

The Lifestyle Market Analyst®



A reference guide for Consumer Market Analysis

Published by SRDS

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Published in conjunction with:





Lifestyles

Base Index US = 100

The Top Ten Lifestyles Ranked by Index

Fashion Clothing	172	Attend Cultural/Arts Events	136
Casino Gambling	159	VCR Recording	130
Use an Apple/Macintosh	155	Gourmet Cooking/Fine Foods	127
Entering Sweepstakes	145	Home Video Games	126
Moneymaking Opportunities	142	Cruise Ship Vacations	125

Home Life	Households	%	Index
Avid Book Reading	217,399	37.2	99
Bible/Devotional Reading	116,297	19.9	85
Flower Gardening	162,465	27.8	81
Grandchildren	140,257	24.0	96
Home Furnishing/Decorating	131,491	22.5	104
House Plants	151,361	25.9	100
Own a Cat	142,011	24.3	87
Own a Dog	125,063	21.4	58
Shop by Catalog/Mail	317,332	54.3	104
Subscribe to Cable TV	381,033	65.2	105
Vegetable Gardening	87,076	14.9	67

Good Life	Households	%	Index
Attend Cultural/Arts Events	133,245	22.8	136
Cruise Ship Vacations	97,011	16.6	125
Fashion Clothing	148,439	25.4	172
Fine Art/Antiques	80,064	13.7	115
Foreign Travel	114,544	19.6	117
Frequent Flyer	109,284	18.7	72
Gourmet Cooking/Fine Foods	135,582	23.2	127
Own a Vacation Home/Property	47,337	8.1	80
Travel for Business	49,675	8.5	63
Travel for Pleasure/Vacation	184,088	31.5	103
Travel in USA	205,711	35.2	93
Wines	109,284	18.7	110

Hobbies & Interests	Households	%	Index
Automotive Work	56,103	9.6	66
Buy Pre-Recorded Videos	135,582	23.2	111
Coin/Stamp Collecting	73,051	12.5	124
Collectibles/Collections	114,544	19.6	120
Community/Civic Activities	64,869	11.1	117
Crafts	125,647	21.5	85
Current Affairs/Politics	69,544	11.9	106
Donate to Charitable Causes	294,541	50.4	94
Home Workshop	130,907	22.4	78
Military Veteran in Household	96,427	16.5	86
Needlework/Knitting	68,960	11.8	74
Our Nation's Heritage	34,480	5.9	88
Self-Improvement	131,491	22.5	118
Sewing	80,064	13.7	81

Sports, Fitness & Health	Households	%	Index
Bicycling Frequently	125,647	21.5	99
Dieting/Weight Control	139,673	23.9	111
Golf	61,363	10.5	50
Health/Natural Foods	134,413	23.0	109
Improving Your Health	144,348	24.7	122
Physical Fitness/Exercise	239,606	41.0	102
Running/Jogging	83,570	14.3	105
Snow Skiing Frequently	33,311	5.7	66
Tennis Frequently	39,740	6.8	99
Walking for Health	192,854	33.0	105
Watching Sports on TV	210,386	36.0	99

Investing & Money	Households	%	Index
Casino Gambling	129,738	22.2	159
Entering Sweepstakes	96,427	16.5	145
Moneymaking Opportunities	84,739	14.5	142
Real Estate Investments	47,921	8.2	109
Stock/Bond Investments	127,985	21.9	91

Great Outdoors	Households	%	Index
Boating/Sailing	37,986	6.5	60
Camping/Hiking	73,635	12.6	48
Fishing Frequently	95,258	16.3	57
Horseback Riding	31,558	5.4	75
Hunting/Shooting	40,324	6.9	39
Recreational Vehicles	31,558	5.4	50
Wildlife/Environmental	76,557	13.1	85

High Tech Activities	Households	%	Index
Electronics	97,596	16.7	105
Home Video Games	97,011	16.6	126
Listen to Records/Tapes/CDs	329,605	56.4	105
Own a CD Player	388,630	66.5	93
Own a CD Rom	245,451	42.0	79
Own a Camcorder	156,036	26.7	77
Own a Cellular Phone	347,722	59.5	89
Photography	112,206	19.2	96
Science Fiction	59,609	10.2	111
Science/New Technology	60,778	10.4	107
Subscribe to Online Service	254,801	43.6	76
Use a Personal Computer	283,437	48.5	82
Use an Apple/Macintosh	46,168	7.9	155
Use an IBM Compatible	217,983	37.3	83
VCR Recording	126,232	21.6	130

