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Market Van Buren



Project Co-Funded by:
Van Buren County



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Mich. Dept. of Rural Dev.

EXISTING LIFESTYLE CLUSTERS

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Residential Target Market Analysis

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Van Buren County Michigan

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Prepared by:



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Van Buren County | Acknowledgements



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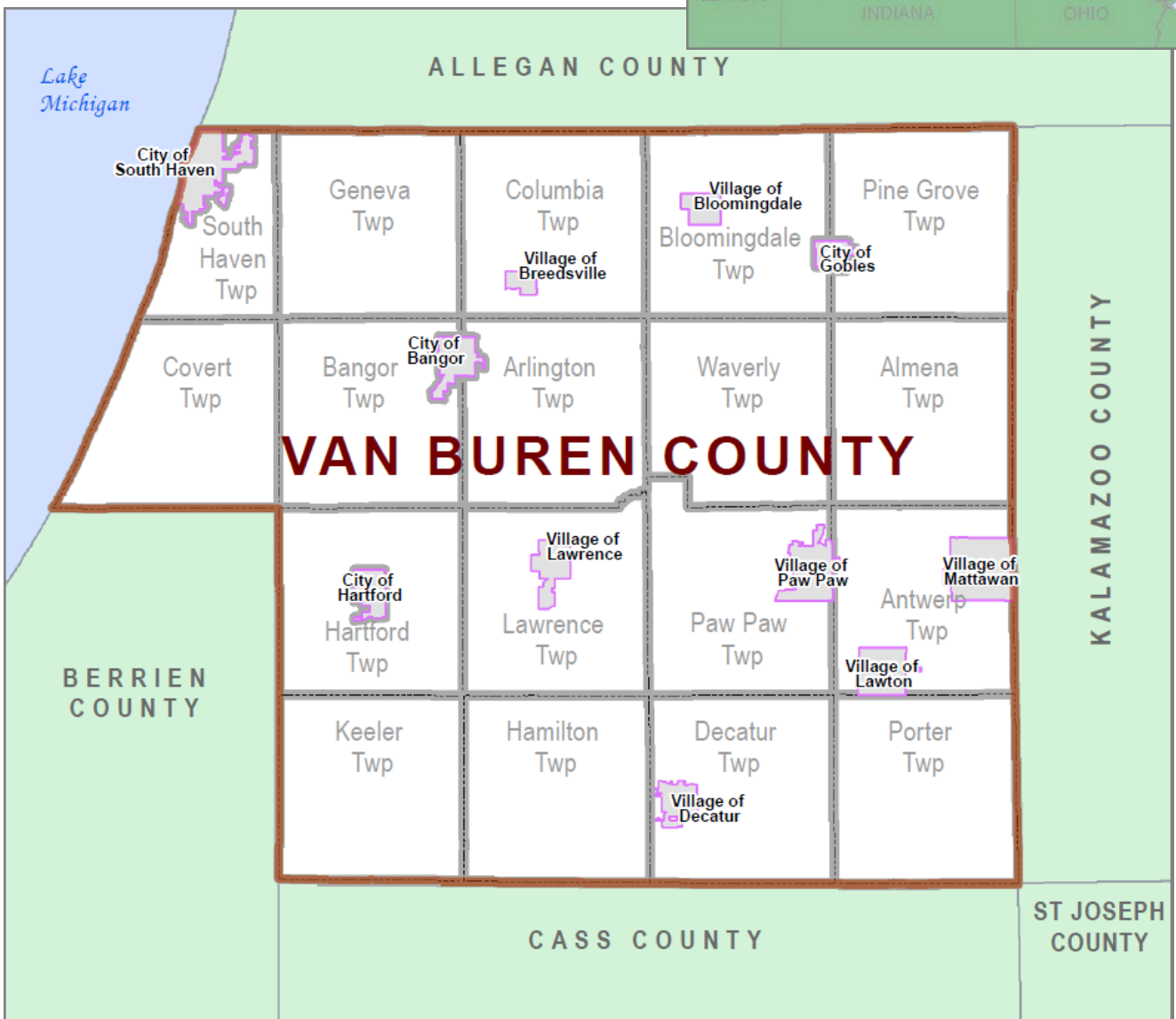
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Existing Lifestyle Clusters

Section 3-A	Narrative or Slide Deck
Section 3-B	South Haven Township and City
Section 3-C	Geneva Township
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Section 3-W	Mosaic Resources
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Van Buren County Hazard Mitigation Plan

Section 3-A

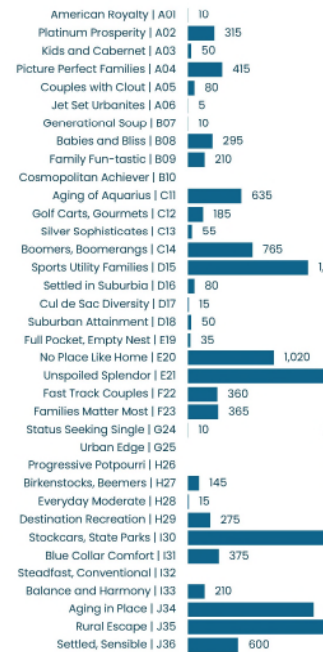
Van Buren Co | 71 Existing Lifestyle Clusters



- Histograms are provided to demonstrate the number of existing (2023) households among all 71 lifestyle clusters as defined by Experian Decision Analytics. There are two pages of histograms for Van Buren County, plus tables for each township, city, and village.
- The most affluent lifestyle clusters (A01 – J36) are provided on the first page; and the more moderate lifestyle clusters (K37 – S71) on the second page. They generally are organized in order of declining income, with the most affluent being “American Royalty”; and the lowest income being “Tough Times”.
- For example, among the relatively affluent lifestyle clusters, Van Buren County currently has 3,650 existing households among the Stockcars and State Parks and 3,170 households among the Unspoiled Splendor lifestyle clusters. There also are 2,855 households among Rural Escape.
- Among the households with moderate and market rate incomes, Van Buren County also has 2,260 households that are Red White Bluegrass and 2,150 households that are Homemade Happiness. Some of the county’s lowest income households include the Town Elders and Leaders.

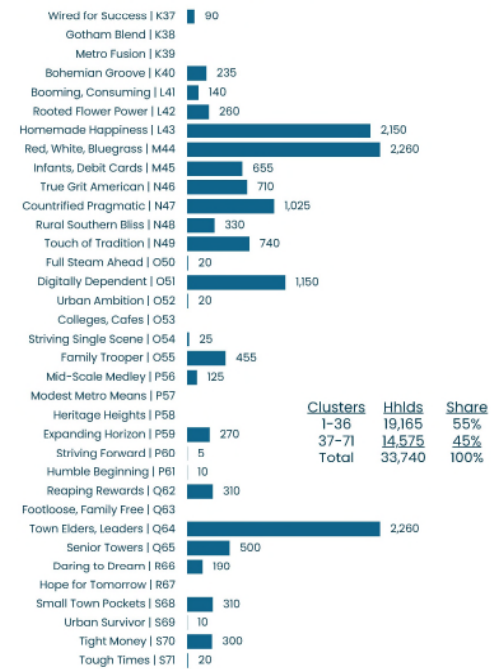
1-36 Lifestyle Clusters | Van Buren Co

Number of existing households by lifestyle cluster, with estimates for 2023.



37-71 Lifestyle Clusters | Van Buren Co

Number of existing households by lifestyle cluster, with estimates for 2023.



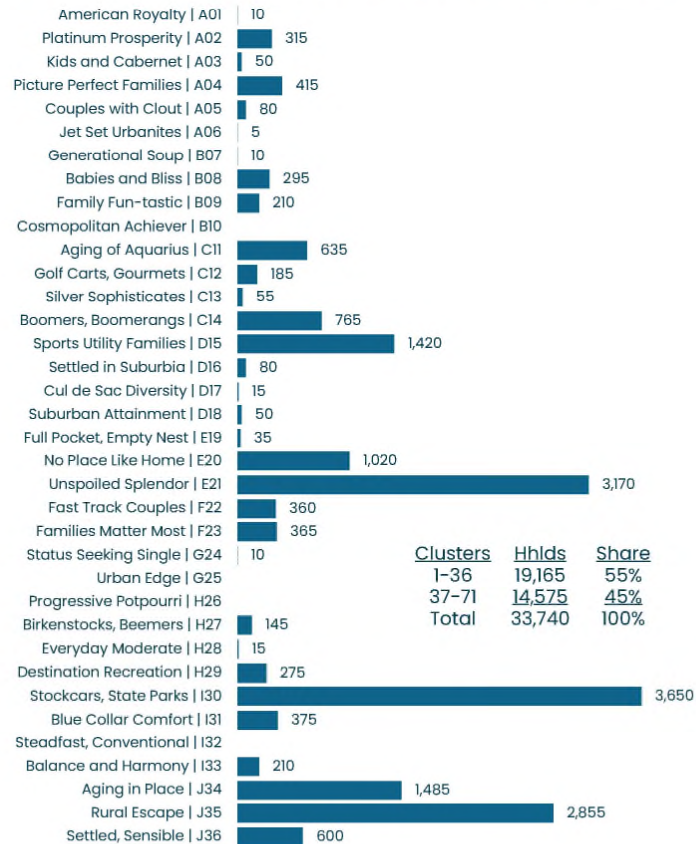
➤ Note: larger exhibits are provided on the next slide.

Van Buren Co | 71 Existing Lifestyle Clusters



1-36 Lifestyle Clusters | Van Buren Co

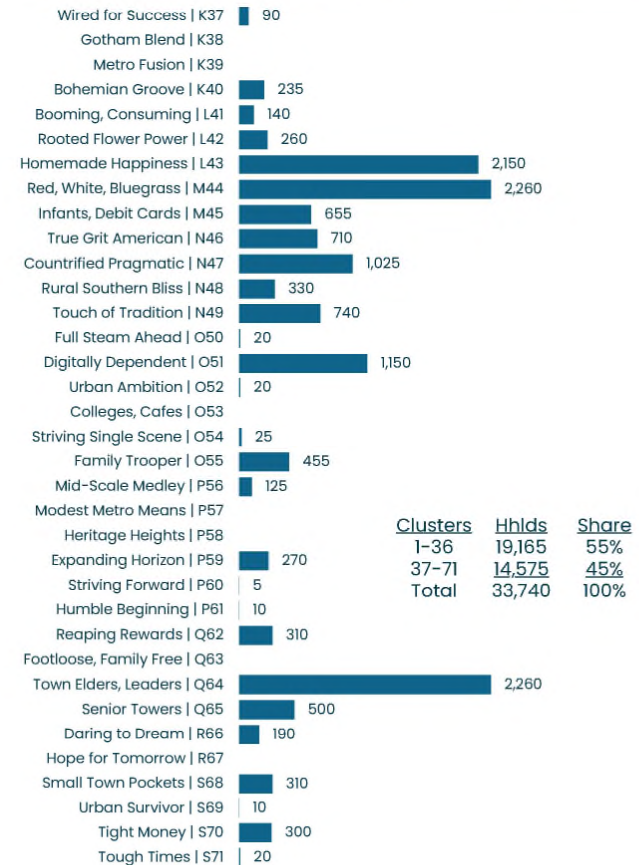
Number of existing households by lifestyle cluster, with estimates for 2023.



Clusters	Hhlds	Share
1-36	19,165	55%
37-71	14,575	45%
Total	33,740	100%

37-71 Lifestyle Clusters | Van Buren Co

Number of existing households by lifestyle cluster, with estimates for 2023.



Clusters	Hhlds	Share
1-36	19,165	55%
37-71	14,575	45%
Total	33,740	100%

Van Buren Co | 71 Existing Lifestyle Clusters



- Tables also are provided for additional reference, and include estimates for the year 2024 and forecasts for the year 2025. The forecasts in particular are essential inputs into the housing analysis and gap model.
- The histograms and tables also include summaries for each half of the lifestyle clusters. For example, about 57% of the county's existing households fit into the first half of the mosaic, and 43% in the second half. These are intended to provide an additional point of reference when comparing the townships, cities, and villages.

Existing Households by Lifestyle Cluster
Van Buren County, Michigan

	Year 2023	Year 2024	Year 2025
A01 American Royalty	10	10	10
A02 Platinum Prosperity	315	335	350
A03 Kids and Cabernet	50	55	55
A04 Picture Perfect Families	415	440	455
A05 Couples with Clout	80	85	90
A06 Jet Set Urbanites	5	5	5
B07 Generational Soup	10	10	15
B08 Babies and Bliss	295	315	325
B09 Family Fun-tastic	210	220	230
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	635	675	700
C12 Golf Carts and Gourmets	185	200	205
C13 Silver Sophisticates	55	60	60
C14 Boomers and Boomerangs	765	810	845
D15 Sports Utility Families	1,420	1,500	1,560
D16 Settled in Suburbia	80	85	85
D17 Cul de Sac Diversity	15	15	15
D18 Suburban Attainment	50	50	55
E19 Full Pockets, Empty Nests	35	40	40
E20 No Place Like Home	1,020	1,080	1,125
E21 Unspoiled Splendor	3,170	3,335	3,455
F22 Fast Track Couples	360	385	400
F23 Families Matter Most	365	390	405
G24 Status Seeking Singles	10	10	10
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	145	150	160
H28 Everyday Moderates	15	20	20
H29 Destination Recreation	275	295	305
I30 Stockcars and State Parks	3,650	3,865	4,015
I31 Blue Collar Comfort	375	400	415
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	210	220	230
J34 Aging in Place	1,485	1,570	1,635
J35 Rural Escape	2,855	3,025	3,145
J36 Settled and Sensible	600	635	660
Clusters 1 - 36	19,165	20,290	21,080
Clusters 37 - 71	14,575	15,450	16,060
Clusters 1 - 36	57%	57%	57%
Clusters 37 - 71	43%	43%	43%

Existing Households by Lifestyle Cluster
Van Buren County, Michigan

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	90	95	100
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	5
K40 Bohemian Groove	235	250	260
L41 Booming and Consuming	140	150	155
L42 Rooted Flower Power	260	275	285
L43 Homemade Happiness	2,150	2,280	2,370
M44 Red, White and Bluegrass	2,260	2,395	2,485
M45 Diapers and Debit Cards	655	695	720
N46 True Girl Americans	710	755	785
N47 Countrified Pragmatics	1,025	1,085	1,125
N48 Rural Southern Bliss	330	350	365
N49 Touch of Tradition	740	785	815
O50 Full Steam Ahead	20	20	25
O51 Digital Dependents	1,150	1,220	1,265
O52 Urban Ambition	20	25	25
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	25	25	25
O55 Family Troopers	455	485	505
P56 Mid-school Medley	125	130	135
P57 Modest Metro Means	0	0	5
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	270	285	295
P60 Striving Forward	5	5	10
P61 Humble Beginnings	10	10	10
Q62 Reaping Rewards	310	325	340
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	2,260	2,395	2,490
Q65 Senior Discounts	500	530	550
R66 Dare to Dream	190	200	210
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	310	330	340
S69 Urban Survivors	10	10	10
S70 Tight Money	300	320	330
S71 Tough Times	20	20	20
Summation	33,740	35,740	37,140
Clusters 1 - 36	19,165	20,290	21,080
Clusters 37 - 71	14,575	15,450	16,060
Clusters 1 - 36	57%	57%	57%
Clusters 37 - 71	43%	43%	43%

Paw Paw vs. Mattawan | Comparison



- All exhibits in the market analysis can and should be compared between geographies to identify commonalities and differences. For example, the Village of Paw Paw has twice the number of households as Mattawan. Even so, Mattawan has twice as many existing households in the Families Matter Most lifestyle Cluster (90 vs. 45 households). Mattawan also is doing a better job at attracting Fast Track Couples (25 vs. 10 households).
- Also, Mattawan's existing households have a more affluent profile compared to Paw Paw. In Mattawan, 63% of the existing households are among the first half (and more affluent half) of the lifestyle clusters, which is higher than Paw Paw (54%).

Existing Households by Lifestyle Cluster
Paw Paw Twp, including the Village of Paw Paw

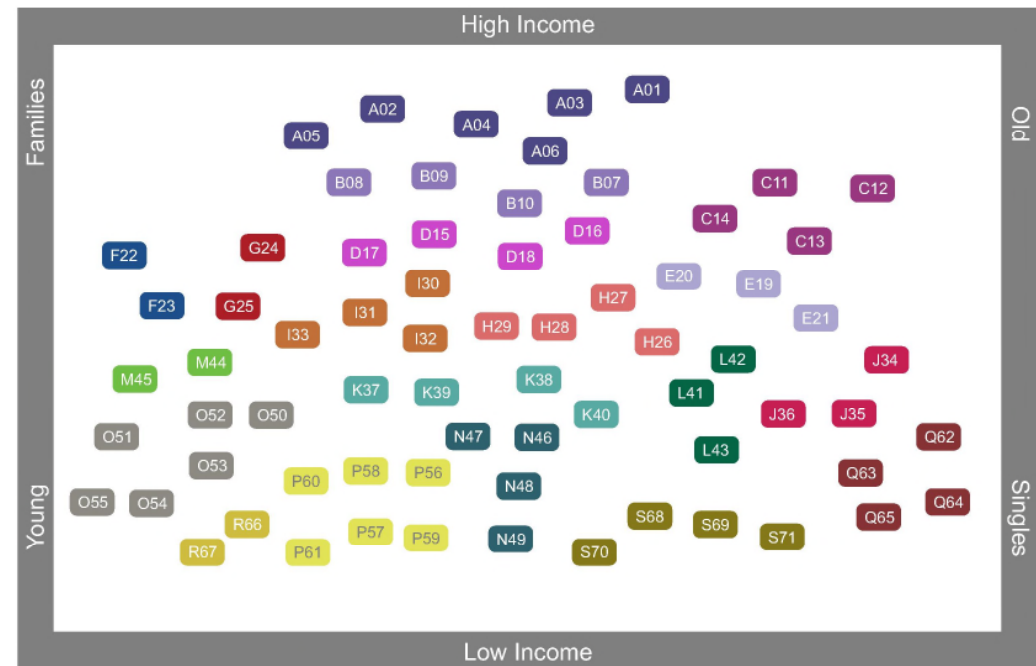
Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	25	30	30
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	30	35	35
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	5	5	5
B09 Family Fun-Iastic	20	25	25
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	25	30	30
C12 Golf Carts and Gourmets	5	5	5
C13 Silver Sophisticates	0	0	5
C14 Boomers and Boomerangs	40	45	50
D15 Sports Utility Families	135	150	160
D16 Settled in Suburbia	5	5	5
D17 Cui de Sac Diversity	0	0	0
D18 Suburban Attainment	10	10	10
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	190	205	220
E21 Unspoiled Splendor	295	320	340
F22 Fast Track Couples	10	10	10
F23 Families Matter Most	35	40	45
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Polpourri	0	0	0
H27 Birkenstocks and Beemers	10	10	10
H28 Everyday Moderates	5	5	5
H29 Destination Recreation	45	50	50
I30 Stockcars and State Parks	360	375	390
I31 Blue Collar Comfort	105	110	120
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	240	265	280
J35 Rural Escape	110	120	130
J36 Settled and Sensible	30	35	35
Clusters 1 - 36	1,735	1,885	1,995
Clusters 37 - 71	1,455	1,595	1,695
Clusters 1 - 36	54%	54%	54%
Clusters 37 - 71	46%	46%	46%

Existing Households by Lifestyle Cluster
The Village of Mattawan

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	15	15	20
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	5	5	5
B09 Family Fun-Iastic	5	5	5
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	15	15	20
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	10	15	15
D15 Sports Utility Families	75	80	85
D16 Settled in Suburbia	0	0	0
D17 Cui de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	85	90	95
E21 Unspoiled Splendor	115	125	130
F22 Fast Track Couples	25	25	25
F23 Families Matter Most	80	85	90
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Polpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	15	15
I30 Stockcars and State Parks	110	120	125
I31 Blue Collar Comfort	60	65	65
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	105	115	120
J35 Rural Escape	10	10	10
J36 Settled and Sensible	10	15	15
Clusters 1 - 36	740	805	845
Clusters 37 - 71	450	475	495
Clusters 1 - 36	62%	63%	63%
Clusters 37 - 71	38%	37%	37%

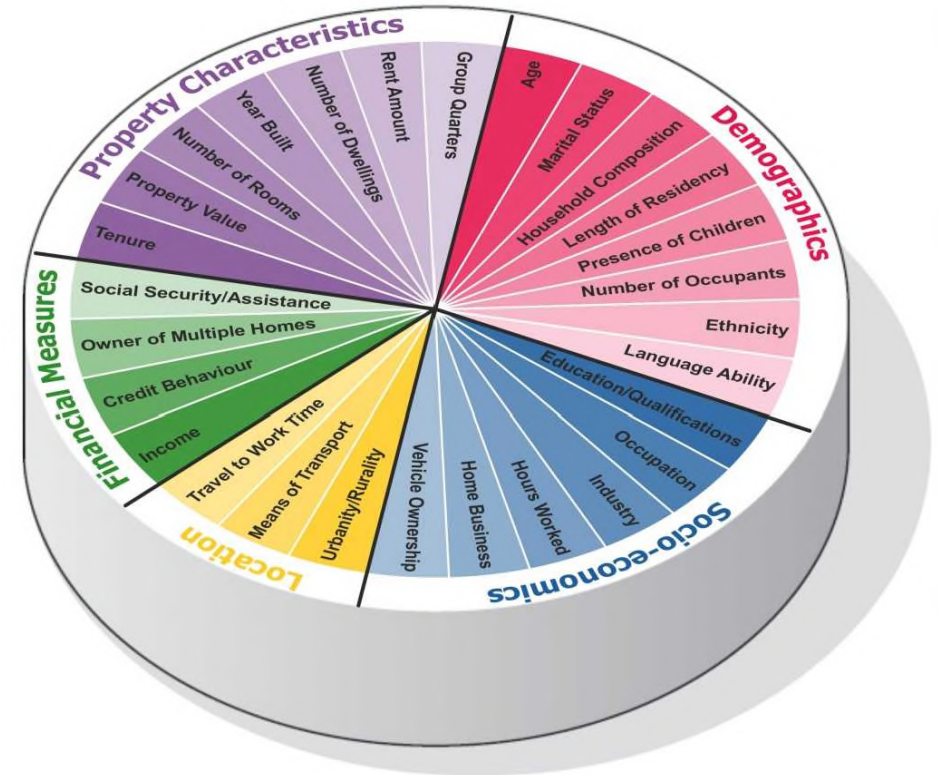
United States | Experian Decision Analytics

- Experian's 71 lifestyle clusters can be scattered on an x-y axis based on family composition, income, and head-of-householder's age. The results are similar to a "Mosaic" (Experian terminology), "Tapestry" (ESRI), or "Prizm" (Nielsen).
- Experian provides 20 pages of data for each unique lifestyle cluster. This includes many variables relevant to the housing industry, such as urbanicity (inclination to live in a city versus a rural place); tenure (owners and renters); movership rate (share that moves in any given year) by tenure; inclination to choose detached versus attached units (i.e., houses, cottages, duplexes, and townhouses versus condos, lofts, and apartments); and price tolerance (values and rents).
- All of these variables are fundamental to the underlying methodology used to complete this Target Market Analysis for Van Buren County. Also, Experian's average incomes and prices by lifestyle cluster for the United States have been adjusted for Van Buren County and for each of its townships, cities, and villages.



Van Buren Co | Existing Lifestyle Clusters

- Experian's methodology relies partly on consumer credit and debt data, which is garnered from credit cards, magazine subscriptions, and more. It also reflects property characteristics garnered from geocoding, IRS reports on tax returns, and household mortgages and leases. Finally, it also reflects demographic and socio-economic data garnered from the United States Census, including the American Community Survey.



