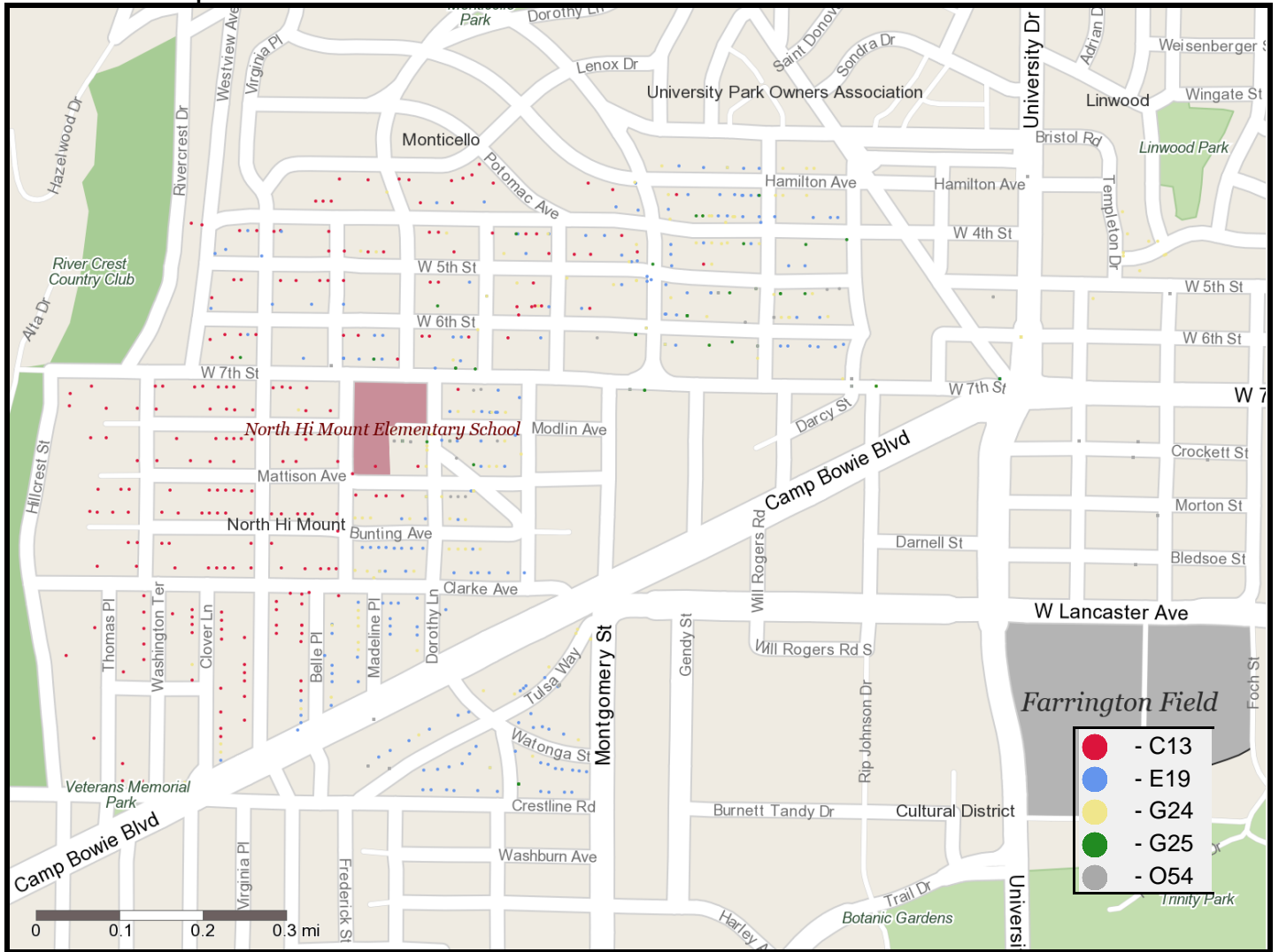
