

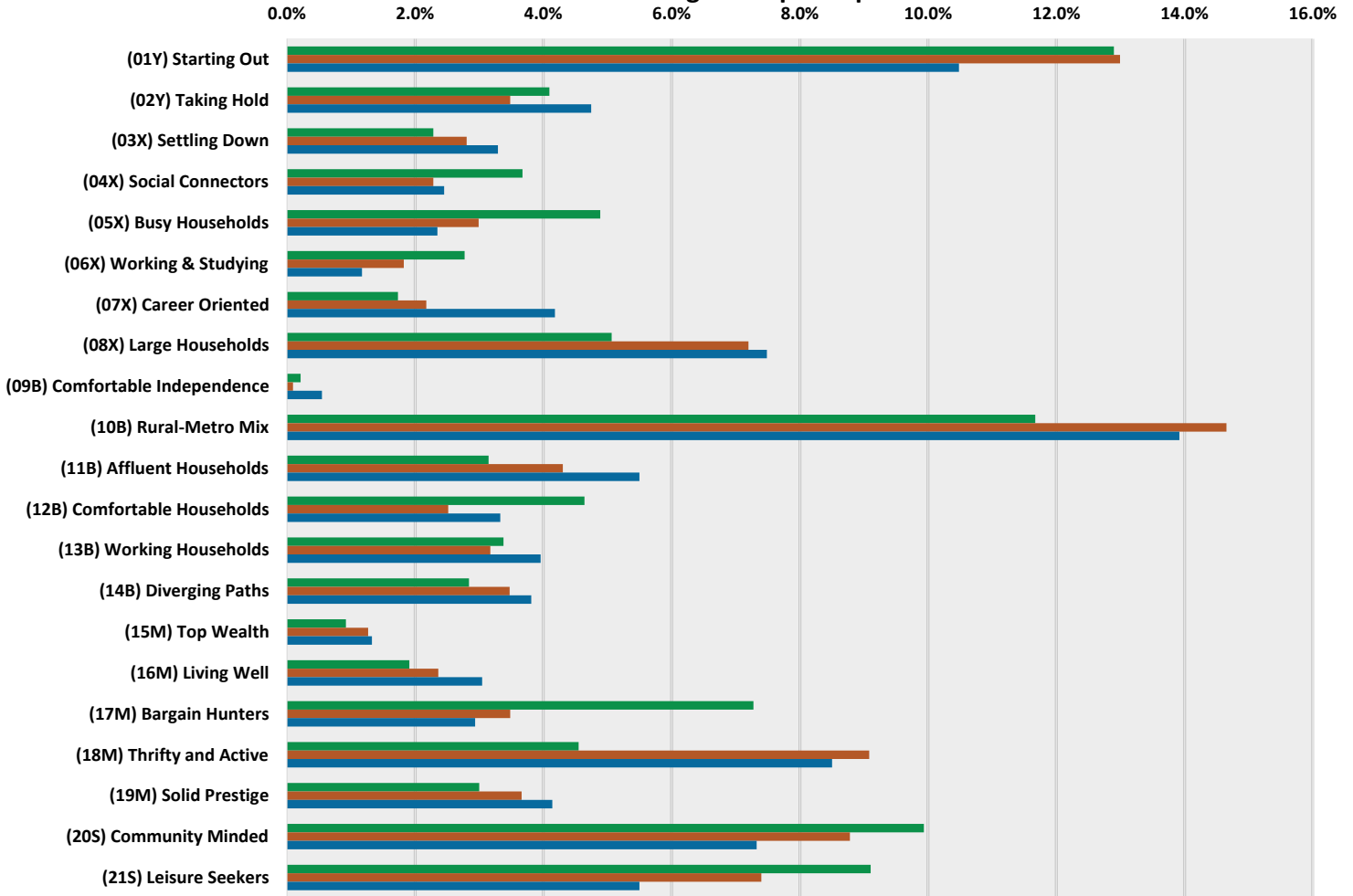
Household Segmentation Profile



Hdl ECON Solutions

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



	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive
Total Households	1,368 100%	3,011 100%	6,048 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	36- Persistent & Productive	(20S) Community Minded	89	6.5%	189	6.3%	307	5.1%
2	58- Outdoor Fervor	(01Y) Starting Out	80	5.8%	267	8.9%	408	6.7%
3	63- Staying Home	(17M) Bargain Hunters	65	4.8%	69	2.3%	84	1.4%
4	60- Rural & Mobile	(10B) Rural-Metro Mix	55	4.0%	196	6.5%	353	5.8%
5	19- Country Comfort	(08X) Large Households	54	3.9%	200	6.6%	409	6.8%
6	53- Metro Strivers	(10B) Rural-Metro Mix	53	3.9%	53	1.8%	138	2.3%
7	47- Rural Parents	(10B) Rural-Metro Mix	52	3.8%	192	6.4%	351	5.8%
8	62- Movies & Sports	(05X) Busy Households	47	3.5%	71	2.3%	96	1.6%
9	64- Practical & Careful	(21S) Leisure Seekers	47	3.4%	109	3.6%	171	2.8%
10	65- Hobbies & Shopping	(21S) Leisure Seekers	46	3.3%	77	2.6%	94	1.6%

* Rank is based on Trade Area 1 cluster size

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

City of
Prosperity

TOTAL HOUSEHOLDS		1,368	100%	3,011	100%	6,048	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		176	12.9%	391	13.0%	634	10.5%
	39- Setting Goals	32	2.3%	45	1.5%	70	1.2%
	45- Offices & Entertainment	10	0.7%	10	0.3%	29	0.5%
	57- Collegiate Crowd	35	2.6%	49	1.6%	93	1.5%
	58- Outdoor Fervor	80	5.8%	267	8.9%	408	6.7%
	67- First Steps	21	1.5%	21	0.7%	34	0.6%
(02Y) Taking Hold		56	4.1%	105	3.5%	287	4.7%
	18- Climbing the Ladder	0	0.0%	0	0.0%	4	0.1%
	21- Children First	14	1.0%	31	1.0%	82	1.4%
