Final

July 22, 2025

Lifestyle Clusters & Target Markets

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Baraga County

Michigan

Prepared by:

LandUseUSA
UrbanStrategies

Lifestyle Clusters & Target Markets

Section 3-A

Lifestyle Clusters
& Target Markets

. . .

Baraga County
Michigan

Prepared by:

LandUseUSA
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Lifestyle Clusters & Target Markets

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➢ Histograms are provided to demonstrate the number of existing households among all 71 lifestyle clusters as defined by Experian Decision Analytics. There are two pages for each place, with the most affluent lifestyle clusters (A01 – J36) provided on the first page; and relatively moderate lifestyle clusters (K37 – S71) on the second page.

➢ The lifestyle clusters are generally organized in order of declining income, with the most affluent being American Royalty (cluster code A01); and the lowest income being Tough Times (code S71).

➢ Results are intended to be compared between geographies to identify lifestyle clusters that might be living in one place (in the Village of L'Anse, for example) and not another (such as the Village of Baraga).

➢ Recognizing that the Village of Baraga is half the size of the Village of L'Anse, the comparisons demonstrate that the most affluent households have been bypassing Baraga. For example, the Village of L'Anse has 23 households in the "Unspoiled Splendor" lifestyle clusters, compared to only two (2) of those households in the Village of Baraga.

➢ Similarly, there also are 145 "Settled and Sensible" households in the Village of L'Anse, compared to only five (5) in the Village of Baraga. These households tend to have slow movership rates. Even so, when they do migrate into Baraga County, the Village of Baraga could strive to intercept them with new housing choices.

1-36 Lifestyle Clusters | Baraga Village

The number of households that were living in the Village of Baraga in 2023.

American Royalty | A01
Platinum Prosperity | A02
Kids and Cabernet | A03
Picture Perfect Family | A04
Couples with Clout | A05
Jet Set Urbanites | A06
Generational Soup | B07
Babies and Bliss | B08
Family Funtastic | B09
Cosmopolitan Achiever | B10
Aging of Aquarius | C11
Golf Carts, Gourmets | C12
Silver Sophisticates | C13
Boomers, Boomerangs | C14
Sports Utility Families | D15
Settled in Suburbia | D16
Cul de Sac Diversity | D17
Suburban Attainment | D18
Full Pocket Empty Nest | E19
No Place Like Home | E20
Unspoiled Splendor | E21 — 2
Fast Track Couples | F22
Families Matter Most | F23
Status Seeking Singles | G24
Urban Edge | G25
Progressive Potpourri | H26
Birkenstocks, Beemers | H27
Everyday Moderates | H28
Destination Recreation | H29 — 2
Stockcars, State Parks | I30 — 1
Blue Collar Comfort | I31 — 1
Steadfast Conventional | I32
Balanced Harmony | I33
Aging in Place | J34
Rural Escape | J35 — 4
Settled, Sensible | J36 — 5

Summary Table

Clusters	Hhlds	Share
1-36	15	5%
37-71	520	95%
Total	535	100%

1-36 Lifestyle Clusters | L'Anse Village

The number of households that were living in the Village of L'Anse in 2023.

American Royalty | A01
Platinum Prosperity | A02
Kids and Cabernet | A03
Picture Perfect Family | A04
Couples with Clout | A05
Jet Set Urbanites | A06
Generational Soup | B07
Babies and Bliss | B08
Family Funtastic | B09 — 6
Cosmopolitan Achiever | B10
Aging of Aquarius | C11 — 1
Golf Carts, Gourmets | C12
Silver Sophisticates | C13
Boomers, Boomerangs | C14
Sports Utility Families | D15 — 2
Settled in Suburbia | D16
Cul de Sac Diversity | D17
Suburban Attainment | D18
Full Pocket Empty Nest | E19
No Place Like Home | E20 — 14
Unspoiled Splendor | E21 — 23
Fast Track Couples | F22
Families Matter Most | F23
Status Seeking Singles | G24
Urban Edge | G25
Progressive Potpourri | H26
Birkenstocks, Beemers | H27
Everyday Moderates | H28
Destination Recreation | H29 — 2
Stockcars, State Parks | I30 — 12
Blue Collar Comfort | I31 — 12
Steadfast Conventional | I32
Balanced Harmony | I33
Aging in Place | J34 — 2
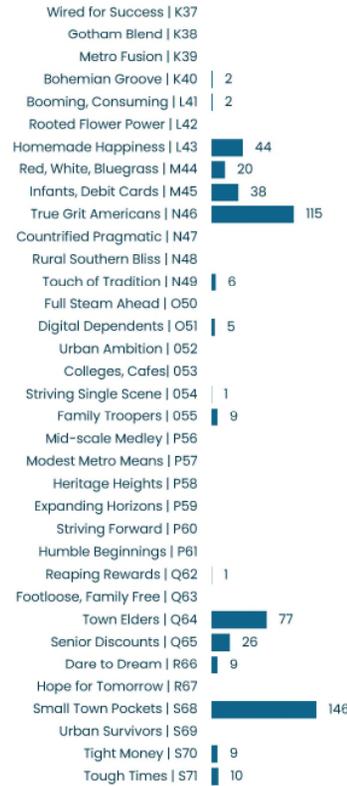Rural Escape | J35 — 26
Settled, Sensible | J36 — 145

Summary Table

Clusters	Hhlds	Share
1-36	245	25%
37-71	665	75%
Total	910	100%

➢ Competition and interception between the villages of Baraga and L'Anse can flow in both directions. For example, the Village of Baraga has six (6) households in the "Touch of Tradition" lifestyle cluster, whereas the Village of L'Anse has none. Similarly, the Village of Baraga has 26 households in the "Senior Discount" lifestyle cluster, whereas the Village of L'Anse only has 17 households in that group.

➢ Again, these lifestyle clusters tend to have slow movership rates. However, when they do move into Baraga County, the Village of L'Anse could strive to intercept them with a new choices in the moderate and low-income price brackets.

➢ Interested readers are encouraged to study similar exhibits that are provided in the housing study for Baraga and L'Anse Townships.

➢ Profiles also are enclosed in the market study to demonstrate the top eight (8) owner target markets and top six (6) renter target markets for Baraga County. The target market profiles include variables like tenure (owner v. renter), movership rates, and inclination to choose different building sizes.
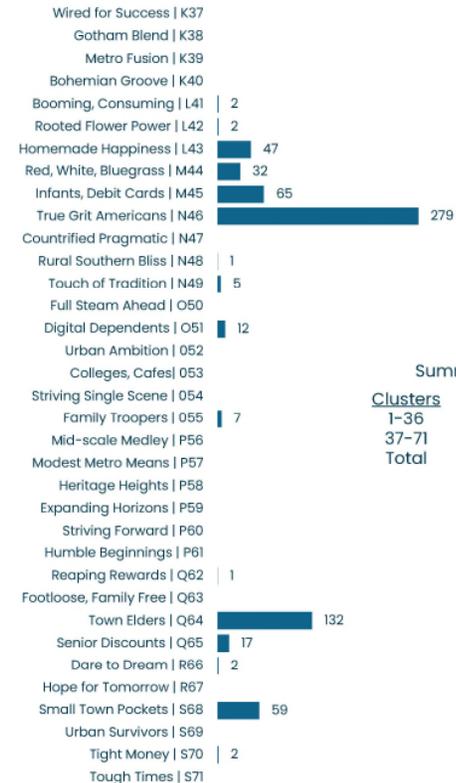
37-71 Lifestyle Clusters | Baraga Village

The number of households that were living in the Village of Baraga in 2023.

