

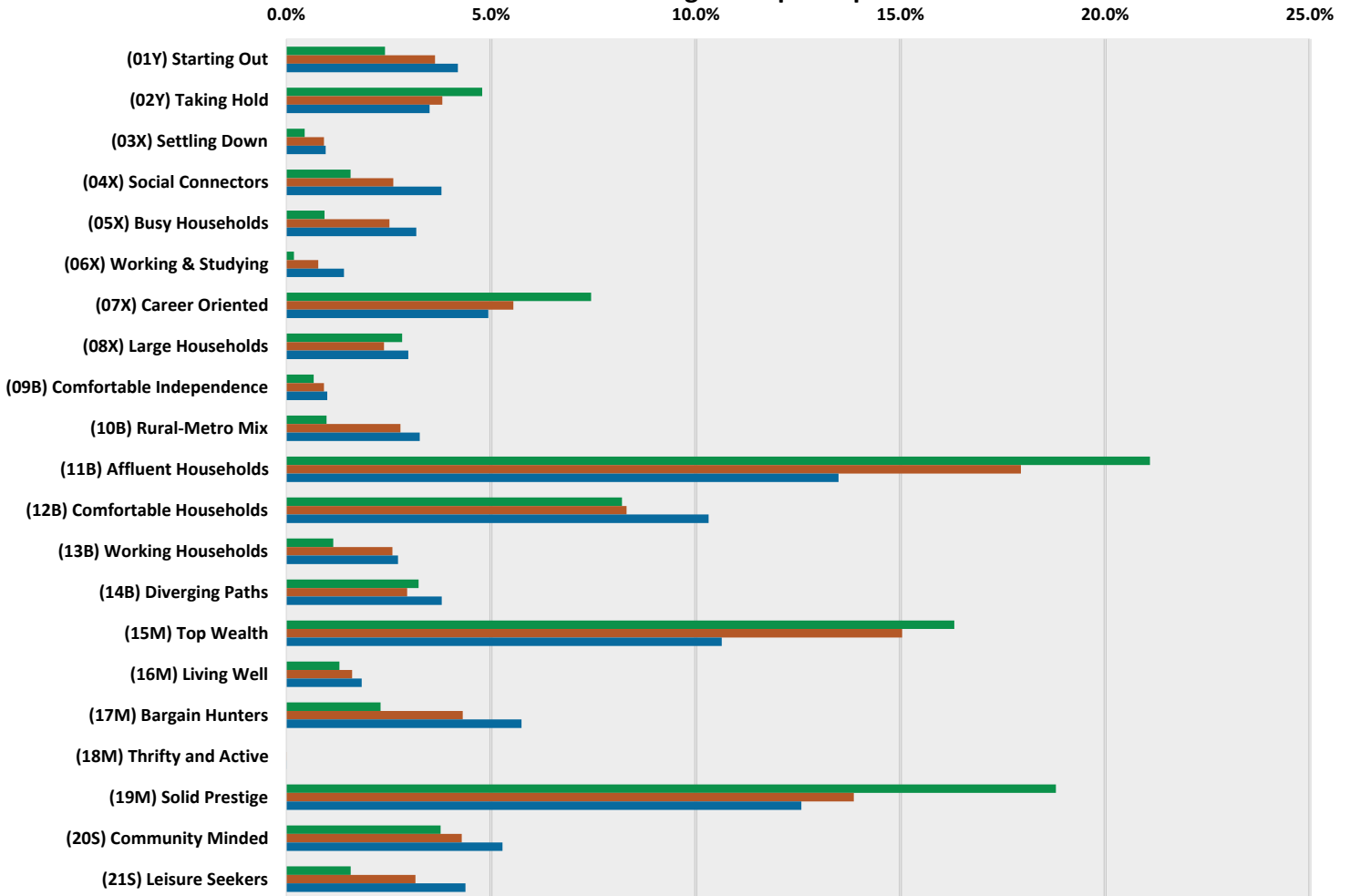
Household Segmentation Profile

For Market: Market Name

Date:

	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
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Household Lifestage Group Comparison