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RADNOR, PA 19087

Phoenix, AZ

Demographics

Base Index US = 100

Occupation	Population	%	Index
Total Adult Population	3,035,660		
Administrative	476,599	15.7	105
Blue Collar	270,174	8.9	79
Clerical	267,138	8.8	97
Homemaker	373,386	12.3	95
Professional/Technical	843,913	27.8	100
Retired	519,098	17.1	108
Sales/Marketing	197,318	6.5	120
Self Employed	42,499	1.4	93
Student	45,535	1.5	115

Education (1990 Census)

Education	Population	%	Index
Elementary (0-8 years)	202,962	8.2	79
High School (1-3 years)	306,918	12.4	86
High School (4 years)	653,439	26.4	88
College (1-3 years)	811,848	32.8	132
College (4+ years)	502,455	20.3	100

Race/Ethnicity

Race/Ethnicity	Population	%	Index
White	1,988,357	65.5	96
Black	91,070	3.0	25
Asian	57,678	1.9	49
Hispanic	725,523	23.9	182
American Indian	121,426	4.0	571
Other	48,571	1.6	84

Total Households 1,524,331

Age of Head of Household	Households	%	Index
18-24 years old	100,606	6.6	116
25-34 years old	271,331	17.8	107
35-44 years old	321,634	21.1	97
45-54 years old	291,147	19.1	92
55-64 years old	216,455	14.2	99
65-74 years old	169,201	11.1	104
75 years and older	152,433	10.0	99
Median Age	47.3 years		

Sex/Marital Status

Sex/Marital Status	Households	%	Index
Single Male	306,391	20.1	101
Single Female	326,207	21.4	91
Married	891,734	58.5	104

Children At Home

Children At Home	Households	%	Index
At Least One Child	445,105	29.2	96
Child Age Under 2	65,546	4.3	113
Child Age 2-4	118,898	7.8	107
Child Age 5-7	111,276	7.3	100
Child Age 8-10	111,276	7.3	96
Child Age 11-12	83,838	5.5	95
Child Age 13-15	114,325	7.5	90
Child Age 16-18	106,703	7.0	88

Home Ownership

Home Ownership	Households	%	Index
Owner	1,050,264	68.9	103
Renter	474,067	31.1	94

Stage in Family Lifecycle	Households	%	Index
Single, 18-34, No Children	167,676	11.0	102
Single, 35-44, "	91,460	6.0	102
Single, 45-64, "	153,957	10.1	93
Single, 65+, "	106,703	7.0	88
Married, 18-34, "	67,071	4.4	118
Married, 35-44, "	53,352	3.5	108
Married, 45-64, "	243,893	16.0	101
Married, 65+, "	195,114	12.8	114
Single, Any Child at Home	112,800	7.4	98
Married, Child Age Under 13	196,639	12.9	104
Married, Child Age 13-18	135,665	8.9	88

Household Income

Household Income	Households	%	Index
Under \$20,000	275,904	18.1	94
\$20,000-\$29,999	195,114	12.8	108
\$30,000-\$39,999	187,493	12.3	108
\$40,000-\$49,999	160,055	10.5	103
\$50,000-\$74,999	317,061	20.8	102
\$75,000-\$99,999	175,298	11.5	98
\$100,000 and over	213,406	14.0	93
Median Income	\$46,467		

Income Earners

Income Earners	Households	%	Index
Married, One Income	374,985	24.6	108
Married, Two Incomes	516,748	33.9	100
Single	632,597	41.5	95

Dual Income Households

Dual Income Households	Households	%	Index
Children Age Under 13 years	115,849	7.6	97
Children Age 13-18 years	94,509	6.2	84
No Children	306,391	20.1	107

Age By Income

Age By Income	Households	%	Index
18-34, Income under \$30,000	144,811	9.5	110
35-44, "	68,595	4.5	98
45-64, "	109,752	7.2	94
65+, "	149,384	9.8	93
18-34, Income \$30,000-\$49,999	89,936	5.9	109
35-44, "	71,644	4.7	100
45-64, "	105,179	6.9	99
65+, "	80,790	5.3	118
18-34, Income \$50,000-\$74,999	73,168	4.8	114
35-44, "	74,692	4.9	94
45-64, "	117,373	7.7	95
65+, "	50,303	3.3	114
18-34, Income \$75,000 and over	64,022	4.2	105
35-44, "	106,703	7.0	95
45-64, "	175,298	11.5	93
65+, "	42,681	2.8	97