Cluster	Households
Wired for Success	K37	
Gotham Blend	K38	
Metro Fusion	K39	
Bohemian Groove	K40	2
Booming, Consuming	L41	2
Rooted Flower Power	L42	
Homemade Happiness	L43	44
Red, White, Bluegrass	M44	20
Infants, Debit Cards	M45	38
True Grit Americans	N46	115
Countrified Pragmatic	N47	
Rural Southern Bliss	N48	
Touch of Tradition	N49	6
Full Steam Ahead	O50	
Digital Dependents	O51	5
Urban Ambition	O52	
Colleges, Cafes	O53	
Striving Single Scene	O54	1
Family Troopers	O55	9
Mid-scale Medley	P56	
Modest Metro Means	P57	
Heritage Heights	P58	
Expanding Horizons	P59	
Striving Forward	P60	
Humble Beginnings	P61	
Reaping Rewards	Q62	1
Footloose, Family Free	Q63	
Town Elders	Q64	77
Senior Discounts	Q65	26
Dare to Dream	R66	9
Hope for Tomorrow	R67	
Small Town Pockets	S68	146
Urban Survivors	S69	
Tight Money	S70	9
Tough Times	S71	10

37-71 Lifestyle Clusters | L'Anse Village

The number of households that were living in the Village of L'Anse in 2023.

Cluster	Households
Wired for Success	K37	
Gotham Blend	K38	
Metro Fusion	K39	
Bohemian Groove	K40	
Booming, Consuming	L41	2
Rooted Flower Power	L42	2
Homemade Happiness	L43	47
Red, White, Bluegrass	M44	32
Infants, Debit Cards	M45	65
True Grit Americans	N46	279
Countrified Pragmatic	N47	
Rural Southern Bliss	N48	1
Touch of Tradition	N49	5
Full Steam Ahead	O50	
Digital Dependents	O51	12
Urban Ambition	O52	
Colleges, Cafes	O53	
Striving Single Scene	O54	
Family Troopers	O55	7
Mid-scale Medley	P56	
Modest Metro Means	P57	
Heritage Heights	P58	
Expanding Horizons	P59	
Striving Forward	P60	
Humble Beginnings	P61	
Reaping Rewards	Q62	1
Footloose, Family Free	Q63	
Town Elders	Q64	132
Senior Discounts	Q65	17
Dare to Dream	R66	2
Hope for Tomorrow	R67	
Small Town Pockets	S68	59
Urban Survivors	S69	
Tight Money	S70	2
Tough Times	S71	

Summary Table

Clusters	Hhlds	Share
1-36	245	25%
37-71	665	75%
Total	910	100%

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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 "Mosaic" (Experian terminology), "Tapestry" (ESRI), or "Prizm" (Nielsen) data sets.

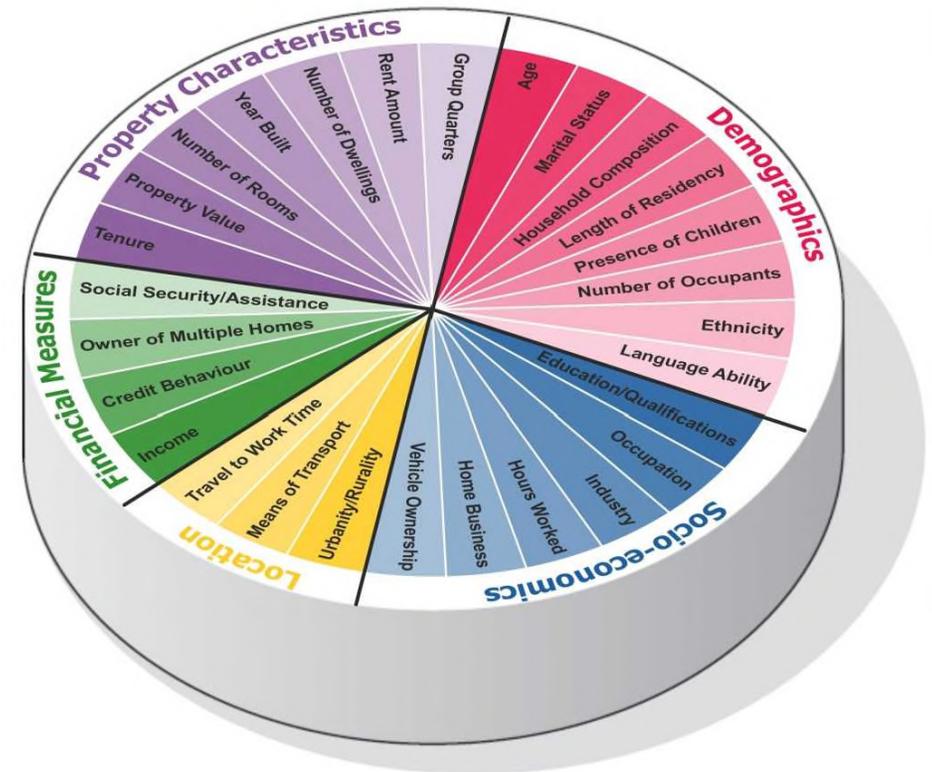➢ Experian provides twenty (20) pages of data for each unique lifestyle cluster. This includes many variables relevant to the housing industry, such as urbanicity (inclination to live in a city versus a rural place); tenure (owners and renters); movership rate (share that moves in any given year) by 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).

➢ These variables all are fundamental to the underlying methodology used in the Residential Target Market Analysis for Baraga County.

➢ Also, Experian's data sets include median household incomes and prices (values and rents) by lifestyle cluster for the nation. Those variables have been adjusted for the State of Michigan, Baraga County, and each of the four submarkets (two townships and two villages) when calculating the market potential.
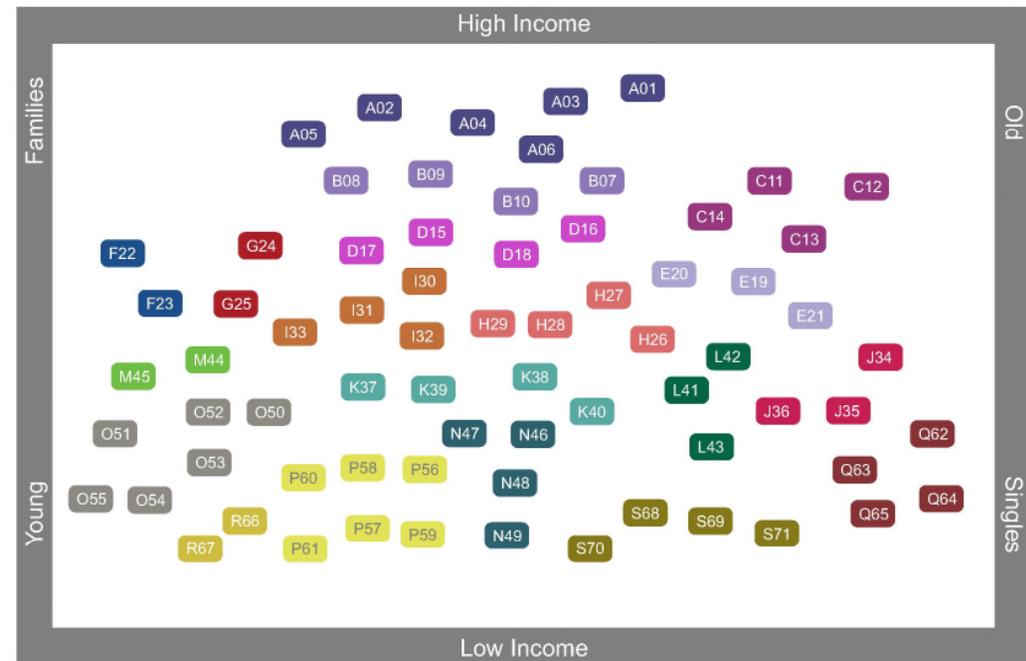
Experian Decision Analytics

