

Household Segmentation Profile

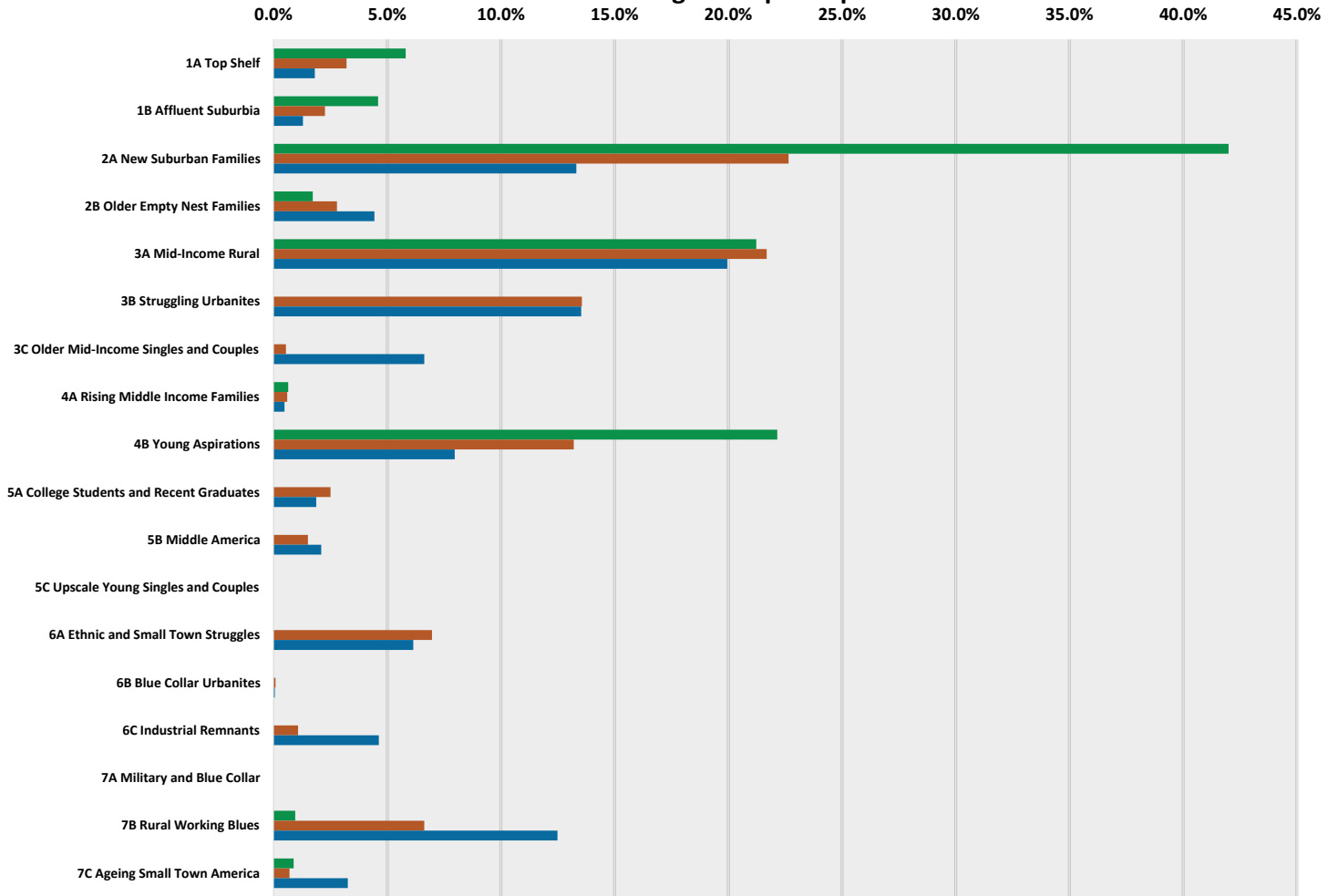
Site: Morgan's Point Trade Area
 Address: 1825 Morgans Point Rd | Belton, TX 76513
 Date: 6/11/2023



Hcl ECONSolutions

	Trade Area 1: 10 Min Drive	Trade Area 2: 15 Min Drive	Trade Area 3: 20 Min Drive
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Household Lifestage Group Comparison