Credit Card Usage

Credit Card Usage	Households	%	Index
Travel/Entertainment	240,844	15.8	114
Bank Card	1,236,232	81.1	101
Gas/Department Store	361,266	23.7	91
No Credit Cards	231,698	15.2	98

The Top Ten Lifestyles Ranked by Index

Casino Gambling	135	Frequent Flyer	118
Camping/Hiking	131	Real Estate Investments	115
Recreational Vehicles	131	Science Fiction	115
Horseback Riding	129	Golf	114
Own a Vacation Home/Property	121	Own a Dog	112

Home Life	Households	%	Index	Rank
Avid Book Reading	577,721	37.9	101	70
Bible/Devotional Reading	315,537	20.7	88	156
Flower Gardening	390,229	25.6	75	208
Grandchildren	365,839	24.0	96	168
Home Furnishing/Decorating	338,401	22.2	102	61
House Plants	332,304	21.8	84	209
Own a Cat	397,850	26.1	94	177
Own a Dog	624,976	41.0	112	118
Shop by Catalog/Mail	722,533	47.4	90	198
Subscribe to Cable TV	864,296	56.7	91	165
Vegetable Gardening	234,747	15.4	69	201

Good Life	Households	%	Index	Rank
Attend Cultural/Arts Events	274,380	18.0	107	32
Cruise Ship Vacations	216,455	14.2	107	31
Fashion Clothing	211,882	13.9	94	91
Fine Art/Antiques	182,920	12.0	101	61
Foreign Travel	265,234	17.4	104	39
Frequent Flyer	466,445	30.6	118	30
Gourmet Cooking/Fine Foods	289,623	19.0	104	46
Own a Vacation Home/Property	185,968	12.2	121	34
Travel for Business	176,822	11.6	87	130
Travel for Pleasure/Vacation	460,348	30.2	99	84
Travel in USA	608,208	39.9	105	20
Wines	268,282	17.6	104	45

Hobbies & Interests	Households	%	Index	Rank
Automotive Work	237,796	15.6	108	125
Buy Pre-Recorded Videos	332,304	21.8	104	71
Coin/Stamp Collecting	144,811	9.5	94	175
Collectibles/Collections	236,271	15.5	95	171
Community/Civic Activities	126,519	8.3	87	194
Crafts	410,045	26.9	106	114
Current Affairs/Politics	167,676	11.0	98	70
Donate to Charitable Causes	844,479	55.4	103	32
Home Workshop	443,580	29.1	101	155
Military Veteran in Household	315,537	20.7	108	95
Needlework/Knitting	239,320	15.7	99	156
Our Nation's Heritage	100,606	6.6	99	136
Self-Improvement	317,061	20.8	109	17
Sewing	254,563	16.7	99	159

Sports, Fitness & Health	Households	%	Index	Rank
Bicycling Frequently	356,693	23.4	108	65
Dieting/Weight Control	330,780	21.7	100	117
Golf	367,364	24.1	114	39
Health/Natural Foods	350,596	23.0	109	33
Improving Your Health	341,450	22.4	110	35
Physical Fitness/Exercise	652,414	42.8	106	25
Running/Jogging	205,785	13.5	99	59
Snow Skiing Frequently	135,665	8.9	102	65
Tennis Frequently	97,557	6.4	93	54
Walking for Health	454,251	29.8	95	171
Watching Sports on TV	571,624	37.5	104	48

Investing & Money

Casino Gambling	288,099	18.9	135	14
Entering Sweepstakes	170,725	11.2	98	139
Moneymaking Opportunities	157,006	10.3	101	94
Real Estate Investments	131,092	8.6	115	29
Stock/Bond Investments	371,937	24.4	101	50

Great Outdoors

Boating/Sailing	152,433	10.0	92	108
Camping/Hiking	522,846	34.3	131	45
Fishing Frequently	385,656	25.3	89	183
Horseback Riding	141,763	9.3	129	39
Hunting/Shooting	260,661	17.1	96	163
Recreational Vehicles	216,455	14.2	131	58
Wildlife/Environmental	217,979	14.3	93	164