Experian Decision Analytics

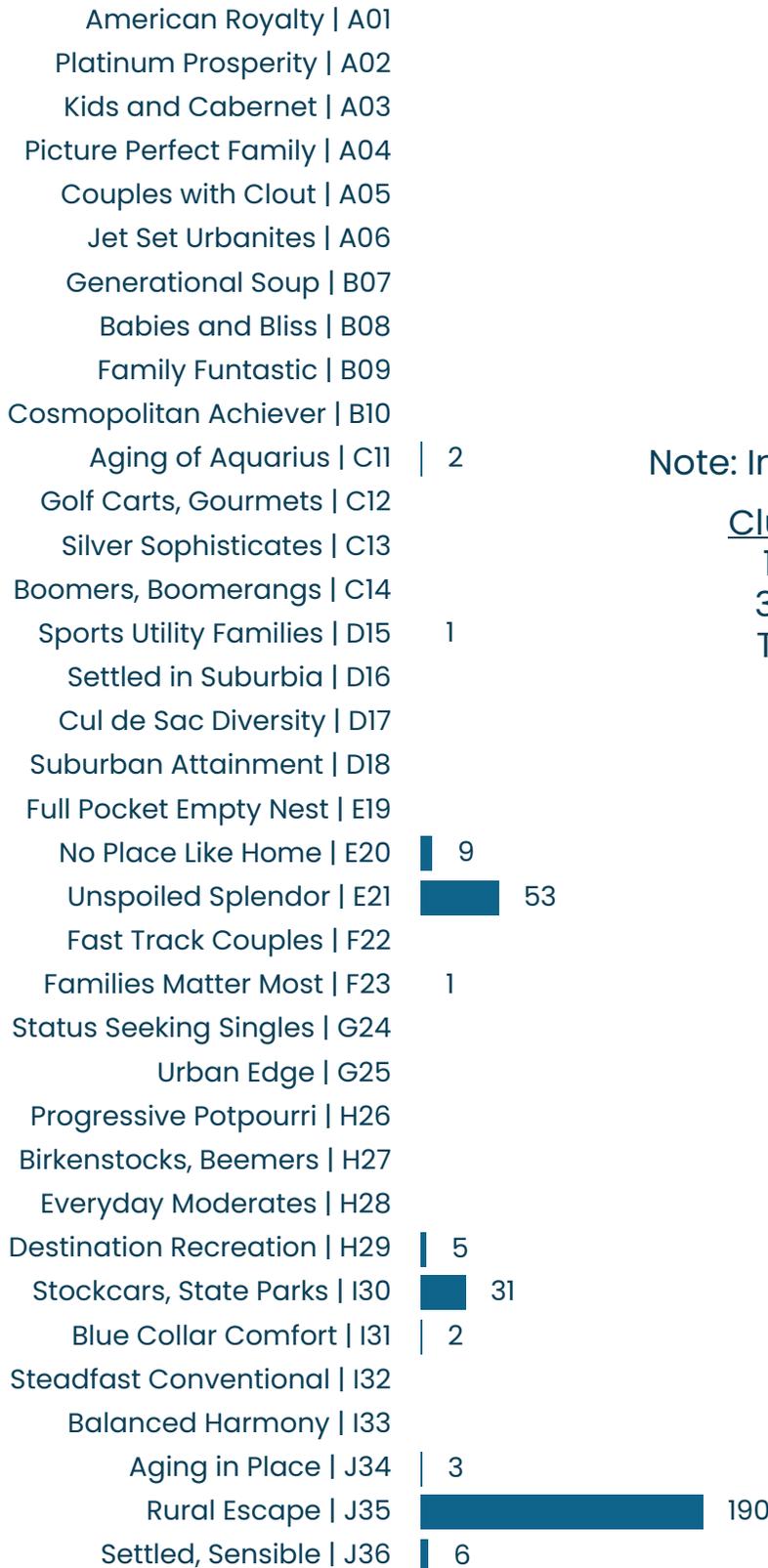➤ Experian's methodology relies partly on consumer credit and debt data, which is garnered from credit cards, magazine subscriptions, and much more. It also reflects property characteristics garnered from geocoding, IRS reports on tax returns, and household mortgages and leases. Finally, it also reflects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

Section 3-B

1-36 Lifestyle Clusters | Baraga Township

The number of households living in Baraga Township (in Baraga County) in 2023.

American Royalty | A01
Platinum Prosperity | A02
Kids and Cabernet | A03
Picture Perfect Family | A04
Couples with Clout | A05
Jet Set Urbanites | A06
Generational Soup | B07
Babies and Bliss | B08
Family Funtastic | B09
Cosmopolitan Achiever | B10
Aging of Aquarius | C11 — 2
Golf Carts, Gourmets | C12
Silver Sophisticates | C13
Boomers, Boomerangs | C14
Sports Utility Families | D15 — 1
Settled in Suburbia | D16
Cul de Sac Diversity | D17
Suburban Attainment | D18
Full Pocket Empty Nest | E19
No Place Like Home | E20 — 9
Unspoiled Splendor | E21 — 53
Fast Track Couples | F22
Families Matter Most | F23 — 1
Status Seeking Singles | G24
Urban Edge | G25
Progressive Potpourri | H26
Birkenstocks, Beemers | H27
Everyday Moderates | H28
Destination Recreation | H29 — 5
Stockcars, State Parks | I30 — 31
Blue Collar Comfort | I31 — 2
Steadfast Conventional | I32
Balanced Harmony | I33
Aging in Place | J34 — 3
Rural Escape | J35 — 190
Settled, Sensible | J36 — 6

Note: Includes the Village of Baraga

Clusters	Hhlds	Share
1-36	305	25%
37-71	900	75%
Total	1,205	100%

37-71 Lifestyle Clusters | Baraga Township

The number of households living in Baraga Township (in Baraga County) in 2023.