Section 3-B

Existing Households by Lifestyle Cluster South Haven Twp, excluding the City of South Haven

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	20	25	25
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	10	10	10
A05 Couples with Clout	5	5	5
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	15	15	15
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	40	40	40
C12 Golf Carts and Gourmets	15	15	15
C13 Silver Sophisticates	5	5	5
C14 Boomers and Boomerangs	5	5	5
D15 Sports Utility Families	45	45	45
D16 Settled in Suburbia	10	10	10
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	5	5	5
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	55	60	60
E21 Unspoiled Splendor	170	175	180
F22 Fast Track Couples	5	5	5
F23 Families Matter Most	10	10	10
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	5	5	5
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	25	25	25
I30 Stockcars and State Parks	95	95	95
I31 Blue Collar Comfort	20	25	25
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	65	65	70
J35 Rural Escape	110	115	115
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	740	765	775
Clusters 37 - 71	1,160	1,185	1,215
Clusters 1 - 36	39%	39%	39%
Clusters 37 - 71	61%	61%	61%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster South Haven Twp, excluding the City of South Haven

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	5	5	5
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	30	30	30
L41 Booming and Consuming	30	30	30
L42 Rooted Flower Power	10	10	10
L43 Homemade Happiness	110	110	115
M44 Red, White and Bluegrass	100	100	105
M45 Diapers and Debit Cards	5	5	5
N46 True Grit Americans	235	245	250
N47 Countrified Pragmatics	70	75	75
N48 Rural Southern Bliss	25	25	25
N49 Touch of Tradition	25	25	25
O50 Full Steam Ahead	10	10	10
O51 Digital Dependents	65	65	70
O52 Urban Ambition	5	5	5
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	5	5	5
O55 Family Troopers	50	50	55
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	25	25	25
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	195	200	200
Q65 Senior Discounts	85	90	90
R66 Dare to Dream	5	5	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	5	5	5
S69 Urban Survivors	0	0	0
S70 Tight Money	65	65	70
S71 Tough Times	0	0	0
Summation	1,900	1,950	1,990
Clusters 1 - 36	740	765	775
Clusters 37 - 71	1,160	1,185	1,215
Clusters 1 - 36	39%	39%	39%
Clusters 37 - 71	61%	61%	61%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of South Haven

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	5	5	5
A02 Platinum Prosperity	135	140	145
A03 Kids and Cabernet	10	10	10
A04 Picture Perfect Families	45	45	50
A05 Couples with Clout	25	25	25
A06 Jet Set Urbanites	5	5	5
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	155	165	170
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	115	120	125
C12 Golf Carts and Gourmets	165	175	180
C13 Silver Sophisticates	20	20	20
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	10	10	10
D16 Settled in Suburbia	25	30	30
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	35	35	35
E19 Full Pockets, Empty Nests	35	35	35
E20 No Place Like Home	115	120	125
E21 Unspoiled Splendor	45	45	45
F22 Fast Track Couples	5	5	5
F23 Families Matter Most	10	10	10
G24 Status Seeking Singles	5	5	5
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	15	15	15
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	20	25	25
I30 Stockcars and State Parks	0	0	0
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	175	180	190
J35 Rural Escape	0	0	0
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	1,175	1,225	1,265
Clusters 37 - 71	985	1,035	1,065
Clusters 1 - 36	54%	54%	54%
Clusters 37 - 71	46%	46%	46%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of South Haven

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	75	80	80
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	35	40	40
L41 Booming and Consuming	80	85	90
L42 Rooted Flower Power	30	35	35
L43 Homemade Happiness	0	0	0
M44 Red, White and Bluegrass	5	5	5
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	275	290	310
N47 Countrified Pragmatics	0	0	0
N48 Rural Southern Bliss	30	30	30
N49 Touch of Tradition	0	0	0
O50 Full Steam Ahead	5	5	5
O51 Digital Dependents	45	45	45
O52 Urban Ambition	5	5	5
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	10	10	10
O55 Family Troopers	30	30	30
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	115	120	125
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	105	110	110
Q65 Senior Discounts	115	120	120
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	15	15	15
S71 Tough Times	<u>10</u>	<u>10</u>	<u>10</u>
Summation	2,160	2,260	2,330
Clusters 1 - 36	1,175	1,225	1,265
Clusters 37 - 71	985	1,035	1,065
Clusters 1 - 36	54%	54%	54%
Clusters 37 - 71	46%	46%	46%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-C

Existing Households by Lifestyle Cluster Geneva Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	10	10	10
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	5	5	5
D15 Sports Utility Families	25	25	30
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	20	25	25
E21 Unspoiled Splendor	165	180	190
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	20	25	25
I30 Stockcars and State Parks	190	205	215
I31 Blue Collar Comfort	5	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	15	15	15
J34 Aging in Place	10	10	10
J35 Rural Escape	225	250	270
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	690	755	800
Clusters 37 - 71	690	745	780
Clusters 1 - 36	50%	50%	51%
Clusters 37 - 71	50%	50%	49%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Geneva Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	130	140	145
M44 Red, White and Bluegrass	155	170	175
M45 Diapers and Debit Cards	5	5	5
N46 True Grit Americans	5	5	5
N47 Countrified Pragmatics	65	70	75
N48 Rural Southern Bliss	20	20	25
N49 Touch of Tradition	80	85	90
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	35	35	40
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	5	5	5
O55 Family Troopers	35	40	40
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	10	10	10
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	10	10	10
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	80	90	95
Q65 Senior Discounts	30	35	35
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	5	5	5
S69 Urban Survivors	0	0	0
S70 Tight Money	20	20	20
S71 Tough Times	0	0	0
Summation	1,380	1,500	1,580
Clusters 1 - 36	690	755	800
Clusters 37 - 71	690	745	780
Clusters 1 - 36	50%	50%	51%
Clusters 37 - 71	50%	50%	49%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-D

Existing Households by Lifestyle Cluster Columbia Twp, including the Village of Breedsville

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	0	0	0
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	10	10	10
E21 Unspoiled Splendor	55	60	60
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	5	5	10
I30 Stockcars and State Parks	65	70	75
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	10
J34 Aging in Place	0	0	0
J35 Rural Escape	250	270	275
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	390	420	440
Clusters 37 - 71	585	615	635
Clusters 1 - 36	40%	41%	41%
Clusters 37 - 71	60%	59%	59%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Columbia Twp, including the Village of Breedsville

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	160	170	175
M44 Red, White and Bluegrass	105	110	115
M45 Diapers and Debit Cards	5	5	5
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	85	90	90
N48 Rural Southern Bliss	5	5	5
N49 Touch of Tradition	100	105	110
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	35	35	35
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	5	5	5
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	80	85	90
Q65 Senior Discounts	0	0	0
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	975	1,035	1,075
Clusters 1 - 36	390	420	440
Clusters 37 - 71	585	615	635
Clusters 1 - 36	40%	41%	41%
Clusters 37 - 71	60%	59%	59%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Breedsville

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	0	0	0
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	0	0	0
E21 Unspoiled Splendor	5	5	5
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	0	0	0
I30 Stockcars and State Parks	10	10	10
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	0	0	0
J35 Rural Escape	25	25	25
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	40	40	40
Clusters 37 - 71	50	50	50
Clusters 1 - 36	44%	44%	44%
Clusters 37 - 71	56%	56%	56%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Breedsville

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	10	10	10
M44 Red, White and Bluegrass	10	10	10
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	10	10	10
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	10	10	10
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	5	5	5
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	0	0	0
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	5	5	5
Q65 Senior Discounts	0	0	0
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	0	0	0
S71 Tough Times	0	0	0
Summation	90	90	90
Clusters 1 - 36	40	40	40
Clusters 37 - 71	50	50	50
Clusters 1 - 36	44%	44%	44%
Clusters 37 - 71	56%	56%	56%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-E

Existing Households by Lifestyle Cluster Bloomingdale Twp, including the Village of Bloomingdale

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	5	5	5
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	10	10	10
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	10	10	10
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	30	30	30
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	30	30	30
E21 Unspoiled Splendor	155	160	165
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	5	5	5
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	15	15
I30 Stockcars and State Parks	180	190	195
I31 Blue Collar Comfort	5	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	20	20	25
J35 Rural Escape	215	235	240
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	675	715	735
Clusters 37 - 71	685	715	745
Clusters 1 - 36	50%	50%	50%
Clusters 37 - 71	50%	50%	50%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Bloomingdale Twp, including the Village of Bloomingdale

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	205	215	220
M44 Red, White and Bluegrass	130	135	140
M45 Diapers and Debit Cards	5	5	5
N46 True Grit Americans	5	5	5
N47 Countrified Pragmatics	65	65	70
N48 Rural Southern Bliss	5	5	5
N49 Touch of Tradition	40	40	45
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	55	55	60
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	10	10	10
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	5	5	5
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	140	150	155
Q65 Senior Discounts	5	5	5
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	5	5	5
S69 Urban Survivors	0	0	0
S70 Tight Money	10	15	15
S71 Tough Times	0	0	0
Summation	1,360	1,430	1,480
Clusters 1 - 36	675	715	735
Clusters 37 - 71	685	715	745
Clusters 1 - 36	50%	50%	50%
Clusters 37 - 71	50%	50%	50%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Bloomingdale

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	5	5	5
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	5	5	5
E21 Unspoiled Splendor	20	20	20
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	5	5	5
I30 Stockcars and State Parks	20	20	20
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	0	0	0
J35 Rural Escape	40	40	40
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	95	95	95
Clusters 37 - 71	90	90	90
Clusters 1 - 36	51%	51%	51%
Clusters 37 - 71	49%	49%	49%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Bloomingdale

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	25	25	25
M44 Red, White and Bluegrass	15	15	15
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	10	10	10
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	5	5	5
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	10	10	10
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	0	0	0
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	20	20	20
Q65 Senior Discounts	0	0	0
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	185	185	185
Clusters 1 - 36	95	95	95
Clusters 37 - 71	90	90	90
Clusters 1 - 36	51%	51%	51%
Clusters 37 - 71	49%	49%	49%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-F

Existing Households by Lifestyle Cluster Pine Grove Twp, excluding the City of Gobles

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	15	15	15
A03 Kids and Cabernet	5	5	5
A04 Picture Perfect Families	10	15	15
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	5	5
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	15	15	15
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	10	10	10
D15 Sports Utility Families	85	90	95
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	20	20	20
E21 Unspoiled Splendor	240	255	265
F22 Fast Track Couples	5	5	5
F23 Families Matter Most	5	5	5
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	5	5	5
I30 Stockcars and State Parks	405	405	435
I31 Blue Collar Comfort	0	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	30	35	35
J35 Rural Escape	165	175	185
J36 Settled and Sensible	0	5	5
Clusters 1 - 36	1,015	1,070	1,125
Clusters 37 - 71	365	400	405
Clusters 1 - 36	74%	73%	74%
Clusters 37 - 71	26%	27%	26%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Pine Grove Twp, excluding the City of Gobles

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	75	80	80
M44 Red, White and Bluegrass	90	95	100
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	70	75	75
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	10	15	15
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	35	35	35
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	0	5	5
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	5	5	5
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	75	80	80
Q65 Senior Discounts	0	0	0
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	5	5
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	1,380	1,470	1,530
Clusters 1 - 36	1,015	1,070	1,125
Clusters 37 - 71	365	400	405
Clusters 1 - 36	74%	73%	74%
Clusters 37 - 71	26%	27%	26%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of Gobles

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	5	5	5
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	10	10	10
E21 Unspoiled Splendor	30	30	30
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	0	0	0
I30 Stockcars and State Parks	25	25	25
I31 Blue Collar Comfort	5	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	5	5	5
J35 Rural Escape	15	15	15
J36 Settled and Sensible	10	10	10
Clusters 1 - 36	105	105	105
Clusters 37 - 71	255	255	255
Clusters 1 - 36	29%	29%	29%
Clusters 37 - 71	71%	71%	71%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of Gobles

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	65	65	65
M44 Red, White and Bluegrass	50	50	50
M45 Diapers and Debit Cards	5	5	5
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	30	30	30
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	15	15	15
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	25	25	25
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	5	5	5
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	55	55	55
Q65 Senior Discounts	0	0	0
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	360	360	360
Clusters 1 - 36	105	105	105
Clusters 37 - 71	255	255	255
Clusters 1 - 36	29%	29%	29%
Clusters 37 - 71	71%	71%	71%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-G

Existing Households by Lifestyle Cluster Covert Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	5	5	5
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	5	5	5
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	10	10	10
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	0	0	0
E21 Unspoiled Splendor	50	55	55
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	5	5	5
I30 Stockcars and State Parks	30	35	35
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	15	15	15
J34 Aging in Place	5	5	5
J35 Rural Escape	75	80	80
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	200	215	215
Clusters 37 - 71	925	970	1,010
Clusters 1 - 36	18%	18%	18%
Clusters 37 - 71	82%	82%	82%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Covert Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	155	165	170
M44 Red, White and Bluegrass	145	150	155
M45 Diapers and Debit Cards	10	10	15
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	25	25	25
N48 Rural Southern Bliss	210	215	225
N49 Touch of Tradition	90	95	100
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	35	35	40
O52 Urban Ambition	5	10	10
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	5	5	5
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	90	95	95
P60 Striving Forward	5	5	5
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	110	115	120
Q65 Senior Discounts	10	10	10
R66 Dare to Dream	5	5	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	5	10	10
S69 Urban Survivors	5	5	5
S70 Tight Money	15	15	15
S71 Tough Times	0	0	0
Summation	1,125	1,185	1,225
Clusters 1 - 36	200	215	215
Clusters 37 - 71	925	970	1,010
Clusters 1 - 36	18%	18%	18%
Clusters 37 - 71	82%	82%	82%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-H

Existing Households by Lifestyle Cluster Bangor Township, excluding the City of Bangor

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	0	0	0
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	0	0	0
E21 Unspoiled Splendor	35	35	35
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	0	0	0
I30 Stockcars and State Parks	70	75	80
I31 Blue Collar Comfort	5	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	0	0	0
J35 Rural Escape	205	220	230
J36 Settled and Sensible	15	15	15
Clusters 1 - 36	330	350	365
Clusters 37 - 71	510	530	545
Clusters 1 - 36	39%	40%	40%
Clusters 37 - 71	61%	60%	60%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Bangor Township, excluding the City of Bangor

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	150	155	160
M44 Red, White and Bluegrass	135	140	145
M45 Diapers and Debit Cards	15	15	15
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	20	20	25
N48 Rural Southern Bliss	5	5	5
N49 Touch of Tradition	75	80	80
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	20	20	20
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	5	5	5
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	5	5	5
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	60	65	65
Q65 Senior Discounts	5	5	5
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	10	10	10
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	840	880	910
Clusters 1 - 36	330	350	365
Clusters 37 - 71	510	530	545
Clusters 1 - 36	39%	40%	40%
Clusters 37 - 71	61%	60%	60%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of Bangor

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	0	0	0
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	10	10	10
E21 Unspoiled Splendor	5	5	5
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	0	0	0
I30 Stockcars and State Parks	5	5	5
I31 Blue Collar Comfort	20	20	20
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	20	20	20
J34 Aging in Place	0	0	0
J35 Rural Escape	10	15	15
J36 Settled and Sensible	130	135	160
Clusters 1 - 36	200	210	235
Clusters 37 - 71	610	640	645
Clusters 1 - 36	25%	25%	27%
Clusters 37 - 71	75%	75%	73%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of Bangor

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	5	5	5
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	65	70	70
M44 Red, White and Bluegrass	65	70	70
M45 Diapers and Debit Cards	110	115	120
N46 True Grit Americans	5	5	5
N47 Countrified Pragmatics	0	0	0
N48 Rural Southern Bliss	15	15	15
N49 Touch of Tradition	30	30	30
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	20	20	20
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	30	35	35
P56 Mid-scale Medley	10	10	10
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	20	20	20
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	80	85	85
Q65 Senior Discounts	35	35	35
R66 Dare to Dream	30	30	30
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	75	80	80
S69 Urban Survivors	0	0	0
S70 Tight Money	15	15	15
S71 Tough Times	0	0	0
Summation	810	850	880
Clusters 1 - 36	200	210	235
Clusters 37 - 71	610	640	645
Clusters 1 - 36	25%	25%	27%
Clusters 37 - 71	75%	75%	73%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-1

Existing Households by Lifestyle Cluster Arlington Twp, excluding the City of Bangor

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	5	5	5
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	10	10	10
E21 Unspoiled Splendor	65	65	70
F22 Fast Track Couples	0	5	5
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	0	0	0
I30 Stockcars and State Parks	95	100	100
I31 Blue Collar Comfort	0	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	5	5	5
J35 Rural Escape	150	130	130
J36 Settled and Sensible	5	5	5
Clusters 1 - 36	340	335	340
Clusters 37 - 71	295	320	325
Clusters 1 - 36	54%	51%	51%
Clusters 37 - 71	46%	49%	49%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Arlington Twp, excluding the City of Bangor

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	80	80	85
M44 Red, White and Bluegrass	70	75	75
M45 Diapers and Debit Cards	10	10	10
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	25	30	30
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	25	25	25
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	15	15	15
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	5	5	5
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	5	5
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	50	50	50
Q65 Senior Discounts	5	5	5
R66 Dare to Dream	0	5	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	10	10	10
S69 Urban Survivors	0	0	0
S70 Tight Money	0	5	5
S71 Tough Times	0	0	0
Summation	635	655	665
Clusters 1 - 36	340	335	340
Clusters 37 - 71	295	320	325
Clusters 1 - 36	54%	51%	51%
Clusters 37 - 71	46%	49%	49%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-J

Existing Households by Lifestyle Cluster Waverly Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	5	5	5
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	10	15	15
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	5	5	5
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	10	10	10
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	20	20	20
D15 Sports Utility Families	90	100	105
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	45	50	55
E21 Unspoiled Splendor	290	320	345
F22 Fast Track Couples	5	10	10
F23 Families Matter Most	15	15	15
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	5	10	10
I30 Stockcars and State Parks	470	530	570
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	85	95	105
J35 Rural Escape	135	150	160
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	1,190	1,335	1,430
Clusters 37 - 71	170	185	200
Clusters 1 - 36	88%	88%	88%
Clusters 37 - 71	12%	12%	12%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Waverly Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	25	25	25
M44 Red, White and Bluegrass	40	45	45
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	25	25	30
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	5	5	5
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	20	20	25
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	5	5	5
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	5	5	5
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	35	40	45
Q65 Senior Discounts	5	5	5
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	5	10	10
S71 Tough Times	0	0	0
Summation	1,360	1,520	1,630
Clusters 1 - 36	1,190	1,335	1,430
Clusters 37 - 71	170	185	200
Clusters 1 - 36	88%	88%	88%
Clusters 37 - 71	12%	12%	12%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-K

Existing Households by Lifestyle Cluster Almena Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	50	50	55
A03 Kids and Cabernet	20	20	25
A04 Picture Perfect Families	130	140	150
A05 Couples with Clout	20	20	20
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	5	5	5
B08 Babies and Bliss	70	75	75
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	160	175	180
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	5	5	5
C14 Boomers and Boomerangs	235	250	265
D15 Sports Utility Families	265	285	300
D16 Settled in Suburbia	10	10	10
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	75	80	85
E21 Unspoiled Splendor	315	340	355
F22 Fast Track Couples	90	95	100
F23 Families Matter Most	25	25	25
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	35	40	40
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	10	10
I30 Stockcars and State Parks	370	410	420
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	265	285	300
J35 Rural Escape	40	40	45
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	2,195	2,360	2,470
Clusters 37 - 71	155	160	170
Clusters 1 - 36	93%	94%	94%
Clusters 37 - 71	7%	6%	6%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Almena Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	5	5	5
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	10	10	10
M44 Red, White and Bluegrass	30	30	35
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	10	10	10
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	0	0	0
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	30	30	35
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	0	0	0
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	35	35	35
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	35	40	40
Q65 Senior Discounts	0	0	0
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	0	0	0
S71 Tough Times	0	0	0
Summation	2,350	2,520	2,640
Clusters 1 - 36	2,195	2,360	2,470
Clusters 37 - 71	155	160	170
Clusters 1 - 36	93%	94%	94%
Clusters 37 - 71	7%	6%	6%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-L

Existing Households by Lifestyle Cluster Hartford Twp, excluding the City of Hartford

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	5	5	5
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	15	15	15
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	5	5	5
E21 Unspoiled Splendor	70	75	75
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	5	5	5
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	5	10	10
I30 Stockcars and State Parks	115	125	130
I31 Blue Collar Comfort	15	15	15
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	25	25	30
J34 Aging in Place	0	0	0
J35 Rural Escape	145	155	165
J36 Settled and Sensible	45	50	50
Clusters 1 - 36	450	485	505
Clusters 37 - 71	810	875	925
Clusters 1 - 36	36%	36%	35%
Clusters 37 - 71	64%	64%	65%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Hartford Twp, excluding the City of Hartford

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	175	195	215
M44 Red, White and Bluegrass	160	170	180
M45 Diapers and Debit Cards	60	65	65
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	55	60	60
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	55	60	60
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	45	50	50
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	25	25	30
P56 Mid-scale Medley	5	5	5
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	30	30	30
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	130	140	145
Q65 Senior Discounts	15	20	20
R66 Dare to Dream	10	10	10
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	25	25	30
S69 Urban Survivors	0	0	0
S70 Tight Money	20	20	25
S71 Tough Times	0	0	0
Summation	1,260	1,360	1,430
Clusters 1 - 36	450	485	505
Clusters 37 - 71	810	875	925
Clusters 1 - 36	36%	36%	35%
Clusters 37 - 71	64%	64%	65%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of Hartford

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	0	5	5
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	0	0	0
E21 Unspoiled Splendor	10	10	10
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	5	5	5
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	0	0	0
I30 Stockcars and State Parks	5	5	5
I31 Blue Collar Comfort	15	20	20
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	35	35	40
J34 Aging in Place	0	0	0
J35 Rural Escape	10	10	10
J36 Settled and Sensible	165	170	180
Clusters 1 - 36	245	260	275
Clusters 37 - 71	840	915	960
Clusters 1 - 36	23%	22%	22%
Clusters 37 - 71	77%	78%	78%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The City of Hartford

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	5	5	5
L43 Homemade Happiness	90	95	100
M44 Red, White and Bluegrass	70	80	80
M45 Diapers and Debit Cards	180	200	210
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	5	5	5
N48 Rural Southern Bliss	5	5	5
N49 Touch of Tradition	20	20	25
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	15	15	15
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	50	55	60
P56 Mid-scale Medley	35	40	40
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	95	105	110
P60 Striving Forward	0	5	5
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	80	85	90
Q65 Senior Discounts	35	35	40
R66 Dare to Dream	55	60	60
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	80	85	90
S69 Urban Survivors	0	0	0
S70 Tight Money	20	20	20
S71 Tough Times	0	0	0
Summation	1,085	1,175	1,235
Clusters 1 - 36	245	260	275
Clusters 37 - 71	840	915	960
Clusters 1 - 36	23%	22%	22%
Clusters 37 - 71	77%	78%	78%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-M

Existing Households by Lifestyle Cluster Lawrence Twp, including the Village of Lawrence

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	5
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	5	5	10
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	5
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	5	5	10
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	40	45	45
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	20	25	25
E21 Unspoiled Splendor	130	140	145
F22 Fast Track Couples	5	5	5
F23 Families Matter Most	5	5	5
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	10	10
I30 Stockcars and State Parks	190	205	215
I31 Blue Collar Comfort	5	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	35	40	40
J34 Aging in Place	25	30	30
J35 Rural Escape	220	240	235
J36 Settled and Sensible	15	15	20
Clusters 1 - 36	710	775	810
Clusters 37 - 71	730	765	800
Clusters 1 - 36	49%	50%	50%
Clusters 37 - 71	51%	50%	50%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Lawrence Twp, including the Village of Lawrence

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	5	5	5
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	5
L43 Homemade Happiness	125	130	140
M44 Red, White and Bluegrass	160	170	175
M45 Diapers and Debit Cards	25	30	30
N46 True Grit Americans	5	5	5
N47 Countrified Pragmatics	105	110	115
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	30	35	35
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	50	50	55
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	35	35	35
P56 Mid-scale Medley	10	10	10
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	5	5	5
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	10	10	10
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	110	115	120
Q65 Senior Discounts	10	10	10
R66 Dare to Dream	5	5	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	10	10	10
S69 Urban Survivors	0	0	0
S70 Tight Money	30	30	30
S71 Tough Times	0	0	0
Summation	1,440	1,540	1,610
Clusters 1 - 36	710	775	810
Clusters 37 - 71	730	765	800
Clusters 1 - 36	49%	50%	50%
Clusters 37 - 71	51%	50%	50%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Lawrence

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	5
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	5	5	5
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	10	10	10
E21 Unspoiled Splendor	15	15	15
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	5
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	5	5	5
I30 Stockcars and State Parks	20	20	20
I31 Blue Collar Comfort	5	5	5
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	20	20	20
J34 Aging in Place	5	5	5
J35 Rural Escape	25	25	30
J36 Settled and Sensible	10	15	15
Clusters 1 - 36	120	125	140
Clusters 37 - 71	310	345	360
Clusters 1 - 36	28%	27%	28%
Clusters 37 - 71	72%	73%	72%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Lawrence

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	5
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	5
L43 Homemade Happiness	45	50	55
M44 Red, White and Bluegrass	60	85	60
M45 Diapers and Debit Cards	20	20	20
N46 True Grit Americans	0	0	5
N47 Countrified Pragmatics	20	20	25
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	20	20	20
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	15	15	15
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	25	25	30
P56 Mid-scale Medley	5	5	5
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	55	60	65
Q65 Senior Discounts	10	10	10
R66 Dare to Dream	5	5	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	10	10	10
S69 Urban Survivors	0	0	0
S70 Tight Money	20	20	25
S71 Tough Times	0	0	0
Summation	430	470	500
Clusters 1 - 36	120	125	140
Clusters 37 - 71	310	345	360
Clusters 1 - 36	28%	27%	28%
Clusters 37 - 71	72%	73%	72%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-N

Existing Households by Lifestyle Cluster

Paw Paw Twp, including the Village of Paw Paw

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	25	30	30
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	30	35	35
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	5	5	5
B09 Family Fun-tastic	20	25	25
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	25	30	30
C12 Golf Carts and Gourmets	5	5	5
C13 Silver Sophisticates	0	0	5
C14 Boomers and Boomerangs	40	45	50
D15 Sports Utility Families	135	150	160
D16 Settled in Suburbia	5	5	5
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	10	10	10
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	190	205	220
E21 Unspoiled Splendor	295	320	340
F22 Fast Track Couples	10	10	10
F23 Families Matter Most	35	40	45
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	10	10	10
H28 Everyday Moderates	5	5	5
H29 Destination Recreation	45	50	50
I30 Stockcars and State Parks	360	375	390
I31 Blue Collar Comfort	105	110	120
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	240	265	280
J35 Rural Escape	110	120	130
J36 Settled and Sensible	30	35	35
Clusters 1 - 36	1,735	1,885	1,995
Clusters 37 - 71	1,455	1,595	1,695
Clusters 1 - 36	54%	54%	54%
Clusters 37 - 71	46%	46%	46%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Paw Paw Twp, including the Village of Paw Paw

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	5	5	5
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	130	140	150
L41 Booming and Consuming	15	15	20
L42 Rooted Flower Power	170	185	195
L43 Homemade Happiness	25	30	30
M44 Red, White and Bluegrass	90	100	105
M45 Diapers and Debit Cards	80	90	95
N46 True Grit Americans	100	110	115
N47 Countrified Pragmatics	25	30	30
N48 Rural Southern Bliss	0	0	5
N49 Touch of Tradition	5	5	5
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	195	215	225
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	5	5	5
O55 Family Troopers	85	90	100
P56 Mid-scale Medley	50	55	60
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	30	30	35
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	250	275	290
Q65 Senior Discounts	90	100	105
R66 Dare to Dream	55	60	65
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	25	30	30
S69 Urban Survivors	0	0	0
S70 Tight Money	20	20	20
S71 Tough Times	5	5	5
Summation	3,190	3,480	3,690
Clusters 1 - 36	1,735	1,885	1,995
Clusters 37 - 71	1,455	1,595	1,695
Clusters 1 - 36	54%	54%	54%
Clusters 37 - 71	46%	46%	46%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Paw Paw

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	5	5	5
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	5	5	10
B09 Family Fun-tastic	15	15	15
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	5	5	5
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	20	20	20
D15 Sports Utility Families	50	50	55
D16 Settled in Suburbia	0	0	5
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	5	5	5
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	85	90	95
E21 Unspoiled Splendor	85	90	95
F22 Fast Track Couples	10	10	10
F23 Families Matter Most	20	25	25
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	5
H28 Everyday Moderates	5	5	5
H29 Destination Recreation	20	25	25
I30 Stockcars and State Parks	55	60	65
I31 Blue Collar Comfort	70	80	85
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	80	85	90
J35 Rural Escape	25	25	30
J36 Settled and Sensible	25	25	30
Clusters 1 - 36	585	625	680
Clusters 37 - 71	1,035	1,135	1,180
Clusters 1 - 36	36%	36%	37%
Clusters 37 - 71	64%	64%	63%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster

The Village of Paw Paw

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	105	115	120
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	145	170	150
L43 Homemade Happiness	15	15	15
M44 Red, White and Bluegrass	45	50	50
M45 Diapers and Debit Cards	80	85	90
N46 True Grit Americans	65	70	75
N47 Countrified Pragmatics	10	10	10
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	0	0	5
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	125	135	145
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	5	5	5
O55 Family Troopers	70	75	80
P56 Mid-scale Medley	45	50	55
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	10	10	10
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	155	170	180
Q65 Senior Discounts	65	70	75
R66 Dare to Dream	55	60	65
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	25	30	30
S69 Urban Survivors	0	0	0
S70 Tight Money	10	10	15
S71 Tough Times	5	5	5
Summation	1,620	1,760	1,860
Clusters 1 - 36	585	625	680
Clusters 37 - 71	1,035	1,135	1,180
Clusters 1 - 36	36%	36%	37%
Clusters 37 - 71	64%	64%	63%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-O

Existing Households by Lifestyle Cluster

Antwerp Twp, including the Villages of Lawton and Mattawan

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	40	45	45
A03 Kids and Cabernet	15	20	20
A04 Picture Perfect Families	160	170	175
A05 Couples with Clout	35	35	35
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	10	10	10
B08 Babies and Bliss	230	240	250
B09 Family Fun-tastic	10	10	10
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	220	235	245
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	25	25	30
C14 Boomers and Boomerangs	460	490	505
D15 Sports Utility Families	610	630	655
D16 Settled in Suburbia	30	30	35
D17 Cul de Sac Diversity	15	15	15
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	325	340	355
E21 Unspoiled Splendor	555	585	610
F22 Fast Track Couples	230	240	250
F23 Families Matter Most	255	270	280
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	80	85	90
H28 Everyday Moderates	15	15	15
H29 Destination Recreation	45	50	50
I30 Stockcars and State Parks	415	440	455
I31 Blue Collar Comfort	140	150	155
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	10	10	10
J34 Aging in Place	490	520	540
J35 Rural Escape	50	55	55
J36 Settled and Sensible	45	50	50
Clusters 1 - 36	4,515	4,765	4,945
Clusters 37 - 71	1,235	1,325	1,375
Clusters 1 - 36	79%	78%	78%
Clusters 37 - 71	21%	22%	22%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Antwerp Twp, including the Villages of Lawton and Mattawan