	Trade Area 1: 5 Minute Drive Time	Trade Area 2: 10 Minute Drive Time	Trade Area 3: 15 Minute Drive Time
Total Households	9,755 100%	43,250 100%	134,625 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	04- Top Professionals	(11B) Affluent Households	1,504	15.4%	4,622	10.7%	10,399	7.7%
2	03- Corporate Connected	(15M) Top Wealth	1,113	11.4%	3,643	8.4%	8,070	6.0%
3	09- Busy Schedules	(19M) Solid Prestige	757	7.8%	2,302	5.3%	6,475	4.8%
4	08- Solid Surroundings	(19M) Solid Prestige	713	7.3%	2,290	5.3%	6,937	5.2%
5	02- Established Elite	(15M) Top Wealth	479	4.9%	2,863	6.6%	6,248	4.6%
6	17- Firmly Established	(12B) Comfortable Households	411	4.2%	1,963	4.5%	7,934	5.9%
7	13- Work & Play	(12B) Comfortable Households	388	4.0%	1,632	3.8%	5,952	4.4%
8	01- Summit Estates	(11B) Affluent Households	367	3.8%	2,398	5.5%	5,436	4.0%
9	06- Casual Comfort	(07X) Career Oriented	365	3.7%	1,271	2.9%	3,015	2.2%
10	05- Active & Involved	(19M) Solid Prestige	364	3.7%	1,403	3.2%	3,525	2.6%

* Rank is based on Trade Area 1 cluster sizes

Uses the Personix household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

Household Segmentation Profile

Market: Market Name
Date:

		5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
TOTAL HOUSEHOLDS		9,755	100%	43,250	100%	134,625	100%
Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(01Y) Starting Out		235	2.4%	1,572	3.6%	5,645	4.2%
	39- Setting Goals	22	0.2%	274	0.6%	1,042	0.8%
	45- Offices & Entertainment	62	0.6%	349	0.8%	1,125	0.8%
	57- Collegiate Crowd	121	1.2%	620	1.4%	2,140	1.6%
	58- Outdoor Fervor	0	0.0%	0	0.0%	0	0.0%
	67- First Steps	30	0.3%	329	0.8%	1,339	1.0%
(02Y) Taking Hold		467	4.8%	1,649	3.8%	4,713	3.5%
	18- Climbing the Ladder	31	0.3%	132	0.3%	458	0.3%
	21- Children First	61	0.6%	293	0.7%	947	0.7%
	24- Career Building	345	3.5%	1,063	2.5%	2,827	2.1%
	30- Out & About	29	0.3%	161	0.4%	481	0.4%
(03X) Settling Down		44	0.4%	399	0.9%	1,296	1.0%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	16	0.0%	51	0.0%
	46- Rural & Active	43	0.4%	383	0.9%	1,245	0.9%
(04X) Social Connectors		153	1.6%	1,131	2.6%	5,102	3.8%
	42- Creative Variety	39	0.4%	322	0.7%	1,145	0.9%
	52- Stylish & Striving	66	0.7%	371	0.9%	1,686	1.3%
	59- Mobile Mixers	48	0.5%	438	1.0%	2,272	1.7%
(05X) Busy Households		91	0.9%	1,090	2.5%	4,274	3.2%
	37- Firm Foundations	47	0.5%	537	1.2%	1,891	1.4%
	62- Movies & Sports	45	0.5%	553	1.3%	2,384	1.8%
(06X) Working & Studying		18	0.2%	339	0.8%	1,899	1.4%
	61- City Life	0	0.0%	6	0.0%	205	0.2%
	69- Productive Havens	7	0.1%	92	0.2%	395	0.3%
	70- Favorably Frugal	12	0.1%	241	0.6%	1,299	1.0%
(07X) Career Oriented		726	7.4%	2,399	5.5%	6,642	4.9%
	06- Casual Comfort	365	3.7%	1,271	2.9%	3,015	2.2%
	10- Careers & Travel	67	0.7%	239	0.6%	649	0.5%
	20- Carving Out Time	48	0.5%	204	0.5%	760	0.6%
	26- Getting Established	245	2.5%	684	1.6%	2,218	1.6%
(08X) Large Households		276	2.8%	1,033	2.4%	4,015	3.0%
	11- Schools & Shopping	116	1.2%	355	0.8%	1,246	0.9%
	12- On the Go	58	0.6%	177	0.4%	668	0.5%
	19- Country Comfort	0	0.0%	0	0.0%	0	0.0%
	27- Tenured Proprietors	103	1.1%	500	1.2%	2,100	1.6%
(09B) Comfortable Independence		65	0.7%	398	0.9%	1,347	1.0%
	29- City Mixers	0	0.0%	1	0.0%	4	0.0%
	35- Working & Active	34	0.4%	168	0.4%	644	0.5%
	56- Metro Active	31	0.3%	228	0.5%	699	0.5%
(10B) Rural-Metro Mix		96	1.0%	1,207	2.8%	4,389	3.3%
	47- Rural Parents	0	0.0%	0	0.0%	1	0.0%
	53- Metro Strivers	96	1.0%	1,207	2.8%	4,388	3.3%
	60- Rural & Mobile	0	0.0%	0	0.0%	0	0.0%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