High Tech Activities

Electronics	266,758	17.5	110	26
Home Video Games	210,358	13.8	105	87
Listen to Records/Tapes/CDs	827,712	54.3	101	50
Own a CD Player	1,121,908	73.6	103	31
Own a CD Rom	853,625	56.0	106	30
Own a Camcorder	533,516	35.0	100	109
Own a Cellular Phone	1,053,313	69.1	104	41
Photography	306,391	20.1	100	65
Science Fiction	161,579	10.6	115	25
Science/New Technology	163,103	10.7	110	32
Subscribe to Online Service	923,745	60.6	106	28
Use a Personal Computer	937,464	61.5	104	39
Use an Apple/Macintosh	85,363	5.6	110	48
Use an IBM Compatible	768,263	50.4	112	49
VCR Recording	253,039	16.6	100	105

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Own a CD Player

Demographics

Base Index US = 100

Total Households 77,253,488			
Age of Head of Household	Households	%	Index
18-24 years old	5,175,984	6.7	118
25-34 years old	15,296,191	19.8	119
35-44 years old	19,081,612	24.7	113
45-54 years old	16,995,767	22.0	106
55-64 years old	10,274,714	13.3	92
65-74 years old	6,180,279	8.0	75
75 years and older	4,248,942	5.5	54
Median Adult Age	44.5 years		

Sex/Marital Status			
	Households	%	Index
Single Male	15,605,205	20.2	102
Single Female	15,759,712	20.4	86
Married	45,888,572	59.4	105

Children At Home			
	Households	%	Index
At Least One Child	26,884,214	34.8	114
Child Age Under 2	3,321,900	4.3	113
Child Age 2-4	6,566,546	8.5	116
Child Age 5-7	6,489,293	8.4	115
Child Age 8-10	6,721,053	8.7	114
Child Age 11-12	5,175,984	6.7	116
Child Age 13-15	7,416,335	9.6	116
Child Age 16-18	7,107,321	9.2	115

Home Ownership			
	Households	%	Index
Owner	51,759,837	67.0	100
Renter	25,493,651	33.0	100

Stage in Family Lifecycle			
	Households	%	Index
Single, 18-34, No Children	9,733,939	12.6	117
Single, 35-44, "	4,866,970	6.3	107
Single, 45-64, "	7,339,081	9.5	87
Single, 65+, "	3,244,646	4.2	53
Married, 18-34, "	3,630,914	4.7	124
Married, 35-44, "	2,781,126	3.6	113
Married, 45-64, "	12,437,812	16.1	102
Married, 65+, "	6,412,040	8.3	74
Single, Any Child at Home	6,180,279	8.0	103
Married, Child Age Under 13	11,356,263	14.7	119
Married, Child Age 13-18	9,270,419	12.0	119

Household Income			
	Households	%	Index
Under \$20,000	10,660,981	13.8	72
\$20,000-\$29,999	8,188,870	10.6	88
\$30,000-\$39,999	8,575,137	11.1	97
\$40,000-\$49,999	8,111,616	10.5	103
\$50,000-\$74,999	17,304,781	22.4	110
\$75,000-\$99,999	10,583,728	13.7	117
\$100,000 and over	13,828,374	17.9	119
Median Income	\$54,426		

Income Earners			
	Households	%	Index
Married, One Income	15,914,219	20.6	91
Married, Two Incomes	29,974,353	38.8	114
Single	31,364,916	40.6	93

Dual Income Households			
	Households	%	Index
Children Age Under 13 years	7,261,828	9.4	121
Children Age 13-18 years	6,875,560	8.9	120
No Children	15,836,965	20.5	110

Age By Income			
	Households	%	Index
18-34, Income under \$30,000	7,416,335	9.6	112
35-44, "	3,244,646	4.2	91
45-64, "	4,403,449	5.7	74
65+, "	3,862,674	5.0	48

	Households	%	Index
18-34, Income \$30,000-\$49,999	5,021,477	6.5	120
35-44, "	4,017,181	5.2	111
45-64, "	5,098,730	6.6	94
65+, "	2,626,619	3.4	76

	Households	%	Index
18-34, Income \$50,000-\$74,999	4,094,435	5.3	126
35-44, "	4,712,463	6.1	117
45-64, "	6,566,546	8.5	105
65+, "	1,931,337	2.5	86

	Households	%	Index
18-34, Income \$75,000 and over	3,939,928	5.1	128
35-44, "	7,107,321	9.2	124
45-64, "	11,201,756	14.5	117
65+, "	2,085,844	2.7	93

Credit Card Usage			
	Households	%	Index
Travel/Entertainment	12,515,065	16.2	117
Bank Card	64,738,423	83.8	104
Gas/Department Store	21,708,230	28.1	108
No Credit Cards	9,656,686	12.5	81

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The Top Ten Lifestyles Ranked by Index

