,809		\$77,205		\$82,919	
Median income	\$62,316		\$67,174		\$72,203	

Household size	2010 Census		2014 Estimate		2019 Projection	
	(households)	%	(households)	%	(households)	%
All households	57,533		60,422		64,653	
1 person	15,841	27.5	16,645	27.5	17,787	27.5
2 persons	20,152	35.0	21,165	35.0	22,657	35.0
3 to 4 persons	17,016	29.6	17,877	29.6	19,134	29.6
5+ persons	4,532	7.9	4,731	7.8	5,073	7.8
Owner households	42,676	74.2	44,920	74.3	48,077	74.4
1 person	9,491	22.2	9,975	22.2	9,372	19.5
2 persons	15,929	37.3	16,825	37.5	17,533	36.5
3 to 4 persons	13,629	31.9	14,353	32.0	16,163	33.6
5+ persons	3,634	8.5	3,768	8.4	4,992	10.4
Renter households	14,857	25.8	15,502	25.7	16,576	25.6
1 person	6,350	42.7	6,670	43.0	8,415	50.8
2 persons	4,223	28.4	4,340	28.0	5,124	30.9
3 to 4 persons	3,387	22.8	3,524	22.7	2,971	17.9
5+ persons	898	6.0	963	6.2	81	0.5

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1731 Zumbahl Rd: Saint Charles, MO 63303:
5 mi ring

Site located at
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2010 Census 2014 Estimate 2019 Projection

Age, total population	144,254	%	148,949	%	158,192	%
under 5 years	8,511	5.9	8,229	5.5	8,694	5.5
5 to 9 years	8,288	5.7	7,982	5.4	8,648	5.5
10 to 14 years	8,637	6.0	8,652	5.8	8,609	5.4
15 to 19 years	10,065	7.0	10,274	6.9	10,483	6.6
20 to 24 years	11,078	7.7	11,842	8.0	11,602	7.3
25 to 34 years	20,647	14.3	20,221	13.6	20,556	13.0
35 to 44 years	17,659	12.2	17,224	11.6	19,164	12.1
45 to 54 years	22,914	15.9	22,172	14.9	19,910	12.6
55 to 64 years	18,314	12.7	20,646	13.9	23,156	14.6
65 to 74 years	9,936	6.9	12,116	8.1	15,663	9.9
75 to 84 years	5,860	4.1	6,501	4.4	7,853	5.0
85 years and over	2,318	1.6	3,084	2.1	3,855	2.4
Median age	39.1		42.0		42.9	

Age, male population	70,689	%	73,005	%	77,585	%
under 5 years	4,376	6.2	4,293	5.9	4,428	5.7
5 to 9 years	4,190	5.9	4,060	5.6	4,424	5.7
10 to 14 years	4,478	6.3	4,461	6.1	4,263	5.5
15 to 19 years	5,124	7.2	5,240	7.2	5,252	6.8
20 to 24 years	5,689	8.0	6,086	8.3	5,954	7.7
25 to 34 years	10,536	14.9	10,394	14.2	10,723	13.8
35 to 44 years	8,846	12.5	8,632	11.8	9,650	12.4
45 to 54 years	11,060	15.6	10,671	14.6	9,621	12.4
55 to 64 years	8,606	12.2	9,792	13.4	11,289	14.6
65 to 74 years	4,640	6.6	5,606	7.7	7,238	9.3
75 to 84 years	2,405	3.4	2,744	3.8	3,443	4.4
85 years and over	728	1.0	1,022	1.4	1,300	1.7
Median age	37.7		40.5		41.6	

Age, female population	73,562	%	75,944	%	80,607	%
under 5 years	4,135	5.6	3,936	5.2	4,266	5.3
5 to 9 years	4,098	5.6	3,922	5.2	4,224	5.2
10 to 14 years	4,159	5.7	4,191	5.5	4,346	5.4
15 to 19 years	4,941	6.7	5,034	6.6	5,231	6.5
20 to 24 years	5,389	7.3	5,756	7.6	5,648	7.0
25 to 34 years	10,111	13.7	9,827	12.9	9,833	12.2
35 to 44 years	8,813	12.0	8,592	11.3	9,514	11.8
45 to 54 years	11,854	16.1	11,501	15.1	10,289	12.8
55 to 64 years	9,708	13.2	10,854	14.3	11,867	14.7
65 to 74 years	5,296	7.2	6,510	8.6	8,425	10.5
75 to 84 years	3,455	4.7	3,757	4.9	4,410	5.5
85 years and over	1,590	2.2	2,062	2.7	2,555	3.2
Median age	40.6		42.9		43.8	

