

Delta SEI	SG	PRIZM SEI	Name	Urbanity	Households	HHD Size %	Population	POP Size %	Average HHID Income	Income Level	Family Status	Household Size	Maintainers	Age of Children	Education	Dwelling Type	Residency
1	U1	1	The A-List	Urban	17,481	0.94	166,497	0.89	\$56,297	Very Wealthy	Families/Couples	Large	Middle-Aged & Older	10-24	University	Single Detached	Own
2	U2	2	Highly Educated	Urban	26,517	0.92	255,183	0.87	\$52,740	Very Wealthy	Families/Couples	Large	Middle-Aged & Older	10-24	University	Single Detached	Own
3	U3	3	Wealthy & White	Urban	153,625	0.91	492,629	0.84	\$29,577	High	Families/Couples	Large	Middle-Aged & Older	10-24	University	Single Detached	Own
4	S4	4	First-Class Families	Suburban	87,850	0.88	459,661	0.79	\$36,571	High	Families/Couples	Large	Middle-Aged	10-24	University/HS/College	Single Detached	Own
5	S5	5	White Collar	Suburban	65,910	0.86	300,482	0.74	\$20,485	Upper-Middle	Families/Couples	Large	Middle-Aged	10-24	University/HS/College	Single Detached	Own
6	S6	6	White Collar	Suburban	97,850	0.86	280,542	0.64	\$19,720	Upper-Middle	Families/Couples	Large	Middle-Aged	10-24	University/HS/College	Single Detached	Own
7	U7	7	Downtown Venice	Urban	152,853	0.85	492,853	0.64	\$39,545	Mixed	Families/Couples	Medium	Mixed	10-24	University	Single Detached/Duplex/Low Rise Apt	Own/ Rent
8	B1	14	Kick Back Country	Rural	99,727	0.88	168,531	0.84	\$19,865	Upper-Middle	Families/Couples	Small	Middle-Aged	>20	HS/College/Grp	Single Detached	Own
9	B2	15	Beaver Bliss	Suburban	118,672	0.87	212,139	0.83	\$19,676	Upper-Middle	Families/Couples	Small	Middle-Aged	>20	HS/College/Grp	Single Detached	Own
10	F1	7	Mature & Secure	Urban	109,371	0.86	306,783	0.78	\$16,833	High	Families/Couples	Medium	Older & Mature	>20	University/HS/College	Single Detached	Own
11	F2	7	Mature & Secure	Urban Fringe	30,728	0.84	91,668	0.74	\$16,833	High	Families/Couples	Medium	Middle-Aged & Older	>20	University/HS/College	Single Detached	Own
12	S2	8	Multicultural	Suburban	144,441	0.91	512,724	0.91	\$18,950	High	Families	Large	Younger & Middle-Aged	>20	University/HS/College	Single Detached/Row	Own
13	F3	8	First-Class Families	Suburban	113,102	0.87	418,777	0.83	\$16,833	High	Families/Couples	Large	Middle-Aged & Older	>20	University/HS/College	Single Detached/Row	Own
14	F3	3	Asian Sophisticates	Urban Fringe	110,027	0.70	366,247	0.64	\$44,532	High	Families	Large	Middle-Aged	>20	University/HS/College	Single Detached	Own
15	S2	17	Family Middle	Suburban	124,046	0.81	481,747	0.67	\$44,667	High	Families/Couples	Large	Younger & Middle-Aged	>20	University/HS/College	Single Detached	Own
16	S2	17	Multicultural	Suburban	95,103	0.77	376,079	0.75	\$17,009	High	Families	Large	Middle-Aged & Older	>20	University/HS/College	Single Detached	Own
17	S2	11	Mature/Retiree	Suburban	222,965	0.81	611,276	0.74	\$16,676	Upper-Middle	Families/Couples	Large	Younger	>20	University/HS/College	Single Detached/Low Rise Apt	Own
18	S2	11	White Collar	Suburban	81,723	0.81	250,499	0.64	\$16,676	Upper-Middle	Families/Couples	Large	Younger	>20	University/HS/College	Single Detached	Own
19	U11	6	Downtown Venice	Urban	82,508	0.82	174,790	0.67	\$13,470	Upper-Middle	Stables/Couples	Small	Younger	>20	University	Low Rise Apt/Single Detached/Duplex	Own & Rent
