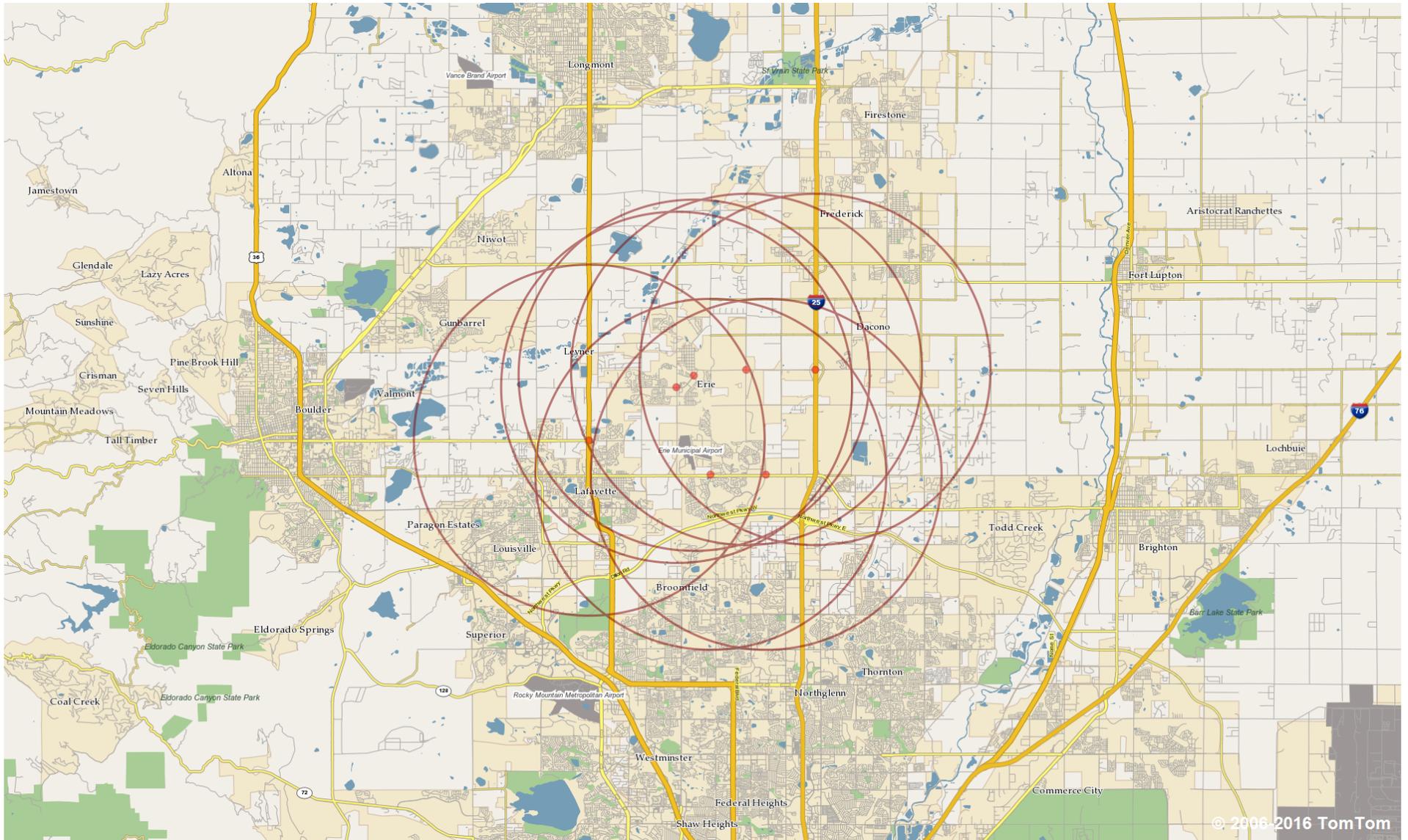


Demographic Map



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Demographic Detail Summary



Geography: 5 Miles: Erie Pkwy_Briggs, 5 Miles: Erie Pkwy_County Line, 5 Miles: Erie Pkwy_CR 5, 5 Miles: Hwy 287_Arapahoe, 5 Miles: Hwy 7_Bonanaza, 5 Miles: Hwy 7_Sheridan, 5 Miles: I-25_Erie Parkway

