

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

01 One Percenters

Representing approximately one percent of households, One Percenters tend to be middle-aged, white married couples whose children are teenagers or have already left home for college and careers. With incomes nearly three times the national average and very high net worth, these highly educated professionals live in large, single detached houses in exclusive neighborhoods of the larger metropolitan areas. Consumers of everything, including luxury German automobiles, high end apparel and jewelry, and seasoned global travelers, One Percenters generally value wealth and its ostentatious display. Heavily involved with charities and politics, they tend to view themselves as generally liberal but don't identify heavily with any political party.

Population

31

Household

13

02 Peak Performers

With average household incomes of well over \$125,000, this select group is primarily composed of highly educated white middle-aged married couples, with a significant Asian minority. Slightly older than their 01 counterparts, there are fewer children in the home. Consumers of the finest goods and services that the world has to offer, they tend to be self-employed professionals who live in older neighborhoods of single detached housing. Technologically savvy, they use the internet to track their investments, do their banking, and make frequent travel plans.

Population

10

Household

5

03 Second City Moguls

The Second City Moguls have incomes nearly as high as the Peak Performers (02), but tend to live in the newer suburbs of growing metropolitan areas such as Phoenix, Charlotte, Seattle, the Texas I-35 corridor covering San Antonio-Austin-Fort Worth-Dallas, and Anchorage. The vast majority live in heavily mortgaged newer homes in such suburbs as Plano, Naperville, Overland Park, Cary, and Alpharetta. Highly educated professionals, they tend to drive expensive German sedans and luxury SUV's, shop at upscale department stores, and put a high value on wealth. While moderately involved in public and political activities, they do tend to identify as Republican.

Population

4

10

139

0.4%

Household

-

2

52

0.4%

04 Sprawl Success

Located primarily in the rapidly growing metropolitan areas of the west, these young families with children are found in the outer suburbs of Phoenix, Denver, Salt Lake City, and Los Angeles. Three quarters of the almost exclusively single family homes have been built since 1990. While predominantly white, there are significant Black, Asian, and Hispanic minorities present. Homes are high value, and mortgaged accordingly, with long commutes into the city commonplace. Professional and sales occupations dominate, and unemployment is very low.

Population

21

0.5%

109

0.6%

220

0.6%

Household

5

0.3%

32

0.5%

65

0.5%

05 Transitioning Affluent Families

Averaging almost ten years older than the similar Sprawl Success (04) segment, these married couple households are predominantly in their 50's and 60's, and while there are still children, many have headed off to college leaving the nest empty. Very highly educated, these households are predominantly white and live in owned houses built primarily between 1960 and 1990. Being older, and generally closer to employment, commutes tend to be shorter than Sprawl Success, but many households have more than three vehicles. Unemployment is relatively low, and many are employed in managerial positions with the public sector.

Population

-

52

0.3%

88

0.2%

Household

-

18

0.3%

32

0.2%

06 Best of Both Worlds

Working in power occupations in the big city while living in affluent and exclusive suburbs, these affluent and highly educated households, married couple families tend to be on the older side, with fewer and fewer children at home with each passing year. Long commutes to financial jobs primarily in New York and Boston are offset by the beautiful neighborhoods they call home, where most own older, very expensive houses.

Population

-

-

-

-

Household

-

-

-

-

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

07 Upscale Diversity

These diverse areas have a high concentration of households where the primary language at home is neither English or Spanish, but despite this isolation incomes are high, and the residents very highly educated, working in professional occupations. Moderate density suburbs, they tend to be found in the Bay area, Chicago, southern California, and along the southern half of the I-95 urban corridor. Predominantly single family dwellings built in the 1980's and 1990's, these established neighborhoods have high levels of home ownership.

Population

30 0.2%

Household

12 0.2%

08 Living the Dream

One of the older groups, the Living The Dreamers tend to be above the age of 50, many of them retired. Married couple families predominate, although only about one third of couples have children still at home. Largely white, highly educated, and high income, these professionals tend to work in real estate, legal, and other professions. Many are self-employed or work from home. These are largely semi-rural and low density suburban areas in some of the more aesthetically beautiful areas of the country - coastal California, Cape Cod and Newport RI, coastal Florida, and the mountain resorts of Colorado. Accordingly, seasonally vacant housing is common.

Population

151 0.9%

Household

62 1.0%

301 0.8%

09 Successful Urban Refugees

These high income, married couples tend to be in their 50's and older. They are well educated seasoned employees who tend to live in upscale low-density suburbs of the main centers of the I-95 corridor between Virginia and New Hampshire. Labor force participation rates are high, as often both spouses need to work in order to maintain their lifestyles. Housing values are moderate, and most own their houses with a mortgage. Commutes to work are longer than average, made easier by listening to either talk radio or classic rock, and many households have three or more vehicles, with a decided preference for small SUV's.