	24- Career Building	26	1.9%	53	1.8%	171	2.8%
	30- Out & About	16	1.2%	20	0.7%	30	0.5%
(03X) Settling Down		31	2.3%	84	2.8%	199	3.3%
	34- Outward Bound	11	0.8%	36	1.2%	77	1.3%
	41- Rural Adventure	10	0.7%	38	1.3%	98	1.6%
	46- Rural & Active	11	0.8%	11	0.4%	24	0.4%
(04X) Social Connectors		50	3.7%	69	2.3%	148	2.5%
	42- Creative Variety	3	0.2%	3	0.1%	38	0.6%
	52- Stylish & Striving	29	2.1%	47	1.6%	73	1.2%
	59- Mobile Mixers	18	1.3%	18	0.6%	37	0.6%
(05X) Busy Households		67	4.9%	90	3.0%	142	2.3%
	37- Firm Foundations	19	1.4%	19	0.6%	46	0.8%
	62- Movies & Sports	47	3.5%	71	2.3%	96	1.6%
(06X) Working & Studying		38	2.8%	55	1.8%	71	1.2%
	61- City Life	0	0.0%	0	0.0%	1	0.0%
	69- Productive Havens	9	0.6%	26	0.9%	32	0.5%
	70- Favorably Frugal	29	2.1%	29	1.0%	38	0.6%
(07X) Career Oriented		24	1.7%	65	2.2%	253	4.2%
	06- Casual Comfort	11	0.8%	49	1.6%	175	2.9%
	10- Careers & Travel	0	0.0%	2	0.1%	23	0.4%
	20- Carving Out Time	0	0.0%	0	0.0%	6	0.1%
	26- Getting Established	12	0.9%	14	0.5%	48	0.8%
(08X) Large Households		69	5.1%	217	7.2%	453	7.5%
	11- Schools & Shopping	2	0.1%	2	0.1%	11	0.2%
	12- On the Go	6	0.4%	7	0.2%	17	0.3%
	19- Country Comfort	54	3.9%	200	6.6%	409	6.8%
	27- Tenured Proprietors	8	0.6%	8	0.3%	16	0.3%
(09B) Comfortable Independence		3	0.2%	3	0.1%	33	0.5%
	29- City Mixers	0	0.0%	0	0.0%	0	0.0%
	35- Working & Active	0	0.0%	0	0.0%	19	0.3%
	56- Metro Active	3	0.2%	3	0.1%	14	0.2%
(10B) Rural-Metro Mix		160	11.7%	441	14.7%	842	13.9%
	47- Rural Parents	52	3.8%	192	6.4%	351	5.8%
	53- Metro Strivers	53	3.9%	53	1.8%	138	2.3%
	60- Rural & Mobile	55	4.0%	196	6.5%	353	5.8%

