

# Demographics for Jefferson County TX



## Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

### Jefferson County TX

#### Population

|   |         |     |
|---|---------|-----|
| 2022 Population                           | 253,934 | --- |
| 2027 Projected Population                 | 260,320 | --- |
| 2027 Projected Population (High Estimate) | 265,310 | --- |
| 2027 Projected Population (Low Estimate)  | 244,206 | --- |
| % Projected Annual Change (2022 - 2027)   | 0.5%    | --- |
| % Projected Annual Change (High Estimate) | 0.9%    | --- |
| % Projected Annual Change (Low Estimate)  | -0.8%   | --- |

|                               |         |     |
|-------------------------------|---------|-----|
| 2000 Census Population        | 252,050 | --- |
| 2010 Census Population        | 252,273 | --- |
| % Annual Change (2010 - 2022) | 0.1%    | --- |
| Population Density            | 290     |     |
| Land Area (Square Miles)      | 876.30  |     |

#### Households

|   |         |     |
|---|---------|-----|
| 2022 Households                         | 94,295  | --- |
| 2027 Projected Households               | 96,885  | --- |
| % Projected Annual Change (2022 - 2027) | 0.5%    | --- |
| 2000 Households                         | 92,880  | --- |
| 2010 Households                         | 93,441  | --- |
| % Annual Change (2010 - 2022)           | 0.1%    | --- |
| Growth Stability Indicator (-1 to +1)   | -0.1967 | --- |

#### Daytime Population

|                             |         |     |
|-----------------------------|---------|-----|
| Daytime Population          | 293,628 | --- |
| Children at Home            | 13,329  | --- |
| Students                    | 74,369  | --- |
| Work at Home                | 2,559   | --- |
| Homemakers                  | 44,076  | --- |
| Retired/Disabled Population | 36,744  | --- |
| Unemployed                  | 6,731   | --- |

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Total Population by Age

Average Age (2022)

38.4

Children (2022)

|               |        |      |
|---------------|--------|------|
| 0 - 4 Years   | 17,743 | 7.0% |
| 5 - 9 Years   | 16,842 | 6.6% |
| 10 - 13 Years | 13,580 | 5.3% |
| 14 - 17 Years | 12,708 | 5.0% |

Adults (2022)

|               |        |       |
|---------------|--------|-------|
| 18 - 21 Years | 13,495 | 5.3%  |
| 22 - 24 Years | 10,697 | 4.2%  |
| 25 - 34 Years | 35,409 | 13.9% |
| 35 - 44 Years | 33,401 | 13.2% |
| 45 - 54 Years | 28,504 | 11.2% |
| 55 - 64 Years | 30,132 | 11.9% |
| 65 - 74 Years | 25,332 | 10.0% |
| 75 - 84 Years | 12,382 | 4.9%  |
| 85+ Years     | 3,709  | 1.5%  |

Age, Female (2022)

|               |        |      |
|---------------|--------|------|
| 0 - 4 Years   | 8,670  | 3.4% |
| 5 - 9 Years   | 8,189  | 3.2% |
| 10 - 13 Years | 6,712  | 2.6% |
| 14 - 17 Years | 6,133  | 2.4% |
| 18 - 21 Years | 6,567  | 2.6% |
| 22 - 24 Years | 4,782  | 1.9% |
| 25 - 34 Years | 15,657 | 6.2% |
| 35 - 44 Years | 15,070 | 5.9% |
| 45 - 54 Years | 13,418 | 5.3% |
| 55 - 64 Years | 15,290 | 6.0% |
| 65 - 74 Years | 13,332 | 5.3% |
| 75 - 84 Years | 7,119  | 2.8% |
| 85+ Years     | 2,545  | 1.0% |