Population

166 3.7%

Household

55 3.4%

1,162 6.8%

1,351 3.7%

412 6.6%

472 3.4%

10 Emerging Leaders

These upper middle class neighborhoods are relatively diverse mixtures of young single professionals, married couples, and young families. Highly educated, they tend to work in information technology, legal, and arts professions, many self-employed. More than one third pay high rents, in older established neighborhoods with mixed single family dwellings, townhomes, and small apartment complexes.

Population

- - - - -

Household

- - - - -

11 Affluent Newcomers

Located mainly in the suburbs of west coast cities of California, Affluent Newcomers neighborhoods are among the most diverse of the upscale segments, with about one-fourth of the population of Asian descent, and another fourth of Hispanic origin. A substantial portion of these households speak little or no English. These primarily married couples, many of whom have children, have high incomes and live in owned single family dwellings.

Population

83 0.2%

Household

26 0.2%

12 Mainstream Established Suburbs

While widespread in many of the larger centers nationwide, this group has distinct concentrations around the Great Lakes. Cities such as Livonia MI, Lakewood CO, Richardson TX, Metairie LA, and Ballwin MO typify these types of neighborhoods. These are above average income, of moderate racial diversity, well educated, and generally middle aged families. The neighborhoods tend to be older, well established, and stable, commanding average housing prices. Accordingly most households own, and many own without a mortgage. Interests often include RV's, computers, and live concerts, with easy listening radio stations tuned in on their minivans.

Population

16 - 72 0.2%

Household

8 0.1% 29 0.2%

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

13 Cowboy Country

Rural, rugged, and individualistic, these areas tend to be in relatively sparsely populated areas away from the large urban areas of the west coast and the front range of Colorado and New Mexico. With average incomes obtained often from home-based self-employment, they tend to be empty nesters over the age of fifty. Housing is expensive, but generally owner occupied, most of it single family although with a significant percentage of mobile homes. Many households have at least three vehicles, most often a truck, and horses and motor homes are commonplace, as is interest in outdoor recreation and travel.

Population

- - 160 0.9% 244 0.7%

Household

- - 60 1.0% 95 0.7%

14 American Playgrounds

From the Pacific coast and mountain playgrounds to the lake and cottage country of the upper Great Lakes and northern New England, these neighborhoods are a mixture of seasonal residents, retirees, and the permanent residents who make their livings from the tourist trade. The resident population enjoys average incomes and has a significant percentage who are self-employed and home based. Real estate, arts, and food services are important occupations here. Generally conservative in outlook, the 'locals' enjoy the relaxed but active lifestyle, valuing time with nature over the accumulation of wealth. The seasonal visitors tend to come to escape the hectic urban lifestyle and enjoy the natural beauty of these areas, taking in the range of activities available, from skiing and surfing to wineries and fine dining.

Population

- - - - 1 -

Household

- - - - - -

15 Comfortable Retirement

One of the oldest segments, a substantial percentage are retired. While married couples predominate, singles, generally older are also present. Incomes are average, which is an indicator of careful financial planning over the years. Housing is relatively inexpensive, mixed single and multi-family in traditional medium density suburban areas. Many households rent, and rents are generally fairly modest. While a significant number of households do not have a vehicle, small SUV's and compact Japanese imports are popular, often leased. Environmental concerns are important to these listeners to NPR and classical music. Still young enough to travel, the internet is used extensively for travel planning, and they tend to take advantage of AARP and auto club discounts frequently.

Population

- - - - - -

Household

- - - - - -

16 Spacious Suburbs

These relatively low density suburban areas can be found in most areas east of the Mississippi and in some concentration in the mid-sized towns of the northwest and mountain states. Diverse racially - but with low Hispanic population, they are largely absent from California and along the Mexican border. Of average income, these older married couples with relatively few children tend to live in relatively lower priced houses built in the 1950's and 1960's. Many own without a mortgage.

Population

- - 35 0.2% 104 0.3%

Household

- - 21 0.3% 54 0.4%

17 New American Dreams

Diverse, educated, and with growing families, these households are located in the low density newer suburbs of the resurgent southern cities and of the southwest. With above average incomes, and living in the more affluent suburbs of moderately priced housing markets, there is plenty left over for recreational activities. Most own their own homes, many without mortgages.

Population

6 0.1% 4,170 24.4% 5,261 14.5%

Household

2 0.1% 1,526 24.5% 1,929 13.8%

18 Small Town Middle Managers

Located nationwide but concentrated in the upper Midwest and Great Lakes states, and found in the outer suburbs of many of the major industrial cities of years gone by, and with a significant remnant of manufacturing remaining, these neighborhoods tend to be relatively inexpensive and older single family homes on large parcels. Largely owned rather than rented, the residents are above average income, middle aged married couple families. Predominantly white, and moderately educated, these are comfortable suburbs. Many households have three or more vehicles, often minivans, used for commuting to work and managing the daily affairs of often teenage children. College football reigns supreme in these parts, with basketball a close second. When sports aren't on the radio, the preferred format is either talk or top 40.