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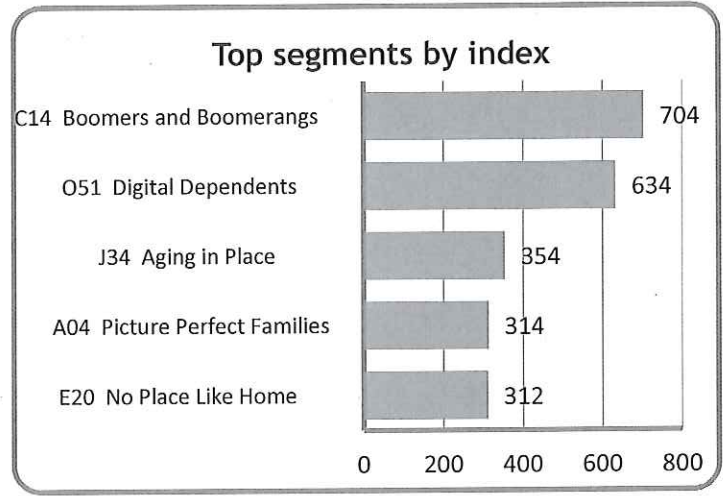
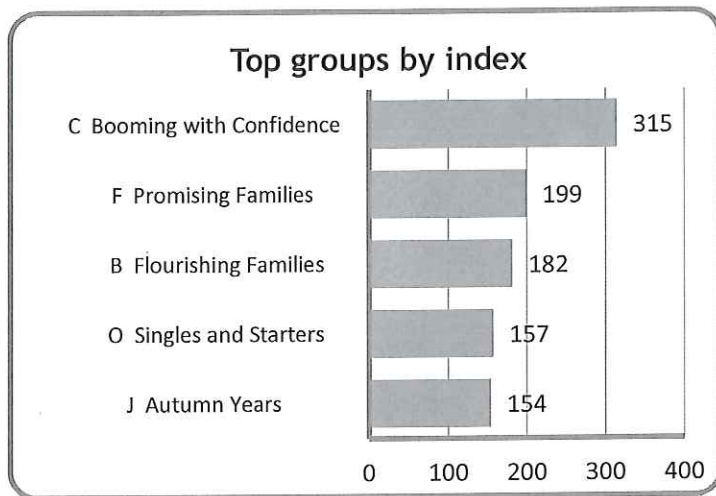
1731 Zumbahl Rd: Saint Charles, MO 63303:
5 mi ring

Site located at
38.77546, 90.52747

	2010 Census		2014 Estimate		2019 Projection	
Education <small>persons age 25+</small>	97,636	%	101,958	%	110,148	%
no high school diploma	8,108	8.3	8,579	8.4	9,308	8.5
high school graduate	27,244	27.9	28,248	27.7	30,572	27.8
some college	22,573	23.1	23,456	23.0	25,411	23.1
associate degree	7,361	7.5	7,826	7.7	8,444	7.7
college degree	21,741	22.3	22,683	22.2	24,498	22.2
graduate/professional degree	10,609	10.9	11,166	11.0	11,915	10.8
Labor Force <small>persons age 16+</small>	117,013	%	120,945	%	129,060	%
in labor force	82,886	70.8	85,358	70.6	91,438	70.8
employed	76,291	92.0	79,631	93.3	85,159	93.1
unemployed	6,595	8.0	5,727	6.7	6,279	6.9
in Armed Forces	147	0.1	152	0.1	162	0.1
not in labor force	33,980	29.0	35,435	29.3	37,460	29.0
Vehicles available <small>households</small>	57,533	%	60,422	%	64,653	%
without vehicles	2,318	4.0	2,410	4.0	2,578	4.0
1 vehicle available	18,511	32.2	19,406	32.1	20,768	32.1
2 vehicles available	24,847	43.2	26,118	43.2	27,952	43.2
3 or more vehicles available	11,811	20.5	12,456	20.6	13,309	20.6
Average vehicles per household	1.75		1.88		1.88	
Total vehicles available	100,899		113,394		121,377	
Density						
Area (sq.miles)	52.46		52.92		52.92	
Population/sq mile	2,749.69		2,814.86		2,989.53	
Households/sq mile	1,096.66		1,141.86		1,221.82	
Household population/sq mile	2,657.79		2,723.77		2,898.50	
Aggregate income (M)/sq mile	80.27		88.69		101.86	
Aggregate household income(M)/sq mile	79.85		88.16		101.31	
Vehicles available/sq mile	1,923.28		2,142.93		2,293.80	

Minor category percent shares are based on the next higher category.