	Trade Area 1: 10 Min Drive	Trade Area 2: 15 Min Drive	Trade Area 3: 20 Min Drive
Total Households	8,200 100%	21,914 100%	38,695 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	17 New American Dreams	2A New Suburban Families	3,067	37.4%	3,216	14.7%	3,253	8.4%
2	22 Up and Coming Suburban Divers	4B Young Aspirations	1,779	21.7%	2,772	12.6%	2,909	7.5%
3	51 Boots and Brew	3A Mid-Income Rural	1,693	20.6%	2,682	12.2%	3,932	10.2%
4	03 Second City Moguls	1A Top Shelf	477	5.8%	703	3.2%	704	1.8%
5	21 New Suburban Style	2A New Suburban Families	273	3.3%	392	1.8%	398	1.0%
6	04 Sprawl Success	1B Affluent Suburbia	183	2.2%	192	0.9%	193	0.5%
7	05 Transitioning Affluent Families	1B Affluent Suburbia	159	1.9%	238	1.1%	239	0.6%
8	18 Small Town Middle Managers	2B Older Empty Nest Families	142	1.7%	220	1.0%	267	0.7%
9	42 Rising Fortunes	2A New Suburban Families	104	1.3%	1,338	6.1%	1,476	3.8%
10	52 Great Open Country	7C Ageing Small Town America	54	0.7%	84	0.4%	159	0.4%

* Rank is based on Trade Area 1 cluster size

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.

Household Segmentation Profile

Market: 1825 Morgans Point Rd | Belton, TX 76513

Date: 6/11/2023

INSIGHT

MARKET ANALYTICS

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TOTAL HOUSEHOLDS		8,200	100%	21,914	100%	38,695	100%
Segment Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
1A Top Shelf		477	5.8%	703	3.2%	704	1.8%
	01 One Percenters	0	0.0%	0	0.0%	0	0.0%
	02 Peak Performers	0	0.0%	0	0.0%	0	0.0%
	03 Second City Moguls	477	5.8%	703	3.2%	704	1.8%
1B Affluent Suburbia		377	4.6%	496	2.3%	500	1.3%
	04 Sprawl Success	183	2.2%	192	0.9%	193	0.5%
	05 Transitioning Affluent Families	159	1.9%	238	1.1%	239	0.6%
	06 Best of Both Worlds	0	0.0%	18	0.1%	20	0.1%
	09 Successful Urban Refugees	35	0.4%	48	0.2%	49	0.1%
2A New Suburban Families		3,444	42.0%	4,963	22.6%	5,152	13.3%
	17 New American Dreams	3,067	37.4%	3,216	14.7%	3,253	8.4%
	21 New Suburban Style	273	3.3%	392	1.8%	398	1.0%
	34 Midwestern Comforts	0	0.0%	17	0.1%	25	0.1%
	42 Rising Fortunes	104	1.3%	1,338	6.1%	1,476	3.8%
2B Older Empty Nest Families		142	1.7%	612	2.8%	1,718	4.4%
	12 Mainstream Established Suburb	0	0.0%	77	0.4%	284	0.7%
	15 Comfortable Retirement	0	0.0%	0	0.0%	6	0.0%
	18 Small Town Middle Managers	142	1.7%	220	1.0%	267	0.7%
	33 Noreasters	0	0.0%	0	0.0%	0	0.0%
	41 Garden Variety Suburbia	0	0.0%	315	1.4%	1,161	3.0%
3A Mid-Income Rural		1,741	21.2%	4,752	21.7%	7,722	20.0%
	13 Cowboy Country	0	0.0%	12	0.1%	165	0.4%
	16 Spacious Suburbs	0	0.0%	1,003	4.6%	2,301	5.9%
	20 Rugged Individualists	47	0.6%	1,056	4.8%	1,323	3.4%
	51 Boots and Brew	1,693	20.6%	2,682	12.2%	3,932	10.2%
3B Struggling Urbanites		0	0.0%	2,971	13.6%	5,235	13.5%
	38 Failing Prospects	0	0.0%	548	2.5%	1,786	4.6%
	44 Pacific Second City	0	0.0%	187	0.9%	572	1.5%
	45 Northern Blues	0	0.0%	736	3.4%	748	1.9%
	58 Marking Time	0	0.0%	1,501	6.8%	2,129	5.5%
3C Older Mid-Income Singles and Couples		0	0.0%	120	0.5%	2,566	6.6%
	46 Recessive Singles	0	0.0%	118	0.5%	2,373	6.1%
	49 Sierra Siesta	0	0.0%	2	0.0%	192	0.5%
4A Rising Middle Income Families		53	0.6%	133	0.6%	187	0.5%
	07 Upscale Diversity	0	0.0%	0	0.0%	0	0.0%
	08 Living the Dream	53	0.6%	133	0.6%	186	0.5%
	10 Emerging Leaders	0	0.0%	0	0.0%	0	0.0%
	11 Affluent Newcomers	0	0.0%	0	0.0%	0	0.0%
4B Young Aspirations		1,816	22.2%	2,893	13.2%	3,084	8.0%
	14 American Playgrounds	0	0.0%	0	0.0%	1	0.0%
	19 Outer Suburban Affluence	0	0.0%	14	0.1%	17	0.0%
	22 Up and Coming Suburban Divers	1,779	21.7%	2,772	12.6%	2,909	7.5%
	35 Generational Dreams	37	0.5%	106	0.5%	125	0.3%
	40 Beltway Commuters	0	0.0%	0	0.0%	33	0.1%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster.