Population

2,411 53.1% 6,616 38.8% 8,715 24.0%

Household

838 51.3% 2,376 38.2% 3,136 22.5%

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

19 Outer Suburban Affluence

Located at the fringes of many of the nation's larger cities, in large country style homes nestled amongst the forests and farms, are this group of above average families. Shunning the hustle and bustle of the city except for employment, they enjoy the quiet of a country lifestyle. Incomes are above average, allowing these primarily middle aged married couple families to raise their children with the benefits of both worlds. Many have three or more vehicles, necessary for commuting to the city, but they are also at home with horses. Adopting the country lifestyle, they tend to enjoy their recreational vehicles and outdoor activities, along with country music and concerts.

| | | | | | | |
|------------|-----|------|-----|------|-----|------|
| Population | 112 | 2.5% | 215 | 1.3% | 314 | 0.9% |
| Household | 40 | 2.4% | 76 | 1.2% | 111 | 0.8% |

20 Rugged Individualists

Located primarily in the semi-rural and rural areas of the western states, these hard-working families tend to be middle aged and rapidly seeing children leave for college and beyond. Enjoying above average income they live in homes primarily built in the 1980's and 1990's, which they generally own, often without a mortgage. Rugged and individualist, they are very conservative or libertarian in outlook, drive trucks and drink whiskey, attend country music concerts, and enjoy antiques and outdoor recreational activities.

| | | | | | | |
|------------|----|------|-----|------|-----|------|
| Population | 52 | 1.1% | 288 | 1.7% | 465 | 1.3% |
| Household | 19 | 1.1% | 111 | 1.8% | 180 | 1.3% |

21 New Suburban Style

Located in many of the nation's fastest growing cities, these are the new middle class neighborhoods of such places as North Las Vegas and Enterprise NV, Surprise and Maricopa AZ, Victorville CA, and Port St. Lucie and Palm Coast FL. These young families, largely white but with a significant share of non-English speaking Hispanics enjoy above average incomes and relatively low cost moderate sized single family housing. There are three main areas of concentration - the I-35 corridor from San Antonio to Dallas-Fort Worth TX, central Florida, and California-southern Nevada-Arizona. Unemployment is relatively low, and a significant number are in the armed forces.

| | | | | | | |
|------------|---|---|-----|------|-------|------|
| Population | - | - | 628 | 3.7% | 2,616 | 7.2% |
| Household | - | - | 208 | 3.4% | 926 | 6.6% |

22 Up and Coming Suburban Diversity

Reflecting a new diversity, these neighborhoods include significant Black and Hispanic minorities and have nearly one-third of the population under the age of eighteen. Living in largely newer and modest neighborhoods of single family homes, most of these average income families are able to own their home. Military employment is high, although not on military barracks. These neighborhoods are among the fastest growing in the country.

| | | | | | | |
|------------|---|---|----|------|-----|------|
| Population | - | - | 97 | 0.6% | 261 | 0.7% |
| Household | - | - | 30 | 0.5% | 90 | 0.6% |

23 Enduring Heartland

The least racially diverse segment nationwide, these residents reflect the remnants of the industrial past of the Midwest and Great Lakes areas. Nearly twenty percent are employed in manufacturing jobs which yield average middle-class incomes. Most live well outside of the small towns and cities where they work, in semi-rural and rural low crime environments. Houses are inexpensive, generally older, and many are owned outright without a mortgage. Heartland blue-collar America. Home of trucks, classic rock and country music, whiskey, NASCAR, and every imaginable recreational toy from jet skis to campers. They work hard and play hard, and enjoy a range of outdoor activities from camping to fishing and hunting.

| | | | | | | |
|------------|----|------|----|------|-----|------|
| Population | 18 | 0.4% | 66 | 0.4% | 183 | 0.5% |
| Household | 7 | 0.4% | 25 | 0.4% | 74 | 0.5% |

24 Isolated Hispanic Neighborhoods

Located primarily in exurban and remote areas of inland Florida, the west and southwest, these heavily Hispanic neighborhoods contain many young families with children. Incomes are well below average, as are education levels. Unemployment rates are somewhat high, and labor force participation low, with jobs prevalent in agriculture and construction. Four in ten houses are mobile homes, and ten percent of these very inexpensive housing units are vacant. Life here is hard, leaving little room for non-essentials. Family and extended family relationships are most important, and it is at these gatherings that Spanish can be heard - both in speech and music.

| | | | | | | |
|------------|---|------|---|---|----|---|
| Population | 9 | 0.2% | 9 | - | 25 | - |
| Household | 2 | 0.1% | 2 | - | 8 | - |

