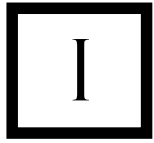




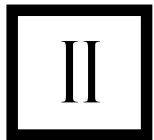
# Maptitude Geodemographic Segmentation Handbook



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## Key Terms



Below are definitions for a few terms that are used throughout this guide:

### **Block Group**

From the [US Census Bureau](#):

*Block Groups (BGs) are statistical divisions of census tracts, are generally defined to contain between 600 and 3,000 people, and are used to present data and control block numbering. A block group consists of clusters of blocks within the same census tract that have the same first digit of their four-digit census block number.*

### **Segment**

Segments are the top level of the Geodemographic Segmentation hierarchy. There are eight total segments, each of which is described briefly on the following page. Segments typically vary greatly from one another and are often clustered together by region. For example, nearly all of New York, NY consists of Cosmopolitan Communities, a segment which generally contains high population density.

### **Subsegment**

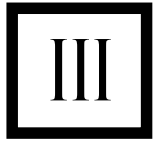
Subsegments are the bottom level of the Geodemographic Segmentation hierarchy. In a given segment, there can be anywhere between 3 and 6 subsegments. Subsegments within the same segment are often characteristically similar, only differing by a few demographics. Within a given census tract or ZIP code, it is common to find a few different subsegments, though they will often be a part of the same segment. For example, The city of New York, NY consists almost entirely of Cosmopolitan Communities, but all 6 subsegments of Cosmopolitan Communities can be found within city limits.

### **Great Lakes Region**

The Great Lakes Region refers to cities and towns clustered around the Great Lakes. This includes Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee, Green Bay, and others.

### **Bay Area**

The Bay Area refers to populated areas found around the San Francisco Bay, such as San Francisco, San Jose, and Oakland.



## Segments



### Comfortable Living

- Middle to high income
- Primarily white population
- High percentage of families
- Low population density
- Common in the Northeast
- Mostly high school and college graduates

### Rural Abodes

- Middle income
- Primarily white population
- Mostly families with some single adults
- Very low population density
- Covers most of rural America
- Mostly high school graduates

### Endeavoring Estates

- Low income
- Primarily black population
- Mostly families with single parent households
- Low to moderate population density
- Common in the Southeast
- Mostly high school graduates

### Easy-Living Suburbs

- Low to middle income
- Primarily white population
- Mostly young adults living alone
- Moderate population density
- Common near smaller cities
- Many high school, some college graduates





## Segments



### Budding Localities

- Middle income
- Racially and ethnically diverse
- High percentage of families
- Moderate to high population density
- Commonly found adjacent to large cities
- Wide range of completed education

### Affluent Environments

- High income
- Primarily white and Asian population
- High percentage of families
- Moderate population density
- Commonly found just outside of cities
- Many college graduates

### Cosmopolitan Communities

- Wide range of income levels
- Racially and ethnically diverse
- High percentage of individuals living alone
- Very high population density
- Commonly found in large cities
- Wide range of completed education

### Cultural Mosaics

- Low income
- Primarily Hispanic population
- High percentage of families
- Moderate population density
- Commonly found in the Southwest
- Many high school graduates

# A1

## Settled and Content *Part of Comfortable Living*

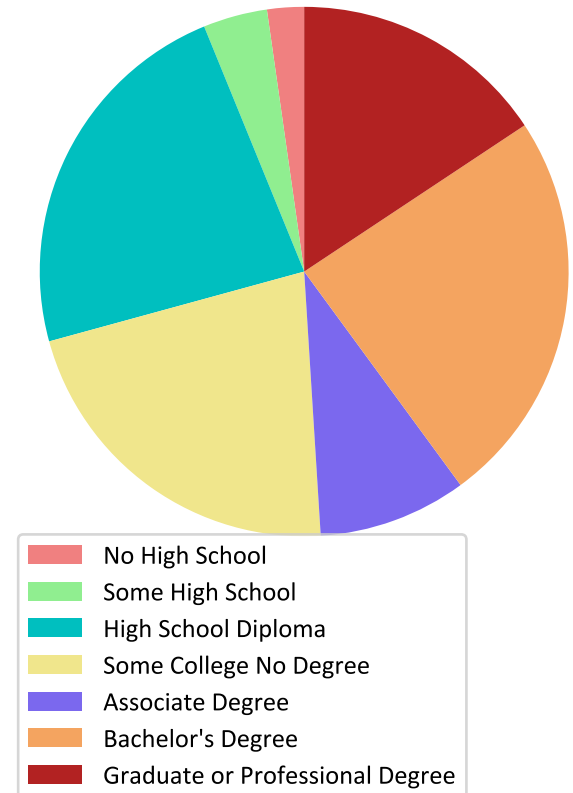
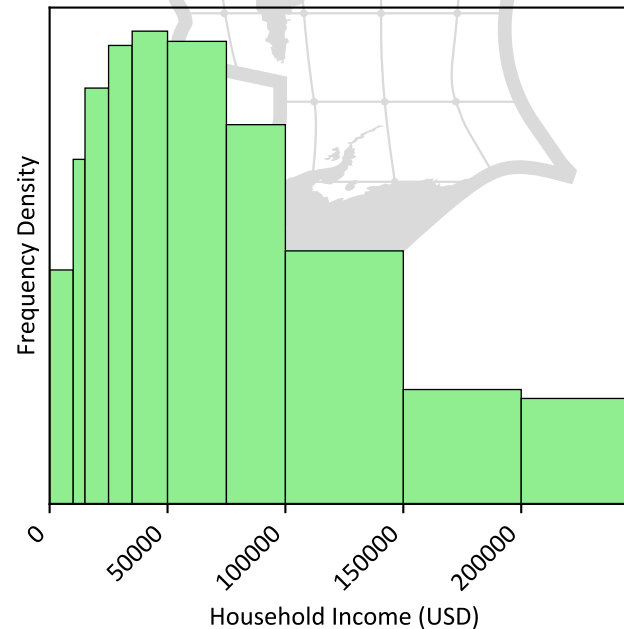
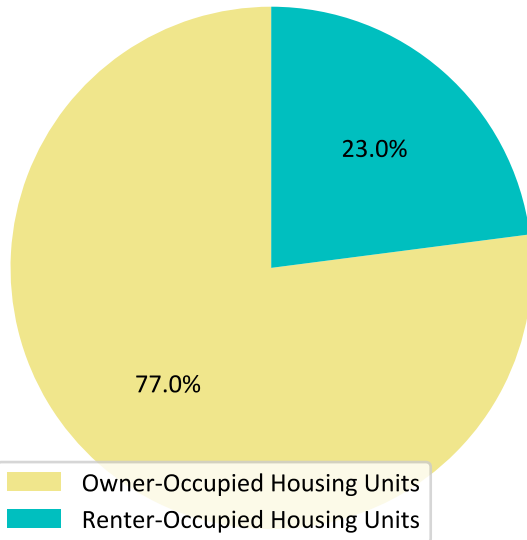


While still consisting of many families, Settled and Content neighborhoods are often home to an older generation whose children have moved out. These areas are quite well off, with well above average mean and median income and one of the highest percentages of high school graduates among all sub-segments.

32.1% of residents in these communities moved in in the past 10 years, which is very few compared with sub-segments outside of Comfortable living. The percentage of families with children in a household is much lower than the rest of Comfortable Living, at only 19.3%, while the percentage of those living alone is much higher, at 10.2%.

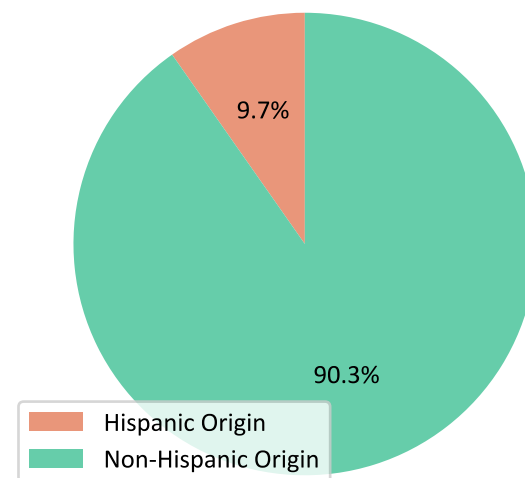
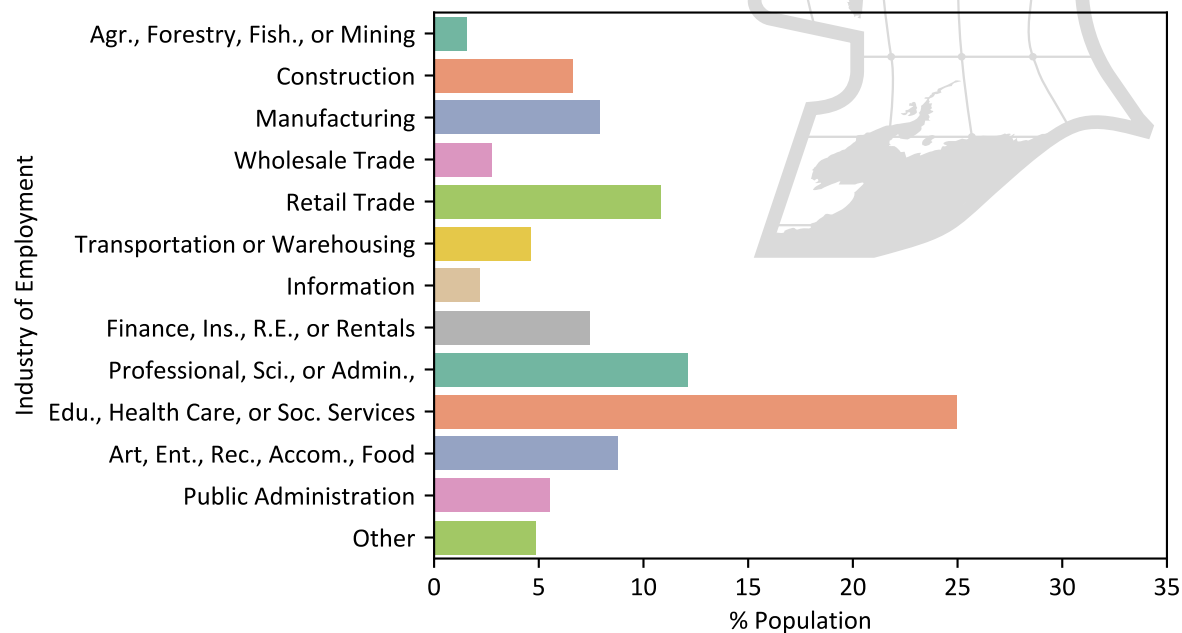
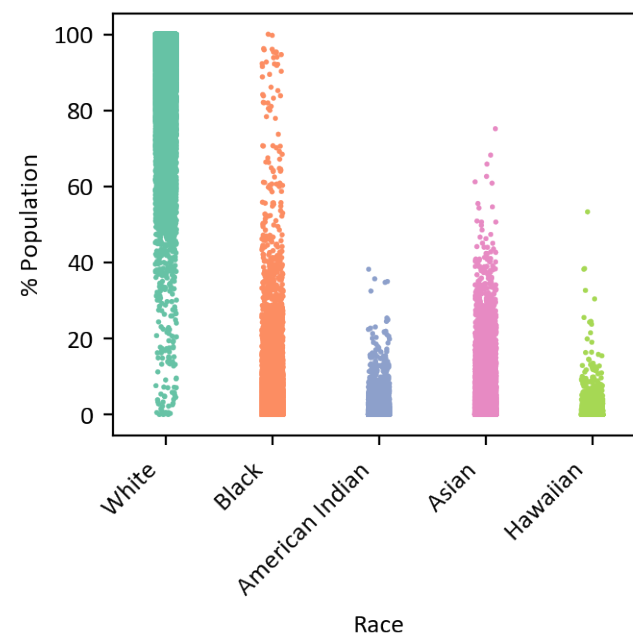
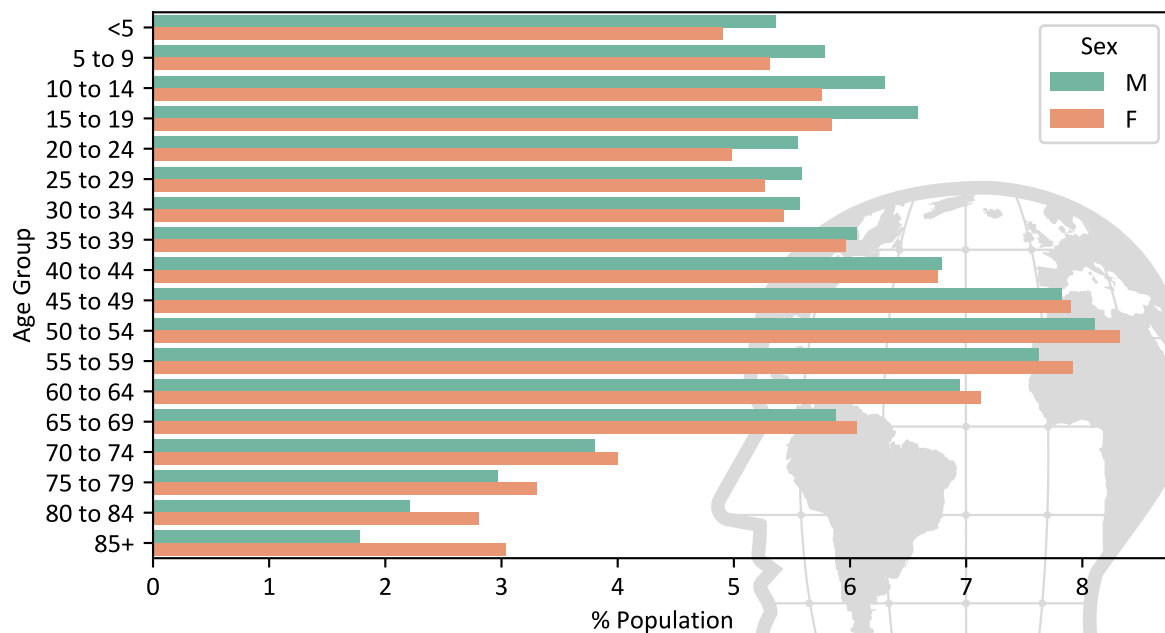
Settled and Content block groups are typically homogeneous, with 86.0% of the total population identifying as white and 87.0% of households speaking English only. As with most of Comfortable Living, these neighborhoods are primarily found in the Northeastern United States, with isolated occurrences near major cities across the country.

Demographic	Value
Estimated Median Age	44
Estimated Median Home Value	\$307,917
Estimated Median Monthly Rent	\$1,176
Estimated Median HH Income	\$77,684
Mean HH Income	\$97,497
Total Population	20,631,270
Population Density (Per Sq mi)	2,729
Total Households	8,085,041
Household Density (Per Sq mi)	1,037



# A1

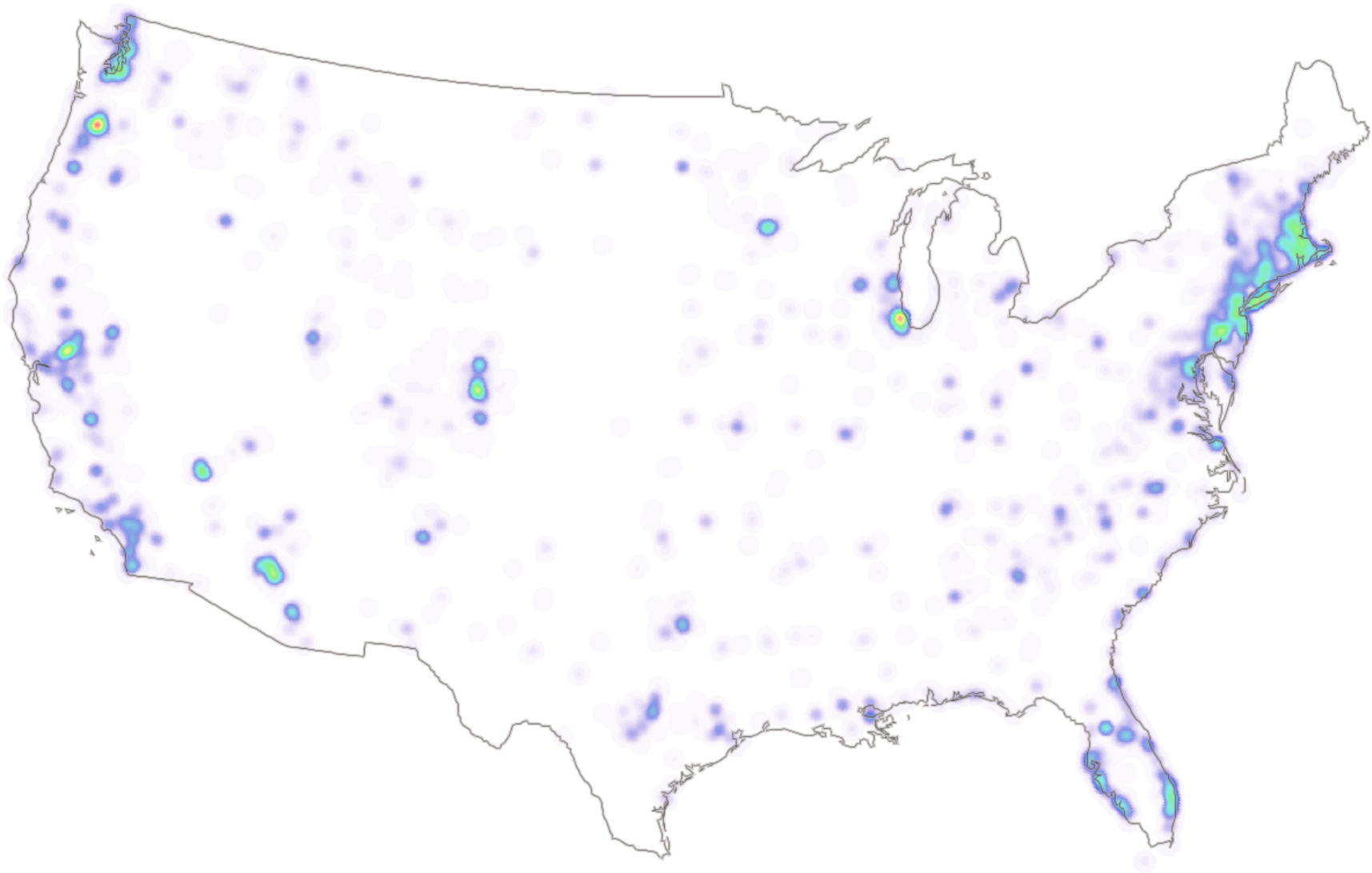
## Settled and Content *Part of Comfortable Living*



A1

# Settled and Content

*Part of Comfortable Living*

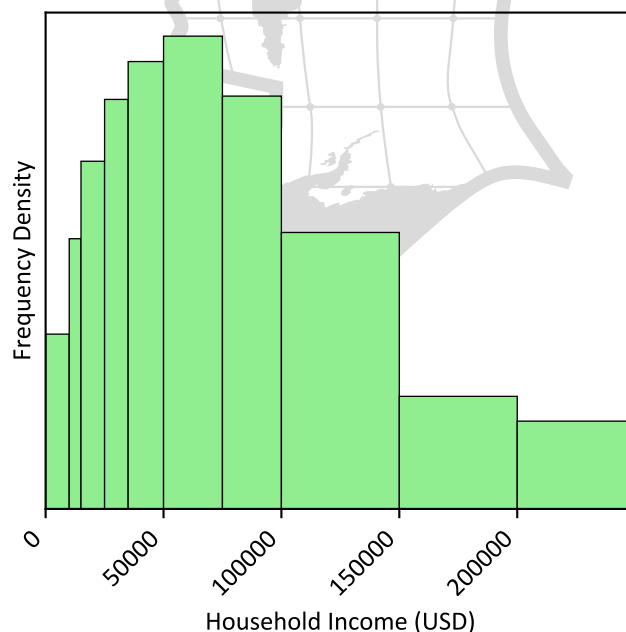
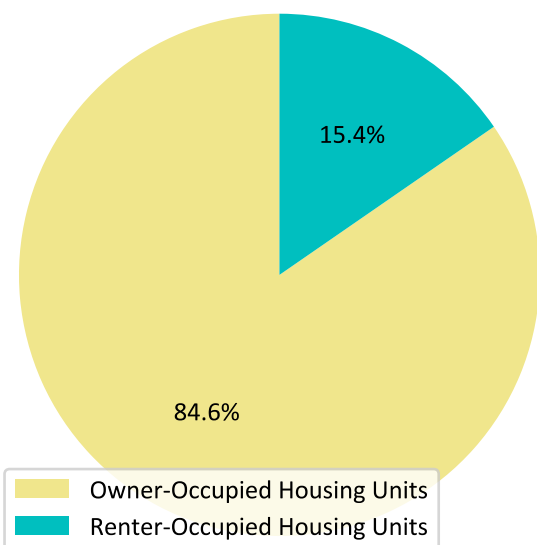




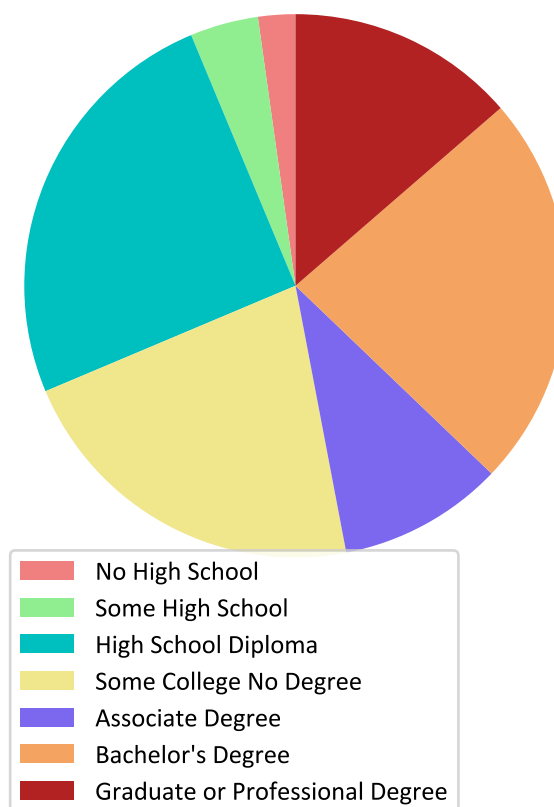
Consisting primarily of white families with income above the national average, these suburbs are considerably less populated than the rest of Comfortable Living. These areas are usually found between 30 minutes and an hour outside of cities in the Eastern United States.

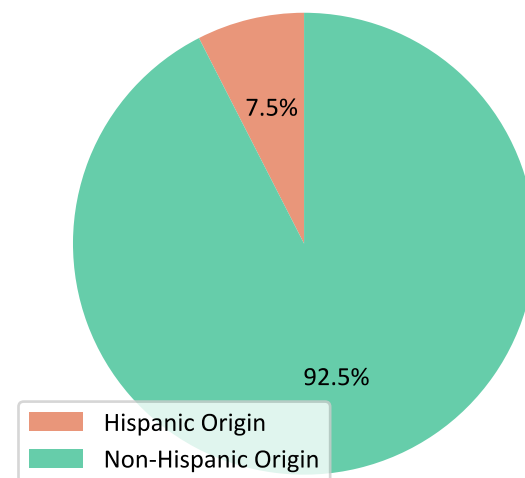
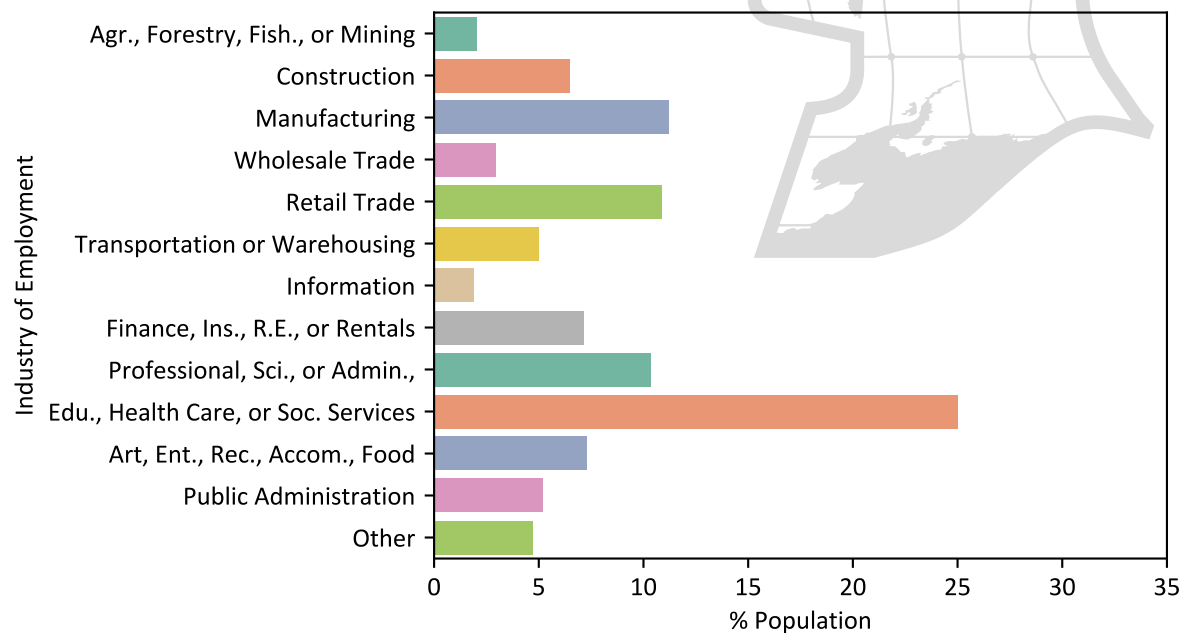
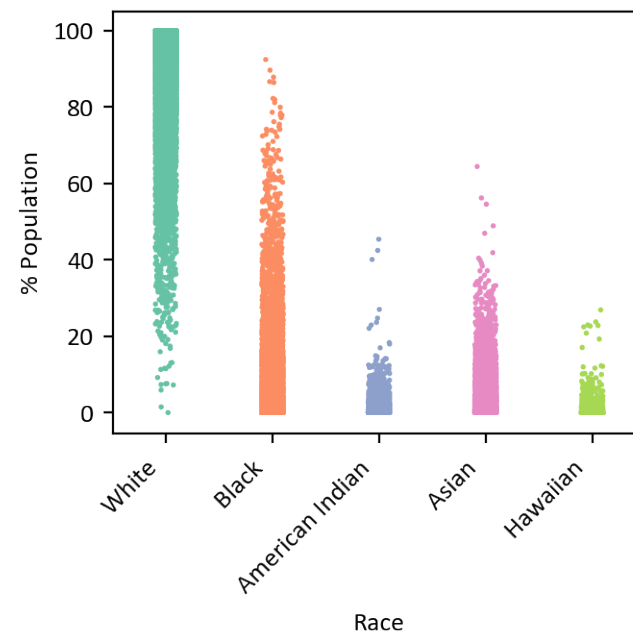
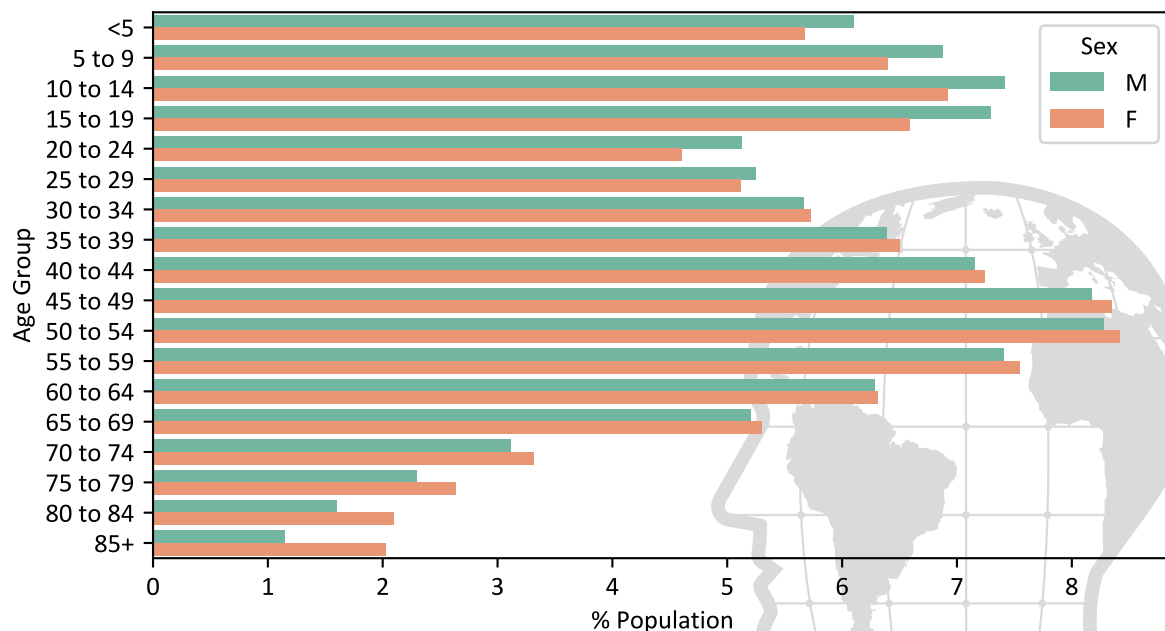
Likely due to their sparse nature and relatively high income, car ownership is very high, with over 91% of households owning vehicles and 84.2% of individuals driving to work. Despite their proximity to cities, most of the population maintains a shorter commute, with only 7.0% reporting commutes of over an hour.

Home ownership is high, with a vacancy rate of only 5.9%. Over 83% of these homes are single detached housing units. Diversity in Spacious Suburbs is quite low, with 90.2% of the population speaking English only and 86.3% identifying as white. These neighborhoods are similar to Agrarian Outbacks with regard to their population density, location, and demographics, but tend to consist of individuals with higher income.



Demographic	Value
Estimated Median Age	40
Estimated Median Home Value	\$219,009
Estimated Median Monthly Rent	\$999
Estimated Median HH Income	\$80,947
Mean HH Income	\$97,336
Total Population	24,380,009
Population Density (Per Sq mi)	1,831
Total Households	8,816,332
Household Density (Per Sq mi)	652

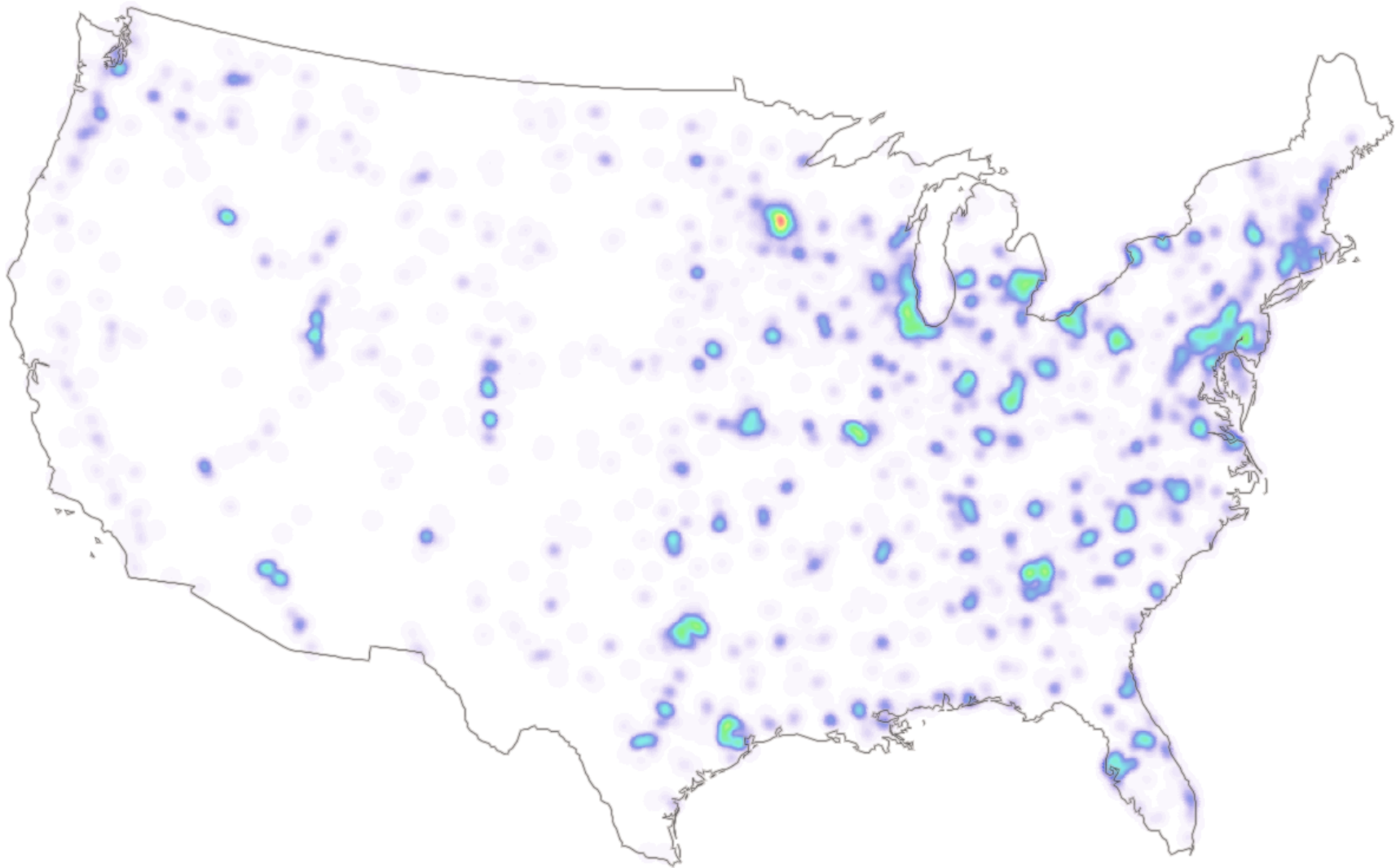




A2

## Spacious Suburbs

*Part of Comfortable Living*



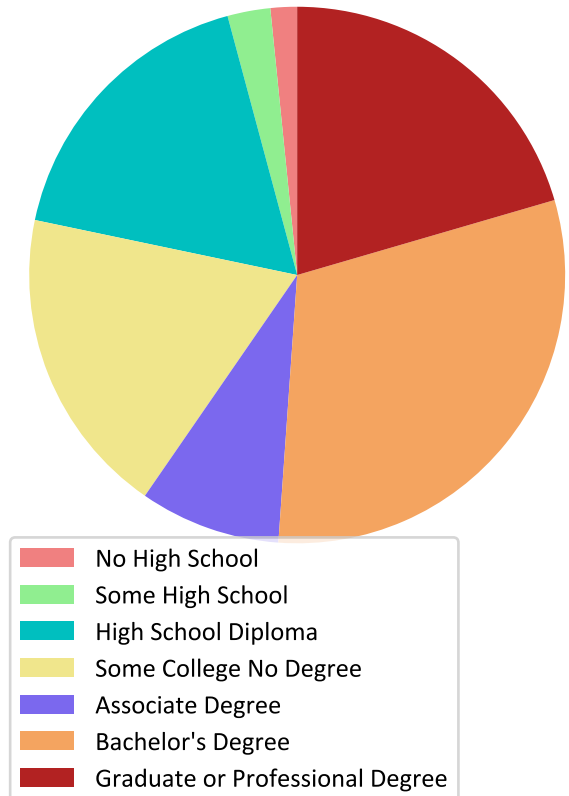
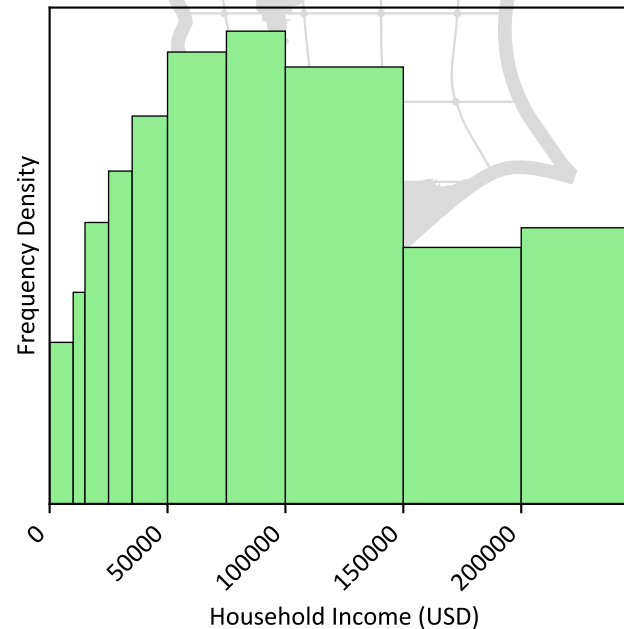
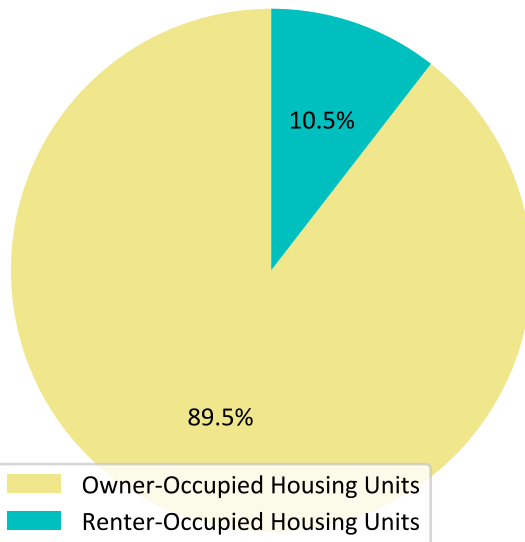


High-Earning Families boasts the highest mean and median income of the three Comfortable Living sub-segments, as well as a sizable percentage of households consisting of families with children 5 and up. These areas are clustered around cities, with a larger average family size and household size than their counterparts.

Individuals living in these neighborhoods are typically very well educated, with 51.1% of the population holding a bachelors degree or higher. Vehicle ownership is the highest of any subsegment, with 94.3% of households owning a vehicle. The poverty rate is understandably low, at only 2.3% of households, while the homes are quite large, with an estimated 7.6 median rooms per housing unit and an estimated median value of \$331,000.

With its high median income, high percentage of home ownership, and family-oriented nature, High-Earning Families can be viewed as a slightly less wealthy version of the Opulent Homesteads subsegment, which is a part of Affluent Environments (F4).

Demographic	Value
Estimated Median Age	40
Estimated Median Home Value	\$330,728
Estimated Median Monthly Rent	\$1,237
Estimated Median HH Income	\$111,807
Mean HH Income	\$131,992
Total Population	25,050,276
Population Density (Per Sq mi)	2,640
Total Households	8,368,267
Household Density (Per Sq mi)	854

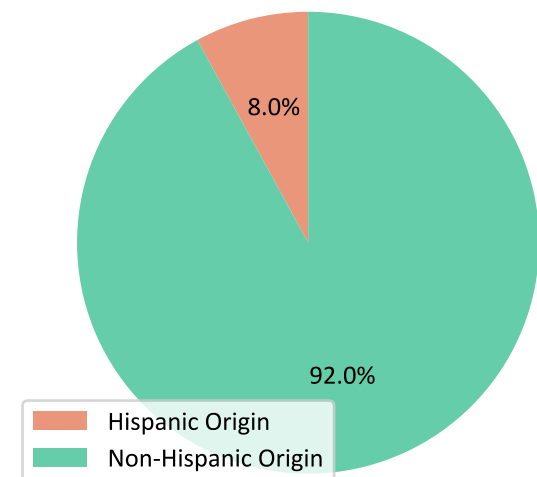
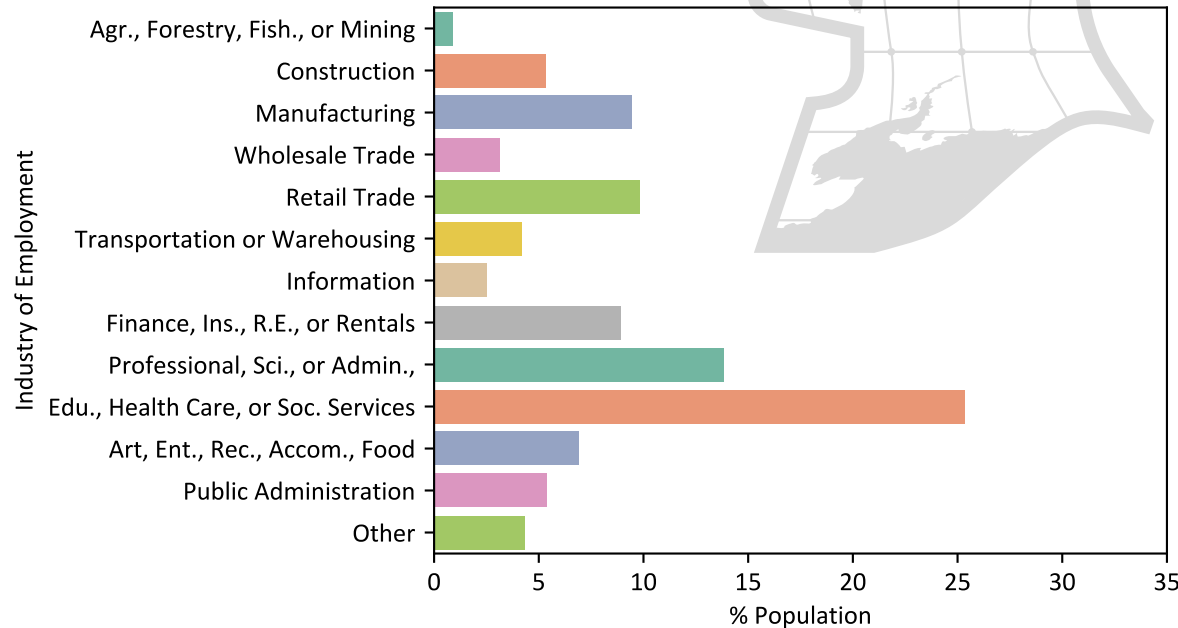
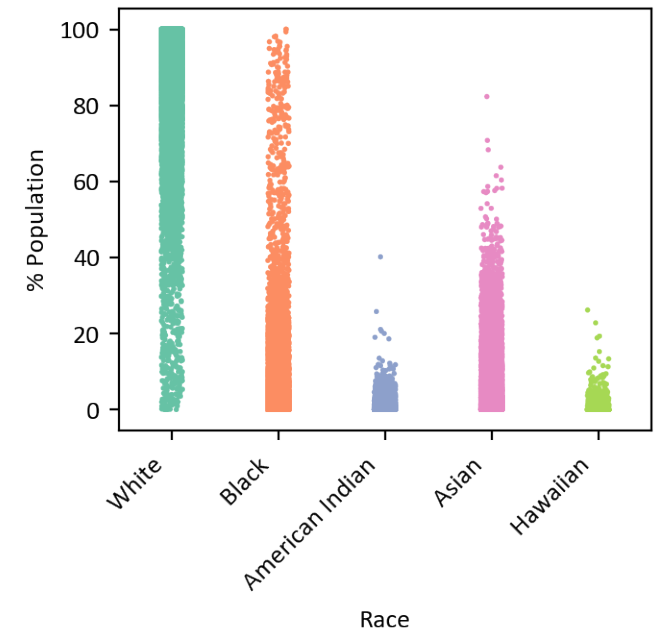
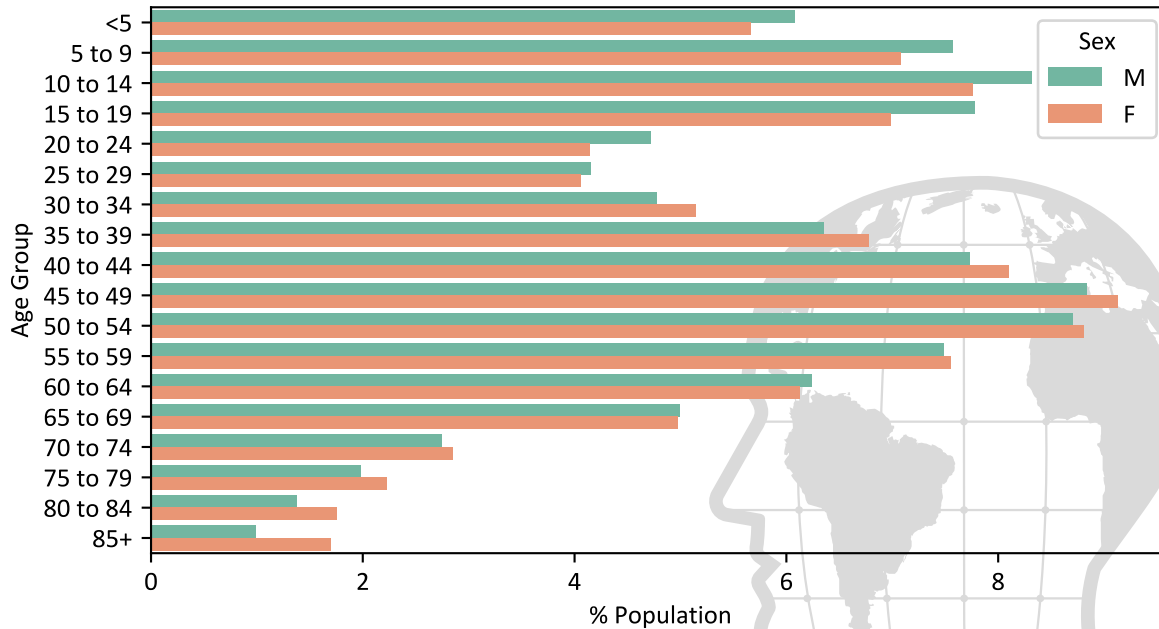




A3

# High-Earning Families

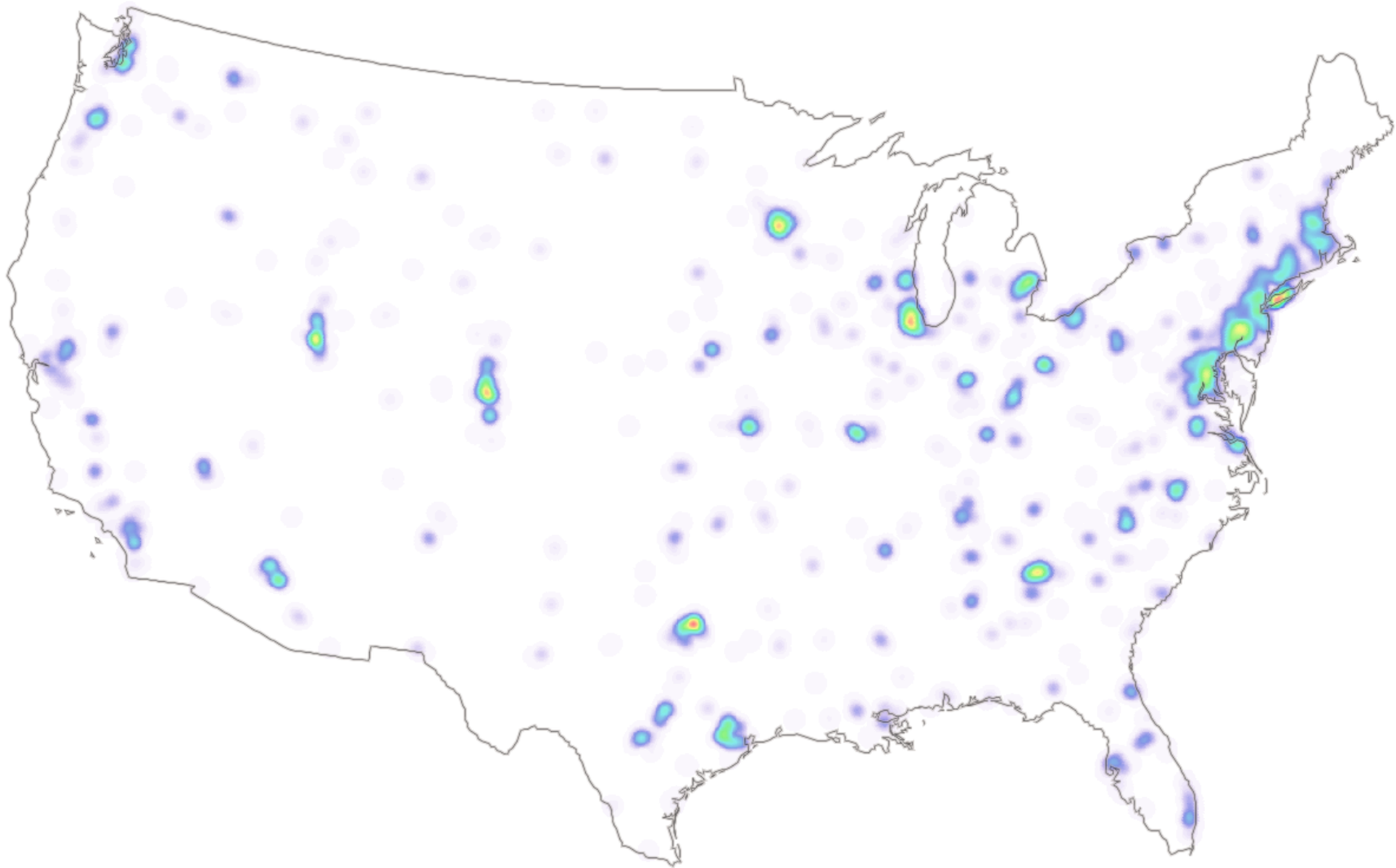
*Part of Comfortable Living*



A3

## High-Earning Families

*Part of Comfortable Living*



# B1

## Country living *Part of Rural Abodes*



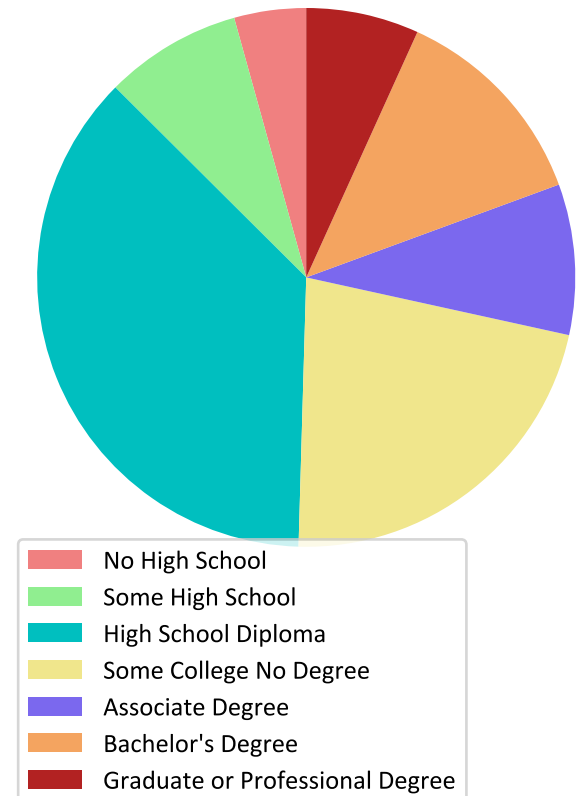
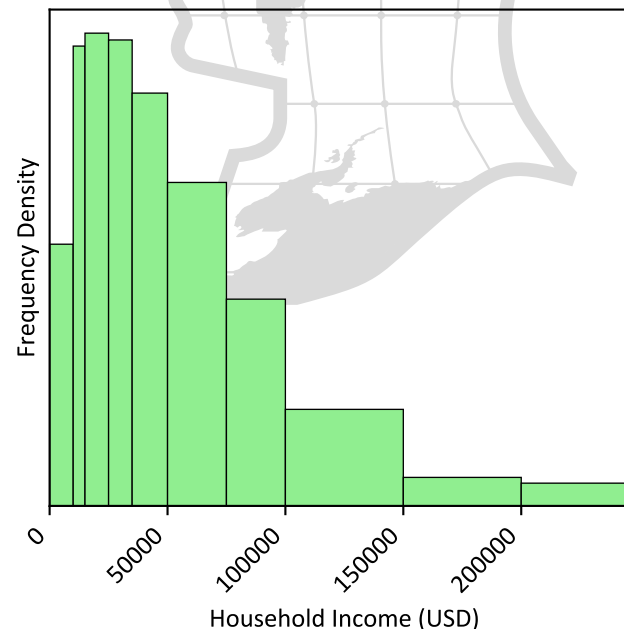
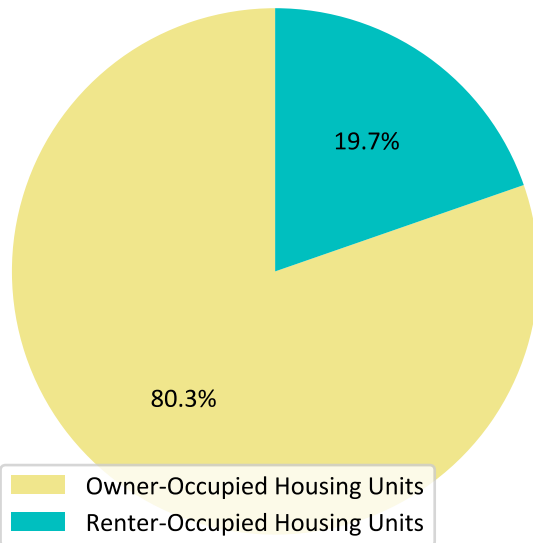
The largest of the rural segments by landmass, Country Living contains an understandably large percentage of vacant homes at 29.5% of all housing units. The remaining homes are primarily occupied by owners, with a small fraction of renters in the mix as well.

These areas feature the lowest household and population density among all segments, while still maintaining a median income near the national average. They are home to mainly white, English-only communities with low minority population.

Despite the rural locations, overall vehicle ownership is only 67.3% among households. Nearly 10% of the population is self-employed, with a large amount of people working in Agriculture. These communities are comparatively less mobile than others, with only 20.7% of individuals having moved in in the past 10 years.

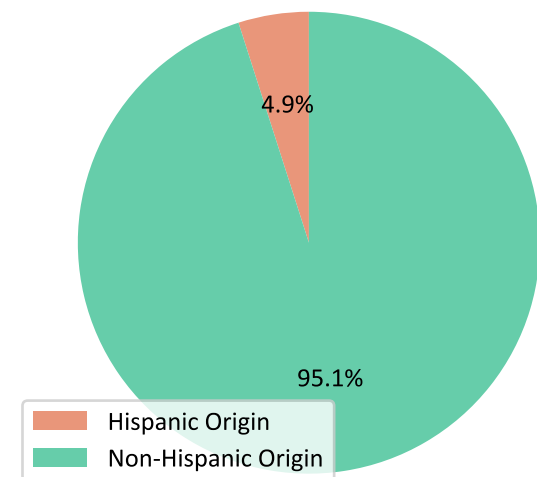
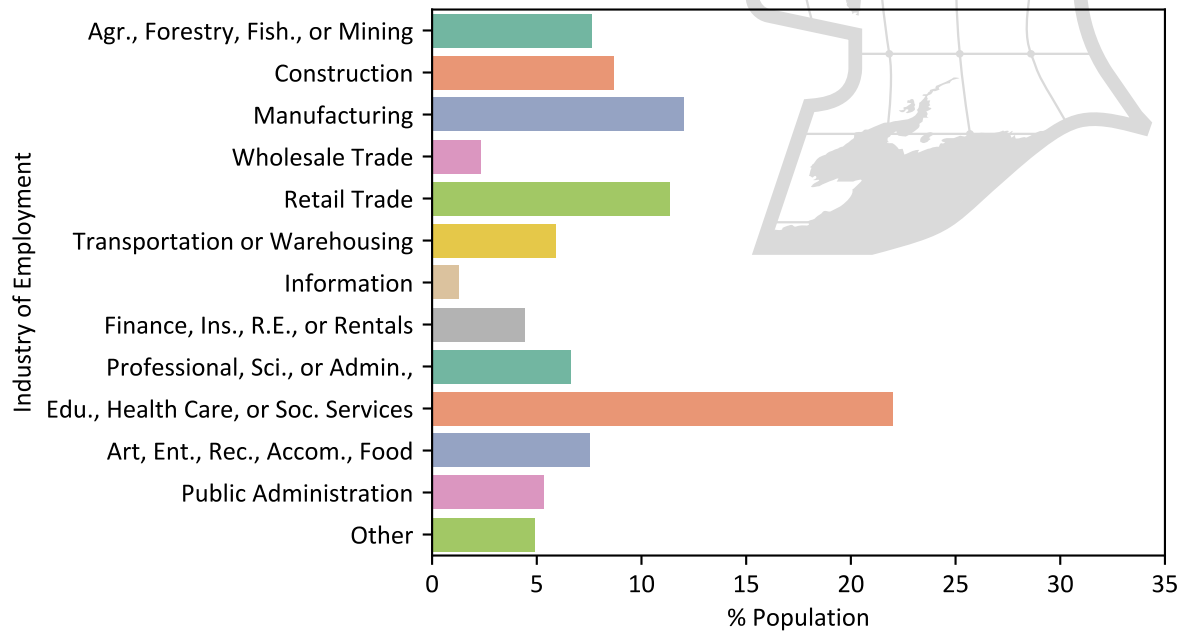
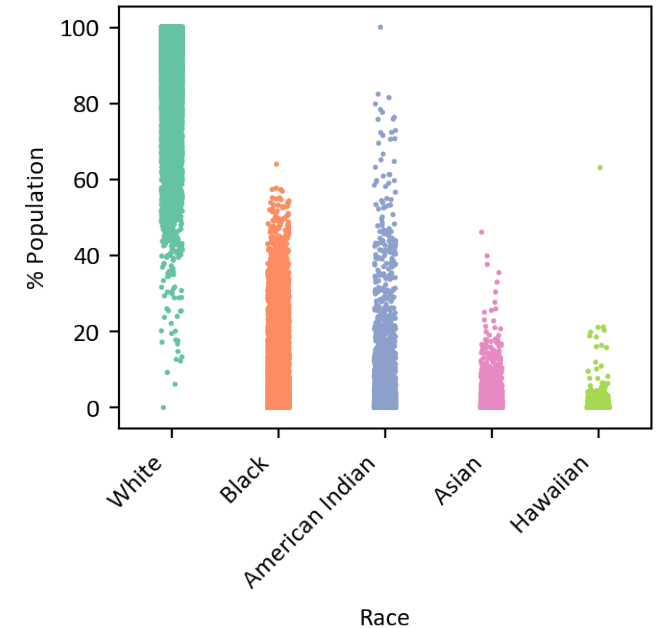
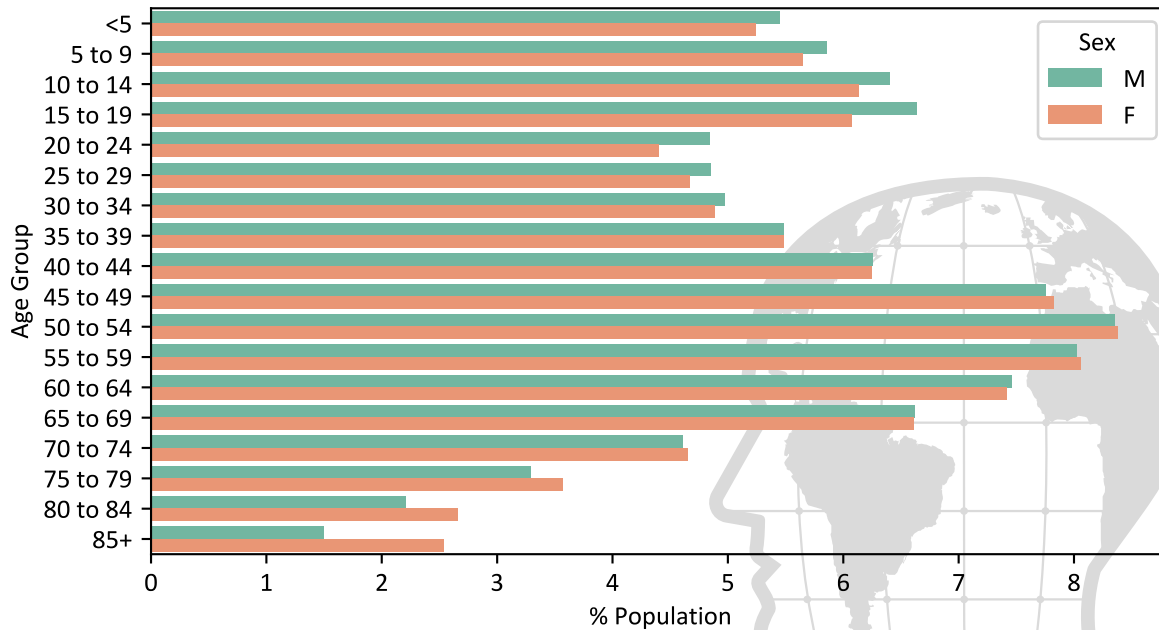
Country Living can be found in block groups across the country, but is particularly prominent in the Eastern United States with a large cluster running from Southern Maine to Northern Georgia.