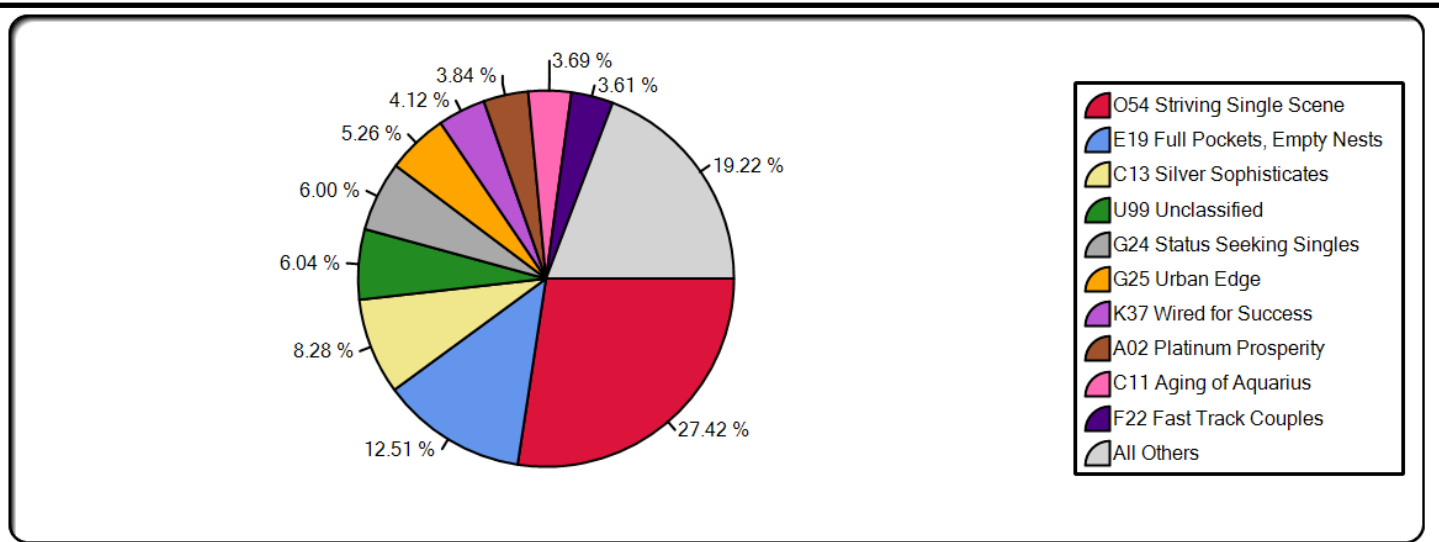