% of Population, Female

48.6%

Average Age, Female

39.4

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|                                 |          |              |
|---------------------------------|----------|--------------|
| 0 - 4 Years                     | 9,073    | 3.6%         |
| 5 - 9 Years                     | 8,653    | 3.4%         |
| 10 - 13 Years                   | 6,868    | 2.7%         |
| 14 - 17 Years                   | 6,575    | 2.6%         |
| 18 - 21 Years                   | 6,928    | 2.7%         |
| 22 - 24 Years                   | 5,915    | 2.3%         |
| 25 - 34 Years                   | 19,752   | 7.8%         |
| 35 - 44 Years                   | 18,331   | 7.2%         |
| 45 - 54 Years                   | 15,086   | 5.9%         |
| 55 - 64 Years                   | 14,842   | 5.8%         |
| 65 - 74 Years                   | 12,000   | 4.7%         |
| 75 - 84 Years                   | 5,263    | 2.1%         |
| 85+ Years                       | 1,164    | 0.5%         |
| <b>% of Population, Male</b>    |          | <b>51.4%</b> |
| Average Age, Male               | 37.3     | ---          |
| <b>Income (2022)</b>            |          |              |
| <b>Per Capita Income</b>        | \$28,510 | ---          |
| <b>Average Household Income</b> | \$76,776 | ---          |
| <b>Median Household Income</b>  | \$60,672 | ---          |
| Less than \$15,000              | 12,041   | 12.8%        |
| \$15,000 - \$19,999             | 4,081    | 4.3%         |
| \$20,000 - \$24,999             | 4,902    | 5.2%         |
| \$25,000 - \$29,999             | 4,393    | 4.7%         |
| \$30,000 - \$34,999             | 4,351    | 4.6%         |
| \$35,000 - \$39,999             | 4,526    | 4.8%         |
| \$40,000 - \$44,999             | 4,757    | 5.0%         |
| \$45,000 - \$49,999             | 4,000    | 4.2%         |
| \$50,000 - \$54,999             | 3,958    | 4.2%         |
| \$55,000 - \$59,999             | 3,756    | 4.0%         |
| \$60,000 - \$64,999             | 3,191    | 3.4%         |
| \$65,000 - \$69,999             | 2,860    | 3.0%         |
| \$70,000 - \$79,999             | 5,332    | 5.7%         |

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|  |          |       |
|--|----------|-------|
| \$80,000 - \$89,999                        | 4,738    | 5.0%  |
| \$90,000 - \$99,999                        | 3,935    | 4.2%  |
| \$100,000 - \$125,000                      | 7,461    | 7.9%  |
| \$125,000 - \$149,999                      | 5,107    | 5.4%  |
| \$150,000 - \$199,999                      | 7,223    | 7.7%  |
| \$200,000 - \$249,999                      | 2,070    | 2.2%  |
| \$250,000 - \$499,999                      | 877      | 0.9%  |
| \$500,000+                                 | 736      | 0.8%  |
| <b>Income (2027 Projected)</b>             |          |       |
| <b>Per Capita Income</b>                   | \$30,070 | ---   |
| <b>Average Household Income</b>            | \$80,794 | ---   |
| <b>Median Household Income</b>             | \$62,872 | ---   |
| <b>Education (2022)</b>                    |          |       |
| Less than 9th Grade                        | 12,283   | 7.3%  |
| Some High School                           | 12,943   | 7.7%  |
| High School Grad                           | 54,128   | 32.1% |
| Some College                               | 42,343   | 25.1% |
| Associate Degree                           | 14,202   | 8.4%  |
| Bachelors Degree                           | 22,250   | 13.2% |
| Masters Degree                             | 7,706    | 4.6%  |
| Doctorate or Professional Degree           | 3,014    | 1.8%  |
| <b>Population by Race/Ethnicity (2022)</b> |          |       |
| Race Excluding Hispanic Ethnic Group       |          |       |
| White                                      | 131,304  | 51.7% |
| Black / African American                   | 85,335   | 33.6% |
| Asian                                      | 9,336    | 3.7%  |
| Other                                      | 27,959   | 11.0% |
| Race Including Hispanic Ethnic Group       |          |       |
| White, Non-Hispanic                        | 106,780  | 42.1% |
| Hispanic                                   | 48,719   | 19.2% |
| Black / African American, Non-Hispanic     | 84,686   | 33.3% |
| Asian, Non-Hispanic                        | 9,240    | 3.6%  |
| Other, Non-Hispanic                        | 4,509    | 1.8%  |

