

### F3. RECENT RICHES

- Suburbs typically found near wealthy cities
- Many high income individuals & young families
- 56% with a B.A. or higher
- More mobile than other Affluent Environments



 **Albertsons 9.4%**

### F4. OPULENT HOMESTEADS

- Populated with some of the wealthiest households in the country
- Nearly 75% with a B.A. or higher
- Many families with children of all ages



 **Albertsons 5.3%**

### A1. SETTLED & CONTENT

- Many parents with children at university
- Some families with younger kids
- 68% haven't moved in the last 10 years
- Only 19% with children living at home





 **Albertsons 11.9%**  **Kroger 7.6%**

### A3. HIGH EARNING FAMILIES

- Lots of families with children of all ages
- Over 50% of adults are college graduates
- Tight distribution of income, far above the national average



 **Albertsons 6.8%**  **Kroger 8.4%**

### E4. BLOOMERS

- Many recent university graduates
- Mix of people living alone and young families
- High home values and rents
- Close proximity to cities




 **Albertsons 13.2%**  **Kroger 8.5%**

### B2. PROVINCIAL LIFESTYLES

- Low population density
- High percentage of manufacturing jobs
- Tight income distribution
- Smaller, single-family, detached housing



 **Kroger 8.9%**

### B3. AGRARIAN OUTBACKS

- High percentage of persons age 45-59
- High rates of vehicle ownership
- Tight income distribution near the national mean



 **Kroger 7.8%**