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

| 107 S Frontage Rd Lorena, TX 76655 | 3 mi radius | 5 mi radius | 7 mi radius |
|---|-------------|-------------|-------------|
| 25 Hipsters and Geeks | | | |
| Young, highly educated, single, and living in the big city. With great jobs in information technology, personal services, and the legal profession, this group is highly geographically concentrated within major technology centers. While they enjoy high incomes, most rent townhomes or apartments in very expensive and the most densely populated housing markets. | | | |
| Population | - | - | - |
| Household | - | - | - |
| 26 High Density Diversity | | | |
| Confined to the largest urban areas of the northeast and the main cities of the west coast, these very diverse neighborhoods mix cultures and languages, singles, and couples, and families across the spectrum of age. Education levels are generally low, but nevertheless these neighborhoods enjoy above average incomes. Housing is generally old and mixed with multi-unit dwellings more common than single family. Rents and housing costs are high, especially considering the income levels. While public transit is common, and many households do not have a vehicle. Liberal and Democrat in politics, their interests lie in the future - babies, bridal, parenting, and fashion. | | | |
| Population | - | - | - |
| Household | - | - | - |
| 27 Young Coastal Technocrats | | | |
| These generally young and highly educated professionals in information technology and professional services are prevalent in the growing high-tech centers found in relatively high density urban areas such as the Bay area, southern California, Washington, Atlanta, and Boston. Most are renters in medium sized apartment complexes in such towns as Redmond WA, Silver Spring MD, Marina Del Rey and West Hollywood in southern California, and Mountain View in northern California. | | | |
| Population | - | 4 | 9 |
| Household | - | 2 | 4 |
| 28 Asian-Hispanic Fusion | | | |
| Located primarily in urban Honolulu and in the inner cities of California's coastal centers, this is one of the more diverse segments - over 30% Hispanic and nearly 30% Asian. A language other than English is spoken in over one-half of households. These slightly below average income families, often lone parent, generally rent apartments built in the 1960's. Average household size is fairly large, and families are young. A substantial percentage of the labor force is employed in the military at Hawaiian and Californian naval bases. | | | |
| Population | - | - | 15 |
| Household | - | - | 8 |
| 29 Big Apple Dreamers | | | |
| These below average income urbanites are a younger, racially diverse group who primarily take public transit - one third alone take the subway - on long commutes. Fully one-half of the New York City population falls into this segment, along with additional groups along the Jersey shore. A second, but much smaller concentration is found in Los Angeles, along the subway towards Hollywood, and the rapid transit lines to Glendale, North Hollywood, and Long Beach. Moderately educated, and over fifty percent speaking a non-English language at home, many struggle to find upwardly mobile jobs, and the vast majority of them rent in multi-unit complexes and townhouses. This is the most densely populated segment. | | | |
| Population | - | - | - |
| Household | - | - | - |
| 30 True Grit | | | |
| These densely populated, below average income areas are overwhelmingly - 85% -- Black. Blue collar occupations predominate - with jobs in transportation, health care services, and government jobs. Unemployment is very high, nearly double the national average. Lone parent families predominate, as married couples are only about one quarter of the adult population, and over one quarter of the population are under the age of eighteen. Most rent in large apartment buildings constructed before 1970, areas which are typically high in crime. Public transit is common, as many households lack a vehicle. Getting by in expensive urban areas with modest income means not much left over for luxury goods. Interests are modest - parenting, fashion, and bridal magazines and purchasing a DVD player next year. Faith and hope are important, as expressed through musical tastes for gospel and Christian music. | | | |
| Population | - | 2 | 4 |
| Household | - | - | 2 |

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

31 Working Hispania

These densely populated areas are overwhelmingly Hispanic, a large percentage of whom speak little English. Predominant in California and south Florida, neighborhoods like these are increasingly common in other major centers including New York, Chicago, and Houston. With well below average incomes, these poorly educated, largely married couple families with children tend to work in low paying jobs (such as food services, unskilled construction, and light manufacturing) and devote much of their income to basic necessities. Rent, generally in old multi-unit complexes typical of the west coast, is high, and few can afford to own.

Population

Household

32 Struggling Singles

These ethnically diverse low income areas are composed primarily of singles - of all ages and often with children. They are present in many of the larger cities nationwide, but are especially prevalent in south Florida, New York, Minneapolis-St. Paul MN, and Chicago IL. Two thirds rent in older, very large apartment buildings in high density areas. Interests tend to be oriented towards relationships, whether it be in magazines or the internet, where dating sites are the dominant usage.

Population

Household

33 Nor'Easters

With a mix of older single family and small multi-unit dwellings, mostly owner occupied, these well-established neighborhoods are typical of the classic New England towns such as Worcester and Northampton MA and Warwick RI. With highly educated, primarily white families, they enjoy above average incomes and many of the finer things of life such as live performance arts.

Population

Household

4

5

2

2

34 Midwestern Comforts

Despite relatively low levels of education, these predominantly white neighborhoods enjoy just below average incomes, owning their older and relatively inexpensive single family homes. Primarily located in the quiet suburban areas of the upper Midwest states from Minnesota to Michigan, these neighborhoods are typical of such cities as Grand Rapids MI, St. Paul MN, Des Moines IA, and Lincoln NE.