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	5	5
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	10	15	15
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	25	25	25
L43 Homemade Happiness	90	95	100
M44 Red, White and Bluegrass	235	250	260
M45 Diapers and Debit Cards	35	35	40
N46 True Grit Americans	5	5	5
N47 Countrified Pragmatics	155	165	170
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	0	5	5
O50 Full Steam Ahead	0	5	5
O51 Digital Dependents	310	330	340
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	65	70	75
P56 Mid-scale Medley	5	5	5
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	5	5	5
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	60	60	65
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	190	200	205
Q65 Senior Discounts	25	30	30
R66 Dare to Dream	5	5	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	5	5	5
S69 Urban Survivors	0	0	0
S70 Tight Money	10	10	10
S71 Tough Times	0	0	0
Summation	5,750	6,090	6,320
Clusters 1 - 36	4,515	4,765	4,945
Clusters 37 - 71	1,235	1,325	1,375
Clusters 1 - 36	79%	78%	78%
Clusters 37 - 71	21%	22%	22%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Mattawan

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	15	15	20
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	5	5	5
B09 Family Fun-tastic	5	5	5
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	15	15	20
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	10	15	15
D15 Sports Utility Families	75	80	85
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	85	90	95
E21 Unspoiled Splendor	115	125	130
F22 Fast Track Couples	25	25	25
F23 Families Matter Most	80	85	90
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	15	15
I30 Stockcars and State Parks	110	120	125
I31 Blue Collar Comfort	60	65	65
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	105	115	120
J35 Rural Escape	10	10	10
J36 Settled and Sensible	10	15	15
Clusters 1 - 36	740	805	845
Clusters 37 - 71	450	475	495
Clusters 1 - 36	62%	63%	63%
Clusters 37 - 71	38%	37%	37%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Mattawan

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	5	5	5
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	5	5	5
L43 Homemade Happiness	15	15	15
M44 Red, White and Bluegrass	50	55	60
M45 Diapers and Debit Cards	10	10	10
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	50	55	55
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	0	0	0
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	185	195	205
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	35	35	35
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	10	10	10
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	70	75	80
Q65 Senior Discounts	10	10	10
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	1,190	1,280	1,340
Clusters 1 - 36	740	805	845
Clusters 37 - 71	450	475	495
Clusters 1 - 36	62%	63%	63%
Clusters 37 - 71	38%	37%	37%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Lawton

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	5	5	5
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	5
B09 Family Fun-tastic	5	5	5
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	5	5	10
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	10	10	10
D15 Sports Utility Families	60	70	70
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	90	95	105
E21 Unspoiled Splendor	90	100	105
F22 Fast Track Couples	0	0	5
F23 Families Matter Most	30	35	35
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	15	15
I30 Stockcars and State Parks	80	85	90
I31 Blue Collar Comfort	50	55	55
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	50	55	55
J35 Rural Escape	15	20	20
J36 Settled and Sensible	10	10	15
Clusters 1 - 36	515	570	610
Clusters 37 - 71	355	380	400
Clusters 1 - 36	59%	60%	60%
Clusters 37 - 71	41%	40%	40%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Lawton

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	5	5	5
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	10	10	10
L43 Homemade Happiness	40	40	45
M44 Red, White and Bluegrass	90	90	90
M45 Diapers and Debit Cards	15	20	20
N46 True Grit Americans	5	5	5
N47 Countrified Pragmatics	40	45	45
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	0	0	0
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	50	55	60
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	20	20	20
P56 Mid-scale Medley	0	0	5
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	5	5	5
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	60	70	70
Q65 Senior Discounts	10	10	10
R66 Dare to Dream	0	0	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	870	950	1,010
Clusters 1 - 36	515	570	610
Clusters 37 - 71	355	380	400
Clusters 1 - 36	59%	60%	60%
Clusters 37 - 71	41%	40%	40%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-P

Existing Households by Lifestyle Cluster Keeler Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	15	15	15
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	5	5	5
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	10	10	10
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	25	30	30
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	25	30	30
E21 Unspoiled Splendor	160	175	185
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	15	15	15
I30 Stockcars and State Parks	235	250	270
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	35	35	40
J35 Rural Escape	205	220	230
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	735	790	835
Clusters 37 - 71	325	350	365
Clusters 1 - 36	69%	69%	70%
Clusters 37 - 71	31%	31%	30%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Keeler Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	5	5	5
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	45	45	50
M44 Red, White and Bluegrass	90	100	105
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	60	65	65
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	5	5	5
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	15	15	15
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	0	0	0
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	10	10	10
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	80	90	95
Q65 Senior Discounts	0	0	0
R66 Dare to Dream	5	5	5
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	10	10	10
S71 Tough Times	0	0	0
Summation	1,060	1,140	1,200
Clusters 1 - 36	735	790	835
Clusters 37 - 71	325	350	365
Clusters 1 - 36	69%	69%	70%
Clusters 37 - 71	31%	31%	30%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-Q

Existing Households by Lifestyle Cluster Hamilton Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	5	5	5
D15 Sports Utility Families	10	10	10
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	10	10	10
E21 Unspoiled Splendor	85	85	85
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	10	10
I30 Stockcars and State Parks	85	85	85
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	5	5	5
J35 Rural Escape	125	125	125
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	340	340	340
Clusters 37 - 71	205	205	205
Clusters 1 - 36	62%	62%	62%
Clusters 37 - 71	38%	38%	38%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Hamilton Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	10	10	10
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	50	50	50
M44 Red, White and Bluegrass	50	50	50
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	30	30	30
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	10	10	10
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	5	5	5
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	0	0	0
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	35	35	35
Q65 Senior Discounts	5	5	5
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	0	0
S69 Urban Survivors	0	0	0
S70 Tight Money	10	10	10
S71 Tough Times	0	0	0
Summation	545	545	545
Clusters 1 - 36	340	340	340
Clusters 37 - 71	205	205	205
Clusters 1 - 36	62%	62%	62%
Clusters 37 - 71	38%	38%	38%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-R

Existing Households by Lifestyle Cluster Decatur Twp, including the Village of Decatur

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	5	5	5
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	5	5	5
D15 Sports Utility Families	15	15	15
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	50	50	50
E21 Unspoiled Splendor	95	100	100
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	15	15	15
I30 Stockcars and State Parks	55	55	55
I31 Blue Collar Comfort	30	30	30
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	10	10	10
J34 Aging in Place	25	25	25
J35 Rural Escape	100	105	105
J36 Settled and Sensible	155	160	165
Clusters 1 - 36	560	575	580
Clusters 37 - 71	1,060	1,085	1,100
Clusters 1 - 36	35%	35%	35%
Clusters 37 - 71	65%	65%	65%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Decatur Twp, including the Village of Decatur

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	5	5	5
L43 Homemade Happiness	230	240	245
M44 Red, White and Bluegrass	175	180	180
M45 Diapers and Debit Cards	100	100	100
N46 True Grit Americans	105	105	110
N47 Countrified Pragmatics	35	35	35
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	60	60	60
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	60	65	65
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	10	10	10
P56 Mid-scale Medley	10	10	10
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	5	5	5
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	195	200	205
Q65 Senior Discounts	10	10	10
R66 Dare to Dream	10	10	10
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	40	40	40
S69 Urban Survivors	0	0	0
S70 Tight Money	10	10	10
S71 Tough Times	0	0	0
Summation	1,620	1,660	1,680
Clusters 1 - 36	560	575	580
Clusters 37 - 71	1,060	1,085	1,100
Clusters 1 - 36	35%	35%	35%
Clusters 37 - 71	65%	65%	65%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Decatur

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	0	0	0
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	0	0	0
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	0	0
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	0	0	0
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	0	0	0
D15 Sports Utility Families	5	5	5
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	25	25	25
E21 Unspoiled Splendor	35	35	35
F22 Fast Track Couples	0	0	0
F23 Families Matter Most	0	0	0
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	10	10
I30 Stockcars and State Parks	15	15	15
I31 Blue Collar Comfort	20	20	20
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	5	5	5
J34 Aging in Place	15	15	15
J35 Rural Escape	20	20	20
J36 Settled and Sensible	120	120	120
Clusters 1 - 36	270	270	270
Clusters 37 - 71	620	625	630
Clusters 1 - 36	30%	30%	30%
Clusters 37 - 71	70%	70%	70%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster The Village of Decatur

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	5	5	5
L43 Homemade Happiness	140	145	145
M44 Red, White and Bluegrass	105	105	105
M45 Diapers and Debit Cards	75	75	75
N46 True Grit Americans	15	15	15
N47 Countrified Pragmatics	15	15	15
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	40	40	40
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	35	35	35
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	5	5	5
P56 Mid-scale Medley	5	5	5
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	5	5	5
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	0	0	0
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	120	120	125
Q65 Senior Discounts	5	5	5
R66 Dare to Dream	10	10	10
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	30	30	30
S69 Urban Survivors	0	0	0
S70 Tight Money	10	10	10
S71 Tough Times	0	0	0
Summation	890	895	900
Clusters 1 - 36	270	270	270
Clusters 37 - 71	620	625	630
Clusters 1 - 36	30%	30%	30%
Clusters 37 - 71	70%	70%	70%

Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

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Existing Households by Lifestyle Cluster Porter Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
A01 American Royalty	0	0	0
A02 Platinum Prosperity	5	5	5
A03 Kids and Cabernet	0	0	0
A04 Picture Perfect Families	10	10	10
A05 Couples with Clout	0	0	0
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	0	5	5
B09 Family Fun-tastic	0	0	0
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	25	30	30
C12 Golf Carts and Gourmets	0	0	0
C13 Silver Sophisticates	0	0	0
C14 Boomers and Boomerangs	20	25	25
D15 Sports Utility Families	70	75	80
D16 Settled in Suburbia	0	0	0
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	0	0	0
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	10	10	10
E21 Unspoiled Splendor	210	225	230
F22 Fast Track Couples	10	15	15
F23 Families Matter Most	0	5	5
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	0	0	0
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	10	10	10
I30 Stockcars and State Parks	335	315	335
I31 Blue Collar Comfort	0	0	0
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	0	0	0
J34 Aging in Place	50	55	55
J35 Rural Escape	245	260	270
J36 Settled and Sensible	0	0	0
Clusters 1 - 36	1,000	1,045	1,085
Clusters 37 - 71	260	285	295
Clusters 1 - 36	79%	79%	79%
Clusters 37 - 71	21%	21%	21%

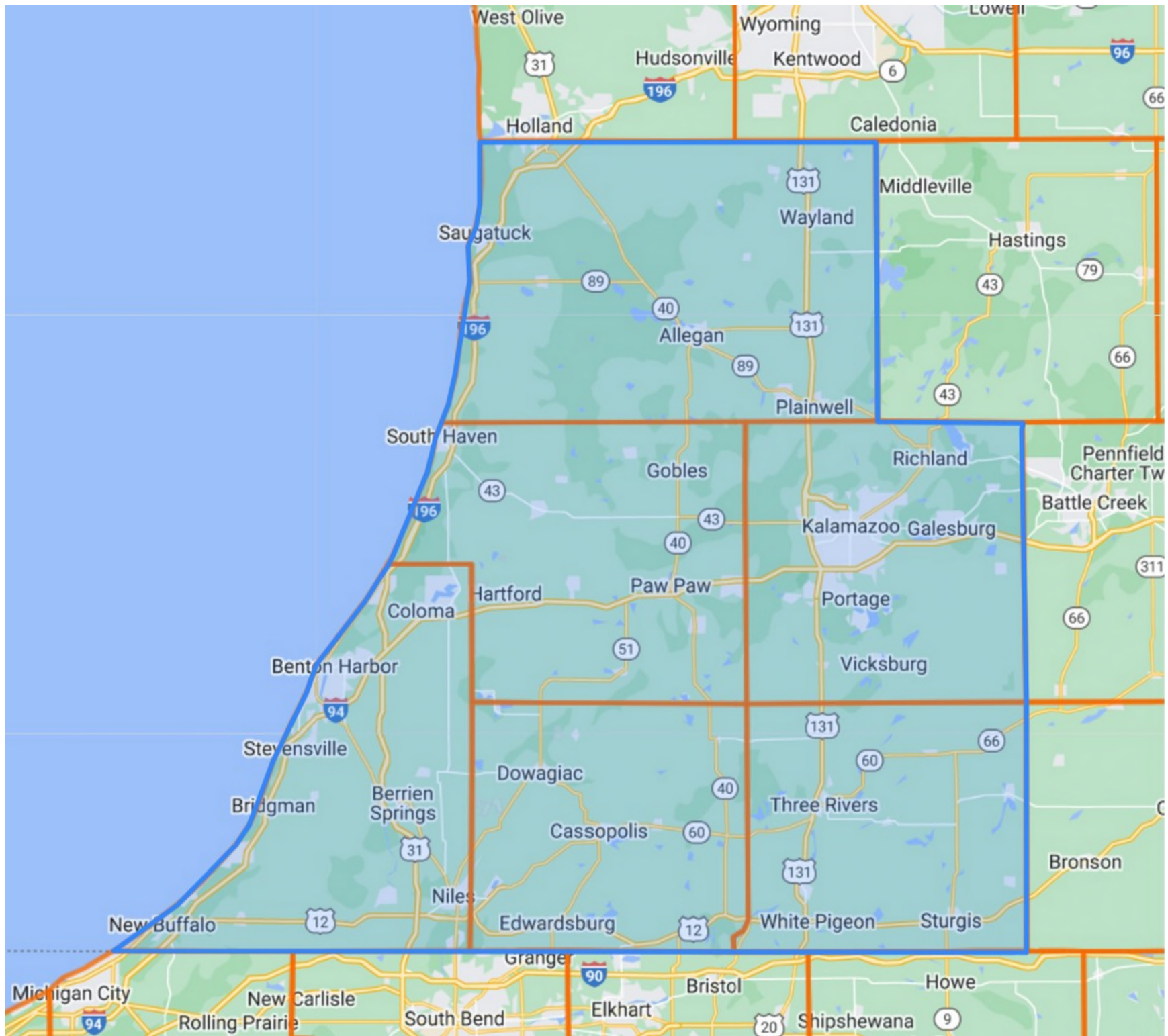
Source: Underlying data provided by Experian Decision Analytics; 2023. Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Porter Township (no cities or villages)

Number of Existing Households	Year 2023	Year 2024	Year 2025
K37 Wired for Success	0	0	0
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	0	0	0
L41 Booming and Consuming	0	0	0
L42 Rooted Flower Power	0	0	0
L43 Homemade Happiness	45	45	50
M44 Red, White and Bluegrass	60	65	65
M45 Diapers and Debit Cards	0	0	0
N46 True Grit Americans	0	0	0
N47 Countrified Pragmatics	45	50	50
N48 Rural Southern Bliss	0	0	0
N49 Touch of Tradition	10	15	15
O50 Full Steam Ahead	0	0	0
O51 Digital Dependents	25	25	25
O52 Urban Ambition	0	0	0
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	0	0	0
O55 Family Troopers	0	0	0
P56 Mid-scale Medley	0	0	0
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	0	0	0
P60 Striving Forward	0	0	0
P61 Humble Beginnings	0	0	0
Q62 Reaping Rewards	10	15	15
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	55	55	60
Q65 Senior Discounts	5	5	5
R66 Dare to Dream	0	0	0
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	0	5	5
S69 Urban Survivors	0	0	0
S70 Tight Money	5	5	5
S71 Tough Times	0	0	0
Summation	1,260	1,330	1,380
Clusters 1 - 36	1,000	1,045	1,085
Clusters 37 - 71	260	285	295
Clusters 1 - 36	79%	79%	79%
Clusters 37 - 71	21%	21%	21%

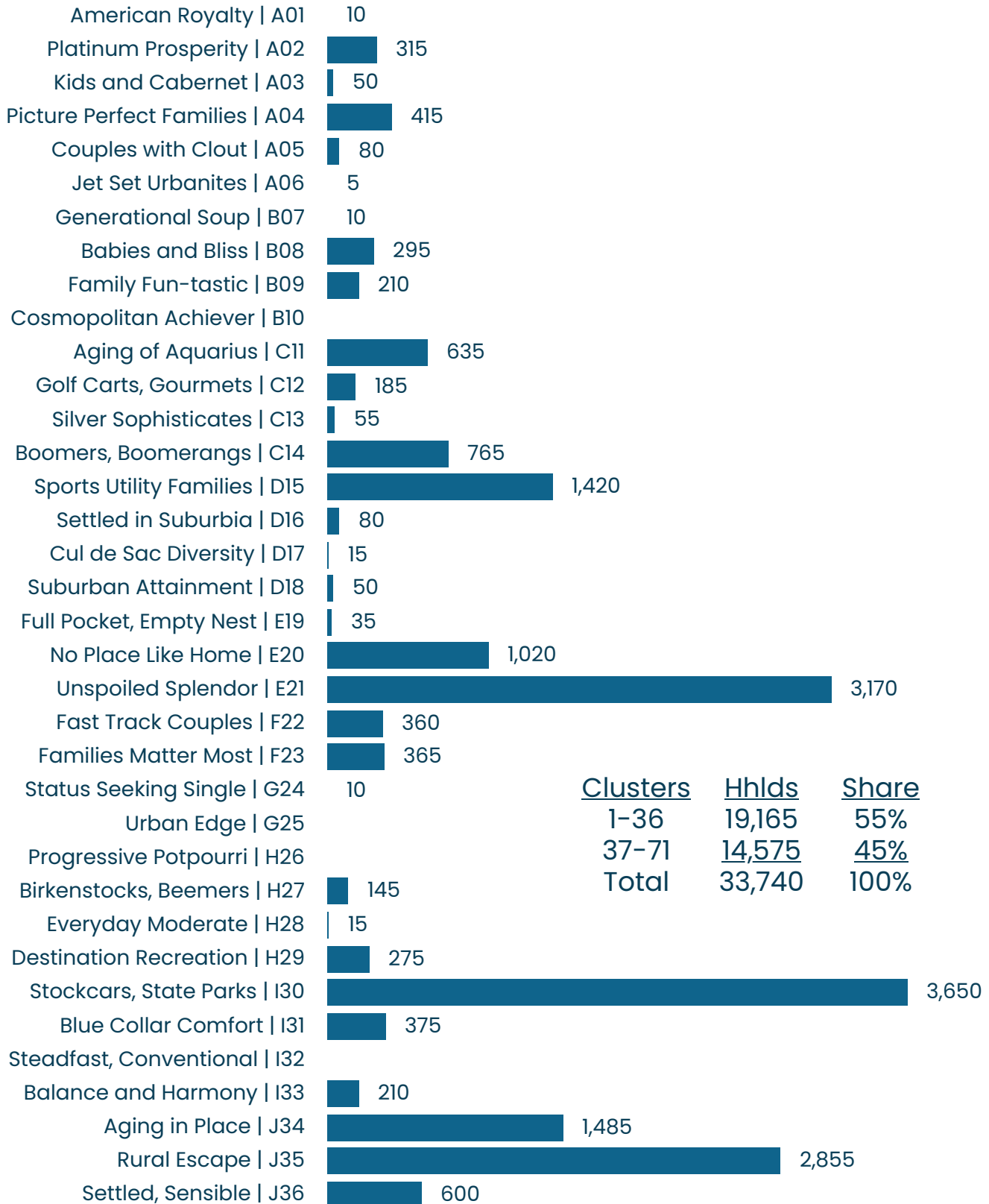
Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

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1-36 Lifestyle Clusters | Van Buren Co

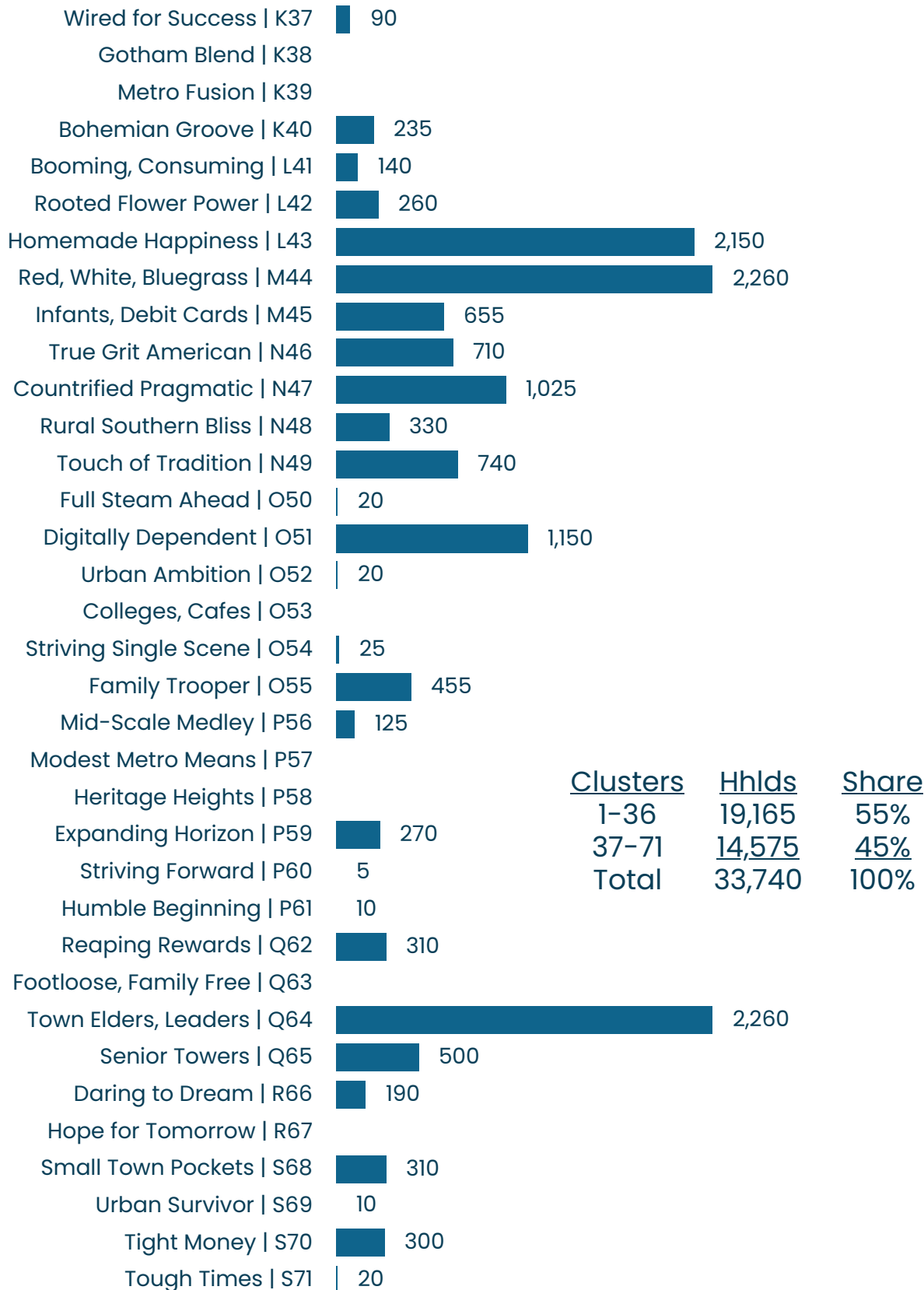
Number of existing households by lifestyle cluster, with estimates for 2023.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2023. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2024.

37-71 Lifestyle Clusters | Van Buren Co

Number of existing households by lifestyle cluster, with estimates for 2023.



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2023. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2024.



Existing Households by Lifestyle Cluster Van Buren County, Michigan

	Year 2023	Year 2024	Year 2025
A01 American Royalty	10	10	10
A02 Platinum Prosperity	315	335	350
A03 Kids and Cabernet	50	55	55
A04 Picture Perfect Families	415	440	455
A05 Couples with Clout	80	85	90
A06 Jet Set Urbanites	5	5	5
B07 Generational Soup	10	10	15
B08 Babies and Bliss	295	315	325
B09 Family Fun-tastic	210	220	230
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	635	675	700
C12 Golf Carts and Gourmets	185	200	205
C13 Silver Sophisticates	55	60	60
C14 Boomers and Boomerangs	765	810	845
D15 Sports Utility Families	1,420	1,500	1,560
D16 Settled in Suburbia	80	85	85
D17 Cul de Sac Diversity	15	15	15
D18 Suburban Attainment	50	50	55
E19 Full Pockets, Empty Nests	35	40	40
E20 No Place Like Home	1,020	1,080	1,125
E21 Unspoiled Splendor	3,170	3,335	3,455
F22 Fast Track Couples	360	385	400
F23 Families Matter Most	365	390	405
G24 Status Seeking Singles	10	10	10
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	145	150	160
H28 Everyday Moderates	15	20	20
H29 Destination Recreation	275	295	305
I30 Stockcars and State Parks	3,650	3,865	4,015
I31 Blue Collar Comfort	375	400	415
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	210	220	230
J34 Aging in Place	1,485	1,570	1,635
J35 Rural Escape	2,855	3,025	3,145
J36 Settled and Sensible	600	635	660
Clusters 1 - 36	19,165	20,290	21,080
Clusters 37 - 71	14,575	15,450	16,060
Clusters 1 - 36	57%	57%	57%
Clusters 37 - 71	43%	43%	43%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Van Buren County, Michigan

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	90	95	100
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	5
K40 Bohemian Groove	235	250	260
L41 Booming and Consuming	140	150	155
L42 Rooted Flower Power	260	275	285
L43 Homemade Happiness	2,150	2,280	2,370
M44 Red, White and Bluegrass	2,260	2,395	2,485
M45 Diapers and Debit Cards	655	695	720
N46 True Grit Americans	710	755	785
N47 Countrified Pragmatics	1,025	1,085	1,125
N48 Rural Southern Bliss	330	350	365
N49 Touch of Tradition	740	785	815
O50 Full Steam Ahead	20	20	25
O51 Digital Dependents	1,150	1,220	1,265
O52 Urban Ambition	20	25	25
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	25	25	25
O55 Family Troopers	455	485	505
P56 Mid-scale Medley	125	130	135
P57 Modest Metro Means	0	0	5
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	270	285	295
P60 Striving Forward	5	5	10
P61 Humble Beginnings	10	10	10
Q62 Reaping Rewards	310	325	340
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	2,260	2,395	2,490
Q65 Senior Discounts	500	530	550
R66 Dare to Dream	190	200	210
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	310	330	340
S69 Urban Survivors	10	10	10
S70 Tight Money	300	320	330
S71 Tough Times	<u>20</u>	<u>20</u>	<u>20</u>
Summation	33,740	35,740	37,140
Clusters 1 - 36	19,165	20,290	21,080
Clusters 37 - 71	14,575	15,450	16,060
Clusters 1 - 36	57%	57%	57%
Clusters 37 - 71	43%	43%	43%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

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Existing Households by Lifestyle Cluster Allegan County, Michigan