Population Demographics

	2000		2010		2015A		2020		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2015 to 2020
Total Population	245,020		388,573		445,312		504,175		58.5%	13.2%
Population Density (Pop/Sq Mi)	444.66		861.29		808.14		914.98		93.6%	13.2%
Total Households	89,227		142,882		163,982		185,822		60.1%	13.3%

Population by Gender:

Male	121,819	49.7%	191,715	49.3%	219,923	49.3%	249,666	49.5%	57.3%	13.5%
Female	123,201	50.2%	196,858	50.6%	225,389	50.6%	254,509	50.4%	59.7%	12.9%

Population by Race/Ethnicity

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
White	214,680	87.6%	339,846	87.4%	385,013	86.4%	428,732	85.0%	58.3%	11.3%
Black	1,377	0.5%	3,285	0.8%	4,559	1.0%	5,351	1.0%	138.5%	17.3%
American Indian or Alaska Native	2,938	1.1%	2,355	0.6%	2,893	0.6%	3,206	0.6%	-19.8%	10.7%
Asian/Native Hawaiian/Other Pacific Islander	7,834	3.1%	16,659	4.2%	20,251	4.5%	26,509	5.2%	112.6%	30.9%
Some Other Race	12,618	5.1%	15,007	3.8%	17,795	4.0%	20,847	4.1%	18.9%	17.1%
Two or More Races	5,573	2.2%	11,420	2.9%	14,800	3.3%	19,530	3.8%	104.9%	31.9%
Hispanic Ethnicity	31,354	12.8%	49,816	12.8%	59,529	13.3%	70,791	14.0%	58.8%	18.9%
Not Hispanic or Latino	213,667	87.2%	338,757	87.1%	385,783	86.6%	433,384	85.9%	58.5%	12.3%

Population by Age

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
0 to 4	19,851	8.0%	30,802	7.9%	31,712	7.1%	34,385	6.8%	55.1%	8.4%
5 to 14	39,803	16.2%	62,238	16.0%	71,101	15.9%	78,192	15.5%	56.3%	9.9%
15 to 19	15,886	6.4%	22,902	5.8%	26,287	5.9%	29,997	5.9%	44.1%	14.1%
20 to 24	10,462	4.2%	14,326	3.6%	19,621	4.4%	23,335	4.6%	36.9%	18.9%
25 to 34	39,622	16.1%	48,836	12.5%	51,920	11.6%	55,574	11.0%	23.2%	7.0%
35 to 44	52,096	21.2%	67,139	17.2%	74,586	16.7%	81,232	16.1%	28.8%	8.9%
45 to 54	36,628	14.9%	62,962	16.2%	67,770	15.2%	70,939	14.0%	71.8%	4.6%
55 to 64	16,362	6.6%	45,814	11.7%	55,987	12.5%	66,314	13.1%	179.9%	18.4%
65 to 74	8,599	3.5%	21,181	5.4%	30,660	6.8%	43,792	8.6%	146.3%	42.8%
75 to 84	4,276	1.7%	9,271	2.3%	11,796	2.6%	15,847	3.1%	116.8%	34.3%
85+	1,432	0.5%	3,097	0.8%	3,866	0.8%	4,563	0.9%	116.2%	18.0%

Median Age:

Total Population	34.3	37.2	38.1	38.8
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Households by Income

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
\$0 - \$15,000	5,940	6.6%	7,556	5.2%	7,960	4.8%	6,870	3.6%	27.2%	-13.6%
\$15,000 - \$24,999	5,639	6.3%	6,914	4.8%	7,194	4.3%	6,418	3.4%	22.6%	-10.7%
\$25,000 - \$34,999	8,248	9.2%	7,880	5.5%	8,191	4.9%	7,495	4.0%	-4.4%	-8.5%
\$35,000 - \$49,999	11,381	12.7%	14,305	10.0%	13,790	8.4%	12,786	6.8%	25.6%	-7.2%
\$50,000 - \$74,999	22,818	25.5%	28,055	19.6%	28,584	17.4%	25,191	13.5%	22.9%	-11.8%
\$75,000 - \$99,999	15,007	16.8%	23,960	16.7%	27,981	17.0%	29,788	16.0%	59.6%	6.4%
\$100,000 - \$149,999	12,776	14.3%	32,336	22.6%	38,521	23.4%	51,115	27.5%	153.0%	32.6%
\$150,000 +	7,354	8.2%	21,872	15.3%	31,757	19.3%	46,156	24.8%	197.4%	45.3%
Average Hhld Income	\$76,980		\$104,777		\$113,046		\$131,135		36.1%	16.0%
Median Hhld Income	\$63,954		\$81,577		\$89,138		\$103,661		27.5%	16.2%
Per Capita Income	\$28,033		\$38,550		\$41,650		\$48,352		37.5%	16.0%