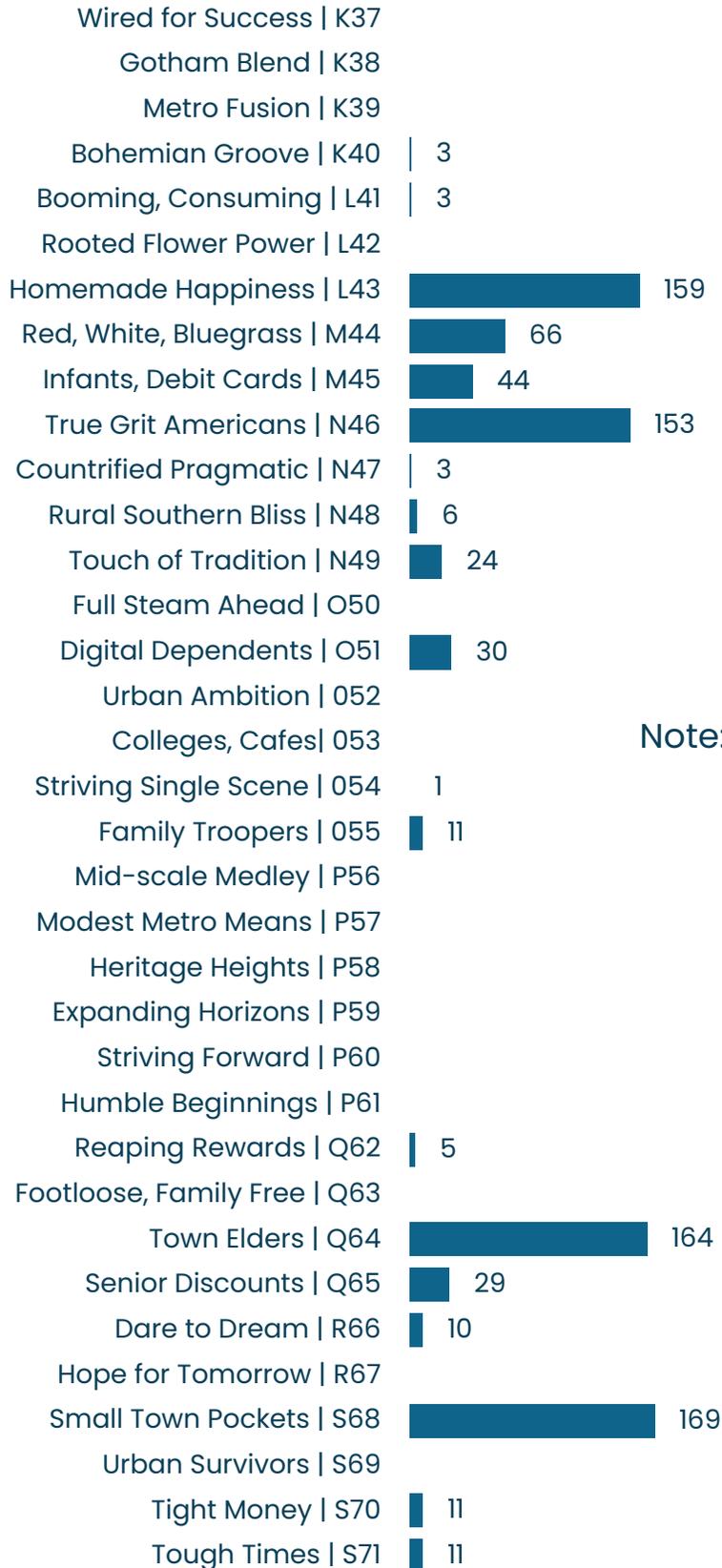| Cluster	Households
Wired for Success	K37	
Gotham Blend	K38	
Metro Fusion	K39	
Bohemian Groove	K40	3
Booming, Consuming	L41	3
Rooted Flower Power	L42	
Homemade Happiness	L43	159
Red, White, Bluegrass	M44	66
Infants, Debit Cards	M45	44
True Grit Americans	N46	153
Countrified Pragmatic	N47	3
Rural Southern Bliss	N48	6
Touch of Tradition	N49	24
Full Steam Ahead	O50	
Digital Dependents	O51	30
Urban Ambition	052	
Colleges, Cafes| 053	
Striving Single Scene	054	1
Family Troopers	055	11
Mid-scale Medley	P56	
Modest Metro Means	P57	
Heritage Heights	P58	
Expanding Horizons	P59	
Striving Forward	P60	
Humble Beginnings	P61	
Reaping Rewards	Q62	5
Footloose, Family Free	Q63	
Town Elders	Q64	164
Senior Discounts	Q65	29
Dare to Dream	R66	10
Hope for Tomorrow	R67	
Small Town Pockets	S68	169
Urban Survivors	S69	
Tight Money	S70	11
Tough Times	S71	11

Note: Includes the Village of Baraga

Clusters	Hhlds	Share
1-36	305	25%
37-71	900	75%
Total	1,205	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2023. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2025.

LandUseUSA
UrbanStrategies

1-36 Lifestyle Clusters | Baraga Village

The number of households that were living in the Village of Baraga in 2023.

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Jet Set Urbanites | A06
Generational Soup | B07
Babies and Bliss | B08
Family Funtastic | B09
Cosmopolitan Achiever | B10
Aging of Aquarius | C11
Golf Carts, Gourmets | C12
Silver Sophisticates | C13
Boomers, Boomerangs | C14
Sports Utility Families | D15
Settled in Suburbia | D16
Cul de Sac Diversity | D17
Suburban Attainment | D18
Full Pocket Empty Nest | E19
No Place Like Home | E20
Unspoiled Splendor | E21   2
Fast Track Couples | F22
Families Matter Most | F23
Status Seeking Singles | G24
Urban Edge | G25
Progressive Potpourri | H26
Birkenstocks, Beemers | H27
Everyday Moderates | H28
Destination Recreation | H29   2
Stockcars, State Parks | I30   1
Blue Collar Comfort | I31   1
Steadfast Conventional | I32
Balanced Harmony | I33
Aging in Place | J34
Rural Escape | J35   4
Settled, Sensible | J36   5