	Year 2023	Year 2024	Year 2025
A01 American Royalty	50	50	50
A02 Platinum Prosperity	875	895	910
A03 Kids and Cabernet	150	150	155
A04 Picture Perfect Families	1,000	1,020	1,035
A05 Couples with Clout	190	195	200
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	25	25	25
B08 Babies and Bliss	670	685	695
B09 Family Fun-tastic	410	420	425
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	1,440	1,470	1,490
C12 Golf Carts and Gourmets	335	340	345
C13 Silver Sophisticates	255	260	265
C14 Boomers and Boomerangs	1,615	1,650	1,675
D15 Sports Utility Families	3,180	3,265	3,310
D16 Settled in Suburbia	115	120	120
D17 Cul de Sac Diversity	15	15	15
D18 Suburban Attainment	5	5	5
E19 Full Pockets, Empty Nests	40	45	45
E20 No Place Like Home	1,575	1,610	1,635
E21 Unspoiled Splendor	4,905	5,010	5,085
F22 Fast Track Couples	800	815	825
F23 Families Matter Most	1,150	1,175	1,195
G24 Status Seeking Singles	10	10	10
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	5	5	5
H27 Birkenstocks and Beemers	305	315	320
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	385	390	400
I30 Stockcars and State Parks	8,885	9,075	9,210
I31 Blue Collar Comfort	900	920	930
I32 Steadfast Conventionalists	5	5	5
I33 Balance and Harmony	130	135	135
J34 Aging in Place	1,910	1,950	1,980
J35 Rural Escape	2,800	2,860	2,905
J36 Settled and Sensible	200	205	205
Clusters 1 - 36	34,335	35,090	35,610
Clusters 37 - 71	12,825	13,090	13,290
Clusters 1 - 36	73%	73%	73%
Clusters 37 - 71	27%	27%	27%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Allegan County, Michigan

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	80	80	80
K38 Gotham Blend	0	0	0
K39 Metro Fusion	10	10	10
K40 Bohemian Groove	260	265	270
L41 Booming and Consuming	340	350	355
L42 Rooted Flower Power	295	300	305
L43 Homemade Happiness	1,165	1,190	1,210
M44 Red, White and Bluegrass	1,950	1,990	2,020
M45 Diapers and Debit Cards	360	370	375
N46 True Grit Americans	395	400	410
N47 Countrified Pragmatics	1,090	1,110	1,130
N48 Rural Southern Bliss	80	80	80
N49 Touch of Tradition	385	395	400
O50 Full Steam Ahead	90	90	90
O51 Digital Dependents	1,460	1,490	1,515
O52 Urban Ambition	5	5	5
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	150	150	155
O55 Family Troopers	665	680	690
P56 Mid-scale Medley	105	105	105
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	165	170	170
P60 Striving Forward	5	5	5
P61 Humble Beginnings	25	25	25
Q62 Reaping Rewards	1,015	1,040	1,055
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	1,815	1,855	1,880
Q65 Senior Discounts	485	495	505
R66 Dare to Dream	95	95	95
R67 Hope for Tomorrow	0	0	0
S68 Small Town Shallow Pockets	60	65	65
S69 Urban Survivors	0	0	0
S70 Tight Money	265	270	275
S71 Tough Times	<u>10</u>	<u>10</u>	<u>10</u>
Summation	47,160	48,180	48,900
Clusters 1 - 36	34,335	35,090	35,610
Clusters 37 - 71	12,825	13,090	13,290
Clusters 1 - 36	73%	73%	73%
Clusters 37 - 71	27%	27%	27%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Kalamazoo County, Michigan

	Year 2023	Year 2024	Year 2025
A01 American Royalty	270	275	280
A02 Platinum Prosperity	2,205	2,245	2,270
A03 Kids and Cabernet	1,265	1,290	1,305
A04 Picture Perfect Families	3,635	3,700	3,745
A05 Couples with Clout	1,185	1,210	1,225
A06 Jet Set Urbanites	15	15	15
B07 Generational Soup	1,400	1,425	1,445
B08 Babies and Bliss	1,975	2,010	2,035
B09 Family Fun-tastic	4,355	4,435	4,490
B10 Cosmopolitan Achievers	5	5	5
C11 Aging of Aquarius	4,950	5,010	5,060
C12 Golf Carts and Gourmets	110	115	115
C13 Silver Sophisticates	2,050	2,085	2,110
C14 Boomers and Boomerangs	3,060	3,115	3,150
D15 Sports Utility Families	3,835	3,905	3,950
D16 Settled in Suburbia	1,330	1,350	1,370
D17 Cul de Sac Diversity	155	160	160
D18 Suburban Attainment	930	945	960
E19 Full Pockets, Empty Nests	665	675	685
E20 No Place Like Home	4,580	4,660	4,720
E21 Unspoiled Splendor	3,025	3,075	3,115
F22 Fast Track Couples	2,110	2,145	2,175
F23 Families Matter Most	1,885	1,920	1,945
G24 Status Seeking Singles	980	995	1,010
G25 Urban Edge	95	95	95
H26 Progressive Potpourri	5	5	5
H27 Birkenstocks and Beemers	940	960	970
H28 Everyday Moderates	85	85	90
H29 Destination Recreation	665	675	685
I30 Stockcars and State Parks	3,320	3,380	3,420
I31 Blue Collar Comfort	2,515	2,560	2,590
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	160	165	165
J34 Aging in Place	6,465	6,585	6,665
J35 Rural Escape	495	505	510
J36 Settled and Sensible	1,740	1,770	1,790
Clusters 1 - 36	62,460	63,550	64,325
Clusters 37 - 71	48,420	49,310	49,915
Clusters 1 - 36	56%	56%	56%
Clusters 37 - 71	44%	44%	44%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Kalamazoo County, Michigan

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	710	720	730
K38 Gotham Blend	10	15	15
K39 Metro Fusion	90	95	95
K40 Bohemian Groove	2,740	2,790	2,825
L41 Booming and Consuming	75	75	75
L42 Rooted Flower Power	3,260	3,320	3,360
L43 Homemade Happiness	550	560	565
M44 Red, White and Bluegrass	915	930	940
M45 Diapers and Debit Cards	1,850	1,885	1,910
N46 True Grit Americans	235	240	245
N47 Countrified Pragmatics	315	325	325
N48 Rural Southern Bliss	1,460	1,485	1,500
N49 Touch of Tradition	65	65	65
O50 Full Steam Ahead	480	490	495
O51 Digital Dependents	3,445	3,505	3,550
O52 Urban Ambition	1,240	1,265	1,280
O53 Colleges and Cafes	10,225	10,410	10,535
O54 Striving Single Scene	3,745	3,810	3,860
O55 Family Troopers	2,125	2,160	2,190
P56 Mid-scale Medley	1,025	1,045	1,060
P57 Modest Metro Means	140	145	145
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	320	325	330
P60 Striving Forward	35	40	40
P61 Humble Beginnings	110	115	115
Q62 Reaping Rewards	2,360	2,405	2,435
Q63 Footloose and Family Free	30	30	30
Q64 Town Elders	2,915	2,965	3,005
Q65 Senior Discounts	2,430	2,475	2,505
R66 Dare to Dream	1,165	1,185	1,200
R67 Hope for Tomorrow	1,400	1,425	1,440
S68 Small Town Shallow Pockets	570	580	590
S69 Urban Survivors	1,550	1,580	1,600
S70 Tight Money	65	65	65
S71 Tough Times	<u>770</u>	<u>785</u>	<u>795</u>
Summation	110,880	112,860	114,240
Clusters 1 - 36	62,460	63,550	64,325
Clusters 37 - 71	48,420	49,310	49,915
Clusters 1 - 36	56%	56%	56%
Clusters 37 - 71	44%	44%	44%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Cass County, Michigan

	Year 2023	Year 2024	Year 2025
A01 American Royalty	10	10	10
A02 Platinum Prosperity	330	330	330
A03 Kids and Cabernet	35	35	35
A04 Picture Perfect Families	400	400	400
A05 Couples with Clout	70	70	70
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	5	5	5
B08 Babies and Bliss	65	65	65
B09 Family Fun-tastic	35	35	35
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	430	430	430
C12 Golf Carts and Gourmets	70	70	70
C13 Silver Sophisticates	35	35	35
C14 Boomers and Boomerangs	335	335	335
D15 Sports Utility Families	1,105	1,105	1,105
D16 Settled in Suburbia	15	15	15
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	10	10	10
E19 Full Pockets, Empty Nests	0	0	0
E20 No Place Like Home	405	405	405
E21 Unspoiled Splendor	2,225	2,225	2,225
F22 Fast Track Couples	140	140	140
F23 Families Matter Most	180	180	180
G24 Status Seeking Singles	0	0	0
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	170	170	170
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	230	230	230
I30 Stockcars and State Parks	2,865	2,865	2,865
I31 Blue Collar Comfort	210	210	210
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	20	20	20
J34 Aging in Place	940	940	940
J35 Rural Escape	2,335	2,335	2,335
J36 Settled and Sensible	455	455	455
Clusters 1 - 36	13,125	13,125	13,125
Clusters 37 - 71	7,830	7,830	7,830
Clusters 1 - 36	63%	63%	63%
Clusters 37 - 71	37%	37%	37%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Cass County, Michigan

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	30	30	30
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	40	40	40
L41 Booming and Consuming	205	205	205
L42 Rooted Flower Power	95	95	95
L43 Homemade Happiness	930	930	930
M44 Red, White and Bluegrass	1,215	1,215	1,215
M45 Diapers and Debit Cards	460	460	460
N46 True Grit Americans	155	155	155
N47 Countrified Pragmatics	630	630	630
N48 Rural Southern Bliss	475	475	475
N49 Touch of Tradition	185	185	185
O50 Full Steam Ahead	10	10	10
O51 Digital Dependents	470	470	470
O52 Urban Ambition	25	25	25
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	25	25	25
O55 Family Troopers	240	240	240
P56 Mid-scale Medley	25	25	25
P57 Modest Metro Means	0	0	0
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	10	10	10
P60 Striving Forward	0	0	0
P61 Humble Beginnings	5	5	5
Q62 Reaping Rewards	265	265	265
Q63 Footloose and Family Free	0	0	0
Q64 Town Elders	1,405	1,405	1,405
Q65 Senior Discounts	275	275	275
R66 Dare to Dream	105	105	105
R67 Hope for Tomorrow	15	15	15
S68 Small Town Shallow Pockets	245	245	245
S69 Urban Survivors	55	55	55
S70 Tight Money	205	205	205
S71 Tough Times	<u>30</u>	<u>30</u>	<u>30</u>
Summation	20,955	20,955	20,955
Clusters 1 - 36	13,125	13,125	13,125
Clusters 37 - 71	7,830	7,830	7,830
Clusters 1 - 36	63%	63%	63%
Clusters 37 - 71	37%	37%	37%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Berrien County, Michigan

	Year 2023	Year 2024	Year 2025
A01 American Royalty	85	85	85
A02 Platinum Prosperity	1,445	1,455	1,460
A03 Kids and Cabernet	370	375	375
A04 Picture Perfect Families	1,430	1,440	1,445
A05 Couples with Clout	480	480	485
A06 Jet Set Urbanites	5	5	5
B07 Generational Soup	200	200	200
B08 Babies and Bliss	275	280	280
B09 Family Fun-tastic	1,245	1,250	1,255
B10 Cosmopolitan Achievers	5	5	5
C11 Aging of Aquarius	2,425	2,440	2,445
C12 Golf Carts and Gourmets	640	645	645
C13 Silver Sophisticates	465	470	470
C14 Boomers and Boomerangs	990	995	1,000
D15 Sports Utility Families	2,075	2,085	2,090
D16 Settled in Suburbia	995	1,000	1,000
D17 Cul de Sac Diversity	25	25	25
D18 Suburban Attainment	585	590	590
E19 Full Pockets, Empty Nests	315	315	315
E20 No Place Like Home	3,140	3,155	3,165
E21 Unspoiled Splendor	3,605	3,620	3,635
F22 Fast Track Couples	620	625	625
F23 Families Matter Most	525	525	525
G24 Status Seeking Singles	285	290	290
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	65	65	65
H27 Birkenstocks and Beemers	555	555	560
H28 Everyday Moderates	10	10	10
H29 Destination Recreation	620	620	625
I30 Stockcars and State Parks	3,310	3,330	3,340
I31 Blue Collar Comfort	1,620	1,630	1,635
I32 Steadfast Conventionalists	10	10	10
I33 Balance and Harmony	85	85	85
J34 Aging in Place	4,320	4,330	4,365
J35 Rural Escape	2,015	2,025	2,030
J36 Settled and Sensible	2,445	2,460	2,470
Clusters 1 - 36	37,285	37,475	37,610
Clusters 37 - 71	26,430	26,560	26,645
Clusters 1 - 36	59%	59%	59%
Clusters 37 - 71	41%	41%	41%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Berrien County, Michigan

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	345	345	345
K38 Gotham Blend	10	10	10
K39 Metro Fusion	50	50	50
K40 Bohemian Groove	870	875	875
L41 Booming and Consuming	390	390	395
L42 Rooted Flower Power	1,085	1,090	1,095
L43 Homemade Happiness	950	955	960
M44 Red, White and Bluegrass	1,420	1,430	1,435
M45 Diapers and Debit Cards	1,480	1,485	1,490
N46 True Grit Americans	570	570	575
N47 Countrified Pragmatics	670	675	675
N48 Rural Southern Bliss	1,970	1,980	1,985
N49 Touch of Tradition	95	95	95
O50 Full Steam Ahead	170	170	170
O51 Digital Dependents	1,945	1,955	1,965
O52 Urban Ambition	325	325	325
O53 Colleges and Cafes	200	200	200
O54 Striving Single Scene	535	540	540
O55 Family Troopers	875	880	885
P56 Mid-scale Medley	330	330	330
P57 Modest Metro Means	30	30	30
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	210	210	210
P60 Striving Forward	10	10	10
P61 Humble Beginnings	60	60	60
Q62 Reaping Rewards	1,315	1,320	1,325
Q63 Footloose and Family Free	15	15	15
Q64 Town Elders	3,460	3,475	3,490
Q65 Senior Discounts	1,210	1,220	1,220
R66 Dare to Dream	390	390	390
R67 Hope for Tomorrow	1,625	1,635	1,640
S68 Small Town Shallow Pockets	830	835	840
S69 Urban Survivors	2,145	2,160	2,165
S70 Tight Money	355	355	355
S71 Tough Times	<u>490</u>	<u>495</u>	<u>495</u>
Summation	63,715	64,035	64,255
Clusters 1 - 36	37,285	37,475	37,610
Clusters 37 - 71	26,430	26,560	26,645
Clusters 1 - 36	59%	59%	59%
Clusters 37 - 71	41%	41%	41%

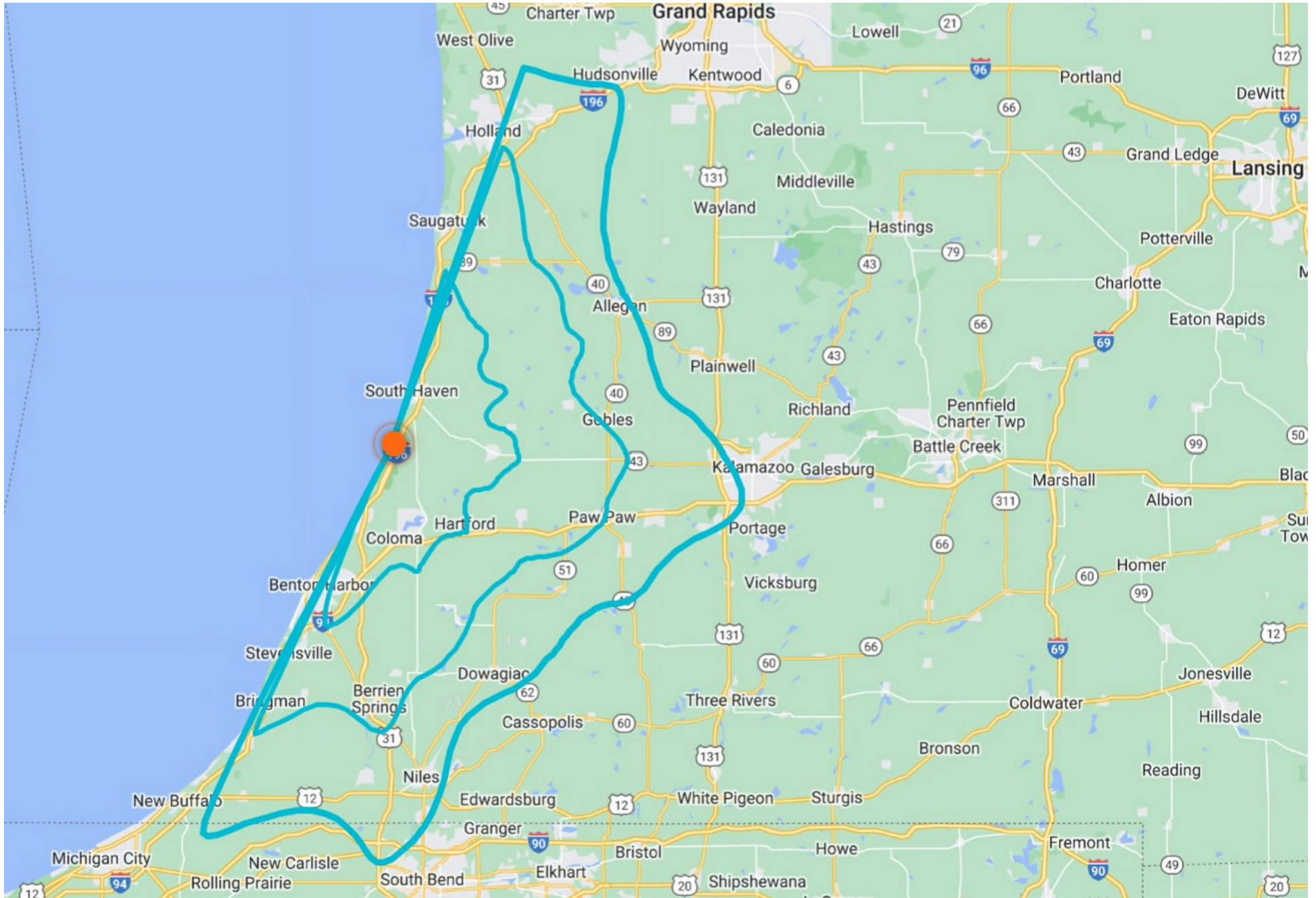
Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-V

Test model for 45 minutes

Palisades Power Plant | Covert Township

30, 45, 60 Minute Drive Time Distances



Existing Households by Lifestyle Cluster Palisades Power Center | 30 Minute Drive Time

	Year 2023	Year 2024	Year 2025
A01 American Royalty	75	80	85
A02 Platinum Prosperity	275	290	300
A03 Kids and Cabernet	15	15	15
A04 Picture Perfect Families	120	120	125
A05 Couples with Clout	50	50	55
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	0	0	0
B08 Babies and Bliss	10	10	10
B09 Family Fun-tastic	175	185	190
B10 Cosmopolitan Achievers	0	0	0
C11 Aging of Aquarius	270	280	290
C12 Golf Carts and Gourmets	170	180	185
C13 Silver Sophisticates	35	40	40
C14 Boomers and Boomerangs	95	95	100
D15 Sports Utility Families	400	415	430
D16 Settled in Suburbia	45	45	45
D17 Cul de Sac Diversity	0	0	0
D18 Suburban Attainment	125	130	130
E19 Full Pockets, Empty Nests	30	30	30
E20 No Place Like Home	525	545	565
E21 Unspoiled Splendor	1,450	1,510	1,560
F22 Fast Track Couples	50	50	50
F23 Families Matter Most	80	85	85
G24 Status Seeking Singles	5	5	5
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	0	0	0
H27 Birkenstocks and Beemers	60	60	65
H28 Everyday Moderates	0	0	0
H29 Destination Recreation	225	235	245
I30 Stockcars and State Parks	1,300	1,355	1,400
I31 Blue Collar Comfort	375	390	400
I32 Steadfast Conventionalists	0	0	0
I33 Balance and Harmony	105	110	115
J34 Aging in Place	650	675	700
J35 Rural Escape	1,250	1,300	1,345
J36 Settled and Sensible	610	630	655
Clusters 1 - 36	8,575	8,915	9,220
Clusters 37 - 71	12,575	13,070	13,515
Clusters 1 - 36	41%	41%	41%
Clusters 37 - 71	59%	59%	59%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Palisades Power Center | 30 Minute Drive Time

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	60	65	65
K38 Gotham Blend	0	0	0
K39 Metro Fusion	0	0	0
K40 Bohemian Groove	145	150	155
L41 Booming and Consuming	145	155	160
L42 Rooted Flower Power	175	185	190
L43 Homemade Happiness	1,180	1,230	1,270
M44 Red, White and Bluegrass	1,265	1,315	1,360
M45 Diapers and Debit Cards	505	525	540
N46 True Grit Americans	585	610	630
N47 Countrified Pragmatics	485	505	520
N48 Rural Southern Bliss	1,140	1,185	1,225
N49 Touch of Tradition	400	415	430
O50 Full Steam Ahead	45	45	50
O51 Digital Dependents	605	630	650
O52 Urban Ambition	105	110	115
O53 Colleges and Cafes	0	0	0
O54 Striving Single Scene	55	55	60
O55 Family Troopers	360	375	385
P56 Mid-scale Medley	90	95	95
P57 Modest Metro Means	15	15	15
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	320	330	340
P60 Striving Forward	10	10	10
P61 Humble Beginnings	25	25	25
Q62 Reaping Rewards	255	265	275
Q63 Footloose and Family Free	5	5	5
Q64 Town Elders	1,745	1,800	1,870
Q65 Senior Discounts	540	560	580
R66 Dare to Dream	160	165	170
R67 Hope for Tomorrow	625	650	675
S68 Small Town Shallow Pockets	465	480	500
S69 Urban Survivors	635	665	685
S70 Tight Money	250	260	270
S71 Tough Times	<u>180</u>	<u>190</u>	<u>195</u>
Summation	21,150	21,985	22,735
Clusters 1 - 36	8,575	8,915	9,220
Clusters 37 - 71	12,575	13,070	13,515
Clusters 1 - 36	41%	41%	41%
Clusters 37 - 71	59%	59%	59%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Palisades Power Center | 45 Minute Drive Time

	Year 2023	Year 2024	Year 2025
A01 American Royalty	75	80	85
A02 Platinum Prosperity	630	655	675
A03 Kids and Cabernet	240	250	255
A04 Picture Perfect Families	955	995	1,025
A05 Couples with Clout	310	320	330
A06 Jet Set Urbanites	0	0	0
B07 Generational Soup	205	210	220
B08 Babies and Bliss	245	255	265
B09 Family Fun-tastic	435	450	465
B10 Cosmopolitan Achievers	5	5	5
C11 Aging of Aquarius	1,450	1,505	1,560
C12 Golf Carts and Gourmets	125	130	135
C13 Silver Sophisticates	180	185	190
C14 Boomers and Boomerangs	790	820	850
D15 Sports Utility Families	1,700	1,770	1,830
D16 Settled in Suburbia	715	740	770
D17 Cul de Sac Diversity	20	20	20
D18 Suburban Attainment	550	570	590
E19 Full Pockets, Empty Nests	85	85	90
E20 No Place Like Home	2,090	2,170	2,245
E21 Unspoiled Splendor	4,110	4,275	4,420
F22 Fast Track Couples	460	475	495
F23 Families Matter Most	390	405	420
G24 Status Seeking Singles	65	65	65
G25 Urban Edge	0	0	0
H26 Progressive Potpourri	65	70	70
H27 Birkenstocks and Beemers	305	320	330
H28 Everyday Moderates	5	5	5
H29 Destination Recreation	520	545	560
I30 Stockcars and State Parks	4,645	4,830	4,995
I31 Blue Collar Comfort	730	760	785
I32 Steadfast Conventionalists	10	10	10
I33 Balance and Harmony	325	335	345
J34 Aging in Place	3,010	3,130	3,240
J35 Rural Escape	3,640	3,785	3,915
J36 Settled and Sensible	805	840	865
Clusters 1 - 36	29,890	31,065	32,125
Clusters 37 - 71	27,105	28,185	29,150
Clusters 1 - 36	52%	52%	52%
Clusters 37 - 71	48%	48%	48%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Palisades Power Center | 45 Minute Drive Time

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	135	140	145
K38 Gotham Blend	5	10	10
K39 Metro Fusion	55	55	55
K40 Bohemian Groove	450	465	485
L41 Booming and Consuming	295	305	315
L42 Rooted Flower Power	555	575	595
L43 Homemade Happiness	2,605	2,710	2,800
M44 Red, White and Bluegrass	2,835	2,945	3,045
M45 Diapers and Debit Cards	810	845	870
N46 True Grit Americans	690	715	740
N47 Countrified Pragmatics	1,400	1,455	1,505
N48 Rural Southern Bliss	1,870	1,945	2,010
N49 Touch of Tradition	925	960	995
O50 Full Steam Ahead	105	110	115
O51 Digital Dependents	1,690	1,755	1,815
O52 Urban Ambition	230	240	245
O53 Colleges and Cafes	205	215	220
O54 Striving Single Scene	245	255	265
O55 Family Troopers	845	880	910
P56 Mid-scale Medley	190	195	205
P57 Modest Metro Means	25	25	30
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	605	630	650
P60 Striving Forward	20	20	20
P61 Humble Beginnings	50	50	55
Q62 Reaping Rewards	785	820	845
Q63 Footloose and Family Free	5	5	5
Q64 Town Elders	3,535	3,685	3,815
Q65 Senior Discounts	930	965	1,000
R66 Dare to Dream	315	325	335
R67 Hope for Tomorrow	1,480	1,540	1,590
S68 Small Town Shallow Pockets	575	600	620
S69 Urban Survivors	1,945	2,020	2,090
S70 Tight Money	465	485	500
S71 Tough Times	<u>230</u>	<u>240</u>	<u>250</u>
Summation	56,995	59,250	61,275
Clusters 1 - 36	29,890	31,065	32,125
Clusters 37 - 71	27,105	28,185	29,150
Clusters 1 - 36	52%	52%	52%
Clusters 37 - 71	48%	48%	48%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Palisades Power Center | 60 Minute Drive Time

	Year 2023	Year 2024	Year 2025
A01 American Royalty	75	80	85
A02 Platinum Prosperity	2,195	2,280	2,360
A03 Kids and Cabernet	1,210	1,260	1,305
A04 Picture Perfect Families	3,810	3,965	4,100
A05 Couples with Clout	1,290	1,345	1,390
A06 Jet Set Urbanites	5	5	5
B07 Generational Soup	1,375	1,430	1,475
B08 Babies and Bliss	2,590	2,690	2,785
B09 Family Fun-tastic	2,920	3,035	3,135
B10 Cosmopolitan Achievers	20	20	20
C11 Aging of Aquarius	5,525	5,745	5,940
C12 Golf Carts and Gourmets	285	300	310
C13 Silver Sophisticates	1,400	1,455	1,505
C14 Boomers and Boomerangs	4,610	4,790	4,955
D15 Sports Utility Families	6,125	6,365	6,585
D16 Settled in Suburbia	1,715	1,780	1,840
D17 Cul de Sac Diversity	355	365	380
D18 Suburban Attainment	710	740	765
E19 Full Pockets, Empty Nests	445	460	475
E20 No Place Like Home	6,255	6,500	6,725
E21 Unspoiled Splendor	9,535	9,910	10,250
F22 Fast Track Couples	2,780	2,890	2,985
F23 Families Matter Most	2,360	2,450	2,535
G24 Status Seeking Singles	475	490	510
G25 Urban Edge	5	10	10
H26 Progressive Potpourri	110	115	115
H27 Birkenstocks and Beemers	1,080	1,125	1,165
H28 Everyday Moderates	160	165	175
H29 Destination Recreation	1,235	1,280	1,325
I30 Stockcars and State Parks	11,450	11,905	12,310
I31 Blue Collar Comfort	2,630	2,730	2,825
I32 Steadfast Conventionalists	30	30	30
I33 Balance and Harmony	610	635	655
J34 Aging in Place	8,155	8,475	8,765
J35 Rural Escape	6,770	7,040	7,280
J36 Settled and Sensible	3,775	3,925	4,060
Clusters 1 - 36	94,075	97,785	101,135
Clusters 37 - 71	63,495	66,015	68,260
Clusters 1 - 36	60%	60%	60%
Clusters 37 - 71	40%	40%	40%

Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Existing Households by Lifestyle Cluster Palisades Power Center | 60 Minute Drive Time

	Year 2023	Year 2024	Year 2025
K37 Wired for Success	475	495	510
K38 Gotham Blend	10	10	10
K39 Metro Fusion	115	120	125
K40 Bohemian Groove	1,875	1,950	2,015
L41 Booming and Consuming	515	535	555
L42 Rooted Flower Power	2,030	2,110	2,180
L43 Homemade Happiness	4,110	4,275	4,420
M44 Red, White and Bluegrass	5,095	5,295	5,480
M45 Diapers and Debit Cards	2,800	2,910	3,010
N46 True Grit Americans	1,615	1,680	1,735
N47 Countrified Pragmatics	2,385	2,480	2,565
N48 Rural Southern Bliss	2,580	2,680	2,770
N49 Touch of Tradition	1,165	1,210	1,255
O50 Full Steam Ahead	335	345	360
O51 Digital Dependents	4,675	4,860	5,025
O52 Urban Ambition	860	895	925
O53 Colleges and Cafes	5,290	5,495	5,685
O54 Striving Single Scene	1,910	1,985	2,050
O55 Family Troopers	2,590	2,690	2,780
P56 Mid-scale Medley	615	640	665
P57 Modest Metro Means	75	80	80
P58 Heritage Heights	0	0	0
P59 Expanding Horizons	645	670	695
P60 Striving Forward	50	50	50
P61 Humble Beginnings	140	145	150
Q62 Reaping Rewards	3,160	3,285	3,395
Q63 Footloose and Family Free	20	20	20
Q64 Town Elders	7,435	7,755	8,015
Q65 Senior Discounts	2,860	2,975	3,075
R66 Dare to Dream	945	980	1,015
R67 Hope for Tomorrow	1,790	1,860	1,920
S68 Small Town Shallow Pockets	1,405	1,460	1,510
S69 Urban Survivors	2,365	2,455	2,540
S70 Tight Money	845	875	905
S71 Tough Times	<u>715</u>	<u>745</u>	<u>770</u>
Summation	157,570	163,800	169,395
Clusters 1 - 36	94,075	97,785	101,135
Clusters 37 - 71	63,495	66,015	68,260
Clusters 1 - 36	60%	60%	60%
Clusters 37 - 71	40%	40%	40%

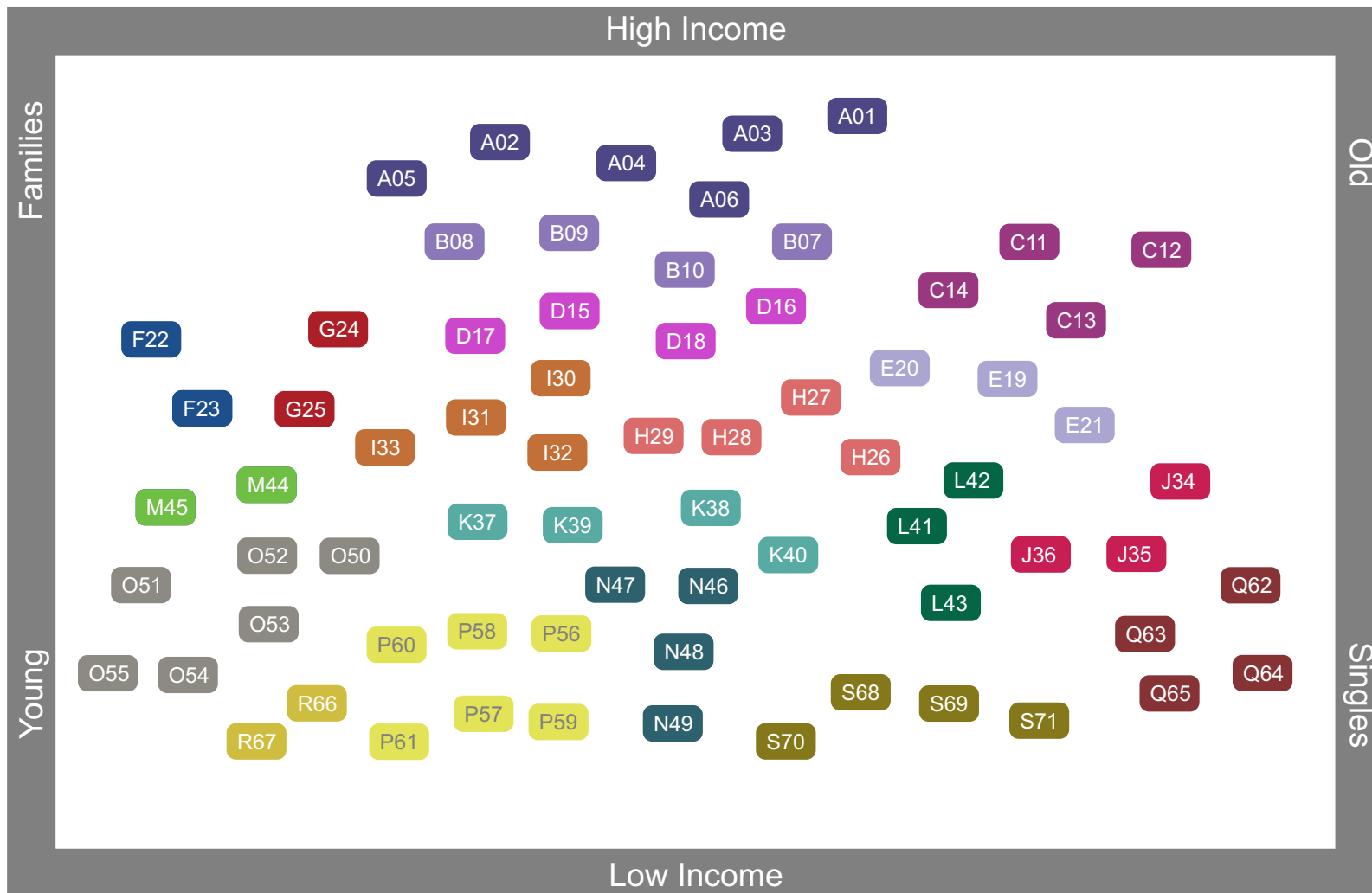
Source: Underlying data provided by Experian Decision Analytics; 2023.
Analysis, forecasts, and exhibit prepared by LandUseUSA; 2024.

Section 3-W

71 Lifestyle Clusters - The Mosaic

Experian Decision Analytics; 2022 - 2023

The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



71 Lifestyle Clusters - The Categories

Experian Decision Analytics; 2020 - 2023

A Power Elite	A01	American Royalty
	A02	Platinum Prosperity
	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
B Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
C Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
D Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
E Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

F Promising Families	F22	Fast Track Couples
	F23	Families Matter Most
G Young City Solos	G24	Ambitious Singles
	G25	Urban Edge
H Bourgeois Melting Pot	H26	Progressive Assortment
	H27	Life of Leisure
	H28	Everyday Moderates
	H29	Destination Recreation
I Family Union	I30	Potlucks and the Great Outdoors
	I31	Hard Working Values
	I32	Steadfast Conventionalists
	I33	Balance and Harmony
J Autumn Years	J34	Suburban Sophisticates
	J35	Rural Escape
	J36	Settled and Sensible
K Significant Singles	K37	Wired for Success
	K38	Modern Blend
	K39	Metro Fusion
	K40	Bohemian Groove

Continued on the next page.

71 Lifestyle Clusters - The Categories

Experian Decision Analytics; 2020-2023

L Blue Sky Boomers	L41	Booming and Consuming
	L42	Rooted Flower Power
	L43	Homemade Happiness
M Families in Motion	M44	Creative Comfort
	M45	Growing and Expanding
N Pastoral Pride	N46	True Grit Americans
	N47	Countrified Pragmatics
	N48	Rural Southern Bliss
	N49	Touch of Tradition
O Singles and Starters	O50	Full Steam Ahead
	O51	Digital Savvy
	O52	Urban Ambition
	O53	Colleges and Cafes
	O54	Influenced by Influencers
	O55	Family Troopers

P Cultural Connections	P56	Mid-scale Medley
	P57	Modest Metro Means
	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
Q Golden Year Guardians	Q62	Enjoying Retirement
	Q63	Footloose and Family Free
	Q64	Established in Society
	Q65	Mature and Wise
R Aspirational Fusion	R66	Ambitious Dreamers
	R67	Passionate Parents
S Thrifty Habits	S68	Small Town Sophisticates
	S69	Urban Legacies
	S70	Thrifty Singles
	S71	Modest Retirees

71 Lifestyle Clusters - General Approach

Experian Decision Analytics; 2020 - 2023

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability.

The data variables enable accurate identification and differentiation between a wide range of consumer characteristics and attributes. (See the list below.)

The data variables are updated quarterly to ensure continued accuracy in assignments of the Mosaic codes.

In general, they meet the following criteria:

- Allow the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data.
- Ensure accuracy of Mosaic code by either household or neighborhood.
- Are updated regularly to ensure that changes are monitored.
- Improve differentiation and allow for the identification of a wide range of consumer behaviors.

Characteristics and Attributes

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				

71 Lifestyle Clusters - The Mosaic Experian Decision Analytics; 2020-2023

A POWER ELITE

American Royalty A01
Age: 51-65 years, \$250k
Single Family, 5+
Age of children: 13-18
Tech Use: Below Average
Prestigious housing; Luxury living;
Upscale cars; Healthy lifestyles;
Charitable giving; World travelers

Couples with Clout A05
Age: 36-45, \$175-\$199k
Single family, 2
Tech Use: Excellent
Affluent; Designer-brand
conscious; Politically conservative;
Risk takers; Active social lives;
Highly educated

Jet Set Urbanites A06
Age: 51-65 years, \$250k
Multi-family, 1
Tech Use: Excellent
Upscale urban living; Busy social
lives; Highly educated; Supporter
of fine arts; Avid *NY Times* readers;
Politically liberal

Kids and Cabernet A03
Age: 36-45, \$175-\$199k
Single family, 5+
Age of children: 10-12
Tech Use: Below Average
Affluent young families;
Foodies; Politically conservative;
Saving for college; PTA members;
Family vacations

Picture Perfect Families A04
Age: 46-50, \$125-149k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Wealthy households; Educated;
Digitally plugged-in; PTA
members; Practical priorities;
Travel enthusiasts

Platinum Prosperity A02
Age: 51-65 years, \$250k
Single Family, 2
Tech Use: Below Average
Luxury products; Empty-nesters;
Political donor; Country club
members; Philanthropic;
Investment-savvy

B FLOURISHING FAMILIES

Babies and Bliss B08
Age: 35-45, \$100-\$124k
Single family, 5+
Age of children: 4-6
Tech Use: Above Average
Athletic activities; Engaged
Parenting; Child oriented
purchases; Large families; High
credit awareness; Online shoppers

Cosmopolitan Achievers B10
Age: 51-65, \$75-99k
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Bilingual; Luxury living; Family
abroad; Status spenders;
Economic literature;
Progressive liberals

Family Fun-tastic B09
Age: 36-45, \$75-99k
Single Family, 5+
Age of children: 13-18
Tech Use: Above Average
Bargain hunters; Comfortable
spending; Saving for college;
Charity donor; Sports fans;
Active lifestyles

Generational Soup B07
Age: 51-65, \$125-149k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Environmental donor; Outdoor
hobbies; Fitness club members;
Rooted in the suburbs;
Multigenerational households;
Affluent

C BOOMING WITH CONFIDENCE

Aging of Aquarius C11
Age: 51-65, \$75-99k
Single family, 3
Tech Use: Below Average
Affluent; College sports fans;
Upscale housing; Highly educated;
Philanthropic; Savvy investor

Boomers and Boomerangs C14
Age: 51-65, \$75-99k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Suburbanites; Middle-class
families; Politically conservative;
Big spenders; Charitable;
Multigenerational households

Golf Carts and Gourmets C12
Age: 66-75, \$100-124k
Single family, 2
Tech Use: Below Average
Resort sports; Highly educated;
Luxury living; Country club
members; Financially savvy;
Music lover

Silver Sophisticates C13
Age: 66-75, \$175-199k
Single family, 2
Tech Use: Below Average
Retiring in comfort; Experienced
travelers; Art connoisseurs;
Philanthropic; Retirement
investments; Ecological lifestyles

D SUBURBAN STYLE

Cul de Sac Diversity D17
Age: 36-45, \$75-99k
Single family, 2
Age of children: 13-18
Tech Use: Below Average
Bilingual; Career-focused;
2nd generation success; Saving
for college; Outdoor activities;
Professional sports fans

Settled in Suburbia D16
Age: 46-50, \$75-99k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Comfortable lifestyles; Diverse
investments; Confident consumers;
Active kids; Movie-goers; Theme
park vacations

Sports Utility Families D15
Age: 36-45, \$75-99k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Suburb living; Comfortable
spending; Athletic activities;
Outdoor leisure; Saving for college;
Soccer moms/dads

Suburban Attainment D18
Age: 51-65, \$50-75k
Single family, 3
Age of children: 13-18
Tech Use: Below Average
Racially diverse; Politically liberal;
Power shoppers; Active lifestyles;
Jazz listeners; Brick and
mortar shoppers

E THRIVING BOOMERS

Full Pockets, Empty Nests E19
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Below Average
Empty nesters; Highly educated;
City dwellers; Environmental
advocates; Well-traveled;
Fitness minded

No Place Like Home E20
Age: 51-65, \$75-99k
Single family, 5+
Age of children: 0-3
Tech Use: Below Average
Smart shoppers; Contribute to
charities; Multi-generational
homes; Tailgaters; Financially
informed; Conservative values

Unspoiled Splendor E21
Age: 51-65, \$50-74k
Single family, 2
Tech Use: Below Average
Price conscious; Politically
conservative; Do-it-yourselfers;
NASCAR fanatics; Outdoor
enthusiasts; Domestic travelers

F PROMISING FAMILIES

Fast Track Couples F22
Age: 31-35, \$100-124k
Single family, 2
Age of children: 0-3
Tech Use: Above Average
Credit aware; Comfortable spender;
Active lifestyles; Tech savvy; Music
lovers; Football fans

Families Matter Most F23
Age: 31-35, \$75-99k
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Sprawling families; Family
vacations; PTA parents; Child
related purchases; Internet active;
Credit revolver

G YOUNG CITY SOLOS

Status Seeking Singles G24
Age: 36-45, \$50-74k
Single family, 1
Tech Use: Above Average
Single city dweller; Highly
educated; Upwardly mobile;
Professionals; Physically fit;
Foodies

Urban Edge G25
Age: 25-30, \$50-74k
Multi-family, 2
Tech Use: Above Average
Progressive views; Urban-
dwellers; Environmental
advocates; Ambitious; Highly
educated; Exercise enthusiasts

H MIDDLE-CLASS MELTING POT

Birkenstocks and Beemers H27
Age: 46-50, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Suburb living; Active investors;
Comfortable spending; Yogis;
Charitable giving; Outdoor
activities

Destination Recreation H29
Age: 36-45, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Risk takers; Entrepreneurial spirit;
Money isn't everything;
Sports focused; Outdoor
recreation; Price conscious

Everyday Moderates H28
Age: 51-65, \$50-74k
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Credit aware; Comfortable
living; Brand conscious; Fashion
oriented; Financially alert;
Middle of the road views

Progressive Potpourri H26
Age: 51-65, \$50-74k
Single family, 2
Age of children: 13-18
Tech Use: Below Average
Bilingual; Ethnically diverse; Urban
centric; Status spenders; Family
abroad; Comfortable lifestyles

I FAMILY UNION

Balance and Harmony I33
Age: 36-45, \$50-74k
Single family, 2
Age of children: 10-12
Tech Use: Excellent
Bilingual households; Roots
abroad; Blue-collar income;
Athletic fitness; Soccer fans;
Financially curious

Blue Collar Comfort I31
Age: 36-45, \$50-74k
Single family, 5+
Age of children: 13-18
Tech Use: Excellent
Multi-generational households;
Patriotic; Middle class comfort;
Older homes; Union workers;
Bargain hunters

Steadfast Conventionalists I32
Age: 51-65, \$50-74k
Single family, 5+
Age of children: 10-12
Tech Use: Excellent
Ethnically diverse; Foreign
travelers; Family abroad;
Limited investments; High school
educated; Health conscious

Stock Cars and State Parks I30
Age: 46-50, \$50-74k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Country living; Outdoor activities;
Blue-collar jobs; Family-centric
activities; Conservative views;
Motor sports fans

J AUTUMN YEARS

Aging in Place J34
Age: 66-75, \$50-74k
Single family, 2
Tech Use: Very Poor
Retired; Fine arts appreciation;
Financially secure; AARP
members; Avid newspaper reader;
Republican

Rural Escape J35
Age: 66-75, \$35-49k
Single family, 2
Tech Use: Very Poor
Country living; Modest educations;
Risk adverse; Outdoor activities;
Traditional media; Aftermarket
buyers

Settled and Sensible J36
Age: 51-65, \$50-74k
Single family, 2
Tech Use: Very Poor
Humble living; Modest spending;
Limited financial savings;
Retired; Stable lifestyle;
Limited internet activity

K SIGNIFICANT SINGLES

Bohemian Groove K40
Age: 51-65, <\$15k
Single family, 1
Tech Use: Very Poor
Apartment dwellers; Single adults;
Environmentally sympathetic;
Modest living; Value-conscious
shoppers; Eclectic interests

Gotham Blend K38
Age: 51-65, \$50-74k
Multi-family: 2 units, 1
Tech Use: Excellent
City lifestyle; Environmental donor;
Bilingual; Aspirational consumers;
Culturally diverse Newspaper
readers

Metro Fusion K39
Age: 36-45, \$50-74k
Single family, 1
Tech Use: Excellent
City apartment living; Family
abroad; Ethnically diverse; Modest
investments; Digitally dependent;
Youthful perseverance

Wired for Success K37
Age: 36-45, \$35-49k
Multi-family: 101+, 1
Tech Use: Above Average
Conspicuous consumption; Status
seekers; Digital media gurus;
Value education; Liberal
household; Active lifestyles

L BLUE SKY BOOMERS

Booming and Consuming L41
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Below Average
Busy social lives; Diversified
investments; Home and garden
enthusiasts; Open-minded;
Balanced shoppers;
Disposable income

Homemade Happiness L43
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Very Poor
Humble rural living; Hunting/
fishing; Blue-collar and
agricultural jobs; Cash not credit;
Pragmatic shoppers; Traditional
family values

Rooted Flower Power L42
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Above Average
Philanthropist; Deeply rooted;
Single adults; Bargain hunters;
Liberal; Clubs and volunteering

M FAMILIES IN MOTION

Diapers and Debit Cards M45
Age: 31-35, \$35-49k
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Rural living; Home-based family
activities; Enjoy bargain hunting;
Middle of the road politics; Early
childrearing years; Bowling and
pool leagues

Red, White and Bluegrass M44
Age: 36-45, \$50-74k
Single family, 5+
Age of children: 4-6
Tech Use: Excellent
Family-centered activities; Rural
communities; Working-class
lifestyles; Racing fan; Modest
financial investments; Country life

N PASTORAL PRIDE

Countrified Pragmatics N47
Age: 51-65, \$35-49k
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Remote rural communities;
Patriotic; Independent streak;
Modest housing; Active outdoor
lifestyles; Risk takers

Rural Southern Bliss N48
Age: 51-65, \$50-74k
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Fashionable; Limited discretionary
spend; Aspirational;
Multigenerational households;
Modest educations; Status
shoppers

Touch of Tradition N49
Age: 36-45, \$35-49k
Single family, 1
Age of children: 13-18
Tech Use: Very Poor
Frugal; Working-class sensibility;
Home-based activities; Sports TV;
Remote settings; Hunting/fishing

O SIGNIFICANT SINGLES

True Grit Americans N46
Age: 36-45, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Very Poor
Rural residences; Live within
means; Outdoor activities;
After-market buyers; Practical
priorities; Cowboy values

O SINGLES

Colleges and Cafes O53
Age: 19-24, <\$15k
Multi-family: 101+ units, 1
Tech Use: Very Poor
University towns; Single adults;
Risk takers; Active lifestyles;
Politically disengaged;
Well-educated

Digital Dependents O51
Age: 25-30, \$35-49k
Single family, 1
Age of children: 0-3
Tech Use: Excellent
Ambitious; Appearances are
important; Single adults;
Outdoor activities; Music lovers;
Digitally savvy

Family Troopers O55
Age: 25-30, <\$15k
Multi-family: 5-9 units, 2
Age of children: 0-3
Tech Use: Excellent
Renters; Military base communities;
Ethnically diverse; Children's
activities; Limited educations;
Active social lives

Full Steam Ahead O50
Age: 36-45, <\$15k
Multi-family: 101+ units, 1
Age of children: 13-18
Tech Use: Very Poor
Busy lives; Television fans; Single
adults; Informed shopper; Leaning
liberal; Competitive sports

Striving Single Scene O54
Age: 25-30, <\$15k
Multi-family: 101+ units, 1
Tech Use: Excellent
Career-driven; Urban-centric;
Digitally dependent; Active social
lives; Gym memberships; Music fan

Urban Ambition O52
Age: 31-35, <\$15k
Multi-family: 5-9 units, 1
Age of children: 13-18
Tech Use: Very Poor
Racially diverse; Singles and single
parents; City apartment renters;
Music hip; Technology adapting;
Video games

P CULTURAL CONNECTIONS

Expanding Horizons P59
Age: 36-45, \$35-49k
Single family, 5+
Age of children: 10-12
Tech Use: Excellent
Blue-collar jobs; Bilingual;
Style conscious; Budget
constraints; Preteens and teens;
Team sports

Heritage Heights P58
Age: 36-45, <\$15k
Multi-family: 2 units, 1
Age of children: 13-18
Tech Use: Excellent
Ethnically eclectic; Fashion
forward; Artistically inclined;
Bilingual; Single parents;
Appearances matter

Humble Beginnings P61
Age: 36-45, <\$15k
Multi-family: 101+ units, 1
Age of children: 10-12
Tech Use: Excellent
Rental housing; Single parents;
Bilingual; Driven to impress;
Family abroad; Style on a budget

Mid-scale Medley P56
Age: 36-45, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Modest living; Single adults;
Trendsetters; Cash over credit;
Outdoor leisure; Family abroad

Modest Metro Means P57
Age: 51-65, <\$15k
Multi-family: 2 units, 1
Age of children: 13-18
Tech Use: Very Poor
Public transportation; Ethnically
diverse; Single parents; Rental
housing; TV watchers;
Opportunity seekers

O SIGNIFICANT SINGLES

Striving Forward P60
Age: 36-45, <\$15k
Multi-family: 5-9 units, 1
Age of children: 10-12
Tech Use: Excellent
Multi-ethnic; Ambitious;
Single parents; Family activities;
Active athletes; Fashionable

Q GOLDEN YEAR GUARDIANS

Footloose and Family Free Q63
Age: 76+, \$15-24k
Single family, 1
Tech Use: Below Average
Retirees; Epicurean; Healthy living;
Active social lives; Well-invested;
Financially secure

Reaping Rewards Q62
Age: 76+, \$35-49k
Single family, 2
Tech Use: Very Poor
Retirees; Established credit;
Cruise vacations; Daytime
entertainment; Brand loyal;
Republican supporter

Town Elders Q64
Age: 76+, \$15-24k
Single family, 1
Tech Use: Very Poor
Spiritual; Cautious money
managers; Seniors; Home-
centered activities; Health-related
purchases; Rural lifestyle

Senior Discounts Q65
Age: 76+, <\$15k
Multi-family: 101+ units, 1
Tech Use: Very Poor
Discount shoppers; Retirement
residences; TV entertainment;
Active leisure lives; Active health
maintenance; Avid newspaper
readers

R ASPIRATIONAL FUSION

Dare to Dream R66
Age: 26-30, <\$15k
Multi-family: 5-9 units, 1
Age of children: 13-18
Tech Use: Above Average
Single parents; Apartment dweller;
Bilingual; Brand-conscious; Team
sports; Window-shoppers

Hope for Tomorrow R67
Age: 19-24, <\$15k
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Single parents; Striving for
more; City living; Shopping as
entertainment; Seeking approval;
Cash not credit

S ECONOMIC CHALLENGES

Small Town Shallow Pockets S68
Age: 51-65, <\$15k
Single family, 1
Tech Use: Very Poor
Modest spenders; Rural towns;
Single, empty nesters; Frequent
movers; Modest educations;
Status seeking purchases

Tight Money S70
Age: 36-45, <\$15k
Multi-family: 20-49 units, 1
Age of children: 13-18
Tech Use: Excellent
Rental housing; Rural towns;
Blue-collar jobs; Simple lifestyles;
Bargain hunters; Status shoppers

Tough Times S71
Age: 51-65, <\$15k
Multi-family: 101+ units, 1
Tech Use: Excellent
City renters; Ethnically diverse;
Brand conscious; Aspirational;
Limited budgets;
Appearances matter

Urban Survivors S69
Age: 51-65, <\$15k
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Modest budgets; Racially
diverse; Entrepreneurial spirit;
Homeowners; Materialistic
aspirations; Style on a budget

Half of all Lifestyle Clusters | Nationwide

A01 – J36 | Better-to-Upper Incomes

- A01 | American Royalty - Wealthy influential couples and families in prestigious communities - Suburbs.
A02 | Platinum Prosperity - Wealthy and established empty-nesting couples - Suburbs.
A03 | Children & Cabernet - Prosperous, middle-aged married couples focused on their children's lives - Suburbs.
A04 | Picture Perfect Families - Established families of child-raising households in wealthy communities - Suburbs.
A05 | Couples with Clout - Middle-aged childless couples living in affluent areas - Metros.
A06 | Jet Set Urbanites - Mix of affluent singles and couples enjoying diverse neighborhoods - Urban.
- B07 | Generational Soup - Affluent couples and multi-generational families, wide range of lifestyles - Suburbs.
B08 | Babies & Bliss - Middle-aged couples with large families and active lives - Suburbs.
B09 | Family Funtastic - Upscale, middle-aged families with busy lives focused on older children - Satellite Cities.
B10 | Cosmopolitan Achievers - Affluent middle-aged, established couples & families, dynamic lifestyles - Metros.
- C11 | Aging of Aquarius, Settled - Upscale boomer couples settled in detached houses - Cities, Nearby Suburbs.
C12 | Golf Carts & Gourmets - Upscale retirees & empty-nesters in comfortable golf communities - Urban Edges.
C13 | Silver Sophisticates - Mature, upscale couples & singles in larger detached houses - Suburbs.
C14 | Boomers & Boomerangs - Baby boomer adults with young adult children sharing their house - Suburbs.
- D15 | Sports Utility Families - Upscale, multi-generational, middle-aged families, active lifestyles - Outer Suburbs.
D16 | Settled in Suburbia - Upper-middle-income diverse families & empty nesters - Established Suburbs.
D17 | Cul de Sac Diversity - Culturally diverse, middle-aged families settling into emerging communities - Suburbs.
D18 | Suburban Attainment - Upper middle-class couples and families moving to newer communities - Suburbs.
- E19 | Full Pockets & Empty Nests - Empty-nesters, discretionary income and sophisticated lifestyles - Most Cities.
E20 | No Place Like Home - Middle-to-upper income, multi-generational households, detached houses - Urban Edges.
E21 | Unspoiled Splendor - Comfortably established baby boomer couples, detached houses - Small Cities, Rural.
F22 | Fast Track Couples - Young, upwardly-mobile couples with active lifestyles - Inner Suburbs.
F23 | Families Matter Most - Young, middle-to-upper income families with active, family-focused lives - Suburbs.
- G24 | Status Seeking Singles - Young, upwardly-mobile singles balancing work and leisure - Metros, Urban.
G25 | Urban Edge - Younger, up-and-coming singles living big-city lifestyles - Largest Metros.
- H26 | Progressive Potpourri - Mature couples with comfortable and active lives - Suburbs.
H27 | Birkenstocks & Beemers - Middle-to-upper income couples living leisurely lifestyles - Small Cities.
H28 | Everyday Moderates - Multi-cultural couples & families choosing modest lifestyles - Suburbs to Mid-sized Cities.
H29 | Destination Recreation - Middle-aged couples working hard to support active lifestyles - Small Cities, Suburbs.
- I30 | Stockcars & State Parks - Middle-income couples & families seeking affordable entertainment - Small Cities.
I31 | Blue Collar Comfort - Middle-income families working solid, blue-collar jobs - Small Cities.
I32 | Steadfast Conventionalists - Conventional Gen-X families in conventional detached houses - Coastal Cities.
I33 | Balance & Harmony - Middle-income families with lively lifestyles - City-Centric Neighborhoods.
- J34 | Aging in Place Already - Middle-income seniors established in their homes, preferring to stay - Suburban.
J35 | Rural Escape - Older, middle-income couples & singles, living modestly, comfortably - Small Cities, Rural Edges.
J36 | Settled & Sensible - Older, middle-income, empty nest couples & singles living sensibly - City Neighborhoods.