Employment

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Total Population 16+	181,218		290,211		336,515		384,721		60.1%	32.5%
Total Labor Force	139,759	77.1%	212,272	73.1%	241,686	71.8%	282,244	73.3%	51.8%	16.7%
Civilian, Employed	135,752	97.1%	199,544	94.0%	232,304	96.1%	272,482	96.5%	46.9%	17.2%
Civilian, Unemployed	3,849	2.7%	12,655	5.9%	9,306	3.8%	9,684	3.4%	228.7%	4.0%
In Armed Forces	158	0.1%	73	0.0%	76	0.0%	78	0.0%	-53.6%	2.2%
Not In Labor Force	41,459	22.8%	77,939	26.8%	94,829	28.1%	102,477	26.6%	87.9%	8.0%
% Blue Collar	38,884	28.7%	52,906	26.5%	61,457	26.4%	69,984	30.1%	36.0%	13.8%
% White Collar	96,571	71.2%	146,637	73.4%	170,846	73.5%	202,498	87.1%	51.8%	18.5%

Housing Units

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Total Housing Units	91,940		150,011		167,697		190,465		63.1%	13.5%
Total Occupied Housing Units	n/a	n/a	142,882	95.2%	163,982	97.7%	185,822	97.5%	n/a	13.3%
Owner Occupied: Owned with a mortgage or loan	n/a	n/a	99,105	69.3%	109,685	66.8%	125,545	67.5%	n/a	14.4%
Owner Occupied: Owned free and clear	n/a	n/a	18,634	13.0%	23,927	14.5%	26,893	14.4%	n/a	12.3%
Renter Occupied	n/a	n/a	25,143	17.5%	30,370	18.5%	33,384	17.9%	n/a	9.9%
Vacant	2,713	2.9%	7,129	4.7%	3,715	2.2%	4,643	2.4%	162.7%	24.9%

Vehicles Available

	2000		2010		2015		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
0 Vehicles Available	2,574	2.8%	2,971	2.0%	3,612	2.2%	4,009	2.1%	15.4%	10.9%
1 Vehicle Available	20,809	23.3%	31,795	22.2%	36,026	21.9%	39,746	21.3%	52.7%	10.3%
2+ Vehicles Available	65,844	73.7%	108,116	75.6%	124,343	75.8%	142,067	76.4%	64.1%	14.2%
Average Vehicles Per Household	2.00		2.21		2.20		2.21		9.6%	0.4%

Marital Status

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Married, Spouse Present	112,520	60.7%	172,259	58.2%	203,579	59.4%	233,234	59.5%	53.0%	14.5%
Married, Spouse Absent	4,893	2.6%	7,586	2.5%	8,984	2.6%	10,365	2.6%	55.0%	15.3%
Divorced	19,374	10.4%	31,760	10.7%	34,920	10.1%	39,398	10.0%	63.9%	12.8%
Widowed	5,734	3.0%	9,724	3.2%	12,417	3.6%	14,340	3.6%	69.5%	15.4%
Never Married	42,684	23.0%	74,204	25.1%	82,598	24.1%	94,260	24.0%	73.8%	14.1%
Age 15+ Population	185,366		295,533		342,498		391,597		59.4%	14.3%