	Area		Benchmark
1731 Zumbahl Rd: Saint Charles,MO 63303: Site located at 38.77546, 90.52747	5 mi ring	% Bmk	US Summary
Households	60,422	0.0	121,057,448
Population in households	144,129	0.0	309,181,573
Qualified group quarters	0	0.0	0



MOSAIC count	60,422	0.0	121,057,448
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MOSAIC count is the total of households and persons in qualified group quarters and is the base for group shares. Qualified group quarters are college quarters and military barracks. MOSAIC index compares the percent share of a specific group or segment in the study area to the share of the same group or segment in the benchmark area.

MOSAIC Counts by Segment

			%	%		MOSAIC Index	
			Bmk		(Bmk = 100)		
A	Power Elite	3,738	6.19	0.1	7,231,235	5.97	104
A01	American royalty	0	0.00	0.0	1,028,657	0.85	0
A02	Platinum prosperity	1,245	2.06	0.1	2,084,635	1.72	120
A03	Kids and Cabernet	162	0.27	0.0	1,058,721	0.87	31
A04	Picture perfect families	1,822	3.02	0.2	1,162,986	0.96	314
A05	Couples with clout	509	0.84	0.0	1,111,704	0.92	92
A06	Jet set urbanites	0	0.00	0.0	784,532	0.65	0
B	Flourishing families	5,106	8.45	0.1	5,622,312	4.64	182
B07	Generational soup	389	0.64	0.0	1,538,552	1.27	51
B08	Babies and bliss	2,871	4.75	0.1	1,925,726	1.59	299
B09	Family fun-tastic	1,846	3.06	0.1	1,287,905	1.06	287
B10	Asian achievers	0	0.00	0.0	870,129	0.72	0

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1731 Zumbahl Rd: Saint Charles, MO 63303:
Site located at 38.77546, 90.52747

5 mi ring

US Summary

MOSAIC Index

MOSAIC Counts by Segment

			%	% Bmk		%	(Bmk = 100)
C	Booming with confidence	13,136	21.74	0.2	8,355,047	6.90	315
C11	Aging of Aquarius	4,875	8.07	0.1	4,104,628	3.39	238
C12	Golf carts and gourmets	0	0.00	0.0	510,769	0.42	0
C13	Silver sophisticates	14	0.02	0.0	1,393,634	1.15	2
C14	Boomers and boomerangs	8,247	13.65	0.4	2,346,016	1.94	704
D	Suburban style	845	1.40	0.0	6,917,361	5.71	24
D15	Sports utility families	664	1.10	0.0	1,928,299	1.59	69
D16	Settled in Suburbia	5	0.01	0.0	1,012,369	0.84	1
D17	Cul de sac diversity	146	0.24	0.0	1,062,300	0.88	28
D18	Soulful spenders	30	0.05	0.0	2,914,393	2.41	2
E	Thriving boomers	3,714	6.15	0.0	7,449,113	6.15	100
E19	Full pockets, empty nests	17	0.03	0.0	1,435,751	1.19	2
E20	No place like home	3,506	5.80	0.2	2,251,085	1.86	312
E21	Unspoiled splendor	191	0.32	0.0	3,762,277	3.11	10
F	Promising families	2,566	4.25	0.1	2,577,272	2.13	199
F22	Fast track couples	1,075	1.78	0.1	1,229,748	1.02	175
F23	Families matter most	1,491	2.47	0.1	1,347,524	1.11	222
G	Young, city solos	813	1.35	0.0	2,587,085	2.14	63
G24	Status seeking singles	813	1.35	0.1	1,239,721	1.02	131
G25	Urban edge	0	0.00	0.0	1,347,364	1.11	0
H	Middle-class melting pot	2,810	4.65	0.1	5,186,540	4.28	109
H26	Progressive potpourrie	0	0.00	0.0	1,506,736	1.24	0
H27	Birkenstocks and beemers	422	0.70	0.0	1,022,312	0.84	83
H28	Everyday moderates	1,550	2.57	0.1	1,640,351	1.36	189
H29	Destination recreation	838	1.39	0.1	1,017,141	0.84	165
I	Family union	2,273	3.76	0.0	6,859,767	5.67	66
I30	Stockcars and state parks	0	0.00	0.0	2,113,513	1.75	0
I31	Blue collar comfort	2,272	3.76	0.1	1,597,736	1.32	285
I32	Latin flair	0	0.00	0.0	1,350,953	1.12	0
I33	Hispanic harmony	1	0.00	0.0	1,797,565	1.48	0
J	Autumn years	6,355	10.52	0.1	8,256,040	6.82	154
J34	Aging in place	6,253	10.35	0.2	3,534,294	2.92	354
J35	Rural escape	1	0.00	0.0	2,170,842	1.79	0
J36	Settled and sensible	101	0.17	0.0	2,550,904	2.11	8