Summary Table

Clusters	Hhlds	Share
1-36	15	5%
37-71	520	95%
Total	535	100%

37-71 Lifestyle Clusters | Baraga Village

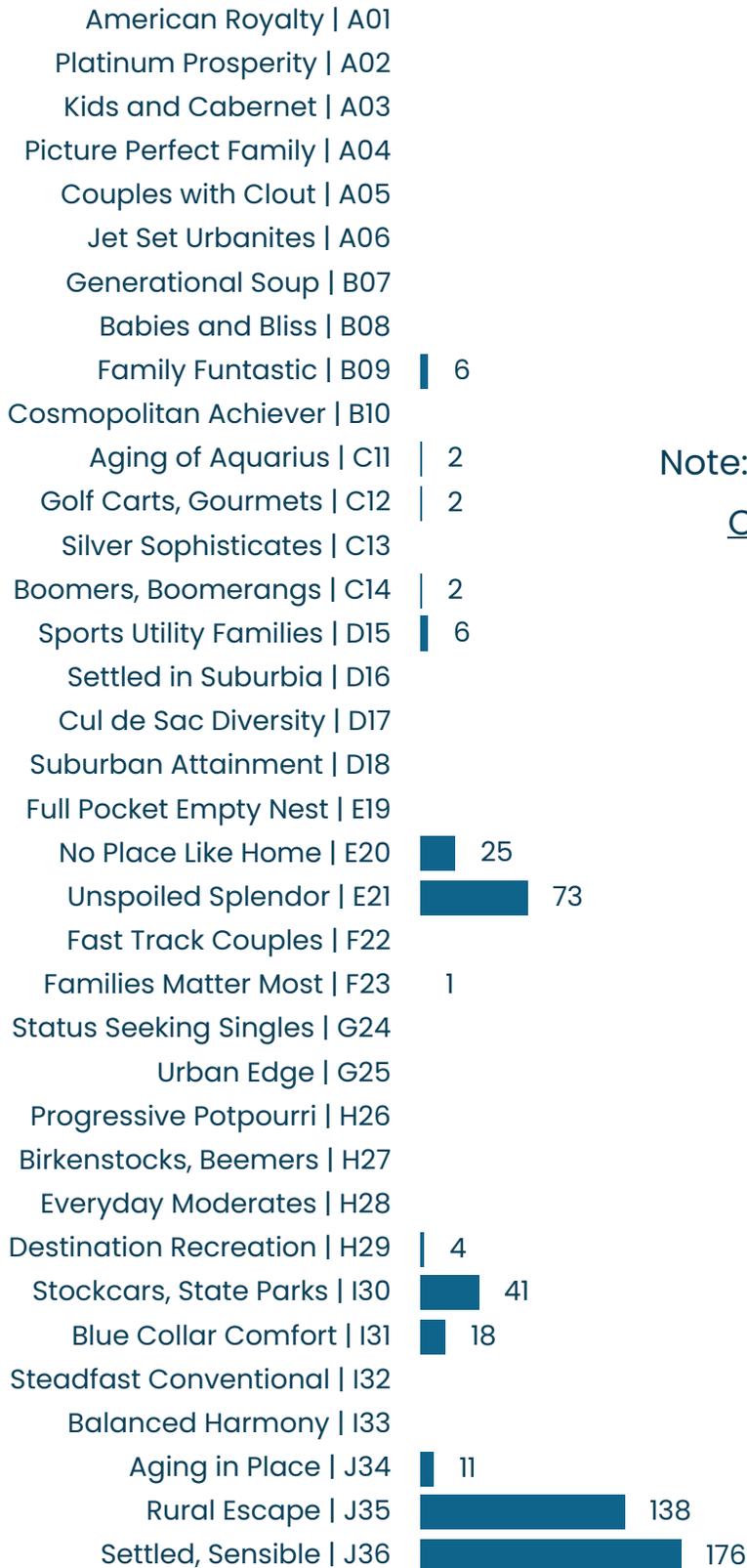The number of households that were living in the Village of Baraga in 2023.

Cluster	Households
Wired for Success	K37	
Gotham Blend	K38	
Metro Fusion	K39	
Bohemian Groove	K40	2
Booming, Consuming	L41	2
Rooted Flower Power	L42	
Homemade Happiness	L43	44
Red, White, Bluegrass	M44	20
Infants, Debit Cards	M45	38
True Grit Americans	N46	115
Countrified Pragmatic	N47	
Rural Southern Bliss	N48	
Touch of Tradition	N49	6
Full Steam Ahead	O50	
Digital Dependents	O51	5
Urban Ambition	052	
Colleges, Cafes| 053	
Striving Single Scene	054	1
Family Troopers	055	9
Mid-scale Medley	P56	
Modest Metro Means	P57	
Heritage Heights	P58	
Expanding Horizons	P59	
Striving Forward	P60	
Humble Beginnings	P61	
Reaping Rewards	Q62	1
Footloose, Family Free	Q63	
Town Elders	Q64	77
Senior Discounts	Q65	26
Dare to Dream	R66	9
Hope for Tomorrow	R67	
Small Town Pockets	S68	146
Urban Survivors	S69	
Tight Money	S70	9
Tough Times	S71	10

Summary Table

Clusters	Hhlds	Share
1-36	15	5%
37-71	520	95%
Total	535	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2023. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2025.

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1-36 Lifestyle Clusters | L'Anse Township

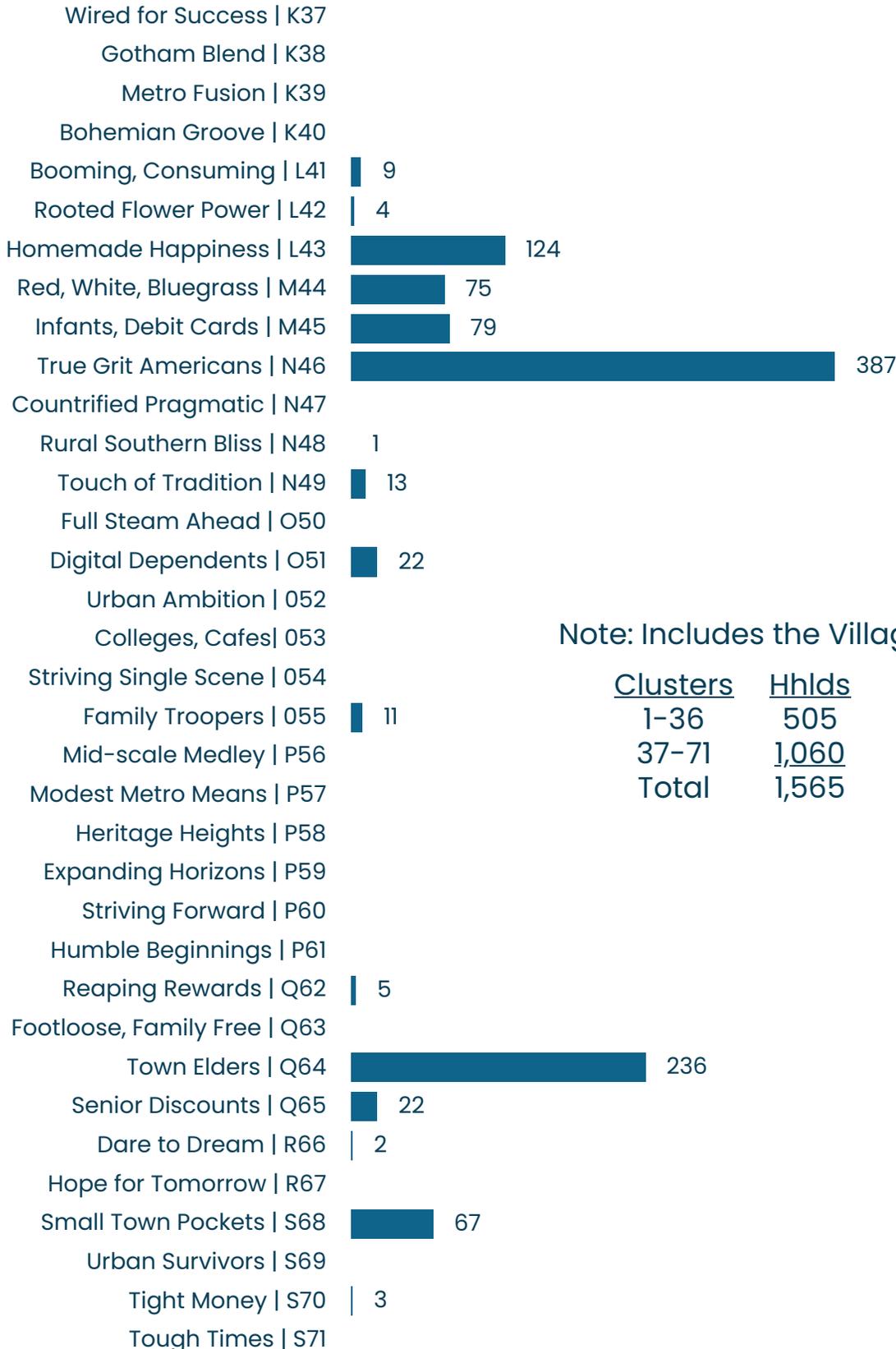The number of households living in L'Anse Township (in Baraga County) in 2023.