Educational Attainment

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Grade K - 8	4,166	2.6%	4,514	1.7%	4,935	1.6%	5,298	1.5%	8.3%	7.3%
Grade 9 - 11	7,275	4.5%	9,040	3.5%	10,262	3.4%	11,392	3.3%	24.2%	11.0%
High School Graduate	31,239	19.6%	44,685	17.3%	49,141	16.5%	54,620	16.1%	43.0%	11.1%
Some College, No Degree	34,944	22.0%	54,024	20.9%	60,974	20.5%	69,422	20.5%	54.6%	13.8%
Associates Degree	11,364	7.1%	19,233	7.4%	21,959	7.4%	25,176	7.4%	69.2%	14.6%
Bachelor's Degree	44,228	27.8%	80,131	31.0%	92,833	31.3%	106,891	31.6%	81.1%	15.1%
Graduate Degree	24,096	15.1%	45,734	17.7%	55,205	18.6%	63,971	18.9%	89.8%	15.8%
No Schooling Completed	1,450	0.9%	940	0.3%	1,278	0.4%	1,492	0.4%	-35.1%	16.7%
Age 25+ Population	158,763		258,304		296,589		338,264		62.6%	14.0%

Seasonal Population by Quarter

	2015 Estimates
Q4 2011	2,129
Q1 2012	2,107
Q2 2012	1,905
Q3 2012	1,831
Q4 2012	1,708
Q1 2013	1,621
Q2 2013	1,545
Q3 2013	1,474
Q4 2013	1,417

Daytime Population Summary



Geography: 5 Miles: Erie Pkwy_Briggs, 5 Miles: Erie Pkwy_County Line, 5 Miles: Erie Pkwy_CR 5, 5 Miles: Hwy 287_Arapahoe, 5 Miles: Hwy 7_Bonanaza, 5 Miles: Hwy 7_Sheridan, 5 Miles: I-25_Erie Parkway

Demographic Overview

	2000 Census	2010 Census	2015A Estimate	2020 Projection	2000 to 2010	2015 to 2020
Total Households	89,227	142,882	163,982	185,822	60.1%	13.3%
Total Population	245,020	388,573	445,312	504,175	58.5%	29.7%

Households by Size

	2000	2010	2015A	2020	2000 to 2010	2015 to 2020
1 Person	16,602 18.6%	27,865 19.5%	32,259 19.6%	37,097 19.9%	67.8%	14.9%
2 Person	30,034 33.6%	48,757 34.1%	56,274 34.3%	63,160 33.9%	62.3%	12.2%
3 Person	16,690 18.6%	25,501 17.8%	28,857 17.6%	32,405 17.4%	52.7%	12.2%
4 Person	15,646 17.5%	25,320 17.7%	29,086 17.7%	33,271 17.8%	61.8%	14.3%
5 Person	6,579 7.3%	10,470 7.3%	12,016 7.3%	13,761 7.4%	59.1%	14.5%
6 Person	2,708 3.0%	3,195 2.2%	3,547 2.1%	4,008 2.1%	17.9%	13.0%
7 + Person	1,009 1.1%	1,774 1.2%	1,942 1.1%	2,120 1.1%	75.9%	9.1%
Avg Hhld Size	2.74	2.71	2.71	2.71	0.65	0.05
Average Length of Residence (Years)	n/a	9	10	12	n/a	23.79

2015A Daytime Population

Total Daytime Population	303,779	Student popn: Pre-kindergarten to 8th	66,500
Population aged 16 and under (Children)	99,377	Student popn: 9th grade-12th grade	22,192
Daytime Population Age 16+	204,402	Student popn: Post-secondary students	17,507
Civilian 16+, at Workplace	106,946	Student popn: Post-secondary students	17,507
Civilian 16+, Unemployed	9,306	Homemakers Age 16+	39,485
Civilian 16+, Work at home	19,516		

Consumer Expenditure Summary



Geography: 5 Miles: Erie Pkwy_Briggs, 5 Miles: Erie Pkwy_County Line, 5 Miles: Erie Pkwy_CR 5, 5 Miles: Hwy 287_Arapahoe, 5 Miles: Hwy 7_Bonanaza, 5 Miles: Hwy 7_Sheridan, 5 Miles: I-25_Erie Parkway

Index Base Average = 100

Index Base File:

Demographic Highlights

	2015A Estimate	2020 Projection
Total Households	163,982	185,822
Total Population	445,312	504,175
Median Household Income	\$89,138	\$103,661
Average Household Income	\$113,046	\$131,135
Per Capita Income (based on Total Population)	\$41,650	\$48,352