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##### Population by Race/Ethnicity (2027 Projected)

###### Race Including Hispanic Ethnic Group

|  |         |       |
|--|---------|-------|
| White, Non-Hispanic                    | 107,883 | 42.5% |
| Hispanic                               | 50,864  | 20.0% |
| Black / African American, Non-Hispanic | 86,542  | 34.1% |
| Asian, Non-Hispanic                    | 9,884   | 3.9%  |
| Other, Non-Hispanic                    | 5,147   | 2.0%  |

##### Language at Home (2022)

|                        |        |       |
|------------------------|--------|-------|
| Spanish                | 41,604 | 17.6% |
| Asian/Pacific Language | 5,849  | 2.5%  |
| European/Indo-European | 3,521  | 1.5%  |
| Arabic                 | 609    | 0.3%  |
| Other Non-English      | 638    | 0.3%  |

##### Family Structure (2022)

|                                 |        |       |
|---------------------------------|--------|-------|
| Male Householder, No Children   | 2,510  | 3.7%  |
| Female Householder, No Children | 6,242  | 9.3%  |
| Single Parent - Male            | 1,608  | 2.4%  |
| Single Parent - Female          | 9,716  | 14.4% |
| Married w/ Children             | 15,928 | 23.7% |
| Married w/out Children          | 26,104 | 38.8% |
| Non-family Households           | 5,217  | 7.7%  |

##### Household Size (2022)

|            |        |       |
|------------|--------|-------|
| 1 Person   | 26,970 | 28.6% |
| 2 Persons  | 29,676 | 31.5% |
| 3 Persons  | 15,727 | 16.7% |
| 4 Persons  | 11,945 | 12.7% |
| 5 Persons  | 6,006  | 6.4%  |
| 6 Persons  | 2,414  | 2.6%  |
| 7+ Persons | 1,557  | 1.7%  |

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#### Housing (2022)

|                 |        |       |
|-----------------|--------|-------|
| Owner-Occupied  | 59,821 | 56.8% |
| Renter-Occupied | 34,474 | 32.8% |
| Vacant          | 10,969 | 10.4% |

#### Components of Change (2022)

|           |        |       |
|-----------|--------|-------|
| Births    | 2,909  | 1.1%  |
| Deaths    | 2,431  | 1.0%  |
| Migration | -3,243 | -1.3% |

#### Other Population (2022)

|                           |        |     |
|---------------------------|--------|-----|
| Seasonal Population       | 630    | --- |
| Transient Population      | 2,893  | --- |
| Group Quarters Population | 15,942 | --- |
| Institutionalized         | 13,283 | --- |
| College                   | 1,950  | --- |
| Military                  | 3      | --- |
| Other                     | 706    | --- |

#### Home Value (2022)

|                          |           |       |
|--------------------------|-----------|-------|
| Median Home Value        | \$174,734 | ---   |
| Average Home Value       | \$160,510 | ---   |
| Under \$20,000           | 1,341     | 2.2%  |
| \$20,000 to \$40,000     | 2,931     | 4.9%  |
| \$40,000 to \$60,000     | 4,188     | 7.0%  |
| \$60,000 to \$80,000     | 4,310     | 7.2%  |
| \$80,000 to \$100,000    | 4,789     | 8.0%  |
| \$100,000 to \$125,000   | 6,077     | 10.2% |
| \$125,000 to \$150,000   | 4,952     | 8.3%  |
| \$150,000 to \$200,000   | 9,472     | 15.8% |
| \$200,000 to \$250,000   | 6,704     | 11.2% |
| \$250,000 to \$300,000   | 4,397     | 7.4%  |
| \$300,000 to \$400,000   | 5,013     | 8.4%  |
| \$400,000 to \$500,000   | 2,566     | 4.3%  |
| \$500,000 to \$750,000   | 1,424     | 2.4%  |
| \$750,000 to \$1,000,000 | 343       | 0.6%  |
| \$1,000,000 or more      | 1,273     | 2.1%  |