Cluster	Households
American Royalty | A01	
Platinum Prosperity | A02	
Kids and Cabernet | A03	
Picture Perfect Family | A04	
Couples with Clout | A05	
Jet Set Urbanites | A06	
Generational Soup | B07	
Babies and Bliss | B08	
Family Funtastic | B09	6
Cosmopolitan Achiever | B10	
Aging of Aquarius | C11	2
Golf Carts, Gourmets | C12	2
Silver Sophisticates | C13	
Boomers, Boomerangs | C14	2
Sports Utility Families | D15	6
Settled in Suburbia | D16	
Cul de Sac Diversity | D17	
Suburban Attainment | D18	
Full Pocket Empty Nest | E19	
No Place Like Home | E20	25
Unspoiled Splendor | E21	73
Fast Track Couples | F22	
Families Matter Most | F23	1
Status Seeking Singles | G24	
Urban Edge | G25	
Progressive Potpourri | H26	
Birkenstocks, Beemers | H27	
Everyday Moderates | H28	
Destination Recreation | H29	4
Stockcars, State Parks | I30	41
Blue Collar Comfort | I31	18
Steadfast Conventional | I32	
Balanced Harmony | I33	
Aging in Place | J34	11
Rural Escape | J35	138
Settled, Sensible | J36	176

Note: Includes the Village of L'Anse

Clusters	Hhlds	Share
1-36	505	30%
37-71	1,060	70%
Total	1,565	100%

37-71 Lifestyle Clusters | L'Anse Township

The number of households living in L'Anse Township (in Baraga County) in 2023.

Cluster	Households
Wired for Success | K37	
Gotham Blend | K38	
Metro Fusion | K39	
Bohemian Groove | K40	
Booming, Consuming | L41	9
Rooted Flower Power | L42	4
Homemade Happiness | L43	124
Red, White, Bluegrass | M44	75
Infants, Debit Cards | M45	79
True Grit Americans | N46	387
Countrified Pragmatic | N47	
Rural Southern Bliss | N48	1
Touch of Tradition | N49	13
Full Steam Ahead | O50	
Digital Dependents | O51	22
Urban Ambition | O52	
Colleges, Cafes | O53	
Striving Single Scene | O54	
Family Troopers | O55	11
Mid-scale Medley | P56	
Modest Metro Means | P57	
Heritage Heights | P58	
Expanding Horizons | P59	
Striving Forward | P60	
Humble Beginnings | P61	
Reaping Rewards | Q62	5
Footloose, Family Free | Q63	
Town Elders | Q64	236
Senior Discounts | Q65	22
Dare to Dream | R66	2
Hope for Tomorrow | R67	
Small Town Pockets | S68	67
Urban Survivors | S69	
Tight Money | S70	3
Tough Times | S71	

Note: Includes the Village of L'Anse

Clusters	Hhlds	Share
1-36	505	30%
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Total	1,565	100%

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1-36 Lifestyle Clusters | L'Anse Village

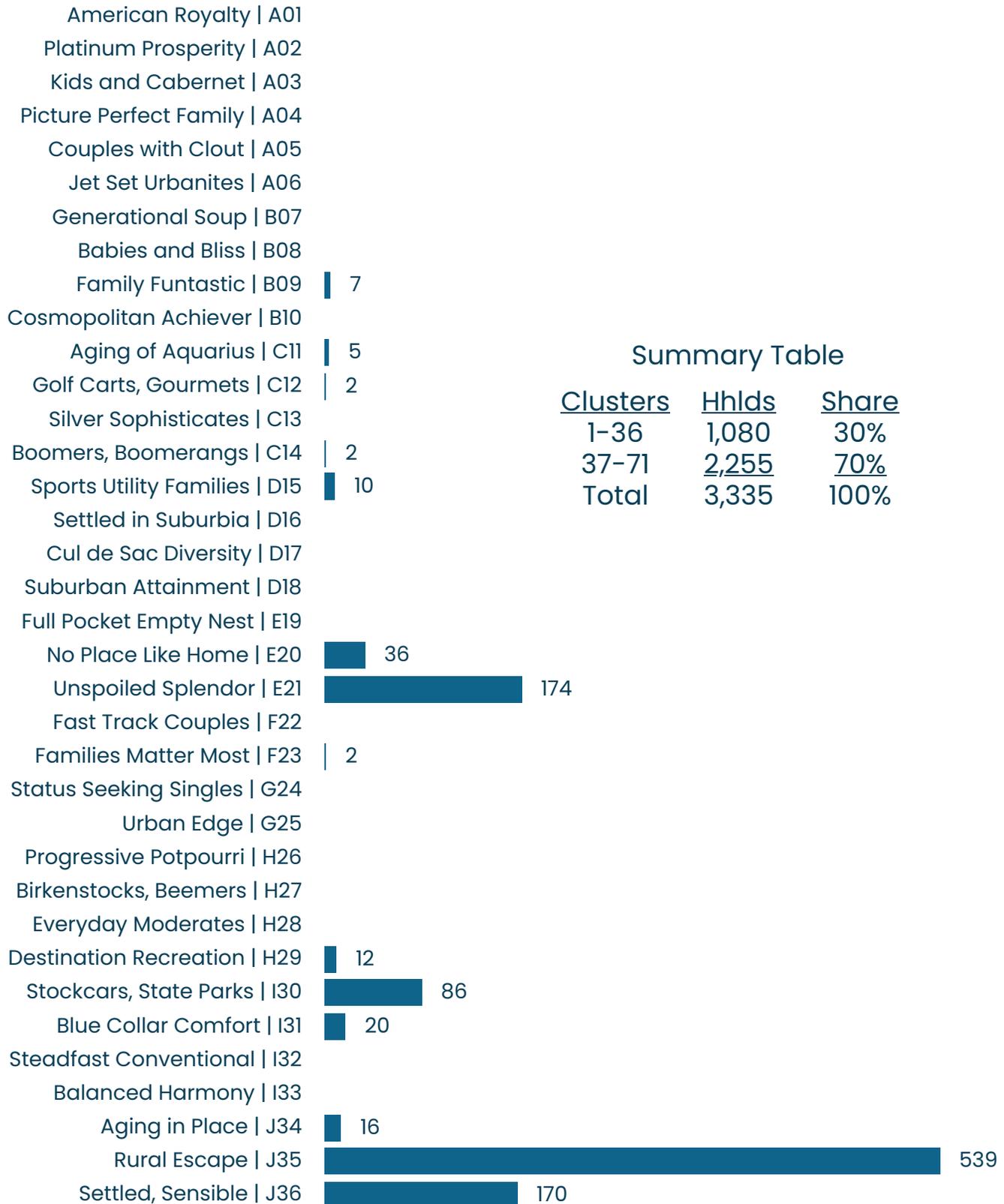The number of households that were living in the Village of L'Anse in 2023.