Overview Map



Customer Profile without Data



Code	Segment	Customer Households	% of Customer Households	US Households	% of US Households	US Rank
O54	O54 Striving Single Scene	699	27.42%	3,732,517	3.04%	4
E19	E19 Full Pockets, Empty Nests	319	12.51%	1,727,667	1.41%	31
C13	C13 Silver Sophisticates	211	8.28%	2,960,878	2.41%	9
U99	U99 Unclassified	154	6.04%	0	0.00%	72
G24	G24 Status Seeking Singles	153	6.00%	1,463,425	1.19%	40
G25	G25 Urban Edge	134	5.26%	1,815,949	1.48%	25
K37	K37 Wired for Success	105	4.12%	1,131,335	0.92%	51
A02	A02 Platinum Prosperity	98	3.84%	1,233,292	1.00%	48
C11	C11 Aging of Aquarius	94	3.69%	3,709,549	3.02%	5
F22	F22 Fast Track Couples	92	3.61%	2,658,862	2.17%	11
A05	A05 Couples with Clout	60	2.35%	928,159	0.76%	56
O51	O51 Digital Dependents	54	2.12%	4,116,043	3.35%	2
S71	S71 Tough Times	41	1.61%	1,033,545	0.84%	53
Q65	Q65 Senior Discounts	38	1.49%	2,427,588	1.98%	12
B09	B09 Family Fun-tastic	30	1.18%	1,431,207	1.17%	42
A01	A01 American Royalty	29	1.14%	2,046,709	1.67%	20
Q62	Q62 Reaping Rewards	29	1.14%	1,929,158	1.57%	21
P61	P61 Humble Beginnings	24	0.94%	843,135	0.69%	61
O50	O50 Full Steam Ahead	20	0.78%	907,713	0.74%	58
A03	A03 Kids and Cabernet	17	0.67%	870,101	0.71%	59
O55	O55 Family Troopers	17	0.67%	2,270,168	1.85%	14
A06	A06 Jet Set Urbanites	16	0.63%	1,034,373	0.84%	52
A04	A04 Picture Perfect Families	15	0.59%	1,173,673	0.96%	50
K39	K39 Metro Fusion	15	0.59%	683,495	0.56%	67
K40	K40 Bohemian Groove	15	0.59%	2,223,195	1.81%	15
B08	B08 Babies and Bliss	14	0.55%	1,529,192	1.25%	38
E20	E20 No Place Like Home	12	0.47%	3,012,986	2.45%	8
L42	L42 Rooted Flower Power	6	0.24%	3,135,419	2.55%	7
R66	R66 Dare to Dream	6	0.24%	1,864,724	1.52%	22
C14	C14 Boomers and Boomerangs	4	0.16%	2,118,375	1.73%	18
I33	I33 Balance and Harmony	4	0.16%	1,378,314	1.12%	44
B07	B07 Generational Soup	3	0.12%	1,737,744	1.42%	29
H27	H27 Birkenstocks and Beemers	3	0.12%	815,962	0.66%	63
O53	O53 Colleges and Cafes	3	0.12%	1,296,725	1.06%	46
H26	H26 Progressive Potpourri	2	0.08%	1,800,362	1.47%	27
I32	I32 Steadfast Conventionalists	2	0.08%	1,701,657	1.39%	32
P57	P57 Modest Metro Means	2	0.08%	985,687	0.80%	55
P60	P60 Striving Forward	2	0.08%	1,182,185	0.96%	49
C12	C12 Golf Carts and Gourmets	1	0.04%	684,842	0.56%	66

Customer Profile without Data



D17	D17 Cul de Sac Diversity	1	0.04%	816,293	0.67%	62
J34	J34 Aging in Place	1	0.04%	4,076,858	3.32%	3
K38	K38 Gotham Blend	1	0.04%	1,641,041	1.34%	35
L41	L41 Booming and Consuming	1	0.04%	853,362	0.70%	60
P56	P56 Mid-scale Medley	1	0.04%	1,019,549	0.83%	54
Q64	Q64 Town Elders	1	0.04%	4,879,251	3.98%	1
B10	B10 Cosmopolitan Achievers	0	0.00%	1,432,459	1.17%	41
D15	D15 Sports Utility Families	0	0.00%	1,852,260	1.51%	24
D16	D16 Settled in Suburbia	0	0.00%	1,795,339	1.46%	28
D18	D18 Suburban Attainment	0	0.00%	2,147,075	1.75%	16
E21	E21 Unspoiled Splendor	0	0.00%	3,307,779	2.70%	6
F23	F23 Families Matter Most	0	0.00%	1,347,260	1.10%	45
H28	H28 Everyday Moderates	0	0.00%	730,306	0.60%	64
H29	H29 Destination Recreation	0	0.00%	582,704	0.47%	70
I30	I30 Stockcars and State Parks	0	0.00%	2,138,502	1.74%	17
I31	I31 Blue Collar Comfort	0	0.00%	1,733,614	1.41%	30
J35	J35 Rural Escape	0	0.00%	1,863,399	1.52%	23
J36	J36 Settled and Sensible	0	0.00%	2,393,028	1.95%	13
L43	L43 Homemade Happiness	0	0.00%	2,670,238	2.18%	10
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
N46	N46 True Grit Americans	0	0.00%	1,392,324	1.13%	43
N47	N47 Countrified Pragmatics	0	0.00%	913,479	0.74%	57
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
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
Q63	Q63 Footloose and Family Free	0	0.00%	643,974	0.52%	69
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
	TOTAL	2,549	100.00%	122,737,174	100.00%	