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

Household Segmentation Profile

City of
Prosperity

TOTAL HOUSEHOLDS		1,368	100%	3,011	100%	6,048	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		43	3.1%	130	4.3%	332	5.5%
	01- Summit Estates	2	0.2%	17	0.6%	47	0.8%
	04- Top Professionals	14	1.0%	45	1.5%	101	1.7%
	07- Active Lifestyles	26	1.9%	67	2.2%	184	3.0%
(12B) Comfortable Households		64	4.6%	76	2.5%	201	3.3%
	13- Work & Play	25	1.8%	34	1.1%	107	1.8%
	17- Firmly Established	39	2.8%	42	1.4%	94	1.6%
(13B) Working Households		46	3.4%	95	3.2%	239	4.0%
	38- Occupational Mix	32	2.3%	34	1.1%	92	1.5%
	48- Farm & Home	14	1.0%	61	2.0%	148	2.4%
(14B) Diverging Paths		39	2.8%	105	3.5%	230	3.8%
	16- Country Enthusiasts	18	1.3%	82	2.7%	173	2.9%
	22- Comfortable Cornerstones	4	0.3%	4	0.1%	10	0.2%
	31- Mid-Americana	2	0.1%	2	0.1%	10	0.2%
	32- Metro Mix	0	0.0%	0	0.0%	0	0.0%
	33- Urban Diversity	15	1.1%	17	0.6%	37	0.6%
(15M) Top Wealth		13	0.9%	38	1.3%	80	1.3%
	02- Established Elite	3	0.2%	16	0.5%	40	0.7%
	03- Corporate Connected	9	0.7%	22	0.7%	40	0.7%
(16M) Living Well		26	1.9%	71	2.4%	184	3.0%
	14- Career Centered	3	0.2%	3	0.1%	28	0.5%
	15- Country Ways	20	1.5%	65	2.2%	140	2.3%
	23- Good Neighbors	3	0.2%	3	0.1%	16	0.3%
(17M) Bargain Hunters		100	7.3%	105	3.5%	178	2.9%
	43- Work & Causes	4	0.3%	4	0.1%	22	0.4%
	44- Open Houses	11	0.8%	11	0.4%	33	0.5%
	55- Community Life	18	1.3%	19	0.6%	36	0.6%
	63- Staying Home	65	4.8%	69	2.3%	84	1.4%
	68- Staying Healthy	2	0.1%	2	0.1%	3	0.1%
(18M) Thrifty & Active		62	4.5%	273	9.1%	514	8.5%
	40- Great Outdoors	9	0.7%	49	1.6%	97	1.6%
	50- Rural Community	32	2.3%	135	4.5%	273	4.5%
	54- Work & Outdoors	21	1.5%	90	3.0%	145	2.4%
(19M) Solid Prestige		41	3.0%	110	3.7%	250	4.1%
	05- Active & Involved	16	1.2%	49	1.6%	127	2.1%
	08- Solid Surroundings	11	0.8%	21	0.7%	41	0.7%
	09- Busy Schedules	14	1.0%	40	1.3%	83	1.4%
(20S) Community Minded		136	9.9%	264	8.8%	443	7.3%
	25- Clubs & Causes	31	2.3%	53	1.8%	94	1.6%
	28- Community Pillars	15	1.1%	22	0.7%	42	0.7%
	36- Persistent & Productive	89	6.5%	189	6.3%	307	5.1%
(21S) Leisure Seekers		125	9.1%	223	7.4%	332	5.5%
	49- Home & Garden	12	0.9%	12	0.4%	21	0.3%
	51- Role Models	20	1.4%	24	0.8%	41	0.7%
	64- Practical & Careful	47	3.4%	109	3.6%	171	2.8%
	65- Hobbies & Shopping	46	3.3%	77	2.6%	94	1.6%
	66- Helping Hands	1	0.1%	1	0.0%	6	0.1%

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