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Jet Set Urbanites	A06	
Generational Soup	B07	
Babies and Bliss	B08	
Family Funtastic	B09	6
Cosmopolitan Achiever	B10	
Aging of Aquarius	C11	1
Golf Carts, Gourmets	C12	
Silver Sophisticates	C13	
Boomers, Boomerangs	C14	
Sports Utility Families	D15	2
Settled in Suburbia	D16	
Cul de Sac Diversity	D17	
Suburban Attainment	D18	
Full Pocket Empty Nest	E19	
No Place Like Home	E20	14
Unspoiled Splendor	E21	23
Fast Track Couples	F22	
Families Matter Most	F23	
Status Seeking Singles	G24	
Urban Edge	G25	
Progressive Potpourri	H26	
Birkenstocks, Beemers	H27	
Everyday Moderates	H28	
Destination Recreation	H29	2
Stockcars, State Parks	I30	12
Blue Collar Comfort	I31	12
Steadfast Conventional	I32	
Balanced Harmony	I33	
Aging in Place	J34	2
Rural Escape	J35	26
Settled, Sensible	J36	145

Summary Table

Clusters	Hhlds	Share
1-36	245	25%
37-71	665	75%
Total	910	100%

37-71 Lifestyle Clusters | L'Anse Village

The number of households that were living in the Village of L'Anse in 2023.

Cluster	Households
Wired for Success | K37	
Gotham Blend | K38	
Metro Fusion | K39	
Bohemian Groove | K40	
Booming, Consuming | L41	2
Rooted Flower Power | L42	2
Homemade Happiness | L43	47
Red, White, Bluegrass | M44	32
Infants, Debit Cards | M45	65
True Grit Americans | N46	279
Countrified Pragmatic | N47	
Rural Southern Bliss | N48	1
Touch of Tradition | N49	5
Full Steam Ahead | O50	
Digital Dependents | O51	12
Urban Ambition | 052	
Colleges, Cafes | 053	
Striving Single Scene | 054	
Family Troopers | 055	7
Mid-scale Medley | P56	
Modest Metro Means | P57	
Heritage Heights | P58	
Expanding Horizons | P59	
Striving Forward | P60	
Humble Beginnings | P61	
Reaping Rewards | Q62	1
Footloose, Family Free | Q63	
Town Elders | Q64	132
Senior Discounts | Q65	17
Dare to Dream | R66	2
Hope for Tomorrow | R67	
Small Town Pockets | S68	59
Urban Survivors | S69	
Tight Money | S70	2
Tough Times | S71	

Summary Table

Clusters	Hhlds	Share
1-36	245	25%
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Total	910	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2023. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2025.

LandUseUSA
UrbanStrategies

1-36 Lifestyle Clusters | Baraga County

Number of households living in Baraga County (in the Upper Peninsula) in 2023.

Cluster	Households
American Royalty | A01	
Platinum Prosperity | A02	
Kids and Cabernet | A03	
Picture Perfect Family | A04	
Couples with Clout | A05	
Jet Set Urbanites | A06	
Generational Soup | B07	
Babies and Bliss | B08	
Family Funtastic | B09	7
Cosmopolitan Achiever | B10	
Aging of Aquarius | C11	5
Golf Carts, Gourmets | C12	2
Silver Sophisticates | C13	
Boomers, Boomerangs | C14	2
Sports Utility Families | D15	10
Settled in Suburbia | D16	
Cul de Sac Diversity | D17	
Suburban Attainment | D18	
Full Pocket Empty Nest | E19	
No Place Like Home | E20	36
Unspoiled Splendor | E21	174
Fast Track Couples | F22	
Families Matter Most | F23	2
Status Seeking Singles | G24	
Urban Edge | G25	
Progressive Potpourri | H26	
Birkenstocks, Beemers | H27	
Everyday Moderates | H28	
Destination Recreation | H29	12
Stockcars, State Parks | I30	86
Blue Collar Comfort | I31	20
Steadfast Conventional | I32	
Balanced Harmony | I33	
Aging in Place | J34	16
Rural Escape | J35	539
Settled, Sensible | J36	170

Summary Table

Clusters	Hhlds	Share
1-36	1,080	30%
37-71	2,255	70%
Total	3,335	100%

37-71 Lifestyle Clusters | Baraga County

Number of households living in Baraga County (in the Upper Peninsula) in 2023.

Cluster	Households
Wired for Success	K37	
Gotham Blend	K38	
Metro Fusion	K39	
Bohemian Groove	K40	3
Booming, Consuming	L41	21
Rooted Flower Power	L42	4
Homemade Happiness	L43	403
Red, White, Bluegrass	M44	186
Infants, Debit Cards	M45	118
True Grit Americans	N46	544
Countrified Pragmatic	N47	5
Rural Southern Bliss	N48	8
Touch of Tradition	N49	53
Full Steam Ahead	O50	
Digital Dependents	O51	59
Urban Ambition	052	
Colleges, Cafes	053	
Striving Single Scene	054	1
Family Troopers	055	22
Mid-scale Medley	P56	
Modest Metro Means	P57	
Heritage Heights	P58	
Expanding Horizons	P59	
Striving Forward	P60	
Humble Beginnings	P61	
Reaping Rewards	Q62	14
Footloose, Family Free	Q63	
Town Elders	Q64	493
Senior Discounts	Q65	50
Dare to Dream	R66	12
Hope for Tomorrow	R67	
Small Town Pockets	S68	233
Urban Survivors	S69	
Tight Money	S70	14
Tough Times	S71	11

Summary Table

Clusters	Hhlds	Share
1-36	1,080	30%
37-71	2,255	70%
Total	3,335	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2023. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2025.