Population

Household

41 0.2%

198 0.5%

17 0.3%

81 0.6%

35 Generational Dreams

Largely Hispanic working large families with younger children, these generally poorly educated neighborhoods maintain average incomes through employment in construction, manufacturing, and transportation services. Unemployment, however, is high relative to the national average. Largely relatively expensive, single family older homes in relatively high density areas, they are primarily found within the central valley of California and into the outer suburbs of Los Angeles. Such places include Fontana, Moreno Valley, Bakersfield, Riverside, Fresno, Oxnard, and Stockton to name but a few. While a minority in many of these cities, they are also the majority group in Compton, Baldwin Park, and Pico Rivera within the Los Angeles area. Many own their houses and neighborhoods are stable.

Population

Household

5

6

2

2

36 Olde New England

Away from the major centers of New England and upstate New York are those quaint and stereotypical towns like Chicopee and Pittsfield MA, East Aurora NY, Torrington CT, and Woonsocket RI. Towns which seem to be out of place in today's world. Predominantly white singles and childless couples tend to live in these towns. Incomes are below average, but housing is relatively cheap. Even so, many rent rather than own. These towns used to be manufacturing centers, but those jobs have departed, and unlike the large cities, fewer jobs have come to replace them.

Population

Household

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

37 Faded Industrial Dreams

This is the least diverse segment nationwide, located primarily in the small urban areas surrounding the Great Lakes states and as far west as Kansas. Often former industrial towns where population has been at best stable for several decades, manufacturing remains a significant part of the local economy, but has been supplanted by jobs in retail trade and health care. Incomes are below average for these middle-aged households, a significant number of which still have children at home. The housing is primarily single-family, and is among the least expensive nationwide. Despite this, many of these households rent.

| | | | | | | |
|------------|----|------|----|------|----|------|
| Population | 13 | 0.3% | 20 | 0.1% | 38 | 0.1% |
| Household | 7 | 0.4% | 10 | 0.2% | 17 | 0.1% |

38 Failing Prospects

Similar to Faded Industrial Dreams, this segment is found in the former industrial heartland from Oklahoma and Kansas in the west to update New York in the east. Incomes are well below average, and somewhat more diverse. Children are prevalent, although a significant share are raised in lone parent families. While unemployment is average, the mixture of jobs has shifted over the decades - manufacturing is still significant, but low paying jobs in retail trade, food services, and health care have taken the place of the middle income jobs which have disappeared. Prospects for higher paying jobs are low, as education levels are lacking.

| | | | | | | |
|------------|----|------|----|------|-----|------|
| Population | 22 | 0.5% | 22 | 0.1% | 173 | 0.5% |
| Household | 7 | 0.4% | 7 | 0.1% | 66 | 0.5% |

39 Second City Beginnings

Young, single, and well educated. But with below average income. These typically internet savvy hopefuls currently struggle to find lucrative jobs in second city urban areas. Unlike their compatriots in the major technology cities, the high paying jobs are simply not there in towns like Pittsburgh, Cincinnati, Salt Lake City, Portland OR, and Albany NY. Full of promise, they typically rent older apartments in townhouse and small complexes, often don't own a vehicle, and suffer from the effects of high neighborhood crime levels.

| | | | | | | |
|------------|---|---|----|------|-----|------|
| Population | - | - | 18 | 0.1% | 556 | 1.5% |
| Household | - | - | 11 | 0.2% | 339 | 2.4% |

40 Beltway Commuters

Primarily located on the I-95 corridor with lesser concentrations on the west coast, largely in the medium density suburbs located at the intersections of the beltway freeways and major routes to the downtown cores. Middle income earners of average education levels, but with considerable racial diversity, they are not quite affluent enough to buy houses in the more expensive suburbs. They instead tend to rent townhomes or walkup apartment complexes, commuting to public and education sector occupations.

| | | | | | | |
|------------|---|---|----|------|----|------|
| Population | - | - | 77 | 0.5% | 90 | 0.2% |
| Household | - | - | 27 | 0.4% | 32 | 0.2% |

41 Garden Variety Suburbia

This is almost the typical, average all-American neighborhood in mid-sized all-American cities with two main exceptions - the relative lack of diversity and the substantially above average percentage of single family dwellings. Housing costs are lower than average and the homes generally built before 1960. Interests include fishing and hunting, country music, and trucks.

| | | | | | | |
|------------|-----|-------|-----|------|-------|------|
| Population | 576 | 12.7% | 636 | 3.7% | 1,552 | 4.3% |
| Household | 241 | 14.8% | 266 | 4.3% | 629 | 4.5% |

42 Rising Fortunes

A relatively young segment of singles and childless couples, the typical Rising Fortunes neighborhood is primarily newer, rented townhouses and small apartment complexes, and to a lesser extent, mobile homes. With above average levels of education and presently average incomes, this is a group which will likely exhibit considerable upward economic mobility over the coming years. Labor force participation rates are high, in sectors such as sales, financial, and personal services. Not quite able to afford luxury vehicles, they settle for mid-size sedans. Their interests focus on the future - plans for having children and plans for finding a spouse via internet dating and chat rooms.