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##### Vehicles Per Household (2022)

|                    |        |       |
|--------------------|--------|-------|
| No Vehicle         | 6,786  | 7.2%  |
| 1 Vehicle          | 34,188 | 36.3% |
| 2 Vehicles         | 35,812 | 38.0% |
| 3 Vehicles         | 11,884 | 12.6% |
| 4 Vehicles         | 4,322  | 4.6%  |
| 5 or more Vehicles | 1,303  | 1.4%  |

##### Economic Indicators (2022)

|  |              |     |
|--|--------------|-----|
| Gross Domestic Product (GDP) - in 1,000s | \$22,283,629 | --- |
| Economic Viability                       | 214          | --- |
| Economic Viability, Indexed              | 101          | --- |
| Average Salary                           | \$42,522     | --- |
| Average Mortgage-Risk                    | 2.23         | --- |

##### Businesses (2022)

|                  |         |     |
|------------------|---------|-----|
| Establishments   | 6,137   | --- |
| Employees (FTEs) | 115,820 | --- |

##### Employment, Pop 16+ (2022)

|                    |         |       |
|--------------------|---------|-------|
|                    | 199,572 |       |
| Armed Forces       | 375     | 0.2%  |
| Civilian           | 114,248 | 57.2% |
| Employed           | 107,517 | 53.9% |
| Unemployed         | 6,731   | 3.4%  |
| Not in Labor Force | 85,324  | 42.8% |

**Unemployment Rate (2022)** 5.8%

##### Employment by Industry (2022)

|                                      |        |       |
|--------------------------------------|--------|-------|
| Agriculture, Mining and Construction | 15,595 | 14.5% |
| Manufacturing                        | 12,039 | 11.2% |
| Transportation                       | 6,379  | 5.9%  |
| Information                          | 812    | 0.8%  |

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|                                     |        |       |
|-------------------------------------|--------|-------|
| Wholesale-Retail                    | 15,213 | 14.1% |
| Finance, Insurance, and Real Estate | 3,808  | 3.5%  |
| Professional Services               | 3,867  | 3.6%  |
| Management Services                 | 203    | 0.2%  |
| Administration and Waste Services   | 4,763  | 4.4%  |
| Educational Services                | 24,024 | 22.3% |
| Entertainment Services              | 9,316  | 8.7%  |
| Other Professional Services         | 5,571  | 5.2%  |
| Public Administration               | 5,927  | 5.5%  |

#### Employment by Occupation (2022)

|                                   |        |       |
|-----------------------------------|--------|-------|
| White Collar                      |        | ---   |
| Managerial and Executive          | 10,791 | 10.0% |
| Professional Specialty            | 19,978 | 18.6% |
| Healthcare and Support            | 4,848  | 4.5%  |
| Sales                             | 11,979 | 11.1% |
| Office and Administration         | 10,466 | 9.7%  |
| Blue Collar                       |        |       |
| Protective Services               | 4,307  | 4.0%  |
| Food Preparation and Serving      | 5,988  | 5.6%  |
| Building Maintenance and Cleaning | 4,390  | 4.1%  |
| Personal Care Services            | 2,523  | 2.3%  |
| Farming, Fishing & Forestry       | 418    | 0.4%  |
| Construction                      | 14,705 | 13.7% |
| Production & Transportation       | 17,124 | 15.9% |

#### School Enrollment (2022)

|                                      |         |       |
|--------------------------------------|---------|-------|
| Nursery School/Pre-school            | 3,452   | 1.4%  |
| Kindergarten/Elementary School       | 31,971  | 12.6% |
| High School                          | 13,491  | 5.3%  |
| College/Graduate/Professional School | 13,462  | 5.3%  |
| Not Enrolled                         | 191,558 | 75.4% |