Demographic	Value
Estimated Median Age	46
Estimated Median Home Value	\$146,223
Estimated Median Monthly Rent	\$681
Estimated Median HH Income	\$50,487
Mean HH Income	\$65,322
Total Population	18,836,589
Population Density (Per Sq mi)	212
Total Households	7,584,035
Household Density (Per Sq mi)	101



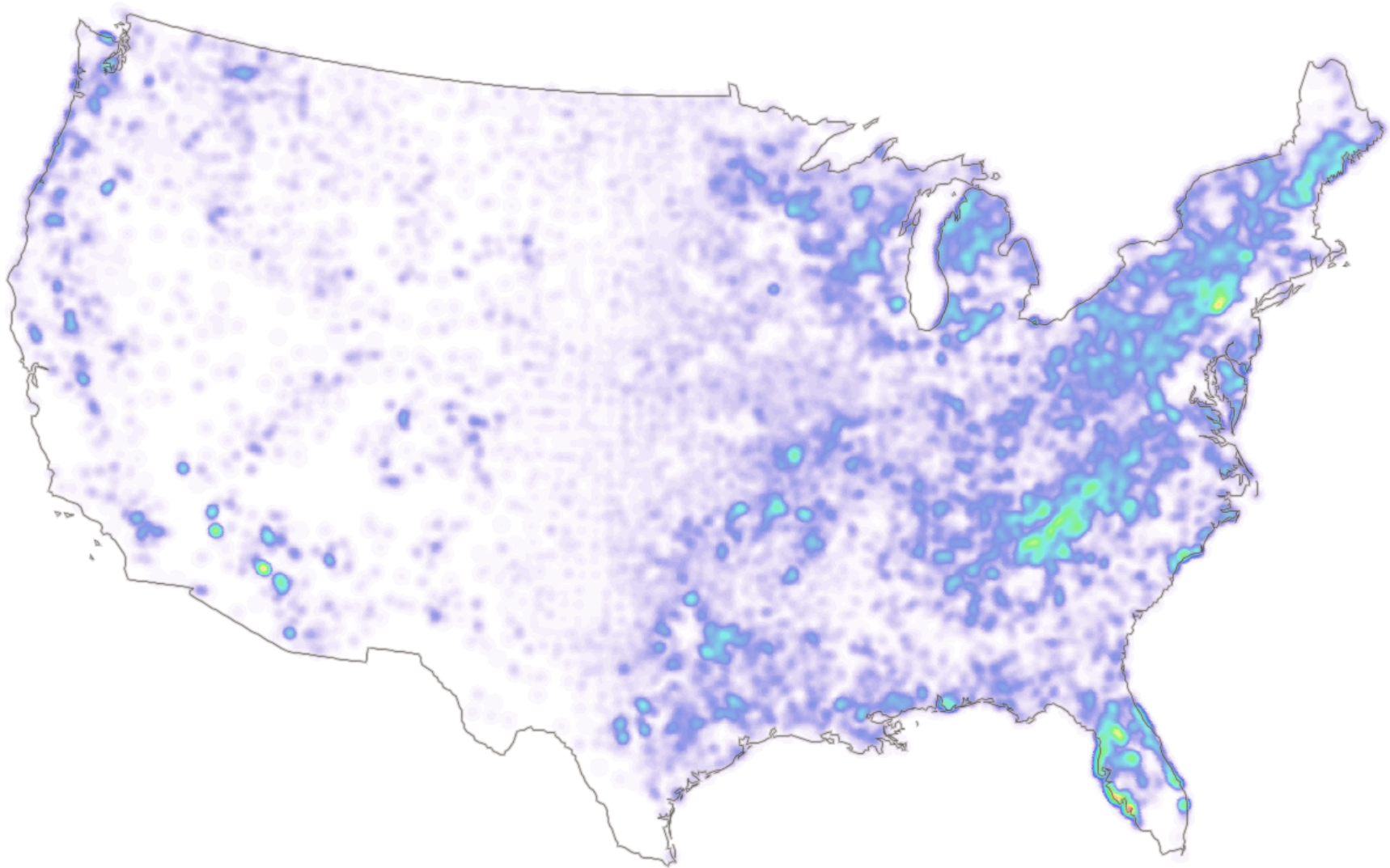
# B1

## Country living *Part of Rural Abodes*



# B1

## Country living *Part of Rural Abodes*

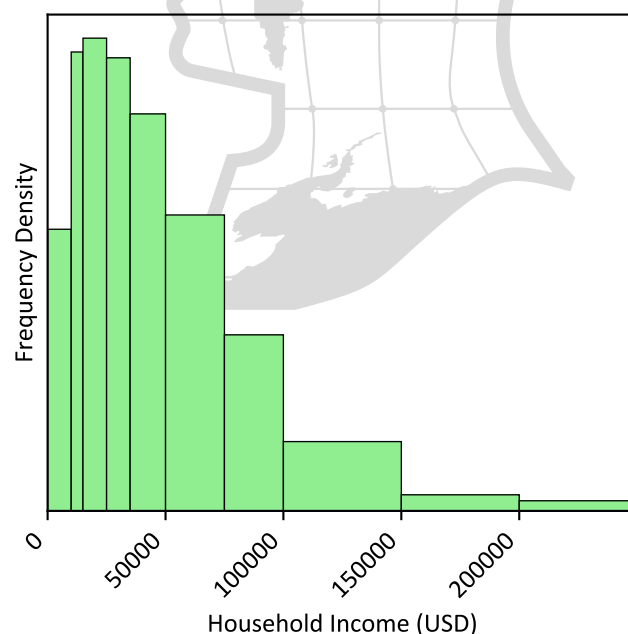
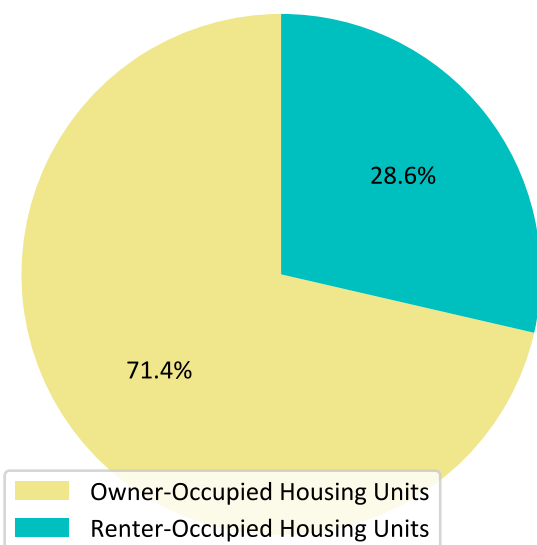




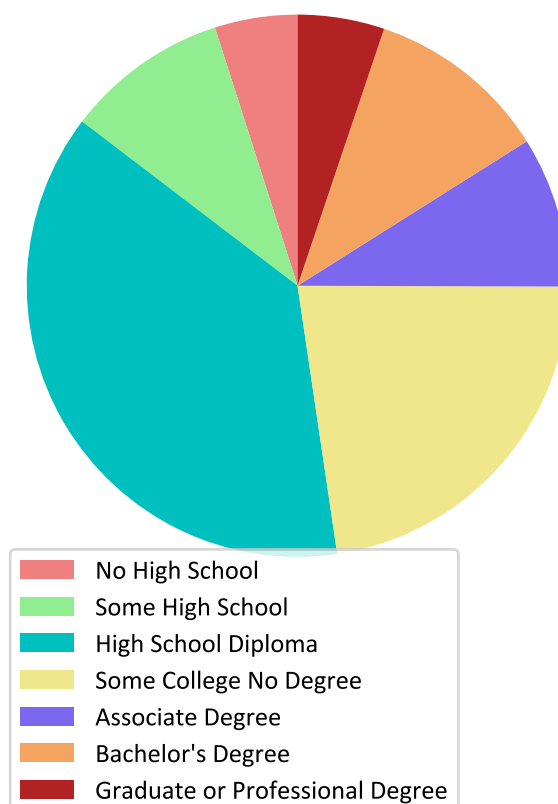
Covering less ground but encompassing a higher population than Country Living, Provincial lifestyles coats the US Appalachia region. This sub-segment also consists of more block groups than any other. 85.5% of the population in Provincial lifestyles identify as white, with sprinkles of high percentage Native American population appearing in select block groups.

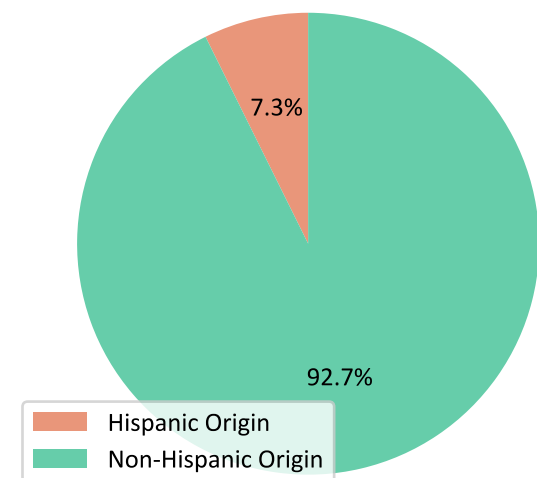
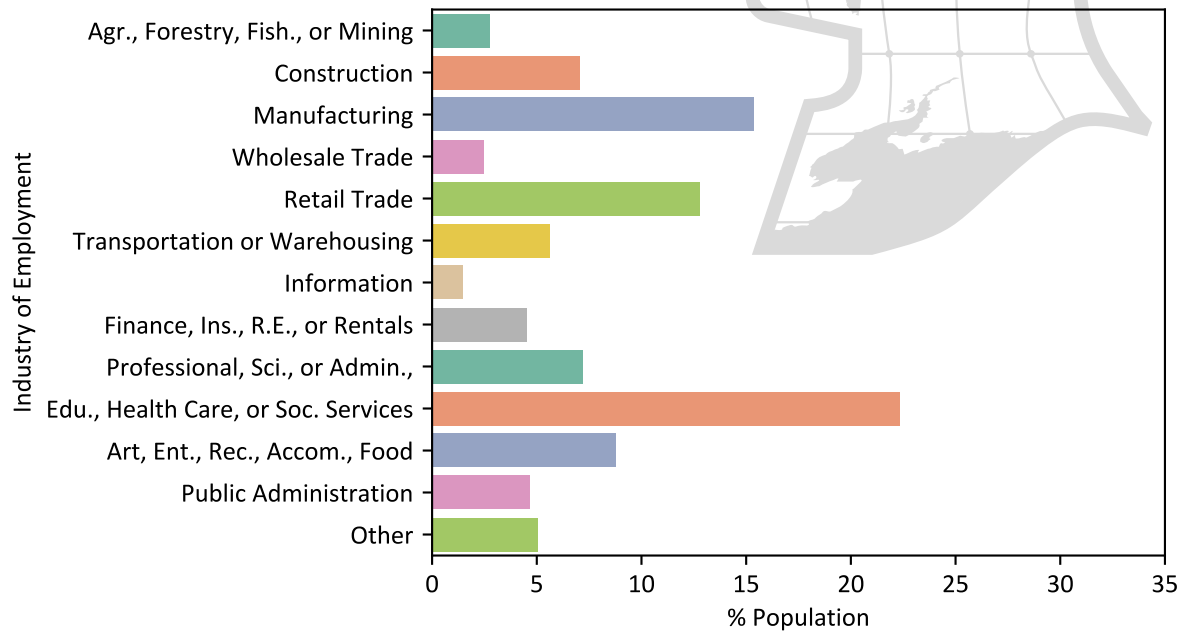
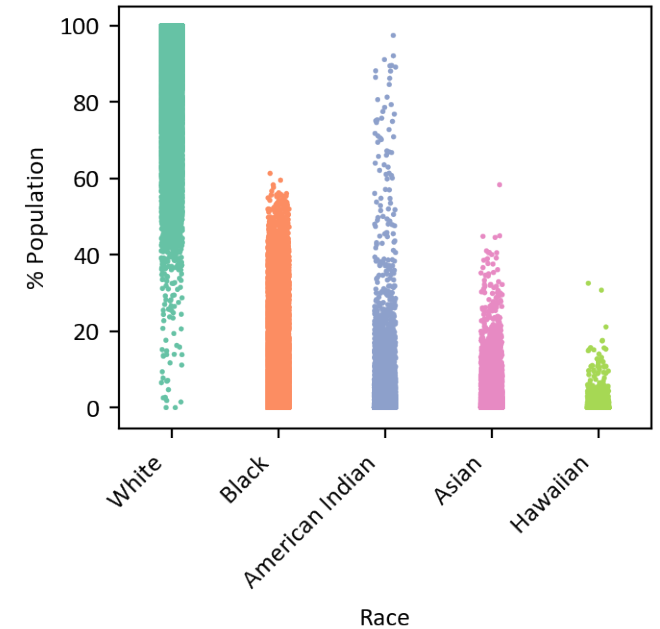
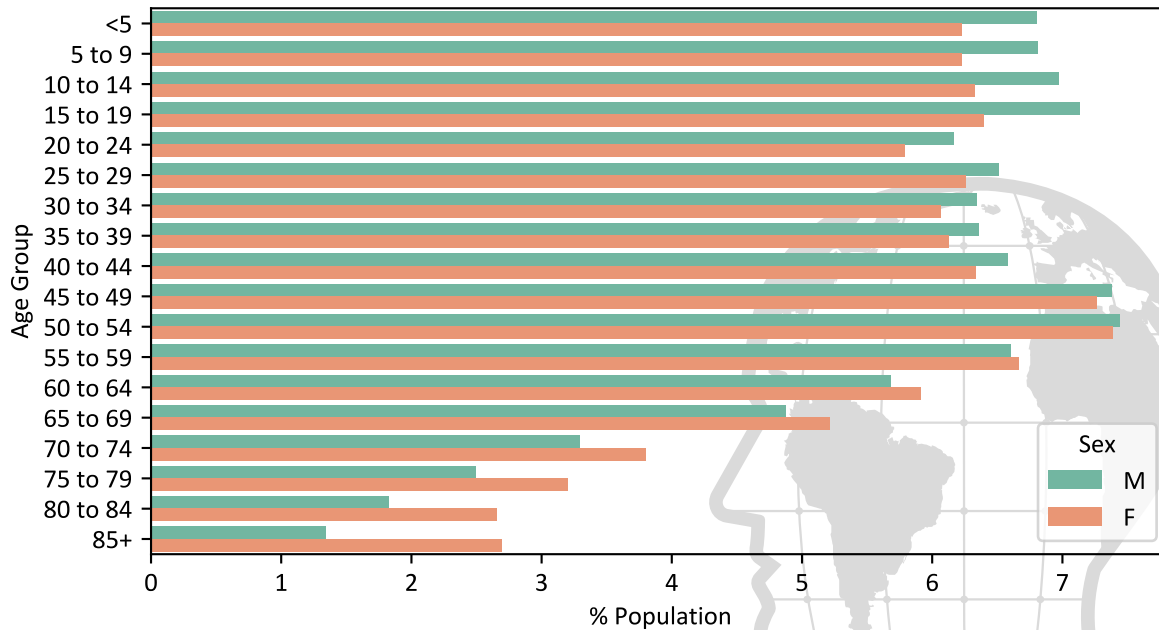
While these regions are mostly below the median household income in the US, the cost of living is also quite economical. Median home value sits at \$105,397, well below the national median of \$308,000\*. Despite their low cost, 73.4% of the homes are still single detached houses and 77.9% are between 4 and 7 rooms in size.

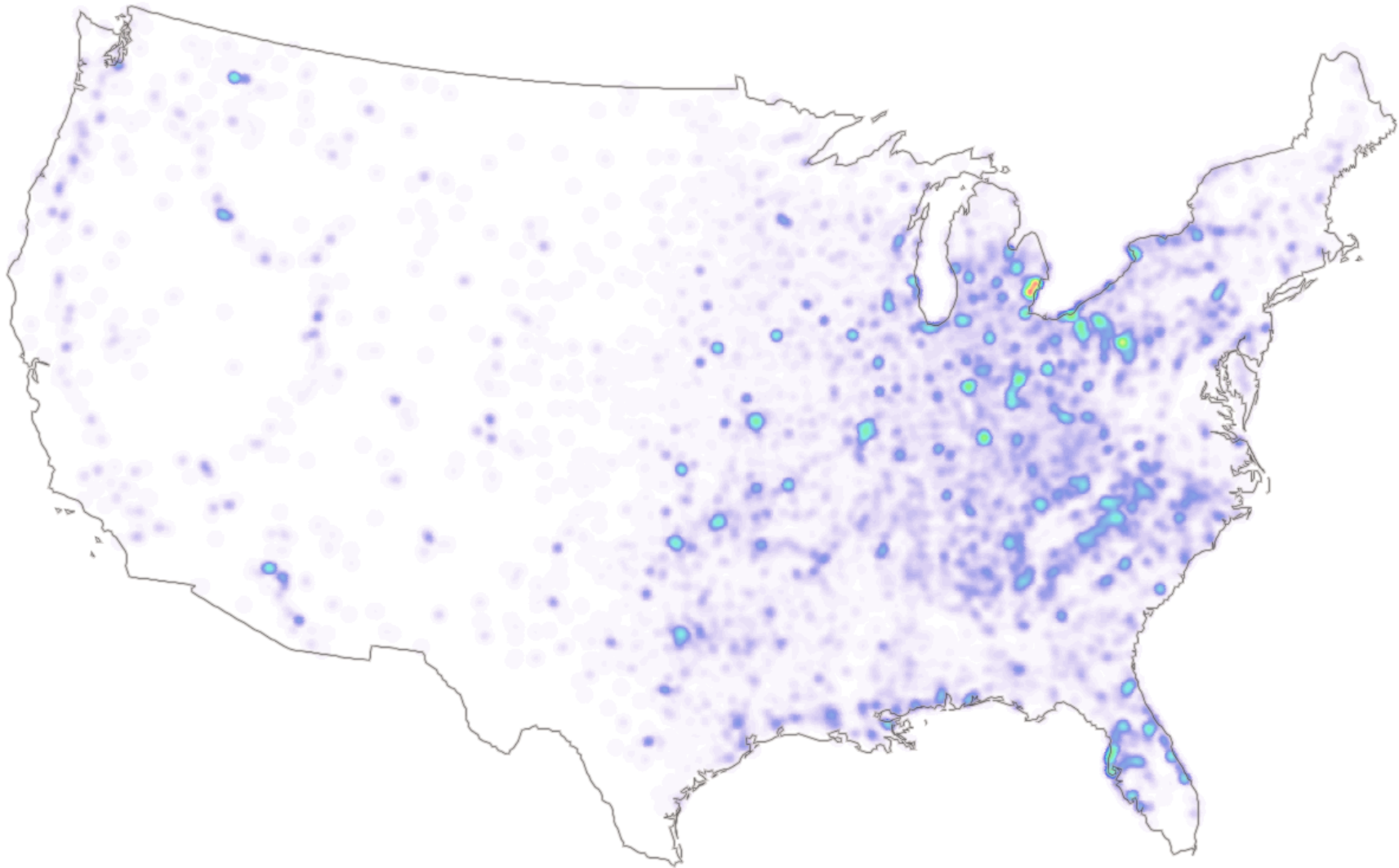
Age distributions are relatively balanced in Provincial Lifestyles. 32.0% are under the age of 25, 25.3% between 25 and 44, and 26.5% between 45 and 64. Provincial lifestyles also contains the highest percentage population employed in manufacturing of any sub-segment, at 15.0%.



Demographic	Value
Estimated Median Age	39
Estimated Median Home Value	\$105,397
Estimated Median Monthly Rent	\$746
Estimated Median HH Income	\$45,232
Mean HH Income	\$56,376
Total Population	35,517,477
Population Density (Per Sq mi)	1,682
Total Households	13,673,061
Household Density (Per Sq mi)	664









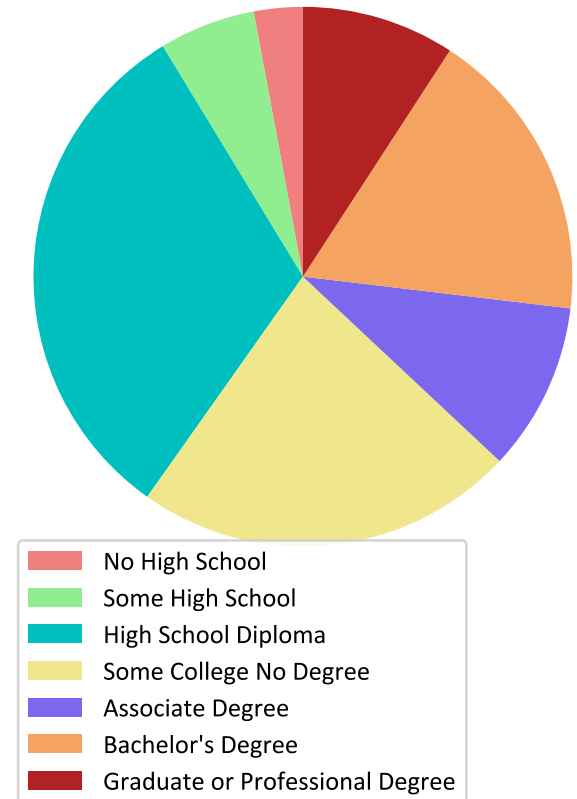
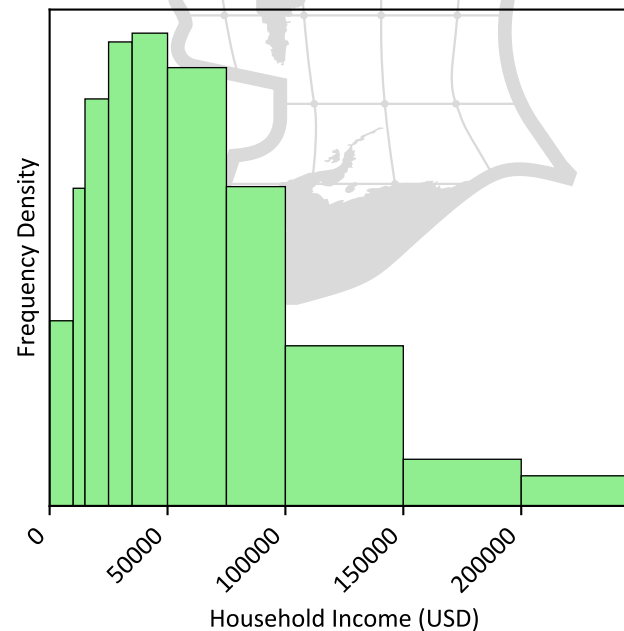
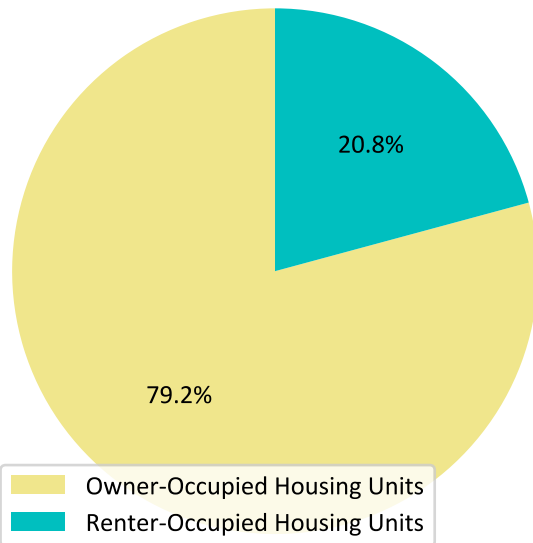


Agrarian Outbacks contains the highest population of any sub-segment in the Maptitude Geodemographic Segmentation. It is primarily found in clusters around the Great Lakes region with some scatterings in the Southeast, Northeast, and Midwest. This sub-segment is similar to its Rural Abode siblings, however it boasts a higher median income, better educated population, and higher population density.

Compared with the other sub-segments of Rural Abodes, the home vacancy rate is quite low, at only 7.1%. Most of the owned homes consist of 4-7 rooms, with around 23.2% containing 8 or more. 79.5% of all of these homes are detached single homes, likely due to the low population density of the communities.

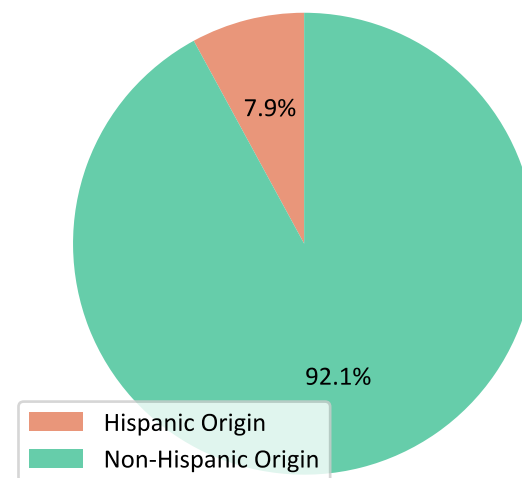
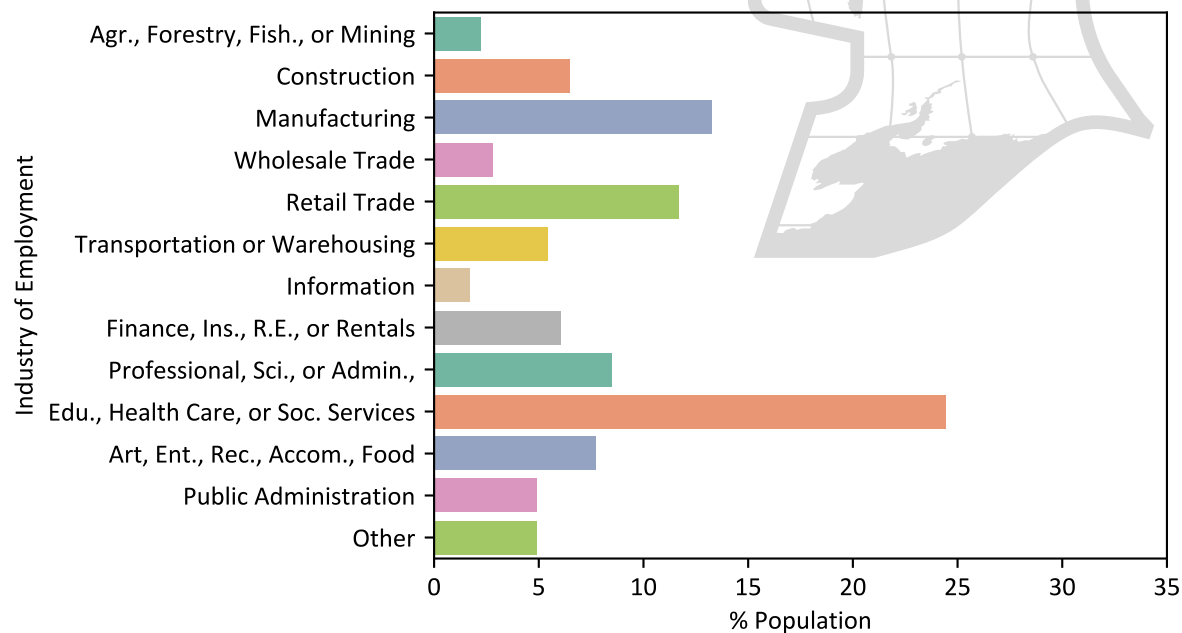
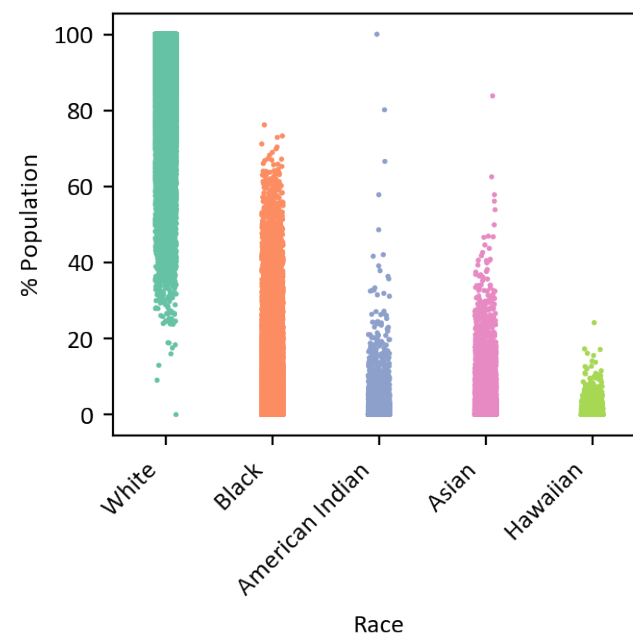
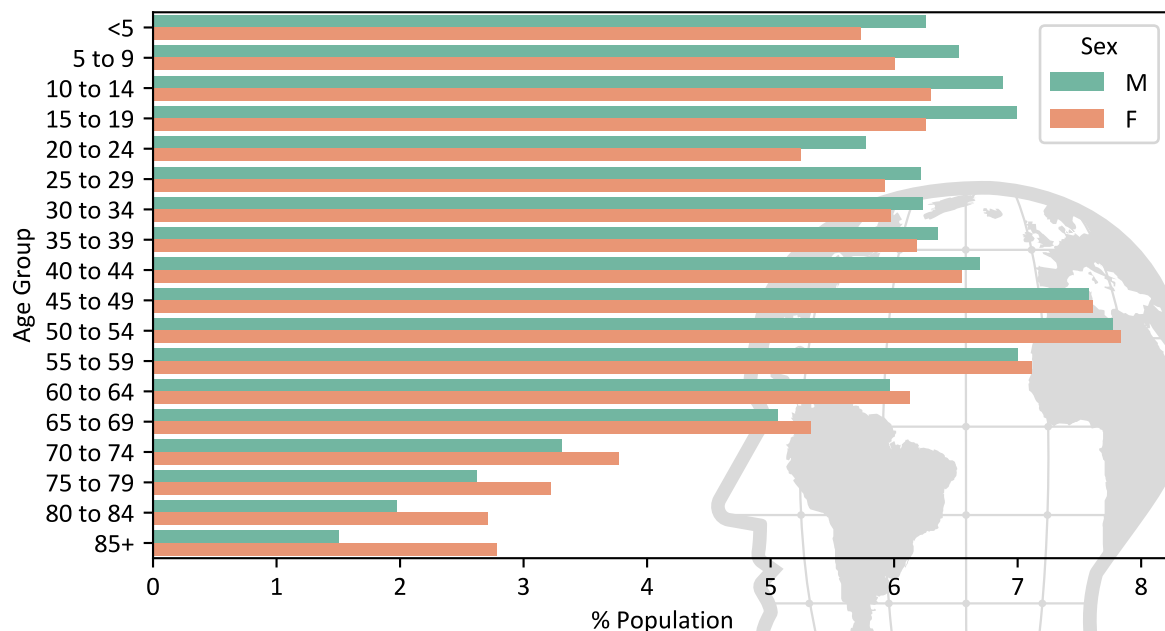
Vehicle ownership in Agrarian Outbacks is high, at 89.5%, and the vast majority of commuters are driving to work. Poverty rates within these areas are also low, with only 3.8% of households falling below the poverty line.

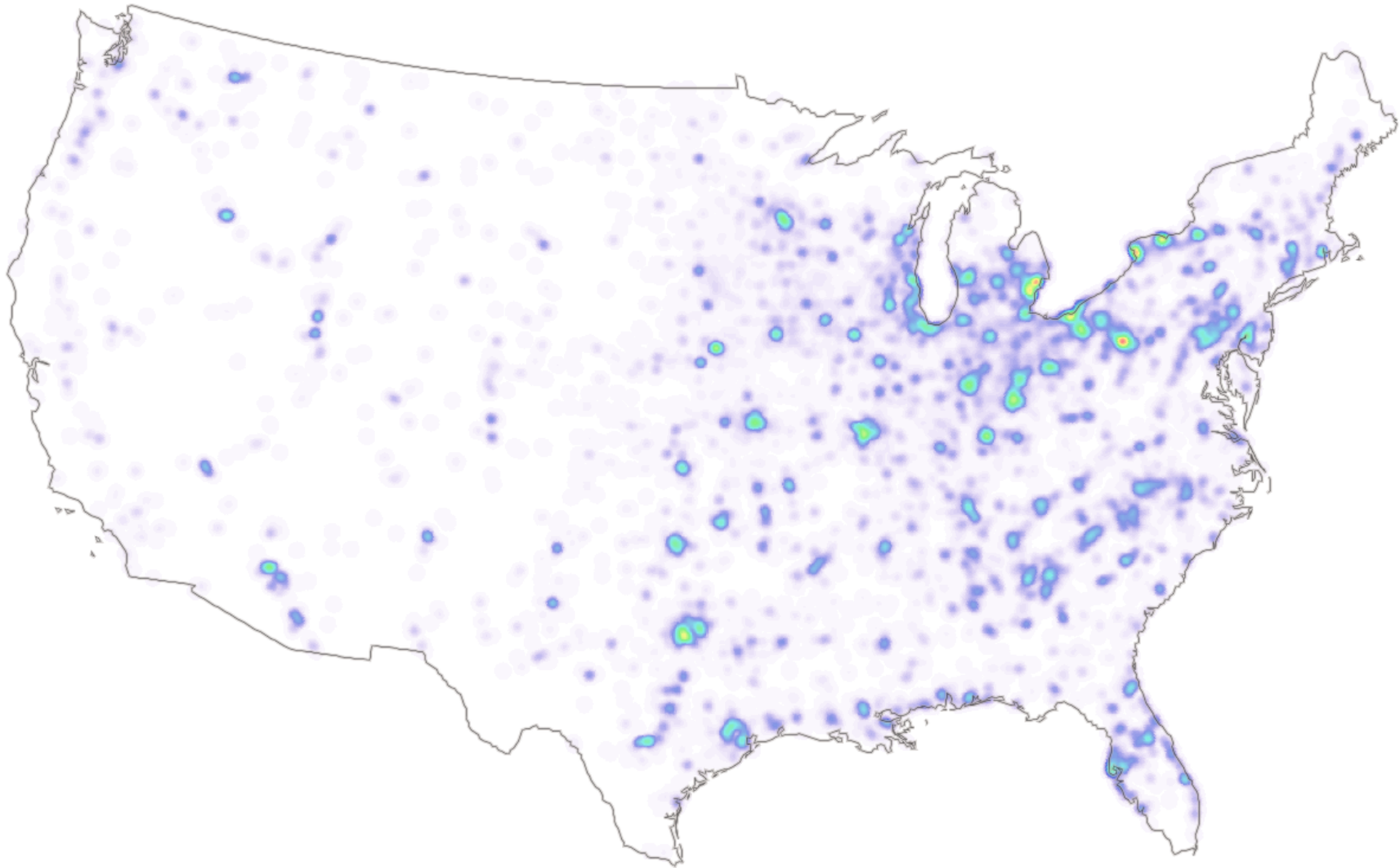
Demographic	Value
Estimated Median Age	41
Estimated Median Home Value	\$147,426
Estimated Median Monthly Rent	\$863
Estimated Median HH Income	\$62,861
Mean HH Income	\$75,221
Total Population	36,543,198
Population Density (Per Sq mi)	2,026
Total Households	14,064,648
Household Density (Per Sq mi)	787



# B3

## Agrarian Outbacks *Part of Rural Abodes*





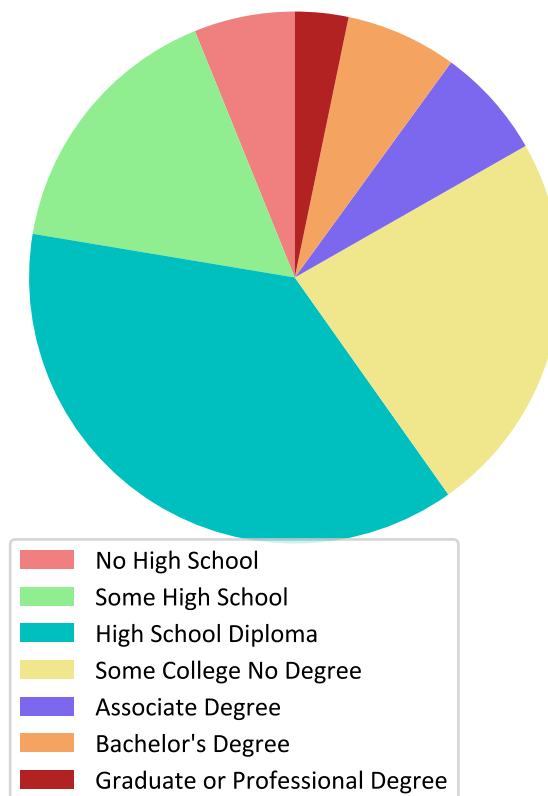
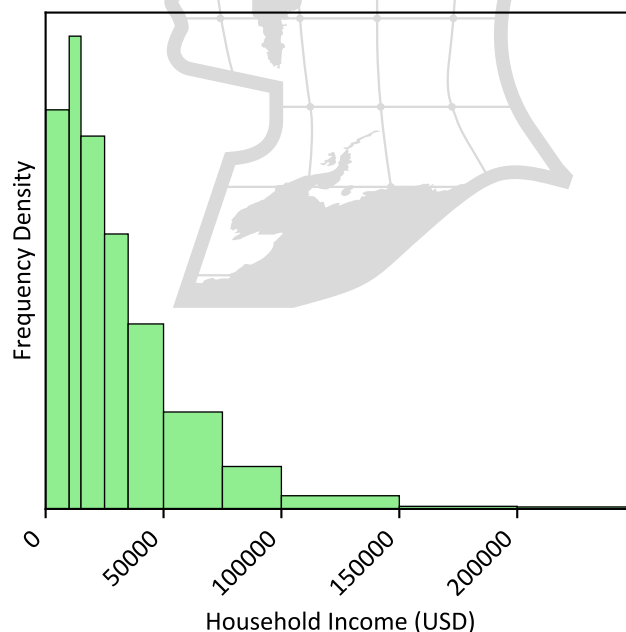
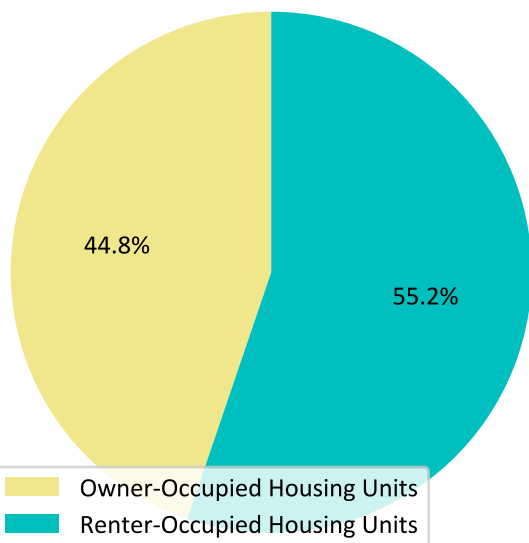


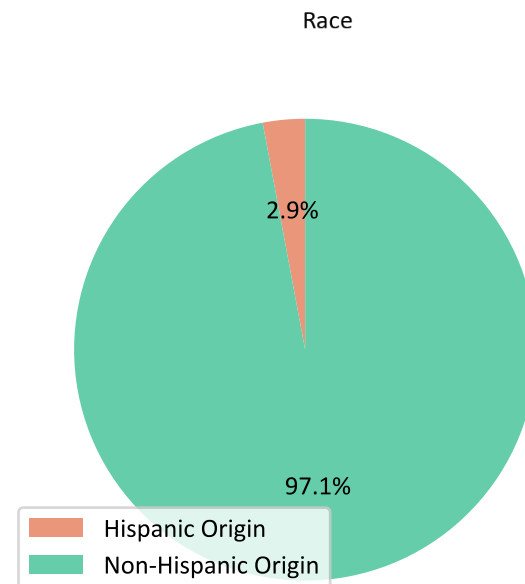
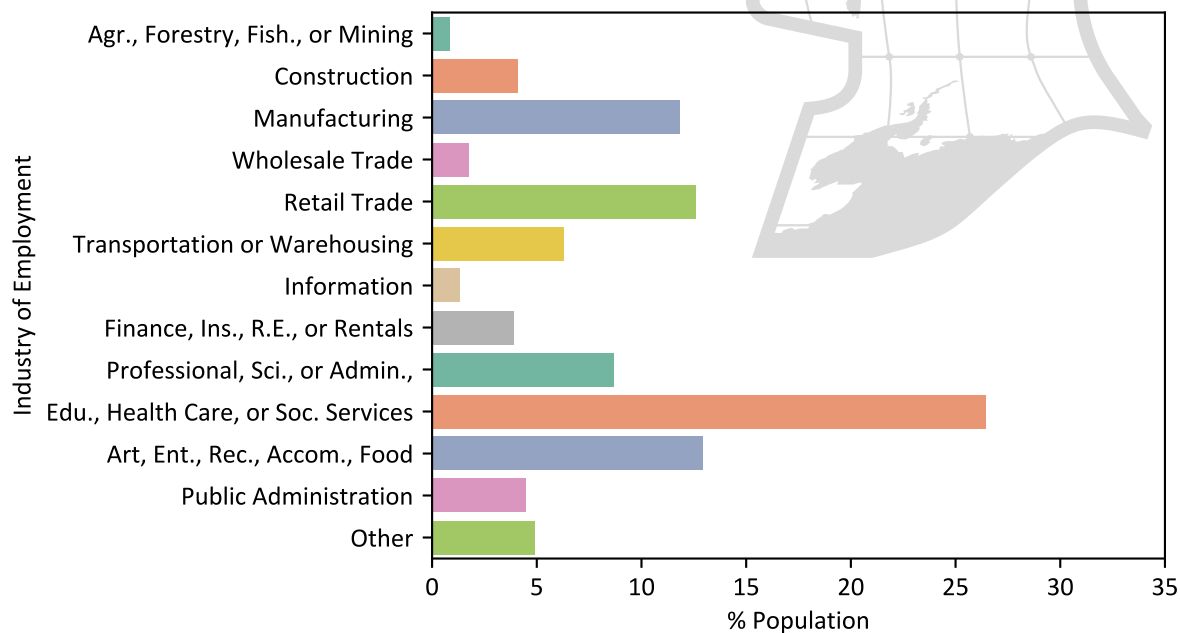
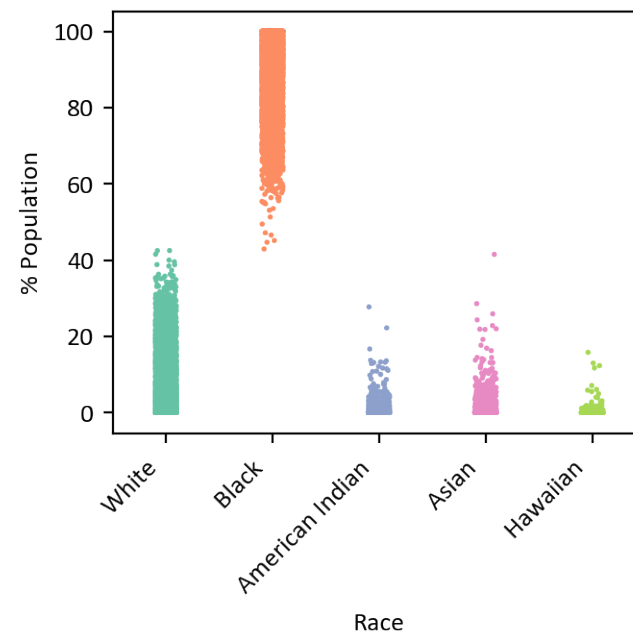
Named for its strong presence in the Southeastern United States, Sprawling Southeast can be found in North Carolina, Louisiana, and all states in between. Smaller outcrops can also be found in Midwestern cities such as Detroit and Chicago.

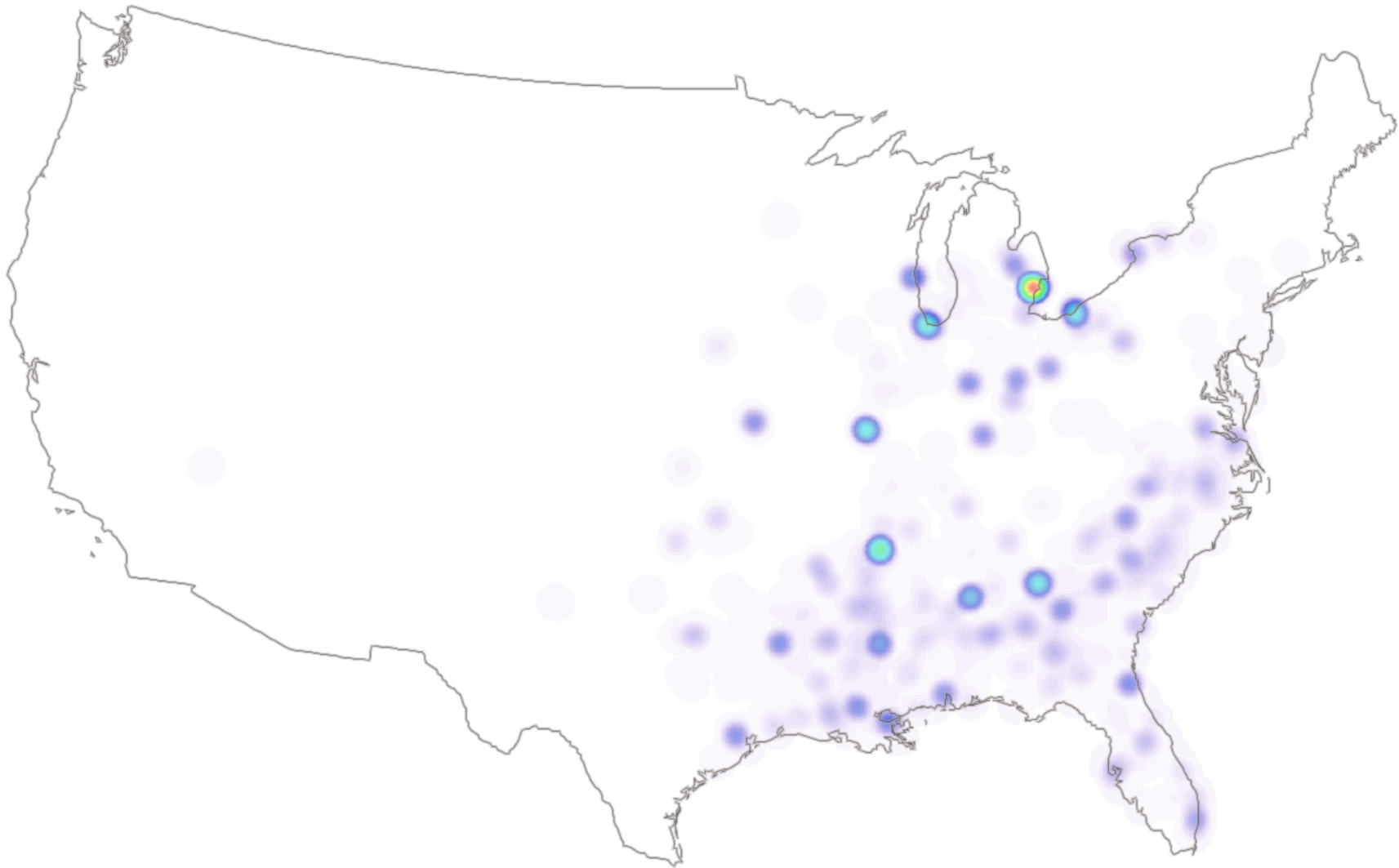
These areas contain the second-lowest estimated median income among all subsegments and the lowest among the Endeavoring Estates. The population is very homogeneous, with 88.0% of the total population identifying as black. Sprawling Southeast also has the highest percentage population speaking only English and the lowest percentage Hispanic population at only 2.9%.

Despite the high population of minors, only 6.1% of the population identifies as being a family consisting of married parents and one or more children. This contrast indicates a large number of single-parent households and/or children being raised by other family members.

Demographic	Value
Estimated Median Age	34
Estimated Median Home Value	\$63,073
Estimated Median Monthly Rent	\$708
Estimated Median HH Income	\$24,528
Mean HH Income	\$35,268
Total Population	4,503,208
Population Density (Per Sq mi)	4,121
Total Households	1,662,725
Household Density (Per Sq mi)	1,470









# Families on the Rise

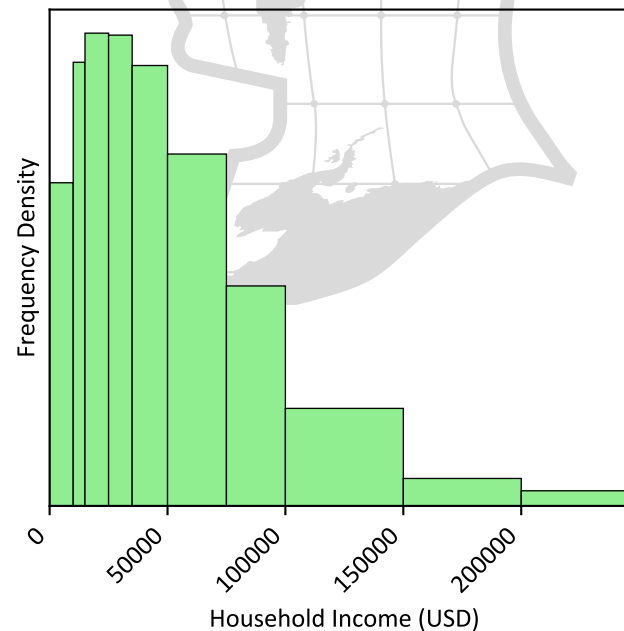
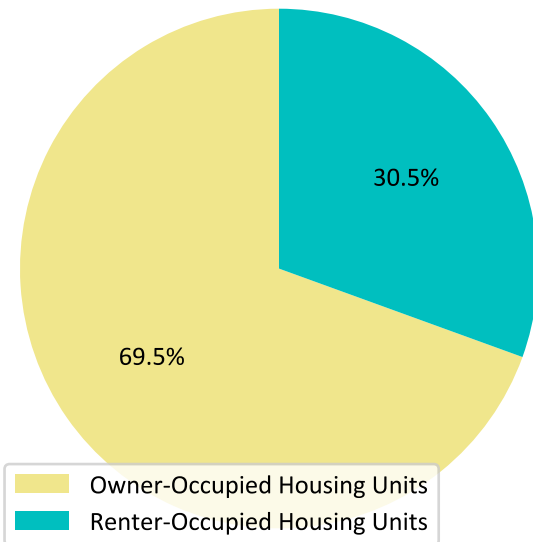
## Part of Endeavoring Estates



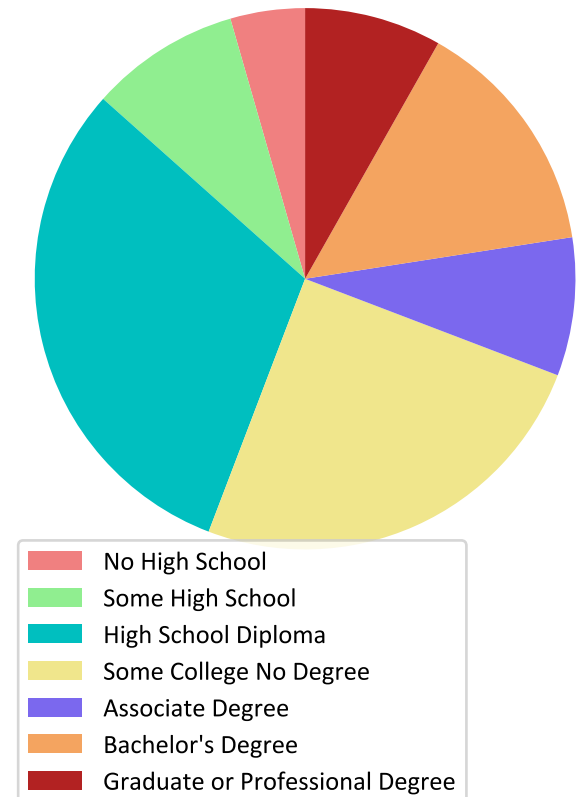
Similar to the Sprawling Southeast, neighborhoods in Families on the Rise are primarily located in the Southeastern United States. The most dense cluster of households from this subsegment appears in Atlanta, with others in Chicago and Miami. Families on the Rise has a household median income just below the national average, at \$50,073. It also features a large amount of owner-occupied housing units compared to the other sub-segments in Endeavoring Estates.

This sub-segment has, by far, the highest median household income of the Endeavoring Estates, likely as a result of the population being well-educated. 22.5% of the total population holds a bachelors degree or higher, and the vast majority has at least a high school diploma.

77.0% of Families on the Rise identifies as black. The next most prevalent race is white; individuals identifying as such make up 16.7% of the population. This sub-segment contains the highest number of households identifying as married couples with children in Endeavoring Estates, 13.7%.