| | | | | | | |
|------------|---|---|----|------|-------|------|
| Population | - | - | 47 | 0.3% | 1,578 | 4.3% |
| Household | - | - | 16 | 0.3% | 652 | 4.7% |

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

43 Classic Interstate Suburbia

These diverse neighborhoods can be found ringing the major cities of the southern and southwestern states. Typically located well outside the downtown core near the junction of incoming freeways and major arterial roads and ring freeways, they tend to live in relatively older modest single family dwellings and townhouse complexes which were the growth suburbs of the 1960's and 1970's. A mixture of singles and younger married couples, about half of whom have children, they have achieved slightly below average income levels despite lower than average educations. Interests match the diversity of these neighborhoods, but of particular interest are college football, internet gambling, and outdoor recreation.

| | | | | | | |
|------------|---|---|---|---|-------|------|
| Population | - | - | - | - | 2,587 | 7.1% |
| Household | - | - | - | - | 988 | 7.1% |

44 Pacific Second City

With a mixture of white and Hispanic cities typical of the west coast, these neighborhoods are generally typical of the mid-sized cities which define the I-5 corridor from the Canadian border south to the central valley of California. Reflecting the great population boom of the west coast during the 1960's, these are well-established neighborhoods of single family, largely owner occupied homes, often ranch style, and are home to middle class families with younger children.

| | | | | | | |
|------------|---|---|----|------|----|------|
| Population | - | - | 34 | 0.2% | 54 | 0.1% |
| Household | - | - | 13 | 0.2% | 21 | 0.1% |

45 Northern Blues

From Bangor ME to Spokane WA, in mid-size cities across the northern states are the modest older houses and townhouses neighborhoods of primarily blue collar manufacturing and retail workers. With only average education levels, upward mobility is difficult, and these still young singles and couples have lower middle class incomes. Preferring hard rock and classic rock music, beer, and outdoor winter activities including snowmobiles, they tend to prefer escapist entertainment such as fantasy and science fiction movies, video games, and professional wrestling.

| | | | | | | |
|------------|---|---|---|---|-----|------|
| Population | - | - | 1 | - | 210 | 0.6% |
| Household | - | - | - | - | 82 | 0.6% |

46 Recessive Singles

These older neighborhoods are the home to a diverse group of young singles, childless couples, and older singles, with a high proportion in nursing homes. Incomes are well below average despite average educational levels. Housing is a mix of single family and multi-family units, which are relatively inexpensive to own and with generally lower rents. Largely blue collar occupations in manufacturing, health services, and retail sales predominate.

| | | | | | | |
|------------|---|---|---|---|-----|------|
| Population | - | - | - | - | 863 | 2.4% |
| Household | - | - | - | - | 405 | 2.9% |

47 Simply Southern

Prevalent from the Carolinas through Florida and west to the bayous of Louisiana, but present through most of the east, these semi-rural and small town dwellers are primarily white, middle age families living in a mix of single family and mobile homes. Housing costs are low, and most own rather than rent. Labor force participation is low, and jobs in construction, manufacturing, and retail trade are common. Stereotypes are the rule - trucks, beer and coolers, fishing, camping, NASCAR, and a mix of country and gospel music.

| | | | | | | |
|------------|----|------|-----|------|-------|------|
| Population | 15 | 0.3% | 472 | 2.8% | 1,421 | 3.9% |
| Household | 7 | 0.4% | 181 | 2.9% | 543 | 3.9% |

48 Tex-Mex

Located primarily from the Rio Grande to southern Colorado, Tex-Mex neighborhoods are generally low density with a mixture of rented and owned dwellings, many of the latter of which are owned free and clear. A majority of the population is Hispanic, and in fully a third of households, English is not spoken. Incomes are below average, and education levels are low, but these young families with children are diligently working towards the American dream, often working in difficult jobs in the oil and mining industries and in public administration.

| | | | | | | |
|------------|---|---|---|---|----|---|
| Population | - | - | 1 | - | 12 | - |
| Household | - | - | - | - | 5 | - |

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

3 mi radius

5 mi radius

7 mi radius

Lorena, TX 76655

49 Sierra Siesta

Over fifty percent of this segment's population is over the age of 65, making it on average the oldest of the segments, with the lowest labor force participation rate nationwide. One third of the males are veterans, nearly twice the national average. Incomes, as would be expected in retirement areas, are below average, but housing values are relatively low and most households are owners, many without mortgages. Many dabble in the arts to supplement retirement income. The Sierra Siesta segment is found in many of the more climatically favorable areas of the country, but two areas dominate - the Sierra Nevada mountain range running roughly from Sacramento CA to Tucson AZ, and central Florida.