Half of all Lifestyle Clusters | Nationwide

K37 – S71 | Lower-to-Moderate Incomes

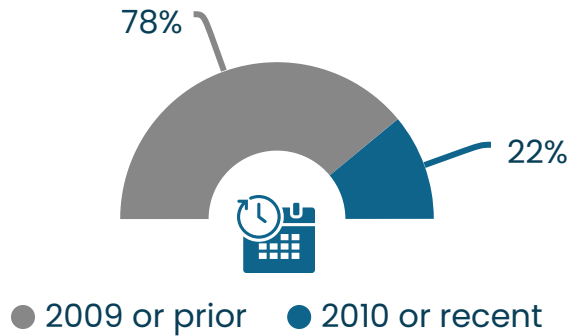
- K37 | Wired for Success - Young, middle-income singles and couples living socially-active lives - Cities.
- K38 | Gotham Blend - Middle-aged, middle-income singles & couples with big city lifestyles - Urban, Large Cities.
- K39 | Metro Fusion - Middle-aged singles living active lifestyles with a wide range of backgrounds - Urban.
- K40 | Bohemian Groove - Older, unattached singles enjoying settled lives in detached houses - Urban Neighborhoods.
- L41 | Booming & Consuming - Older empty nester couples and singles enjoying relaxed lifestyles - Small Cities.
- L42 | Rooted Flower Power - Middle-income baby boomer singles & couples, rooted & nearing retirement - Suburban.
- L43 | Homemade Happiness - Middle-income baby boomers in detached houses - Small Cities, Rural.
- M44 | Red, White, Bluegrass - Middle-income families with diverse household dynamics - Rural.
- M45 | Infants and Debit Cards - Young, working families & single parents in small houses - Urban Neighborhoods.
- N46 | True Grit Americans - Older, middle-income households located in nation's mid-section - Small Cities, Rural.
- N47 | Countrified Pragmatics - Middle-income couples and singles with casual lifestyles - Rural.
- N48 | Rural Country Bliss - Middle-income, multi-generational families in the nation's south - Small Cities, Rural.
- N49 | Touch of Tradition - Working, middle-aged couples and singles in detached houses - Rural.
- O50 | Full Steam Ahead - Young and middle-aged singles on the move forward and upward - Mid-Sized Cities.
- O51 | Digital Dependents - Gen-X and Gen-Y singles living digitally-driven lifestyles - Urban.
- O52 | Urban Ambition - Gen-Y singles, some with children, moving into urban places - Mid-Sized Cities, Urban.
- O53 | Colleges & University Affiliates - Young singles, alumni, recent grads, staff connected to colleges - College Towns.
- O54 | Striving Single Scene - Young singles, upwardly mobile, aspiring in early careers - City Centers, Urban.
- O55 | Family Troopers - Families & single parents, with current or recent connections to the military - Nationwide.
- P56 | Mid-Scale Medley - Middle-aged, moderate-income singles, many starting over - Mid-Sized Cities.
- P57 | Modest Metro Means - Moderate-income singles settled in moderate communities - Inner-City Neighborhoods.
- P58 | Heritage Heights - Moderate-income singles & families settled in apartments - Urban, Compact Neighborhoods.
- P59 | Expanding Horizons - Middle-aged, middle-income families - Border Towns.
- P60 | Striving Forward - Moderate-income families & single parents in newer communities - Urban Edges.
- P61 | Humble Beginnings - Multi-cultural singles, some with children, starting in apartments - Inner-Cities, Urban.
- Q62 | Reaping Rewards - Retired couples and widowed singles living relaxed, quiet lives in detached houses - Suburban.
- Q63 | Footloose and Family Free - Older couples and widowed singles living active, comfortable lives - Urban Edges.
- Q64 | Town Elders & Leaders - Elders and community leaders settled into small houses and living frugally - Small Cities.
- Q65 | Senior Discounts & Towers - Low-income seniors in apartments with some rent assistance - Metros, City Edges.
- R66 | Daring to Dream - Aspiring young couples & singles, some with children, just starting out - Inner-City, Urban.
- R67 | Hoping Tomorrow - Hopeful, young, single parents with low-incomes, living in apartments - Mid-Sized Cities.
- S68 | Small Towns & Shallow Pockets - Older, low-income empty nesters & singles, tight budgets. - Small Satellite Cities.
- S69 | Urban Survivors - Older, low-income singles, some with children, settled & living modestly - Urban Neighborhoods.
- S70 | Tight Money - Middle-aged, low-income, unattached singles seeking to move upward - Small Cities, Urban Edges.
- S71 | Tough Times - Older, low-income singles, struggling to get by, apartments - Inner-Cities, Compact Neighborhoods.

Section 3-X

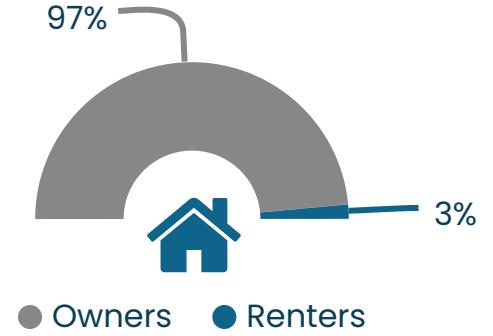
Sports Utility Families | D15

Lifestyles and Housing Preferences | National Averages

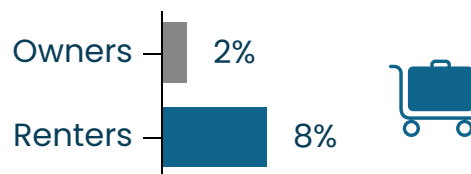
Units by Decade Built



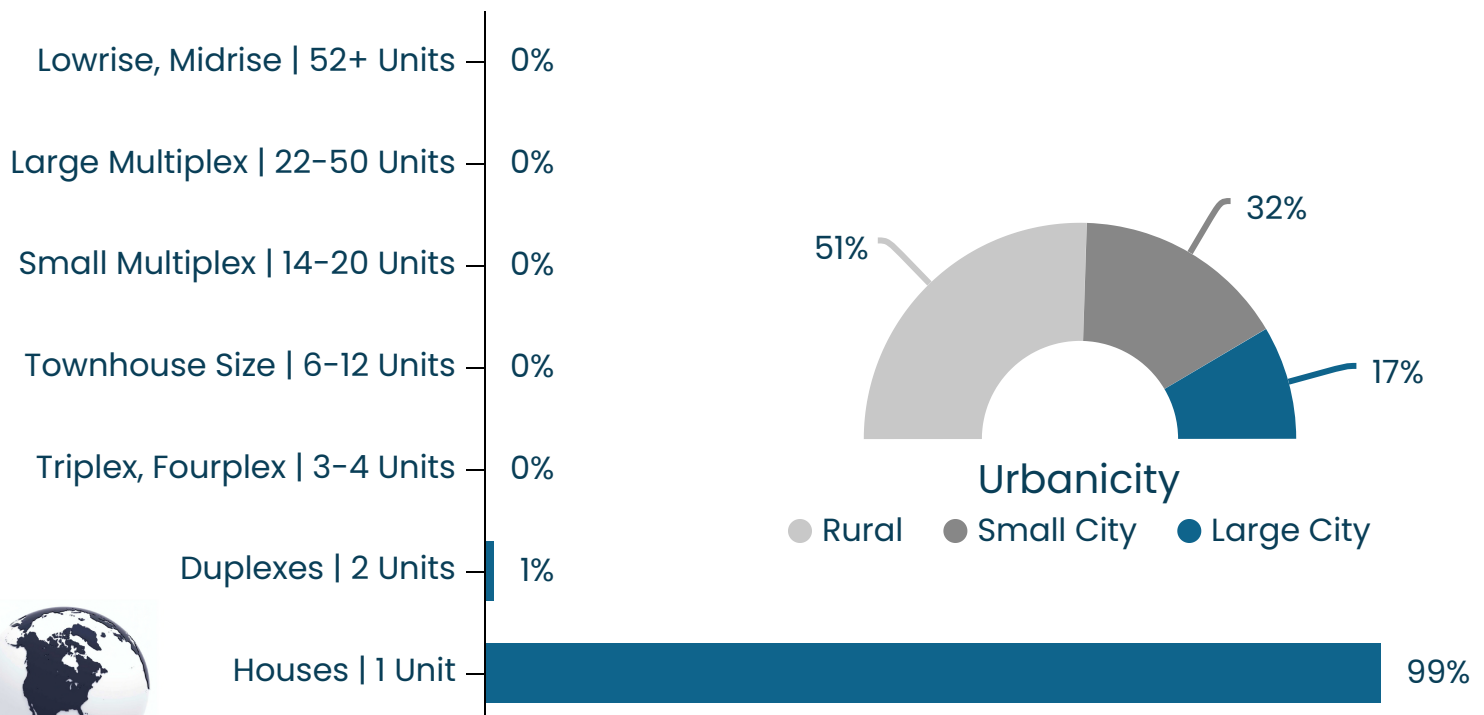
Households by Tenure



Share that Moves each Year



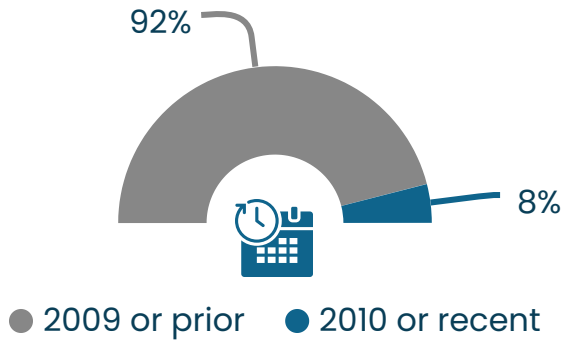
Inclination for Units by Building Size and Urbanicity



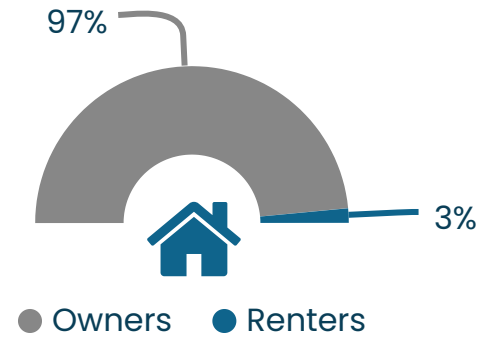
No Place Like Home | E20

Lifestyles and Housing Preferences | National Averages

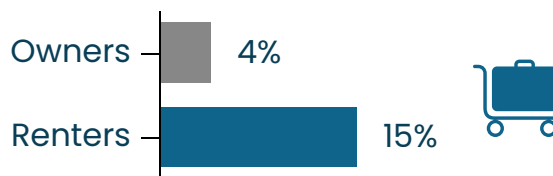
Units by Decade Built



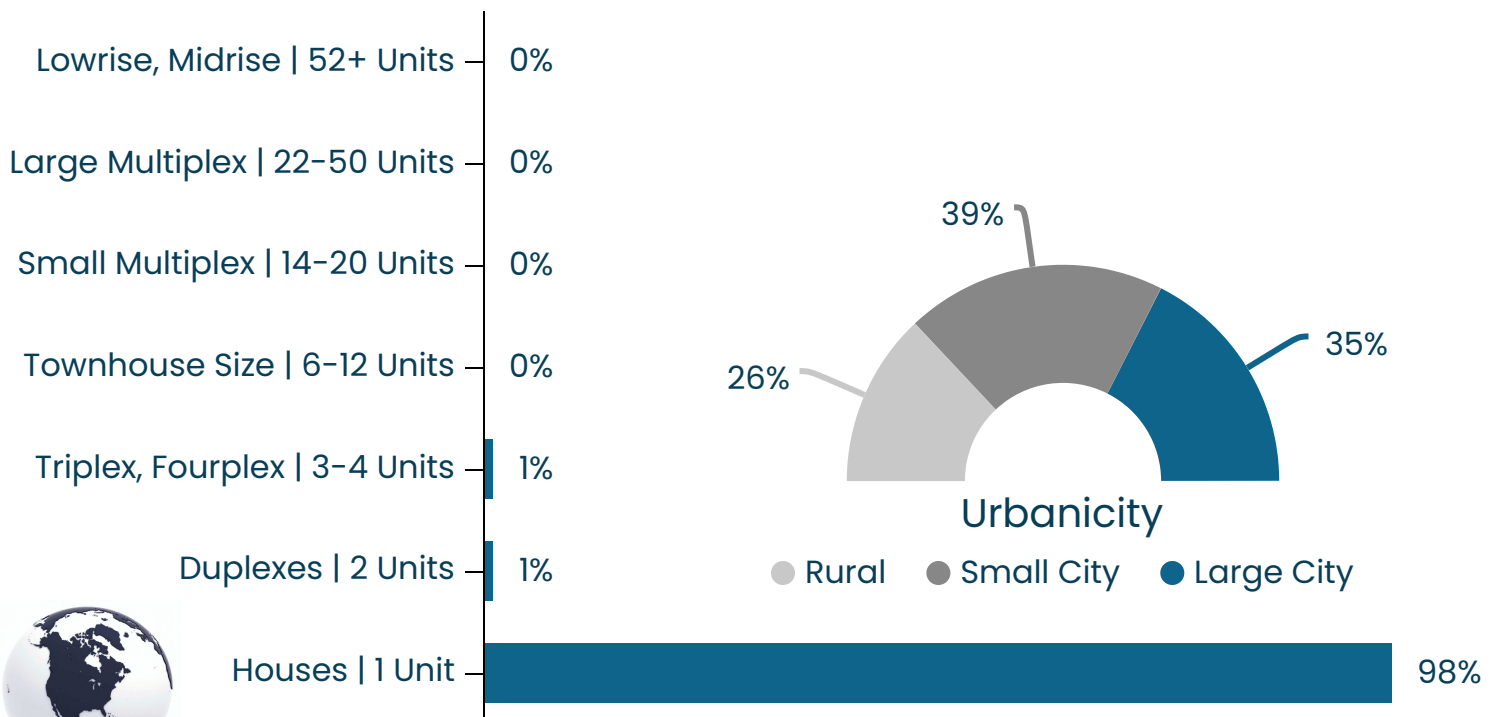
Households by Tenure



Share that Moves each Year



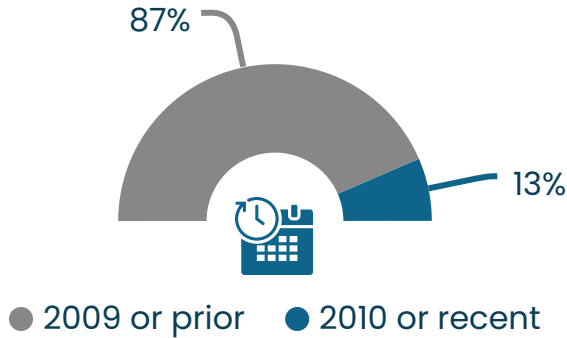
Inclination for Units by Building Size and Urbanicity



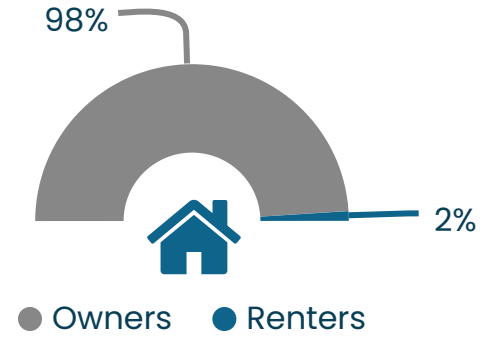
Unspoiled Splendor | E21

Lifestyles and Housing Preferences | National Averages

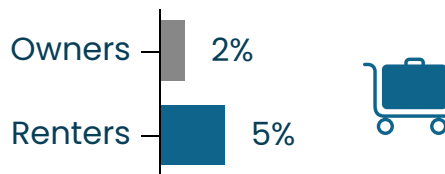
Units by Decade Built



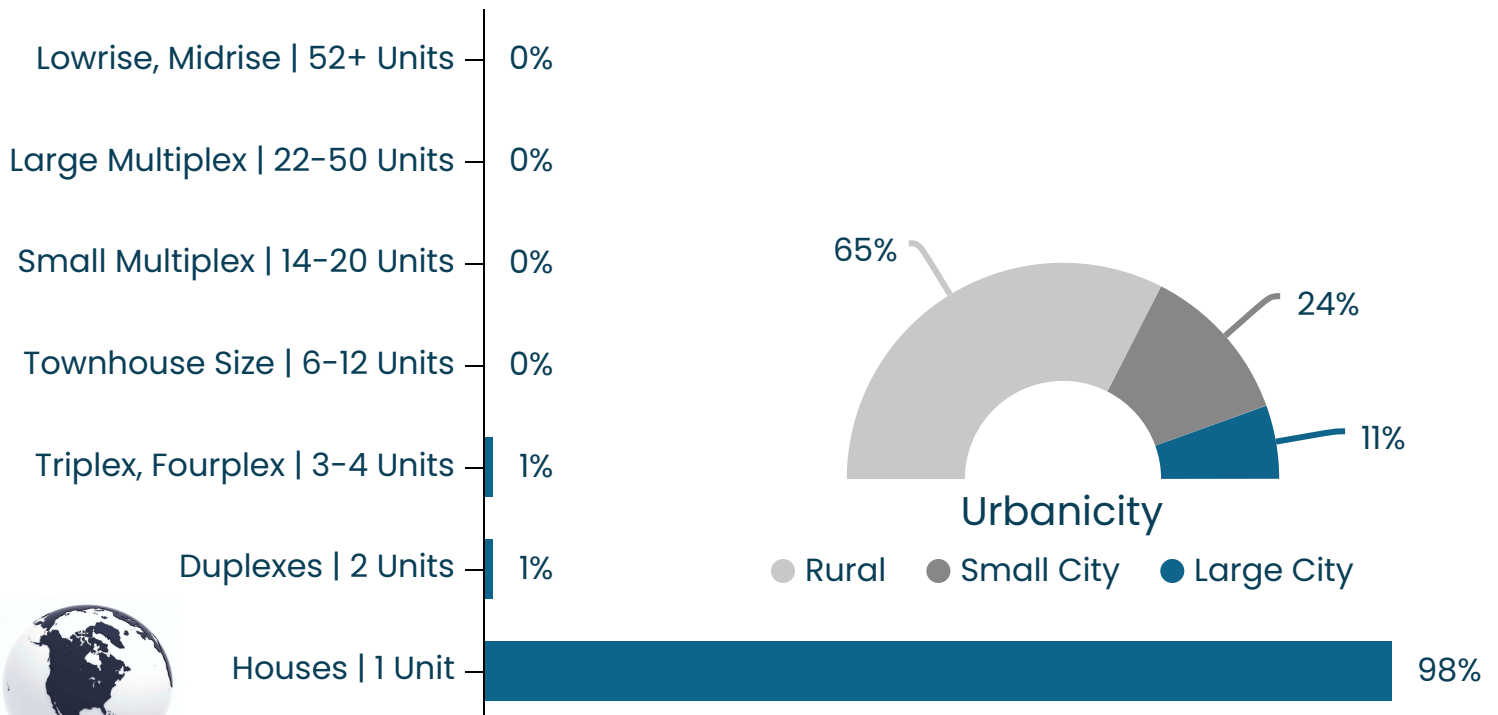
Households by Tenure



Share that Moves each Year



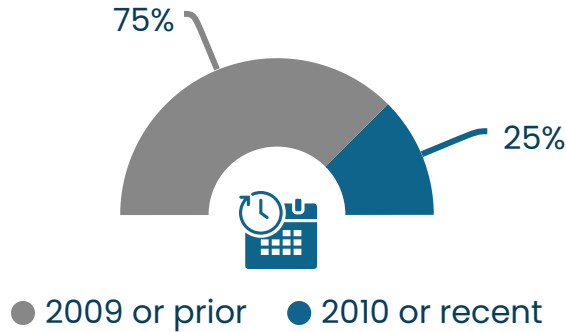
Inclination for Units by Building Size and Urbanicity



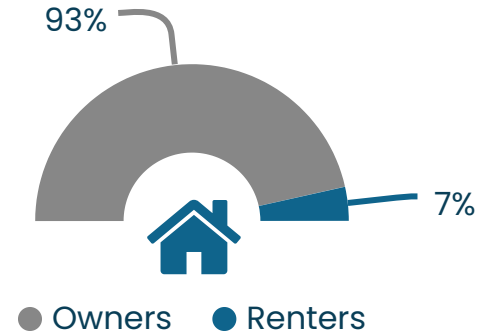
Fast Track Couples | F22

Lifestyles and Housing Preferences | National Averages

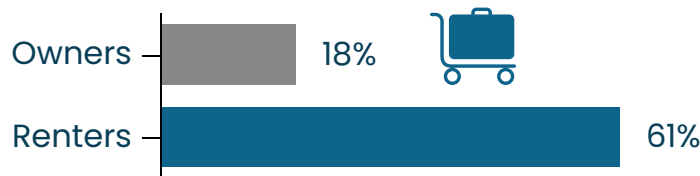
Units by Decade Built



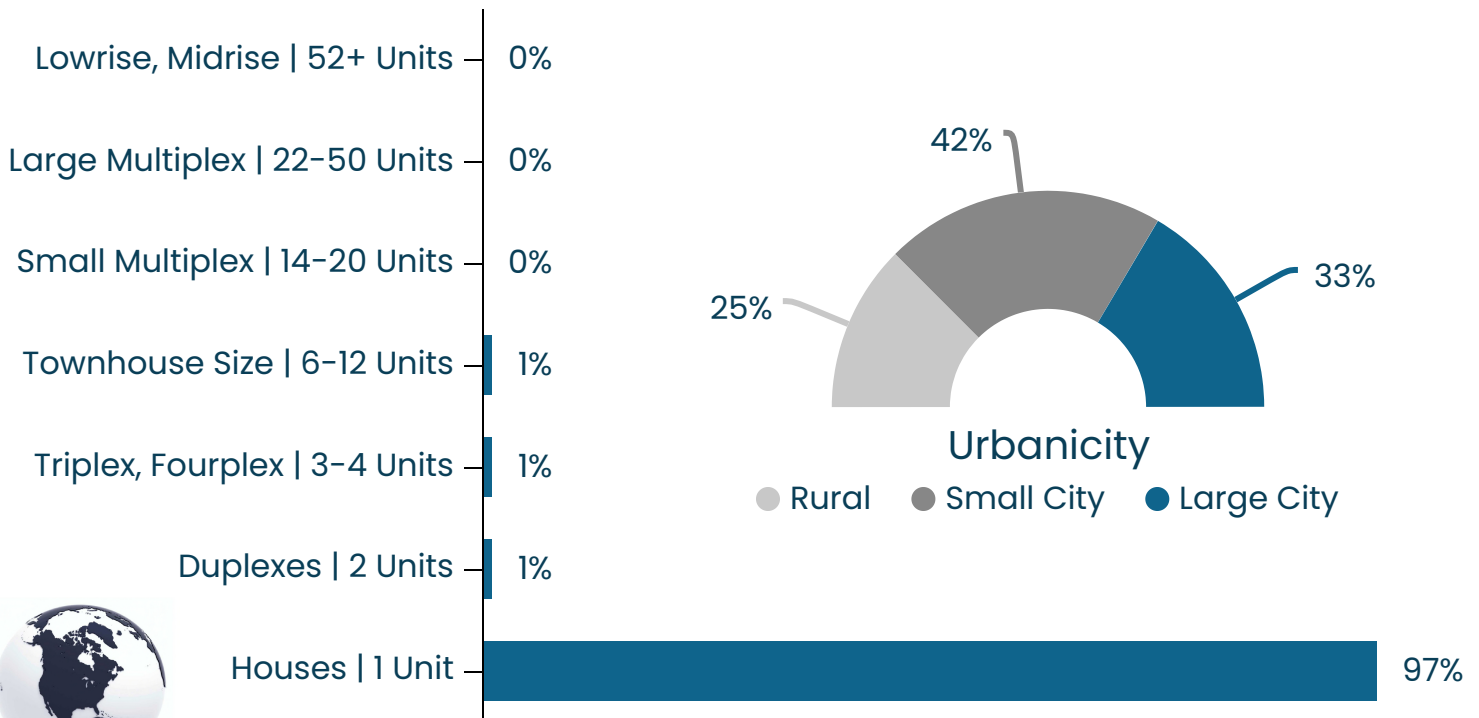
Households by Tenure



Share that Moves each Year



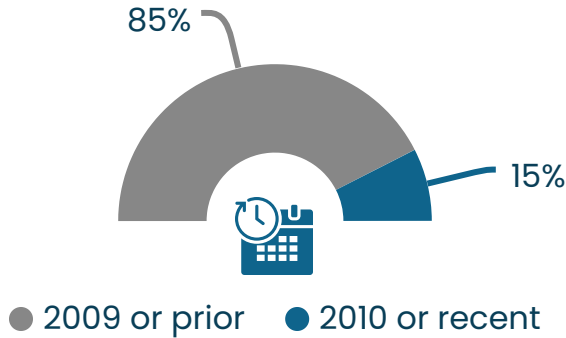
Inclination for Units by Building Size and Urbanicity