Average Consumer Expenditures

	2015A Estimate	% of Total
Apparel and Services	\$2,775	4.3%
Infants	\$98	3.5%
Mens and Boys	\$578	20.8%
Women and Girls	\$1,169	42.1%
Other Apparel Products and Services	\$413	14.9%
Footwear	\$515	18.5%
Education	\$1,086	1.6%
Entertainment	\$4,121	6.3%
Fees and Admissions	\$1,275	30.9%
Pets, Toys, Hobbies and Playground Equip	\$960	23.2%
Visual Equipment, Audio and Services	\$1,212	29.4%
Alcoholic Beverages	\$577	0.8%
Food at home	\$4,510	53.7%
Food away from home	\$3,886	46.2%
Gifts	\$1,338	2.0%
Health Care	\$4,517	7.0%
Health Insurance	\$2,479	54.8%
Medical Supplies	\$201	4.4%
Household Furnishings and Equipment	\$1,876	2.9%
Housewares and Small Appliances	\$122	6.5%
Major Appliances	\$276	14.7%
Household Operations	\$1,224	1.8%
Personal Care Products and Services	\$872	1.3%
Hair Care Products	\$97	11.1%
Reading	\$113	0.1%
Shelter	\$13,255	20.5%
Other Lodging	\$1,007	7.5%
Owned Dwelling Costs	\$8,641	65.1%
Rent	\$3,606	27.2%

Transportation	\$10,123	15.6%
Public Transportation	\$777	7.6%
Vehicle Repair and Maintenance	\$911	9.0%
Utilities, Fuels and Public Svcs	\$4,026	6.2%

Consumer Expenditure - Top Ten Categories Average Dollars

Shelter	\$13,255
Transportation	\$10,123
Food	\$8,396
Health Care	\$4,517
Entertainment	\$4,121
Utilities, fuels and Public Svcs	\$4,026
Apparel and Services	\$2,775
Household Furnishings	\$1,876
Household Operations	\$1,876
Gifts	\$1,338

Indented Consumer Expenditure variables sum to the respective categories in bold where applicable

Retail Sales Potential Summary



Geography: 5 Miles: Erie Pkwy_Briggs, 5 Miles: Erie Pkwy_County Line, 5 Miles: Erie Pkwy_CR 5, 5 Miles: Hwy 287_Arapahoe, 5 Miles: Hwy 7_Bonanaza, 5 Miles: Hwy 7_Sheridan, 5 Miles: I-25_Erie Parkway

Index Base Average = 100

Index Base File: Entire US

2015A Demographic Overview

Total Population	445,312	Total Households	163,982	Median Income	\$89,138
% Male Population	49.3%	Average Household Size	2.7	Per Capita Income	\$41,650
% Female Population	50.6%	Household Growth from 2000 to 2010	60.1%	Average Household Income	\$113,046
Median Age	38.1	% Owner Occupied Housing Units	97.7%	Employees	124,067
Population Density	808.1	% Vacant Housing Units	2.2%	Establishments	18,507

2015A Annual Retail

	Aggregate Dollars	Average Dollars	Percent of Total	Index
Automotive Dealers	\$629,016,656	3835.893100	12.6%	116
Automotive Parts, Accessories, & Tire Stores	\$37,683,511	229.803000	0.7%	111
Beer, Wine, & Liquor Stores	\$29,869,514	182.151400	0.6%	125
Book Stores	\$13,060,101	79.643600	0.2%	117
Childrens and Infants Clothing Stores	\$8,611,617	52.515700	0.1%	157
Clothing Accessories Stores	\$5,405,334	32.963000	0.1%	168
Convenience Stores	\$21,819,553	133.060800	0.4%	109
Cosmetics, Beauty Supplies and Perfume Stores	\$5,248,918	32.009100	0.1%	125
Department Stores excluding leased depts	\$193,453,300	1179.724200	3.8%	149
Drinking Place - Alcoholic Beverages	\$18,214,231	111.074700	0.3%	132
Family Clothing Stores	\$87,414,192	533.072500	1.7%	166
Florists	\$4,867,338	29.682200	0.0%	142
Full-service Restaurants	\$294,295,175	1794.681900	5.9%	143
Furniture Stores	\$4,240,246	25.858000	0.0%	126
Gift, Novelty, and Souvenir Stores	\$13,832,199	84.352000	0.2%	121
Hardware Stores	\$8,607,215	52.488800	0.1%	118
Hobby, Toys and Games Stores	\$12,377,123	75.478600	0.2%	137
Home Centers	\$81,808,528	498.887800	1.6%	114
Home Furnishing Stores	\$24,731,097	150.816100	0.4%	132
Household Appliances Stores	\$18,973,110	115.702500	0.3%	134
Jewelry Stores	\$15,425,205	94.066600	0.3%	175
Limited-service Eating Places	\$305,763,948	1864.621200	6.1%	144
Luggage & Leather Goods Stores	\$1,802,285	10.990800	0.0%	115
Mens Clothing Stores	\$9,127,440	55.661300	0.1%	151