Population

11

15

Household

6

8

50 Great Plains, Great Struggles

Among the countless small towns dotting the wheat and corn growing plains from north Texas to the Canadian border are low income households struggling to make it. These middle-aged couples, many without children, lack the education necessary for high paying jobs, and tend to work in low paying, unskilled jobs in manufacturing and services. Most own their modest and relatively inexpensive homes. Vacant - that is abandoned - housing is an ongoing problem in these stable population areas. Most of the housing predates the 1970's.

Population

- - - - -

Household

- - - - -

51 Boots and Brews

These predominantly white, middle-income areas sport among the highest rates of home ownership of any group. Living in semi-rural areas nationwide, often in mobile homes, but concentrated in the east in the Piedmont area of the south (that area along the foothills of the Appalachian Mountains) and in the west in the Great Basin, many are married couple families raising young children. Not surprisingly given their isolated locations, housing costs are low and most households have at least two vehicles - usually one of which is a truck. Trucks, guns, beer, dogs, and country music are key characteristics of this group.

Population

943 20.8% 1,144 6.7% 1,212 3.3%

Household

336 20.6% 407 6.5% 431 3.1%

52 Great Open Country

Located primarily in a great triangle from eastern Washington to Wisconsin anchored by the great north Texas plains, these sparsely populated rural areas are home to middle income self-employed farming communities. Living in older housing, many of which are owned without mortgages, these areas are one of America's distinctive rural cultures. Primarily white and moderately educated, this is the home of big trucks, NASCAR, whiskey, and country music.

Population

170 3.7% 317 1.9% 835 2.3%

Household

64 3.9% 119 1.9% 313 2.2%

53 Classic Dixie

Located away from the coastal areas, primarily in the rural old south, these generally middle aged couples, some with children, enjoy rustic simplicity. Of modest income, and generally low education levels, they tend to own either single family or mobile homes. In areas with little growth during the past two decades, employment is in manufacturing, construction, and retail trade. Outdoor life is important, with hunting and fishing being favorite activities. Trucks, NASCAR, and country music prevail, but this being the classic Bible belt, soda is more likely than liquor and gospel music is equally popular.

Population

2 - 228 1.3% 1,004 2.8%

Household

- - 88 1.4% 375 2.7%

54 Off the Beaten Path

From the rural high plains to Appalachia to norther New England and northern Michigan and Minnesota, these out of the way areas are a mixture of agricultural and seasonal tourism areas. Many of these below average income households are self-employed, taking whatever jobs come their way. Households are overwhelmingly white, middle aged, and married. Children are still present, but in diminishing numbers, as many leave for greener pastures elsewhere. Nearly one in five houses are seasonally occupied, reflecting the natural beauty of the areas that these stable neighborhoods call home.

Population

- - - - -

6

22

Household

- - - - -

3

10

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

Lorena, TX 76655

3 mi radius

5 mi radius

7 mi radius

55 Hollows and Hills

Dominant from the Appalachians to the Ozarks, these rural areas are home to inexpensive single family and mobile homes, with a substantial percentage owned without mortgages. Housing is inexpensive, and those who do rent pay low rents. Mining occupations are important here, as are the associated construction and manufacturing jobs, but incomes remain below average as opportunities beyond the well-paying mining jobs are limited.

Population

40 0.2%

399 1.1%

Household

15 0.2%

162 1.2%

56 Gospel and Guns

One of the most rural segments, they can generally be found throughout the coast plain from Virginia to east Texas. These low income, often multi-generational families are mixed racially, but locally tend to be either predominantly white or black. College degrees are fairly rare in these low income areas, where jobs at government-run correctional institutions are common, as are jobs in manufacturing and service occupations. Tenure is mixed in largely single family dwellings, most of which are highly affordable even in light of the low incomes. Trucks, dogs, and hunting and fishing are common, and when daytime dramas aren't on the television, the gospel music is on the radio.

Population

1

4

Household

1

57 Cap and Gown

This widespread segment is the predominant one for college campuses nationwide. Consisting of a mix of students living in dormitories and renting rooms from private households, recent graduates, university employees, and people engaged in services (food, lodging) typical of college areas, incomes are below average. The population is young, mainly single, and highly educated. Most off-campus dwellings are rented, generally at moderate rates. Racially diverse, with a significant Asian population, the densities reflect the local institution - in some areas, dense urban, and in others, suburban and small town.

Population

47

0.1%

Household

58 Marking Time

This segment of young, largely single adults are a significant part of the urban landscape in second cities from coast to coast. While similar to Cap And Gown (57) in many respects, they differ in some critical aspects. While a substantial percentage of them are employed by the military, they are, by and large, high school graduates only, working in largely service occupations with little potential for upward mobility. In contrast to Cap and Gown, their interests and values often reflect a lack of motivation for improvement - time is spent listening to rap music, playing video games, and generally frittering away their leisure time surfing the internet. Outdoor activities and sports are not major interests.

