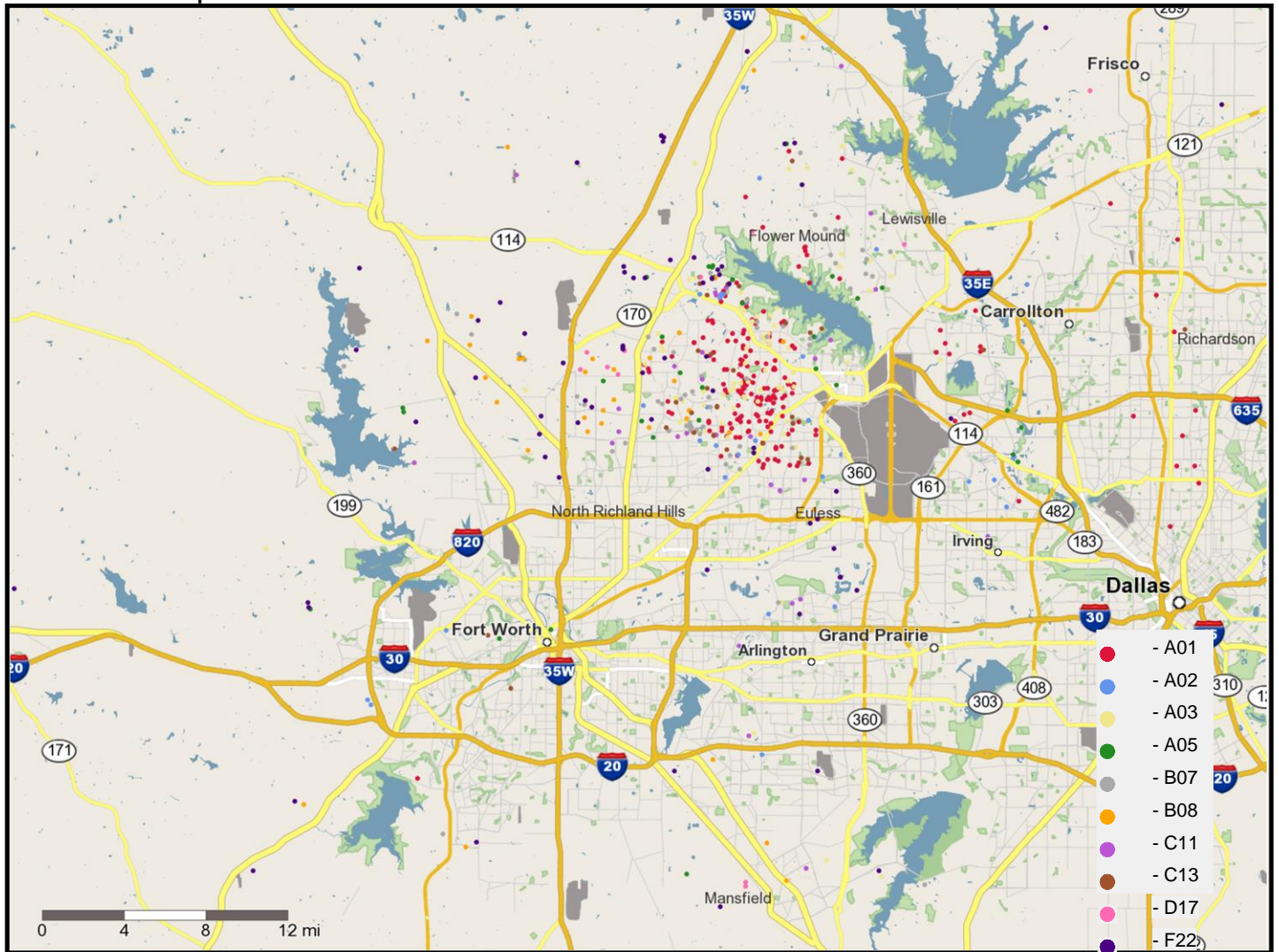
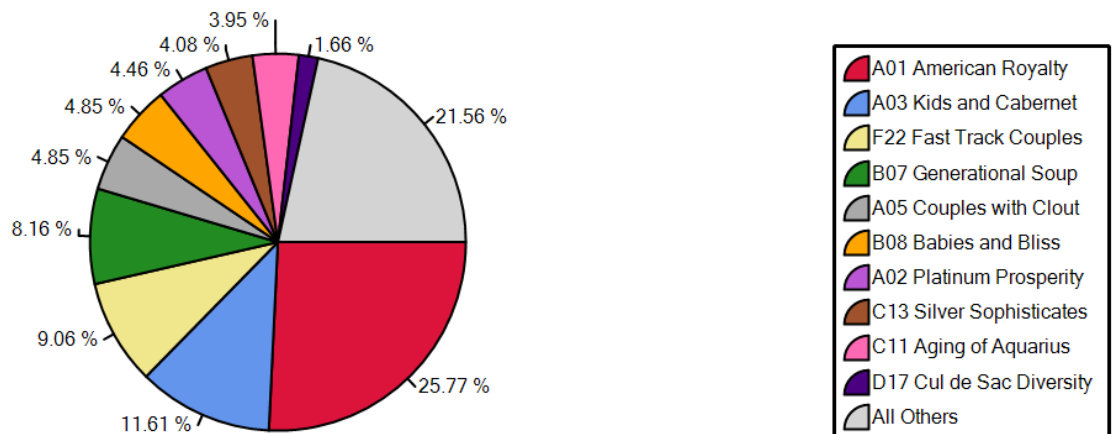


Overview Map





Code(Link Segment)	Customer Households	% of Customer Households	US Households	% of US Households	US Rank	
A01	A01 American Royalty	202	25.77%	2,046,709	1.67%	20
A03	A03 Kids and Cabernet	91	11.61%	870,101	0.71%	59
F22	F22 Fast Track Couples	71	9.06%	2,658,862	2.17%	11
B07	B07 Generational Soup	64	8.16%	1,737,744	1.42%	29
A05	A05 Couples with Clout	38	4.85%	928,159	0.76%	56
B08	B08 Babies and Bliss	38	4.85%	1,529,192	1.25%	38
A02	A02 Platinum Prosperity	35	4.46%	1,233,292	1.00%	48
C13	C13 Silver Sophisticates	32	4.08%	2,960,878	2.41%	9
C11	C11 Aging of Aquarius	31	3.95%	3,709,549	3.02%	5
D17	D17 Cul de Sac Diversity	13	1.66%	816,293	0.67%	62
A04	A04 Picture Perfect Families	9	1.15%	1,173,673	0.96%	50
B09	B09 Family Fun-tastic	9	1.15%	1,431,207	1.17%	42
C14	C14 Boomers and Boomerangs	9	1.15%	2,118,375	1.73%	18
E20	E20 No Place Like Home	9	1.15%	3,012,986	2.45%	8
J34	J34 Aging in Place	9	1.15%	4,076,858	3.32%	3
Q62	Q62 Reaping Rewards	8	1.02%	1,929,158	1.57%	21
H27	H27 Birkenstocks and Beemers	7	0.89%	815,962	0.66%	63
O51	O51 Digital Dependents	7	0.89%	4,116,043	3.35%	2
G24	G24 Status Seeking Singles	6	0.77%	1,463,425	1.19%	40
H28	H28 Everyday Moderates	6	0.77%	730,306	0.60%	64
O54	O54 Striving Single Scene	6	0.77%	3,732,517	3.04%	4
D15	D15 Sports Utility Families	5	0.64%	1,852,260	1.51%	24
