

	Population	Average Age	# of Households	Avg. Household Income
Primary Market Area: Lansdowne +	19,962	40.5	8,096	\$74,844
Secondary Market Area: Springfield-Aldan +	74,576	39.9	28,628	\$87,053
Secondary Market Area: University City	52,710	31.9	18,903	\$45,265
All 3 areas	143,764	37.1	54,429	\$70,067

	White Alone	Black/African-American	Asian/Indian/Other
Primary Market Area: Lansdowne +	47.80%	43.50%	8.70%
Secondary Market Area: Springfield-Aldan +	84.70%	7.70%	7.60%
Secondary Market Area: University City	39.10%	41.00%	19.90%
All 3 areas	62.80%	24.90%	12.30%

	% Over 25 w/Bachelor's or better
Primary Market Area: Lansdowne +	37.30
Secondary Market Area: Springfield-Aldan +	37.50
Secondary Market Area: University City	39.30
All 3 areas	37.70

	% Homeowners	% Renters
Primary Market Area: Lansdowne +	67.60	32.40
Secondary Market Area: Springfield-Aldan +	77.50	22.50
Secondary Market Area: University City	30.10	69.90
All 3 areas	59.50	40.50

PRIZM CODE NAME	Primary Market Area: Lansdowne +	Secondary Market Area: Springfield-Aldan +	Secondary Market Area: University City	All 3 areas
07 Money & Brains	23%	17%	2%	12%
16 Bohemian Mix	5%	3%	13%	7%
26 Cosmopolitans	15%	10%	1%	8%
29 American Dreams	22%	19%	4%	14%
31 Urban Achievers	9%	4%	36%	16%
54 Multi-Culti Mosaic	5%	4%	10%	7%
61 City Roots	3%	1%	19%	7%