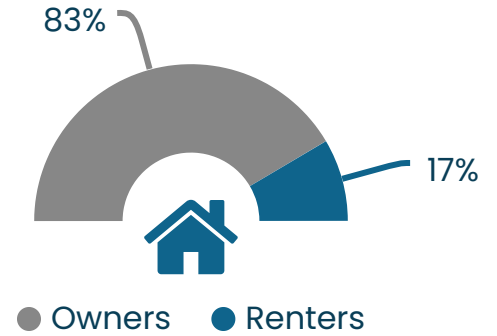
Destination Recreation | H29

Lifestyles and Housing Preferences | National Averages

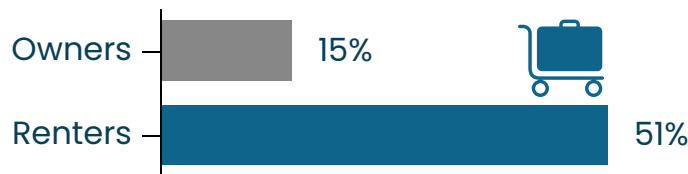
Units by Decade Built



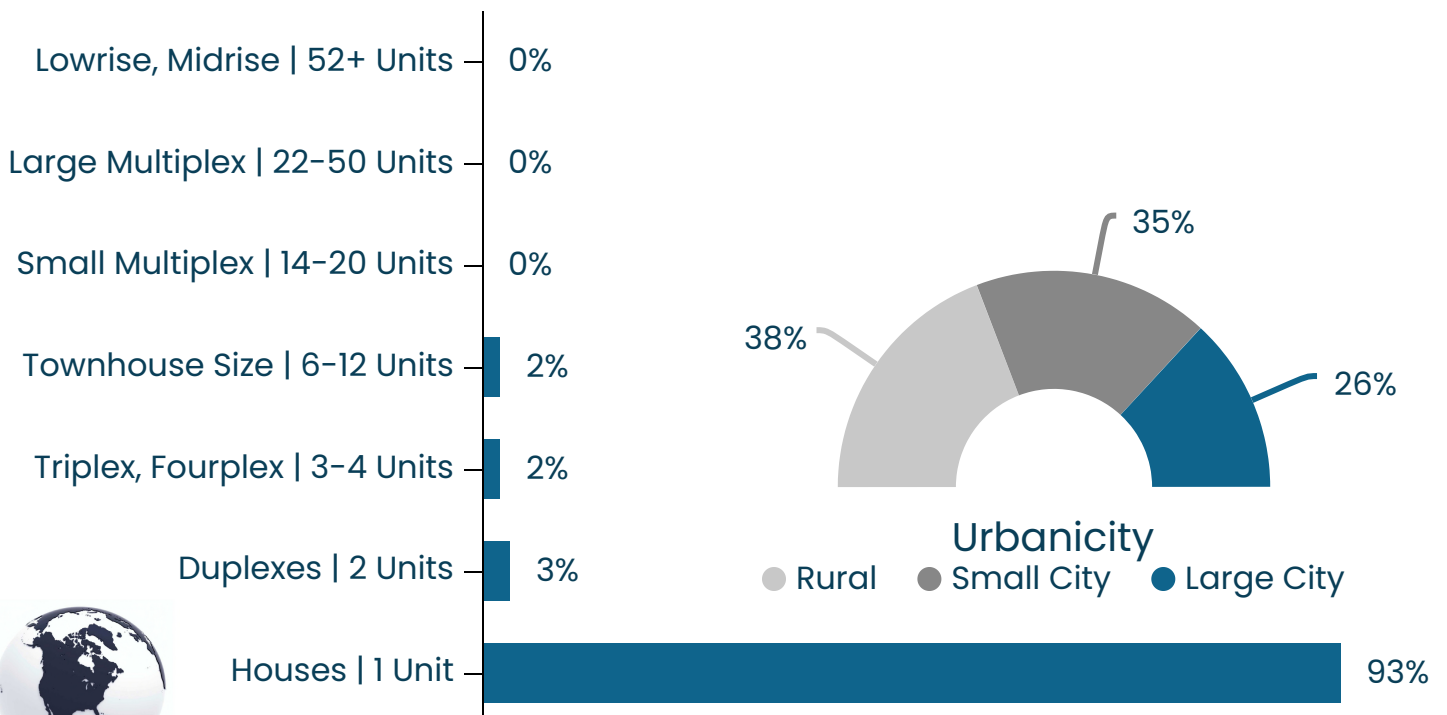
Households by Tenure



Share that Moves each Year



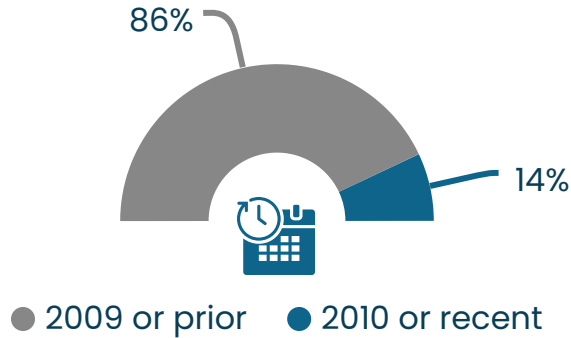
Inclination for Units by Building Size and Urbanicity



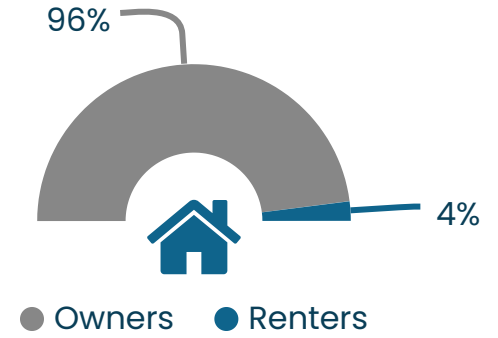
Stockcars & State Parks | I30

Lifestyles and Housing Preferences | National Averages

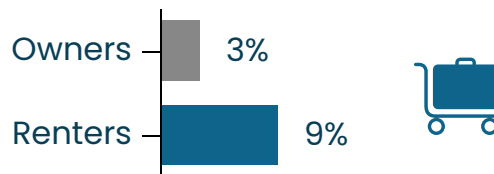
Units by Decade Built



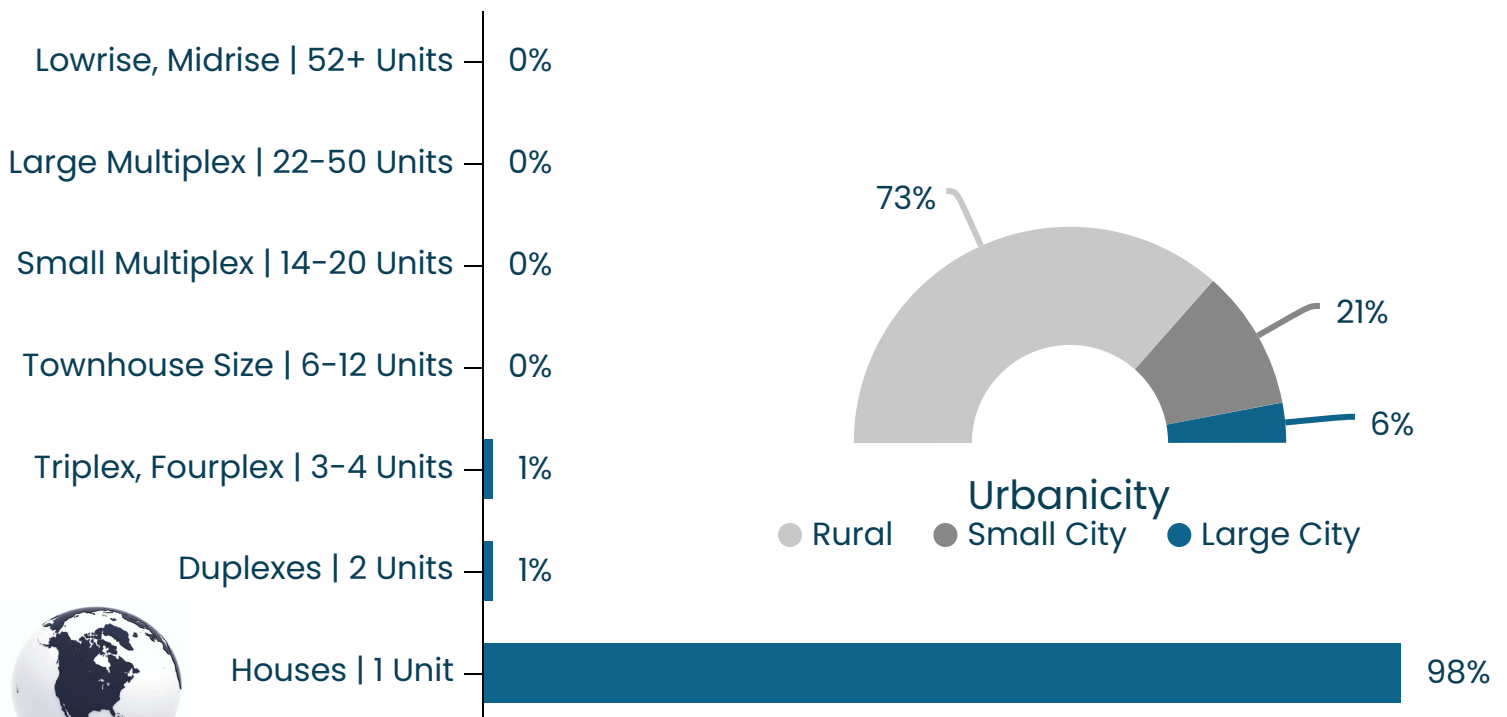
Households by Tenure



Share that Moves each Year



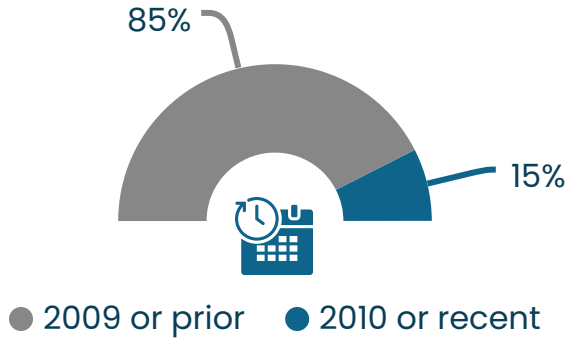
Inclination for Units by Building Size and Urbanicity



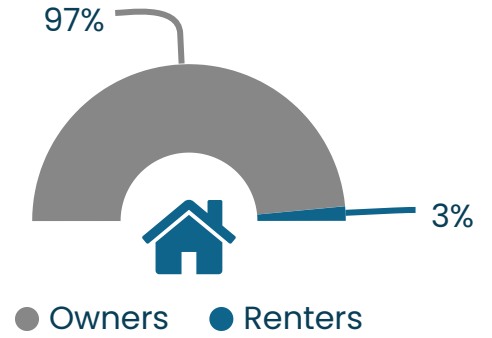
Rural Escape | J35

Lifestyles and Housing Preferences | National Averages

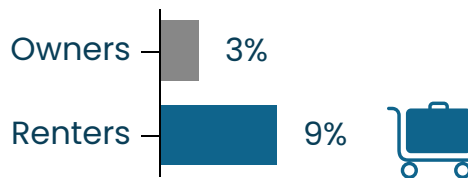
Units by Decade Built



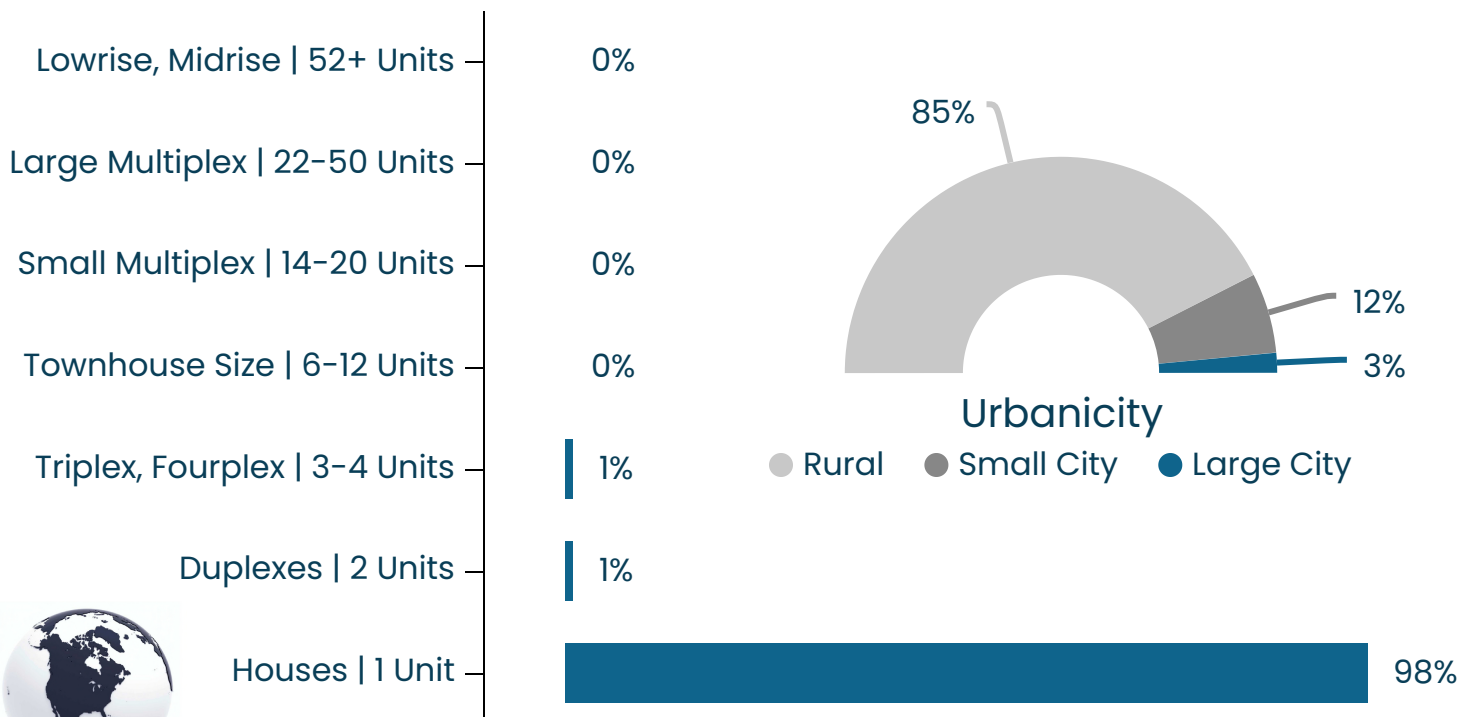
Households by Tenure



Share that Moves each Year



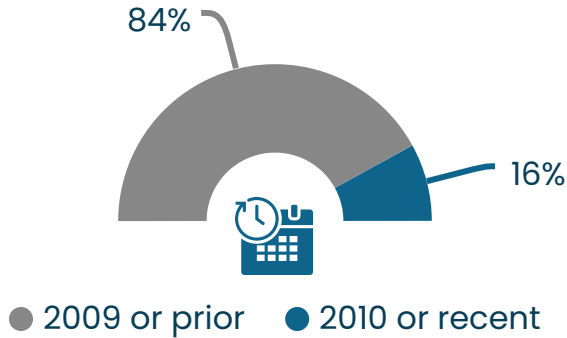
Inclination for Units by Building Size and Urbanicity



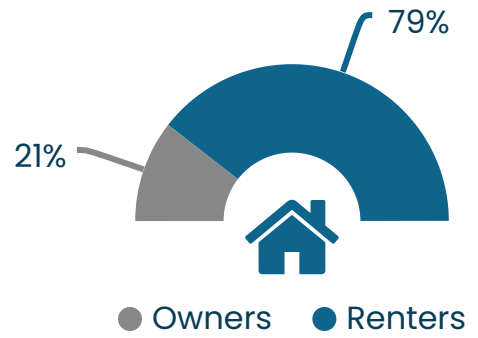
Wired for Success | K37

Lifestyles and Housing Preferences | National Averages

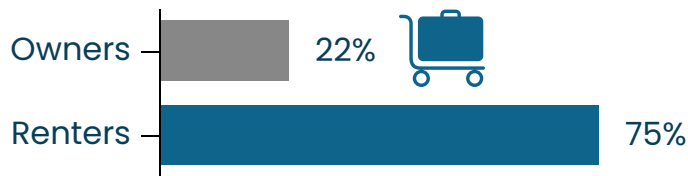
Units by Decade Built



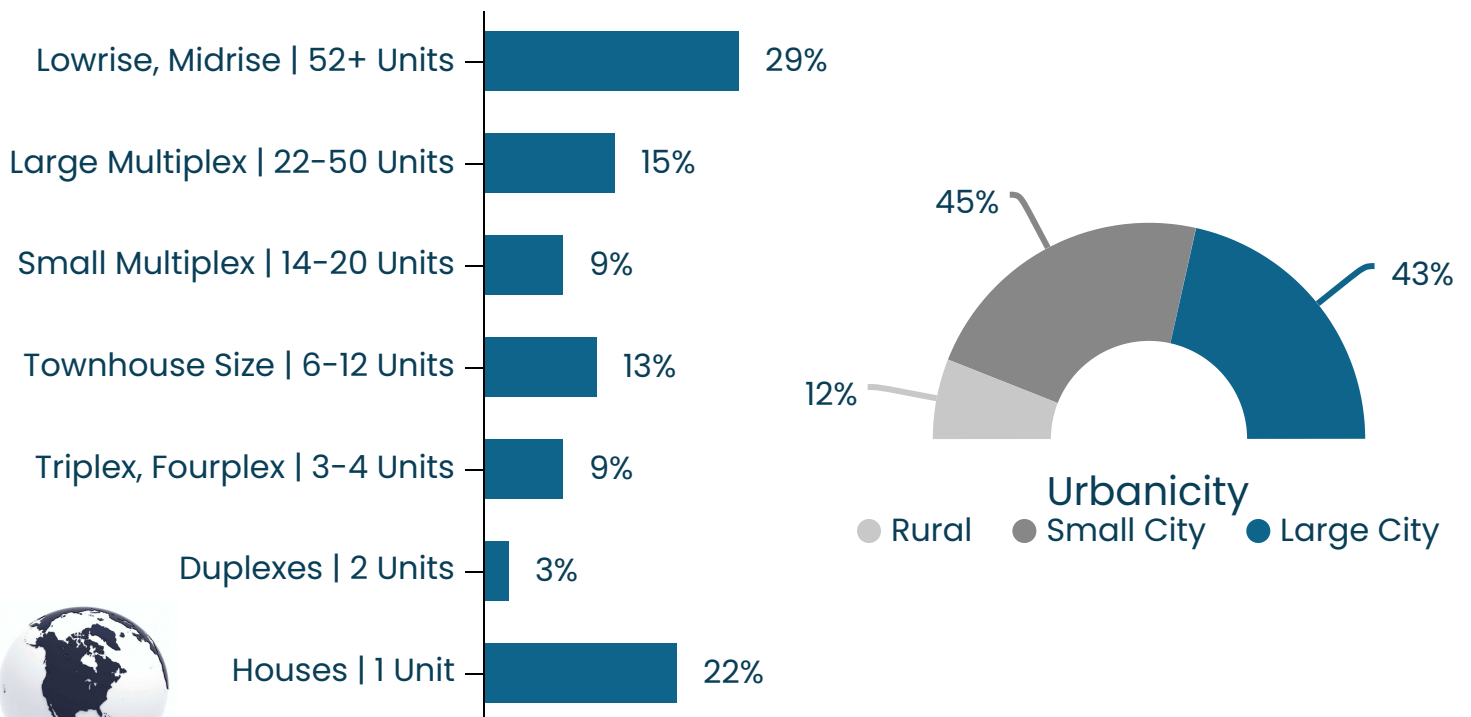
Households by Tenure



Share that Moves each Year



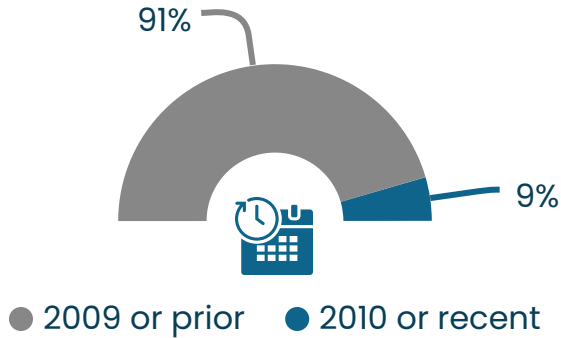
Inclination for Units by Building Size and Urbanicity



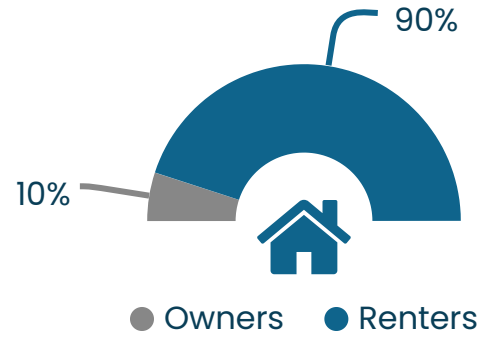
Bohemian Groove | K40

Lifestyles and Housing Preferences | National Averages

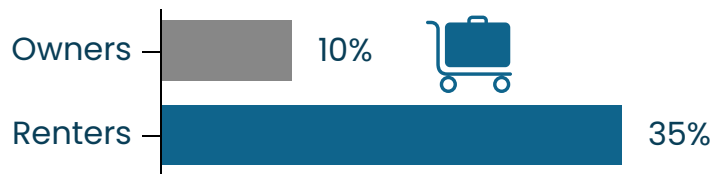
Units by Decade Built



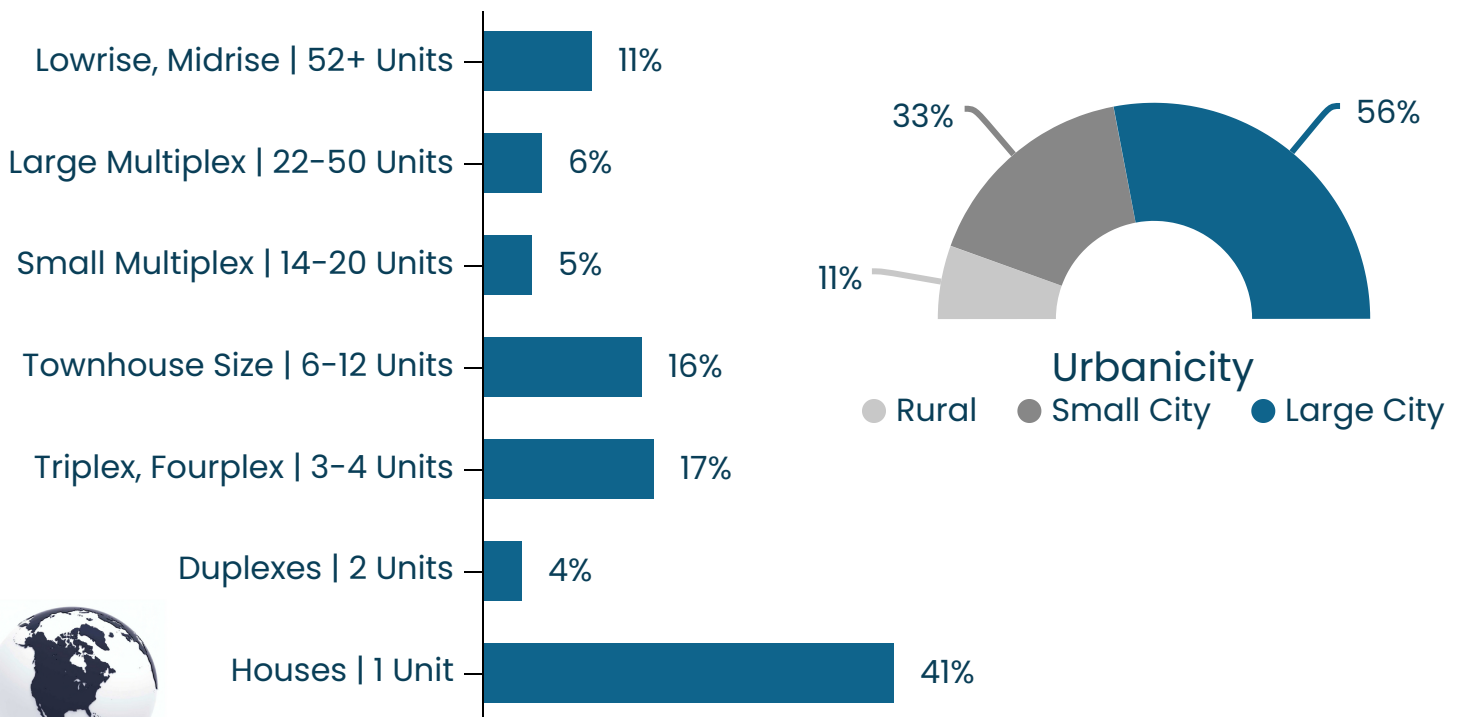
Households by Tenure



Share that Moves each Year



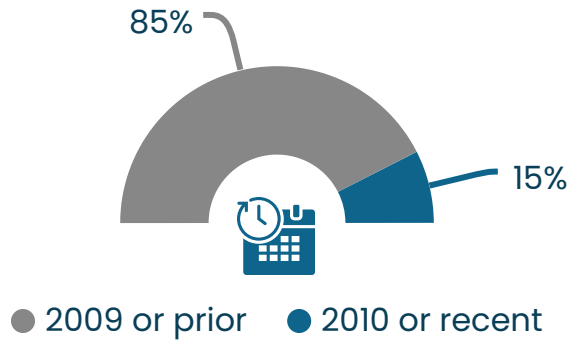
Inclination for Units by Building Size and Urbanicity



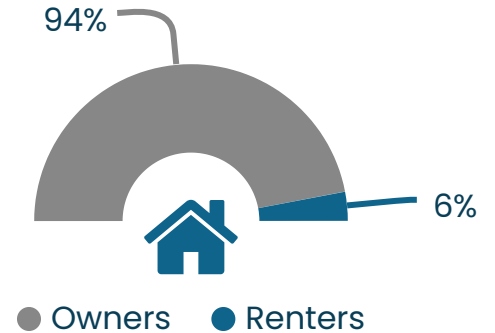
Homemade Happiness | L43

Lifestyles and Housing Preferences | National Averages

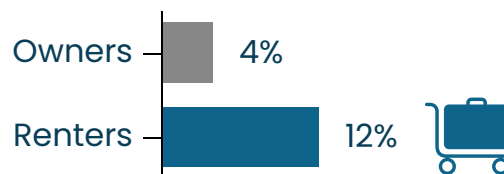
Units by Decade Built



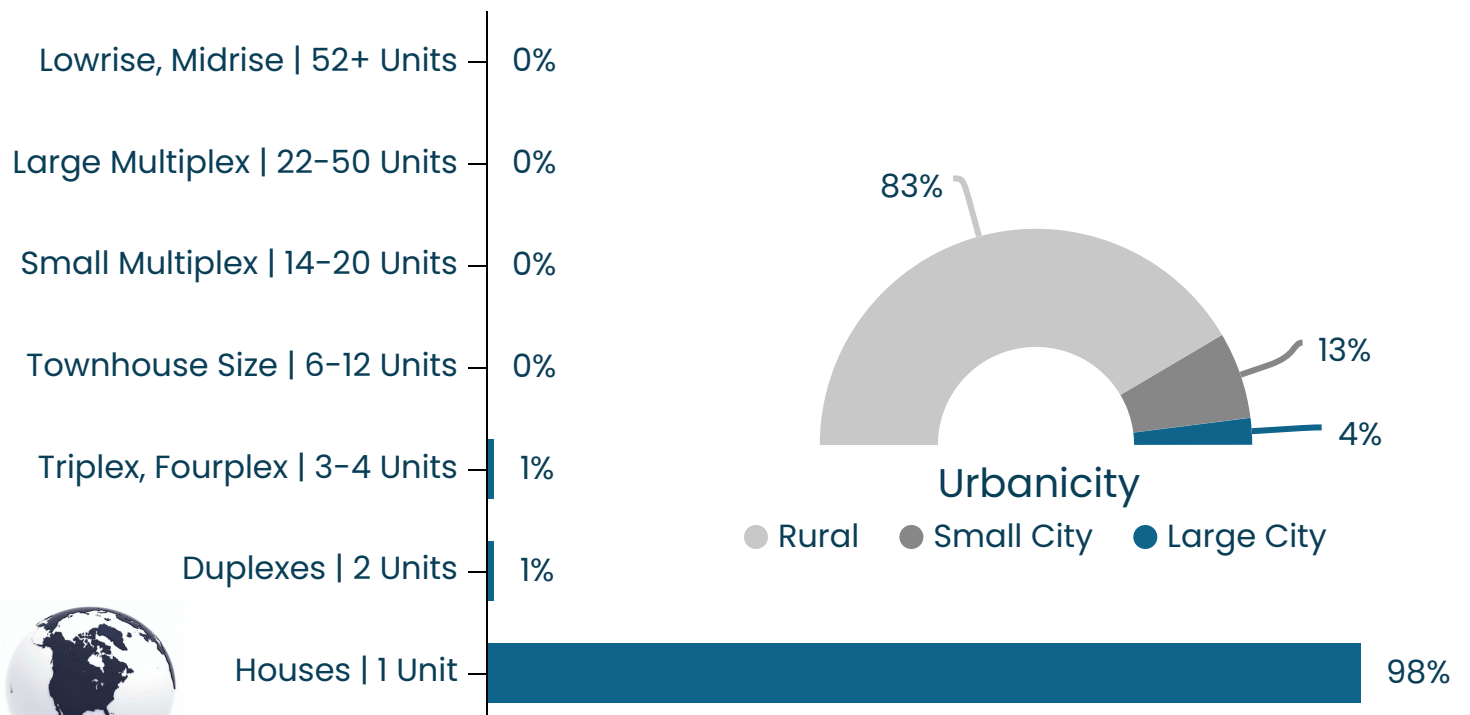
Households by Tenure



Share that Moves each Year



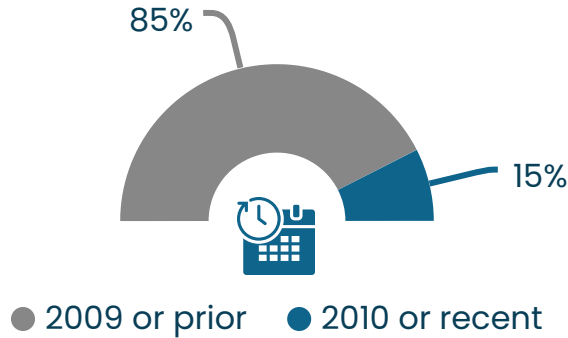
Inclination for Units by Building Size and Urbanicity