F23	F23 Families Matter Most	5	0.64%	1,347,260	1.10%	45
A06	A06 Jet Set Urbanites	4	0.51%	1,034,373	0.84%	52
E21	E21 Unspoiled Splendor	4	0.51%	3,307,779	2.70%	6
I33	I33 Balance and Harmony	4	0.51%	1,378,314	1.12%	44
D18	D18 Suburban Attainment	3	0.38%	2,147,075	1.75%	16
L42	L42 Rooted Flower Power	3	0.38%	3,135,419	2.55%	7
D16	D16 Settled in Suburbia	2	0.26%	1,795,339	1.46%	28
E19	E19 Full Pockets, Empty Nests	2	0.26%	1,727,667	1.41%	31
J35	J35 Rural Escape	2	0.26%	1,863,399	1.52%	23
L41	L41 Booming and Consuming	2	0.26%	853,362	0.70%	60
N47	N47 Countrified Pragmatics	2	0.26%	913,479	0.74%	57
B10	B10 Cosmopolitan Achievers	1	0.13%	1,432,459	1.17%	41
C12	C12 Golf Carts and Gourmets	1	0.13%	684,842	0.56%	66
H26	H26 Progressive Potpourri	1	0.13%	1,800,362	1.47%	27
H29	H29 Destination Recreation	1	0.13%	582,704	0.47%	70
I31	I31 Blue Collar Comfort	1	0.13%	1,733,614	1.41%	30
I32	I32 Steadfast Conventionalists	1	0.13%	1,701,657	1.39%	32
K40	K40 Bohemian Groove	1	0.13%	2,223,195	1.81%	15

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L43	L43 Homemade Happiness	1	0.13%	2,670,238	2.18%	10
N46	N46 True Grit Americans	1	0.13%	1,392,324	1.13%	43
O50	O50 Full Steam Ahead	1	0.13%	907,713	0.74%	58
O53	O53 Colleges and Cafes	1	0.13%	1,296,725	1.06%	46
P56	P56 Mid-scale Medley	1	0.13%	1,019,549	0.83%	54
P60	P60 Striving Forward	1	0.13%	1,182,185	0.96%	49