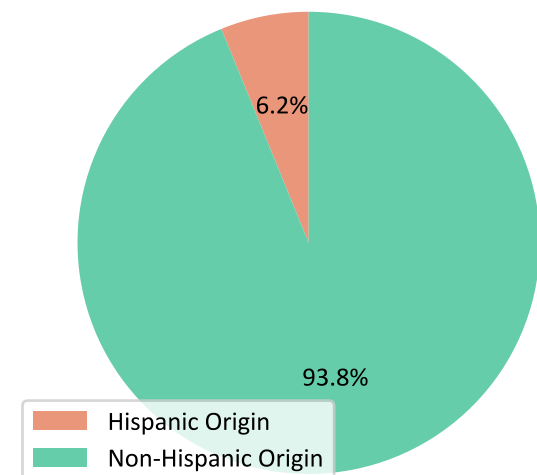
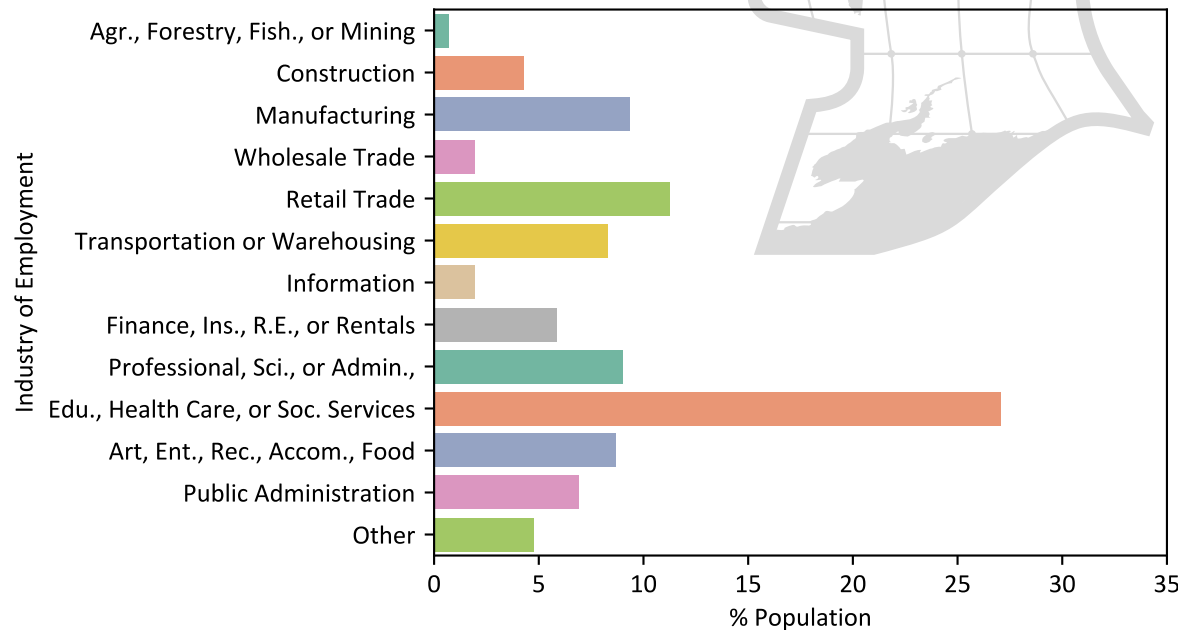
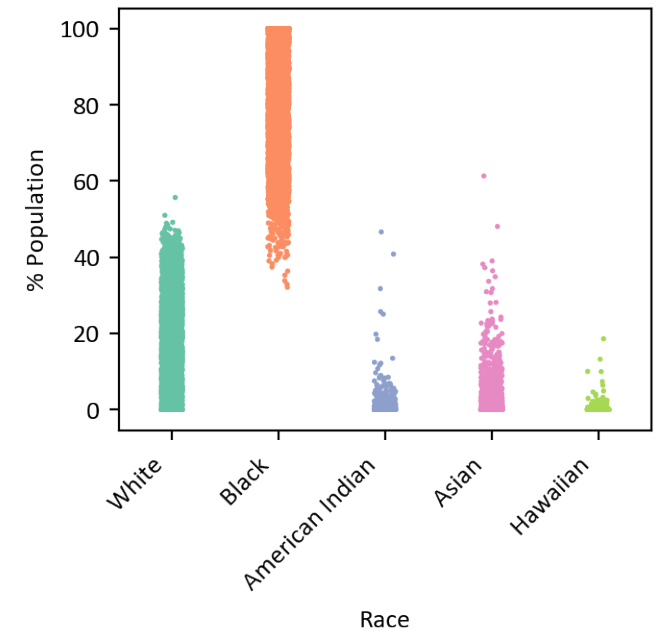
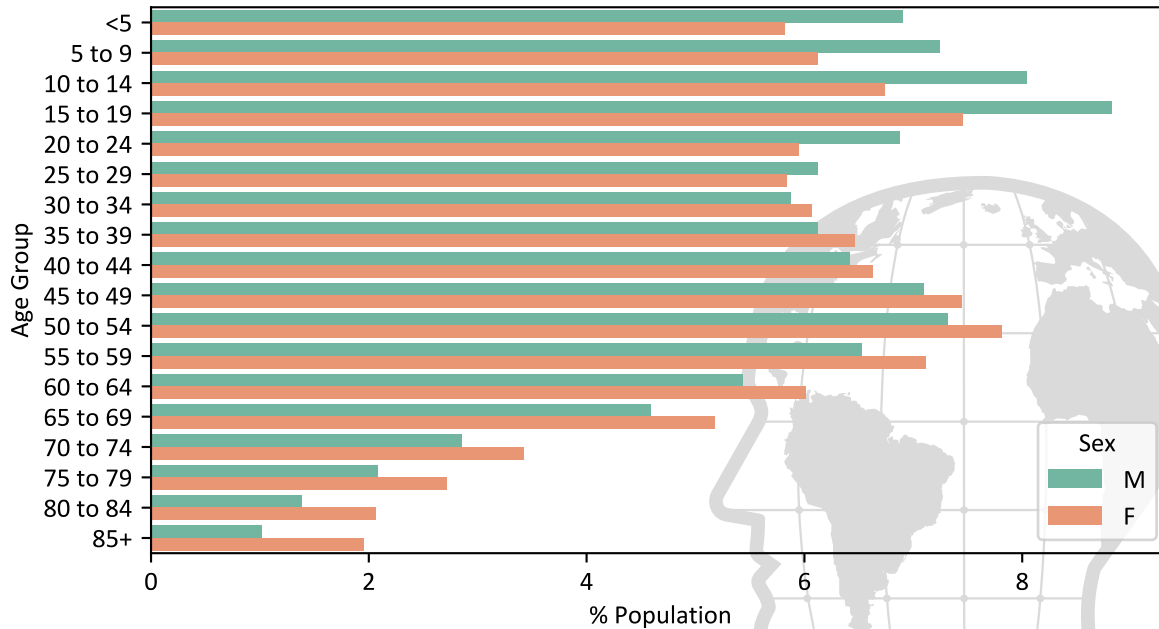
Demographic	Value
Estimated Median Age	38
Estimated Median Home Value	\$123,028
Estimated Median Monthly Rent	\$953
Estimated Median HH Income	\$50,073
Mean HH Income	\$61,777
Total Population	5,173,065
Population Density (Per Sq mi)	4,429
Total Households	1,805,854
Household Density (Per Sq mi)	1,493





# Families on the Rise

Part of *Endeavoring Estates*

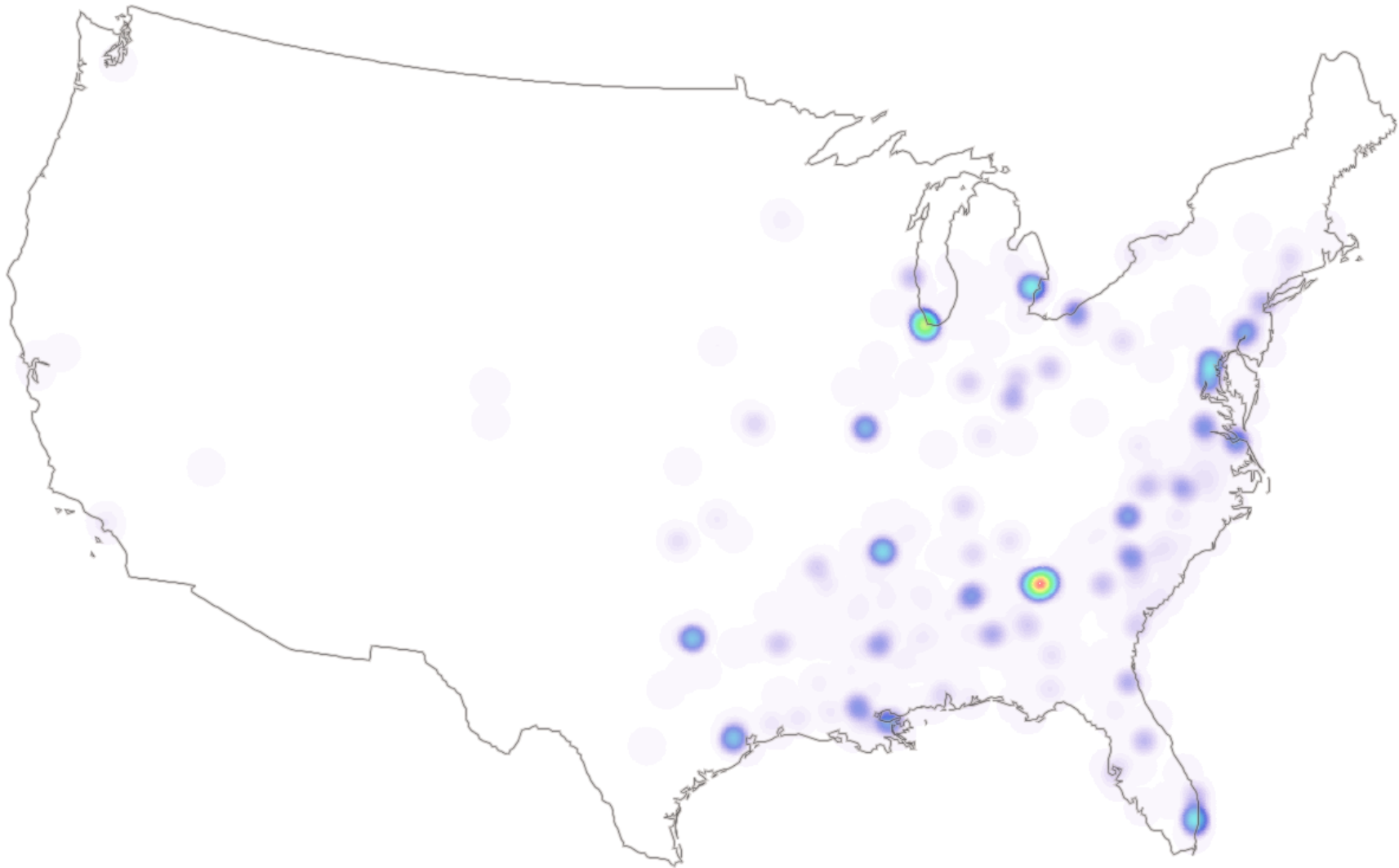






# Families on the Rise

*Part of Endeavoring Estates*





# Blue Collar Boroughs

Part of *Endeavoring Estates*

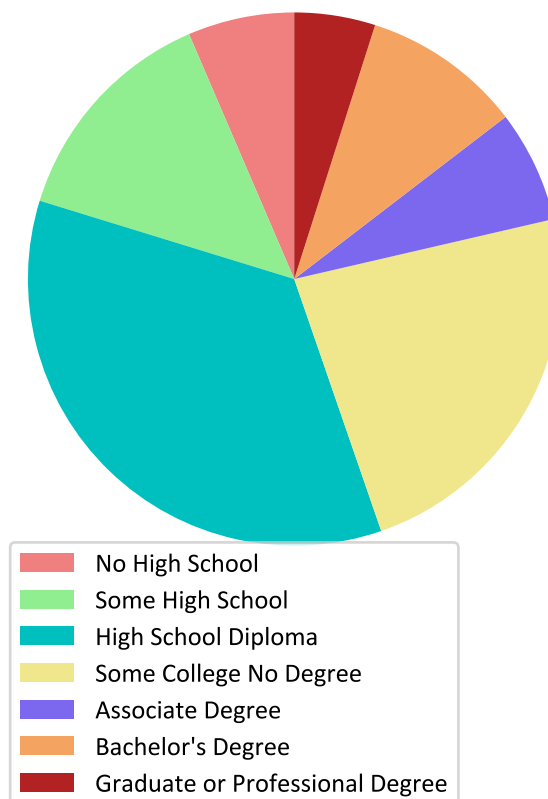
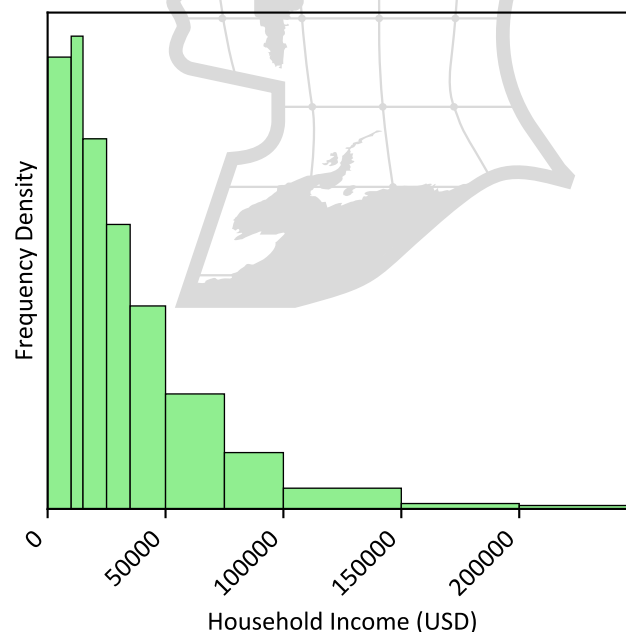
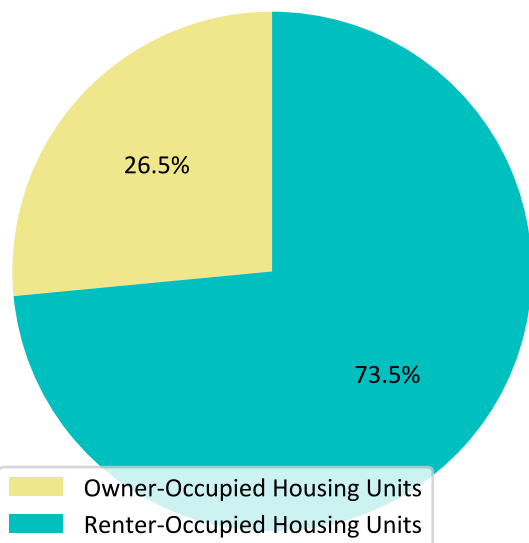


Blue Collar Boroughs have the highest population density among the Endeavoring Estates. Much of this is due to their prominence in Northeastern cities, particularly Newark, Trenton, Philadelphia, and Baltimore. Because of their city-oriented nature, they bear resemblance to a few of the subsegments from Cosmopolitan Communities, featuring a high percentage of renters, high population density, and a high percentage of individuals under age 35.

Median incomes, home values, and rent here are all well below the national average. With black populations in individual block groups rarely falling below 40% and an overall black population of 78.9%, Blue Collar Boroughs are quite homogeneous. Education in these neighborhoods is reflective of income, as only 14.6% of residents have earned a bachelors degree or higher.

Vehicle ownership is fairly low, at only 54.5%, which is to be expected of city-based neighborhoods. Aside from Cosmopolitan Communities, this subsegment features the greatest percentage of individuals taking public transit to work, at 20.4%. In addition to this, 13.1% reported daily commutes of over an hour.

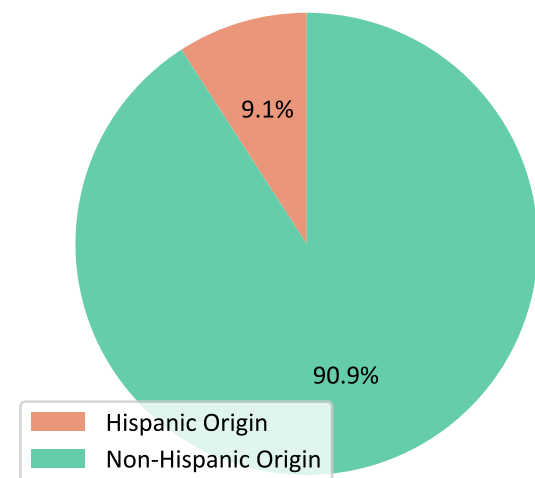
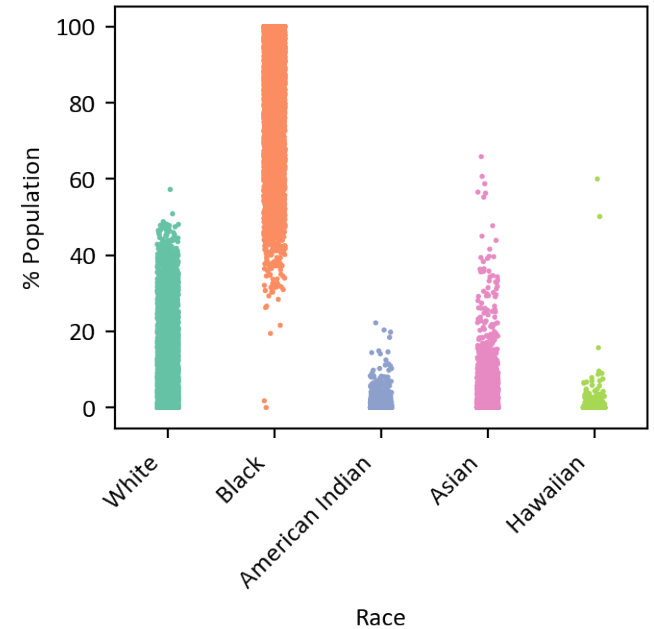
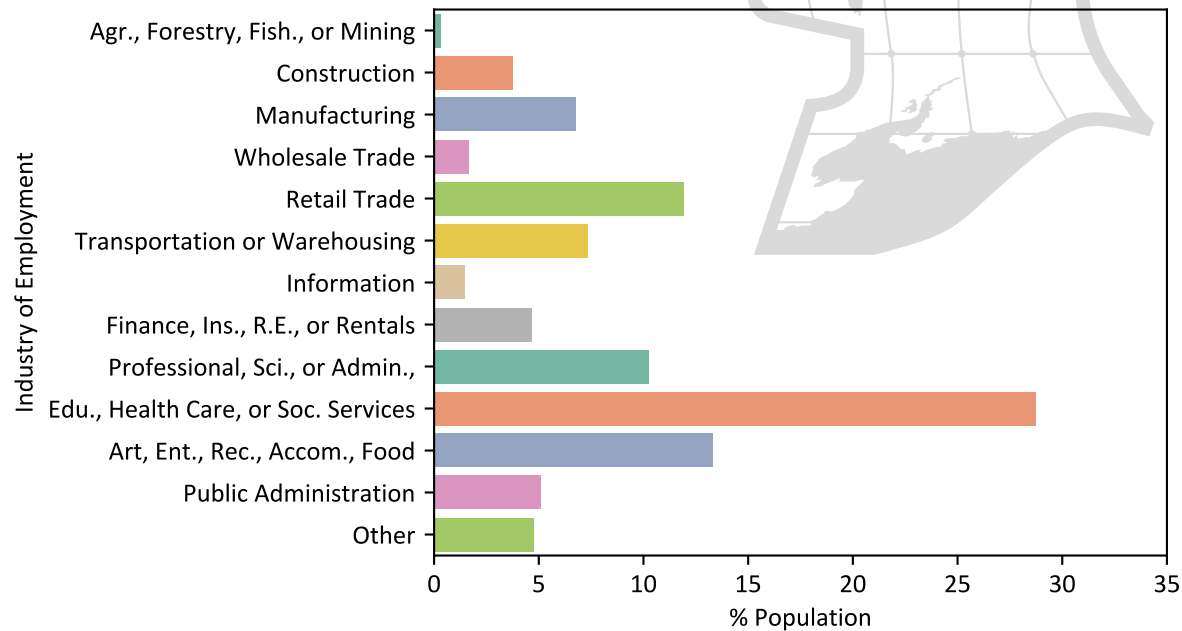
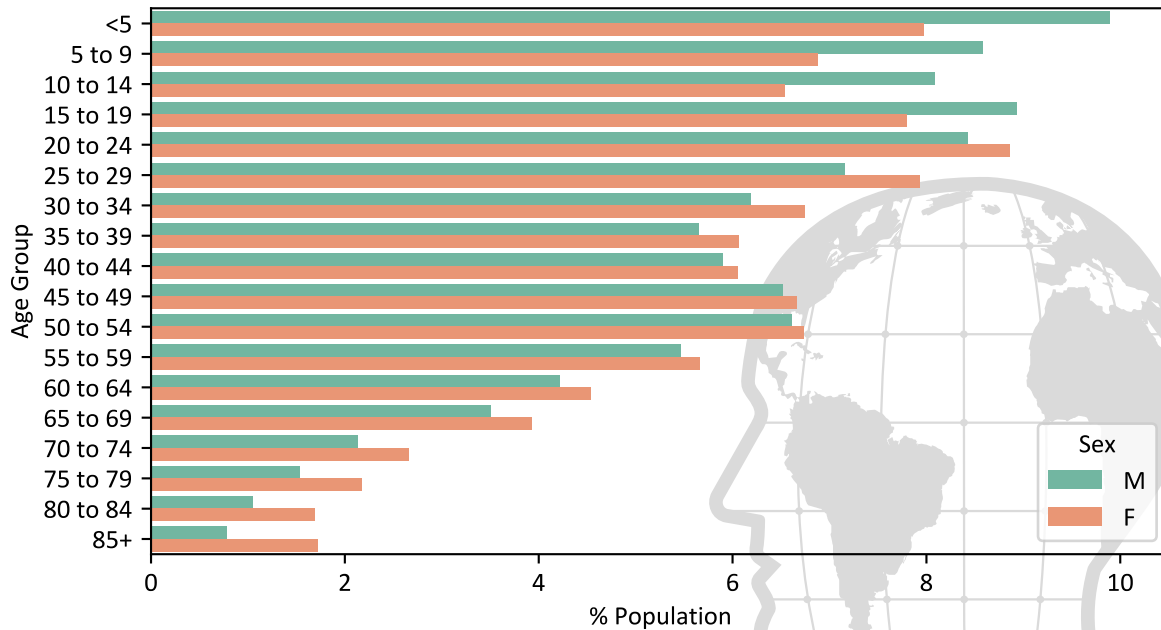
Demographic	Value
Estimated Median Age	32
Estimated Median Home Value	\$110,614
Estimated Median Monthly Rent	\$786
Estimated Median HH Income	\$27,635
Mean HH Income	\$38,929
Total Population	5,080,748
Population Density (Per Sq mi)	13,723
Total Households	1,946,545
Household Density (Per Sq mi)	5,243





# Blue Collar Boroughs

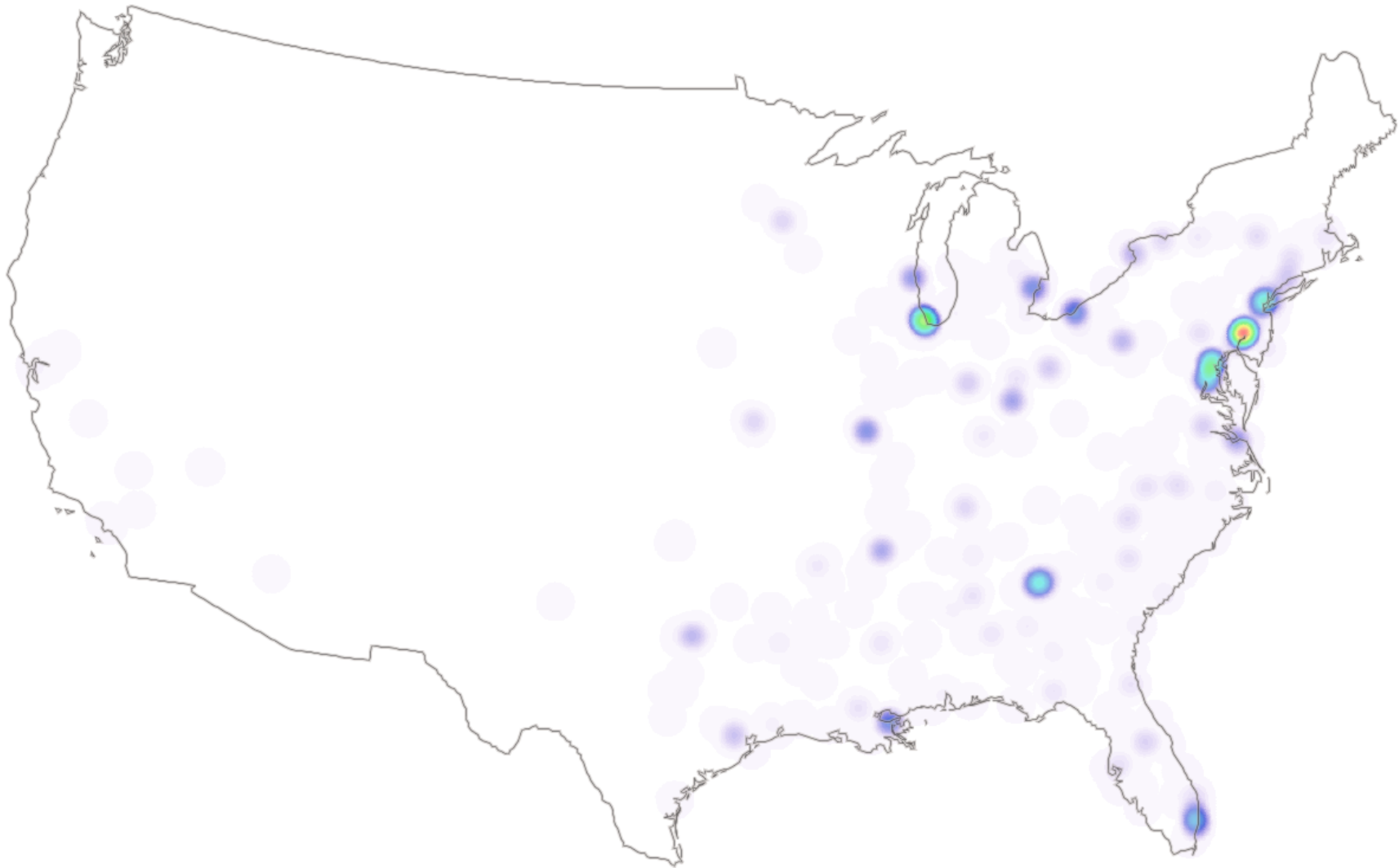
*Part of Endeavoring Estates*





# Blue Collar Boroughs

*Part of Endeavoring Estates*





# Pastoral Patchwork

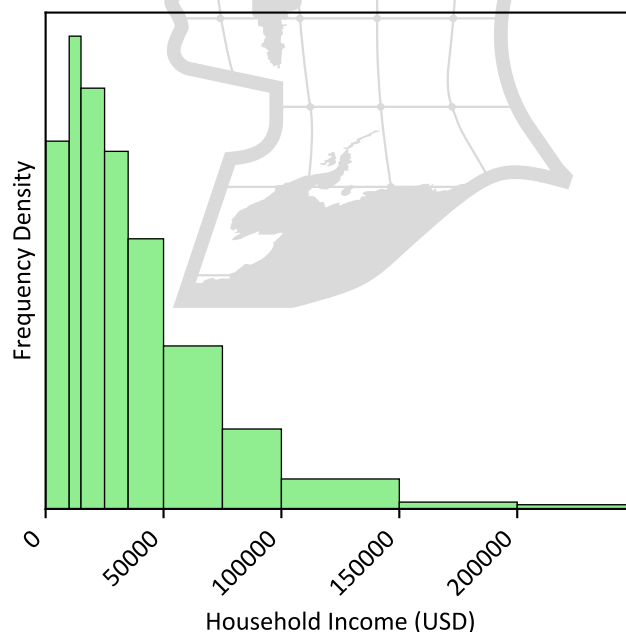
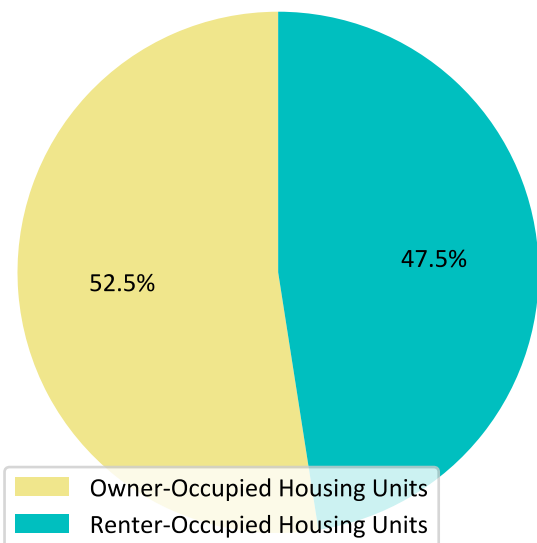
Part of *Endeavoring Estates*



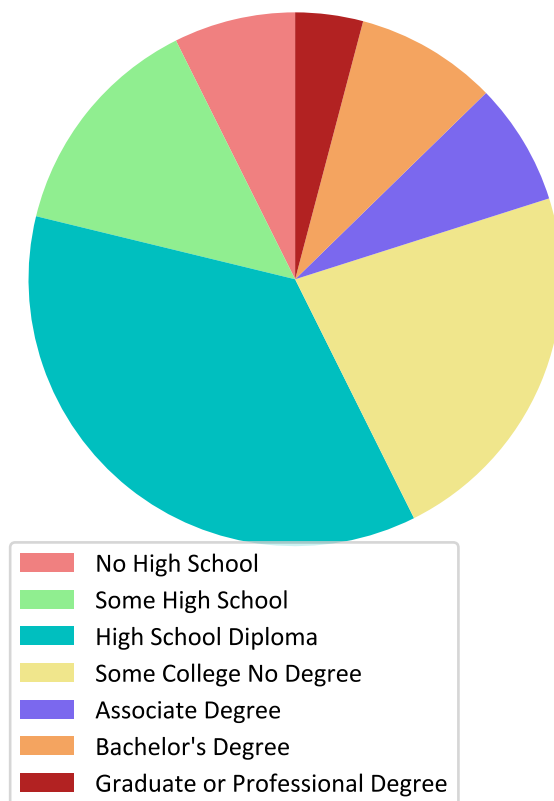
Covering the largest area of the Endeavoring Estates, Pastoral Patchwork represents the segment's rural side. These neighborhoods can typically be found in the Southeastern United States, with some high-area block groups in the Southwestern US and Alaska as well. This presence leads to a high Native American population, with some block groups found on reservations having 100% of residents identifying as such.

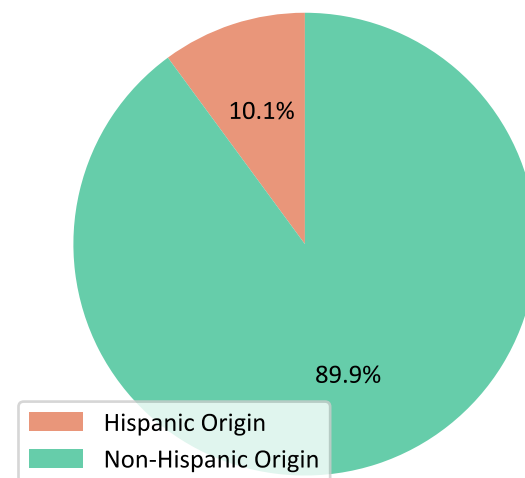
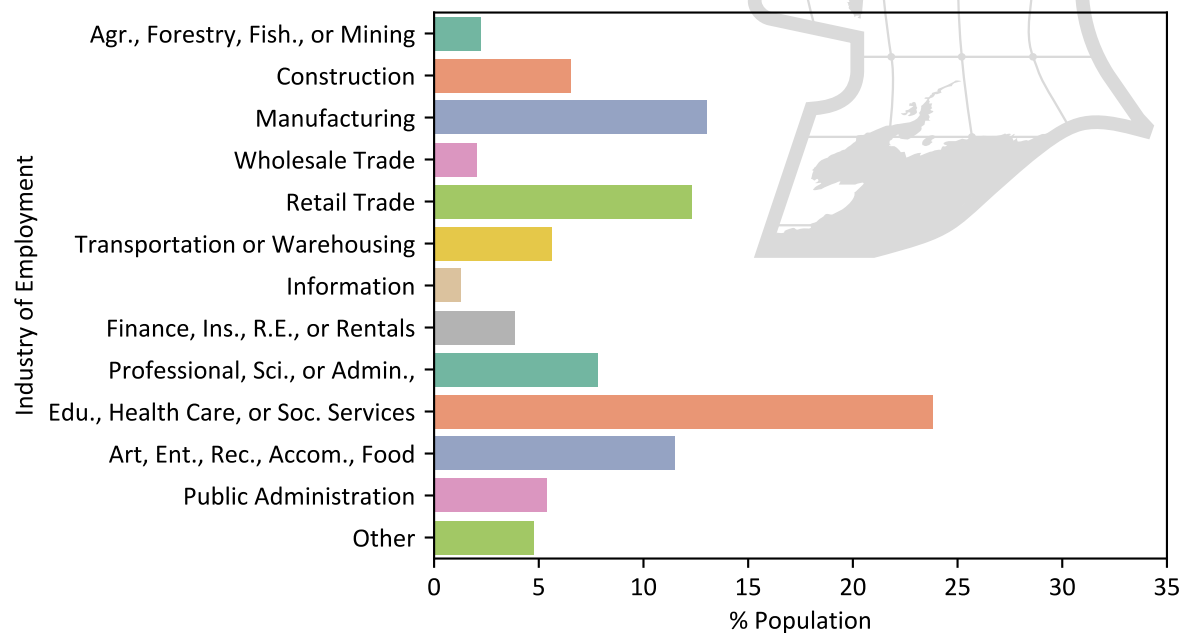
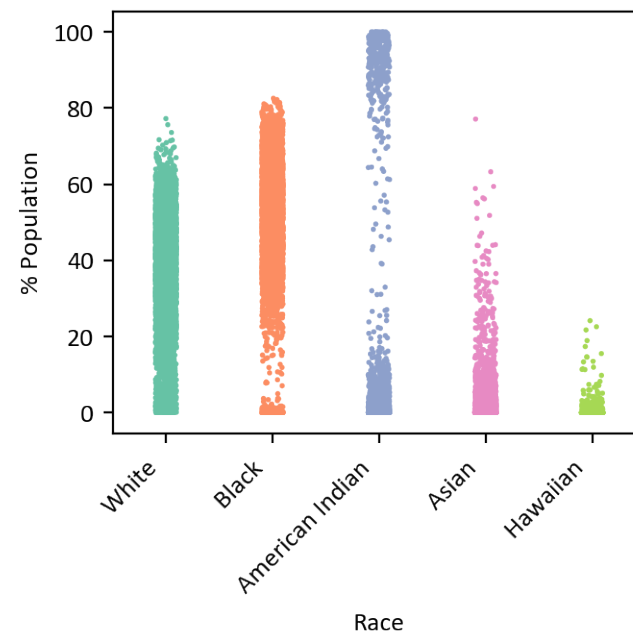
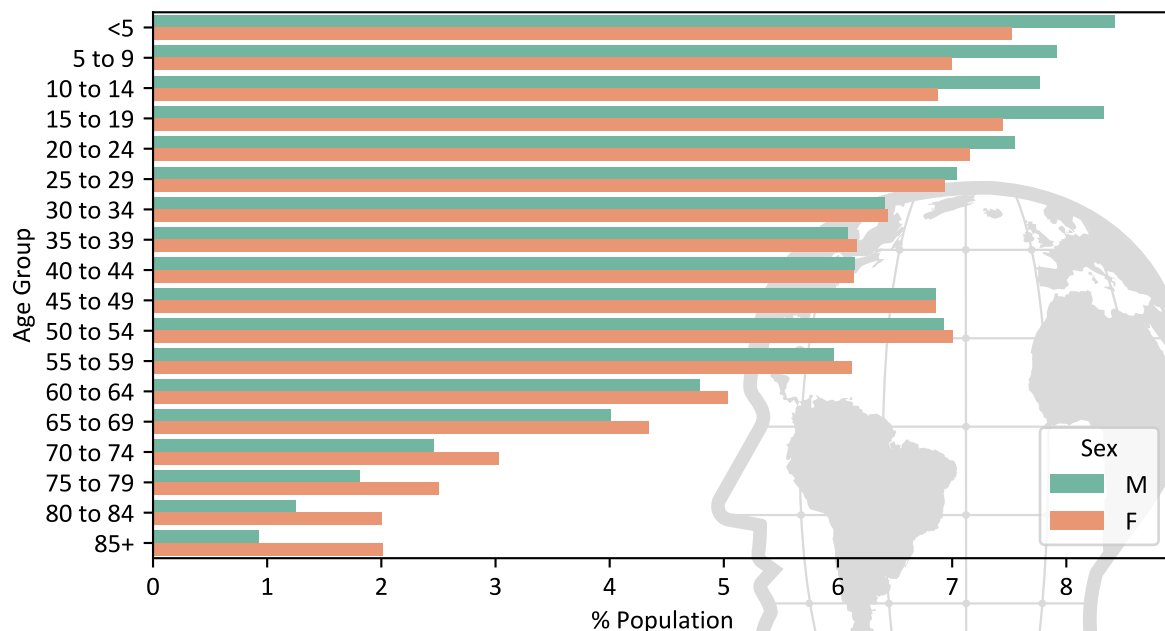
Overall, demographics are fairly mixed. At a low level, an individual block group will typically contain either a distribution of white and black populations, or a nearly 100% Native American population. At a higher level, the population is mostly black, at 49.9% of the total, with a large white population, at 36.2%.

Pastoral Patchwork has one of the highest percentages of individuals employed in Manufacturing, at 12.5%. Income here is below the national average, with a poverty rate of 27.0%. These neighborhoods have the one of the lowest percentages of workers employed in professional, scientific, and administrative fields among all subsegments.



Demographic	Value
Estimated Median Age	34
Estimated Median Home Value	\$84,696
Estimated Median Monthly Rent	\$741
Estimated Median HH Income	\$32,501
Mean HH Income	\$43,970
Total Population	7,456,849
Population Density (Per Sq mi)	2,859
Total Households	2,630,094
Household Density (Per Sq mi)	1,014

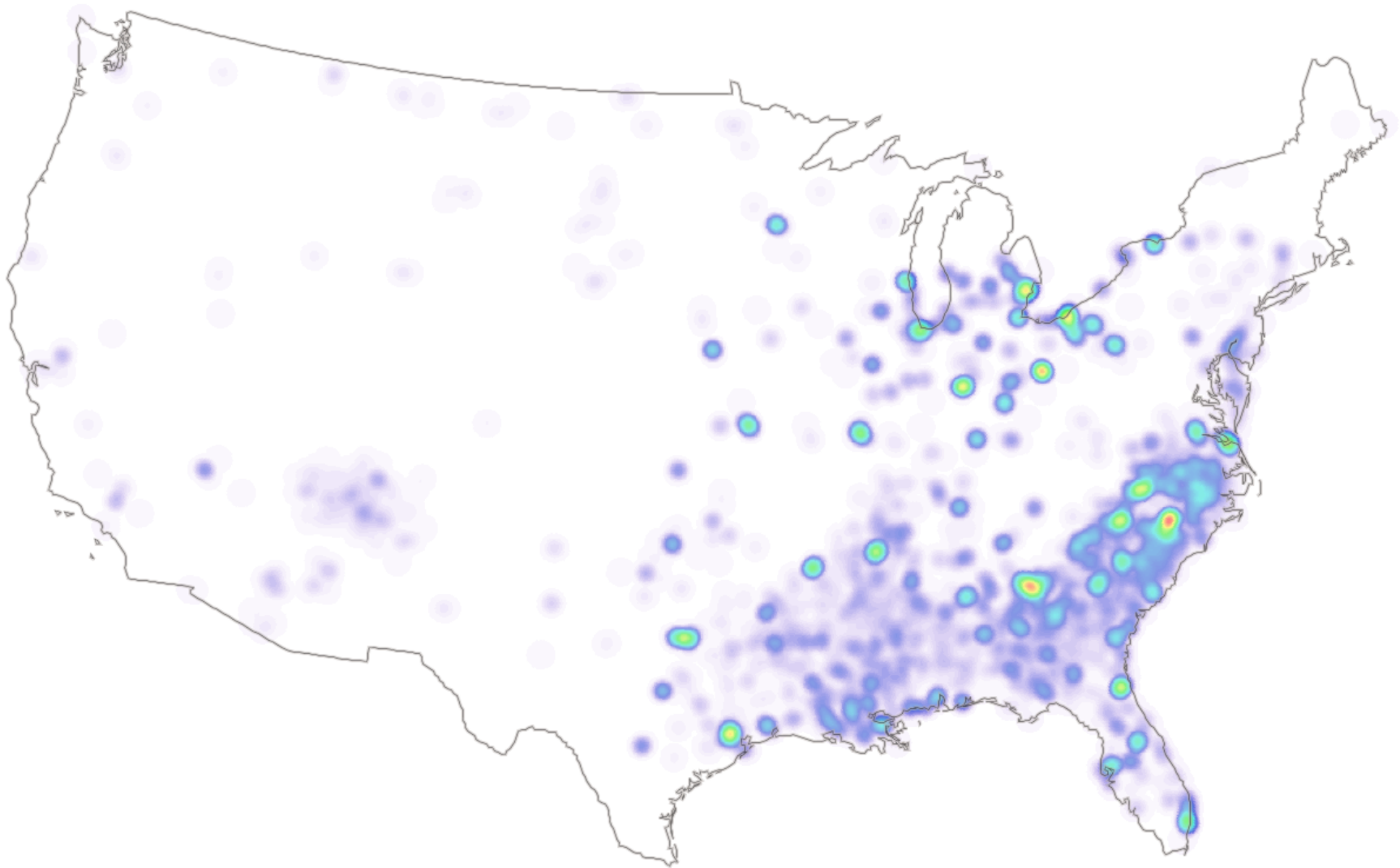






# Pastoral Patchwork

*Part of Endeavoring Estates*





# Communities on the Move

## Part of Easy-Living Suburbs

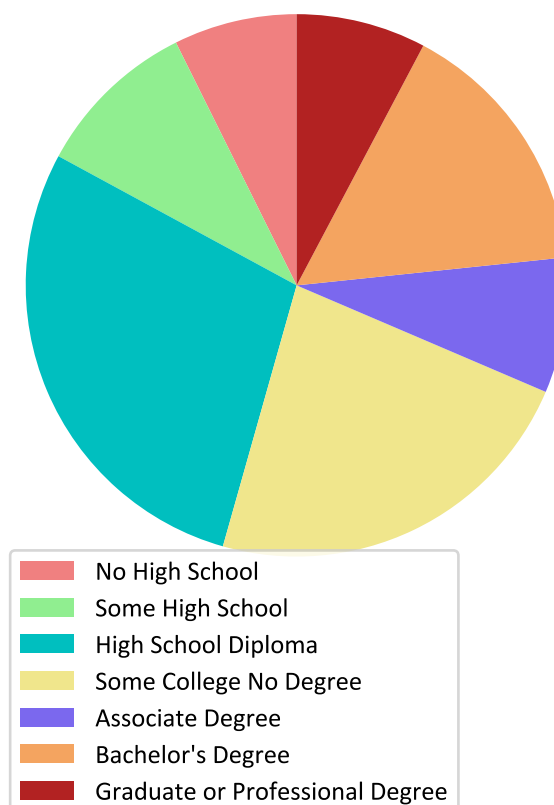
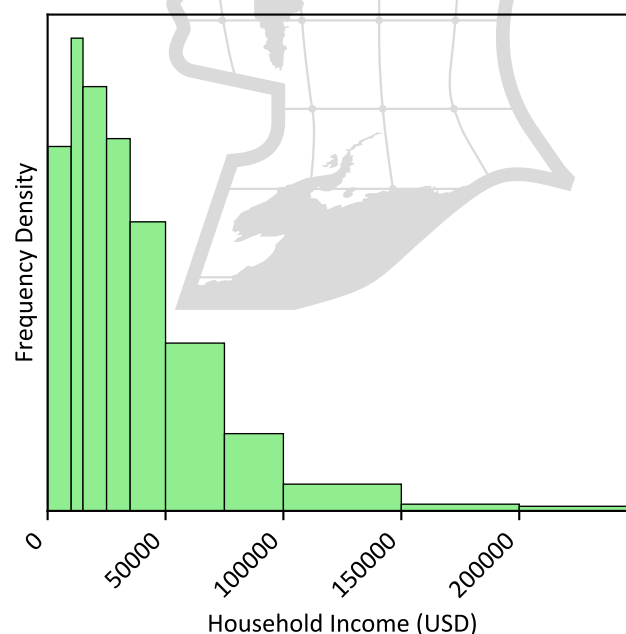
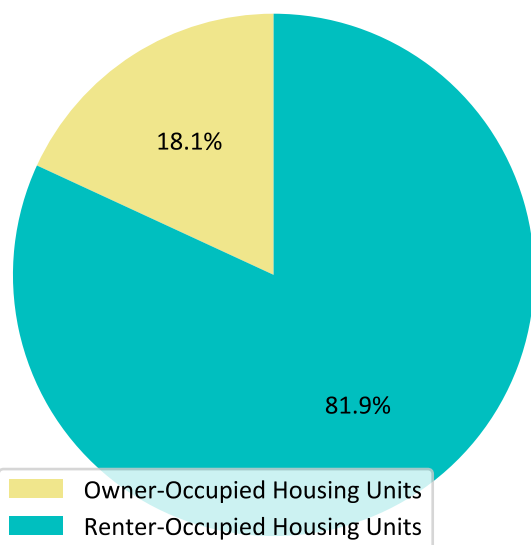


With a moderate population density and high percentage of residents who have moved in in the past 10 years, Communities on the Move represents a demographic occupying the outskirts of many smaller cities across the US.

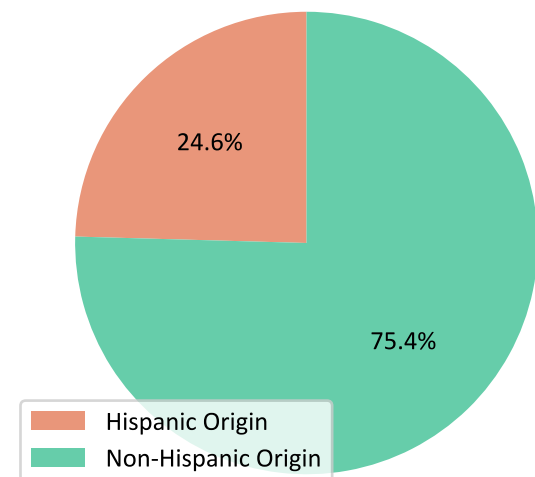
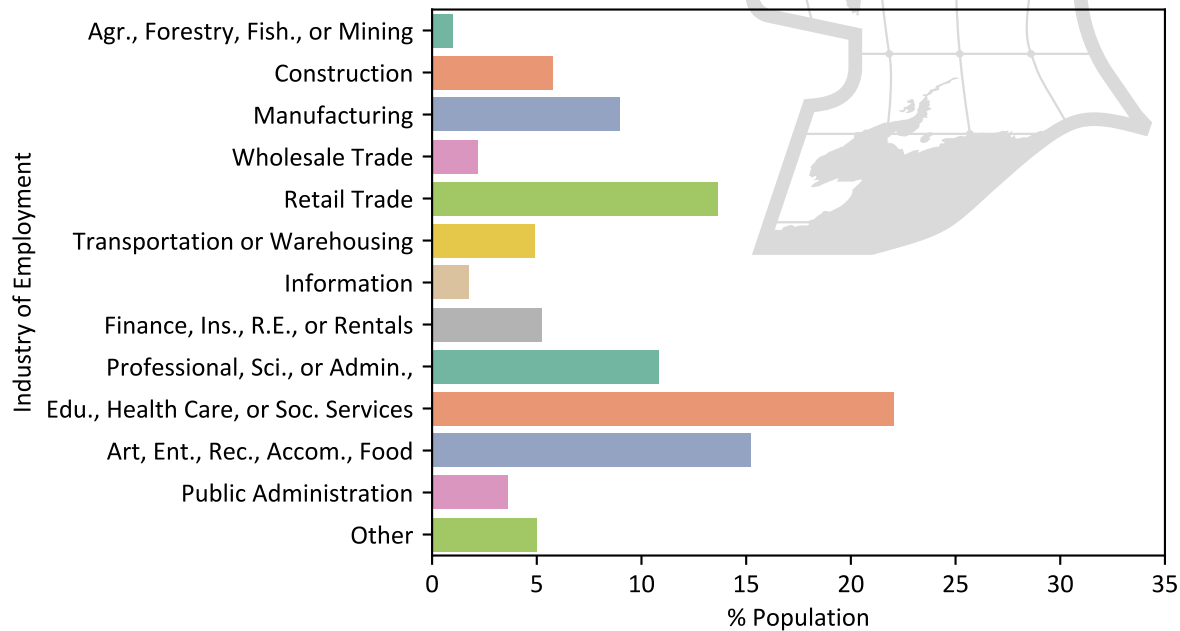
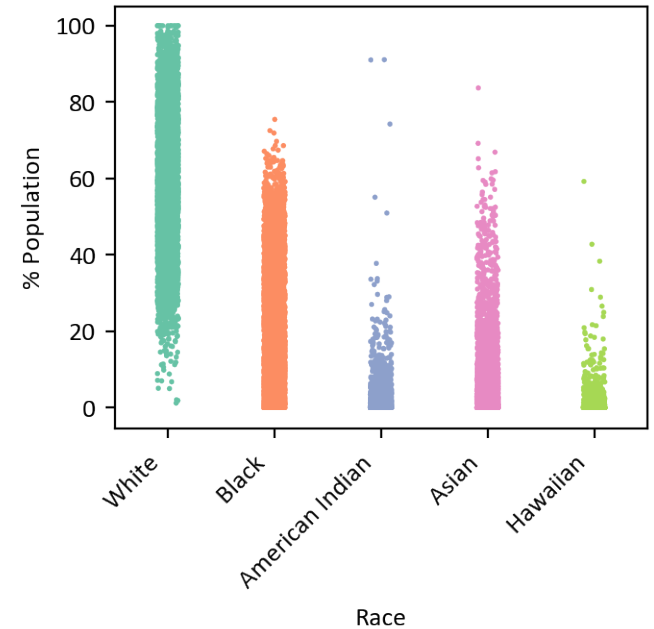
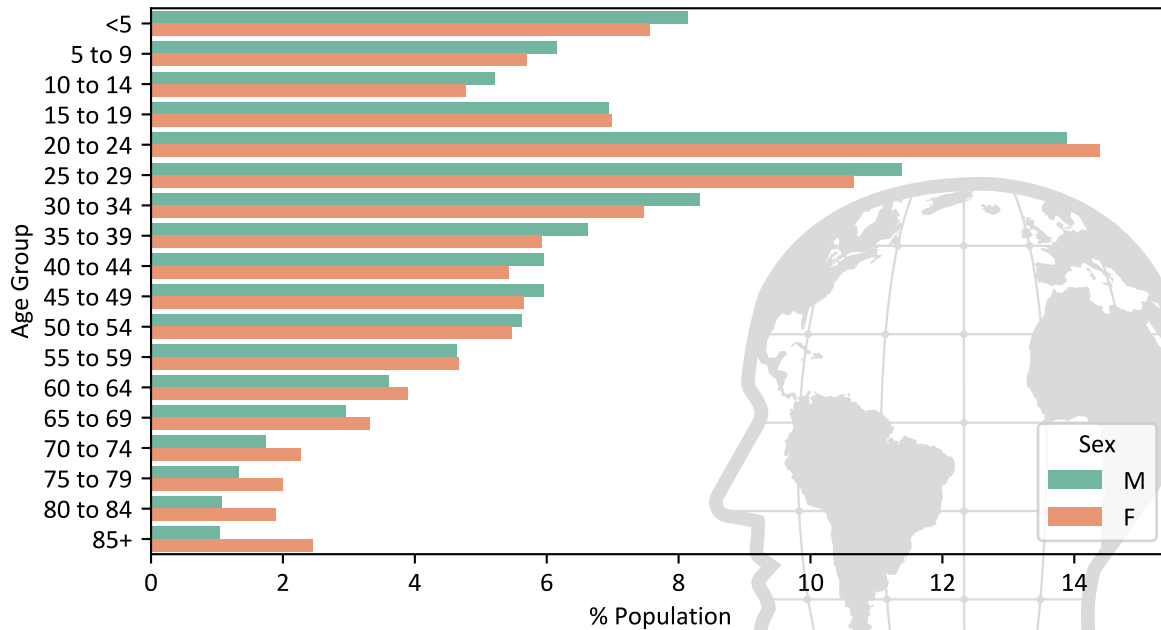
Income in these areas is below average, with a median annual income of \$33,470 and a mean of \$43,247. Education is fairly mixed; over half the population has attended at least some college, but still many have not graduated high school. Most of the population consists of renters whose rent is well below the national average, at only \$867. Most of the homes they are renting are town-homes or apartments, with only 13.5% of housing units being single detached houses.

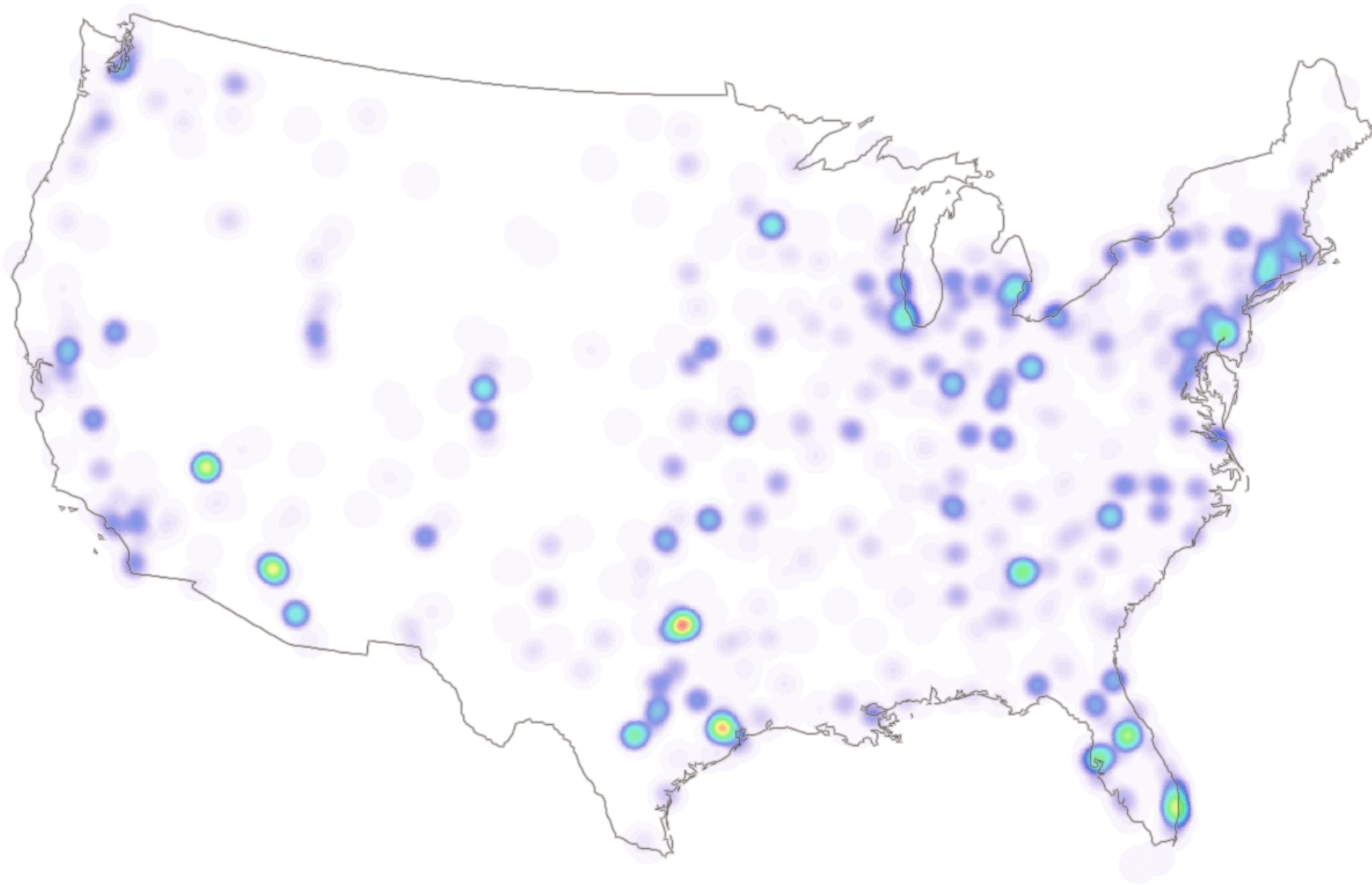
Residents in Communities on the Move tend to commute by car, with only 5.6% reporting daily commutes of over an hour each way. Despite the low amount of married couples with children, there are a large number of infants in these communities. This, combined with low mean and median incomes, is often indicative of a high percentage of single-parent households.

Demographic	Value
Estimated Median Age	31
Estimated Median Home Value	\$99,963
Estimated Median Monthly Rent	\$867
Estimated Median HH Income	\$33,470
Mean HH Income	\$43,247
Total Population	7,618,425
Population Density (Per Sq mi)	8,581
Total Households	3,193,666
Household Density (Per Sq mi)	3,635











# Striving Individuals

## Part of Easy-Living Suburbs

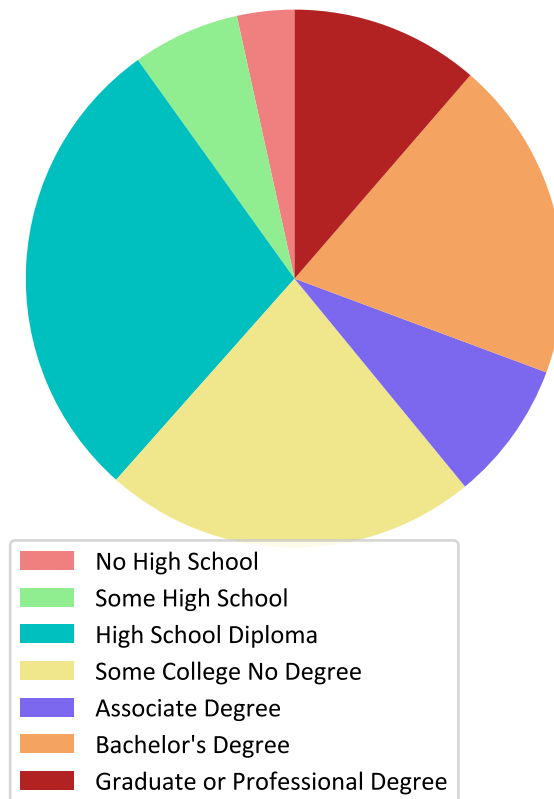
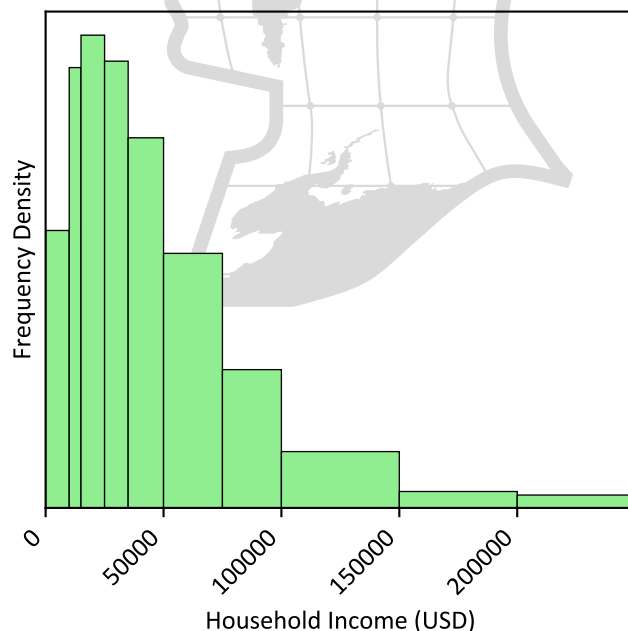
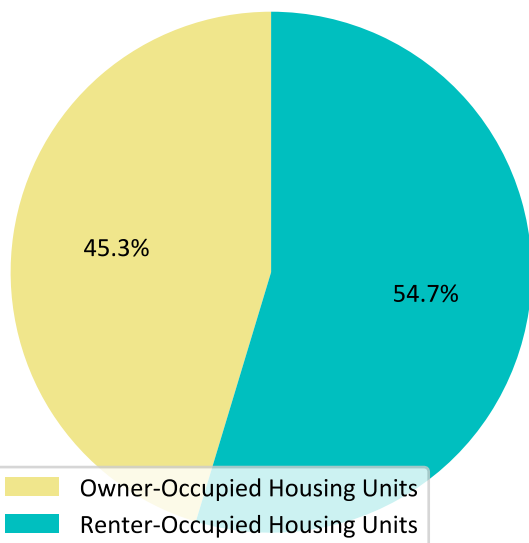


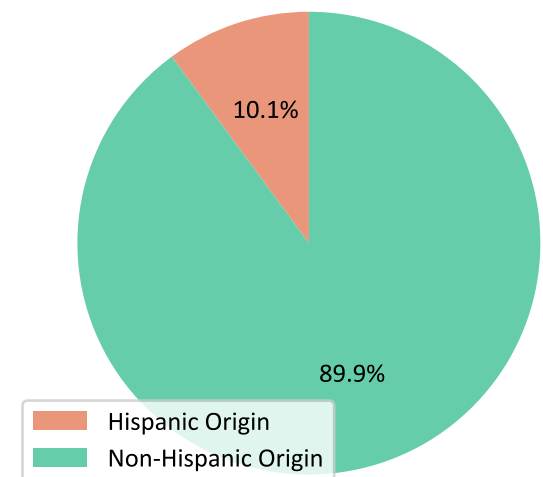
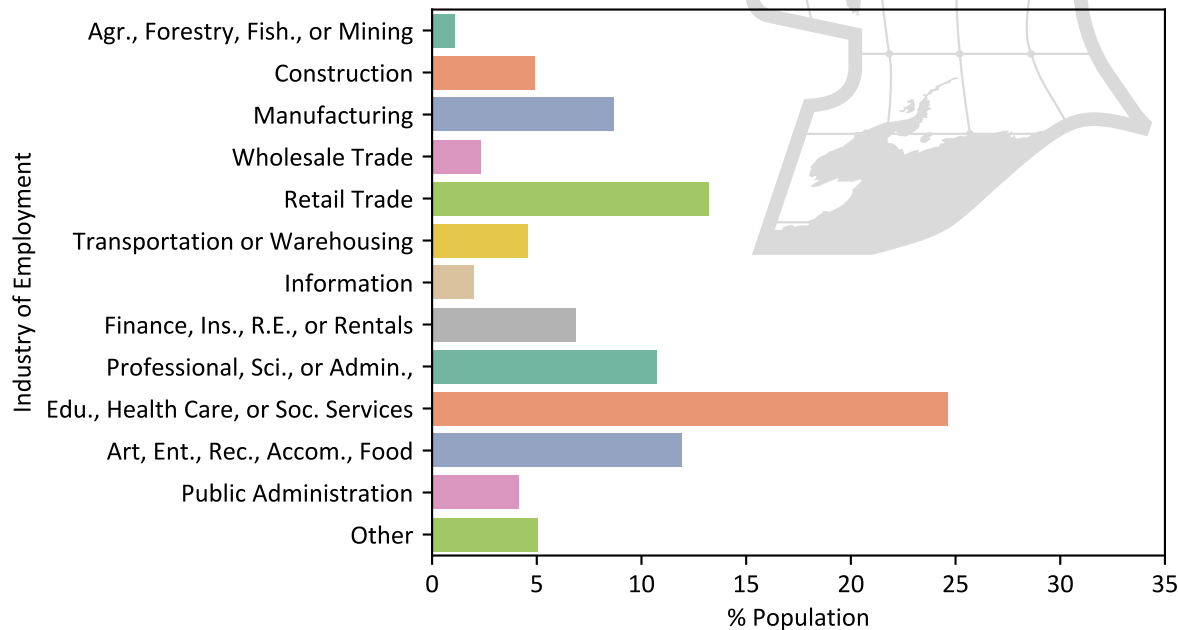
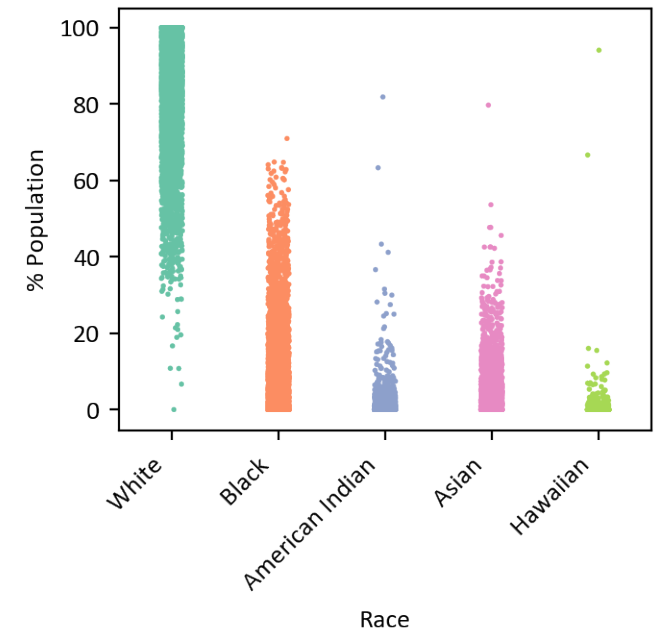
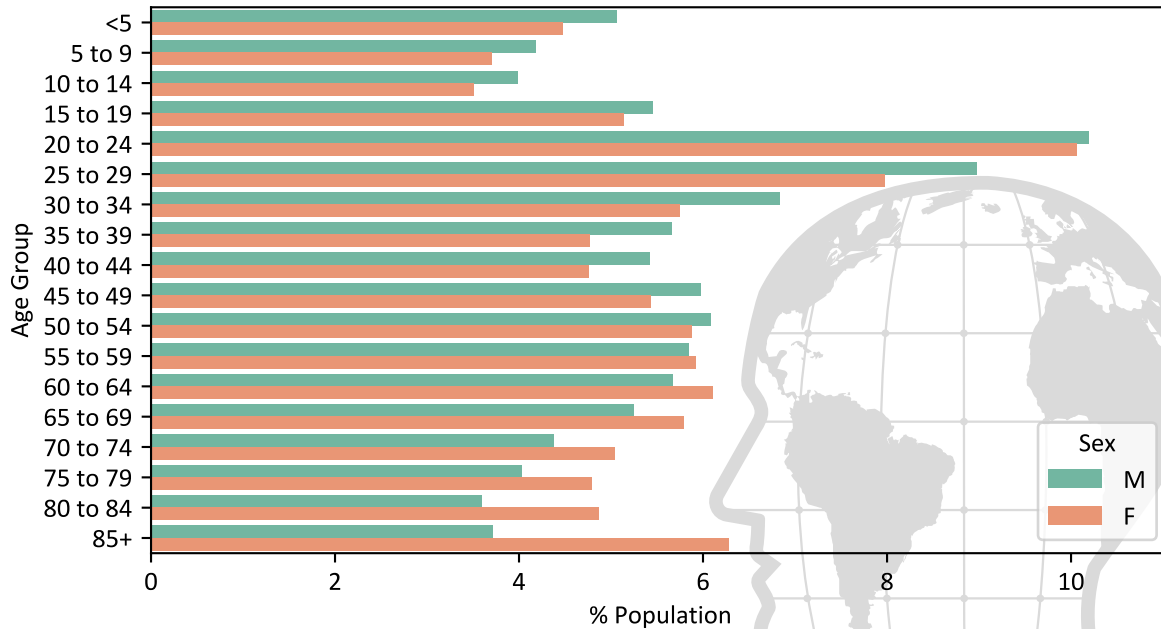
Striving Individuals are neighborhoods similar to others in Easy-Living Suburbs, however individuals here typically earn more, are more likely to own homes, and have completed more formal education. These communities can be found across the Eastern United States. They are of moderate population density and typically within or just outside of city limits of small cities.