Population

103 0.6%

2,909 8.0%

Household

40 0.6%

1,320 9.5%

59 Hispanic Working Poor

With a majority of the population Hispanic, many of whom do not speak English, life here is an ongoing struggle. Children are many in these relatively young, lone parent families, and with low levels of education and language issues, incomes are quite low. Jobs tend to be in the relatively low paying food services and construction industries, and most rent with little income left over. Located primarily in the west and south Florida, these neighborhoods are often in areas little known to outsiders, whether they be the tourists in Las Vegas and Reno NV, the students in Gainesville FL, or the upscale suburban workers who travel the freeways to downtown jobs in Phoenix AZ and Austin TX.

Population

Household

60 Bordertown Blues

Located primarily along the Mexican border from Brawley CA to Brownsville TX, this segment is predominantly Hispanic, with over half of the households speaking Spanish only. Especially concentrated outside of the major towns of the lower Rio Grande valley, this low income segment is the least educated and is linguistically ill-equipped to integrate fully with American life. Jobs in agricultural and construction industries are common. Housing tends to be relatively inexpensive single family detached, and generally owned, many without mortgages.

Population

13

14

Household

3

3

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

3 mi radius

5 mi radius

7 mi radius

Lorena, TX 76655

61 Communal Living

This segment is predominantly oriented towards group quarters population, with significant numbers of people living in military barracks and correctional institutions. The population is accordingly quite young, with few families with children. These low income people tend to work in public sector jobs, the majority in military service. Unemployment is on the high side, much of that in the reservations set aside for Native Americans. Many of the larger reservations are included in this segment, and non-English households are commonplace. Housing is mixed in both type and age, although there are a significant number of vacant dwellings.

Population

Household

62 Living Here in Allentown

Living in the high density urban areas of the northeast, these increasingly Hispanic neighborhoods with a significant Black minority have suffered greatly over the past few decades. Manufacturing jobs are increasingly scarce for these relatively poorly educated people, and incomes are low with high crime and high unemployment. A high percentage of households lack a vehicle, and many take public transit to whatever low paying jobs can be found.

Population

Household

63 Southern Small City Blues

From the lower Mississippi Valley to the hills of Kentucky, these low income households rent older dwellings in generally high crime areas. Unemployment is high in these predominantly Black neighborhoods, with lone parent families dominating. Crime rates are high, and income security low.

Population

Household

64 Struggling Southerners

These neighborhoods, predominantly black and relatively poorly educated, are typical of many of the larger southern cities from Charlotte to Shreveport. Generally quite low income, coupled with high unemployment and high crime rates makes daily life a struggle. Housing is mixed tenure in modest older single family and townhouse neighborhoods.

Population

Household

3

1

65 Forgotten Towns

These very low income neighborhoods are scattered throughout the eastern United States, but tend to be located in small towns to the west of the Appalachian Mountains - from upstate New York to central Texas. Places like Fort Smith AR, Lawton OK, Binghamton NY, and Shelbyville TN. For many, just names on the exit signs along the way. These racially mixed neighborhoods live in old single family detached and small multi-unit complexes, paying relatively low rents. Home values are often under \$100,000. Children are numerous, many living in lone parent families. Education levels are lacking, and many have no vehicle. Unemployment, while not as high as other former industrial towns, remains a serious problem. Crime as well is problematic.

Population

Household

6

2

66 Post Industrial Trauma

A half century ago, these were among the crown jewels of the American blue collar workers - vibrant economies driven by the Big Three out of Detroit. But no more. Cities like Detroit, Buffalo, Rochester, and Cleveland, automotive dependent towns like Pontiac, Flint, and Muskegon. Now suffering from high unemployment, no manufacturing jobs, high crime, and few prospects, and population has been declining now for several decades. One in five houses lie vacant. The housing that is occupied, while single family detached, is among the least expensive among metropolitan areas nationwide, and rents are very low.

Population

Household

PANORAMA FULL SUMMARY

2019 Estimates

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 31.3859/-97.2117

PANS1

107 S Frontage Rd

3 mi radius

5 mi radius

7 mi radius

Lorena, TX 76655

67 Starting Out

Located primarily adjacent to university and college campuses nationwide, this segment is one of the youngest, being primarily composed of singles and young married couples under the age of 35. While some are students living off-campus, many more are relatively recent graduates - some pursuing further study - who work in relatively low paying jobs in food services. There is a significant Asian minority, and many households are linguistically isolated.

Population

- - - - -

Household

- - - - -

68 Rust Belt Poverty

Amongst the abandoned and decaying factories of the smaller industrial cities of the coal and steel producing areas of Pennsylvania, West Virginia, Ohio, upper Michigan and Minnesota are one of the very lowest income segments. While whites are a majority, there is a significant black minority, and non-family households - largely singles - are prevalent. Most are middle aged or older, staying in towns where the jobs have long departed. Rents are low, reflecting property values, and generally these are outside of the main centers. Typical places include Bedford Heights OH, Wellsboro PA, Williamson WV, and East Syracuse NY.

Population

- - - - -

Household

- - - - -