20	F4	7	Country Traditions	Urban Fringe	44,074	0.85	146,709	0.78	\$19,720	Upper-Middle	Families/Couples	Medium	Middle-Aged & Older	>20	University	Single Detached/Row	Own
21	B1	14	Kick Back Country	Rural	140,167	0.89	407,897	1.03	\$19,166	Upper-Middle	Families/Couples	Medium	Middle-Aged & Older	>20	HS/College/University	Single Detached	Own
22	S3	23	Suburban Sports	Suburban	67,206	0.83	291,808	0.87	\$14,744	Upper-Middle	Families/Couples	Medium	Younger & Middle-Aged	>20	HS/College/University	Single Detached/Row	Own
23	U9	12	Est. Play Level	Urban	204,842	1.08	654,758	0.90	\$18,296	Upper-Middle	Stables/Couples	Small	Mixed	>20	University	Apartment	Own & Rent
24	S3	23	All Things Suburban	Suburban	120,913	0.83	490,978	1.22	\$14,744	Upper-Middle	Families/Couples	Large	Younger & Middle-Aged	>20	HS/College/University	Single Detached/Row/Row	Own
25	S3	19	Family Middle	Suburban	107,546	0.88	408,788	0.84	\$12,523	Upper-Middle	Families/Couples	Large	Middle-Aged	>20	HS/College/University	Single Detached	Own
26	U9	23	Mid-City Suburban	Urban	164,664	1.04	456,064	1.41	\$14,645	Upper-Middle	Families/Couples	Medium	Middle-Aged & Older	>20	HS/College/University	Single Detached	Own
27	U2	16	Savvy Sellers	Urban	109,711	0.90	266,604	0.68	\$18,435	Upper-Middle	Mixed	Medium	Mixed	>20	University/HS/College	Single Detached/Duplex/Low Rise Apt	Own & Rent
28	B1	26	Mid-City Suburban	Rural	148,176	0.88	384,446	0.97	\$14,477	Upper-Middle	Families/Couples	Medium	Mixed	>20	HS/College/University	Single Detached/Duplex/Low Rise Apt	Own & Rent
29	B1	26	New Country	Suburban	185,065	0.89	409,946	0.92	\$10,924	Upper-Middle	Families/Couples	Medium	Mixed	>20	HS/College/University	Single Detached/Row/Row	Own
30	F1	18	Multicultural Corners	Suburban	92,924	0.89	297,745	0.75	\$19,727	Upper-Middle	Families/Couples	Large	Younger & Middle-Aged	Minor	HS/College/University	Single Detached	Own
31	F1	18	Multicultural Corners	Urban Fringe	75,054	0.89	242,611	0.64	\$17,775	Upper-Middle	Families/Couples	Large	Middle-Aged	Minor	University/HS/College	Row/Single Detached/Row	Own
32	U2	16	Savvy Sellers	Suburban	100,478	0.64	258,878	0.65	\$12,022	Upper-Middle	Mixed	Medium	Older	Minor	University/HS/College	Row/Single Detached/Low Rise Apt	Own
33	S2	23	Suburban Sports	Suburban	82,284	0.83	381,388	0.85	\$18,826	Upper-Middle	Families	Medium	Families	>20	University	Single Detached	Own
34	F2	11	Medium Suburban	Suburban	146,148	1.00	538,720	0.77	\$15,172	Upper-Middle	Families/Couples	Large	Middle-Aged	>18	University/HS/College	Single Detached/Row/Row	Own
35	F2	11	Keen on Tradition	Town	129,721	0.87	311,024	0.84	\$11,301	Upper-Middle	Families/Couples	Medium	Mixed	>20	University	Single Detached/Row	Own
36	F2	18	Metro/Midwest	Urban Fringe	104,731	0.66	300,776	0.77	\$14,810	Upper-Middle	Families/Couples	Medium	Older & Mature	18+	University/HS/Grp	Single Detached/Row	Own
37	F2	18	Keen on Tradition	Town	129,721	0.87	311,024	0.84	\$11,301	Upper-Middle	Families/Couples	Medium	Mixed	>20	University	Single Detached/Row	Own
38	S3	19	Family Middle	Suburban	81,051	0.85	256,336	0.60	\$13,446	Upper-Middle	Families/Couples	Medium	Younger & Middle-Aged	>20	HS/College/University	Single Detached/Row	Own