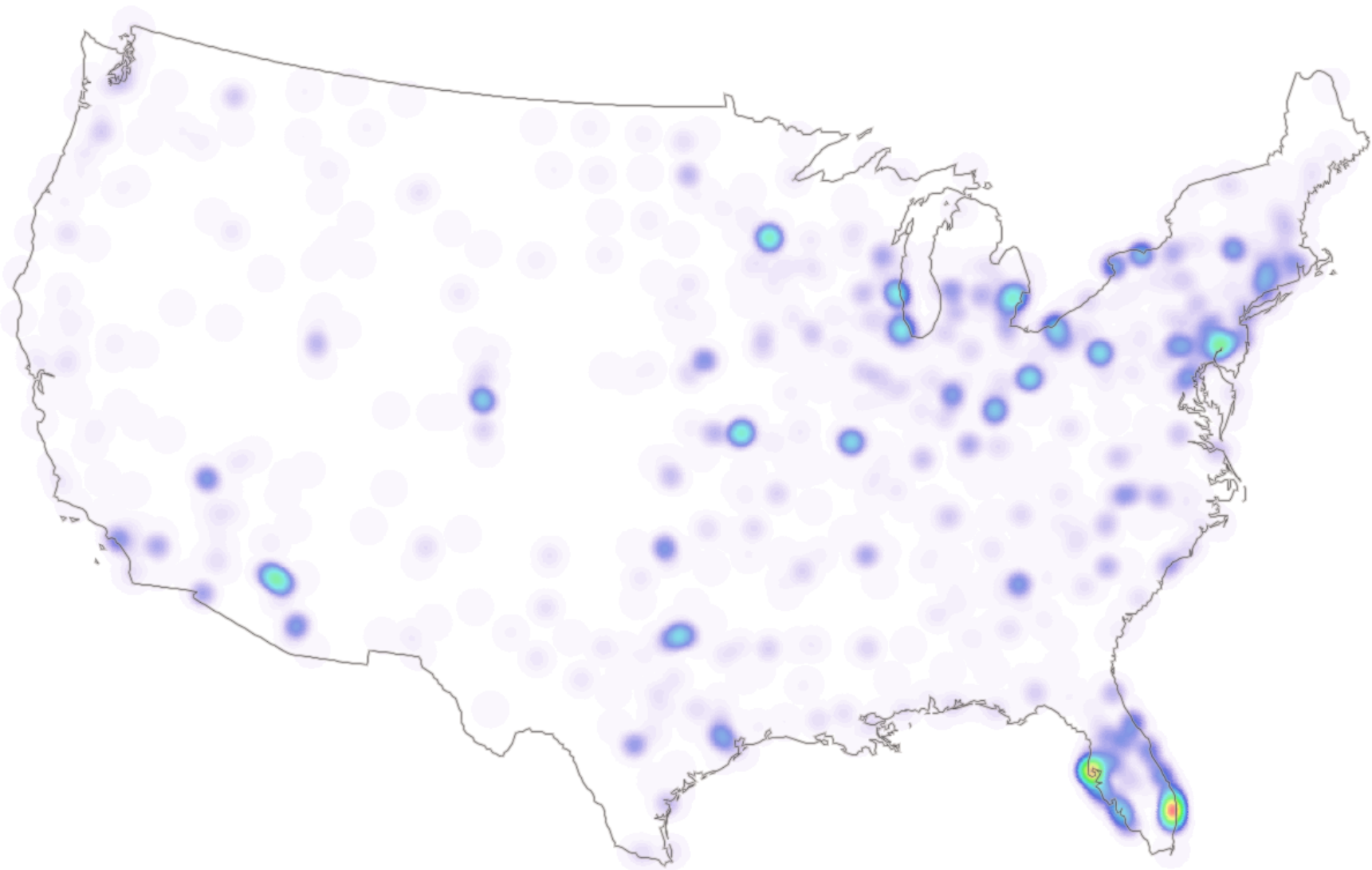
Individuals of different age groups are represented somewhat evenly, however there is a spike in population of those ages 20-29 and a relative spike among those ages 80+. Mean and median income are below the national average, as are home value and monthly rent. The racial make-up of these areas varies; some areas contain an all-white population and others contain a mix of white, black, and Asian. At a high level, the population is still mostly homogeneous, with 80.1% of the population identifying as white.

These communities have one of the highest percentages of individuals living alone of any sub-segment, at 24.8%. This is likely a result of the high percentage population of elderly and young adults.

Demographic	Value
Estimated Median Age	44
Estimated Median Home Value	\$117,098
Estimated Median Monthly Rent	\$902
Estimated Median HH Income	\$42,387
Mean HH Income	\$55,963
Total Population	4,120,112
Population Density (Per Sq mi)	5,587
Total Households	2,049,011
Household Density (Per Sq mi)	2,952









# Breadwinners

## Part of Easy-Living Suburbs

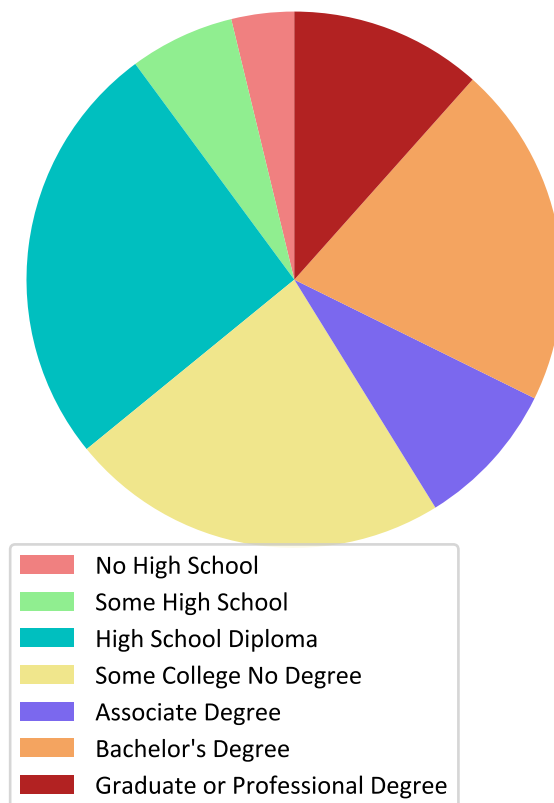
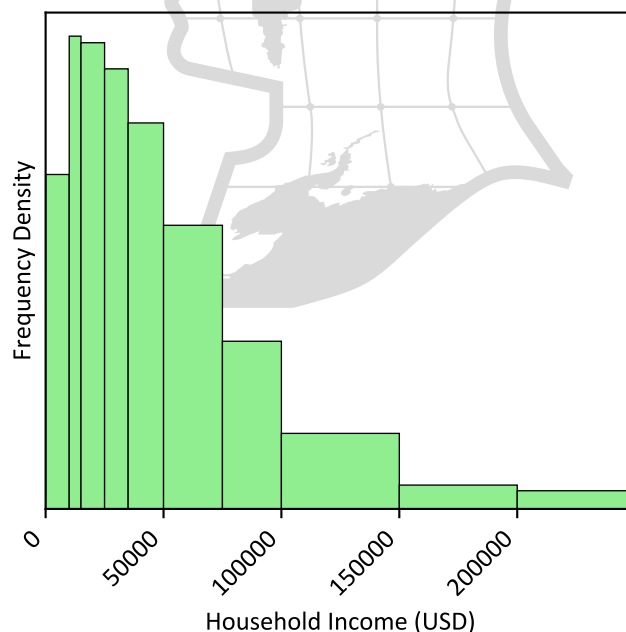
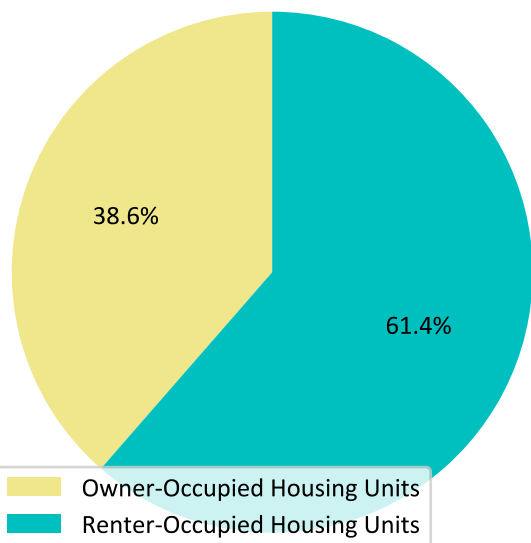


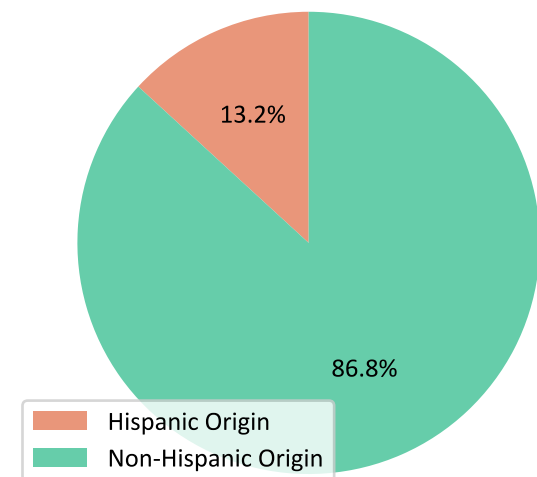
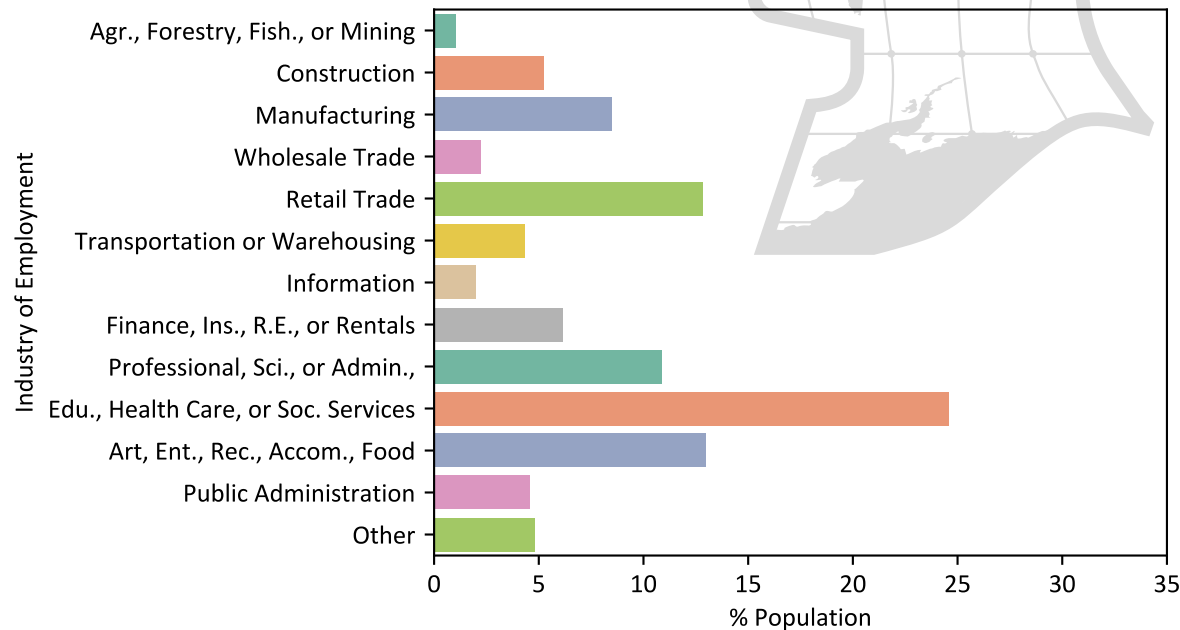
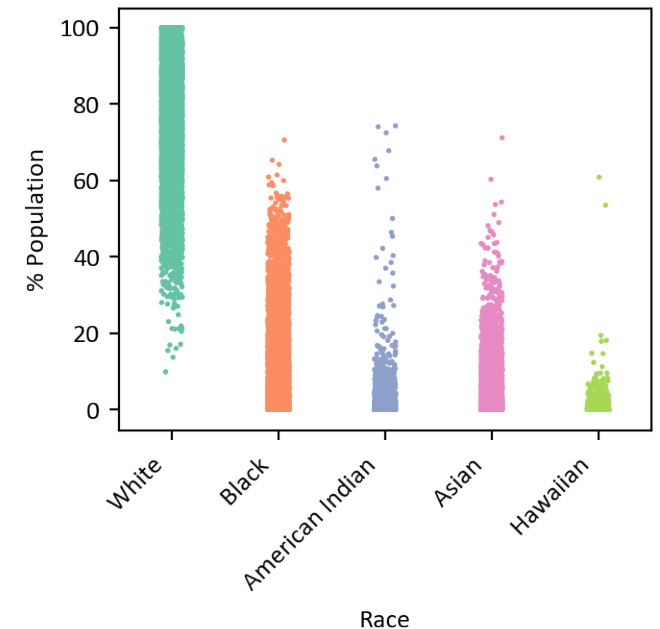
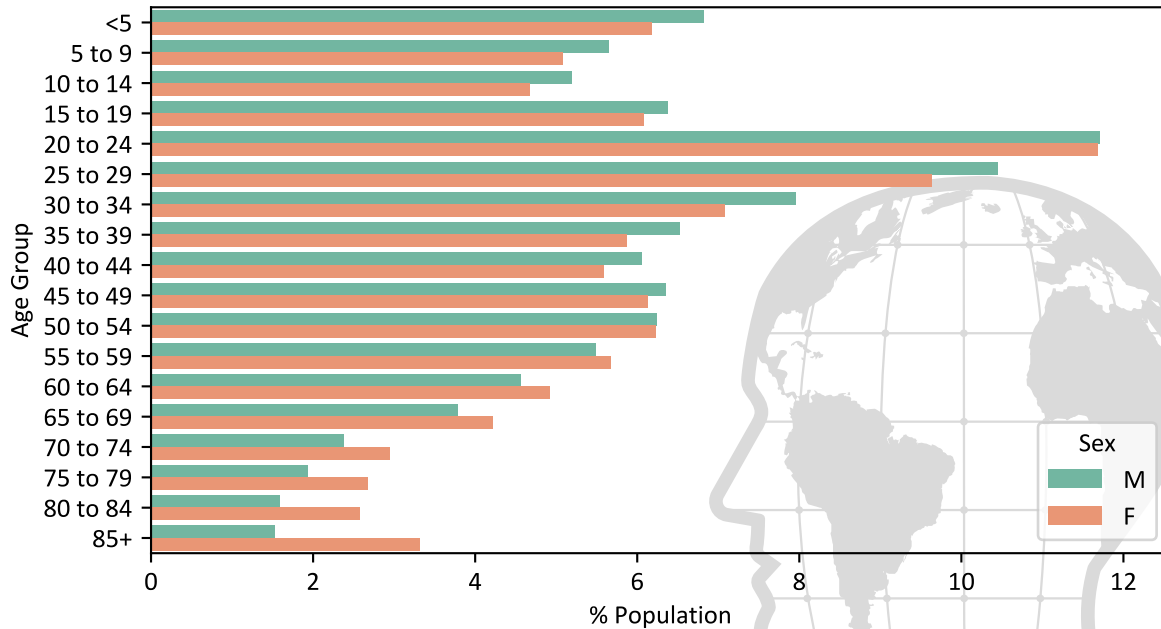
Another subsegment with a high percentage of young adults, Breadwinners is home to higher mean and median incomes than its sibling subsegments. It is mostly composed of renters, while still containing a sizable amount of homeowners, especially in areas farther from cities.

These neighborhoods can be found in high density around the outskirts of Philadelphia and Minneapolis-St Paul, even crossing the city limits at times and reaching more densely populated areas. Individuals here are typically well-educated, with a majority having completed at least some college and 32.3% holding a bachelors or higher. This graduation rate is the highest among the Easy-Living Suburbs.

While less mobile than Communities on the Move, people are still rarely rooted, as 53.5% of the population has moved in in the past 10 years. Demographics here are a bit mixed; while some areas contain near-even-percentage racial populations, the overall majority is still white, at 74.3%

Demographic	Value
Estimated Median Age	35
Estimated Median Home Value	\$162,674
Estimated Median Monthly Rent	\$951
Estimated Median HH Income	\$45,529
Mean HH Income	\$60,181
Total Population	8,192,616
Population Density (Per Sq mi)	4,911
Total Households	3,500,357
Household Density (Per Sq mi)	2,120

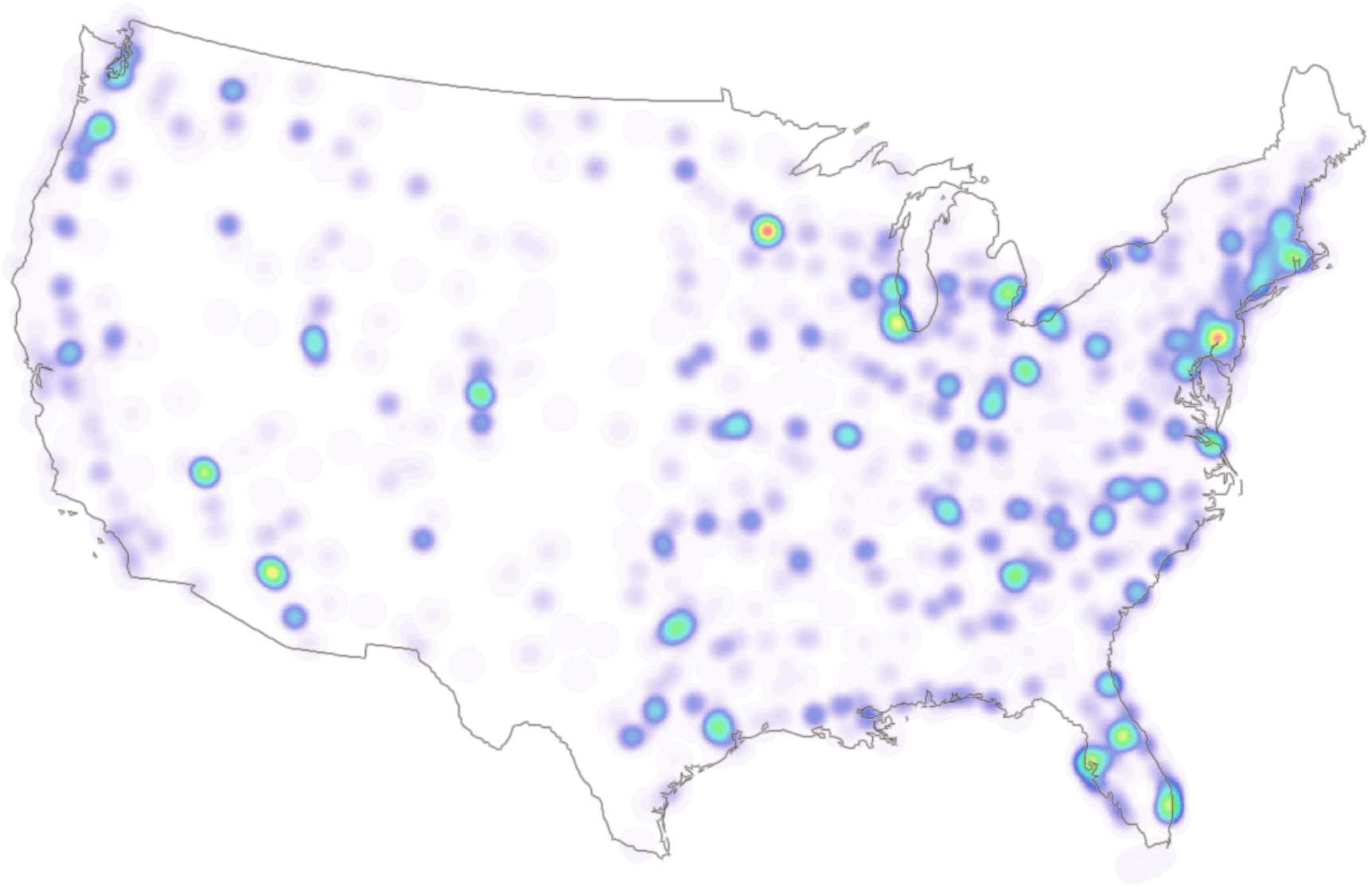






# Breadwinners

*Part of **Easy-Living Suburbs***



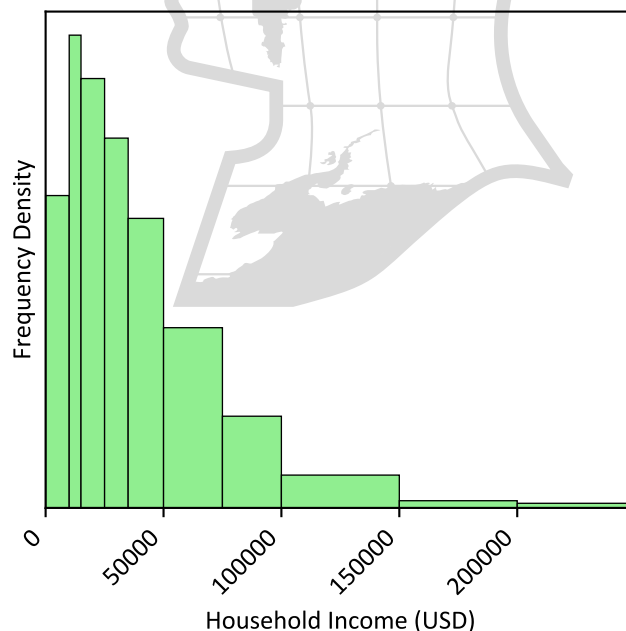
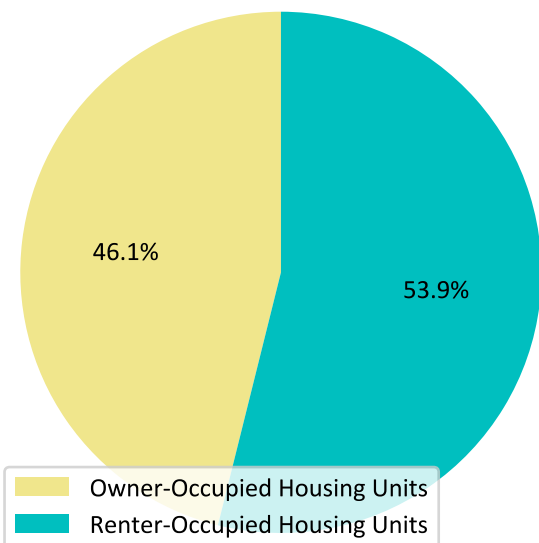




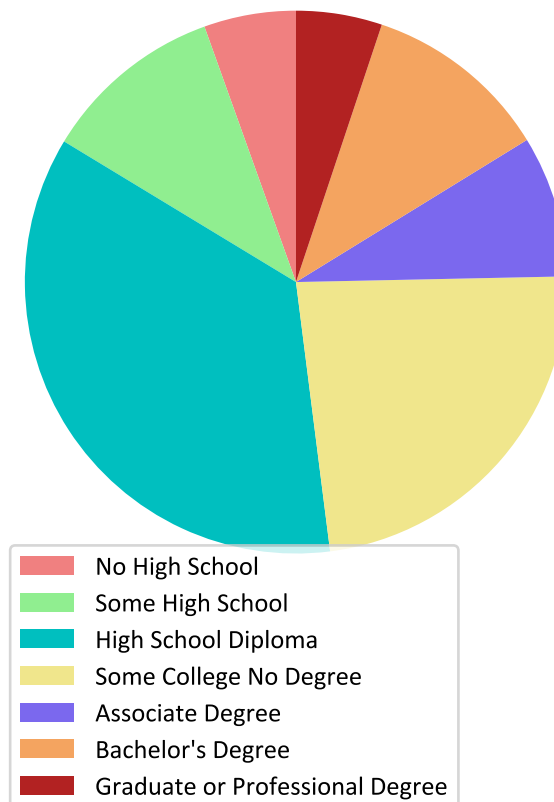
Commonly found clustered around Lake Ontario, Industrious Acreages contain one of the largest percentages of individuals employed in manufacturing. These neighborhoods contain a mix of renters and home-owners along with a relatively even distribution of age groups.

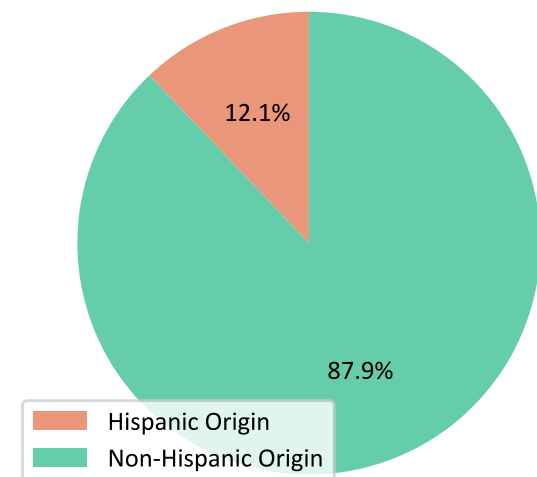
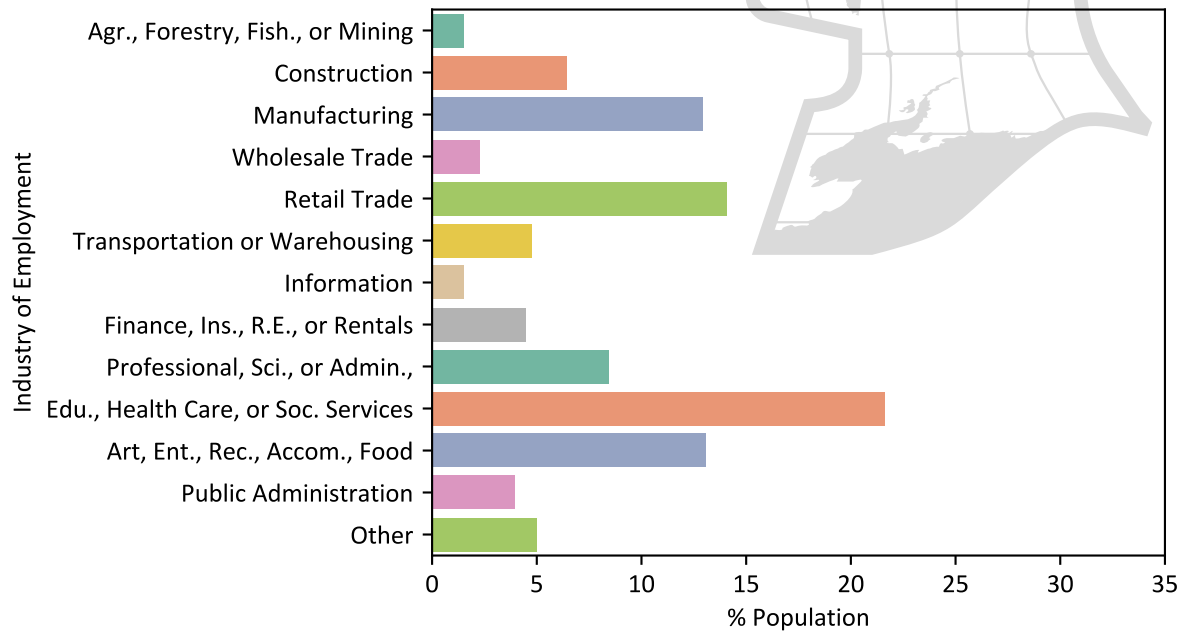
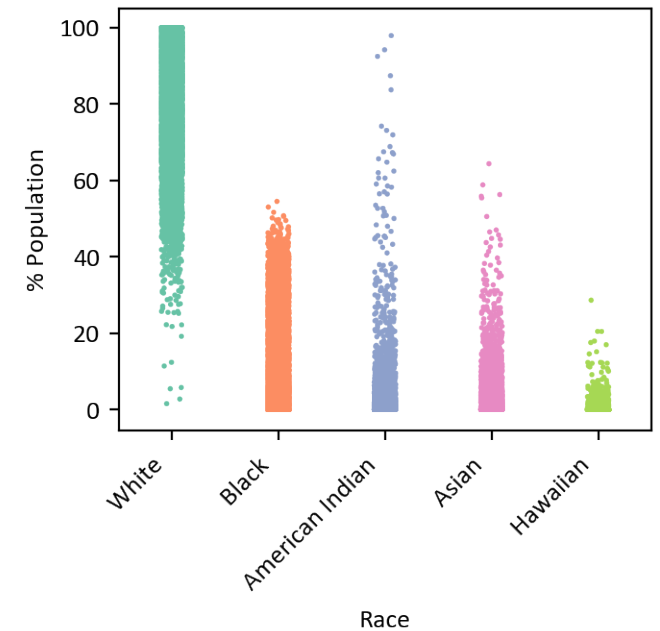
Most residents here have completed at least a high school degree, with nearly half also completing at least some amount of college. They also have some of the shortest commutes among Americans, with only 5.0% reporting a daily commute of over an hour. This may be due to the vast number of people driving to work, with only 1.8% using public transport for their commute.

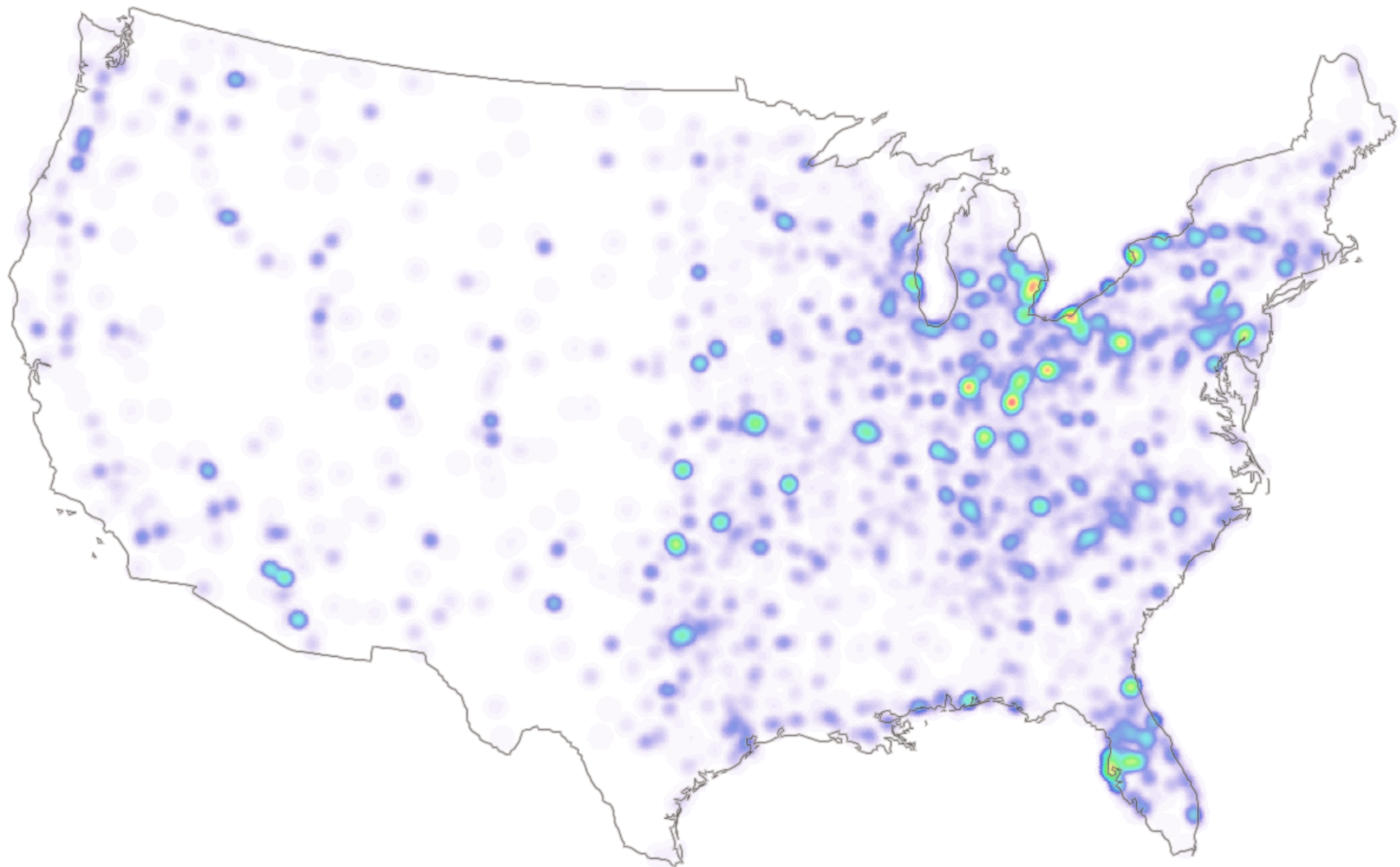
Homes in these areas are fairly inexpensive, with 92.5% valued at under \$200,000. The demographics of the area tend to be homogeneous, with 87.7% of households speaking only English and 77.5% identifying as white. Scatterings of block groups with high Native American population are present here, indicating that a few of the neighborhoods exist on or near reservations.



Demographic	Value
Estimated Median Age	36
Estimated Median Home Value	\$93,710
Estimated Median Monthly Rent	\$736
Estimated Median HH Income	\$34,976
Mean HH Income	\$46,067
Total Population	11,580,135
Population Density (Per Sq mi)	3,742
Total Households	4,715,939
Household Density (Per Sq mi)	1,508





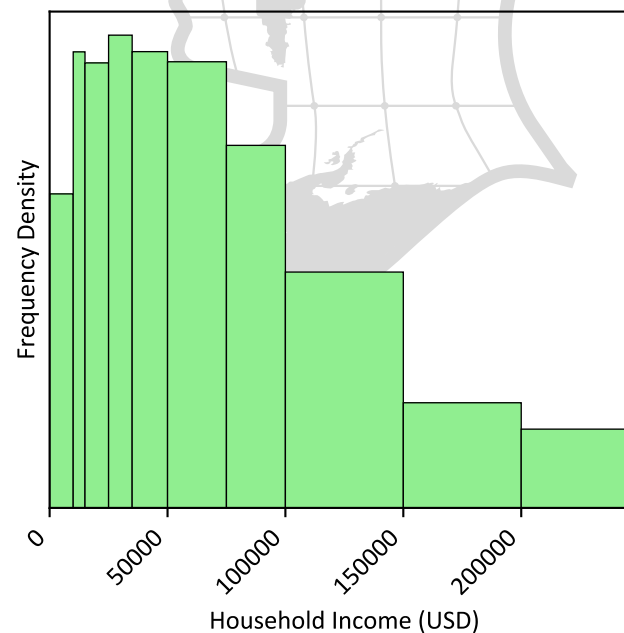
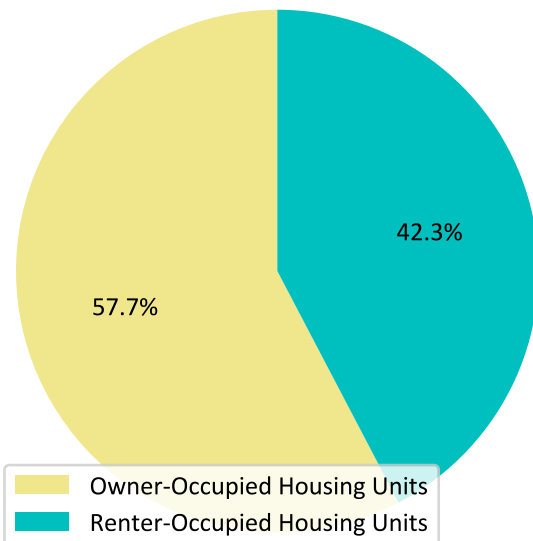




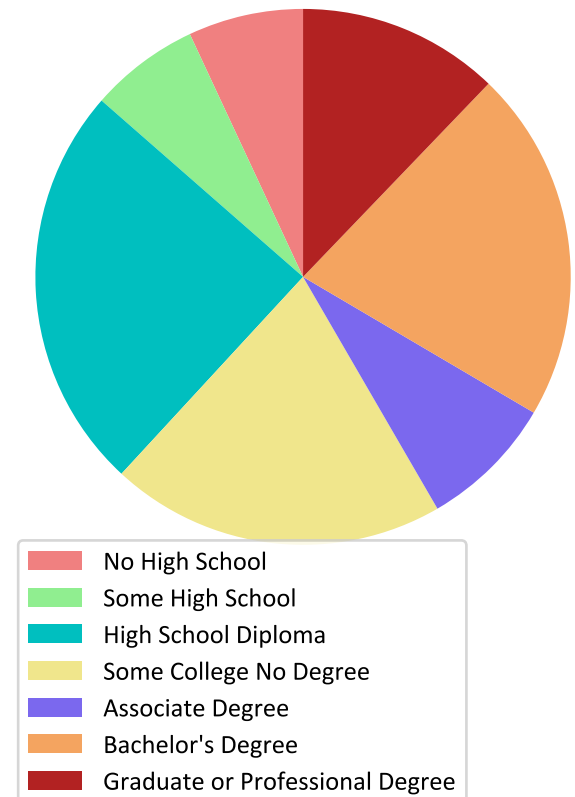
City-Fringe Assortments can be found, predictably, adjacent to or just inside of Major cities in the United States. These neighborhoods walk a fine line between city and suburban living. They consist of a combination of renters and homeowners as well as a very even distribution of income. They are named for their most prominent location, a ring of neighborhoods running along the fringe of New York City.

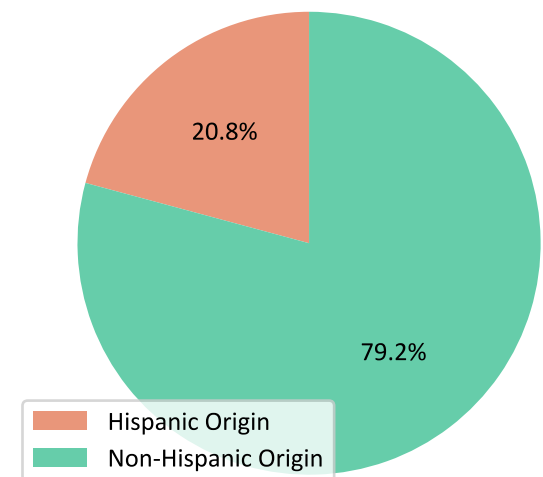
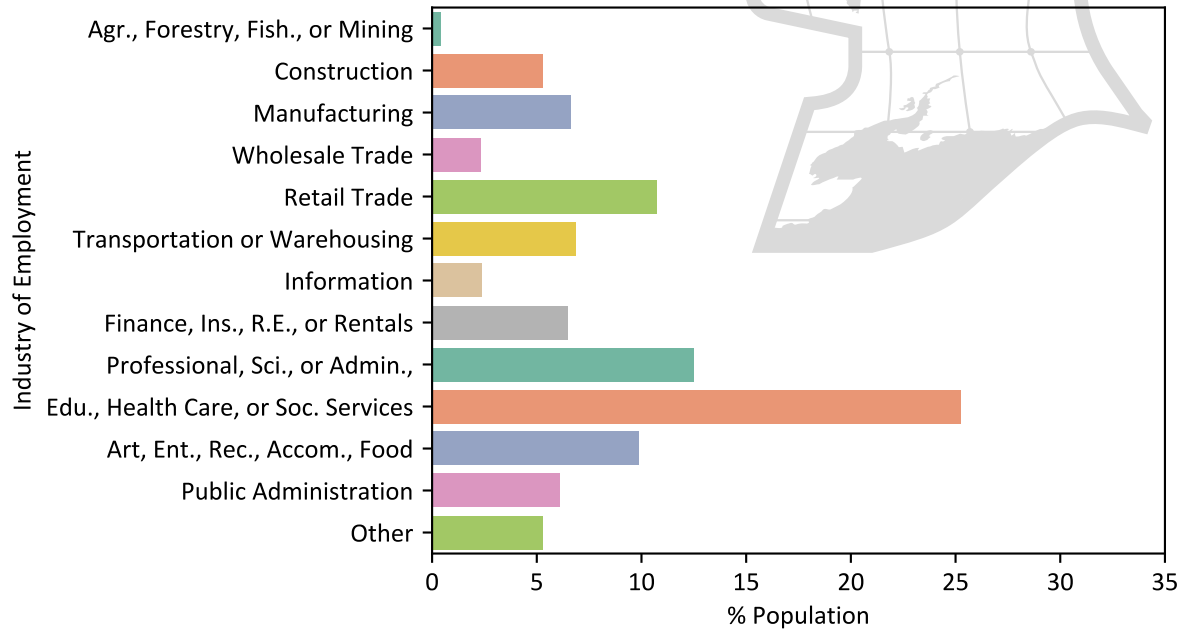
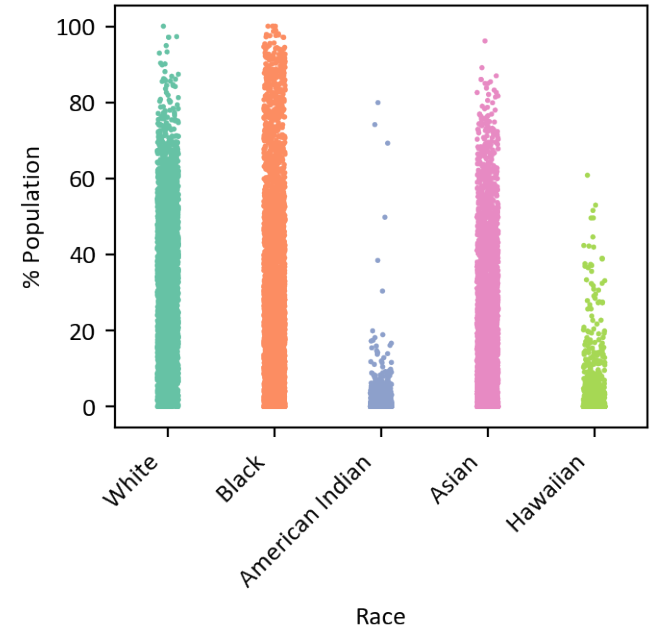
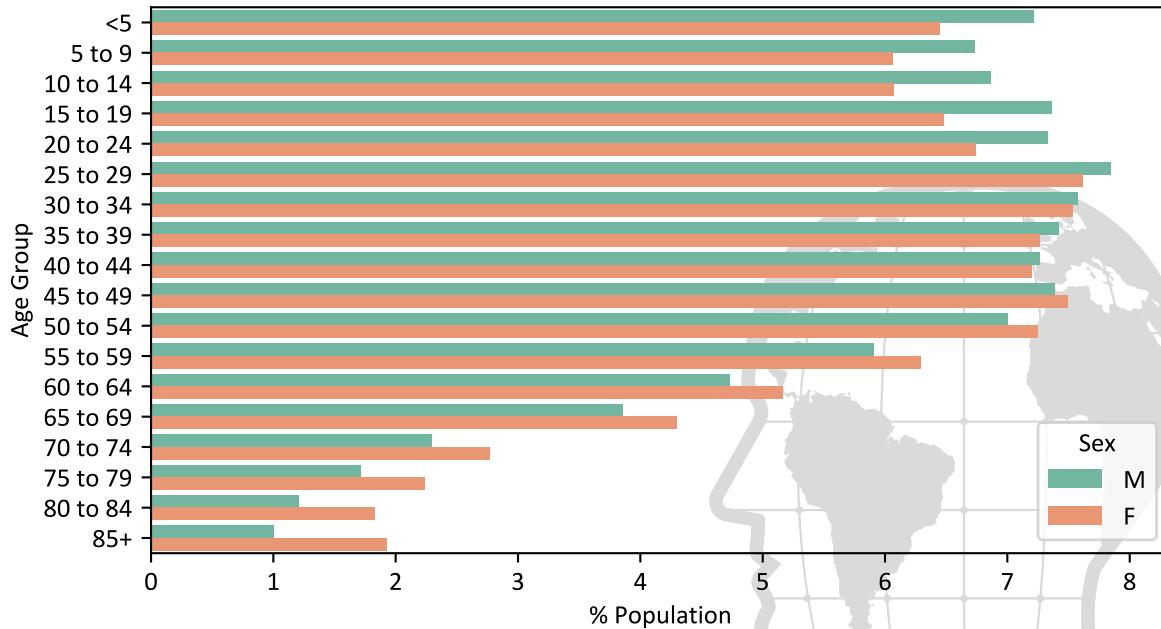
In general, demographics of City-Fringe Assortments are quite heterogeneous, with 35.2%, 26.9%, and 21.6% of the total population identifying as white, black, and Asian respectively. The strip-plot on the following page indicates that, even at the block-group level, these neighborhoods could be characterized as melting-pots. City-Fringe assortments boast a median age of 36 and a fairly even distribution of persons less than 60 years old; they are home to both families and young adults.

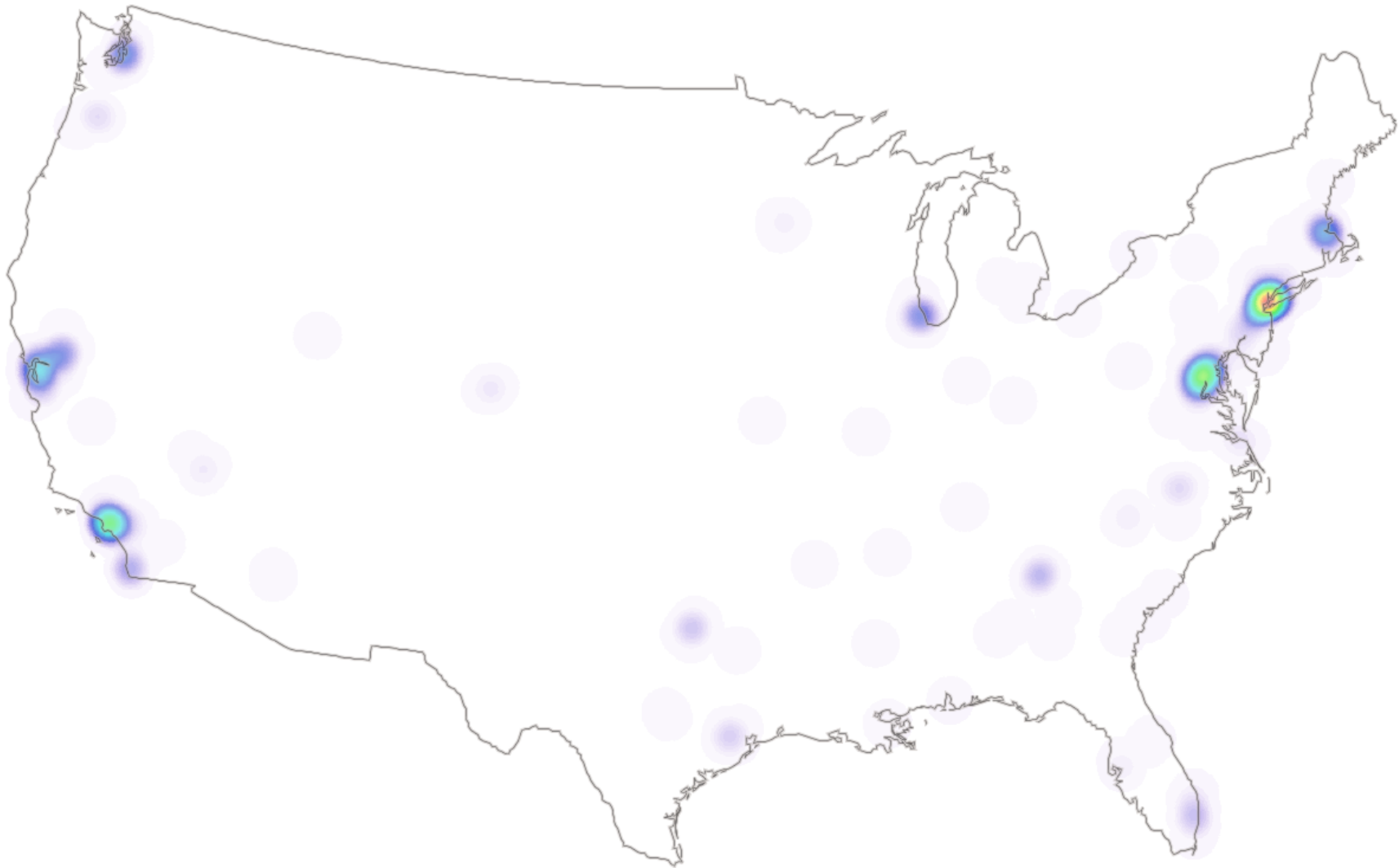
With 41.0% of individuals having moved in in the last 10 years and a much lower median home value and median rent than the Cosmopolitan Communities, these areas can be seen as a quieter, less expensive alternative to typical city-living.



Demographic	Value
Estimated Median Age	36
Estimated Median Home Value	\$343,962
Estimated Median Monthly Rent	\$1,377
Estimated Median HH Income	\$72,212
Mean HH Income	\$88,334
Total Population	5,670,478
Population Density (Per Sq mi)	11,312
Total Households	1,851,247
Household Density (Per Sq mi)	3,598





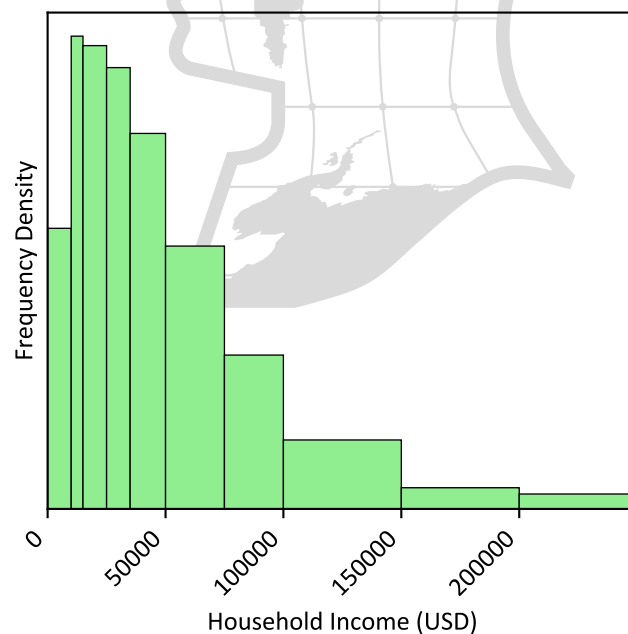
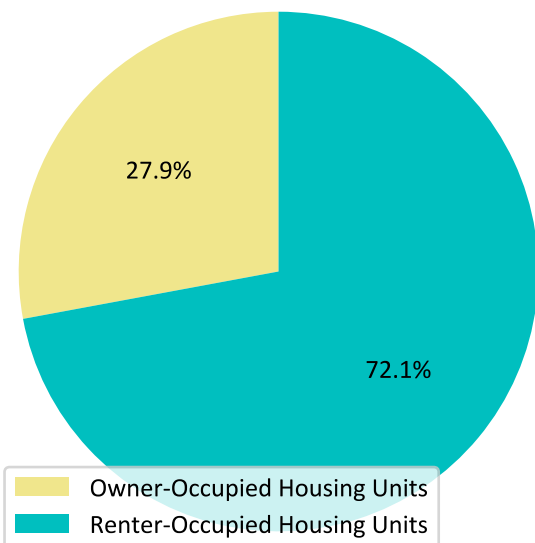




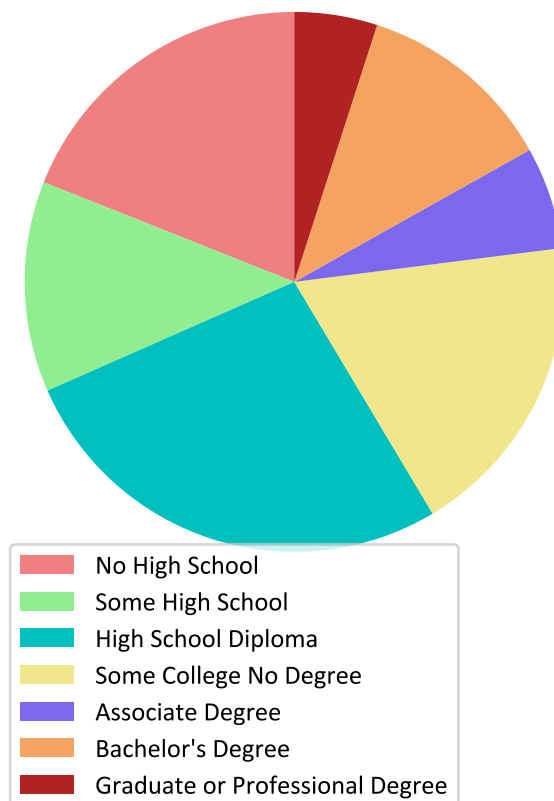
Named for its high population of young families, Ambitious Up-and-Comers are often found near Los Angeles. As is the case with most cities, median home values and rent are quite high. This is despite the neighborhoods' estimated median income, which sits below the national level.

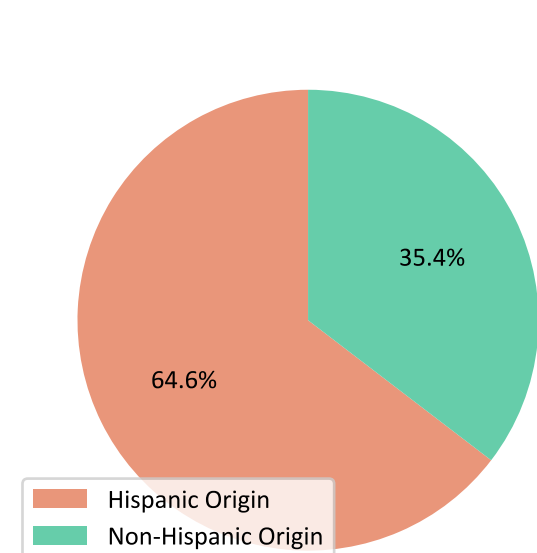
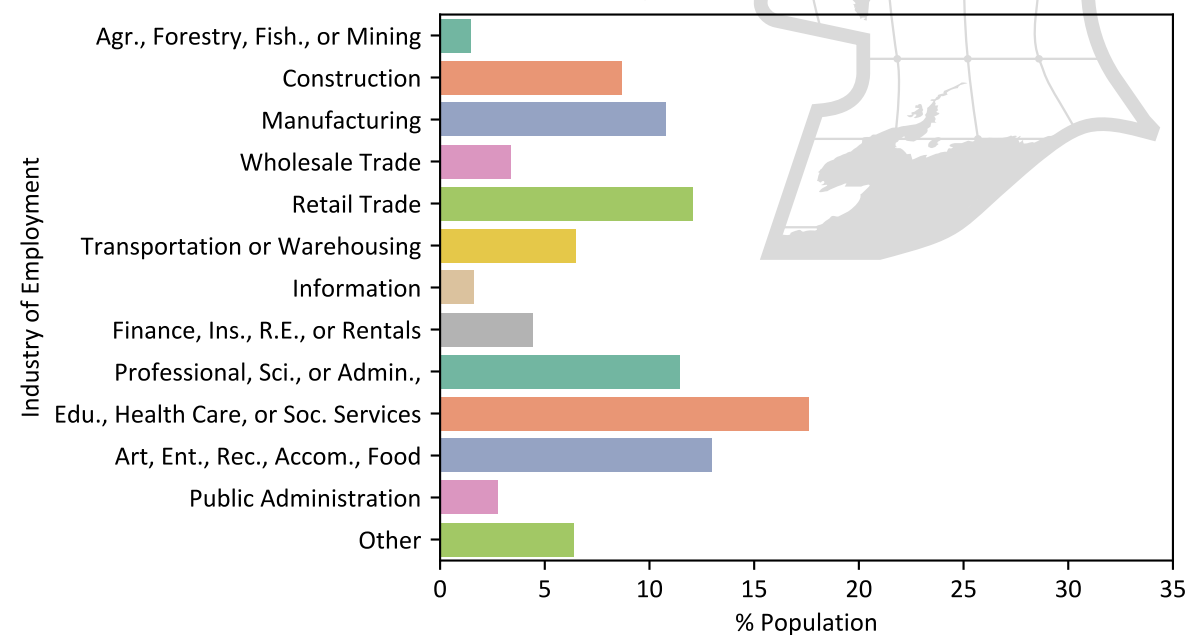
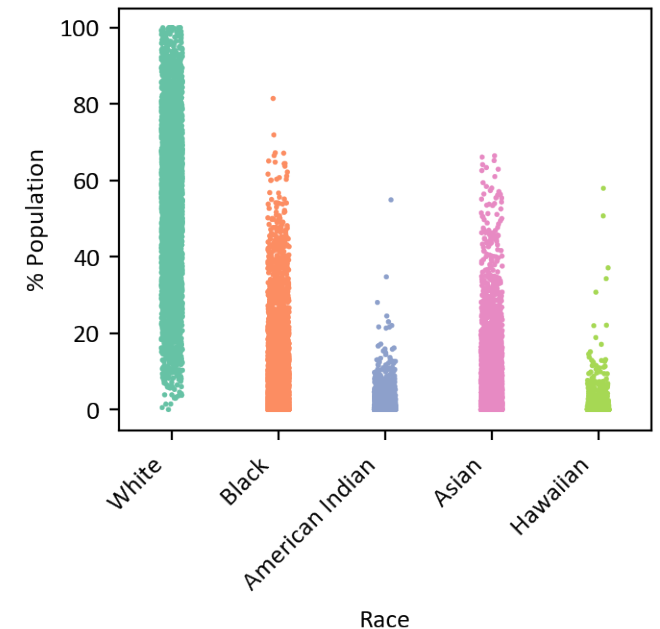
The young families in these areas consist of parents in their late 20s or early 30s and their infants or very young children. This sub-segment contains one of the highest percentages of married couples with children outside of Comfortable Living and Affluent Environments. Despite their age, the families tend to be quite large, with an average family size of 3.28 persons.