Snow Skiing Frequently	126	Buy Pre-Recorded Videos	123
Electronics	126	Tennis Frequently	123
Own a CD Rom	126	Own a Camcorder	123
Science/New Technology	126	Science Fiction	123
Frequent Flyer	125	Wines	122

Home Life	Households	%	Index
Avid Book Reading	31,982,944	41.4	110
Bible/Devotional Reading	18,231,823	23.6	101
Flower Gardening	27,579,495	35.7	104
Grandchildren	16,609,500	21.5	86
Home Furnishing/Decorating	19,004,358	24.6	113
House Plants	21,553,723	27.9	107
Own a Cat	24,025,835	31.1	111
Own a Dog	31,287,663	40.5	110
Shop by Catalog/Mail	46,274,839	59.9	114
Subscribe to Cable TV	52,455,118	67.9	109
Vegetable Gardening	17,459,288	22.6	102

Good Life

Attend Cultural/Arts Events	15,450,698	20.0	119
Cruise Ship Vacations	11,742,530	15.2	114
Fashion Clothing	13,055,839	16.9	114
Fine Art/Antiques	10,660,981	13.8	116
Foreign Travel	15,296,191	19.8	118
Frequent Flyer	25,184,637	32.6	125
Gourmet Cooking/Fine Foods	16,532,246	21.4	117
Own a Vacation Home/Property	8,884,151	11.5	114
Travel for Business	12,515,065	16.2	121
Travel for Pleasure/Vacation	25,957,172	33.6	110
Travel in USA	33,373,507	43.2	114
Wines	15,991,472	20.7	122

Hobbies & Interests

Automotive Work	12,978,586	16.8	116
Buy Pre-Recorded Videos	19,854,146	25.7	123
Coin/Stamp Collecting	8,575,137	11.1	110
Collectibles/Collections	14,291,895	18.5	113
Community/Civic Activities	7,416,335	9.6	101
Crafts	20,858,442	27.0	106
Current Affairs/Politics	10,042,953	13.0	116
Donate to Charitable Causes	47,433,642	61.4	115
Home Workshop	25,802,665	33.4	116
Military Veteran in Household	15,064,430	19.5	102
Needlework/Knitting	12,360,558	16.0	101
Our Nation's Heritage	6,025,772	7.8	116
Self-Improvement	16,995,767	22.0	115
Sewing	13,133,093	17.0	101

Sports, Fitness & Health	Households	%	Index
Bicycling Frequently	19,622,386	25.4	117
Dieting/Weight Control	18,849,851	24.4	113
Golf	18,772,598	24.3	115
Health/Natural Foods	17,691,049	22.9	109
Improving Your Health	16,686,753	21.6	106
Physical Fitness/Exercise	35,845,618	46.4	115
Running/Jogging	12,669,572	16.4	121
Snow Skiing Frequently	8,497,884	11.0	126
Tennis Frequently	6,566,546	8.5	123
Walking for Health	24,566,609	31.8	102
Watching Sports on TV	30,824,142	39.9	110

Investing & Money

Casino Gambling	11,356,263	14.7	105
Entering Sweepstakes	9,424,926	12.2	107
Moneymaking Opportunities	9,038,658	11.7	115
Real Estate Investments	6,798,307	8.8	117
Stock/Bond Investments	22,249,005	28.8	120

Great Outdoors

Boating/Sailing	9,888,446	12.8	117
Camping/Hiking	23,485,060	30.4	116
Fishing Frequently	23,562,314	30.5	107
Horseback Riding	6,412,040	8.3	115
Hunting/Shooting	15,064,430	19.5	110
Recreational Vehicles	9,656,686	12.5	116
Wildlife/Environmental	13,364,853	17.3	112

High Tech Activities

Electronics	15,527,951	20.1	126
Home Video Games	12,128,798	15.7	119
Listen to Records/Tapes/CDs	49,673,993	64.3	120
Own a CD Rom	51,450,823	66.6	126
Own a Camcorder	33,219,000	43.0	123
Own a Cellular Phone	59,485,186	77.0	115
Photography	18,618,091	24.1	120
Science Fiction	8,729,644	11.3	123
Science/New Technology	9,424,926	12.2	126
Subscribe to Online Service	52,146,104	67.5	118
Use a Personal Computer	55,236,244	71.5	121
Use an Apple/Macintosh	4,635,209	6.0	118
Use an IBM Compatible	42,412,165	54.9	121
VCR Recording	15,064,430	19.5	117