1731 Zumbuhl Rd: Saint Charles, MO 63303:
 Site located at 38.77546, 90.52747

5 mi ring

US Summary

MOSAIC Index

MOSAIC Counts by Segment			%	% Bmk		%	(Bmk = 100)
K	Significant singles	2,490	4.12	0.0	6,494,738	5.37	77
K37	Wired for success	161	0.27	0.0	1,287,066	1.06	25
K38	Gotham blend	0	0.00	0.0	1,327,077	1.10	0
K39	Metro fusion	0	0.00	0.0	1,138,293	0.94	0
K40	Bohemian grove	2,329	3.85	0.1	2,742,302	2.27	170
L	Blue sky boomers	3,324	5.50	0.0	7,746,259	6.40	86
L41	Booming and consuming	28	0.05	0.0	901,783	0.74	6
L42	Rooted flower power	3,294	5.45	0.1	2,928,272	2.42	225
L43	Homemade happiness	2	0.00	0.0	3,916,204	3.23	0
M	Families in motion	1,325	2.19	0.0	3,961,655	3.27	67
M44	Red, white and bluegrass	97	0.16	0.0	2,336,697	1.93	8
M45	Diapers and debit cards	1,228	2.03	0.1	1,624,958	1.34	151
N	Pastoral pride	464	0.77	0.0	7,070,720	5.84	13
N46	True grit Americans	16	0.03	0.0	1,769,580	1.46	2
N47	Countrified pragmatics	385	0.64	0.0	1,861,684	1.54	41
N48	Gospel and grits	63	0.10	0.0	2,337,149	1.93	5
N49	Work hard, pray hard	0	0.00	0.0	1,102,307	0.91	0
O	Singles and Starters	8,969	14.84	0.1	11,413,236	9.43	157
O50	Full steam ahead	606	1.00	0.0	1,624,449	1.34	75
O51	Digital dependents	6,712	11.11	0.3	2,121,837	1.75	634
O52	Urban ambition	189	0.31	0.0	1,988,931	1.64	19
O53	Colleges and cafes	461	0.76	0.0	1,980,604	1.64	47
O54	Striving single scene	226	0.37	0.0	2,040,414	1.69	22
O55	Family troopers	775	1.28	0.0	1,657,001	1.37	94
P	Cultural connections	809	1.34	0.0	8,039,326	6.64	20
P56	Rolling the dice	808	1.34	0.1	1,421,810	1.17	114
P57	Meager metro means	0	0.00	0.0	1,041,211	0.86	0
P58	Fragile families	0	0.00	0.0	984,925	0.81	0
P59	Nuevo horizons	0	0.00	0.0	2,069,543	1.71	0
P60	Ciudad strivers	0	0.00	0.0	1,331,913	1.10	0
P61	Humble beginnings	1	0.00	0.0	1,189,924	0.98	0

Ridgecrest Baptist Church - 2016

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1731 Zumbuhl Rd: Saint Charles, MO 63303:
 Site located at 38.77546, 90.52747