Inhabitants of these areas are generally renters and often identify as more than one race. Ambitious Up-and-Comers has a high Hispanic population compared to other Budding Localities, with 64.6%. As with all city-side communities, people are always on the move, with 49.7% of the population having moved in in the past 10 years.

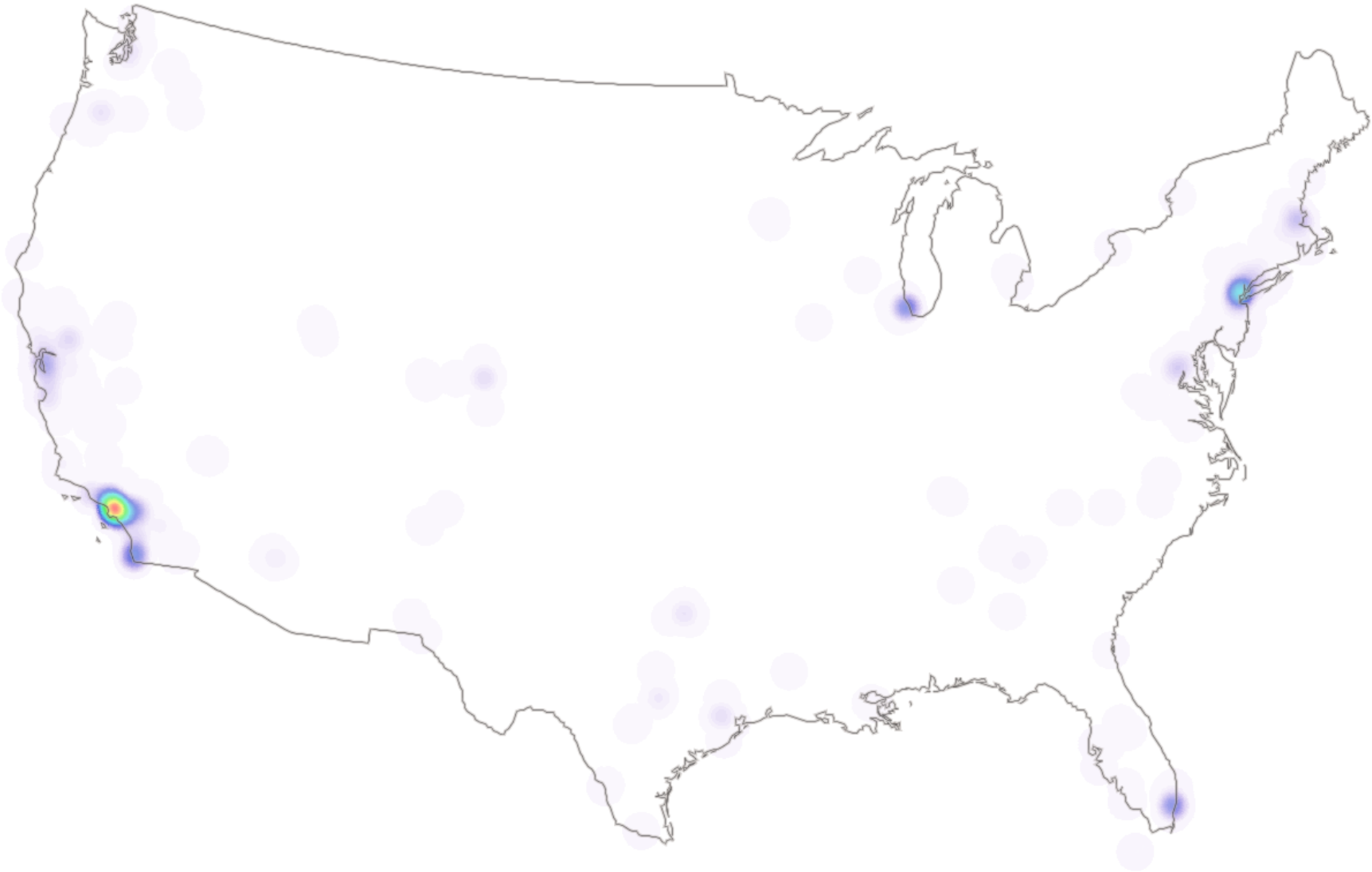


Demographic	Value
Estimated Median Age	31
Estimated Median Home Value	\$323,755
Estimated Median Monthly Rent	\$1,179
Estimated Median HH Income	\$44,699
Mean HH Income	\$58,112
Total Population	6,982,394
Population Density (Per Sq mi)	17,736
Total Households	2,100,977
Household Density (Per Sq mi)	5,249







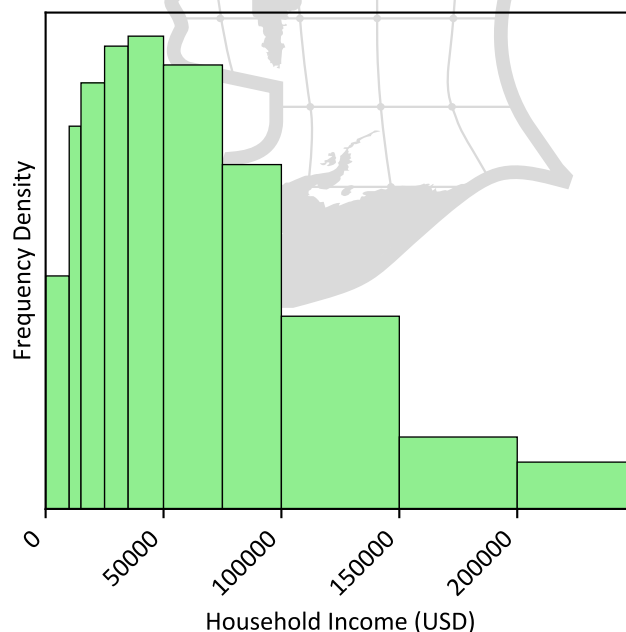
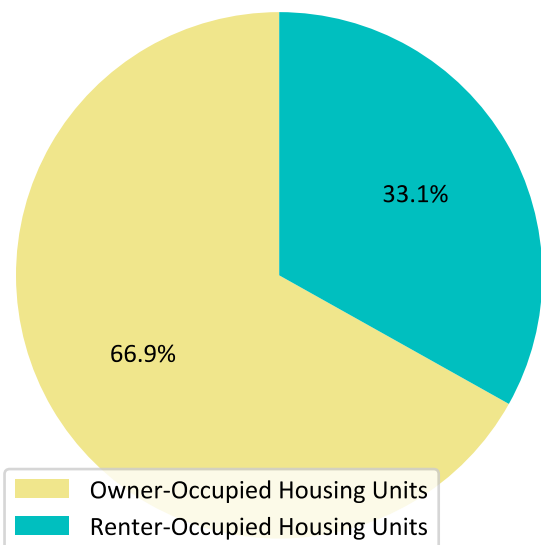




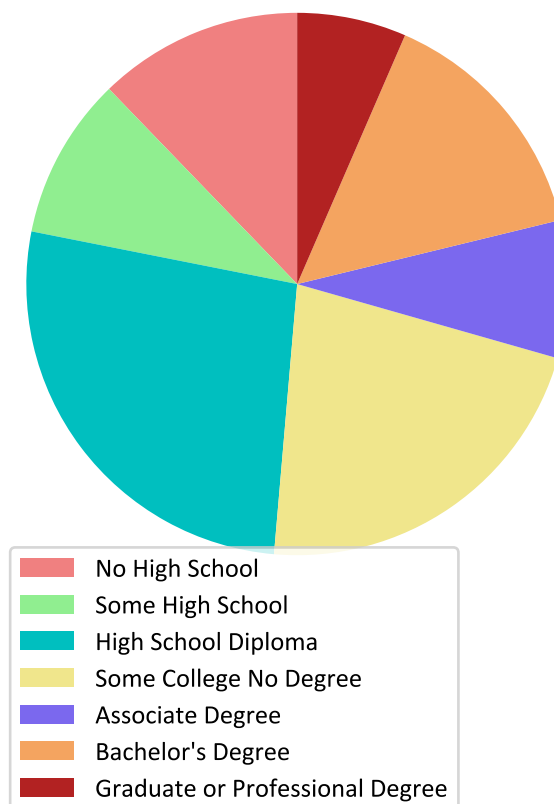
Found primarily in the greater Los Angeles area, Ardent Suburbanites is the most family-oriented subsegment within Budding Localities. Here, 26.5% of families are couples that are married with children. Despite this, the population still consists of a wide and even age distribution.

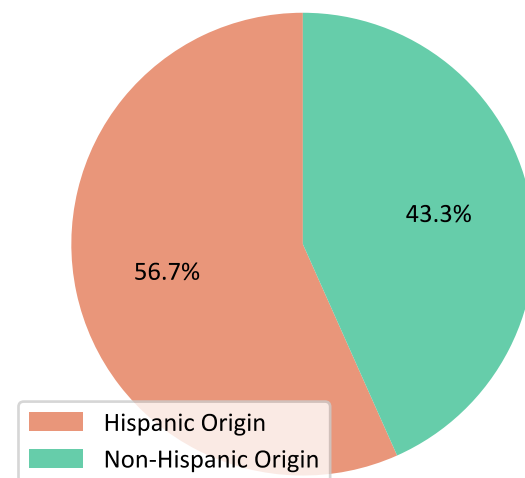
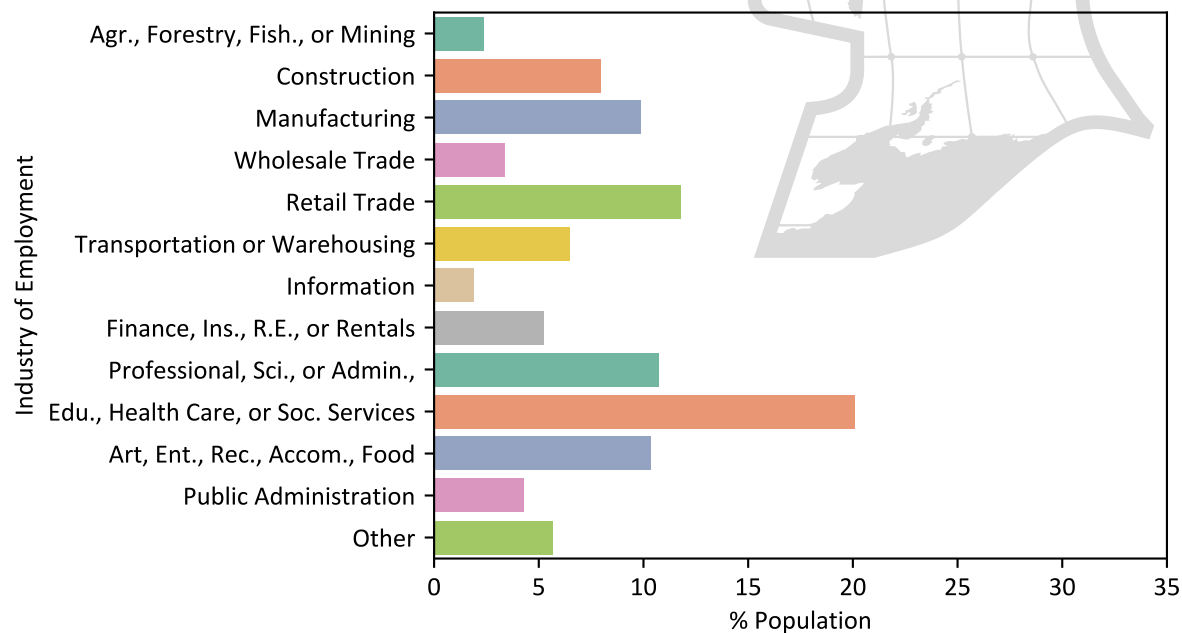
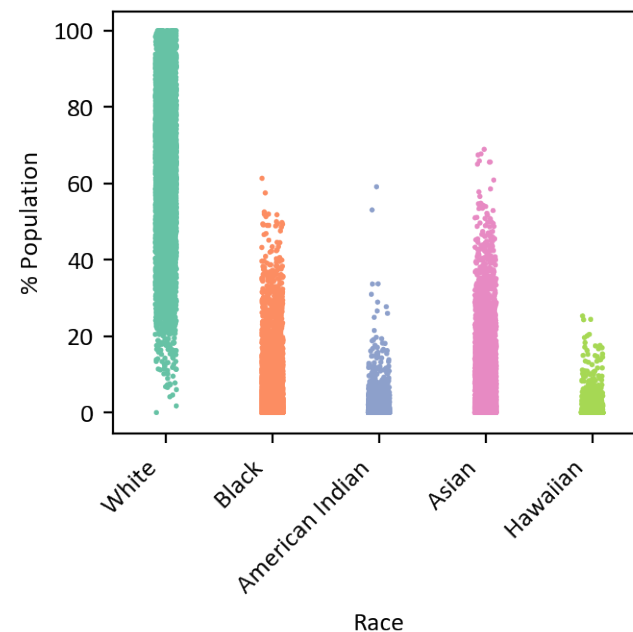
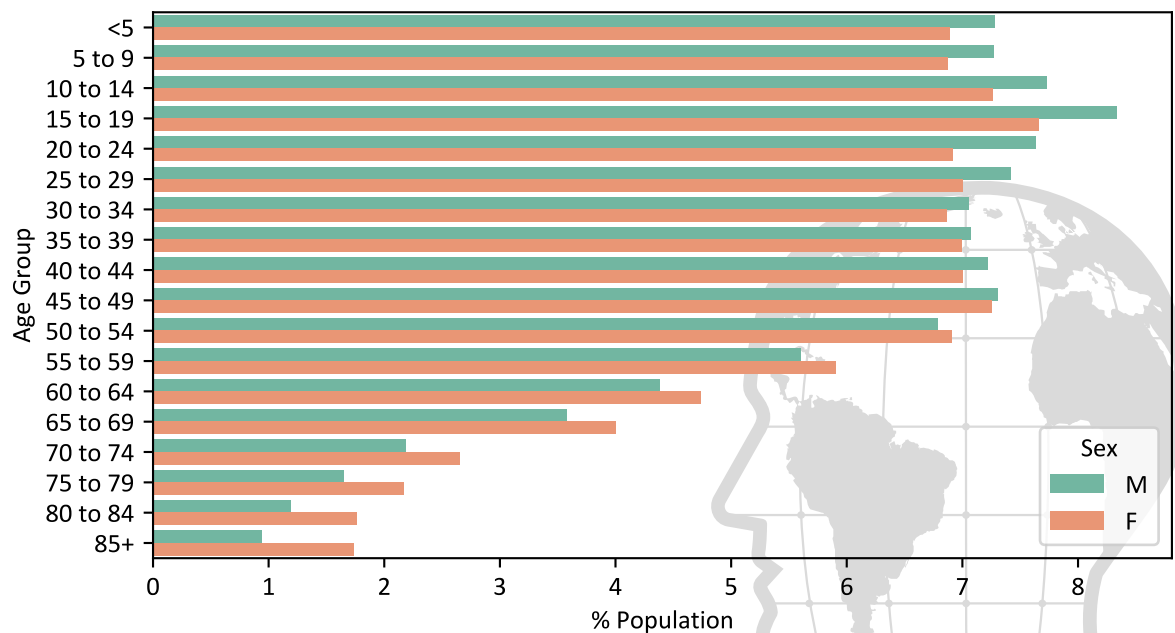
The population here is primarily white, with a majority also having Hispanic backgrounds; only 44.8% of households here speak only English at home. Household incomes are above the national level, with a median of \$66,671. These areas are also fairly dense in population, at nearly 8,000 persons per square mile. However, with only 2,143 households per square mile and 76.3% of housing units being single-detached, these neighborhoods lean more towards suburban than urban life.

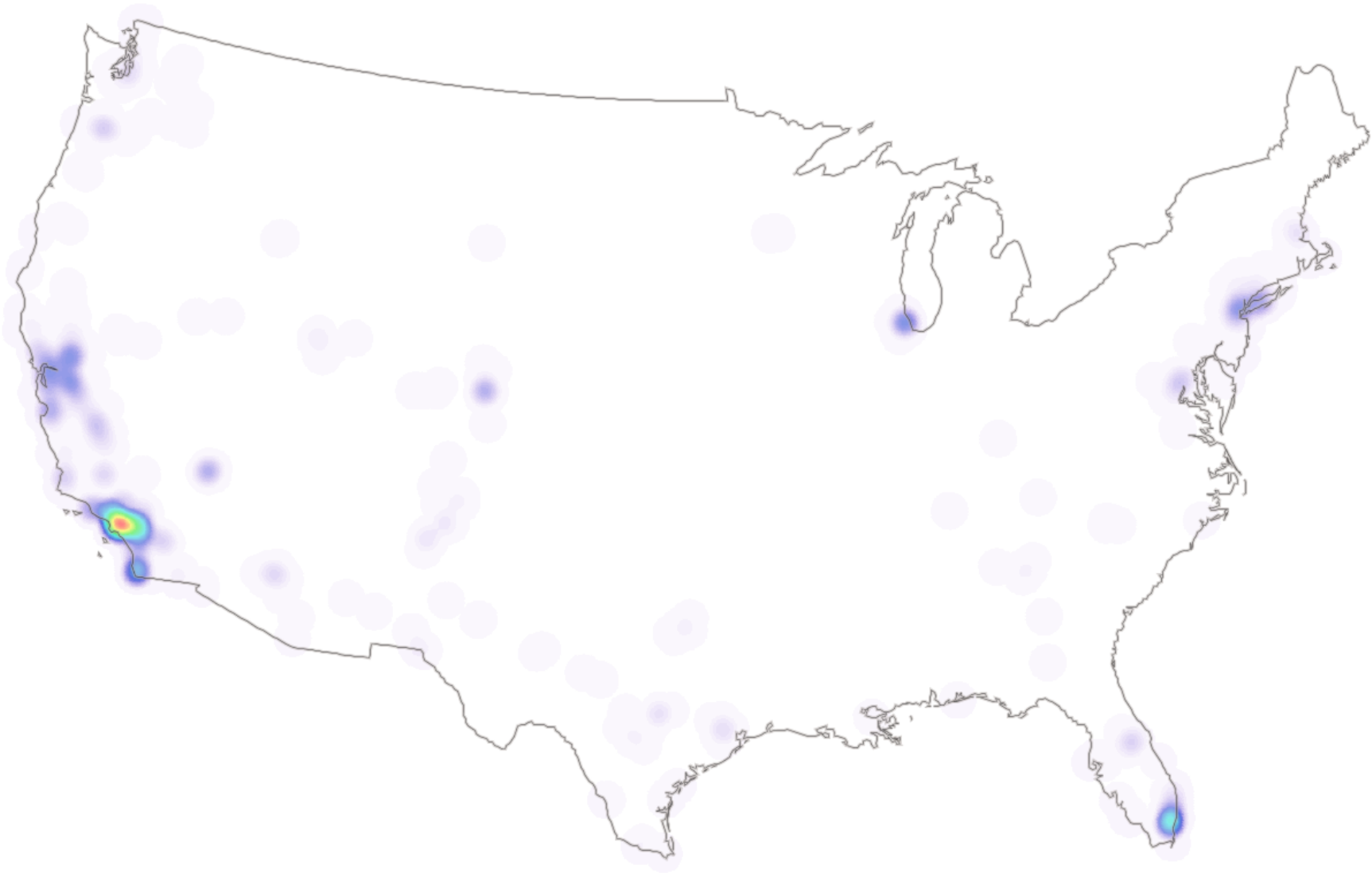
Here, the vast majority of residents own vehicles, at 89.9%. Most of them are also using vehicles for their daily commute. Completed education and income both vary quite a bit, with 28.1% of households earning more than \$100,000 per year and a poverty rate of nearly 10.3%.



Demographic	Value
Estimated Median Age	35
Estimated Median Home Value	\$318,283
Estimated Median Monthly Rent	\$1,346
Estimated Median HH Income	\$66,671
Mean HH Income	\$80,565
Total Population	8,998,774
Population Density (Per Sq mi)	7,932
Total Households	2,542,886
Household Density (Per Sq mi)	2,143









# Bloomers

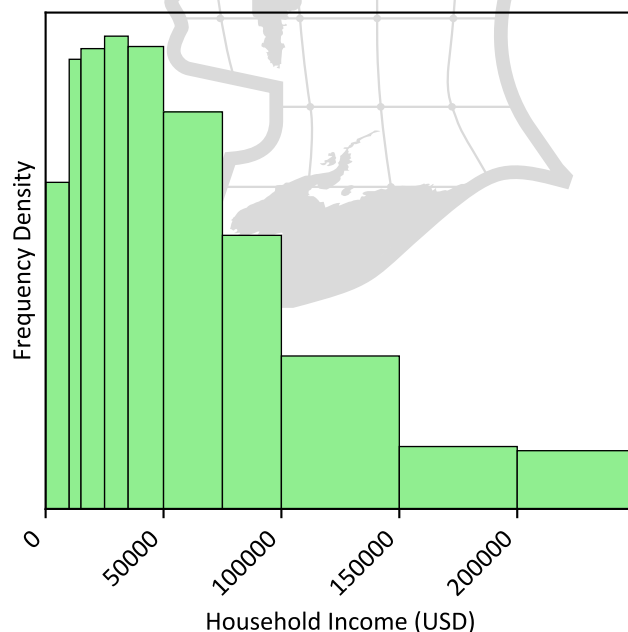
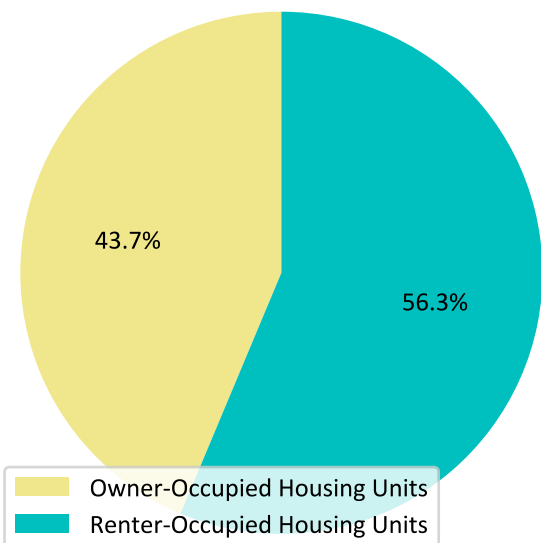
## Part of Budding Localities



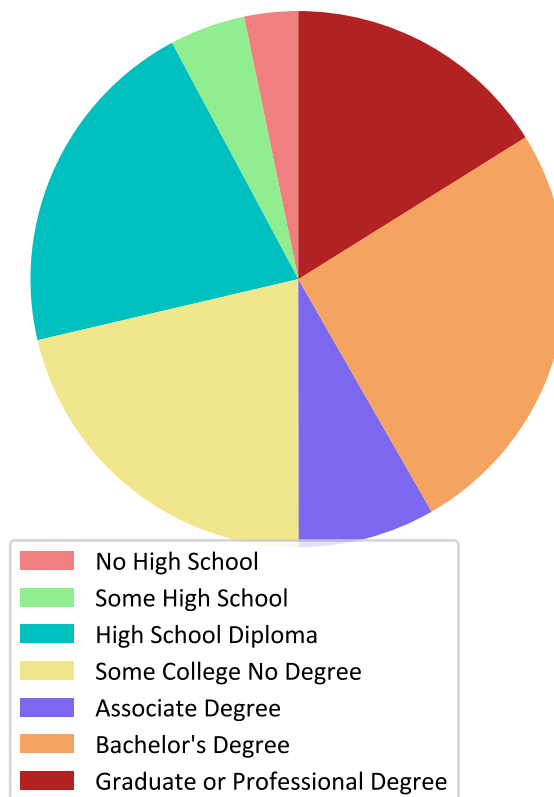
Bloomers are well-educated members of the Budding Localities. 41.2% of their total population have earned a bachelors degree or higher, with nearly all residents having finished high school. These neighborhoods are scattered throughout the US, mainly appearing around the edges of cities.

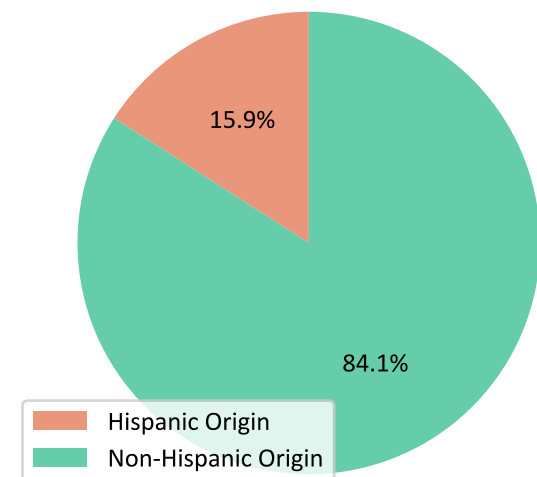
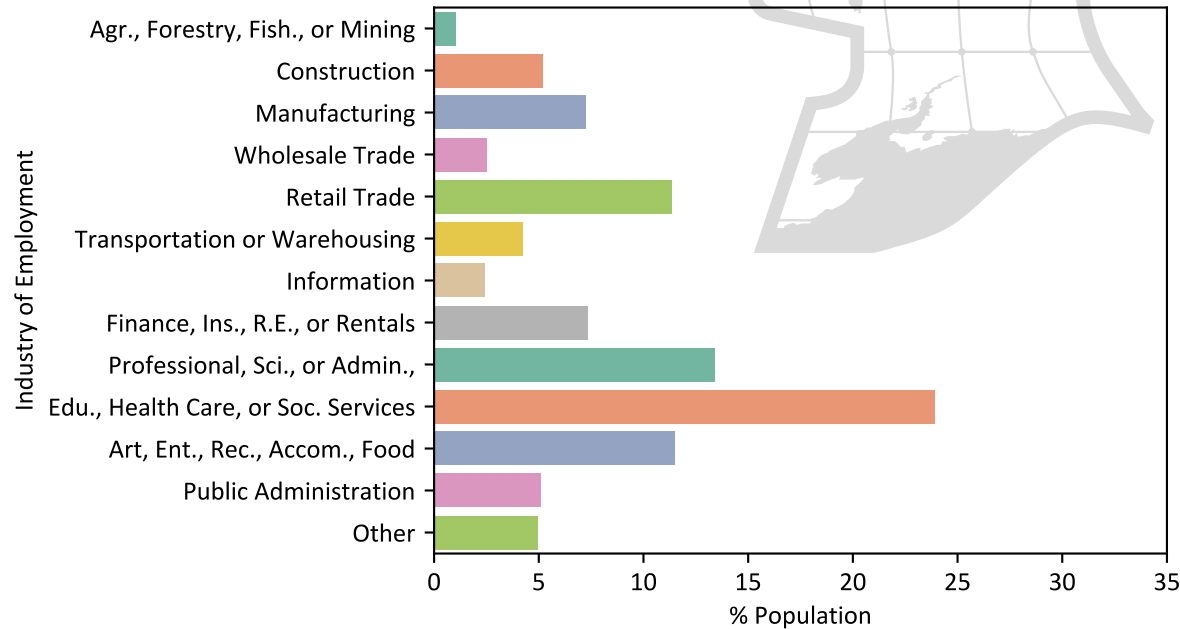
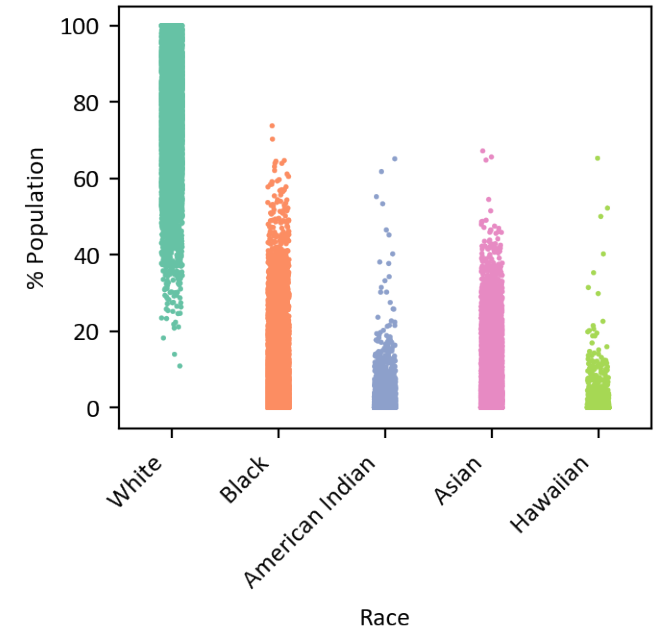
The population here is mainly consistent of folks between the ages of 20 and 30. This group consists of a mix of individuals and young families. The racial make-up of these areas is mostly white, with 75.4% of the population identifying as such. Asians make up the second largest group here, at 15.9% of the total population.

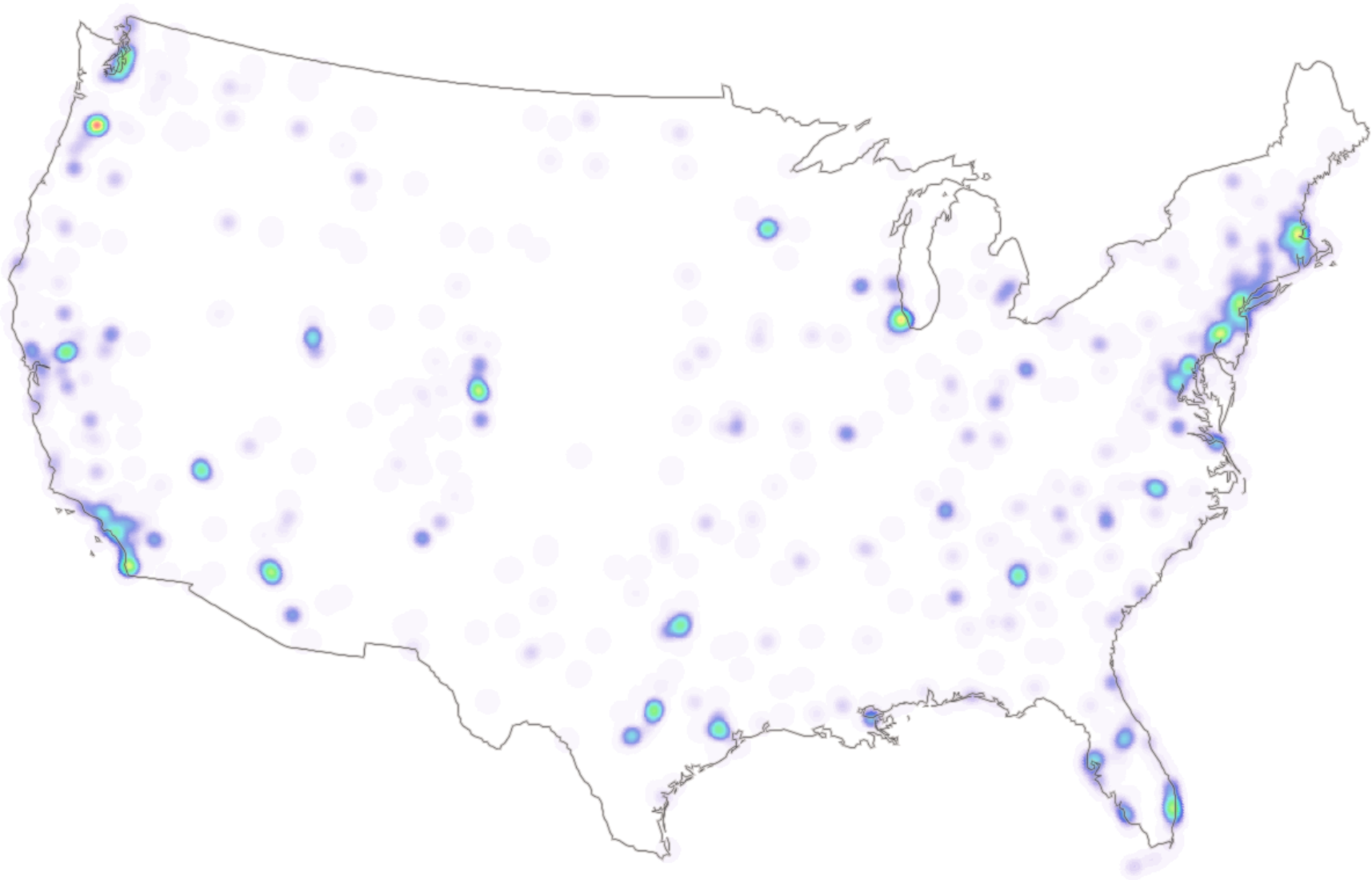
Although the household income remains near the national average, both the median home value and monthly rent are much higher. Despite this, life here is likely to come at a lower cost than in the nearby Cosmopolitan Communities or Affluent Environments. Income is also highly variant; there are some particularly high frequency densities above \$150,000 annual income, despite the moderate median of \$60,853.



Demographic	Value
Estimated Median Age	37
Estimated Median Home Value	\$299,937
Estimated Median Monthly Rent	\$1,209
Estimated Median HH Income	\$60,853
Mean HH Income	\$79,909
Total Population	14,747,871
Population Density (Per Sq mi)	6,014
Total Households	6,175,022
Household Density (Per Sq mi)	2,689







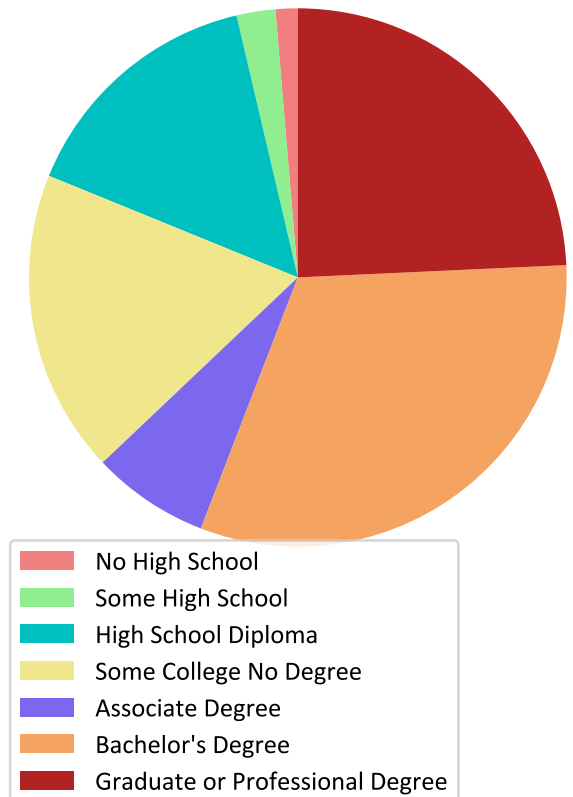
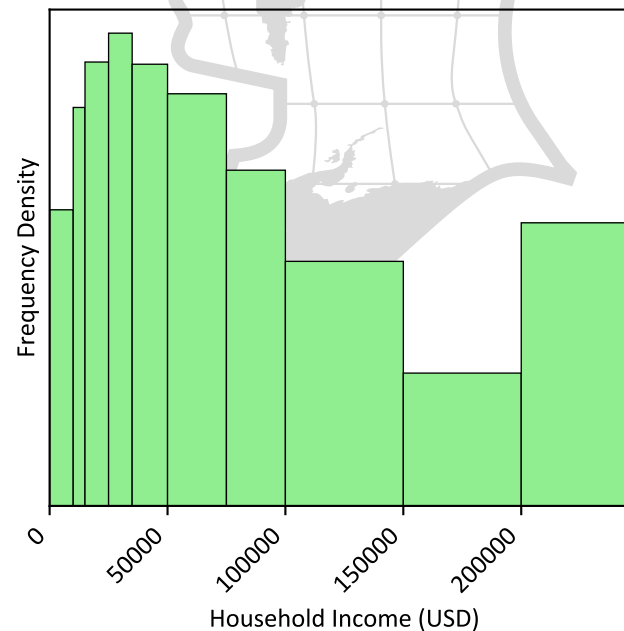
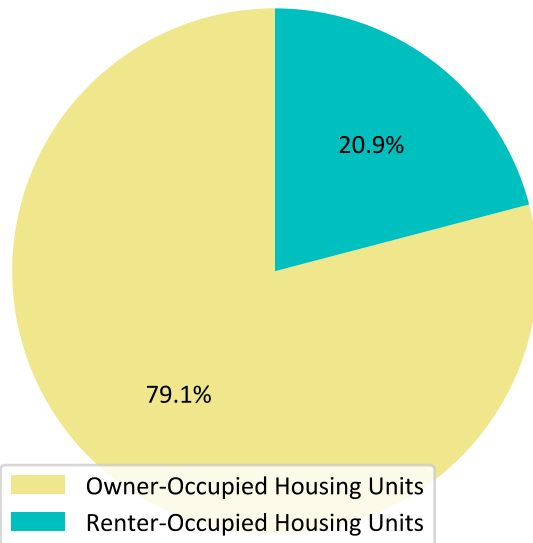


Established Entrepreneurs generally consists of wealthy individuals belonging to an older generation. These households are scattered in areas relatively close to cities, such as the Northeastern United States or the West coast of California. They are also found in areas which have more agreeable weather, such as Long Island NY, the Southeastern and Western coasts of Florida, and California.

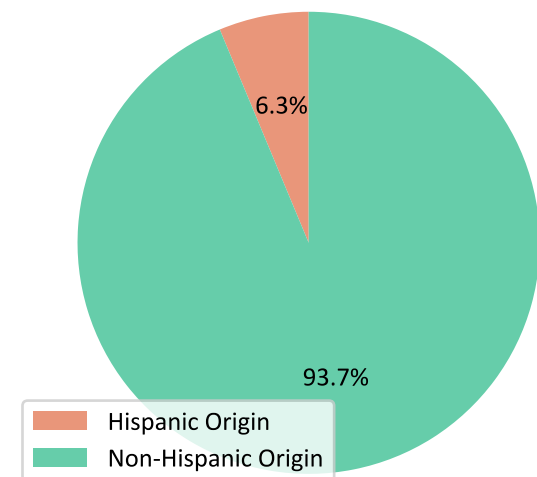
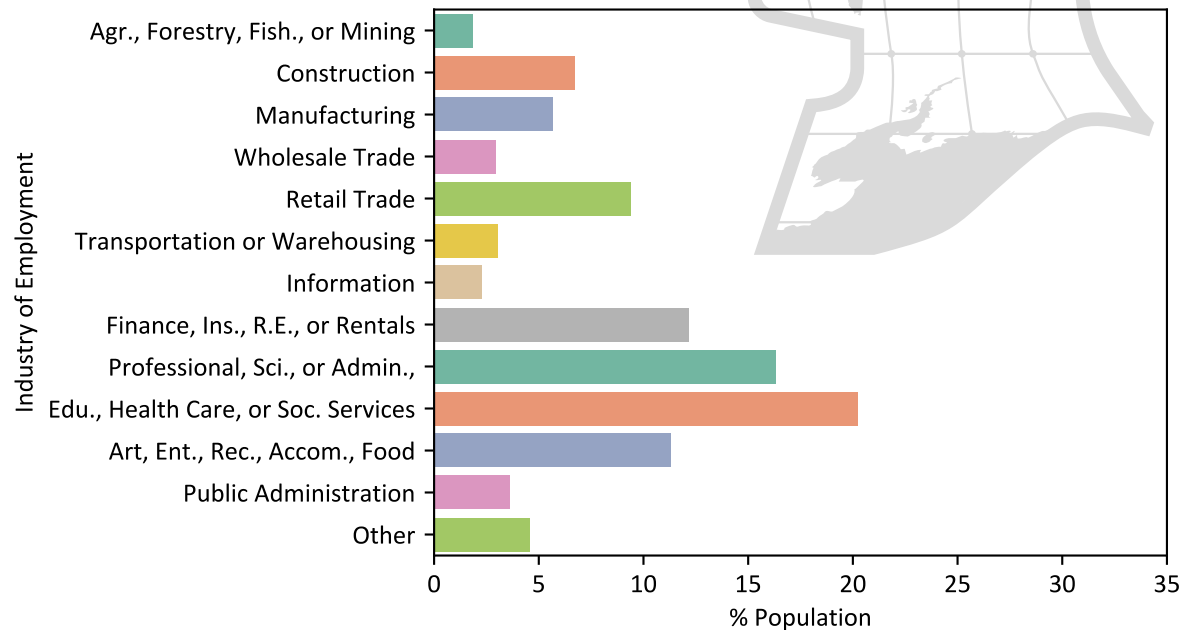
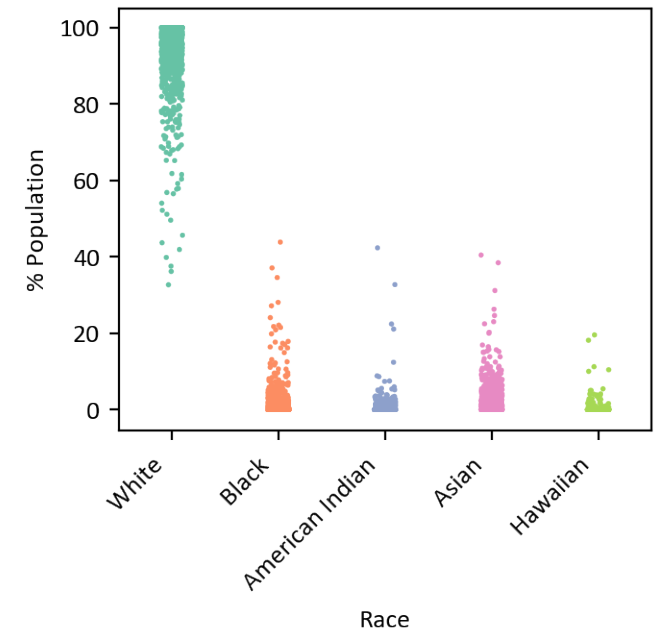
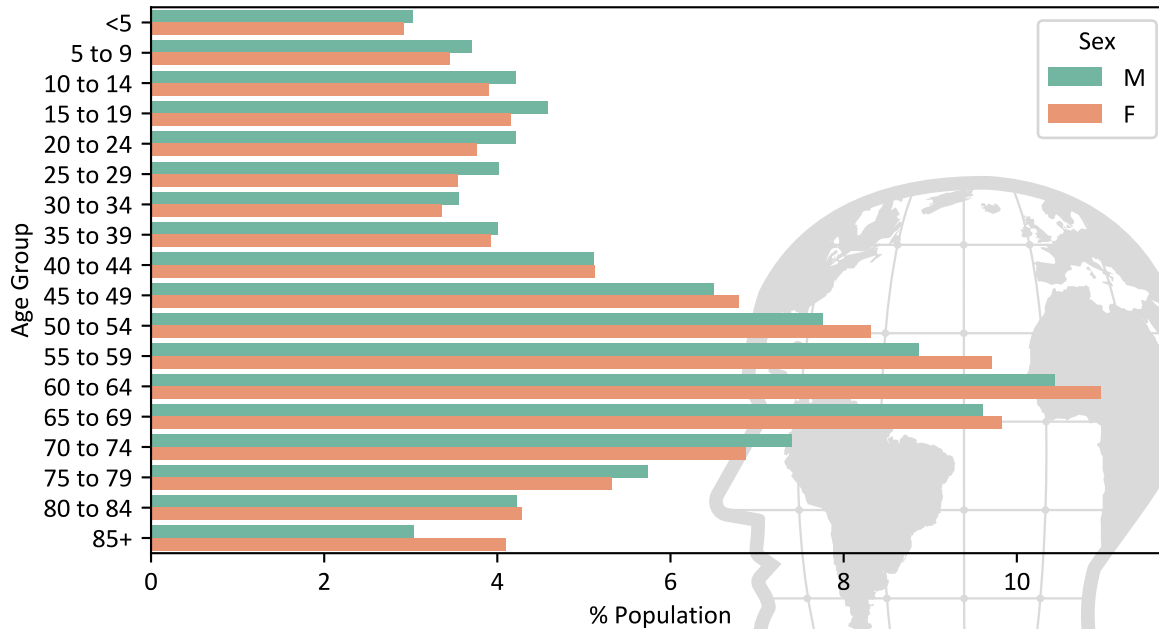
Home ownership is generally quite high in this sub-segment, as it is with all of the Affluent Environments. Estimated median home value is the second-highest of any sub-segment, at a staggering \$775,531. However, as expected, average household size is still quite small, at only 2.2 persons per household. An average of 51.9% of housing units in these areas are vacant, suggesting many of these homeowners have multiple residencies and are moving between them from season to season.

In addition, the population is very well educated; 55.6% of individuals have earned a bachelors degree or higher. The racial composition is quite homogeneous, with 92.6% of the total population identifying as white and 89.5% speaking English only.

Demographic	Value
Estimated Median Age	56
Estimated Median Home Value	\$775,531
Estimated Median Monthly Rent	\$1,374
Estimated Median HH Income	\$92,464
Mean HH Income	\$148,711
Total Population	899,435
Population Density (Per Sq mi)	1,614
Total Households	406,415
Household Density (Per Sq mi)	838



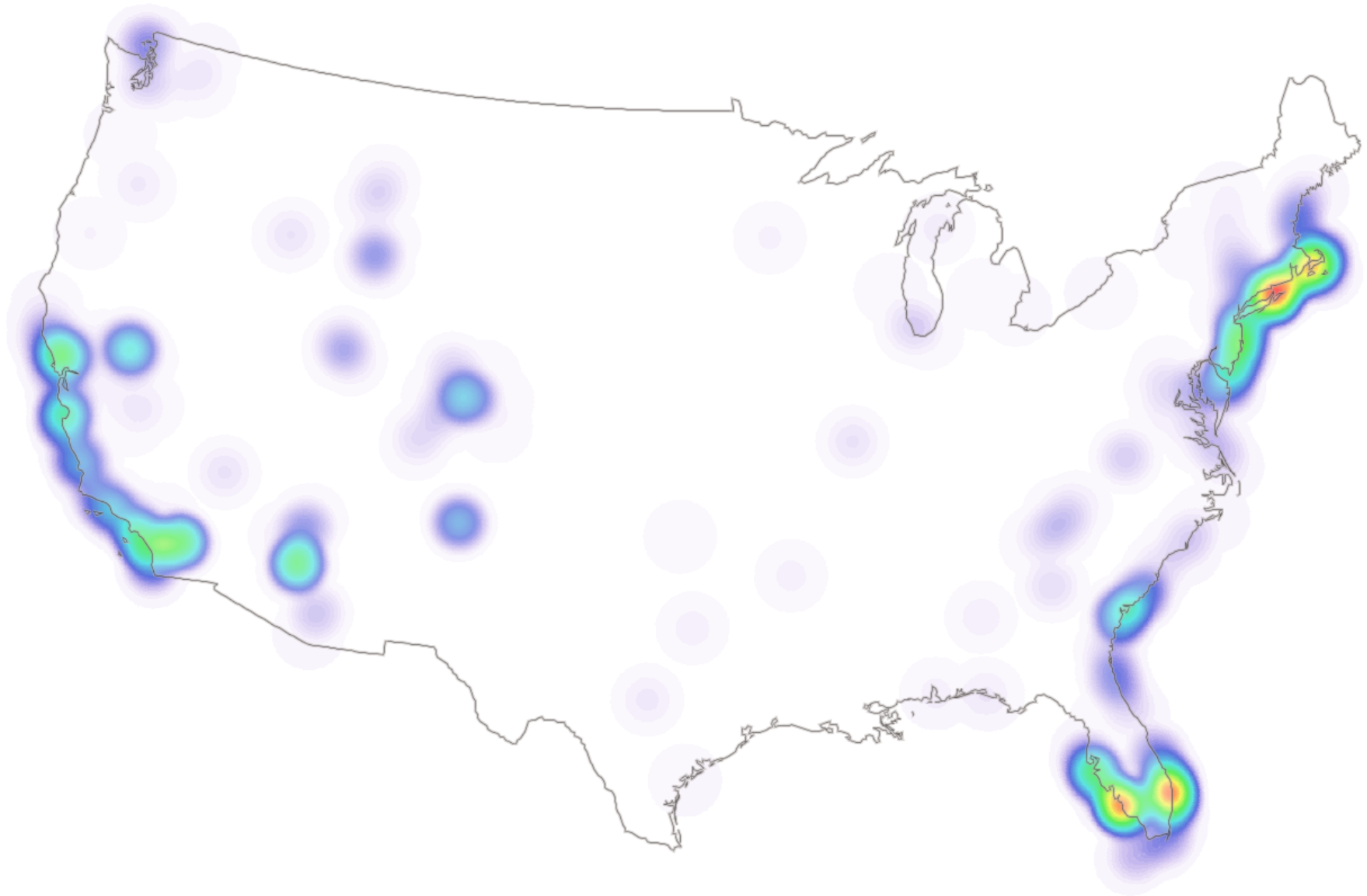




F1

# Established Entrepreneurs

Part of *Affluent Environments*



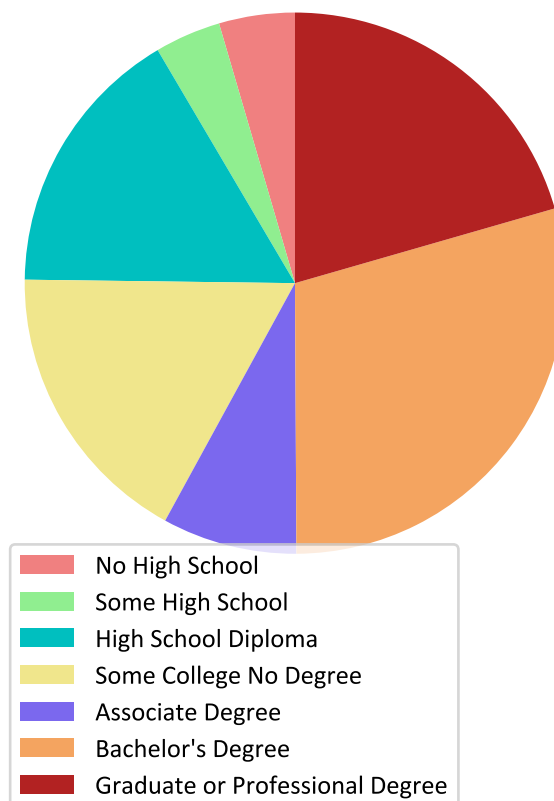
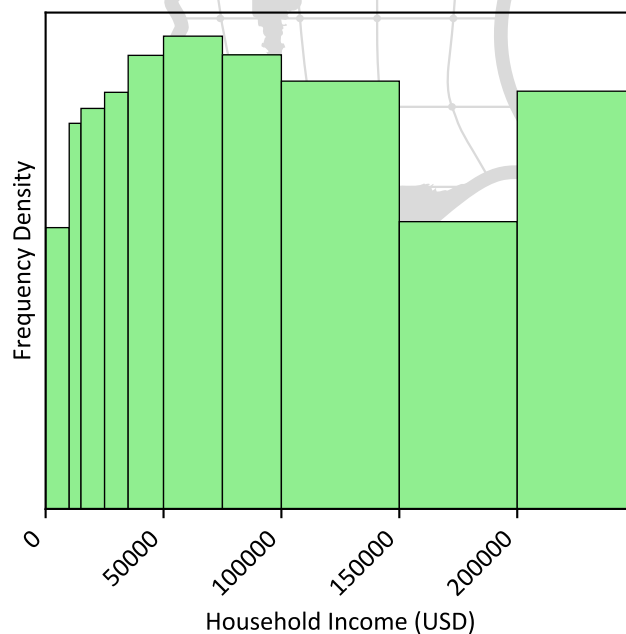
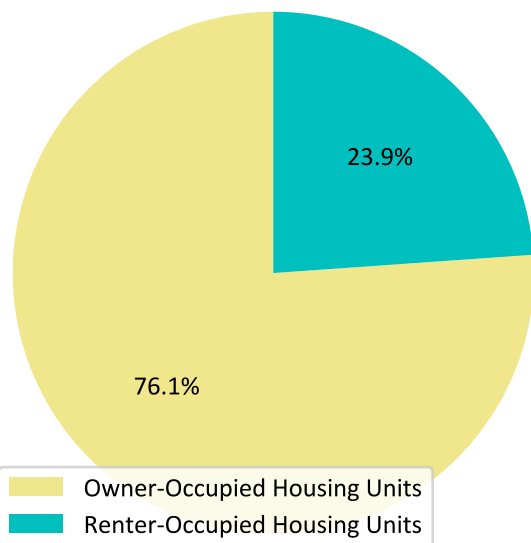


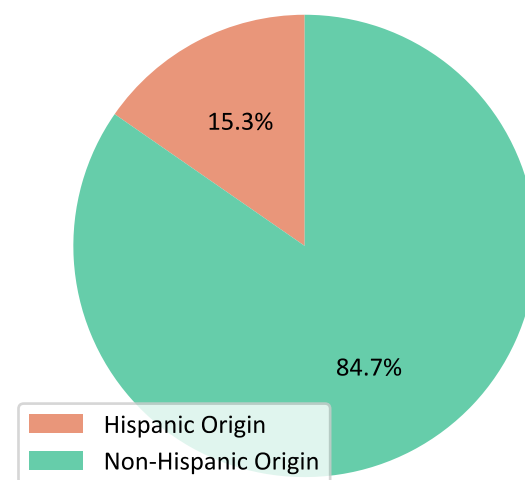
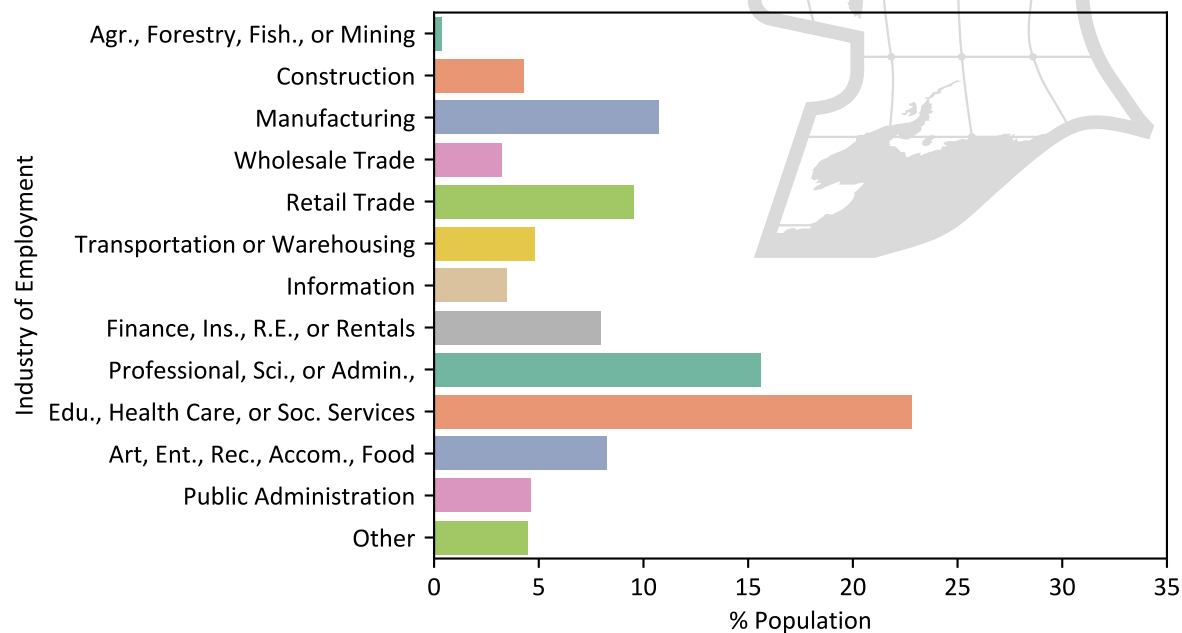
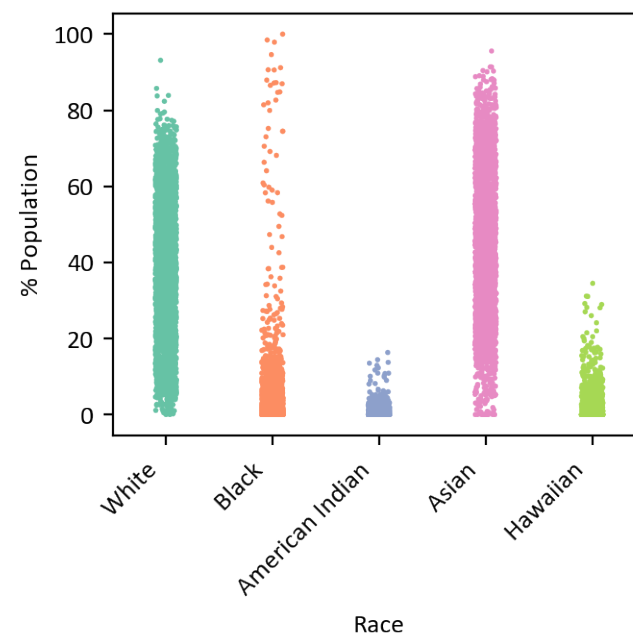
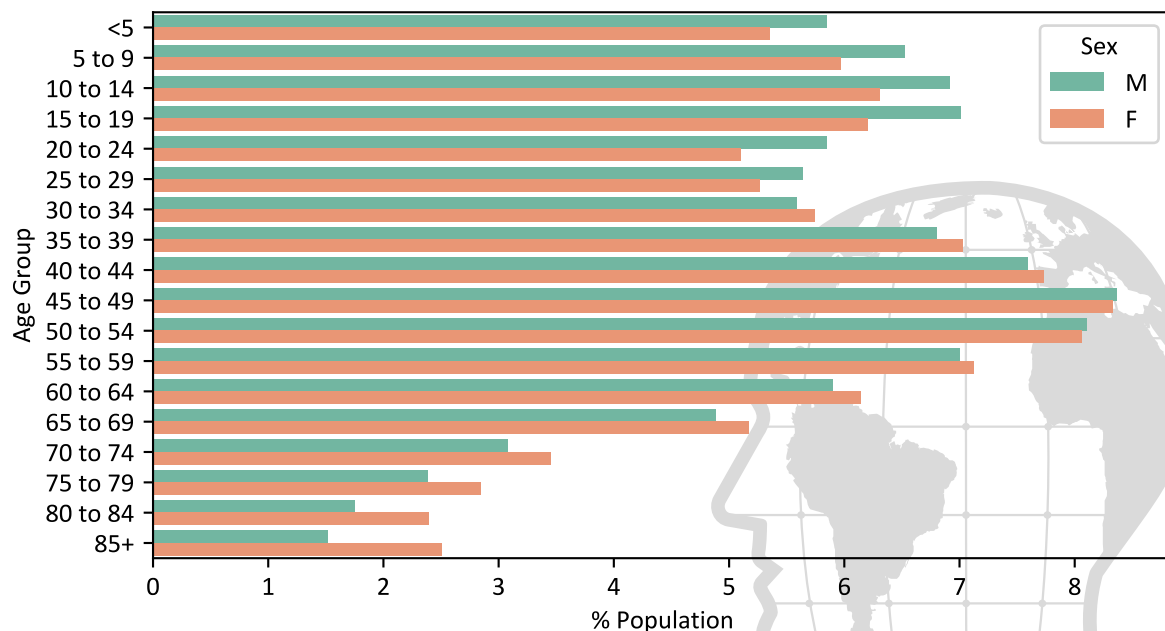
As their name suggests, Booming Harbors are typically found around coastal cities in the United States. They are most dense in San Francisco and Los Angeles, CA, but also have some smaller outcrops near New York City, Washington DC, and San Diego. These are one of the more family-oriented sub-segments in Affluent Environments, with an average household size of 3.17 persons per household and an average Family Size of 3.52 persons per family. Booming Harbors also possesses one of the lowest percentages of people living alone among all subsegments.