39	S3	19	Keen on Tradition	Town	129,721	0.87	311,024	0.84	\$11,301	Upper-Middle	Families/Couples	Medium	Mixed	>20	University	Single Detached/Row	Own
40	U4	15	South Asian Entrepreneur	Urban	112,711	0.97	431,104	1.61	\$17,494	Upper-Middle	Families	Large	Younger & Middle-Aged	Minor	University/HS/College	Single Detached/Row/Row	Own
41	U4	15	South Asian Entrepreneur	Urban	101,310	0.88	388,081	0.97	\$14,714	Upper-Middle	Families/Couples	Large	Middle-Aged & Older	>20	Mixed	Single Detached/Row/Row	Own
42	U4	15	Bomber Blitz	Urban	146,464	1.40	449,208	1.44	\$14,608	Upper-Middle	Families/Couples	Large	Middle-Aged	>20	Mixed	Single Detached/Row/Row	Own
43	F2	10	Asian Achievement	Urban Fringe	75,766	0.64	238,793	0.60	\$14,899	Upper-Middle	Families/Couples	Large	Middle-Aged	>20	University/HS/College	Duplex/Single Detached	Own & Rent
44	F2	10	Suburban Sports	Suburban	119,891	0.87	428,119	0.91	\$14,899	Upper-Middle	Families/Couples	Large	Middle-Aged	>20	HS/College/University	Single Detached/Duplex	Own & Rent
45	F2	27	Metro/Hillside	Urban Fringe	72,480	0.83	132,492	0.69	\$18,554	Upper-Middle	Families	Large	Middle-Aged	Minor	University/HS/College	Single Detached/Semi/Low Rise Apt	Own
46	F2	27	Suburban Sports	Suburban	132,852	0.87	472,456	0.95	\$14,899	Upper-Middle	Families/Couples	Large	Middle-Aged	>20	HS/College/Grp	Single Detached/Semi/Low Rise Apt	Own
47	F2	27	Metro/Hillside	Urban Fringe	72,480	0.84	208,781	0.52	\$13,248	Upper-Middle	Families	Large	Middle-Aged & Older	>18+	University/HS/College	Single Detached/Row	Own
48	U4	15	Evolution Valencia	Urban	121,482	0.91	421,314	0.91	\$16,514	Upper-Middle	Families	Large	Mixed	>20	University	Single Detached/Row	Own & Rent
49	F2	27	University Rowdies	Suburban	56,973	0.88	194,484	0.94	\$12,883	Middle	Couples/Stables	Medium	Younger	>20	University	Low Rise Apt/Single Detached/Row	Own & Rent
50	S2	23	Suburban Sports	Suburban	81,051	0.85	256,336	0.60	\$13,446	Upper-Middle	Families/Couples	Medium	Mixed	>20	HS/College/University	Single Detached/Row	Own
51	B1	24	Country Traditions	Rural	244,341	1.42	691,474	1.54	\$14,456	Middle	Couples/Families	Medium	Middle-Aged & Older	Minor	HS/College/Grp	Single Detached	Own
52	B1	24	Country Traditions	Rural	244,341	1.42	691,474	1.54	\$14,456	Middle	Couples/Families	Medium	Middle-Aged & Older	Minor	HS/College/Grp	Single Detached	Own
53	S4	29	City Traditions	Suburban	141,973	0.90	358,888	0.91	\$18,459	Middle	Couples/Families	Medium	Middle-Aged & Older	Minor	HS/College/HS	Single Detached/Low Rise Apt	Own
54	B4	28	High Rise	Suburban	46,927	0.81	168,861	0.68	\$10,859	Middle	Couples/Families	Large	Mixed	>20	HS/Grp/Trade	Single Detached	Own
55	S2	23	Middle-Class Music	Suburban	87,924	0.84	317,771	0.64	\$17,177	Upper-Middle	Couples/Families	Large	Mixed	>20	HS/College/University	Single Detached/Row/Row	Own & Rent
56	B4	28	Down to Earth	Rural	70,246	0.48	129,507	0.65	\$10,020	Middle	Mixed	Large	Mixed	>20	HS/Grp/Trade	Single Detached	Own
57	S2	32	Stressed in Suburbia	Suburban	182,868	0.88	499,969	0.93	\$14,459	Middle	Families	Medium	Mixed	>20	University	Single Detached/Row/Row	Own & Rent
58	S5	38	Stressed in Suburbia	Suburban	73,949	0.88	217,452	0.55	\$12,653	Middle	Families	Medium	Younger & Middle-Aged	>20	Mixed	Single Detached/Row	Own & Rent