Musical Instrument and Supplies Stores	\$2,165,451	13.205400	0.0%	142
News Dealers and Newsstands	\$997,658	6.084000	0.0%	117
Nursery and Garden centers	\$26,709,980	162.883800	0.5%	142
Office Supplies and Stationery Stores	\$16,031,947	97.766600	0.3%	115
Optical Goods Stores	\$9,893,850	60.335000	0.1%	148
Other Building Materials Dealers	\$69,449,707	423.520800	1.3%	103
Other Clothing Stores	\$11,237,559	68.529300	0.2%	176
Other General Merchandise Stores	\$368,733,529	2248.624700	7.4%	123
Other Health and Personal Care Stores	\$7,103,601	43.319400	0.1%	123
Other Miscellaneous Store Retailers	\$59,898,875	365.277600	1.2%	136
Other Motor Vehicle Dealers	\$62,763,913	382.749300	1.2%	161
Outdoor Power Equipment Stores	\$4,378,641	26.702000	0.0%	148
Paint and Wallpaper Stores	\$6,968,884	42.497900	0.1%	111
Pharmacies and Drug Stores	\$110,263,680	672.414100	2.2%	122
Radio, Television and Other Electronics Stores	\$37,748,299	230.198100	0.7%	123
Sew/Needlework/Piece Goods Stores	\$1,299,882	7.927000	0.0%	132
Shoe Stores	\$41,372,162	252.297300	0.8%	167
Special Foodservices	\$3,197,458	19.498900	0.0%	135
Specialty Food Stores	\$21,356,689	130.238200	0.4%	111
Sporting Goods Stores	\$35,652,030	217.414600	0.7%	178
Supermarkets and Other Grocery (except Convenience) Stores	\$546,903,957	3335.150300	11.0%	112
Used Merchandise Stores	\$7,249,820	44.211100	0.1%	139
Womens Clothing Stores	\$41,465,077	252.863900	0.8%	180
Total Annual Retail	\$4,963,162,239	30266.542900	100%	0

Mosaic Index Summary



Geography: 5 Miles: Erie Pkwy_Briggs, 5 Miles: Erie Pkwy_County Line, 5 Miles: Erie Pkwy_CR 5, 5 Miles: Hwy 287_Arapahoe, 5 Miles: Hwy 7_Bonanaza, 5 Miles: Hwy 7_Sheridan, 5 Miles: I-25_Erie Parkway

<u>Cluster</u>	<u>Description</u>	<u>Population (2015)</u>	<u>%</u>	<u>Index Ave=100</u>
Index Base File: Entire US				
Group A: Power Elite				
A01	American Royalty	6,842	1.5%	84
A02	Platinum Prosperity	1,494	0.3%	72
A03	Kids and Cabernet	6,136	1.3%	317
A04	Picture Perfect Families	0	0.0%	0
A05	Couples with Clout	0	0.0%	0
A06	Jet Set Urbanites	0	0.0%	0
	<i>Subtotal</i>	14,473	3.2%	95
Group B: Flourishing Families				
B07	Generational Soup	88,480	19.8%	763
B08	Babies and Bliss	66,766	14.9%	1,149
B09	Family Fun-tastic	1,398	0.3%	43
B10	Cosmopolitan Achievers	0	0.0%	0
	<i>Subtotal</i>	156,645	35.1%	582
Group C: Booming with Confidence				
C11	Aging of Aquarius	59,485	13.3%	253
C12	Golf Carts and Gourmets	11,528	2.5%	575
C13	Silver Sophisticates	23,361	5.2%	190
C14	Boomers and Boomerangs	6,096	1.3%	66
	<i>Subtotal</i>	100,471	22.5%	214
Group D: Suburban Style				
D15	Sports Utility Families	0	0.0%	0
D16	Settled in Suburbia	2,008	0.4%	29
D17	Cul de Sac Diversity	2,217	0.4%	66
D18	Suburban Attainment	0	0.0%	0
	<i>Subtotal</i>	4,226	0.9%	14
Group E: Thriving Boomers				
E19	Full Pockets, Empty Nests	5,136	1.1%	86
E20	No Place Like Home	4,800	1.0%	61
E21	Unspoiled Splendor	437	0.0%	2
	<i>Subtotal</i>	10,374	2.3%	32
Group F: Promising Families				
F22	Fast Track Couples	58,511	13.1%	990