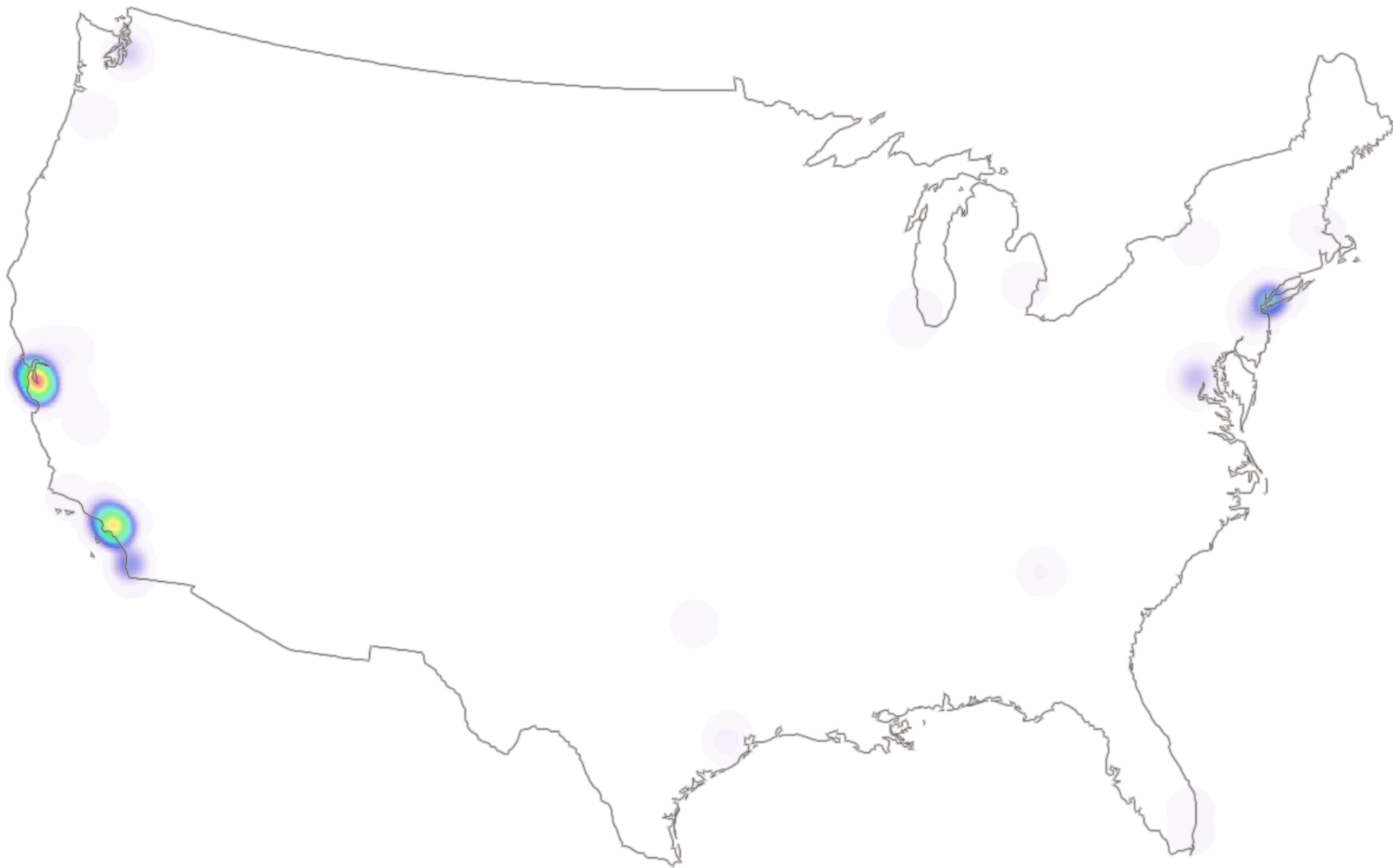
Unlike the rest of Affluent Environments, Booming Harbors is quite heterogeneous. 38.2% of the population identify white, while 44.0% identify as Asian. In addition, only 52.3% of households speak only English. Median income in these neighborhoods is well above the average, and the relatively small difference between mean and median income suggests that much of the population lives within a similar income range.

The population density of Booming Harbors is high, at 8,376 persons per square mile. This is most likely due to its location in respect to large cities, especially the Bay Area of California.

Demographic	Value
Estimated Median Age	41
Estimated Median Home Value	\$765,536
Estimated Median Monthly Rent	\$1,943
Estimated Median HH Income	\$117,466
Mean HH Income	\$140,317
Total Population	4,599,205
Population Density (Per Sq mi)	8,376
Total Households	1,434,093
Household Density (Per Sq mi)	2,569







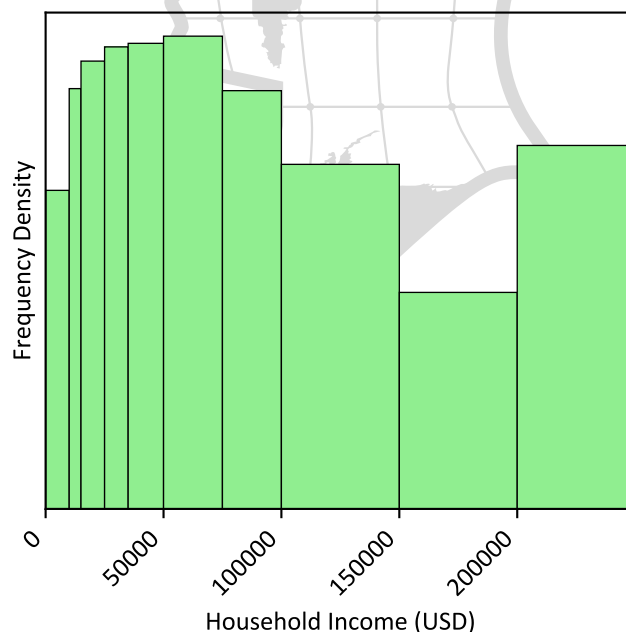
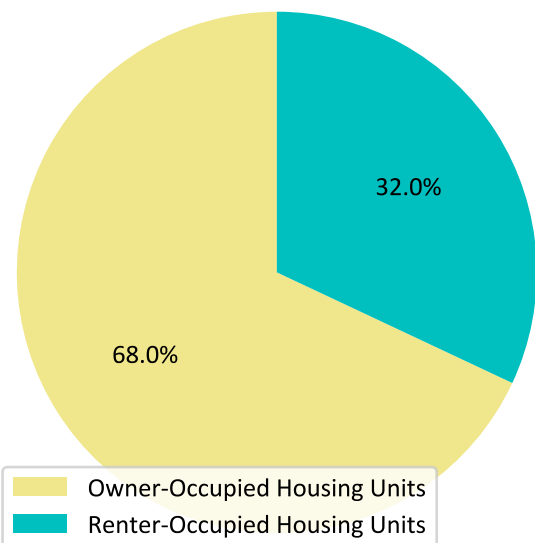


With a high population of persons aged 20-39, Recent Riches represents a demographic of wealthy, well-educated young families and individuals. These communities are typically found near or within wealthy cities such as Los Angeles, New York, Boston, San Francisco, and Washington DC. Only 23.3% of households in Recent Riches identify as married couples with children.

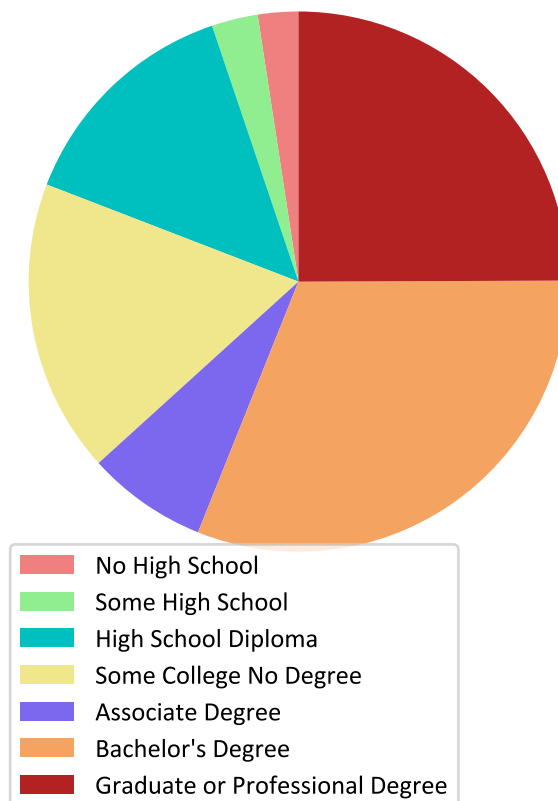
Home ownership is the lowest of all the Affluent Environments, likely due to the subsegment's proximity to major cities known for having a high population of renters. Likewise, the number of detached, single housing units is only 62.1%, well below the other three sub-segments.

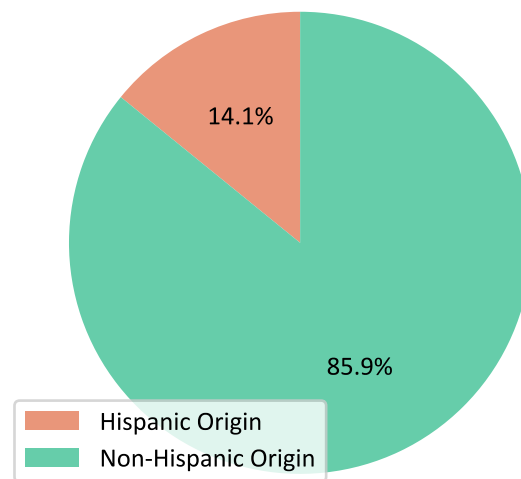
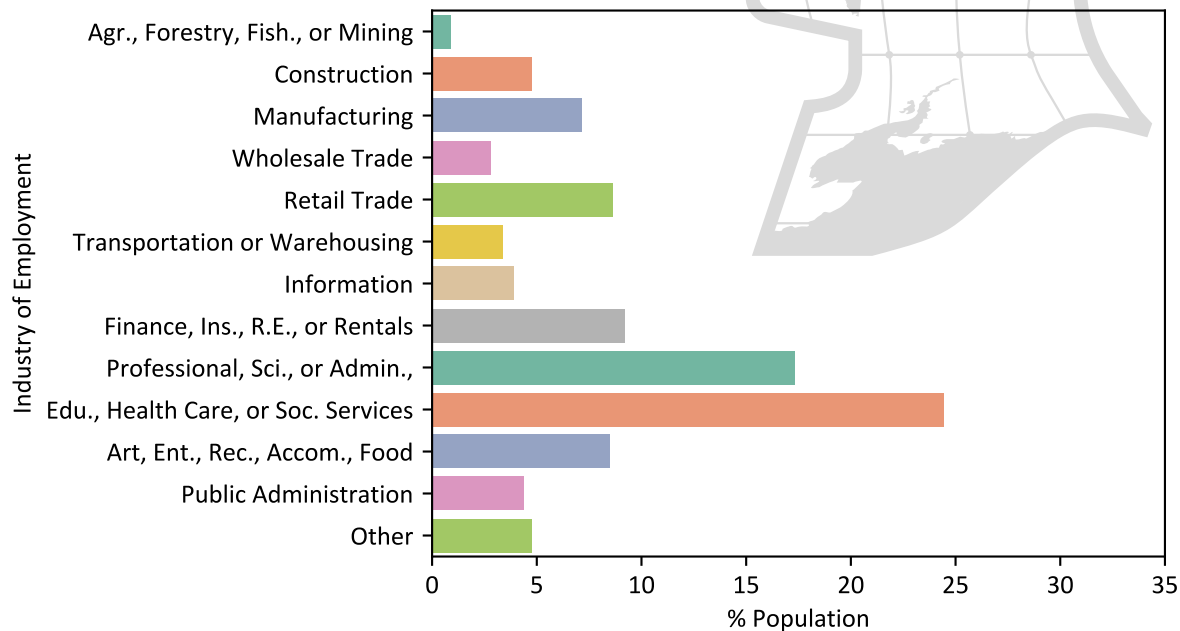
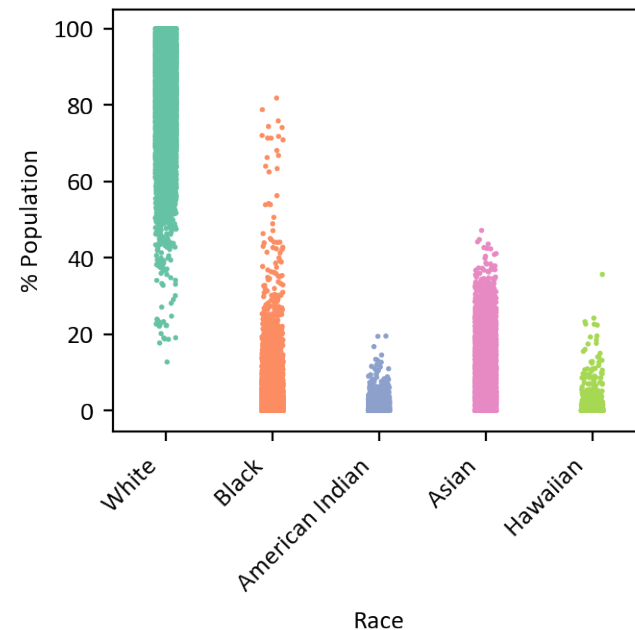
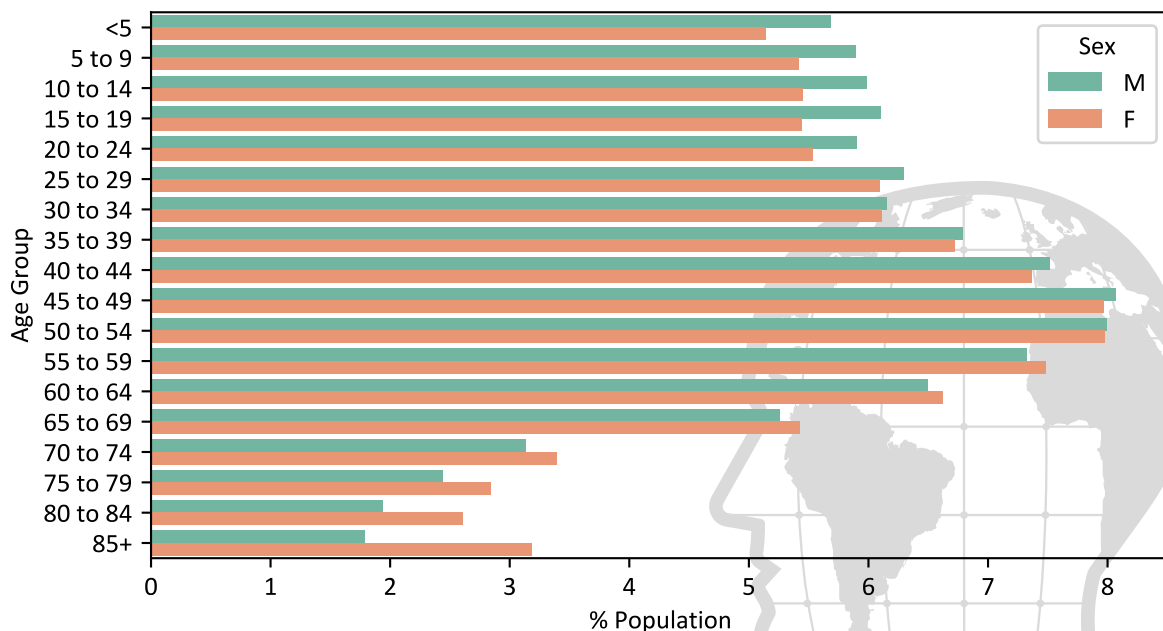
Median income in these areas is, of course, above the national level. The distribution of education is in line with the rest of the segment, with 56.1% of the population holding a bachelors degree or higher.

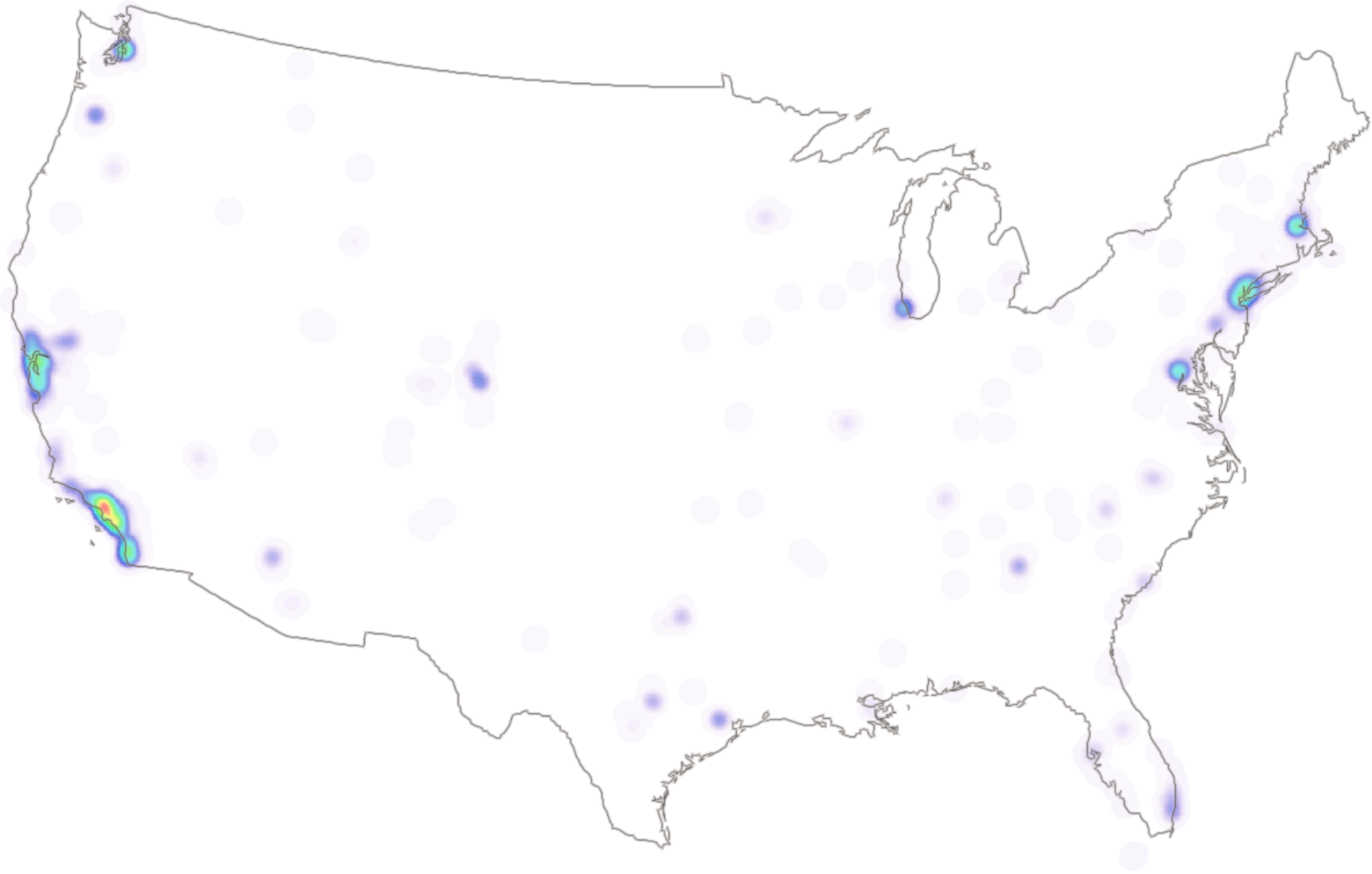
With 37.5% of the population having moved in in the past 10 years, these neighborhoods are likely to contain more mobile individuals than other subsegments of Affluent environments.



Demographic	Value
Estimated Median Age	42
Estimated Median Home Value	\$691,322
Estimated Median Monthly Rent	\$1,656
Estimated Median HH Income	\$103,610
Mean HH Income	\$141,130
Total Population	8,768,998
Population Density (Per Sq mi)	6,286
Total Households	3,333,173
Household Density (Per Sq mi)	2,449









# F4

## Opulent Homesteads Part of Affluent Environments

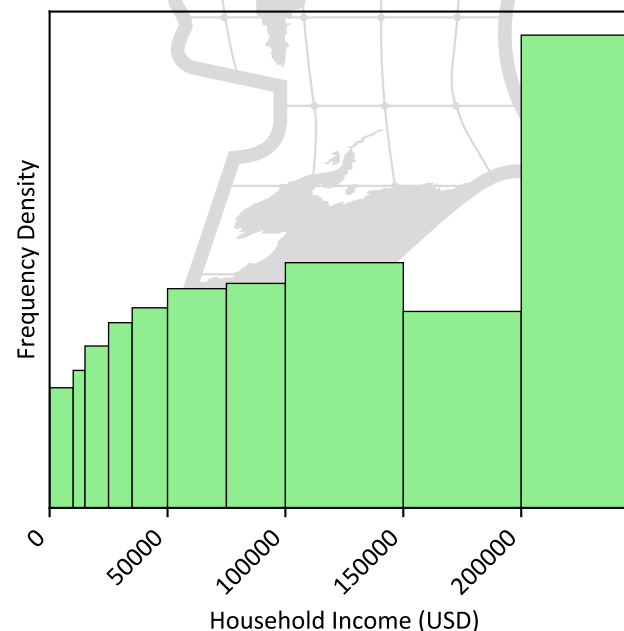
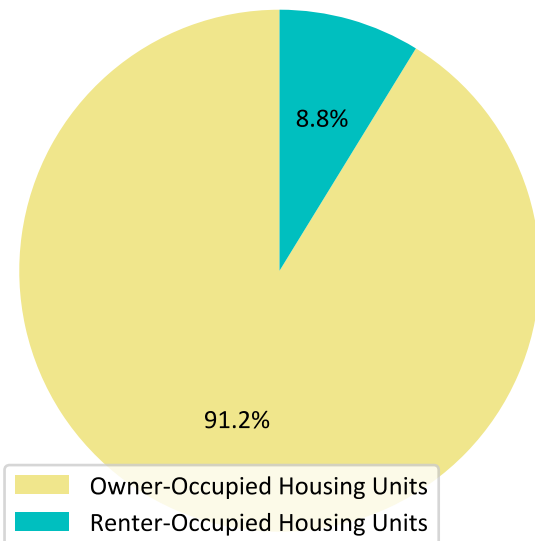


Opulent Homesteads boasts the highest median and mean incomes of any sub-segment. With a large gap between the mean and median along with a high frequency density of income over \$200,000, these neighborhoods consist of many of the wealthiest households in the United States. They can be found in cities across the country, but are particularly prominent in and around Washington DC.

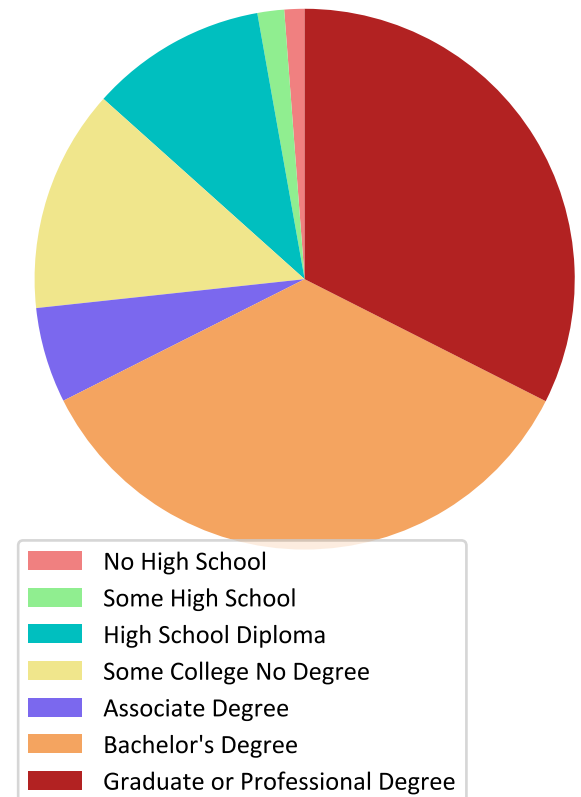
Individuals in Opulent Homesteads are highly educated, with 67.6% of the population possessing a bachelor's degree or higher. The vast majority are also home-owners; 91.2% of occupied housing units here are owner-occupied.

Age distributions suggest that Opulent Homesteads is one of the most family-oriented sub-segments, with high populations of children under 20 years old as well as adults aged 40-59. An estimated 35.0% of households consist of married couples with children, while the percentage of individuals living alone sits under 5%.

Opulent Homesteads is the largest sub-segment of Affluent Environments, containing 7,080 block groups and a total population of over 11 million.

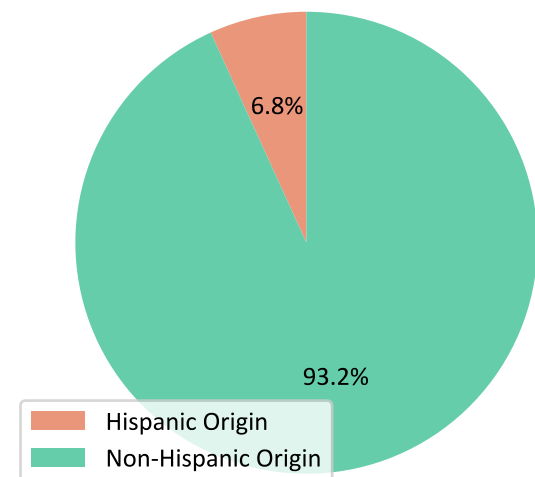
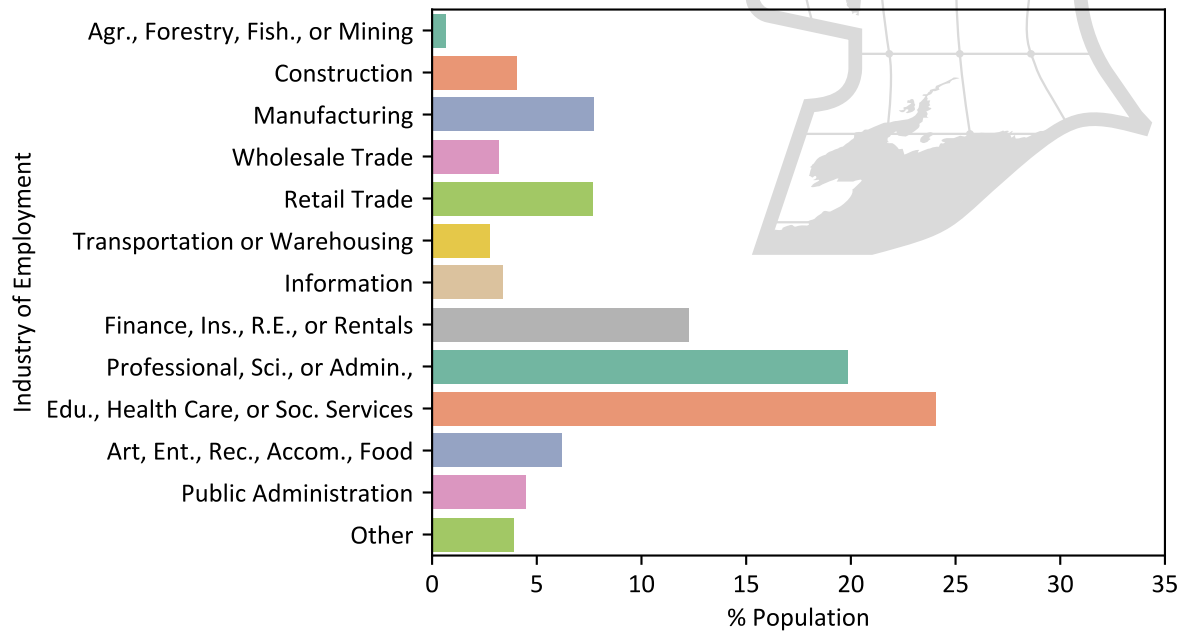
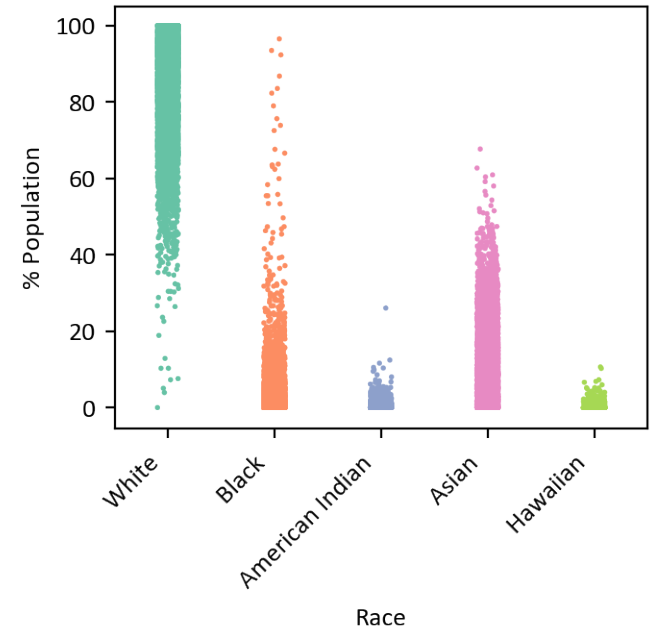
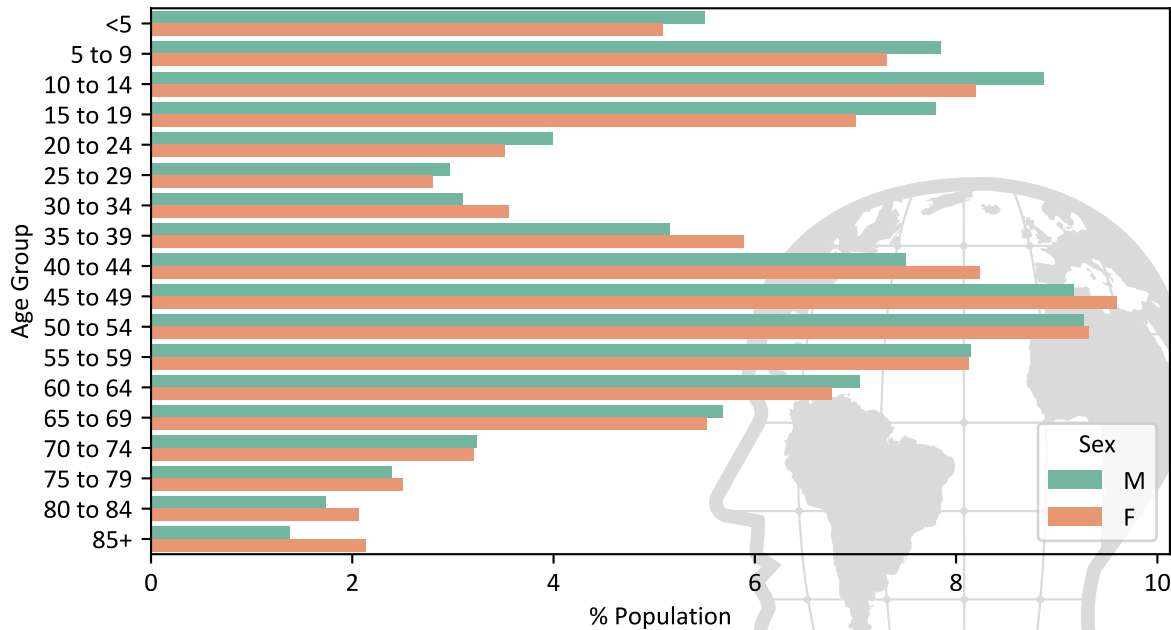


Demographic	Value
Estimated Median Age	44
Estimated Median Home Value	\$730,191
Estimated Median Monthly Rent	\$1,474
Estimated Median HH Income	\$158,172
Mean HH Income	\$208,135
Total Population	11,101,685
Population Density (Per Sq mi)	2,671
Total Households	3,705,791
Household Density (Per Sq mi)	885



# F4

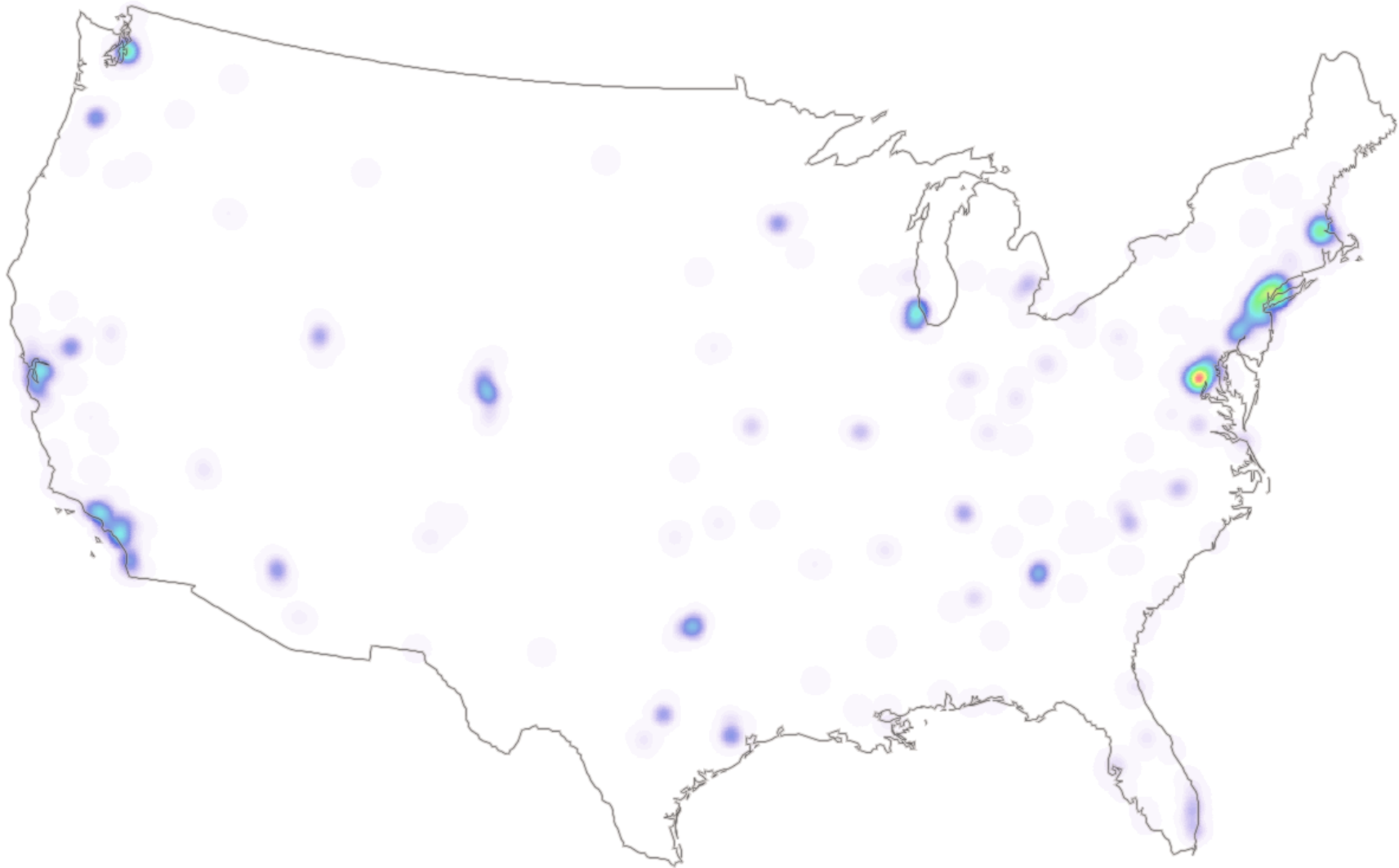
## Opulent Homesteads Part of Affluent Environments



F4

# Opulent Homesteads

Part of *Affluent Environments*





# Tight-Packed Bohemia

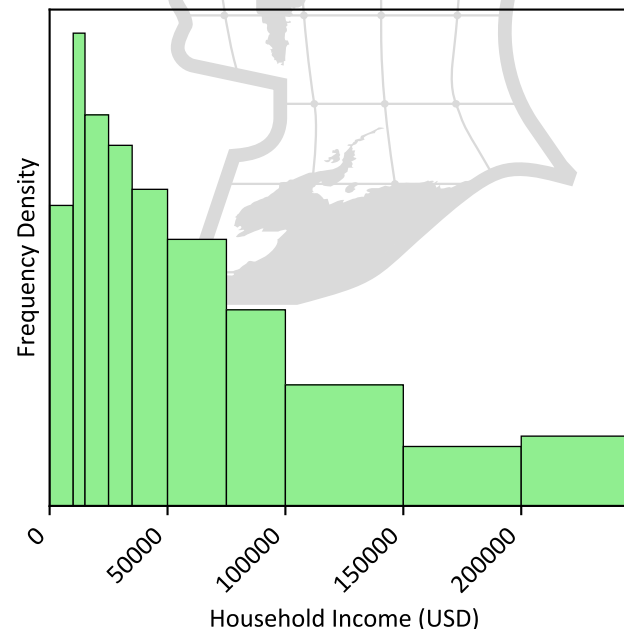
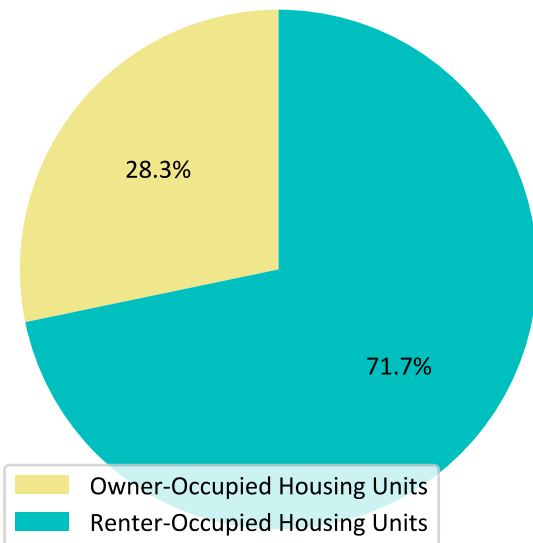
## Part of *Cosmopolitan Communities*



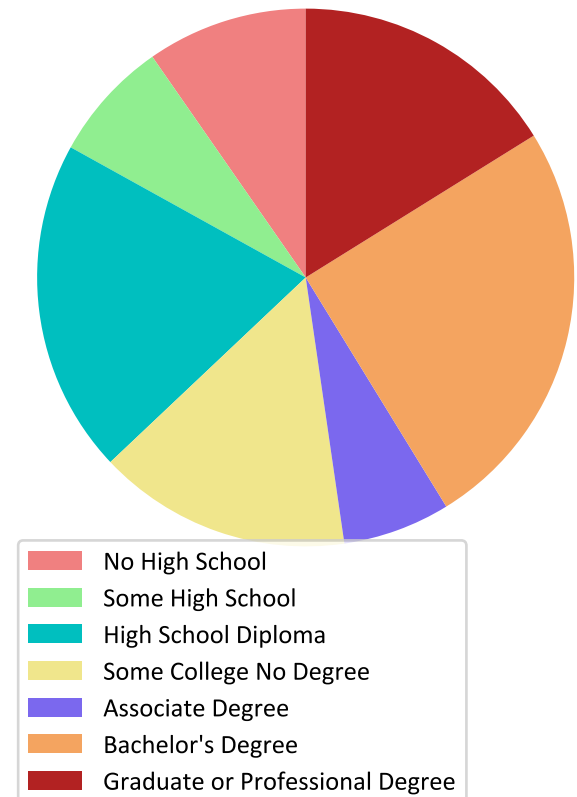
One of the higher-income city-centric segments, Tight-packed Bohemia is found in most cities across the United States. It is particularly prominent in Los Angeles and Brooklyn. As with all Cosmopolitan Communities, Tight-Packed Bohemia contains mostly renters and a high percentage population between the ages of 20 and 35.

This segment contains the largest count of detached single houses of any of the Cosmopolitan Communities, at 14.4%. Possibly correlated is 20.9% of households being composed of married couples with children, also the highest of the six sub-segments. An age distribution favoring infants and those in their late 20s reveals that Tight-Packed Bohemia is far more family-oriented than its sibling sub-segments.

Median rent here is the second-highest among Cosmopolitan Communities. This could be due to the increased cost of detached homes compared to other properties in the city. Demographics are fairly mixed, with most of the population identifying as white or Asian and very few identifying as two or more races.



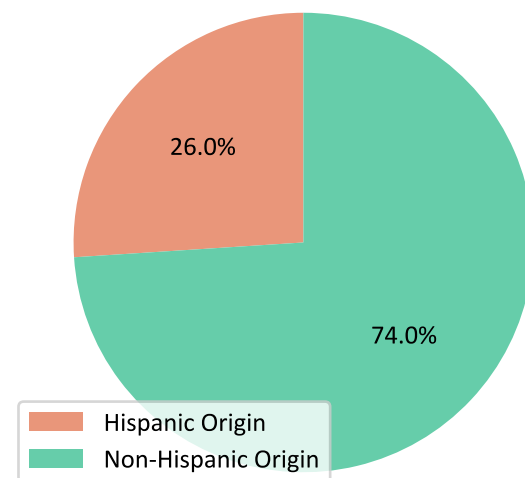
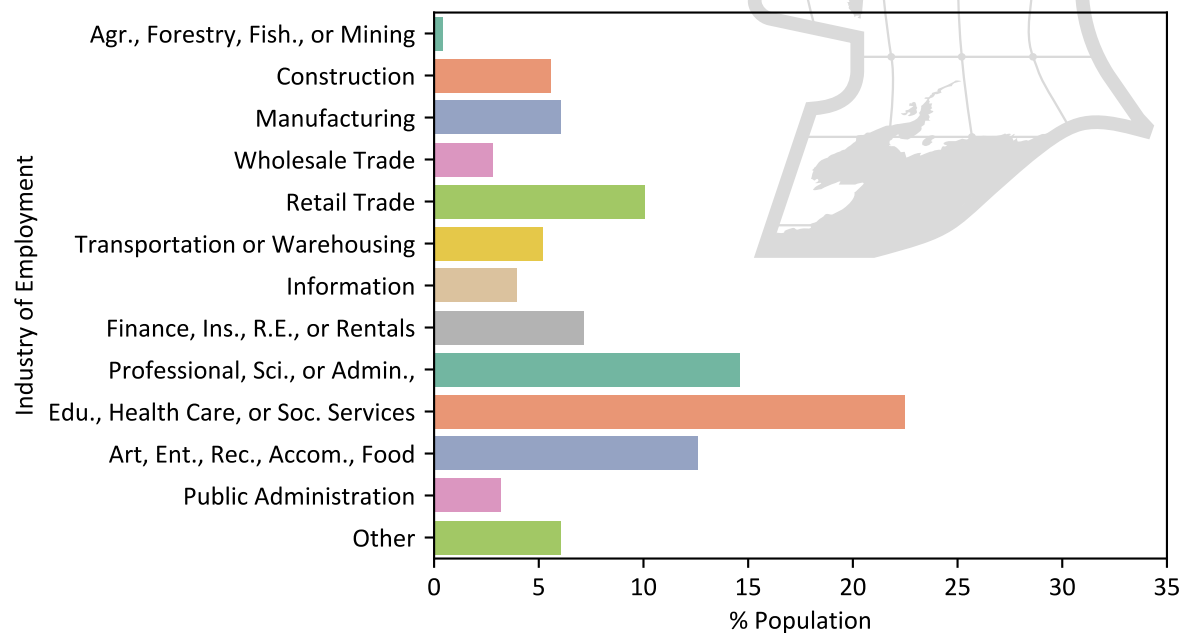
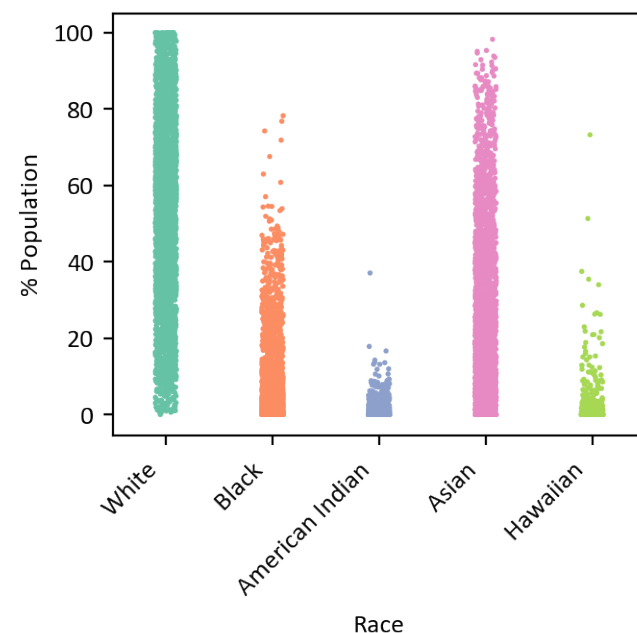
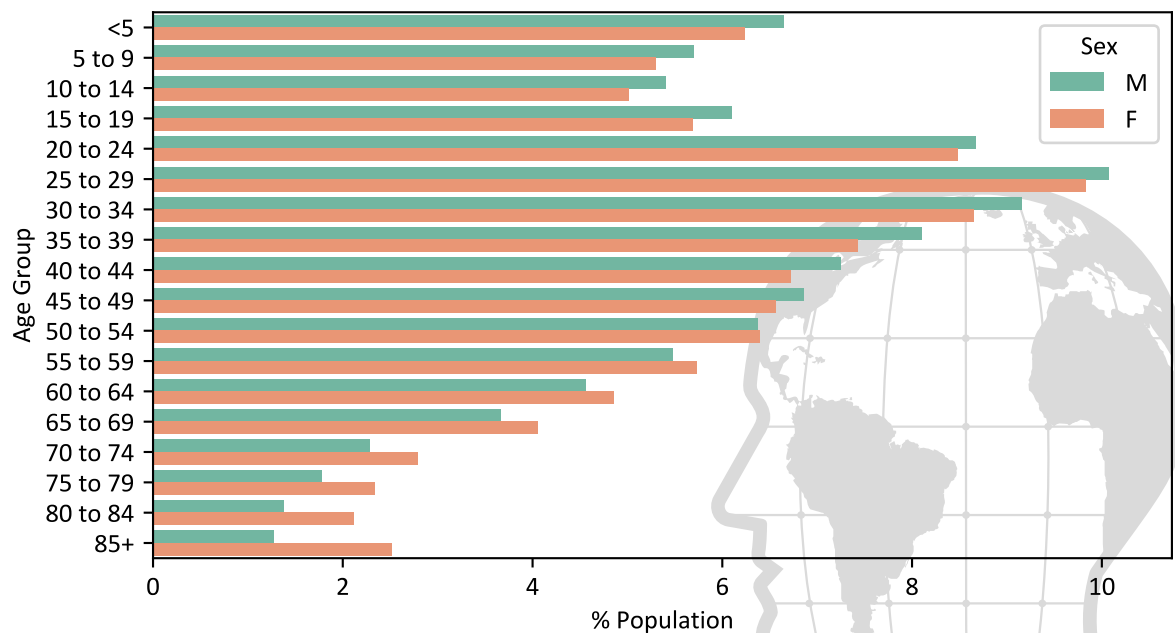
Demographic	Value
Estimated Median Age	35
Estimated Median Home Value	\$661,956
Estimated Median Monthly Rent	\$1,501
Estimated Median HH Income	\$64,309
Mean HH Income	\$86,758
Total Population	4,429,467
Population Density (Per Sq mi)	29,525
Total Households	1,633,279
Household Density (Per Sq mi)	10,085





# Tight-Packed Bohemia

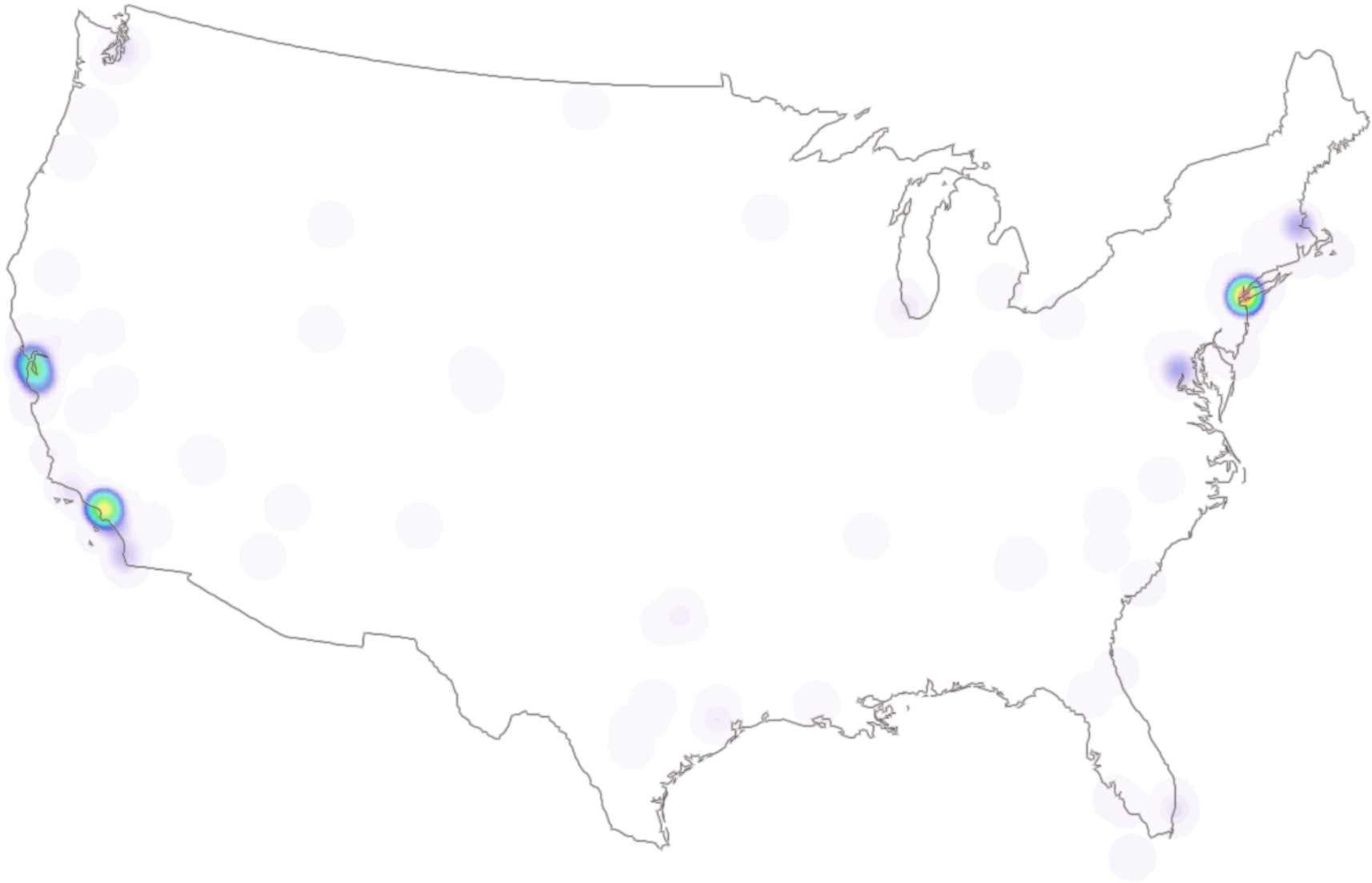
Part of *Cosmopolitan Communities*





# Tight-Packed Bohemia

*Part of Cosmopolitan Communities*





# Crowded Residential

## Part of *Cosmopolitan Communities*

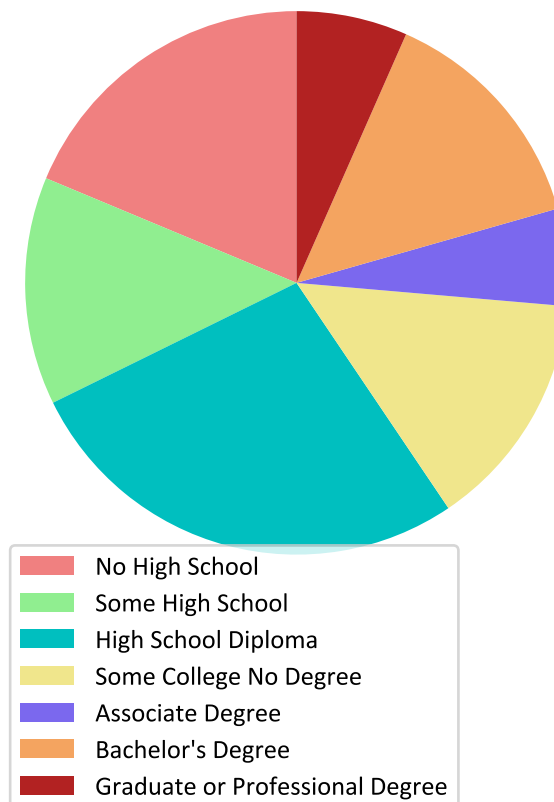
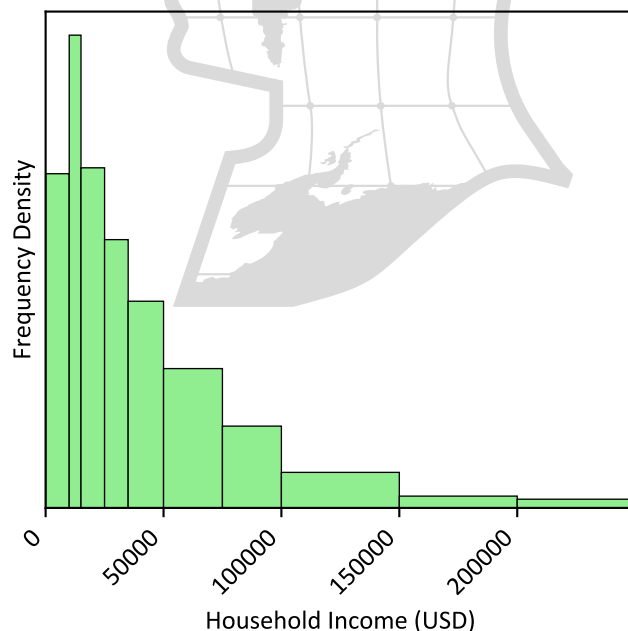
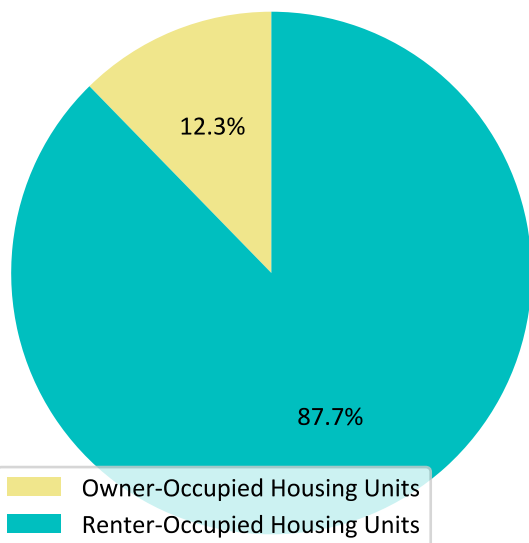


Named for its staggering population density, this subsegment contains some of the most crowded neighborhoods in the country. These areas are primarily found in and around New York City within the boroughs of Queens and The Bronx. They can also be found in high population density areas of other large US cities.

Crowded Residential has the lowest median income of the Cosmopolitan Communities. These neighborhoods are very diverse, with very few block groups reaching high percentage populations of any single race. The largest percentage of the total population is white, with only 32.3%.

There are many families in these areas, with only 10.6% of individuals living alone and a population distribution favoring children and young adults. Despite this, only 15.2% of households identify as married couples with children, indicating that many households may be single-parent.