5 mi ring

US Summary

MOSAIC Index

MOSAIC Counts by Segment

			%	%		%	(Bmk = 100)
				Bmk			
Q	Golden year guardians	3,591	5.94	0.0	8,834,993	7.30	81
Q62	Reaping rewards	1,467	2.43	0.1	1,437,699	1.19	204
Q63	Footloose and family free	0	0.00	0.0	665,529	0.55	0
Q64	Town elders	1,445	2.39	0.0	4,412,649	3.65	66
Q65	Senior discounts	679	1.12	0.0	2,319,116	1.92	59
R	Aspirational fusion	736	1.22	0.0	3,265,336	2.70	45
R66	Dare to dream	736	1.22	0.0	1,960,676	1.62	75
R67	Hope for tomorrow	0	0.00	0.0	1,304,660	1.08	0
S	Struggling societies	675	1.12	0.0	5,979,191	4.94	23
S68	Small town shallow pockets	593	0.98	0.0	2,150,856	1.78	55
S69	Soul survivors	0	0.00	0.0	2,065,889	1.71	0
S70	Enduring hardships	80	0.13	0.0	870,428	0.72	18
S71	Hard times	2	0.00	0.0	892,018	0.74	0

Mosaic® USA

New Segment and Group names



Segment/ Group	Name	Short Description
A	Power Elite	The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer
A01	American Royalty	Wealthy, influential and successful couples and families living in prestigious suburbs
A02	Platinum Prosperity	Wealthy and established empty-nesting couples residing in suburban and in-town homes
A03	Kids and Cabernet	Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs
A04	Picture Perfect Families	Established families of child-rearing households living in wealthy suburbs
A05	Couples with Clout	Middle-aged, childless couples living in affluent metro areas
A06	Jet Set Urbanites	Mix of affluent singles and couples living high-rise, fashionable lives in urban neighborhoods
B	Flourishing Families	Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles
B07	Generational Soup	Affluent couples and multi-generational families living a wide range of lifestyles in suburbia
B08	Babies and Bliss	Middle-aged couples with large families and active lives in affluent suburbia
B09	Family Fun-tastic	Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities
B10	Asian Achievers	Affluent, mainly Asian couples and families enjoying dynamic lifestyles in metro areas
C	Booming with Confidence	Prosperous, established couples in their peak earning years living in suburban homes
C11	Aging of Aquarius	Upscale boomer-aged couples living in city and close-in suburbs
C12	Golf Carts and Gourmets	Upscale retirees and empty-nesters in comfortable communities
C13	Silver Sophisticates	Mature, upscale couples and singles in suburban homes
C14	Boomers and Boomerangs	Baby boomer adults and their teenage/young adult children sharing suburban homes
D	Suburban Style	Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes
D15	Sports Utility Families	Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
D16	Settled in Suburbia	Upper middle-class diverse family units and empty nesters living in established suburbs
D17	Cul de Sac Diversity	Ethnically-diverse, middle-aged families settled in new suburban neighborhoods
D18	Soulful Spenders	Upper middle-class African-American couples and families living in the expanding suburbs
E	Thriving Boomers	Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes
E19	Full Pockets, Empty Nests	Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
E20	No Place Like Home	Upper middle-class multi-generational households in exurban areas
E21	Unspoiled Splendor	Comfortably established baby boomer couples in town and country communities