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TOTAL HOUSEHOLDS		8,200	100%	21,914	100%	38,695	100%
Segment Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
5A College Students and Recent Graduates		0	0.0%	549	2.5%	728	1.9%
	57 Cap and Gown	0	0.0%	458	2.1%	501	1.3%
	67 Starting Out	0	0.0%	91	0.4%	226	0.6%
5B Middle America		0	0.0%	332	1.5%	812	2.1%
	26 High Density Diversity	0	0.0%	0	0.0%	0	0.0%
	36 Olde New England	0	0.0%	18	0.1%	25	0.1%
	39 Second City Beginnings	0	0.0%	120	0.5%	331	0.9%
	43 Classic Interstate Suburbia	0	0.0%	194	0.9%	456	1.2%
5C Upscale Young Singles and Couples		0	0.0%	0	0.0%	0	0.0%
	25 Hipsters and Geeks	0	0.0%	0	0.0%	0	0.0%
	27 Young Coastal Technocrats	0	0.0%	0	0.0%	0	0.0%
6A Ethnic and Small Town Struggles		0	0.0%	1,528	7.0%	2,378	6.1%
	31 Working Hispania	0	0.0%	0	0.0%	0	0.0%
	59 Hispanic Working Poor	0	0.0%	53	0.2%	128	0.3%
	60 Bordertown Blues	0	0.0%	261	1.2%	750	1.9%
	64 Struggling Southerners	0	0.0%	1	0.0%	12	0.0%
	65 Forgotten Towns	0	0.0%	1,213	5.5%	1,489	3.8%
6B Blue Collar Urbanites		0	0.0%	19	0.1%	22	0.1%
	28 Asian-Hispanic Fusion	0	0.0%	0	0.0%	3	0.0%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Struggling Singles	0	0.0%	19	0.1%	19	0.0%
6C Industrial Remnants		0	0.0%	236	1.1%	1,792	4.6%
	63 Southern Small City Blues	0	0.0%	236	1.1%	970	2.5%
	66 Post Industrial Trauma	0	0.0%	0	0.0%	0	0.0%
	68 Rust Belt Poverty	0	0.0%	0	0.0%	822	2.1%
7A Military and Blue Collar		0	0.0%	0	0.0%	0	0.0%
	61 Communal Living	0	0.0%	0	0.0%	0	0.0%
	62 Living Here in Allentown	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		78	1.0%	1,452	6.6%	4,831	12.5%
	24 Isolated Hispanic Neighborhood	0	0.0%	115	0.5%	974	2.5%
	29 Big Apple Dreamers	0	0.0%	0	0.0%	0	0.0%
	47 Simply Southern	0	0.0%	66	0.3%	324	0.8%
	48 Tex-Mex	33	0.4%	1,020	4.7%	2,451	6.3%
	53 Classic Dixie	35	0.4%	145	0.7%	772	2.0%
	56 Gospel and Guns	10	0.1%	107	0.5%	310	0.8%
7C Ageing Small Town America		73	0.9%	155	0.7%	1,265	3.3%
	23 Enduring Heartland	17	0.2%	35	0.2%	125	0.3%
	37 Faded Industrial Dreams	0	0.0%	15	0.1%	566	1.5%
	50 Great Plains Great Struggles	0	0.0%	0	0.0%	309	0.8%
	52 Great Open Country	54	0.7%	84	0.4%	159	0.4%
	54 Off the Beaten Path	2	0.0%	18	0.1%	52	0.1%
	55 Hollows and Hills	0	0.0%	2	0.0%	54	0.1%

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