Lifestage Group	Cluster Name	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
(11B) Affluent Households		2,058	21.1%	7,761	17.9%	18,159	13.5%
	01- Summit Estates	367	3.8%	2,398	5.5%	5,436	4.0%
	04- Top Professionals	1,504	15.4%	4,622	10.7%	10,399	7.7%
	07- Active Lifestyles	187	1.9%	740	1.7%	2,325	1.7%
(12B) Comfortable Households		800	8.2%	3,595	8.3%	13,886	10.3%
	13- Work & Play	388	4.0%	1,632	3.8%	5,952	4.4%
	17- Firmly Established	411	4.2%	1,963	4.5%	7,934	5.9%
(13B) Working Households		112	1.1%	1,121	2.6%	3,673	2.7%
	38- Occupational Mix	112	1.1%	1,121	2.6%	3,672	2.7%
	48- Farm & Home	0	0.0%	0	0.0%	1	0.0%
(14B) Diverging Paths		315	3.2%	1,277	3.0%	5,111	3.8%
	16- Country Enthusiasts	0	0.0%	0	0.0%	0	0.0%
	22- Comfortable Cornerstones	35	0.4%	197	0.5%	741	0.6%
	31- Mid-Americana	56	0.6%	310	0.7%	1,008	0.7%
	32- Metro Mix	0	0.0%	5	0.0%	106	0.1%
	33- Urban Diversity	224	2.3%	765	1.8%	3,256	2.4%
(15M) Top Wealth		1,592	16.3%	6,506	15.0%	14,318	10.6%
	02- Established Elite	479	4.9%	2,863	6.6%	6,248	4.6%
	03- Corporate Connected	1,113	11.4%	3,643	8.4%	8,070	6.0%
(16M) Living Well		127	1.3%	696	1.6%	2,481	1.8%
	14- Career Centered	93	1.0%	425	1.0%	1,501	1.1%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	34	0.3%	271	0.6%	979	0.7%
(17M) Bargain Hunters		225	2.3%	1,865	4.3%	7,736	5.7%
	43- Work & Causes	38	0.4%	317	0.7%	1,175	0.9%
	44- Open Houses	37	0.4%	283	0.7%	1,025	0.8%
	55- Community Life	60	0.6%	531	1.2%	1,775	1.3%
	63- Staying Home	79	0.8%	650	1.5%	3,344	2.5%
	68- Staying Healthy	10	0.1%	84	0.2%	416	0.3%
(18M) Thrifty & Active		0	0.0%	1	0.0%	1	0.0%
	40- Great Outdoors	0	0.0%	1	0.0%	1	0.0%
	50- Rural Community	0	0.0%	0	0.0%	0	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		1,834	18.8%	5,995	13.9%	16,937	12.6%
	05- Active & Involved	364	3.7%	1,403	3.2%	3,525	2.6%
	08- Solid Surroundings	713	7.3%	2,290	5.3%	6,937	5.2%
	09- Busy Schedules	757	7.8%	2,302	5.3%	6,475	4.8%
(20S) Community Minded		368	3.8%	1,854	4.3%	7,111	5.3%
	25- Clubs & Causes	63	0.6%	324	0.7%	1,265	0.9%
	28- Community Pillars	63	0.6%	279	0.6%	1,222	0.9%
	36- Persistent & Productive	242	2.5%	1,251	2.9%	4,623	3.4%
(21S) Leisure Seekers		153	1.6%	1,364	3.2%	5,891	4.4%
	49- Home & Garden	28	0.3%	276	0.6%	1,202	0.9%
	51- Role Models	37	0.4%	316	0.7%	1,188	0.9%
	64- Practical & Careful	25	0.3%	166	0.4%	865	0.6%
	65- Hobbies & Shopping	34	0.3%	356	0.8%	1,511	1.1%
	66- Helping Hands	29	0.3%	251	0.6%	1,126	0.8%

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