F	Promising Families	Young couples with children in starter homes living child-centered lifestyles
F22	Fast Track Couples	Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles
F23	Families Matter Most	Young, middle-class families in scenic suburbs leading active, family-focused lives
G	Young, City Solos	Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas
G24	Status Seeking Singles	Younger, upwardly-mobile singles living in mid-scale metro areas leading leisure-intensive lifestyles
G25	Urban Edge	Younger, up-and-coming singles living big city lifestyles located within top CBSA markets
H	Middle-class Melting Pot	Mid-scale, middle-aged and established couples living in suburban and fringe homes
H26	Progressive Potpourri	Mature, multi-ethnic couples with comfortable and active lives in middle-class suburbs
H27	Birkenstocks and Beemers	Upper middle-class, established couples living leisure lifestyles in small towns and cities
H28	Everyday Moderates	Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings
H29	Destination Recreation	Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles
I	Family Union	Mid-scale, middle-aged and somewhat ethnically-diverse families living in homes supported by solid blue-collar occupations
I30	Stockcars and State Parks	Middle-class couples and families living in more remote rural communities
I31	Blue Collar Comfort	Middle-class families in smaller cities and towns with solid blue-collar jobs
I32	Latin Flair	Conventional Hispanic Generation X families located in selected coastal city homes
I33	Hispanic Harmony	Middle-class Hispanic families living lively lifestyles in city-centric neighborhoods
J	Autumn Years	Established, ethnically-diverse and mature couples living gratified lifestyles in older homes
J34	Aging in Place	Middle-class seniors living solid, suburban lifestyles
J35	Rural Escape	Older, middle-class couples and singles living comfortable lives in rural towns
J36	Settled and Sensible	Older, middle-class and empty-nesting couples and singles in city neighborhoods
K	Significant Singles	Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living
K37	Wired for Success	Young, mid-scale singles and couples living socially-active city lives
K38	Gotham Blend	Mix of middle-aged and middle-class singles and couples living urban New York City-area lifestyles
K39	Metro Fusion	Ethnically-diverse, middle-aged singles living urban active lifestyles
K40	Bohemian Groove	Older divorced and widowed individuals enjoying settled urban lives
L	Blue Sky Boomers	Lower- and middle-class baby boomer-aged households living in small towns
L41	Booming and Consuming	Older empty-nesting couples and singles enjoying relaxed lives in small towns
L42	Rooted Flower Power	Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement
L43	Homemade Happiness	Lower middle-class baby boomer households living in remote town and country homes
M	Families in Motion	Younger, working-class families earning moderate incomes in smaller residential communities
M44	Red, White and Bluegrass	Lower middle-income rural families with diverse adult and children household dynamics
M45	Diapers and Debit Cards	Young, working-class families and single parent households living in small established, city residences
N	Pastoral Pride	Eclectic mix of lower middle-class widowed and divorced individuals and couples who have settled in country and small town areas
N46	True Grit Americans	Older, middle-class households in town and country communities located in the nation's midsection

N47	Countrified Pragmatics	Lower middle-income couples and singles living rural, casual lives
N48	Gospel and Grits	Lower middle-income African-American multi-generational families living in small towns
N49	Work Hard, Pray Hard	Working-class, middle-aged couples and singles living in rural homes
O	Singles and Starters	Young singles starting out, and some starter families, in diverse urban communities
O50	Full Steam Ahead	Younger and middle-aged singles gravitating to second-tier cities
O51	Digital Dependents	Mix of Generation Y and X singles who live digital-driven, urban lifestyles
O52	Urban Ambition	Mainly Generation Y African-American singles and single families established in mid-market cities
O53	Colleges and Cafes	Young singles and recent college graduates living in college communities
O54	Striving Single Scene	Young, multi-ethnic singles living in Midwest and Southern city centers
O55	Family Troopers	Families and single-parent households living near military bases
P	Cultural Connections	Diverse, mid- and low-income families in urban apartments and residences
P56	Rolling the Dice	Middle-aged, mid-scale income singles and divorced individuals in secondary cities
P57	Meager Metro Means	Mid-scale African-American singles established in inner-city communities
P58	Fragile Families	Multi-cultural singles and families with mid and low incomes living settled lives in urban apartments
P59	Nuevo Horizons	Middle-aged, mid-scale income Hispanic families living mainly within US border cities
P60	Ciudad Strivers	Mid-scale Hispanic families and single parents in gateway communities
P61	Humble Beginnings	Multi-ethnic singles and single-parent households with mid-scale incomes in city apartments
Q	Golden Year Guardians	Retirees living in settled residences and communities
Q62	Reaping Rewards	Relaxed, retired couples and widowed individuals in suburban homes living quiet lives
Q63	Footloose and Family Free	Elderly couples and widowed individuals living active and comfortable lifestyles
Q64	Town Elders	Stable, minimalist seniors living in older residences and leading sedentary lifestyles
Q65	Senior Discounts	Downscale, settled retirees in metro apartment communities
R	Aspirational Fusion	Multi-cultural, low-income singles and single parents living in urban locations and striving to make a better life
R66	Dare to Dream	Young singles, couples and single parents with lower incomes starting out in city apartments
R67	Hope for Tomorrow	Young, lower-income African-American single parents in second-city apartments
S	Struggling Societies	Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet
S68	Small Town Shallow Pockets	Older, down-scale singles and empty-nesters living in modest ex-urban small towns
S69	Soul Survivors	Older, down-scale African-Americans singles and single parents established in modest urban neighborhoods
S70	Enduring Hardships	Middle-aged, down-scale singles and divorced individuals in transitional small town and ex-urban apartments
S71	Hard Times	Older, down-scale and ethnically-diverse singles typically concentrated in inner-city apartments



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