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##### Travel Time to Work

|  |        |       |
|--|--------|-------|
| Less than 10 minutes                   | 15,108 | 14.7% |
| 10 to 14 minutes                       | 18,224 | 17.8% |
| 15 to 19 minutes                       | 20,557 | 20.0% |
| 20 to 24 minutes                       | 22,876 | 22.3% |
| 25 to 29 minutes                       | 4,054  | 4.0%  |
| 30 to 34 minutes                       | 11,392 | 11.1% |
| 35 to 44 minutes                       | 2,325  | 2.3%  |
| 45 to 59 minutes                       | 2,615  | 2.5%  |
| 60 or more minutes                     | 5,470  | 5.3%  |
| Average travel time to work in minutes | 20.9   | ---   |

##### Population by LandScape Segment

|                         |       |       |
|-------------------------|-------|-------|
| A1: Empire Builders     | 0     | 0.00% |
| A2: Grand Masters       | 0     | 0.00% |
| A3: Marquis Class       | 1,153 | 0.46% |
| A4: American Knights    | 2,889 | 1.14% |
| A5: Urban Squires       | 4,403 | 1.74% |
| A6: Regents             | 917   | 0.36% |
| B1: Charmed Life        | 480   | 0.19% |
| B2: Sitting Pretty      | 7,666 | 3.03% |
| B3: Kindred Spirit      | 2,308 | 0.91% |
| B4: Middle of the Road  | 2,430 | 0.96% |
| B5: White Collar Starts | 2,875 | 1.14% |
| B6: Blue Collar Starts  | 4,109 | 1.62% |
| C1: Social Whirls       | 1,981 | 0.78% |
| C2: Managing Business   | 4,789 | 1.89% |
| C3: Nest Builders       | 522   | 0.21% |
| C4: Gainfully Employed  | 3,001 | 1.19% |
| C5: Strapped            | 2,771 | 1.09% |
| D1: Gray Eminence       | 1,375 | 0.54% |
| D2: Fall Years          | 498   | 0.20% |
| D3: Still in the Game   | 0     | 0.00% |
| E1: Gurus               | 2,488 | 0.98% |

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| E2: Wizards              | 14,513 | 5.73% |
|--------------------------|--------|-------|
| E3: Apprentices          | 4,961  | 1.96% |
| F1: Hard Act to Follow   | 4,759  | 1.88% |
| F2: SM Seeks SF          | 2,172  | 0.86% |
| F3: Solo Acts            | 2,821  | 1.11% |
| F4: Down But Not Out     | 1,580  | 0.62% |
| G1: Urban Moms/Dads      | 6,297  | 2.49% |
| G2: Apron Strings        | 1,531  | 0.60% |
| G3: Solemn Widows/ers    | 0      | 0.00% |
| H1: Educated Earners     | 2,546  | 1.01% |
| H2: Suburban Singles     | 3,774  | 1.49% |
| H3: Hard Hats/Hair Nets  | 3,067  | 1.21% |
| I1: Bonds and Babies     | 0      | 0.00% |
| I2: Great Generations    | 0      | 0.00% |
| I3: Couples with Capital | 10,781 | 4.26% |
| I4: Kith and Kin         | 3,294  | 1.30% |
| I5: Sublime Suburbia     | 4,380  | 1.73% |
| J1: Stocks and Scholars  | 1,962  | 0.78% |
| J2: Marmalade & Money    | 3,477  | 1.37% |
| J3: Stately Suburbs      | 430    | 0.17% |
| K1: Country Villas       | 0      | 0.00% |
| K2: Pastoral Vistas      | 9,418  | 3.72% |
| K3: Terra Firma          | 772    | 0.30% |
| K4: Stock in Trade       | 0      | 0.00% |
| K5: Rough and Ready      | 0      | 0.00% |
| K6: The Outback          | 0      | 0.00% |
| K7: Cornucopia           | 0      | 0.00% |
| L1: Land Barons          | 0      | 0.00% |
| L2: Fertile Acres        | 4,341  | 1.71% |
| L3: Bread Basket         | 0      | 0.00% |
| L4: Farmers Circle       | 0      | 0.00% |
| L5: Crops and Tractors   | 0      | 0.00% |
| M1: Harlem Gentry        | 10,214 | 4.04% |
| M2: East Side            | 16,052 | 6.34% |
| M3: Upper East Side      | 11,646 | 4.60% |