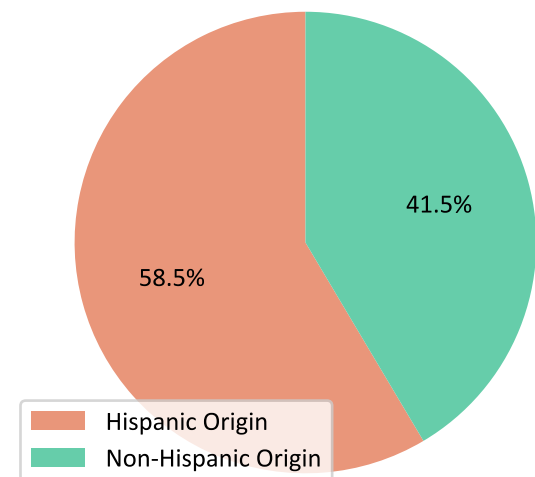
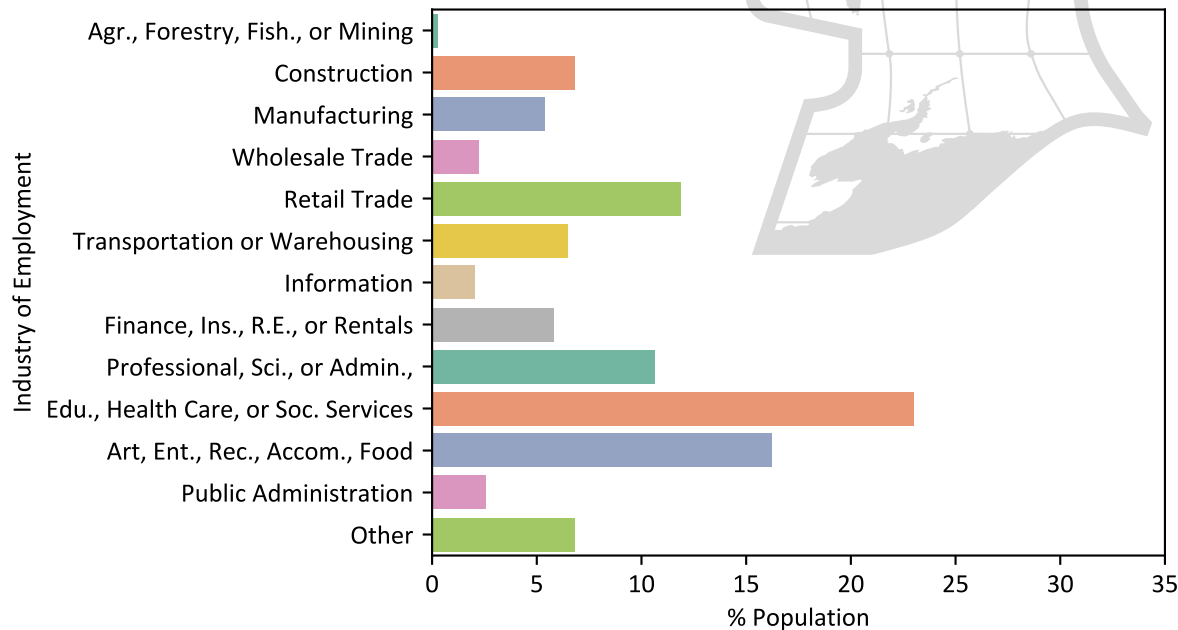
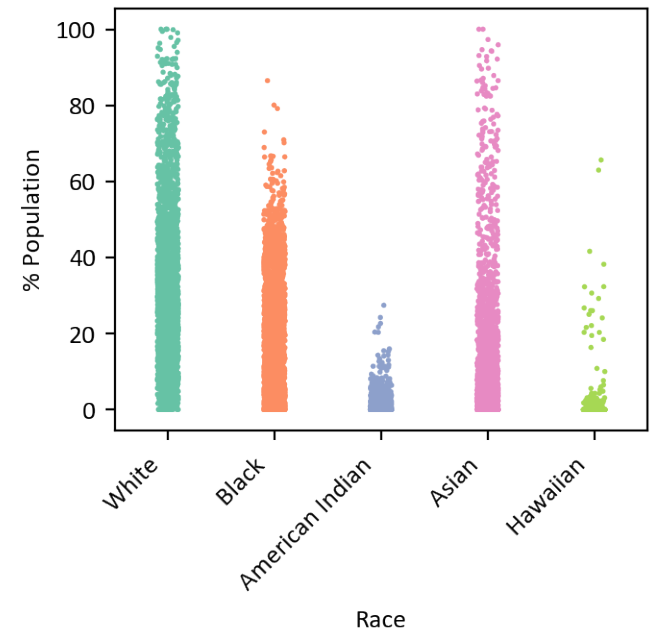
Demographic	Value
Estimated Median Age	34
Estimated Median Home Value	\$309,797
Estimated Median Monthly Rent	\$1,076
Estimated Median HH Income	\$35,939
Mean HH Income	\$50,278
Total Population	3,623,922
Population Density (Per Sq mi)	85,895
Total Households	1,246,485
Household Density (Per Sq mi)	29,875





# Crowded Residential

Part of *Cosmopolitan Communities*

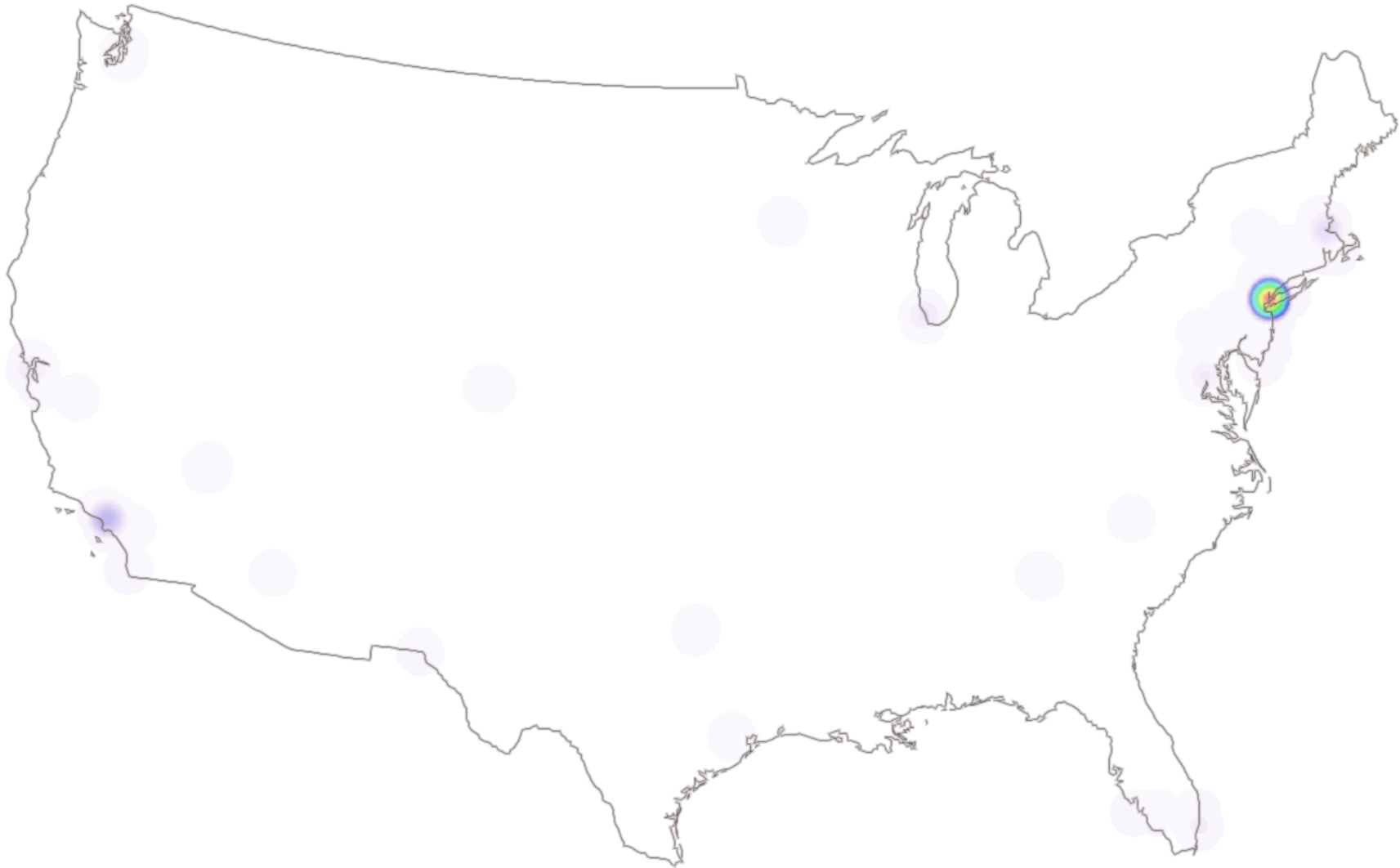






# Crowded Residential

*Part of Cosmopolitan Communities*





# High-Income Districts

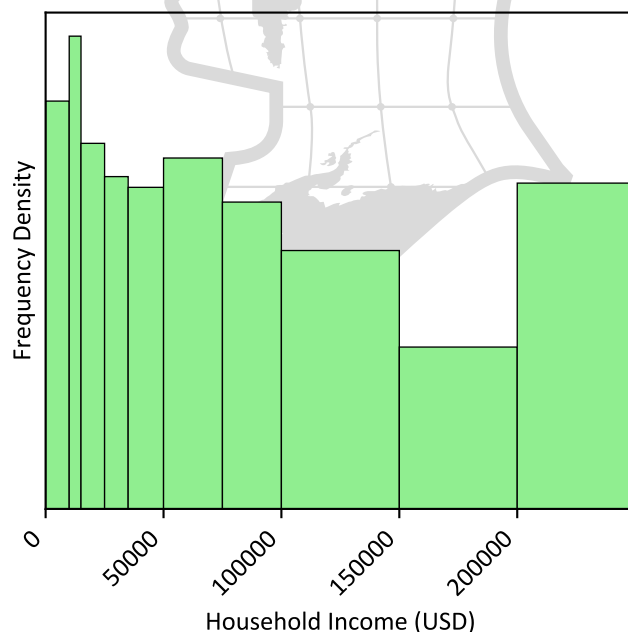
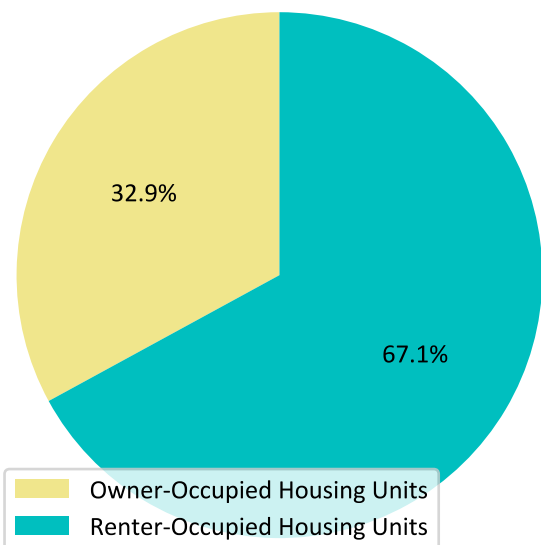
## Part of Cosmopolitan Communities



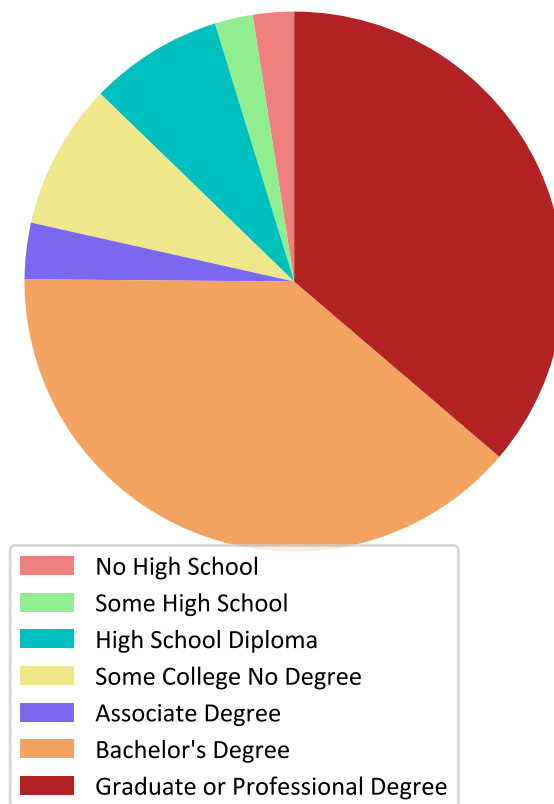
High-Income Districts consist of block groups with the highest median and mean income, home value, and rent among the Cosmopolitan Communities. Large clusters of these districts can be found in New York City, Boston, Washington D.C., Chicago, and San Francisco. They cover 682 block groups in Manhattan alone, 54.6% of the borough's total area.

High-Income Districts are the most well-educated sub-segment, with 75.2% of the population holding a bachelors degree or higher. Most folks here are renting; just under a third of the occupied housing units are owner-occupied. Due to the location of the neighborhoods and the tiny amount of single detached homes (3.9%), it's likely that many of these housing units are condominiums or town-homes.

High-Income Districts are not very family oriented. 22.9% of residents are living alone and much of the population is between ages 20 and 29. As expected, most of the residents of High-Income Districts have moved in recently, with 48.1% having arrived in the last 10 years.



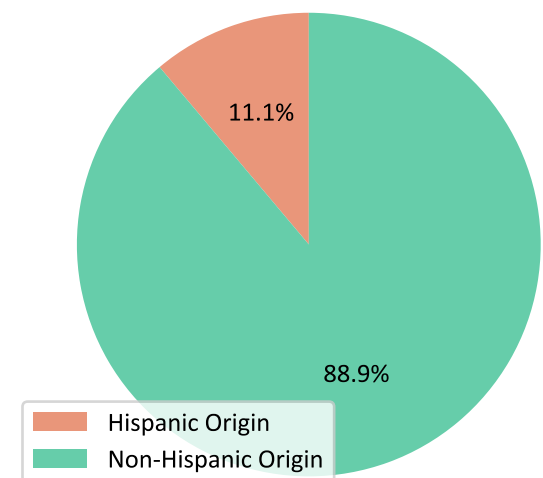
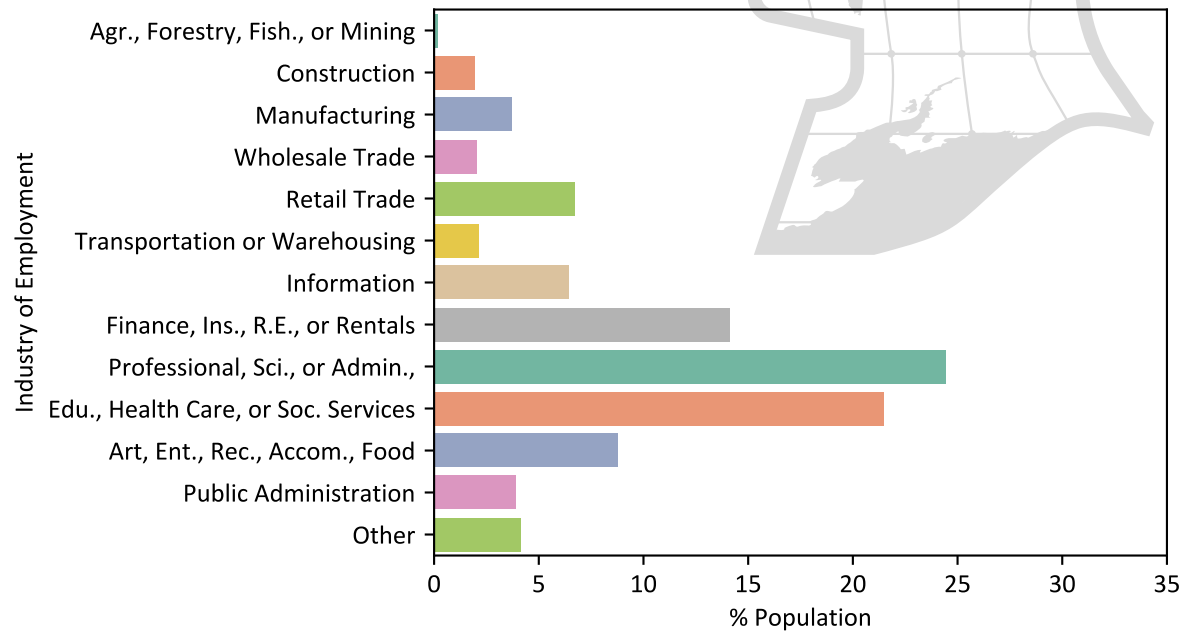
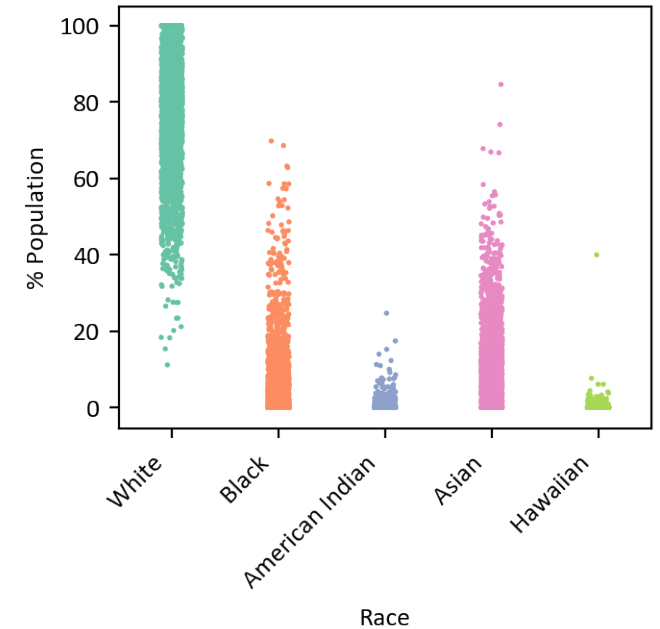
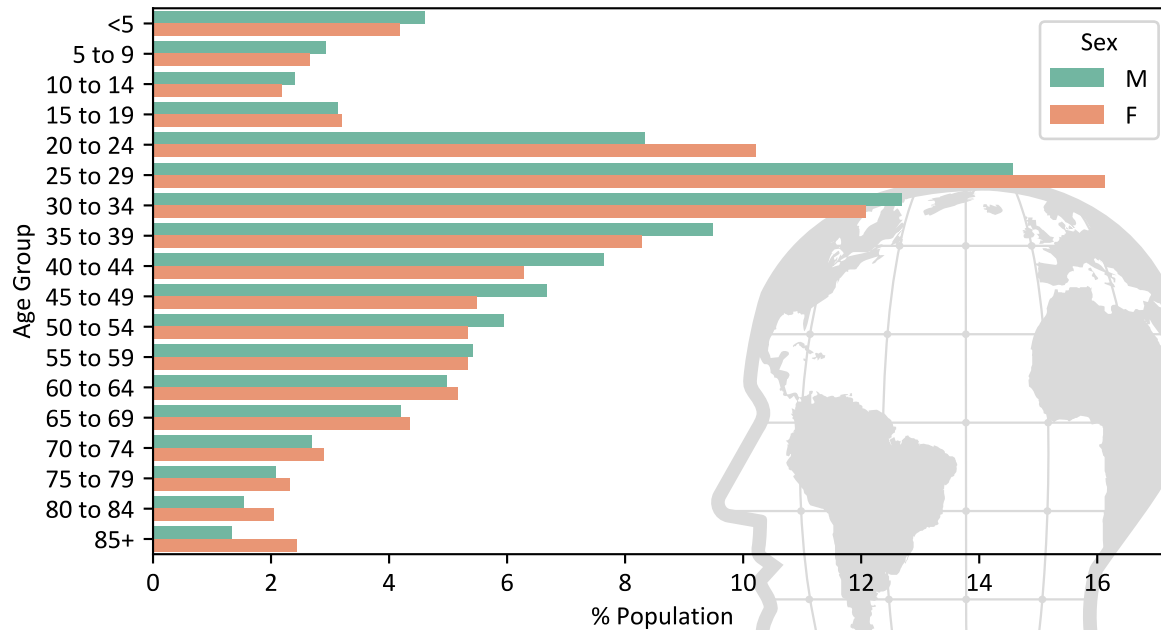
Demographic	Value
Estimated Median Age	37
Estimated Median Home Value	\$835,414
Estimated Median Monthly Rent	\$1,980
Estimated Median HH Income	\$106,155
Mean HH Income	\$155,323
Total Population	2,994,220
Population Density (Per Sq mi)	68,974
Total Households	1,482,079
Household Density (Per Sq mi)	36,385





# High-Income Districts

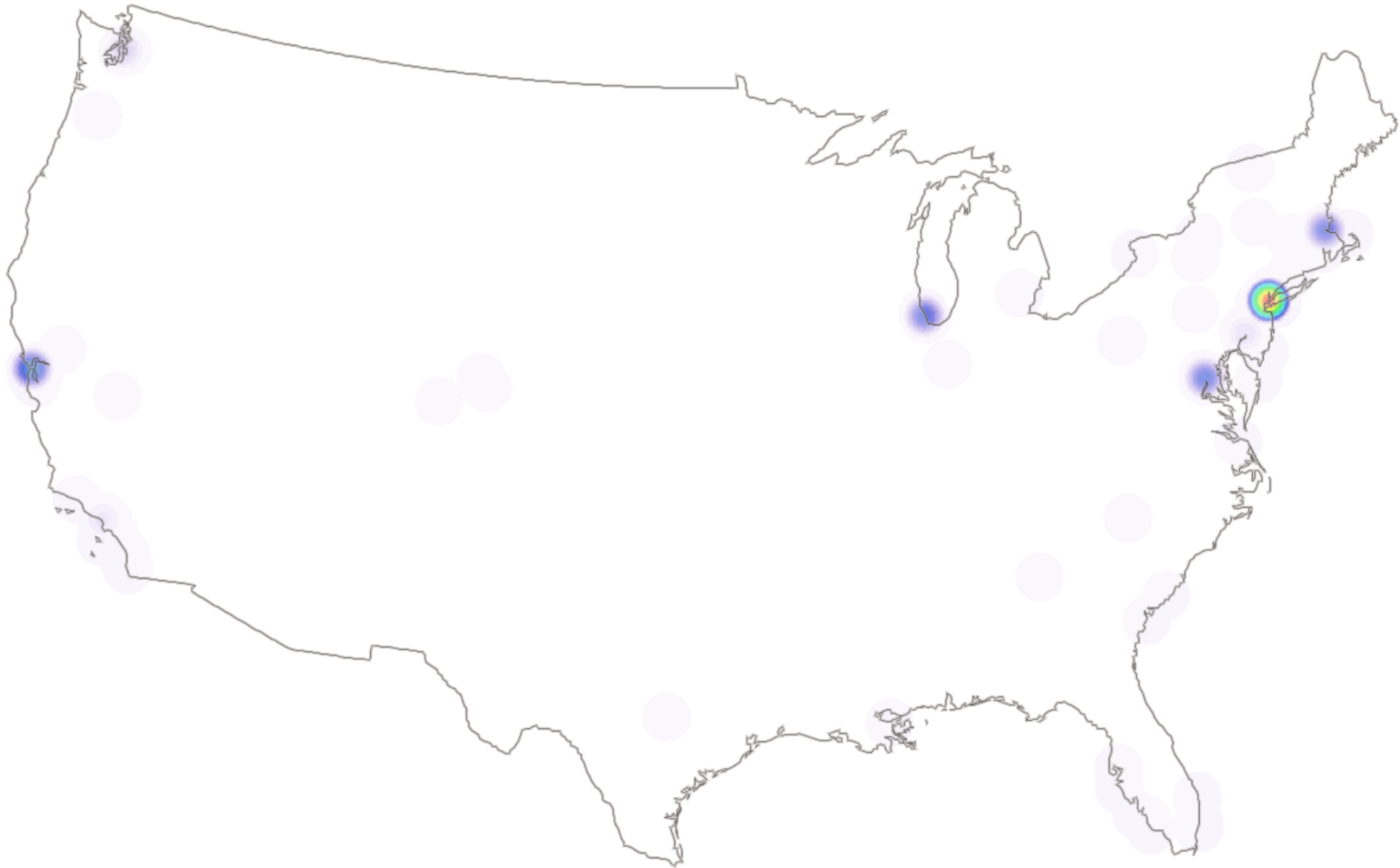
Part of *Cosmopolitan Communities*





# High-Income Districts

*Part of Cosmopolitan Communities*





# Metropolitan Medley

Part of *Cosmopolitan Communities*

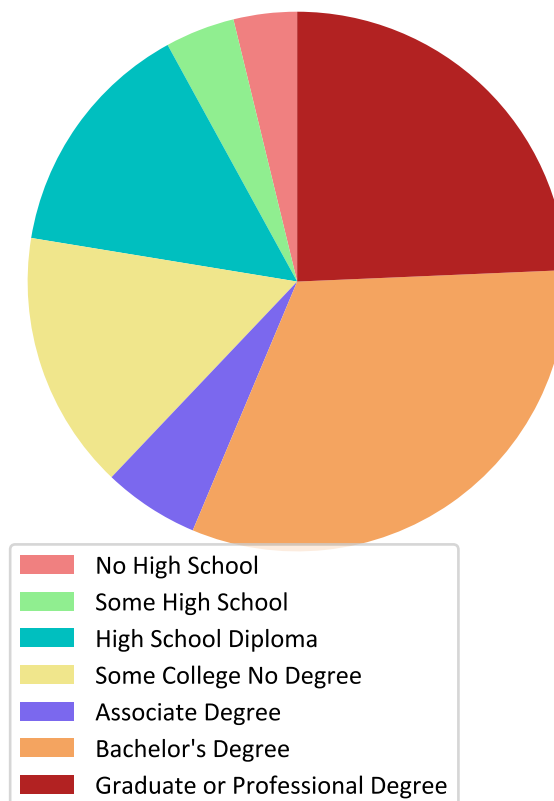
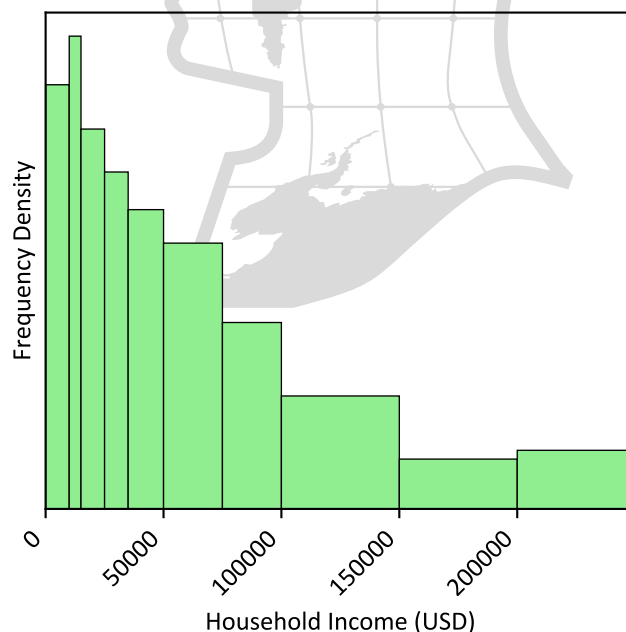
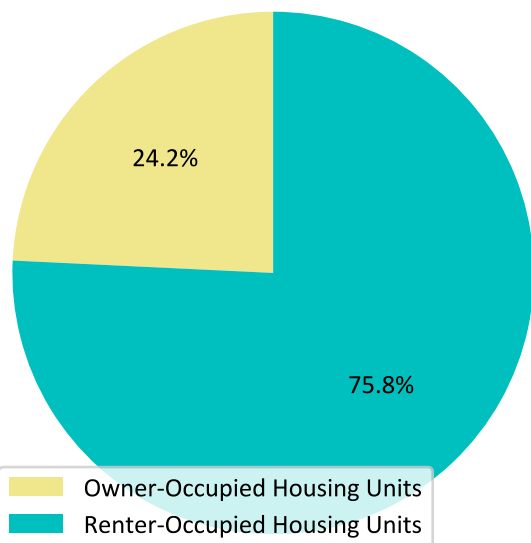


Named for its mixture of different incomes and races, Metropolitan Medley is a diverse subsegment found throughout most major US cities. Large clusters of these households exist in Chicago and Los Angeles. Metropolitan Medley also features neighborhoods that are often comprised of single-person households. Here, 26.3% of the population is living alone.

With a low median age of 35, a high amount of college graduates, and a median income near the national average, these communities likely contain a lot of single young-adults who have recently completed university degrees. As expected, individuals in Metropolitan Medleys are highly mobile, with 57.3% having moved into their current residence in the past 10 years.

Most of the population here are renters who pay a median monthly rent of just over \$1,300. The small portion of owned housing units are relatively high value, which is to be expected in a crowded city environment.

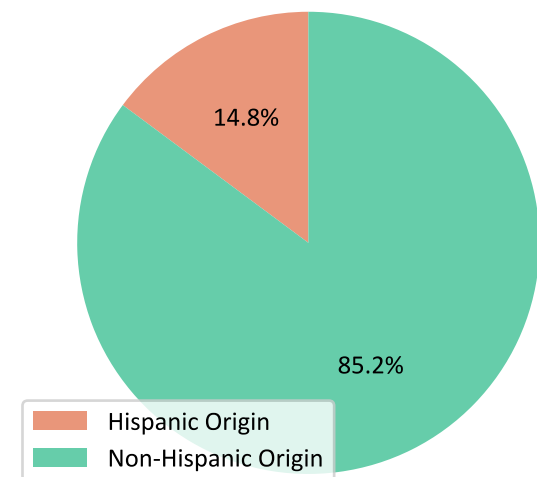
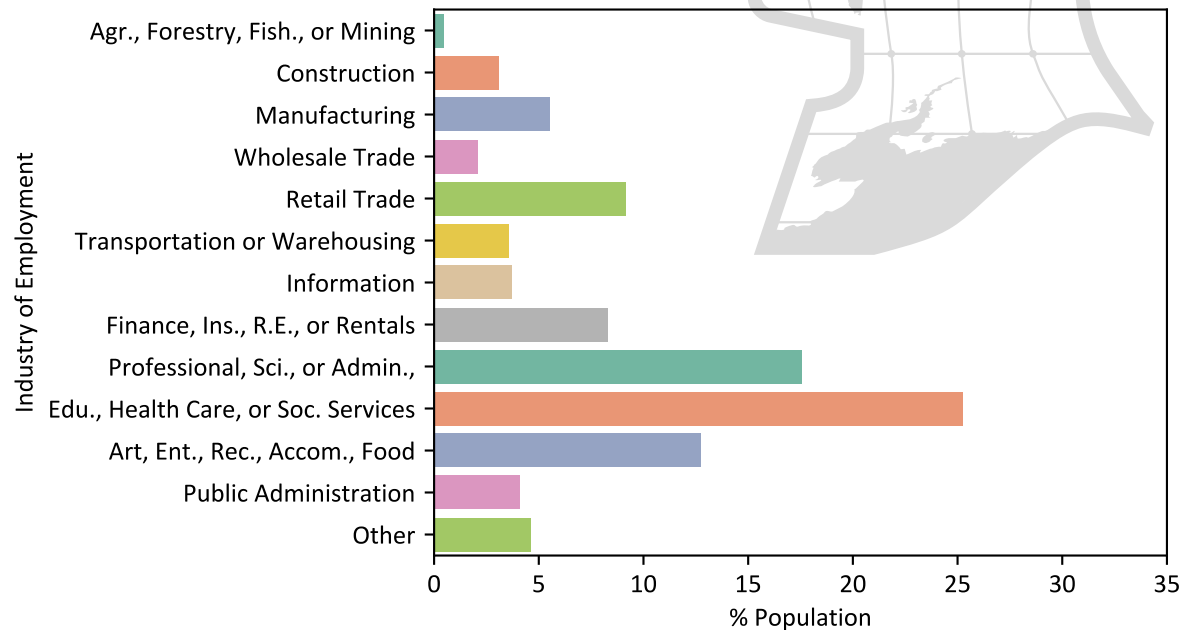
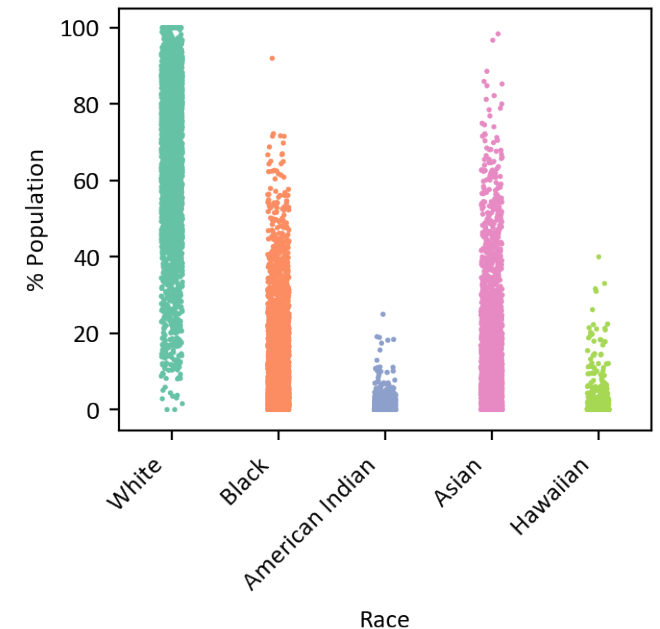
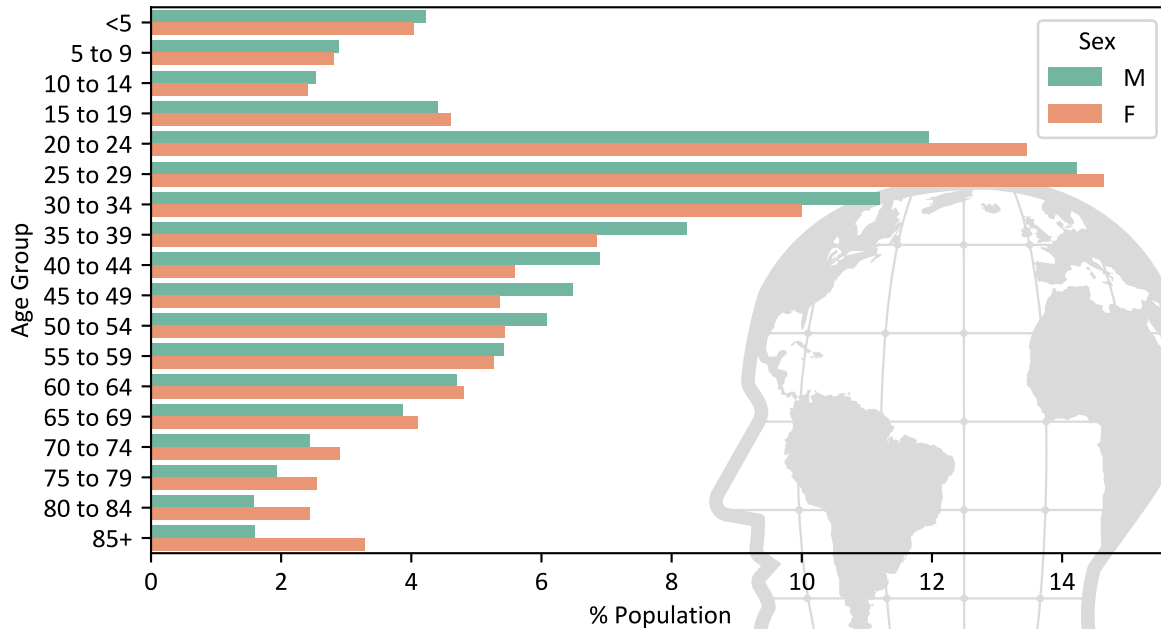
Demographic	Value
Estimated Median Age	35
Estimated Median Home Value	\$375,604
Estimated Median Monthly Rent	\$1,318
Estimated Median HH Income	\$59,476
Mean HH Income	\$82,478
Total Population	3,960,320
Population Density (Per Sq mi)	20,931
Total Households	2,002,549
Household Density (Per Sq mi)	11,463





# Metropolitan Medley

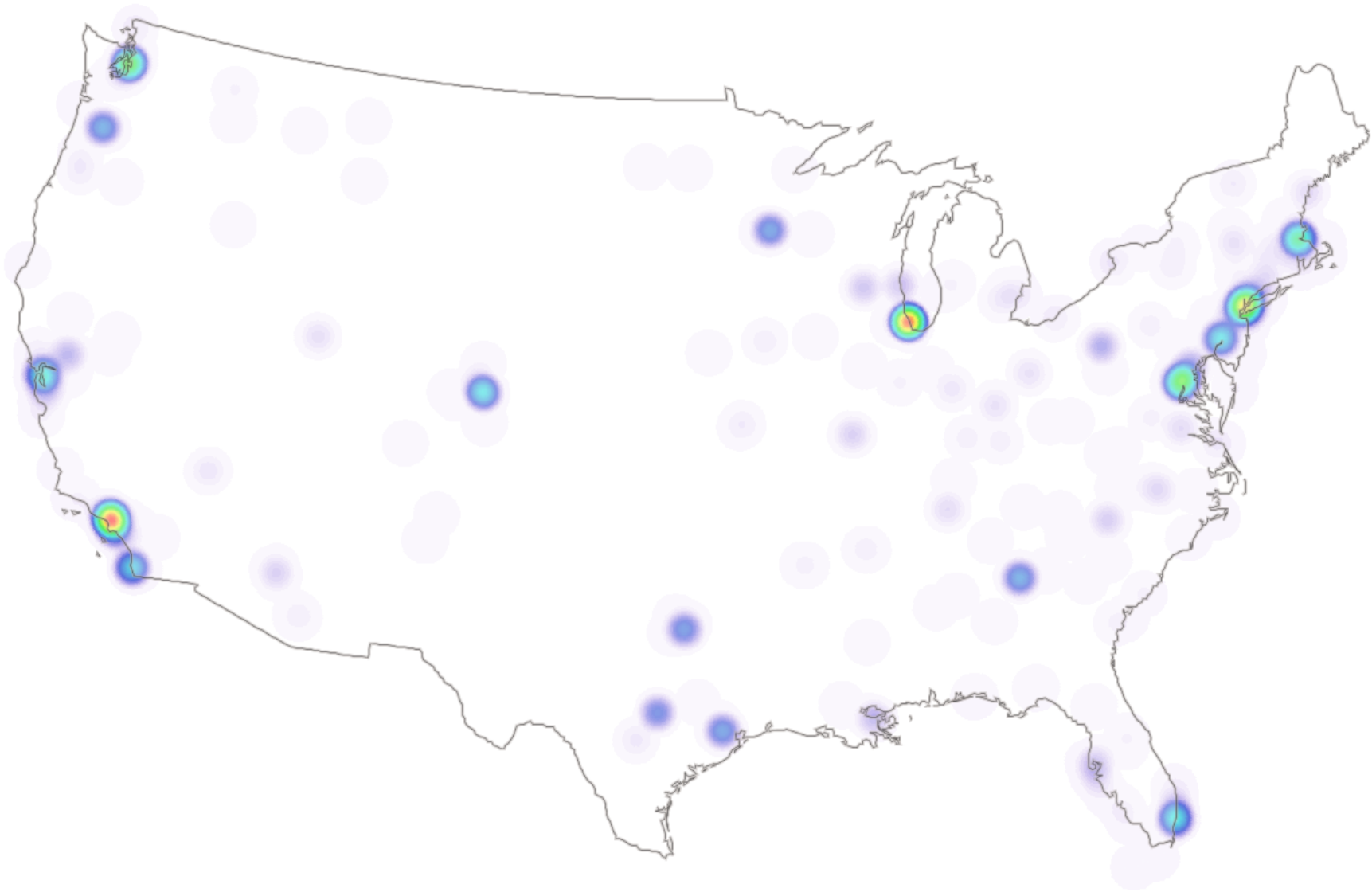
Part of *Cosmopolitan Communities*





# Metropolitan Medley

*Part of **Cosmopolitan Communities***



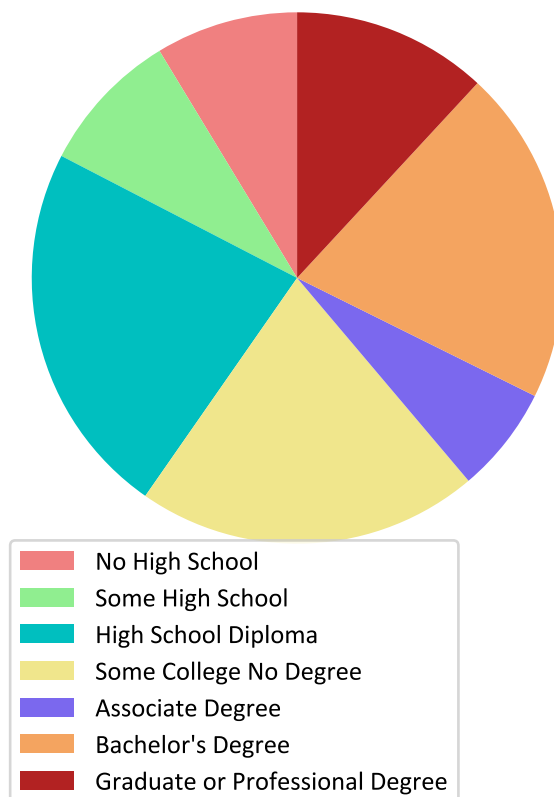
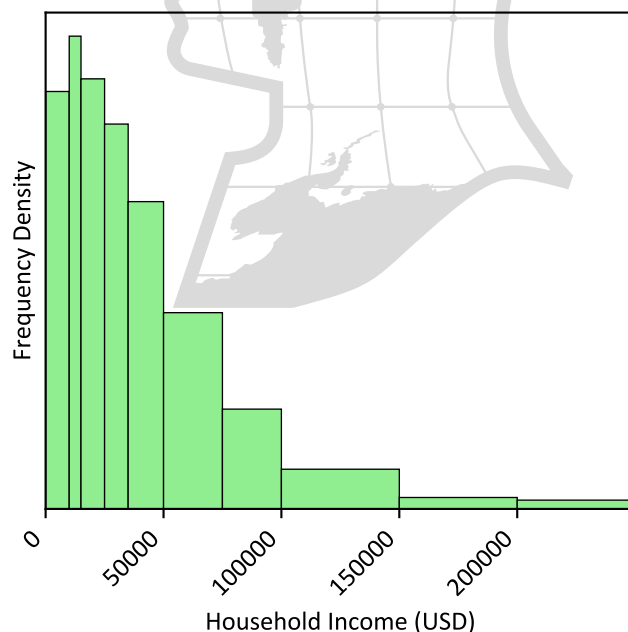
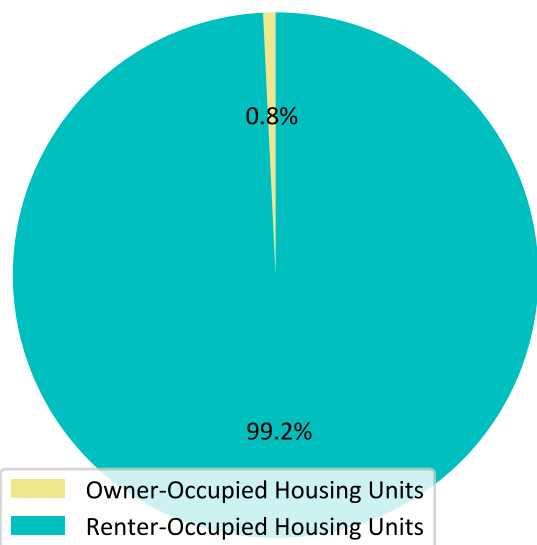


Quiet Alcoves have the lowest population density among Cosmopolitan Communities. Here, a staggering 99.2% of the population consists of renters who pay a median rent of \$1,058. Many universities are classified as Quiet Alcoves, leading to an age distribution that heavily favors the 20-24 range. Quiet Alcoves can be found throughout most US cities, but are particularly prominent in the Dallas-Fort Worth metroplex in Texas.

These communities are quite diverse, with most block groups containing a mix of white, black, and Asian populations. In total, 54.5% of individuals here identify as white, 20.4% as black, and 11.8% as Asian, with 25.7% being of Hispanic origin.

Estimated median age is the lowest of any subsegment, at only 27. Quiet Alcoves also consist of a large number of individuals employed in art, entertainment, recreation, food services, or accommodation, at 15.9% of the total population. Residents here also tend to be far more mobile than those in other subsegments, with 71.9% of the population having moved in in the past 10 years.

Demographic	Value
Estimated Median Age	27
Estimated Median Home Value	\$469,907
Estimated Median Monthly Rent	\$1,058
Estimated Median HH Income	\$38,628
Mean HH Income	\$48,266
Total Population	2,572,351
Population Density (Per Sq mi)	16,980
Total Households	916,022
Household Density (Per Sq mi)	7,298

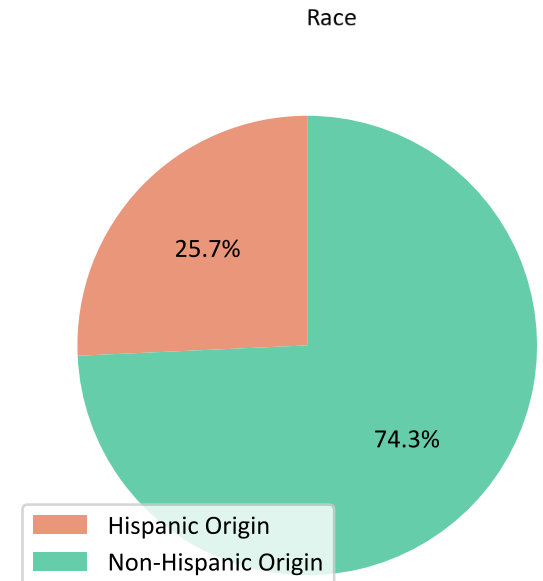
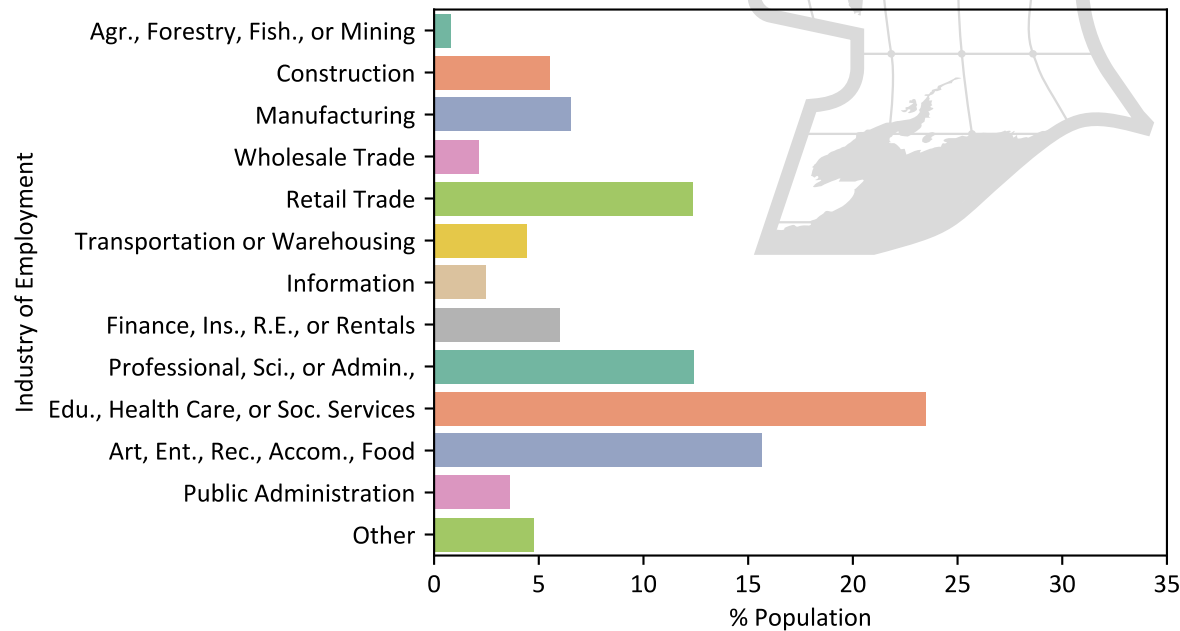
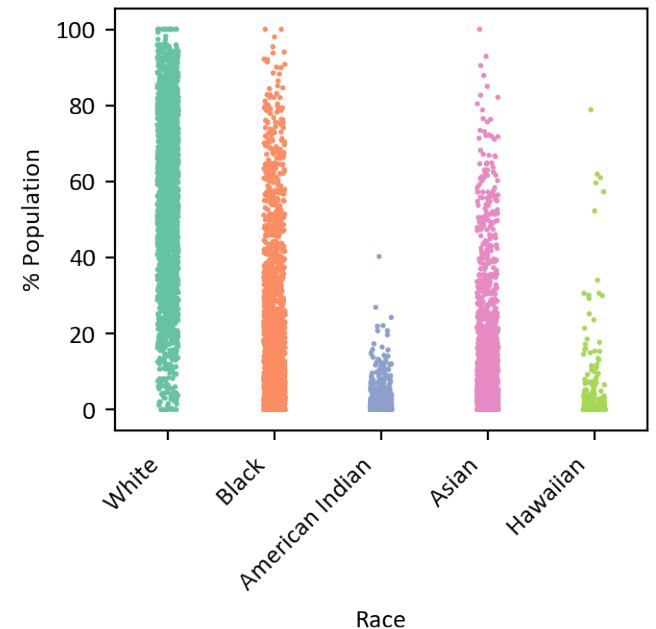
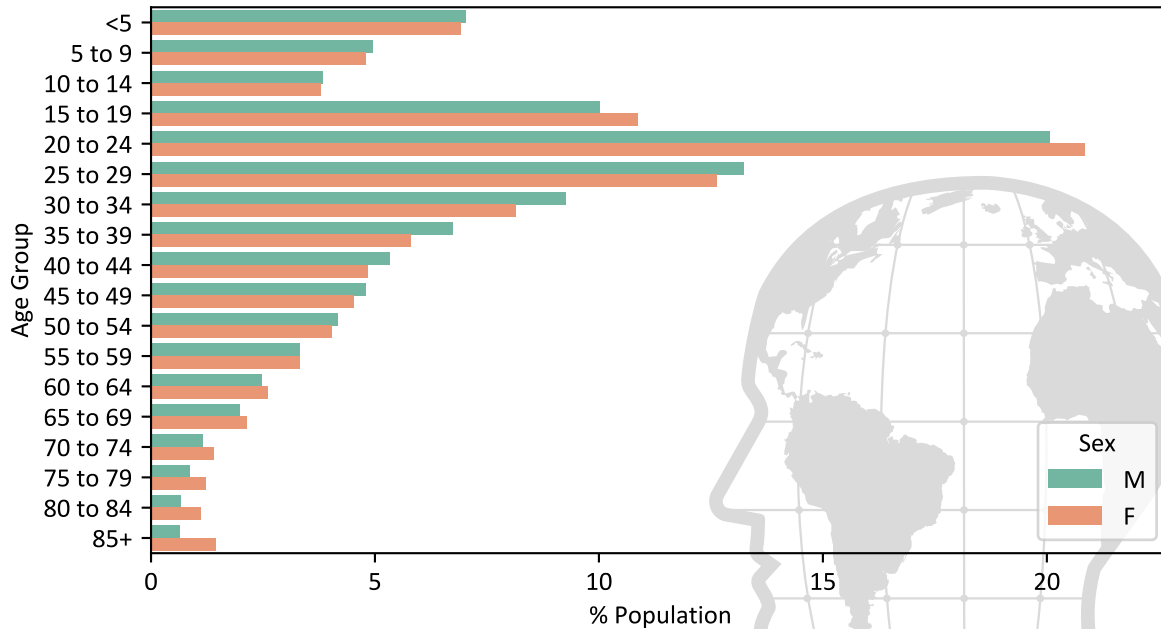






# Quiet Alcoves

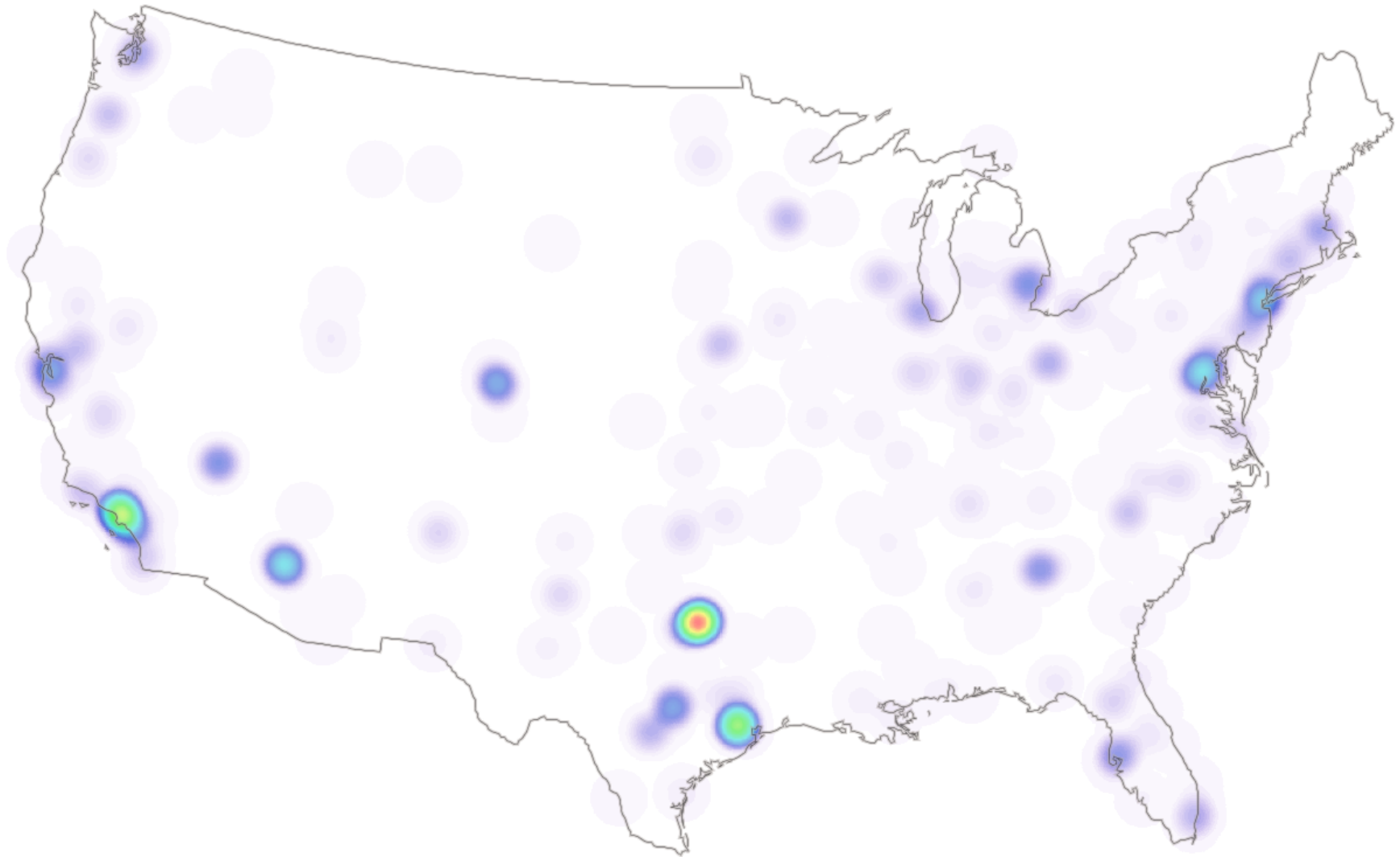
Part of *Cosmopolitan Communities*





# Quiet Alcoves

*Part of **Cosmopolitan Communities***

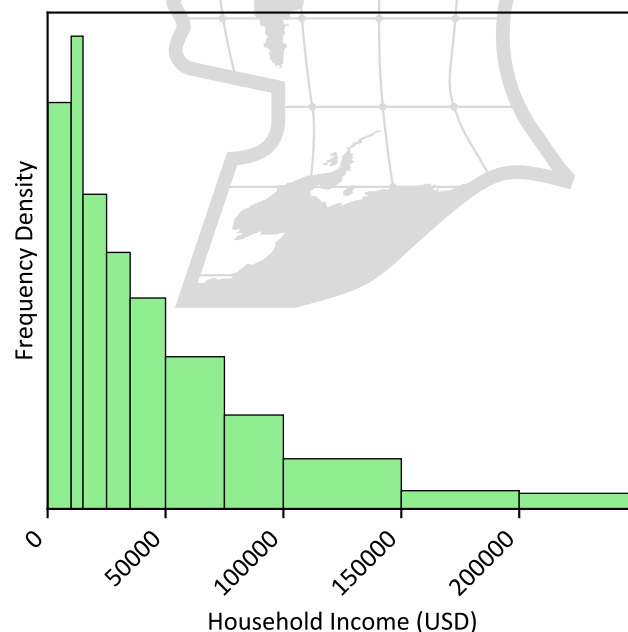
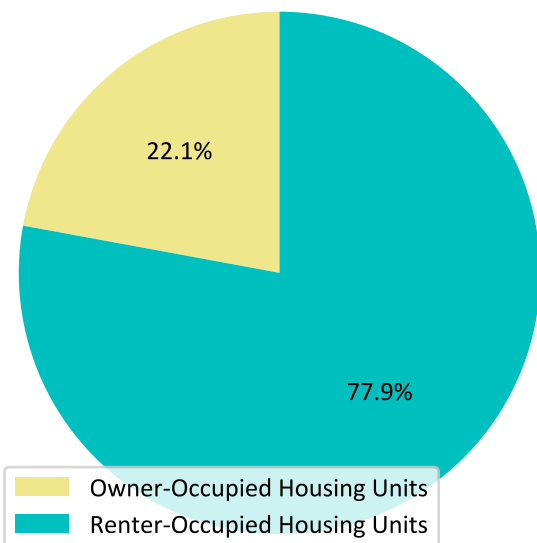




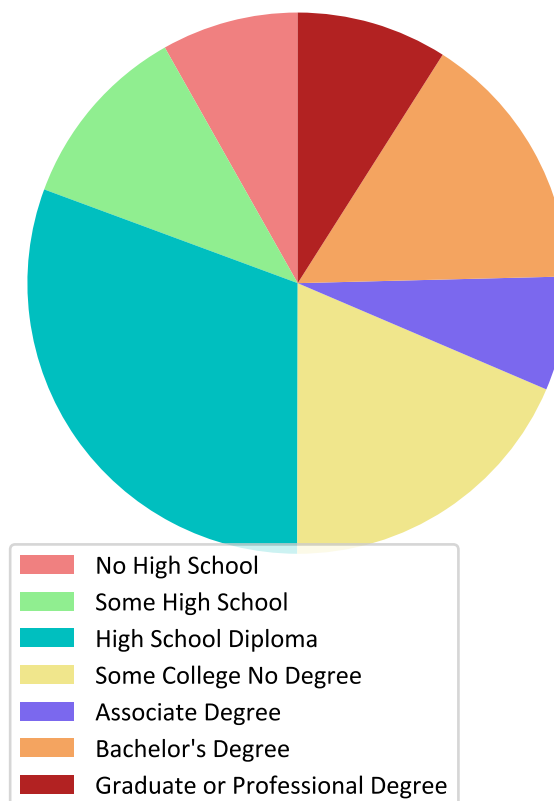
Commonly found in cities in the Northeastern United States, particularly New York, Urban Commuters consists of densely populated communities who are frequently taking public transit to work. In total, 54.4% of individuals use public transportation for their commute. 26.0% of the total population also reported their commute to be over an hour long each day, the highest percentage of any subsegment.

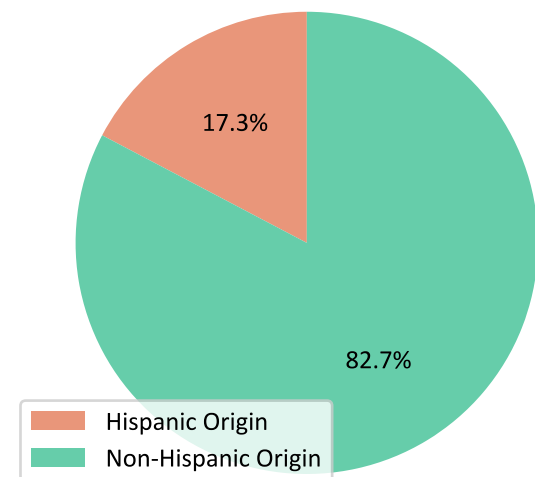
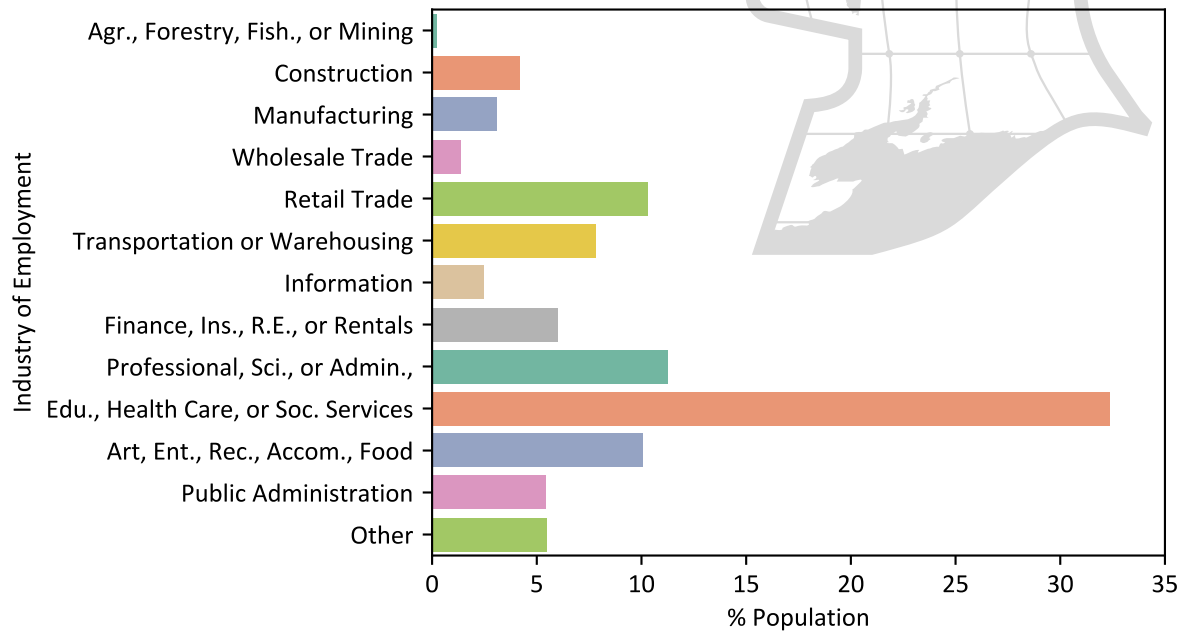
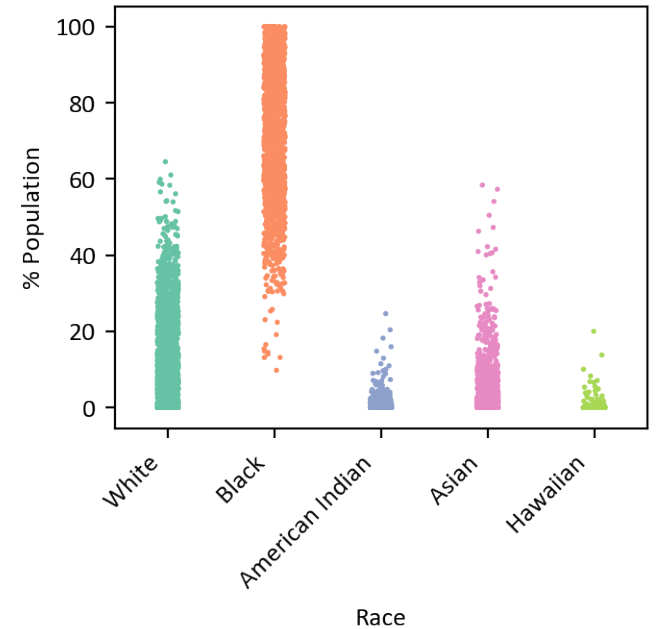
A total of 70.0% of residents here identify as black, with many black groups close to or reaching 100%. The remaining population is mostly white, with 14.4% of individuals identifying as such. Most housing units in the area are attached, with only 5.5% total detached single housing units.