Own a CD Player

Alphabetical Listing of DMAs Ranked by Index

: Denotes DMAs ranked 1 - 10

Designated Market Areas	Lifestyle Rank	Households	%	Index	Designated Market Areas	Lifestyle Rank	Households	%	Index
Abilene-Sweetwater, TX	177	75,494	65.8	92	Duluth, MN-Superior, WI	174	120,043	65.9	92
Albany, GA	186	98,623	65.1	91	El Paso, TX	83	198,235	70.9	99
Albany-Schenectady-Troy, NY	92	377,610	70.3	98	Elmira, NY	138	65,374	68.2	95
Albuquerque-Santa Fe, NM	62	461,315	71.9	100	Erie, PA	132	110,152	68.4	95
Alexandria, LA	155	58,662	67.2	94	Eugene, OR	53	165,541	72.5	101
Alpena, MI	206	11,353	62.1	87	Eureka, CA	89	44,145	70.6	98
Amarillo, TX	123	132,015	68.9	96	Evansville, IN	148	192,454	67.7	94
Anchorage, AK	1	110,309	80.8	113	Fairbanks, AK	3	27,938	79.2	110
Atlanta, GA	7	1,515,926	76.7	107	Fargo-Valley City, ND	146	158,808	67.9	95
Augusta, GA	79	171,075	71.1	99	Flint-Saginaw-Bay City, MI	130	324,764	68.5	96
Austin, TX	6	432,209	77.7	108	Florence-Myrtle Beach, SC	140	178,001	68.1	95
Bakersfield, CA	129	130,011	68.6	96	Ft. Myers-Naples, FL	128	278,598	68.6	96
Baltimore, MD	42	773,768	73.0	102	Ft. Smith-Fay-Sprngdl-Rgrs, AR	109	173,191	69.5	97
Bangor, ME	157	93,246	67.0	93	Ft. Wayne, IN	67	189,602	71.8	100
Baton Rouge, LA	68	209,696	71.6	100	Fresno-Visalia, CA	143	353,893	68.0	95
Beaumont-Port Arthur, TX	183	112,488	65.5	91	Gainesville, FL	19	91,145	75.0	105
Bend, OR	24	35,515	74.7	104	Glendive, MT	208	2,477	60.9	85
Billings, MT	98	70,774	70.1	98	Grand Junction-Montrose, CO	112	50,565	69.3	97
Biloxi-Gulfport, MS	57	97,207	72.2	101	Grand Rapids-Kalmzoo-B.Crk, MI	54	518,075	72.4	101
Binghamton, NY	144	94,211	68.0	95	Great Falls, MT	145	44,871	68.0	95
Birmingham (Ann, Tusc), AL	139	472,093	68.1	95	Green Bay-Appleton, WI	106	290,216	69.7	97
Bluefield-Beckley-Oak Hill, WV	203	93,040	62.3	87	Greensboro-H.Point-W.Salem, NC	80	453,991	71.0	99
Boise, ID	27	162,407	74.1	103	Greenville-N.Bern-Washngtn, NC	90	187,871	70.5	98
Boston, MA (Manchester, NH)	34	1,741,877	73.4	102	Greenville-Spart, SC-Ashevil, NC-And, SC	81	566,473	70.9	99
Bowling Green, KY	159	54,750	67.0	93	Greenwood-Greenville, MS	210	48,869	60.3	84
Buffalo, NY	133	431,932	68.3	95	Harlingen-Wslco-Brmsvl-McA, TX	192	186,621	64.5	90