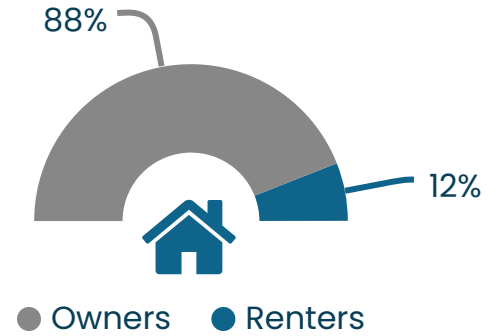
Red, White & Bluegrass | M44

Lifestyles and Housing Preferences | National Averages

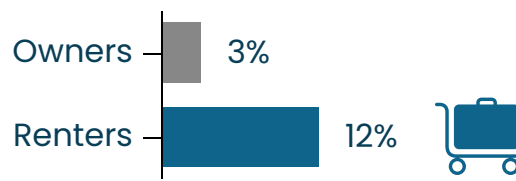
Units by Decade Built



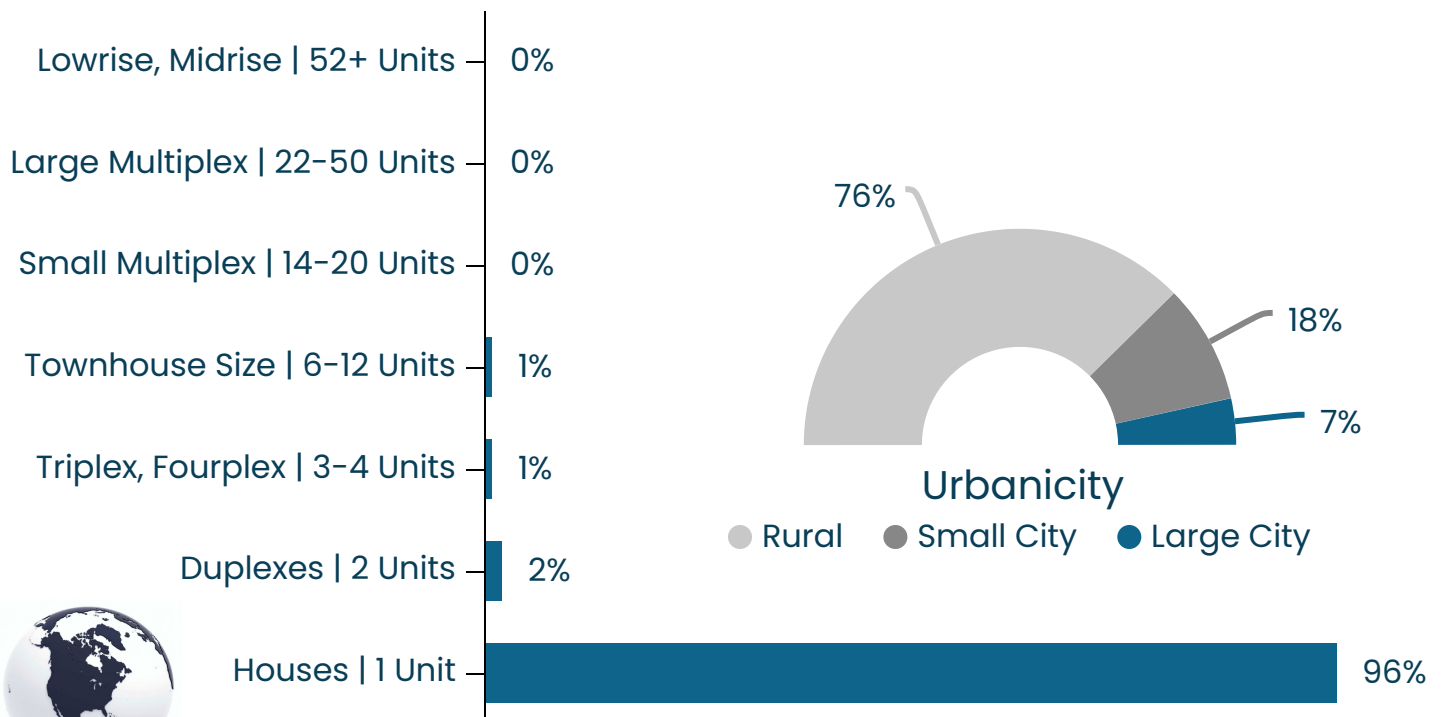
Households by Tenure



Share that Moves each Year



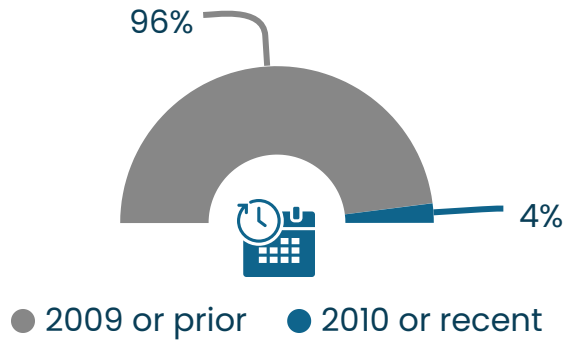
Inclination for Units by Building Size and Urbanicity



Infants & Debit Cards | M45

Lifestyles and Housing Preferences | National Averages

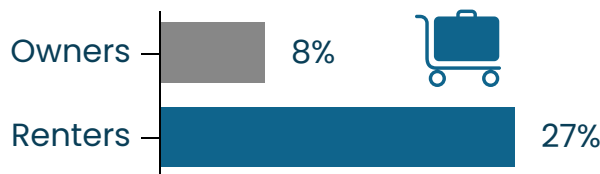
Units by Decade Built



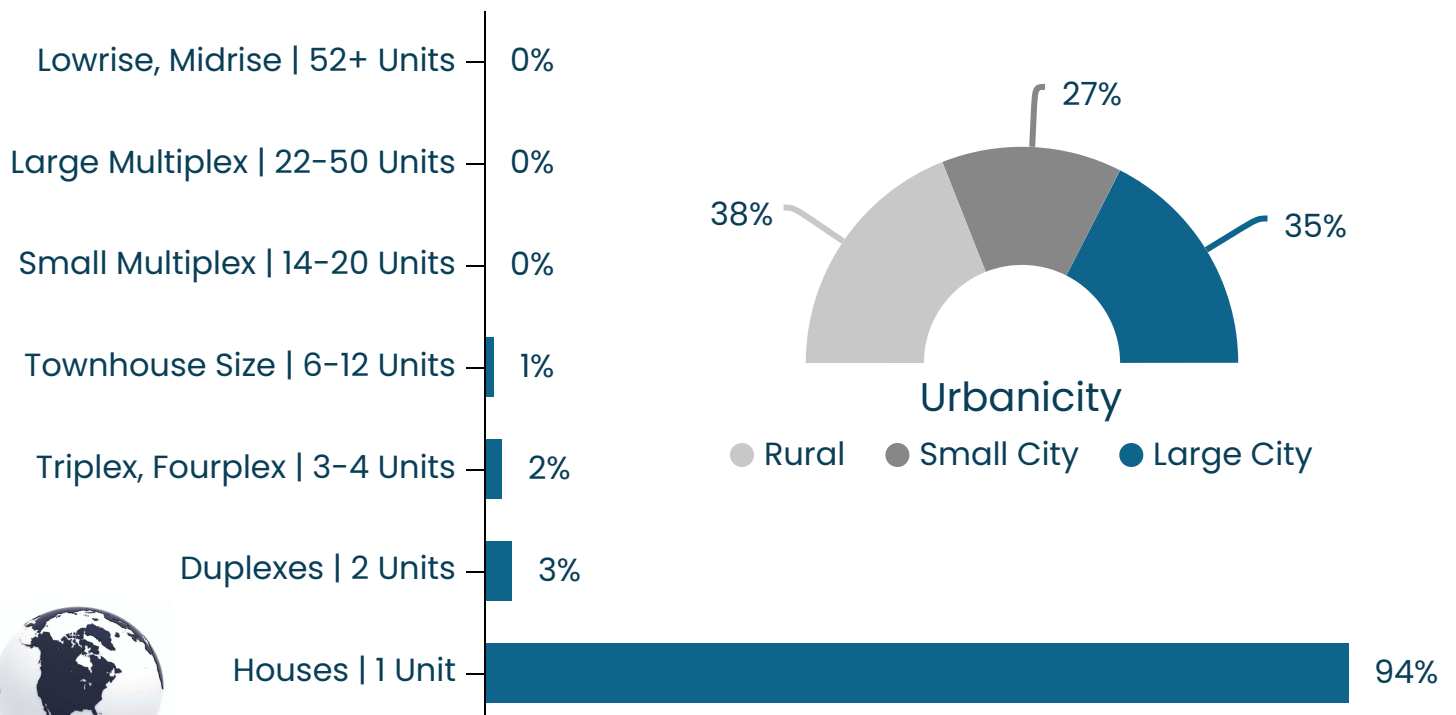
Households by Tenure



Share that Moves each Year



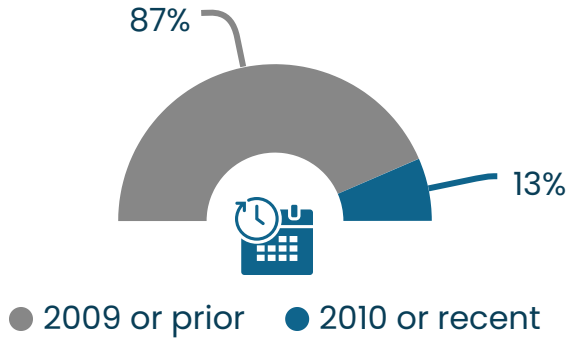
Inclination for Units by Building Size and Urbanicity



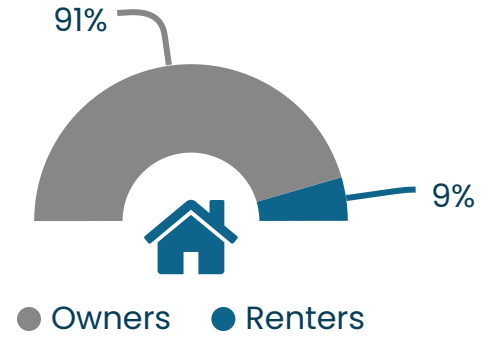
True Grit Americans | N46

Lifestyles and Housing Preferences | National Averages

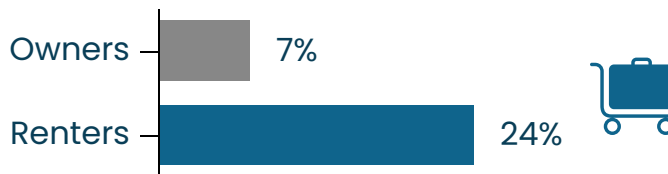
Units by Decade Built



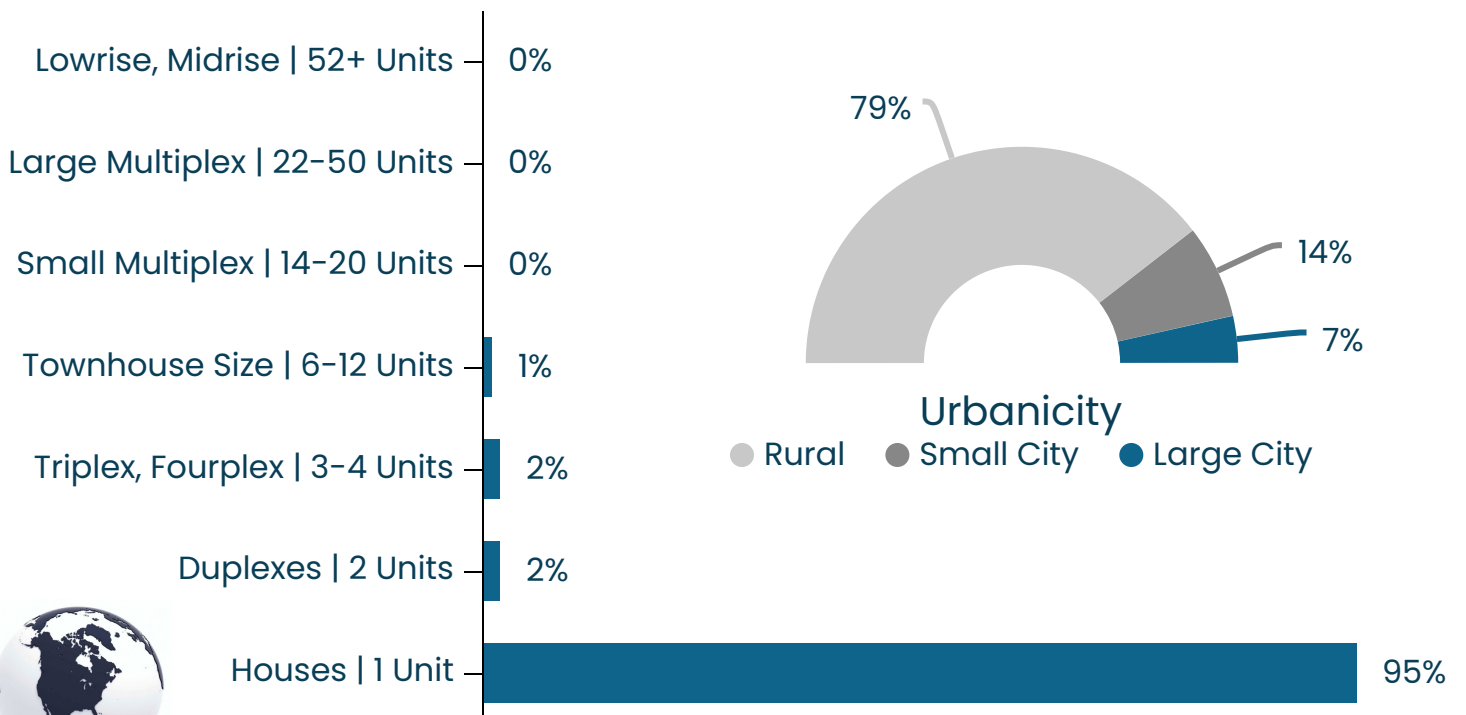
Households by Tenure



Share that Moves each Year



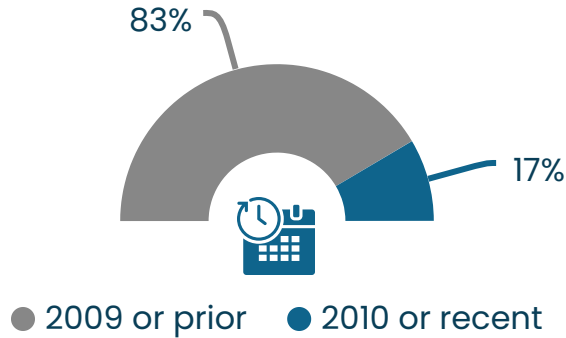
Inclination for Units by Building Size and Urbanicity



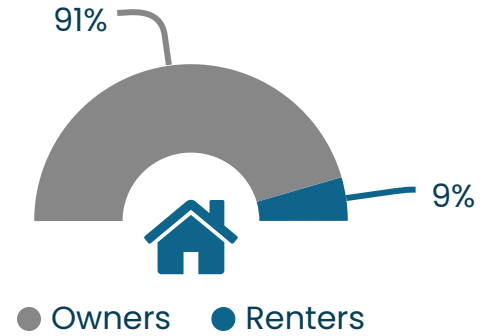
Countrified Pragmatics | N47

Lifestyles and Housing Preferences | National Averages

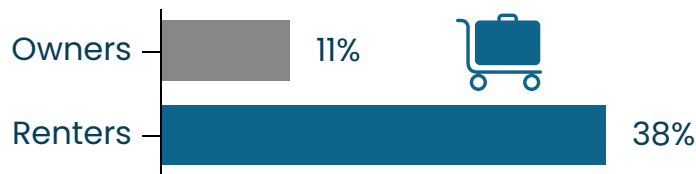
Units by Decade Built



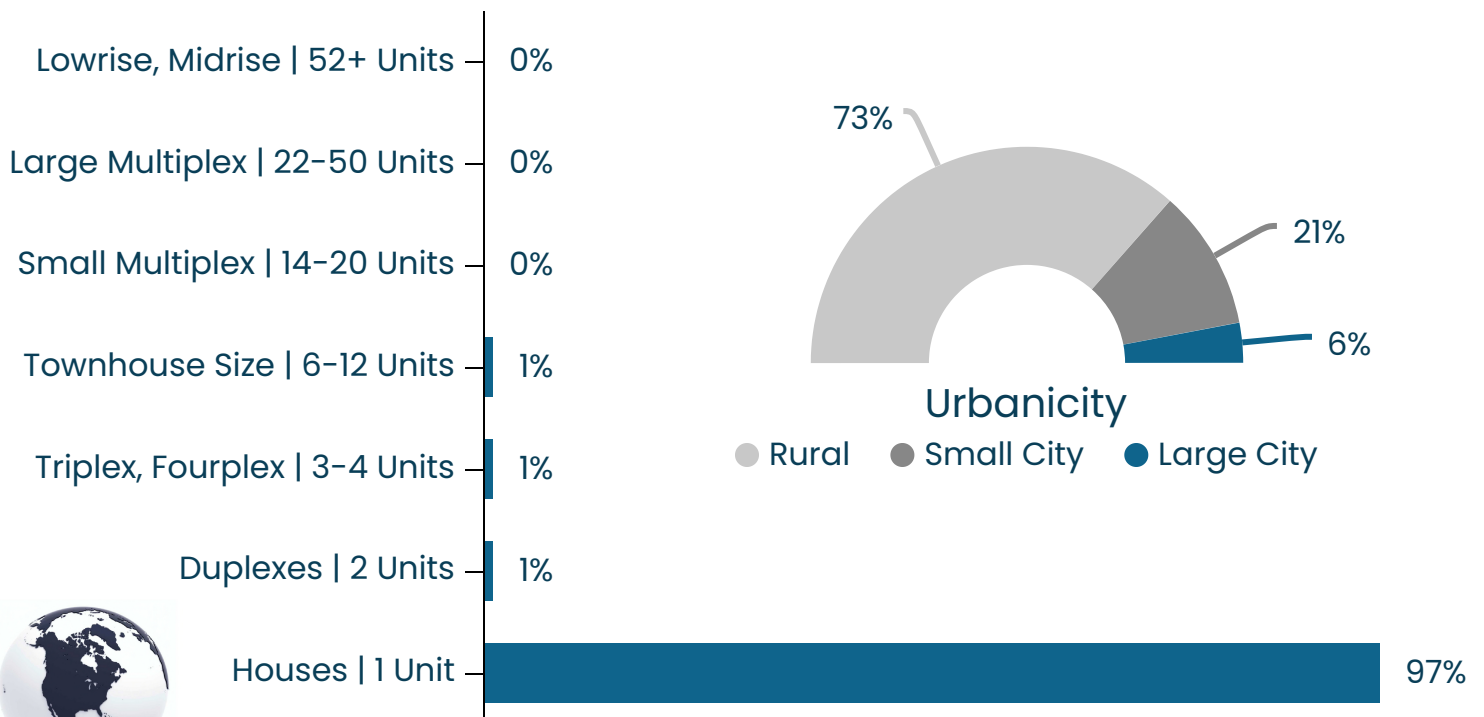
Households by Tenure



Share that Moves each Year



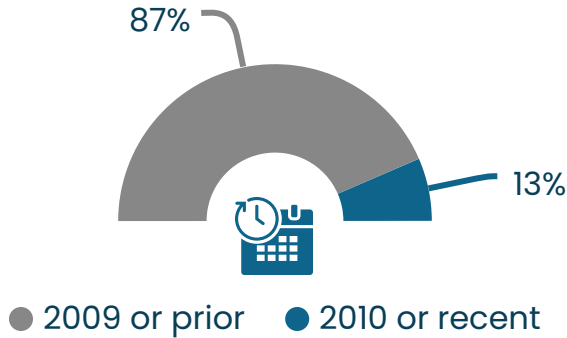
Inclination for Units by Building Size and Urbanicity



Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

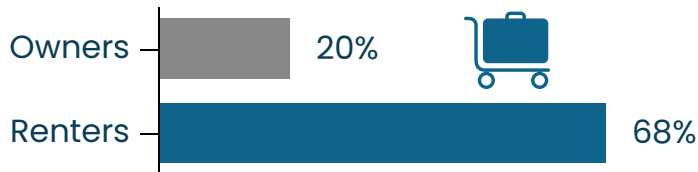
Units by Decade Built



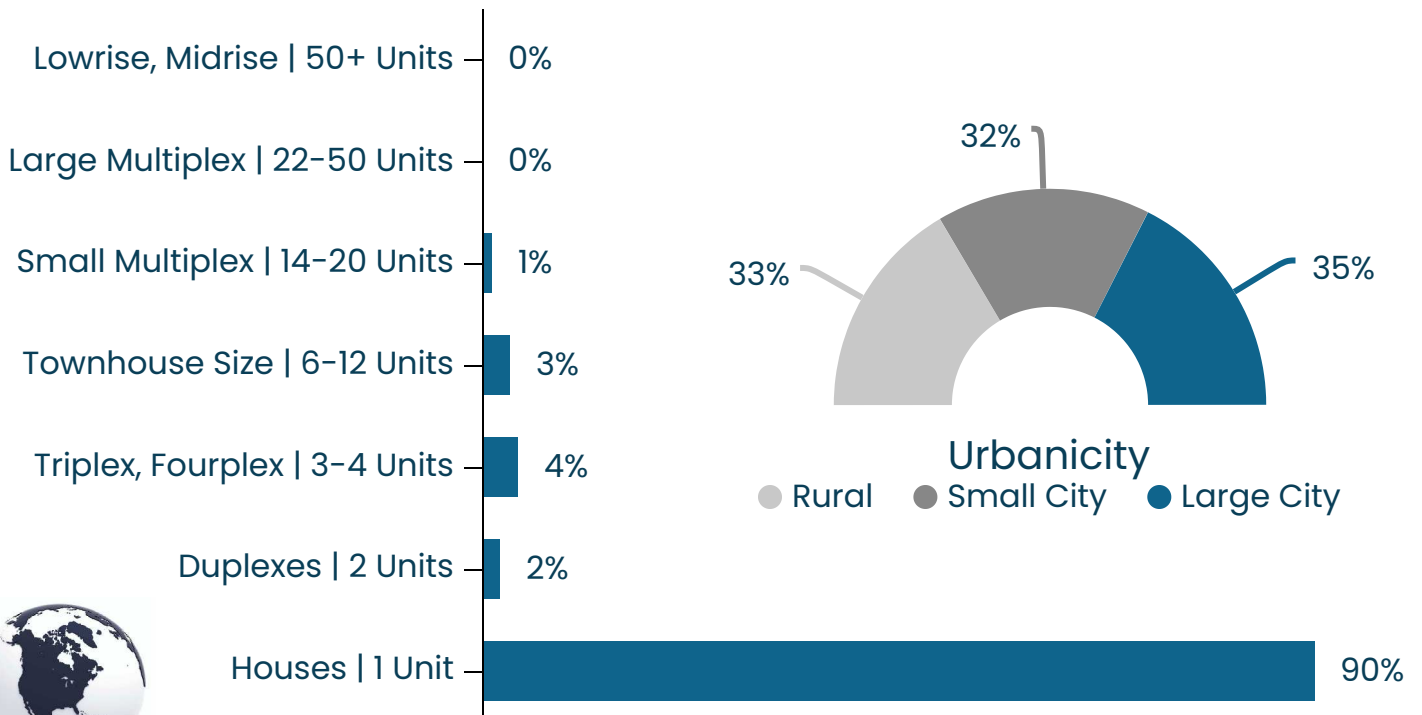
Households by Tenure



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Inclination for Units by Building Size and Urbanicity

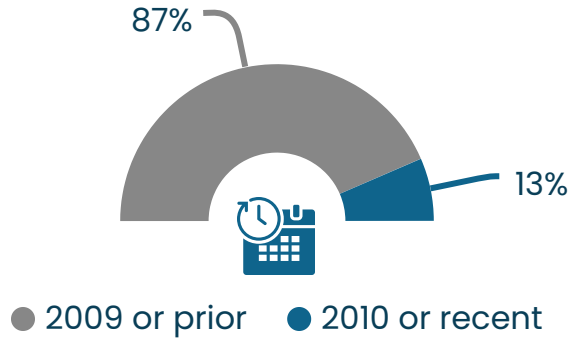


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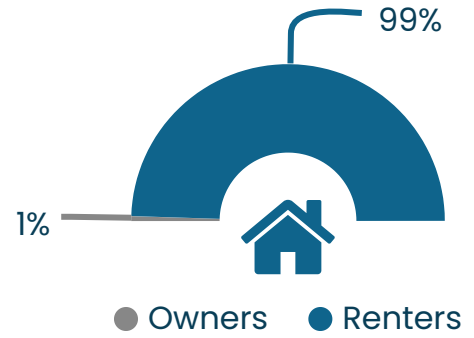
Family Troopers | O55

Lifestyles and Housing Preferences | National Averages

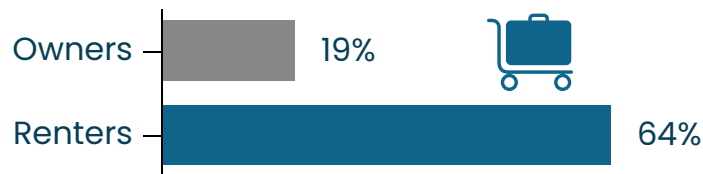
Units by Decade Built



Households by Tenure



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Inclination for Units by Building Size and Urbanicity