G25	G25 Urban Edge	0	0.00%	1,815,949	1.48%	25
I30	I30 Stockcars and State Parks	0	0.00%	2,138,502	1.74%	17
J36	J36 Settled and Sensible	0	0.00%	2,393,028	1.95%	13
K37	K37 Wired for Success	0	0.00%	1,131,335	0.92%	51
K38	K38 Gotham Blend	0	0.00%	1,641,041	1.34%	35
K39	K39 Metro Fusion	0	0.00%	683,495	0.56%	67
M44	M44 Red, White and Bluegrass	0	0.00%	2,048,350	1.67%	19
M45	M45 Diapers and Debit Cards	0	0.00%	1,700,640	1.39%	33
N48	N48 Rural Southern Bliss	0	0.00%	1,691,404	1.38%	34
N49	N49 Touch of Tradition	0	0.00%	681,441	0.56%	68
O52	O52 Urban Ambition	0	0.00%	1,609,321	1.31%	36
O55	O55 Family Troopers	0	0.00%	2,270,168	1.85%	14
P57	P57 Modest Metro Means	0	0.00%	985,687	0.80%	55
P58	P58 Heritage Heights	0	0.00%	694,769	0.57%	65
P59	P59 Expanding Horizons	0	0.00%	1,608,120	1.31%	37
P61	P61 Humble Beginnings	0	0.00%	843,135	0.69%	61
Q63	Q63 Footloose and Family Free	0	0.00%	643,974	0.52%	69
Q64	Q64 Town Elders	0	0.00%	4,879,251	3.98%	1
Q65	Q65 Senior Discounts	0	0.00%	2,427,588	1.98%	12
R66	R66 Dare to Dream	0	0.00%	1,864,724	1.52%	22
R67	R67 Hope for Tomorrow	0	0.00%	1,258,454	1.03%	47
S68	S68 Small Town Shallow Pockets	0	0.00%	1,528,454	1.25%	39
S69	S69 Urban Survivors	0	0.00%	1,808,566	1.47%	26
S70	S70 Tight Money	0	0.00%	281,651	0.23%	71
S71	S71 Tough Times	0	0.00%	1,033,545	0.84%	53
	Unmatched	33	4.21%	0	0.00%	72
TOTAL		784	100.00%	122,737,174	100.00%	