Burlington, VT-Plattsburgh, NY	88	229,040	70.6	98	Harrisburg-Lncstr-Leb-York, PA	95	450,376	70.1	98
Butte-Bozeman, MT	47	42,766	72.8	102	Harrisonburg, VA	117	61,319	69.1	96
Casper-Riverton, WY	73	36,383	71.5	100	Hartford & New Haven, CT	76	704,696	71.2	99
Cedar Rapids-Wtrlo-lwC & Dub, IA	107	227,703	69.6	97	Hattiesburg-Laurel, MS	168	67,797	66.1	92
Champaign&Sprngfld-Decatur, IL	96	262,834	70.1	98	Helena, MT	20	18,708	75.0	105
Charleston, SC	46	189,356	72.8	102	Honolulu, HI	18	309,162	75.0	105
Charleston-Huntington, WV	170	331,816	66.0	92	Houston, TX	29	1,348,005	73.9	103
Charlotte, NC	44	701,192	72.9	102	Huntsville-Decatur (Flor), AL	91	256,224	70.4	98
Charlottesville, VA	8	44,997	76.7	107	Idaho Falls-Pocatello, ID	25	81,882	74.4	104
Chattanooga, TN	103	239,342	69.9	97	Indianapolis, IN	33	756,326	73.5	103
Cheyenne, WY-Scottsbluff, NE	84	37,260	70.9	99	Jackson, MS	176	215,456	65.8	92
Chicago, IL	23	2,530,521	74.8	104	Jackson, TN	191	47,427	64.6	90
Chico-Redding, CA	124	125,804	68.9	96	Jacksonville, FL	50	424,674	72.6	101
Cincinnati, OH	41	629,347	73.1	102	Johnstown-Altoona, PA	201	189,249	63.4	88
Clarksburg-Weston, WV	207	66,397	61.0	85	Jonesboro, AR	189	54,179	64.7	90
Cleveland-Akron (Canton), OH	86	1,093,504	70.7	99	Joplin, MO-Pittsburg, KS	175	101,288	65.9	92
Colorado Springs-Pueblo, CO	16	229,730	75.4	105	Juneau, AK	2	24,806	80.7	113
Columbia, SC	36	262,929	73.4	102	Kansas City, MO	45	626,718	72.9	102
Columbia-Jefferson City, MO	142	111,386	68.1	95	Knoxville, TN	119	341,392	69.0	96
Columbus, GA	97	143,401	70.1	98	La Crosse-Eau Claire, WI	152	139,190	67.3	94
Columbus, OH	32	611,824	73.6	103	Lafayette, IN	10	46,323	76.5	107
Columbus-Tupelo-West Point, MS	202	119,591	63.1	88	Lafayette, LA	181	140,432	65.6	91
Corpus Christi, TX	141	132,404	68.1	95	Lake Charles, LA	153	64,403	67.3	94
Dallas-Ft. Worth, TX	11	1,656,771	76.2	106	Lansing, MI	43	184,142	73.0	102
Davenport, IA-R.Island-Moline, IL	147	209,762	67.8	95	Laredo, TX	187	37,722	65.1	91
Dayton, OH	71	365,551	71.5	100	Las Vegas, NV	37	422,706	73.3	102
Denver, CO	4	1,082,447	78.3	109	Lexington, KY	131	316,345	68.5	96
Des Moines-Ames, IA	94	282,881	70.2	98	Lima, OH	114	42,108	69.2	97
Detroit, MI	59	1,372,065	72.0	100					
Dothan, AL	161	65,826	66.8	93					