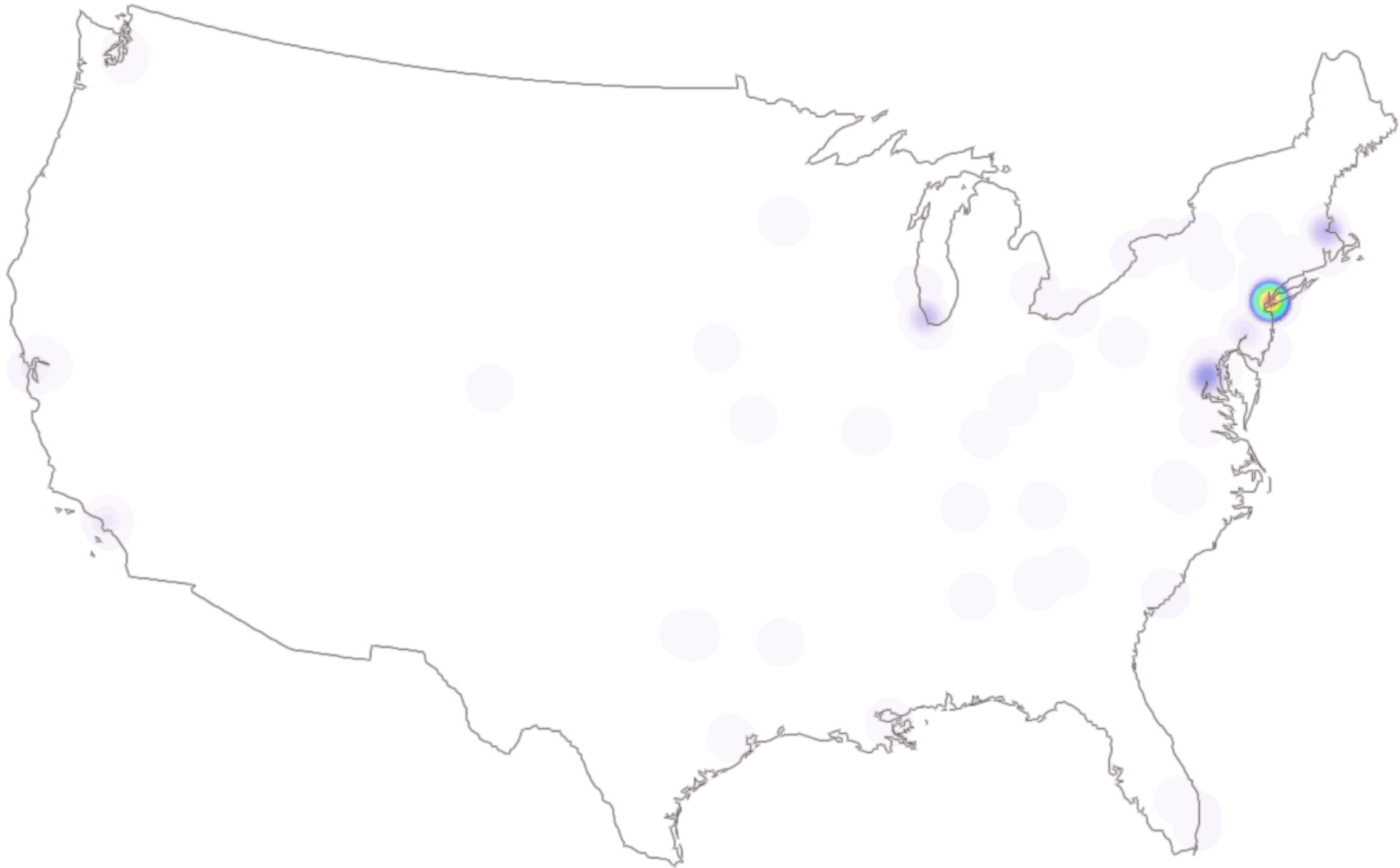
Despite their urban locations, residents of these areas tend to be less mobile than those in other Cosmopolitan Communities. Youth population is also quite high, however, with only 10.3% of families identifying as married with children, many are likely living in single-parent households.



Demographic	Value
Estimated Median Age	35
Estimated Median Home Value	\$434,365
Estimated Median Monthly Rent	\$1,005
Estimated Median HH Income	\$40,221
Mean HH Income	\$57,133
Total Population	2,243,395
Population Density (Per Sq mi)	51,662
Total Households	846,287
Household Density (Per Sq mi)	19,603









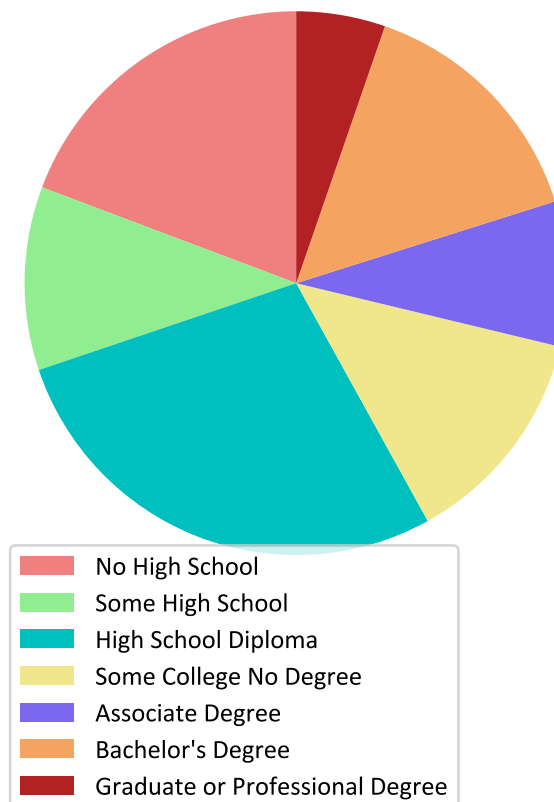
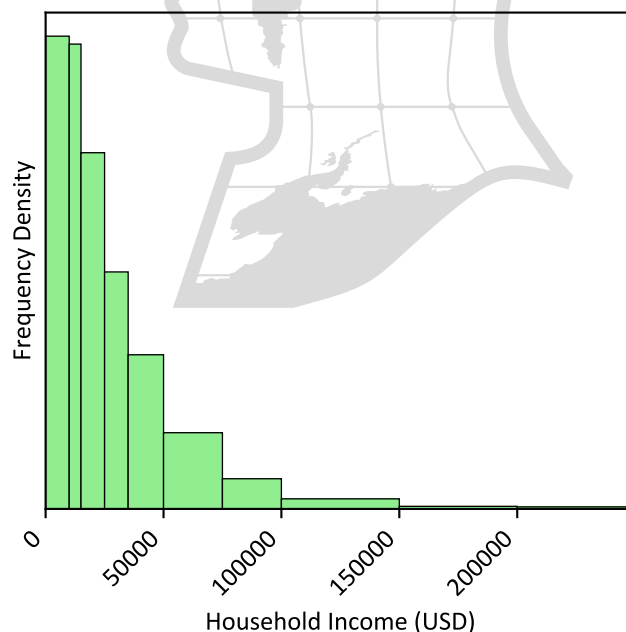
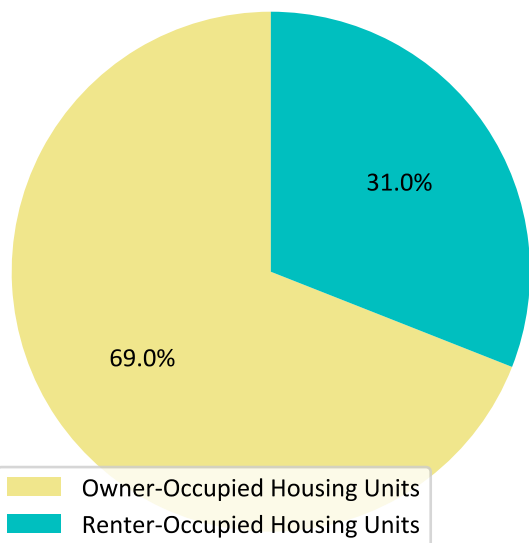
Barrios Tranquilos are the lowest population density subsegment among the Cultural Mosaics. These neighborhoods are few and far between, making up only 1.3% of the US population and under 1.4% of block groups. They are typically found in the Southwestern United States near the USA-Mexico border.

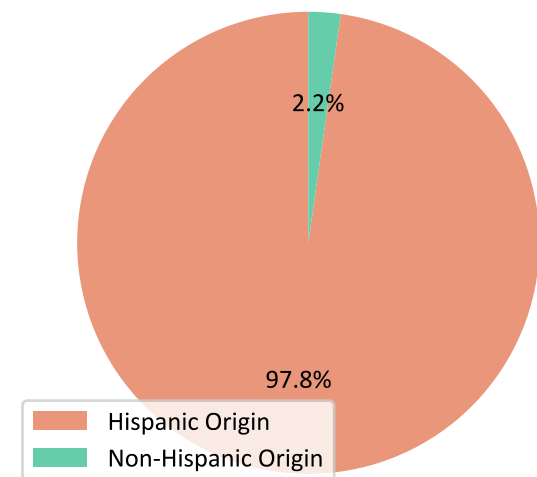
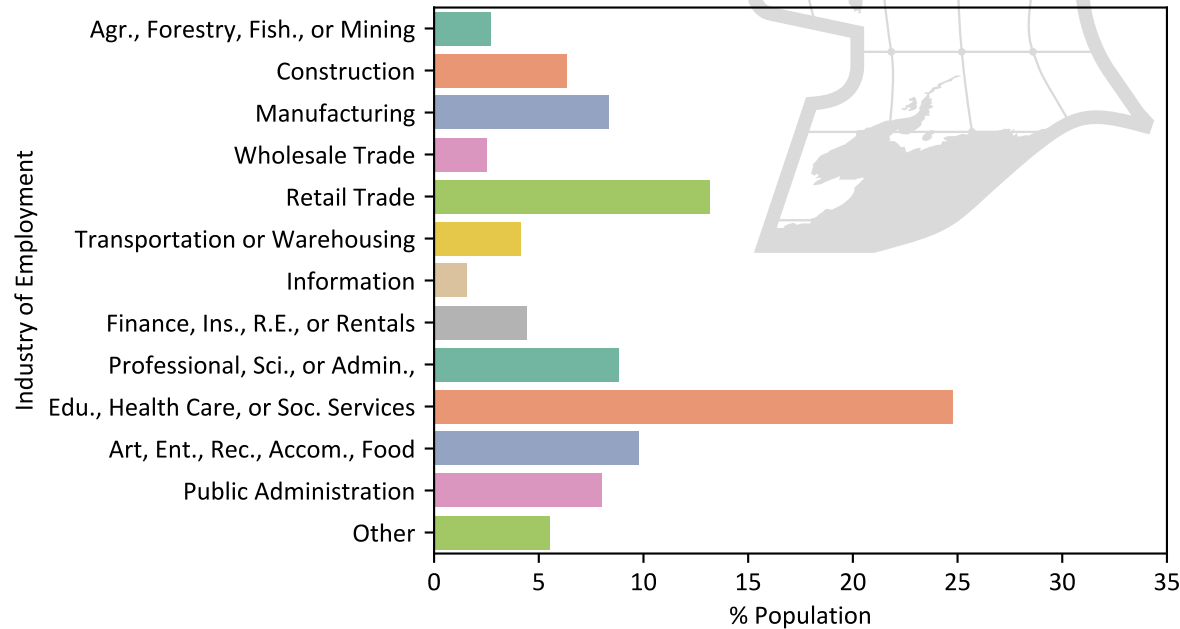
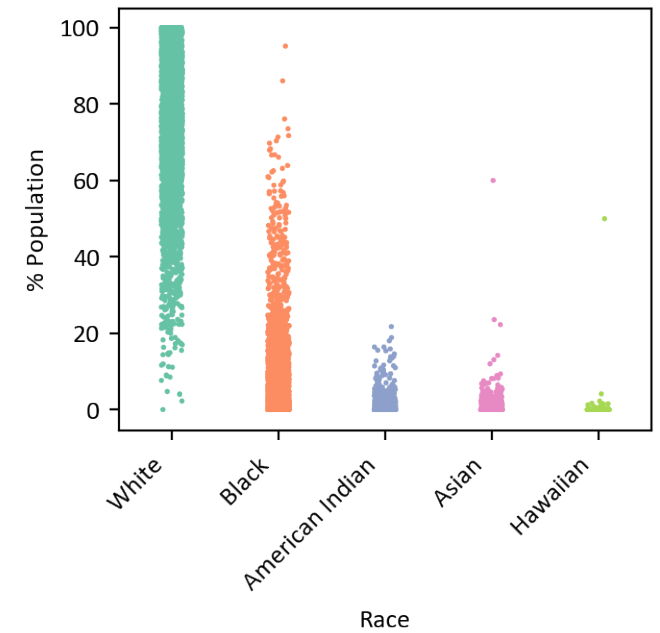
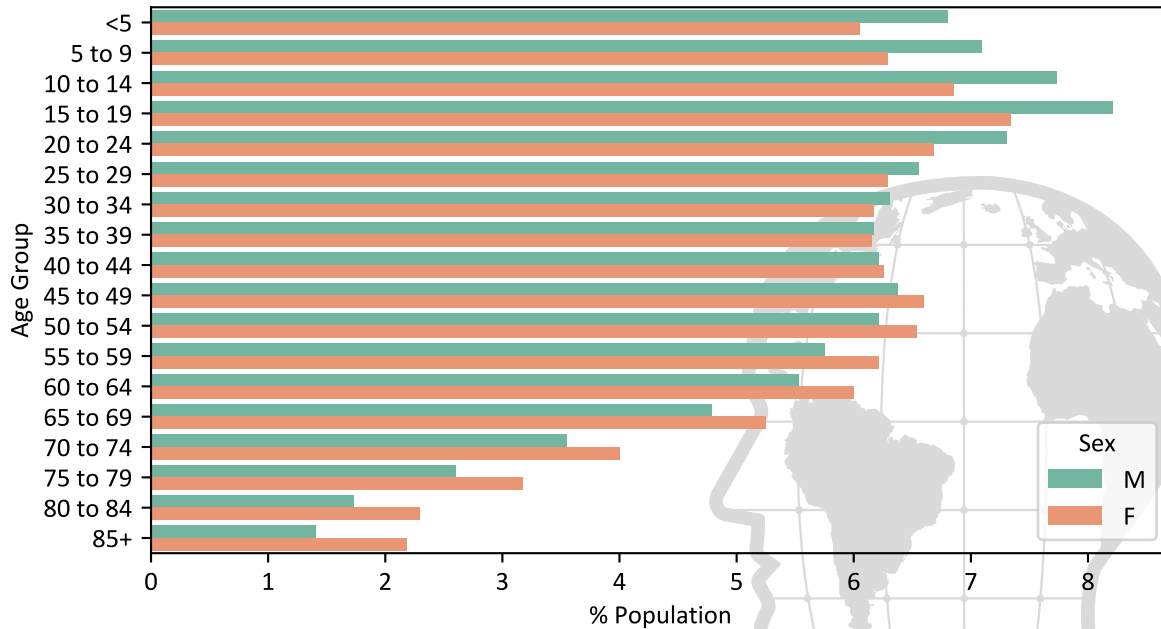
Household income here is some of the lowest in the US, with a median of just over \$22,000 per year. Unemployment is high, at 14.8%; as a result, the poverty rate sits at 39.8%, the highest among any subsegment. Here, only 18.1% of households earn more than \$50,000 per year.

Although many residents in Barrios Tranquilos did not complete high school, there are still a decent number of college graduates, with 20.1% of the population having earned a bachelors degree or higher.

The racial and ethnic make-up here is quite homogeneous, with 73.1% of the population identifying as white and nearly all residents having Hispanic backgrounds.

Demographic	Value
Estimated Median Age	39
Estimated Median Home Value	\$106,440
Estimated Median Monthly Rent	\$431
Estimated Median HH Income	\$22,185
Mean HH Income	\$31,596
Total Population	4,163,782
Population Density (Per Sq mi)	4,577
Total Households	1,400,964
Household Density (Per Sq mi)	1,726

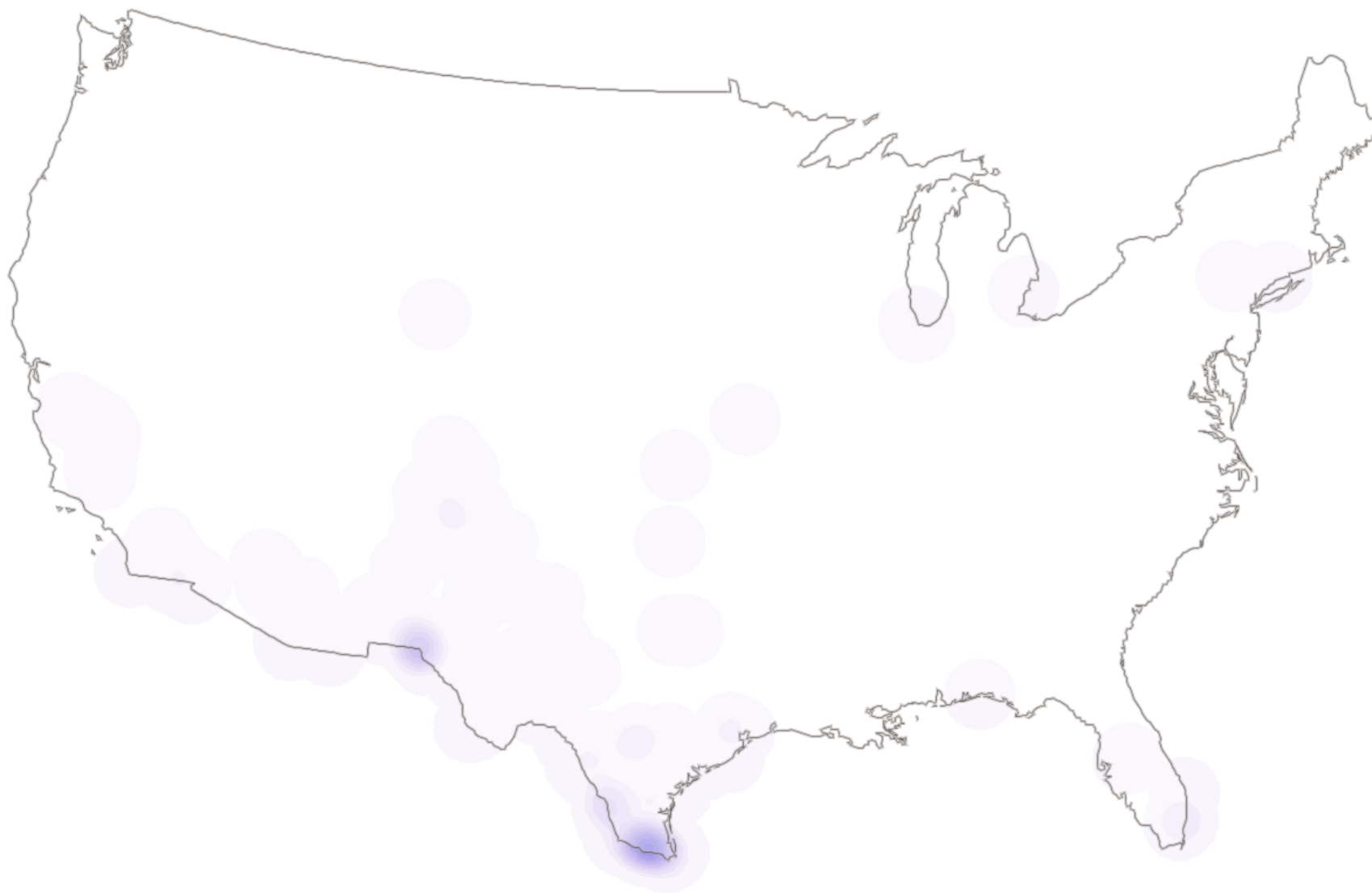






# Barrios Tranquilos

*Part of Cultural Mosaics*







# Regional Composite

Part of *Cultural Mosaics*

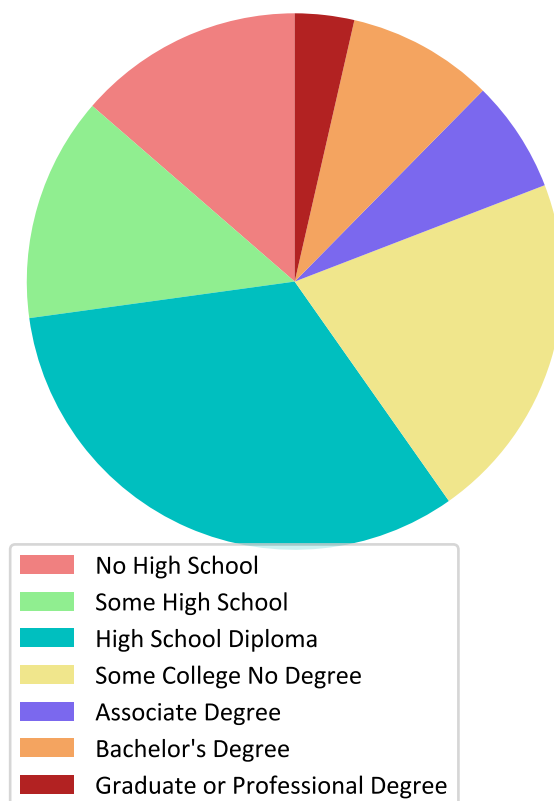
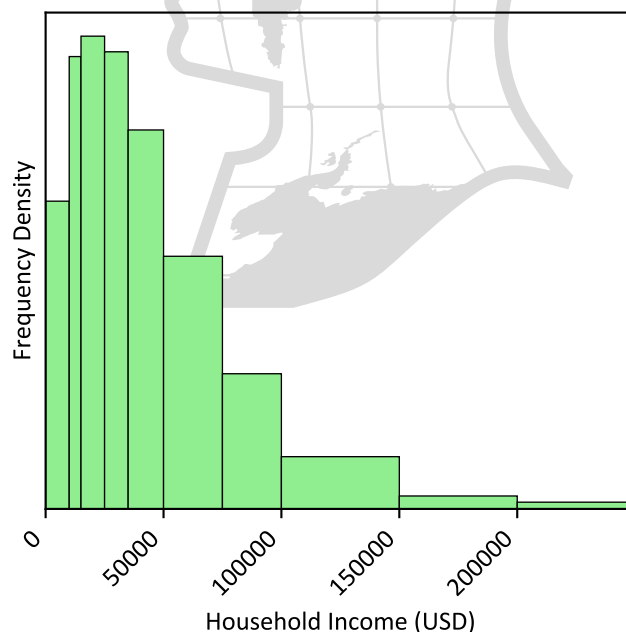
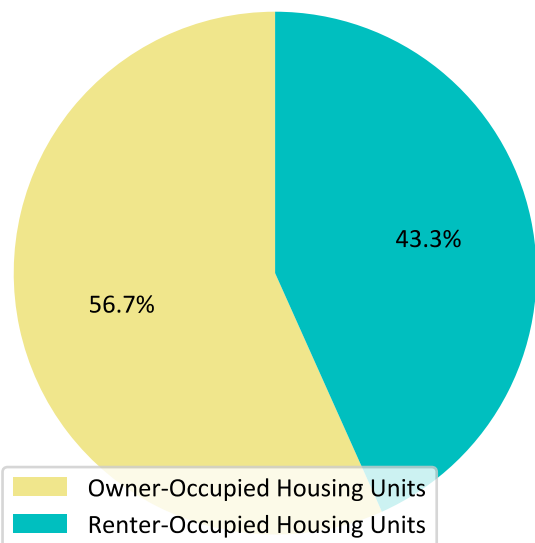


Named for its mix of demographics, Regional Composite is the only subsegment of Cultural Mosaics to not have a Hispanic majority. These neighborhoods are fairly diverse, being some of the only areas to have scatterings of high Hawaiian and Pacific Islander populations. The largest cluster of Regional Composite households is in Houston, TX, however large amounts also exist in Central California.

Population and household densities indicate that these environments are fairly suburban. As with most of the other subsegments of Cultural Mosaics, married couples with children are common. Here, they make up 21.8% of the population. A low median age and population distribution favoring young children suggests that most of these families are quite young.

Formal education is lacking in many areas; over 25% of the population did not complete high school and only 12.3% have earned a bachelors degree or higher. Much of the population is employed in either construction or manufacturing, with a combined percentage of 21.3%.

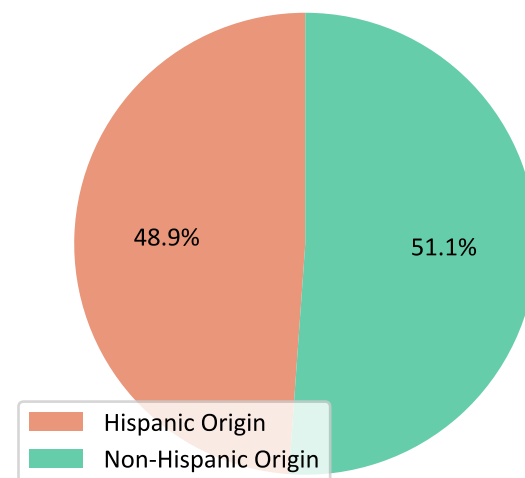
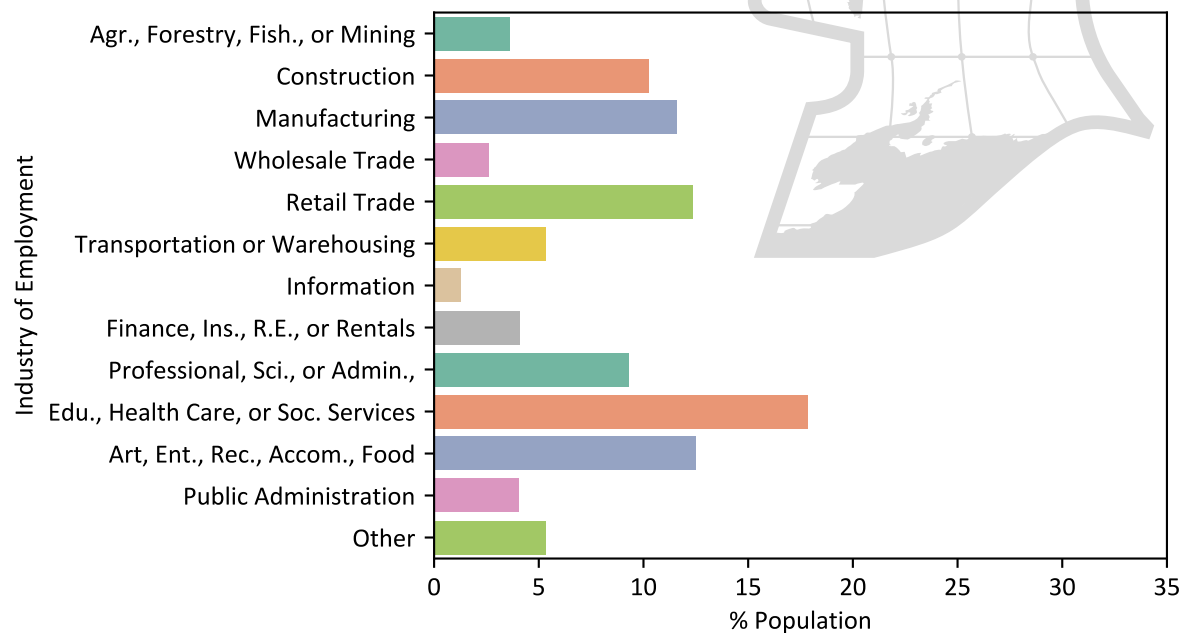
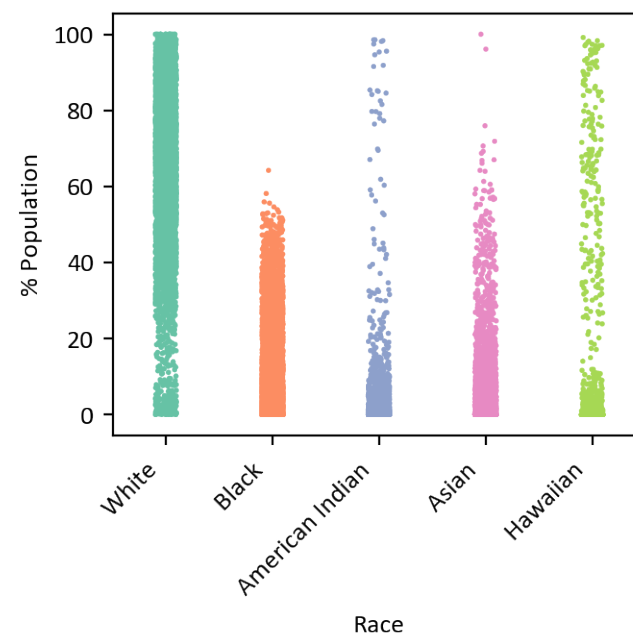
Demographic	Value
Estimated Median Age	32
Estimated Median Home Value	\$107,207
Estimated Median Monthly Rent	\$887
Estimated Median HH Income	\$40,870
Mean HH Income	\$51,386
Total Population	8,191,822
Population Density (Per Sq mi)	4,817
Total Households	2,547,146
Household Density (Per Sq mi)	1,482





# Regional Composite

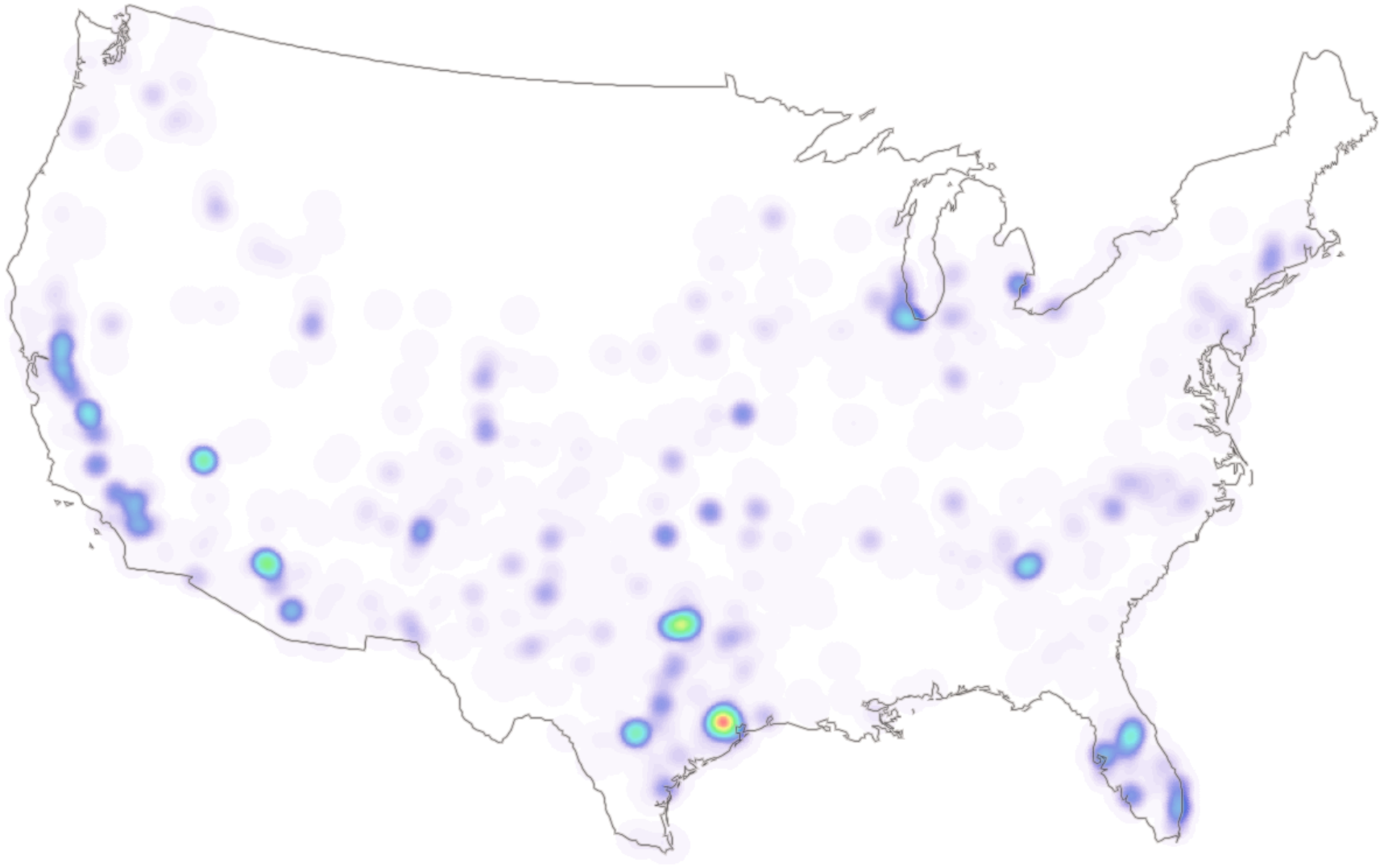
*Part of Cultural Mosaics*





# Regional Composite

*Part of Cultural Mosaics*





# Familias Prosperas

Part of Cultural Mosaics

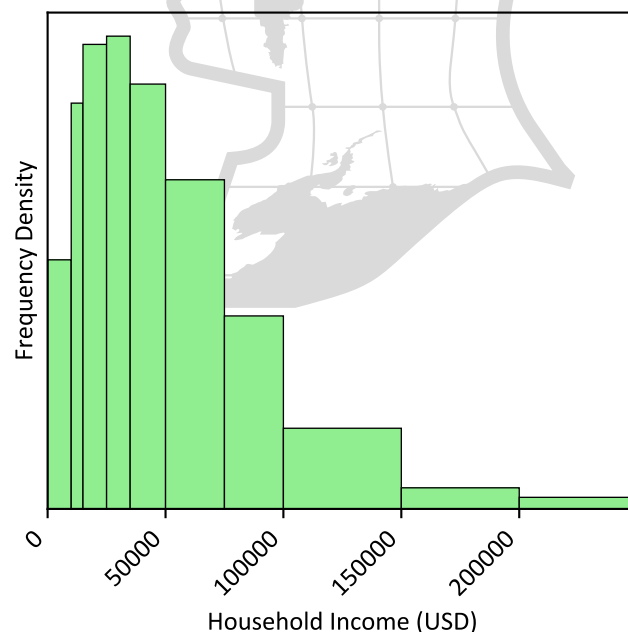
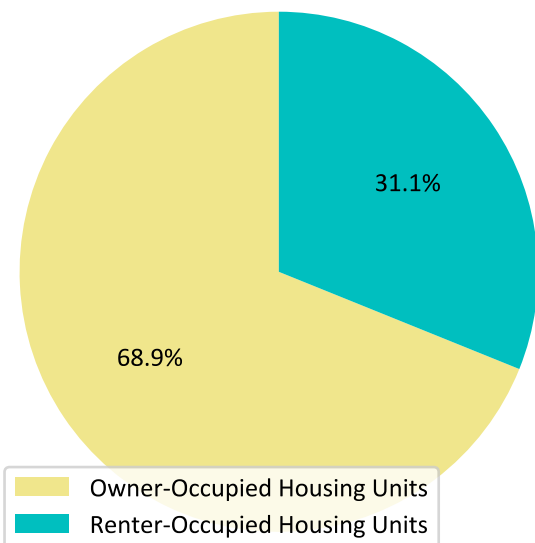


Named for its high percentage of families with children, Familias Prosperas has the highest mean and median household incomes among the Cultural Mosaics segment. It is found most readily in and around Texan cities such as San Antonio, Dallas, Houston, or El Paso.

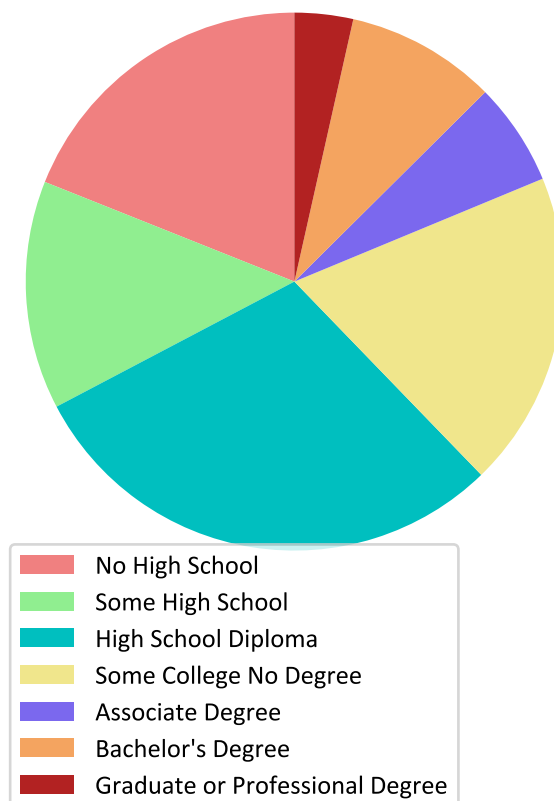
Age distributions here follow the same pattern as other Cultural Mosaic subsegments, with a high population of minors and a gradual population decrease as age increases. In addition, only 34.9% of households have moved in during the past 10 years.

Although median and mean incomes here are higher than other Cultural Mosaic subsegments, they are still below the national average. The poverty rate is 17.1% and the population generally does not have much formal education. 10.8% of workers over 16 are employed in construction, with many of the remainder working in manufacturing or transportation.

Despite the income levels, unemployment here is only 7.3%, well below the average among the Cultural Mosaics, and ranking 16<sup>th</sup> among all subsegments.



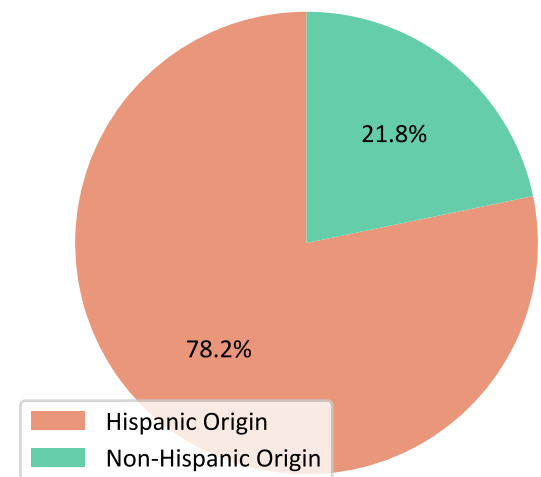
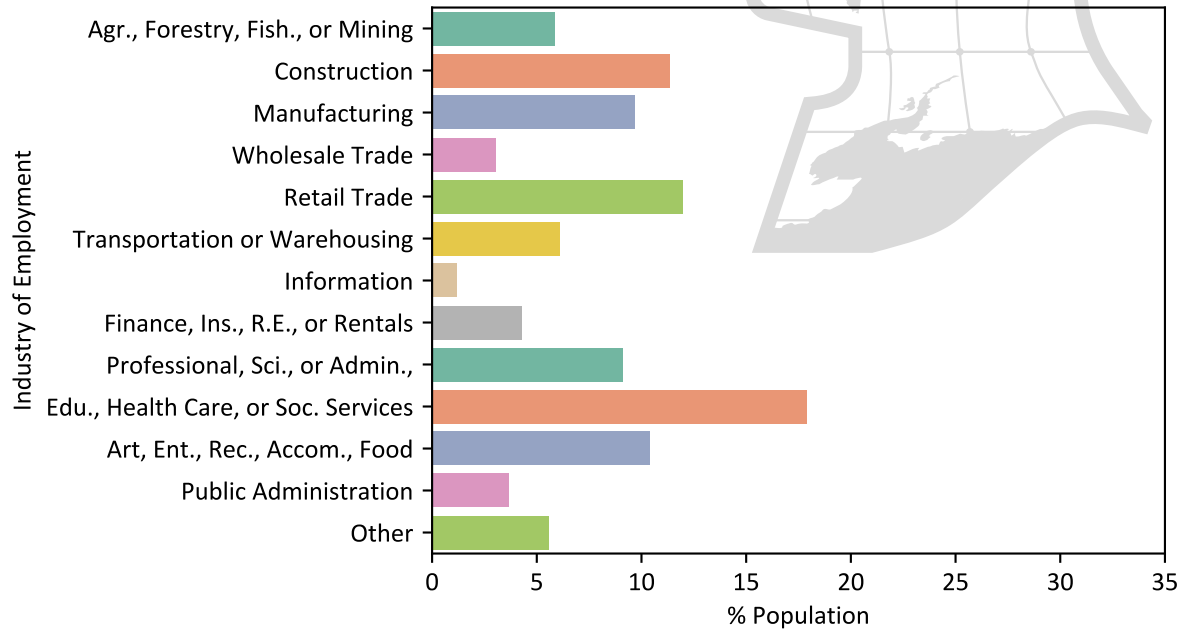
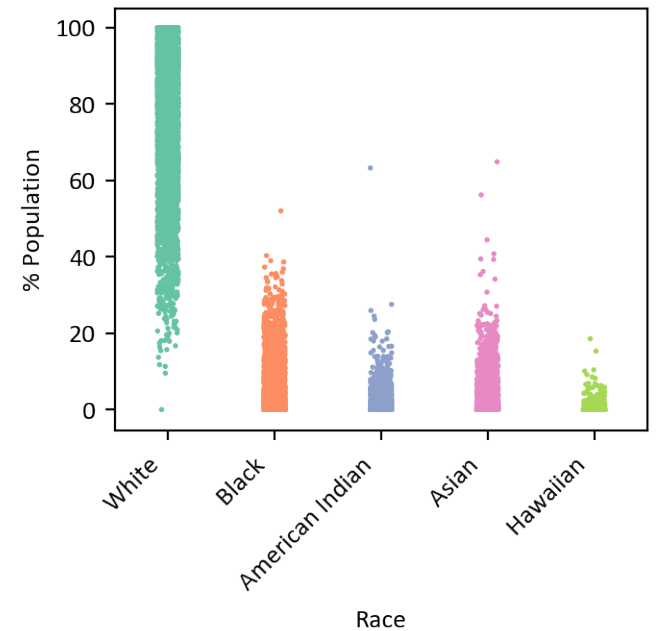
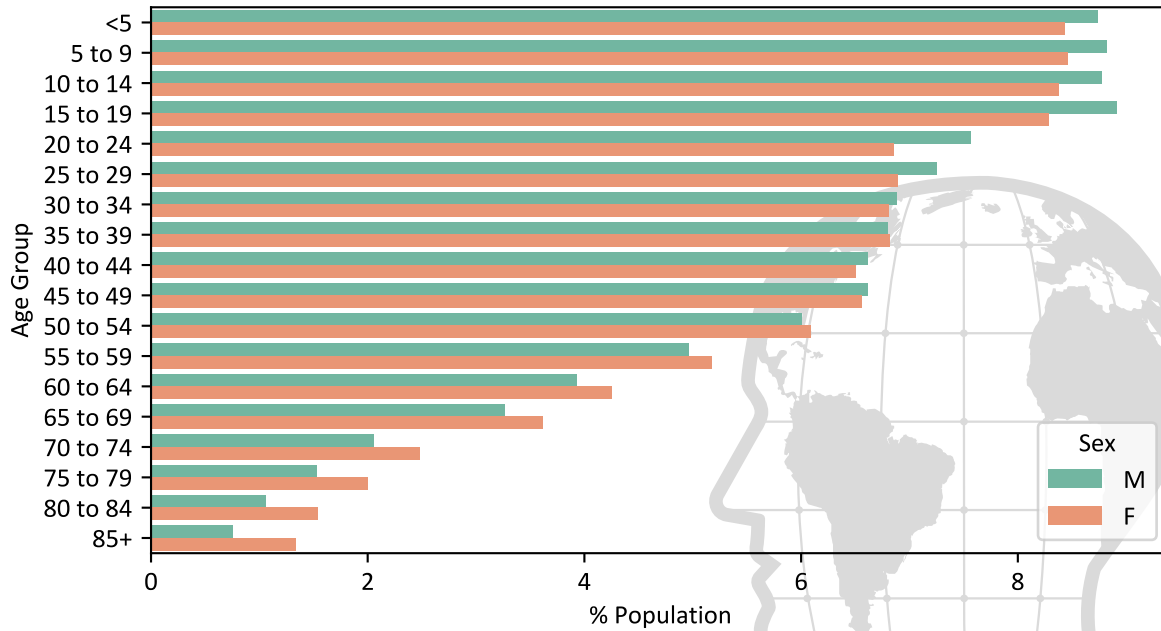
Demographic	Value
Estimated Median Age	31
Estimated Median Home Value	\$124,498
Estimated Median Monthly Rent	\$934
Estimated Median HH Income	\$48,352
Mean HH Income	\$59,244
Total Population	9,061,157
Population Density (Per Sq mi)	5,816
Total Households	2,513,359
Household Density (Per Sq mi)	1,573





# Familias Prosperas

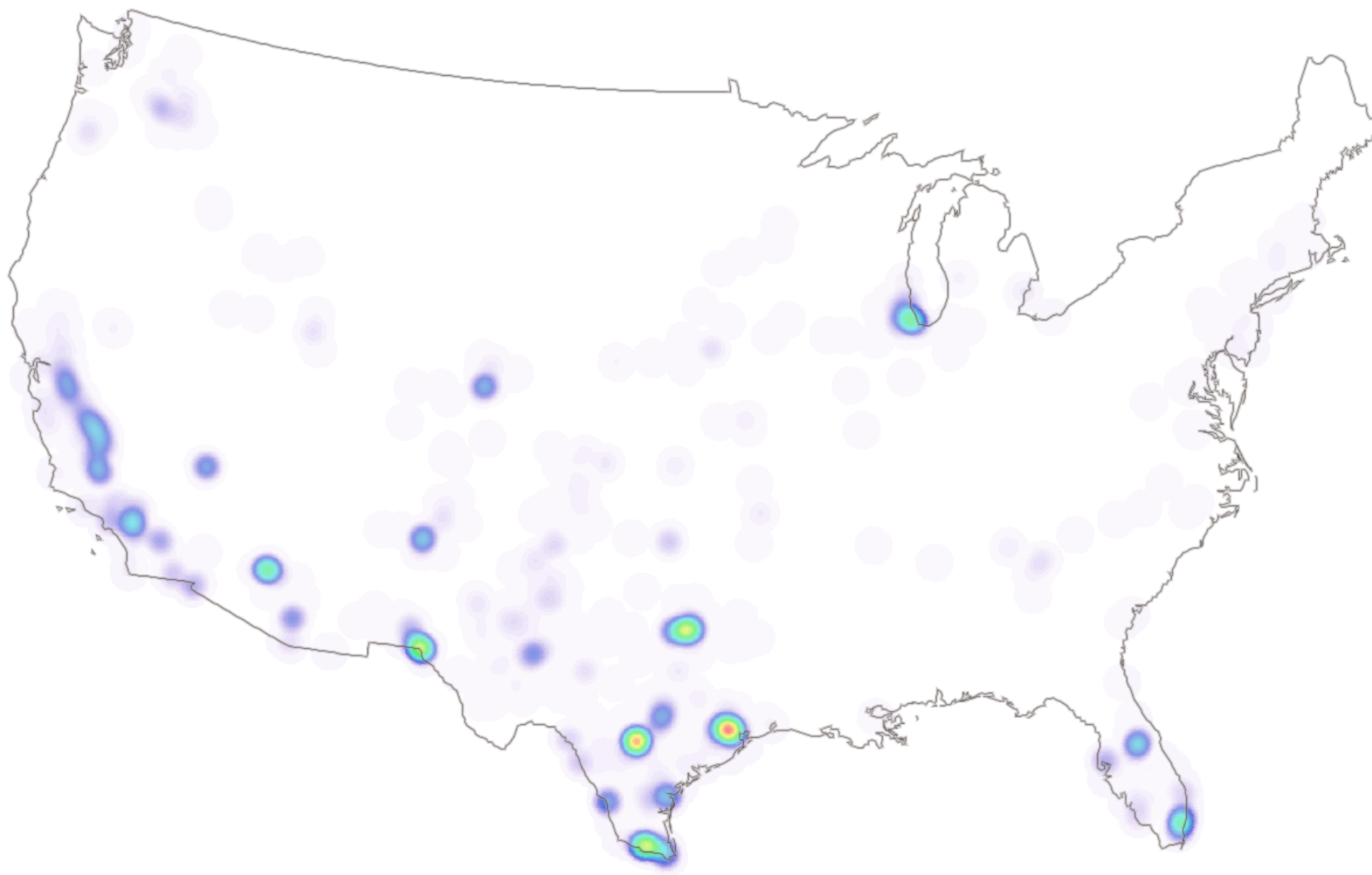
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# Familias Prosperas

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# Tierra Urbana

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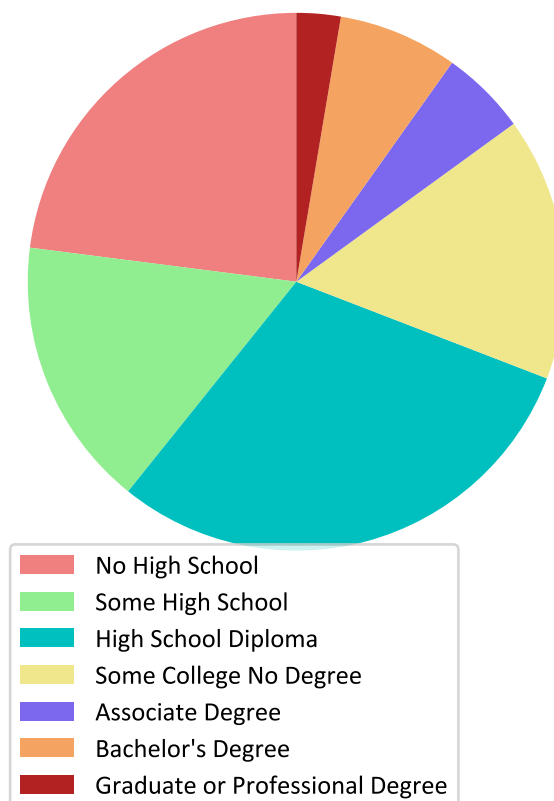
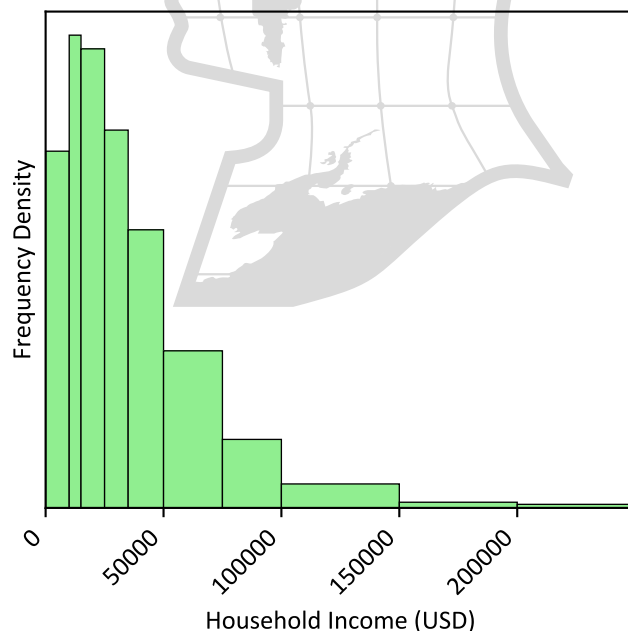
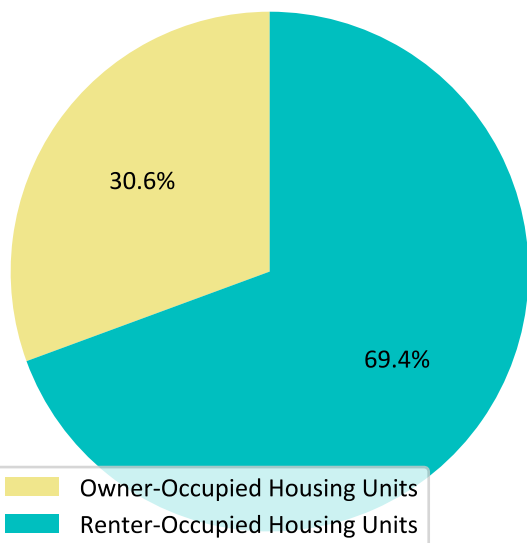


Commonly found in the Southwestern United States and cities nationwide, Tierra Urbana represents communities with high Hispanic population and population density. A particularly dense cluster of households exists in Miami, FL, likely due to immigration over many years.

Most individuals here have generally not received much formal education, with the largest portion having not finished high school and the lowest percentage of college graduates among all subsegments. Unemployment is also quite high, at 10.0%. Familial lifestyles are quite prevalent, with 21.3% of households identifying as married with children. These families also tend to be quite large; infant and youth populations here are the highest of any subsegment.

Income in these areas is well below the national average, with a median of only \$31,480. Most residents are also employed in manufacturing, construction, or retail trade. Tierra Urbana has one of the highest poverty rates among subsegments, at 32.7%

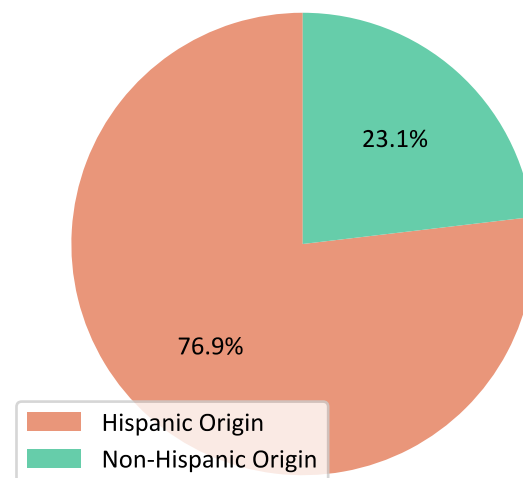
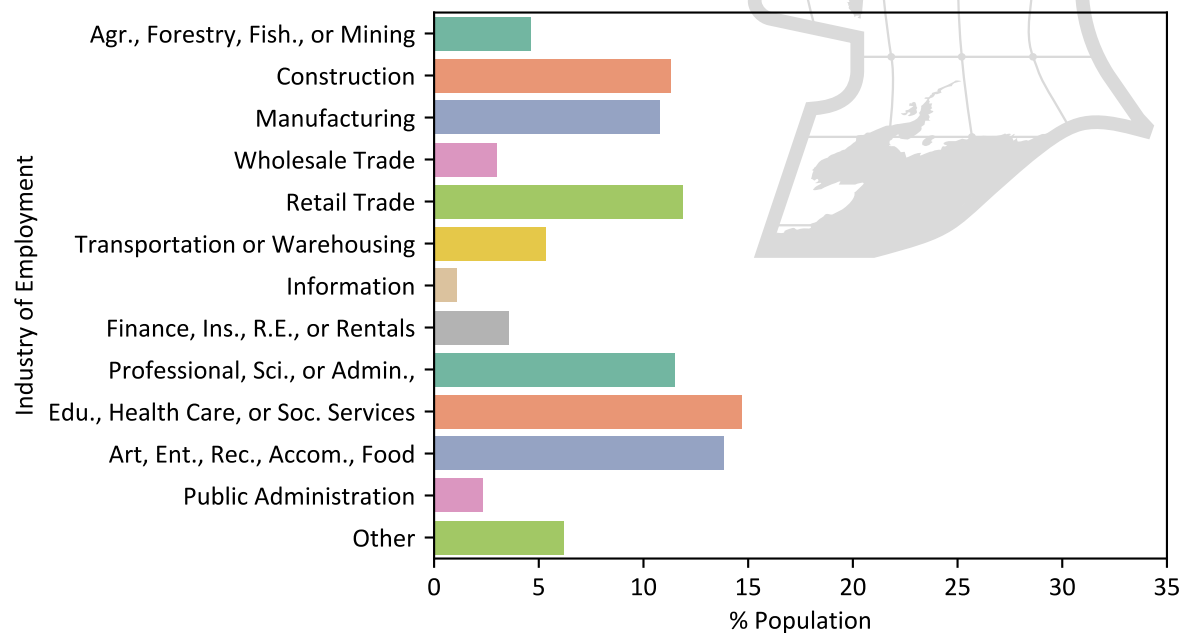
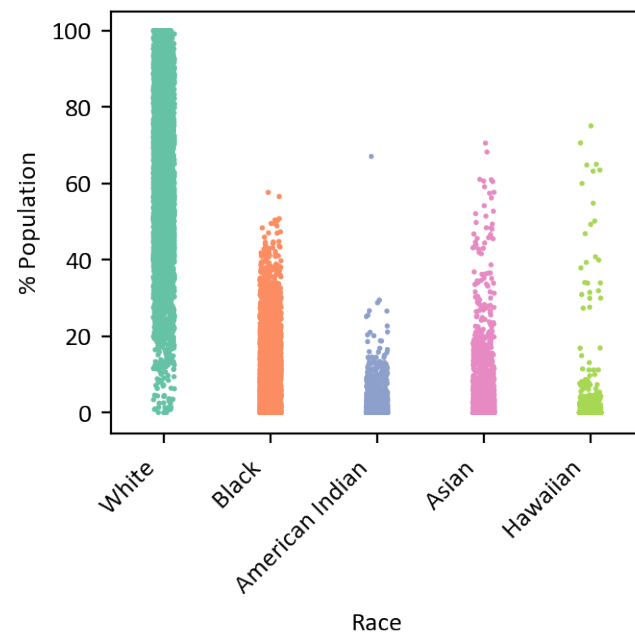
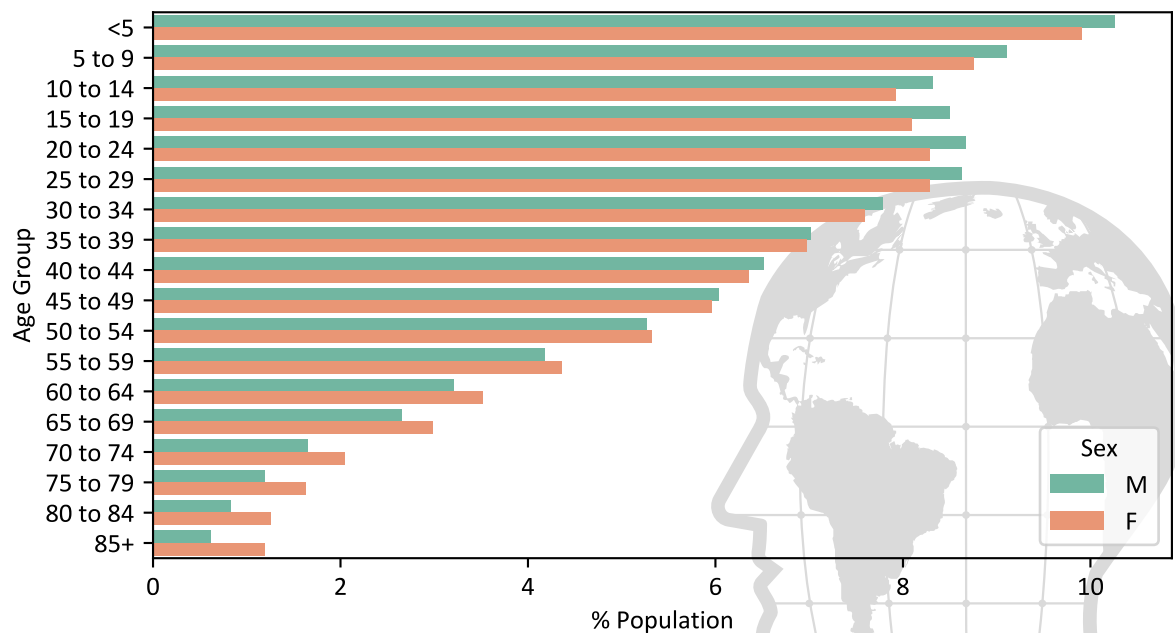
Demographic	Value
Estimated Median Age	29
Estimated Median Home Value	\$103,798
Estimated Median Monthly Rent	\$857
Estimated Median HH Income	\$31,480
Mean HH Income	\$41,390
Total Population	6,221,756
Population Density (Per Sq mi)	13,967
Total Households	1,885,991
Household Density (Per Sq mi)	4,230





# Tierra Urbana

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# Tierra Urbana

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