**Group F:
Promising
Families**

F23	Families Matter Most	0	0.0%	0
	<i>Subtotal</i>	58,511	13.1%	788

**Group G: Young,
City Solos**

G24	Status Seeking Singles	23,034	5.1%	519
G25	Urban Edge	0	0.0%	0
	<i>Subtotal</i>	23,034	5.1%	233

**Group H: Middle-
class Melting Pot**

H26	Progressive Potpourri	0	0.0%	0
H27	Birkenstocks and Beemers	139	0.0%	10
H28	Everyday Moderates	3,770	0.8%	77
H29	Destination Recreation	0	0.0%	0
	<i>Subtotal</i>	3,910	0.8%	25

**Group I: Family
Union**

I30	Stockcars and State Parks	0	0.0%	0
I31	Blue Collar Comfort	0	0.0%	0
I32	Steadfast Conventionalists	0	0.0%	0
I33	Balance and Harmony	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

**Group J: Autumn
Years**

J34	Aging in Place	0	0.0%	0
J35	Rural Escape	0	0.0%	0
J36	Settled and Sensible	2,458	0.5%	24
	<i>Subtotal</i>	2,458	0.5%	8

**Group K:
Significant
Singles**

K37	Wired for Success	11,771	2.6%	422
K38	Gotham Blend	0	0.0%	0
K39	Metro Fusion	0	0.0%	0
K40	Bohemian Groove	103	0.0%	1
	<i>Subtotal</i>	11,875	2.6%	60

**Group L: Blue
Sky Boomers**

L41	Booming and Consuming	0	0.0%	0
L42	Rooted Flower Power	39,331	8.8%	338
L43	Homemade Happiness	0	0.0%	0
	<i>Subtotal</i>	39,331	8.8%	120

**Group M:
Families in
Motion**

M44	Red, White and Bluegrass	0	0.0%	0
M45	Diapers and Debit Cards	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

**Group N:
Pastoral Pride**

N46	True Grit Americans	0	0.0%	0
N47	Countrified Pragmatics	0	0.0%	0
N48	Rural Southern Bliss	0	0.0%	0
N49	Touch of Tradition	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

**Group O: Singles
and Starters**

O50	Full Steam Ahead	0	0.0%	0
O51	Digital Dependents	0	0.0%	0
O52	Urban Ambition	0	0.0%	0
O53	Colleges and Cafes	0	0.0%	0
O54	Striving Single Scene	78	0.0%	0
O55	Family Troopers	0	0.0%	0
	<i>Subtotal</i>	78	0.0%	0

**Group P: Cultural
Connections**

P56	Mid-scale Medley	0	0.0%	0
P57	Modest Metro Means	0	0.0%	0
P58	Heritage Heights	0	0.0%	0
P59	Expanding Horizons	0	0.0%	0
P60	Striving Forward	0	0.0%	0
P61	Humble Beginnings	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

**Group Q: Golden
Year Guardians**

Q62	Reaping Rewards	0	0.0%	0
Q63	Footloose and Family Tree	0	0.0%	0
Q64	Town Elders	1,591	0.3%	17
Q65	Senior Discounts	0	0.0%	0
	<i>Subtotal</i>	1,591	0.3%	8

**Group R:
Aspirational
Fusion**

R66	Dare to Dream	0	0.0%	0
R67	Hope for Tomorrow	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

**Group S:
Economic
Challenges**

S68	Small Town Shallow Pockets	18,327	4.1%	306
S69	Urban Survivors	0	0.0%	0
S70	Tight Money	0	0.0%	0
S71	Tough Times	0	0.0%	0
	<i>Subtotal</i>	18,327	4.1%	119

**Group U:
Unclassified**

U00	Unclassified	0	0.0%	0
	<i>Subtotal</i>	0	0.0%	0

Total

445,312

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