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|                        |        |       |
|------------------------|--------|-------|
| M4: Lower East Side    | 18,727 | 7.40% |
| M5: Between Jobs       | 18,267 | 7.22% |
| N1: Anos de Quincenera | 223    | 0.09% |
| N2: Los Padres         | 8,456  | 3.34% |
| N3: Los Novios         | 4,240  | 1.68% |
| N4: Los Padrinos       | 2,464  | 0.97% |
| N5: Los Solteros       | 5,458  | 2.16% |
| N6: Los Trabajadores   | 1,687  | 0.67% |
| O1: Golden Heritage    | 1,608  | 0.64% |
| O2: East Meets West    | 59     | 0.02% |
| O3: Group Quarters     | 13,396 | 5.29% |
| O4: Doublewides        | 434    | 0.17% |
| O5: Centurions         | 0      | 0.00% |
| O6: Legacy Years       | 3,127  | 1.24% |
| O7: Collegians         | 3,535  | 1.40% |

|   |              | Per Household |
|---|--------------|---------------|
| <b>Weekly Consumer Spending Patterns</b>    |              |               |
| Alcoholic beverages                         | \$908,509    | \$9.63        |
| Total Apparel and services                  | \$2,539,886  | \$26.94       |
| Cash contributions                          | \$4,281,308  | \$45.40       |
| Total Education                             | \$1,491,241  | \$15.81       |
| Total Entertainment                         | \$4,432,957  | \$47.01       |
| Total Food                                  | \$14,237,702 | \$150.99      |
| Total Health care                           | \$9,558,114  | \$101.36      |
| Total Housing                               | \$21,297,300 | \$225.86      |
| Total Personal care products and services   | \$1,342,854  | \$14.24       |
| Personal insurance                          | \$871,597    | \$9.24        |
| Total Reading                               | \$131,367    | \$1.39        |
| Total Tobacco products and smoking supplies | \$687,191    | \$7.29        |
| Total Transportation                        | \$17,832,785 | \$189.12      |
| Cash gifts                                  | \$1,124,855  | \$11.93       |

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### LandScape Descriptions (Trade Area 1 Only)

#### M4: Pushing Through

#N/A

#### M5: Between Jobs

#N/A

#### M2: Standing Tall

#N/A

#### E2: Wizards

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30-something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher-than-twice-the-national-average in non-family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white-collar management and professional careers. These residents also earn a slightly higher-than-average level of income from interests/dividends and self-employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard-charging 9-to-5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child-free entertainment and to spend their money enjoying their independent lives.

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## Demographics for Jefferson County TX

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Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single-family home renters. It's logical to imagine this group being much more transient than home-owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median-age in the 30s, very few children, more singles than married-couples, and a two-times-the-national-average level of people with less-than-high-school educations. Income for these rental-housing residents ranks 50-percent-higher-than-average on public-assistance. However, many of the residents are employed in blue-collar jobs, such as farming/fishing/forestry (nearly four-times-average), protective services (nearly two-and-a-half-times-average), and healthcare support, building maintenance, and transportation (all about 25-percent-above-average). Incomes are in the high-\$30,000s and \$40,000s ranges.

### M3: Still Standing

#N/A

### I3: Couples with Capital

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below-the-national-average level of children. Since these areas also rank below-average in single residences, what you'll find if you knock on most doors are white-collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30-somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white-collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well-above-average in interest/dividend income.

### K2: Pastoral Vistas

Pastoral Vistas neighborhoods rank at just over-50-percent-higher-than-average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self-employment income. If you put two-and-two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down. Other above-average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue-collar. The residents rank in at 25-percent-above-average in high-school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above-average in the married-couple category and in children above six and under 17.

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### **N2: Los Padres**

#N/A

### **B2: Sitting Pretty**

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle- class white- collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher- than- average salaries keep them and their mostly newborn to 13- year- old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses - from big- screen- high- def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.

### **G1: Urban Moms/Dads**

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.