610 KING OF PRUSSIA ROAD
RADNOR, PA 19087

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Lincoln & Hastings-Kmy, NE	151	182,066	67.4	94	St. Louis, MO	69	840,420	71.5	100
Little Rock-Pine Bluff, AR	137	367,271	68.2	95	Salisbury, MD	149	97,795	67.7	94
Los Angeles, CA	22	4,032,698	74.8	104	Salt Lake City, UT	5	608,447	78.1	109
Louisville, KY	101	432,436	70.0	98	San Angelo, TX	113	37,570	69.3	97
Lubbock, TX	72	108,094	71.5	100	San Antonio, TX	99	506,157	70.0	98
Macon, GA	120	154,216	69.0	96	San Diego, CA	12	776,816	76.2	106
Madison, WI	58	255,234	72.1	101	San Francisco-Oak-San Jose, CA	17	1,885,825	75.3	105
Mankato, MN	172	36,663	66.0	92	SantaBarbra-SanMar-SanLuOb, CA	13	179,234	76.0	106
Marquette, MI	182	59,062	65.6	91	Savannah, GA	52	207,613	72.5	101
Medford-Klamath Falls, OR	126	114,156	68.8	96	Seattle-Tacoma, WA	9	1,301,803	76.5	107
Memphis, TN	118	461,978	69.0	96	Sherman, TX-Ada, OK	197	78,731	64.2	90
Meridian, MS	205	45,114	62.1	87	Shreveport, LA	178	247,448	65.6	91
Miami-Ft. Lauderdale, FL	122	1,031,640	68.9	96	Sioux City, IA	188	101,293	64.9	91
Milwaukee, WI	35	635,075	73.4	102	Sioux Falls(Mitchell), SD	179	160,298	65.6	91
Minneapolis-St. Paul, MN	38	1,178,650	73.2	102	South Bend-Elkhart, IN	87	234,737	70.7	99
Minot-Bismarck-Dickinson, ND	162	91,145	66.6	93	Spokane, WA	66	280,852	71.8	100
Missoula, MT	49	74,427	72.7	101	Springfield-Holyoke, MA	134	179,521	68.3	95
Mobile, AL-Pensacola (Ft Walt), FL	78	351,153	71.1	99	Springfield, MO	173	267,442	65.9	92
Monroe, LA-El Dorado, AR	196	116,107	64.2	90	Syracuse, NY	102	267,957	70.0	98
Monterey-Salinas, CA	15	179,645	75.5	105	Tallahassee, FL-Thomasville, GA	39	187,643	73.2	102
Montgomery (Selma), AL	180	159,495	65.6	91	Tampa-St. Pete (Sarasota), FL	108	1,127,069	69.5	97
Nashville, TN	65	637,117	71.8	100	Terre Haute, IN	193	98,995	64.5	90
New Orleans, LA	115	461,475	69.1	96	Toledo, OH	82	310,628	70.9	99
New York, NY	75	5,276,253	71.2	99	Topeka, KS	121	118,641	69.0	96
Norfolk-Portsmouth-Newport News, VA	28	496,130	74.0	103	Traverse City-Cadillac, MI	166	162,420	66.3	92
North Platte, NE	194	10,254	64.4	90	Tri-Cities, TN-VA	185	208,884	65.1	91
Odessa-Midland, TX	74	95,772	71.4	100	Tucson (Sierra Vista), AZ	30	299,793	73.7	103
Oklahoma City, OK	111	444,772	69.4	97	Tulsa, OK	116	350,673	69.1	96
Omaha, NE	77	278,670	71.2	99	Twin Falls, ID	104	41,732	69.8	97
Orlando-Daytona Beach-Melbourne, FL	60	876,072	72.0	100	Tyler-Longview(Lfkn & Ncgd), TX	150	185,578	67.4	94
Ottumwa, IA-Kirksville, MO	209	31,824	60.7	85	Utica, NY	184	69,647	65.4	91
Paducah, KY-C. Gird, MO-Harbo-g-Mt Vn, IL	200	249,954	63.8	89	Victoria, TX	163	20,636	66.6	93
Palm Springs, CA	110	85,065	69.5	97	Waco-Temple-Bryan, TX	56	221,107	72.2	101
Panama City, FL	125	88,796	68.9	96	Washington, DC (Hagrstwn, MD)	14	1,653,053	75.8	106
Parkersburg, WV	169	43,280	66.1	92	Watertown, NY	158	60,121	67.0	93
Peoria-Bloomington, IL	93	168,372	70.3	98	Wausau-Rhineland, WI	160	115,565	66.9	93
Philadelphia, PA	61	2,051,905	71.9	100	West Palm Beach-Ft. Pierce, FL	127	481,047	68.6	96
Phoenix, AZ	31	1,121,908	73.6	103	Wheeling, WV-Steubenville, OH	204	89,173	62.2	87
Pittsburgh, PA	165	780,620	66.3	92	Wichita-Hutchinson, KS Plus	105	315,340	69.7	97
Portland, OR	21	814,364	74.9	104	Wichita Falls, TX & Lawton, OK	135	109,949	68.3	95
Portland-Auburn, ME	85	279,038	70.8	99	Wilkes-Barre-Scranton, PA	195	378,027	64.3	90
Presque Isle, ME	198	19,036	64.1	89	Wilmington, NC	64	111,330	71.9	100
Providence, RI-New Bedford, MA	100	437,884	70.0	98	Yakima-Pasco-Richland-Kennock, WA	48	147,484	72.7	101
Quincy, IL-Hannibal, MO-Keokuk, IA	199	71,313	63.9	89	Youngstown, OH	190	178,725	64.6	90
Raleigh-Durham (Fayetteville), NC	40	684,014	73.1	102	Yuma, AZ-El Centro, CA	164	64,254	66.5	93
Rapid City, SD	154	62,945	67.2	94	Zanesville, OH	167	22,628	66.3	92
Reno, NV	26	181,113	74.1	103					
Richmond-Petersburg, VA	70	371,125	71.5	100					
Roanoke-Lynchburg, VA	156	301,039	67.1	94					
Rochester, NY	55	295,465	72.2	101					
Rochester, MN-Mason City, IA-Austin, MN	136	95,275	68.3	95					
Rockford, IL	63	126,863	71.9	100					
Sacramento-Stokton-Modesto, CA	51	901,487	72.5	101					
St. Joseph, MO	171	37,709	66.0	92					