59	F2	27	Stressed in Suburbia	Suburban	129,821	0.87	418,777	0.61	\$12,653	Middle	Families	Medium	Younger & Middle-Aged	>20	Mixed	Single Detached/Row	Own & Rent
60	U2	16	Savvy Sellers	Urban	136,272	0.86	327,313	0.62	\$10,483	Middle	Stables/Couples	Small	Older & Mature	>20	Mixed	Apartment	Own & Rent
61	S4	29	Family Friends	Suburban	146,921	0.88	418,364	0.84	\$11,301	Middle	Families	Large	Mixed	>20	University/HS/College	Single Detached/Low Rise Apt	Own & Rent
62	U2	23	Mid-City Midrow	Urban	119,732	1.14	489,048	1.23	\$11,847	Middle	Families/Couples	Medium	Older & Mature	18+	University	Single Detached	Own
63	F2	10	Down to Earth	Rural	112,853	0.87	317,473	0.54	\$10,544	Middle	Couples	Medium	Mixed	>20	HS/College/Trade	Single Detached/Row	Own
64	F2	10	Asian Achievement	Urban Fringe	88,438	0.85	277,843	0.71	\$11,900	Middle	Families	Large	Middle-Aged	18+	University/HS/Grp	Single Detached/Row/Duplex	Own
65	B1	32	New Country	Rural	127,111	1.07	404,142	0.97	\$11,546	Middle	Families/Couples	Medium	Mixed	>20	HS/Grp/Trade	Single Detached	Own
66	F2	10	Est. Play Level	Urban	204,842	1.08	654,758	0.90	\$14,645	Upper-Middle	Stables/Couples	Small	Mixed	>20	University	Apartment	Own & Rent
67	U2	23	Mid-City Suburban	Urban	164,664	1.04	456,064	1.41	\$14,645	Upper-Middle	Families/Couples	Medium	Middle-Aged & Older	>20	HS/College/University	Single Detached	Own
68	F2	27	Metro/Hillside	Urban Fringe	72,480	0.83	132,492	0.69	\$14,899	Upper-Middle	Families/Couples	Large	Middle-Aged & Older	>20	University/HS/College	Single Detached/Low Rise Apt/Duplex	Own & Rent
69	F2	27	Stressed in Suburbia	Suburban	132,852	0.87	472,456	0.95	\$14,899	Upper-Middle	Families/Couples	Large	Middle-Aged	>20	HS/College/University	Single Detached/Low Rise Apt	Own & Rent
70	F3	31	Metro Meeting Post	Urban Fringe	106,402	0.66	307,729	0.71	\$11,924	Upper-Middle	Families	Large	Middle-Aged & Older	18+	HS/Grp/College	Single Detached/Duplex/Semi	Own
71	F3	31	Metro Meeting Post	Urban Fringe	106,402	0.66	307,729	0.71	\$11,924	Upper-Middle	Families	Large	Middle-Aged & Older	18+	HS/Grp/College	Single Detached/Duplex/Semi	Own
72	F3	31	Metro Meeting Post	Urban Fringe	106,402	0.66	307,729	0.71	\$11,924	Upper-Middle	Families	Large	Middle-Aged & Older	18+	HS/Grp/College	Single Detached/Duplex/Semi	Own
73	F3	32	Diverse & Determined	Urban Fringe	109,457	0.67	289,892	0.74	\$11,924	Middle	Families/Stables	Small	Middle-Aged	Minor	University	Single Detached/Row	Own & Rent
74	F3	32	Diverse & Determined	Urban Fringe	109,457	0.67	289,892	0.74	\$11,924	Middle	Families/Stables	Small	Middle-Aged	Minor	University	Single Detached/Row	Own & Rent
75	U4	15	Asian Avenues	Urban	84,290	0.90	268,534	0.88	\$12,012	Middle	Families/Stables	Small	Middle-Aged	18+	HS/University/Grp	Duplex/Single Detached/Low Rise Apt	Own & Rent
76	U4	15	Middle-Class Music	Suburban	87,924	0.84	317,771	0.64	\$17,177	Upper-Middle	Couples/Families	Large	Mixed	>20	HS/College/University	Single Detached/Row/Row	Own
77	S5	38	Stressed in Suburbia	Suburban	73,949	0.88	217,452	0.55	\$12,653	Middle	Families	Medium	Younger & Middle-Aged	>20	Mixed	Single Detached/Row	Own & Rent
78	U4	15	Down to Earth	Rural	112,853	0.87	317,473</										