LandUseUSA
UrbanStrategies

Section 3-C

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.
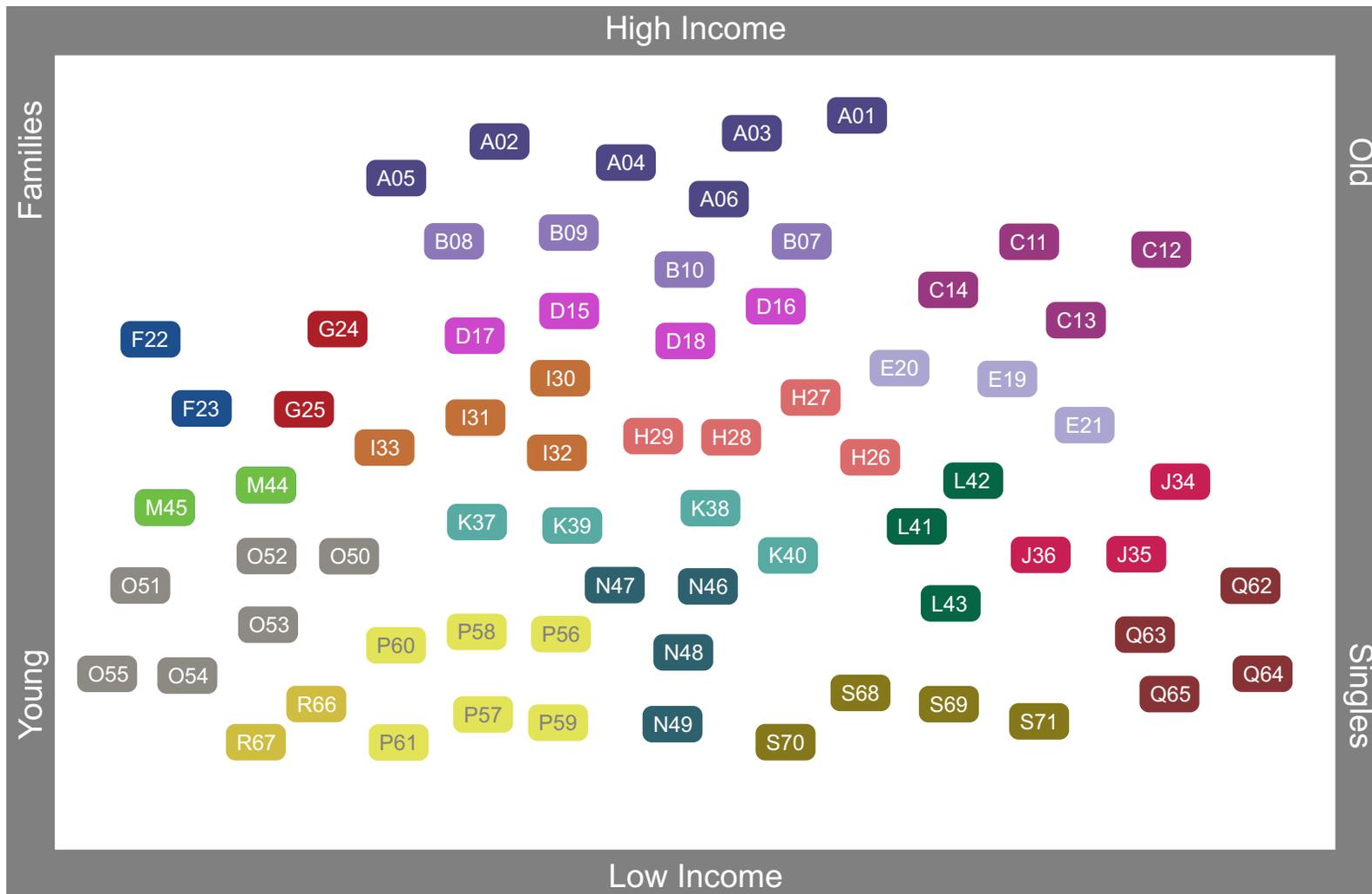
71 Lifestyle Clusters (Mosaic)
With 2025 Med Hhld Income (Michigan Averages)

A POWER ELITE

American Royalty A01
Age: 51-65 | $215k Med Hhld Income
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 | $185k Med Hhld Income
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 | $165k Med Hhld Income
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 | $225k Med Hhld Income
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 | $200k Med Hhld Income
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 | $250k Med Hhld Income
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 | $130k Med Hhld Income
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 | $130k Med Hhld Income
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Bilingual; Luxury living; Family abroad; Status spenders; Economicliterature; Progressive liberals

Family Fun-tastic B09
Age: 36-45 | $130k Med Hhld Income
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 | $140k Med Hhld Income
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 | $135k Med Hhld Income
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 | $95k Med Hhld Income
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 | $130k Med Hhld Income
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 | $115k Med Hhld Income
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 | $100k Med Hhld Income
Single family, 2
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 | $100k Med Hhld Income
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 | $120k Med Hhld Income
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 | $80k Med Hhld Income
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 | $90k Med Hhld Income
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 | $85k Med Hhld Income
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 | $75k Med Hhld Income
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 | $100k Med Hhld Income
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 | $75k Med Hhld Income
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 | $85k Med Hhld Income
Single family, 1
Tech Use: Above Average
Single city dweller; Highly educated; Upwardly mobile; Professionals; Physically fit; Foodies

Urban Edge G25
Age: 25-30 | $90k Med Hhld Income
Multi-family, 101+, 1
Tech Use: Above Average
Progressive views; Urban-dwellers; Environmental advocates; Ambitious; Highly educated; Exercise enthusiasts

H MIDDLE-CLASS MELTING POT

Birkenstocks & Beemers H27
Age: 46-50 | $80k Med Hhld Income
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 | $65k Med Hhld Income
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 | $70k Med Hhld Income
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Credit aware; Comfortable living; Brand conscious; Fashion orientated; Financially alert; Middle of the road views

Progressive Potpourri H26
Age: 51-65 | $80k Med Hhld Income
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 | $65k Med Hhld Income
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 | 65k Med Hhld Income
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 | $65k Med Hhld Income
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 | $75k Med Hhld Income
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 | $60k Med Hhld Income
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 | $50k Med Hhld Income
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 | $45k Med Hhld Income
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 | $45k Med Hhld Income
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 | $75k Med Hhld Income
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 | $55k Med Hhld Income
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 | $75k Med Hhld Income
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 | $65k Med Hhld Income
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 | $45k Med Hhld Income
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 | $60k Med Hhld Income
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 | $40k Med Hhld Income
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 | $55k Med Hhld Income
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 | $50k Med Hhld Income
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 | $40k Med Hhld Income
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 | $40k Med Hhld Income
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

True Grit Americans N46
Age: 36-45 | $55k Med Hhld Income
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 | $45k Med Hhld Income
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 | $55k Med Hhld Income
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 | $40k Med Hhld Income
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 | $50k Med Hhld Income
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 | $45k Med Hhld Income
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 | $45k Med Hhld Income
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 | $40k Med Hhld Income
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 | $45k Med Hhld Income
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 | $30k Med Hhld Income
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 | $50k Med Hhld Income
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 | $40k Med Hhld Income
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

Q GOLDEN YEAR GUARDIANS

Footloose & Family Free Q63
Age: 76+ | $45k Med Hhld Income
Single family, 1
Tech Use: Below Average
Retirees; Epicurean; Healthy living; Active social lives; Well-invested; Financially secure

Reaping Rewards Q62
Age: 76+ | $50k Med Hhld Income
Single family, 2
Tech Use: Very Poor
Retirees; Established credit; Cruise vacations; Daytime entertainment; Brand loyal; Republican supporter

Town Elders & Leaders Q64
Age: 76+ | $35k Med Hhld Income
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+ | $30k Med Hhld Income
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 | $35k Med Hhld Income
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 | $25k Med Hhld Income
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 Pocket S68
Age: 51-65 | $35k Med Hhld Income
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 | $25k Med Hhld Income
Multi-family: 20-49 units, 1
Age of children: 13-18
Tech Use: Excellent
Rental housing; Rural towns; Bluecollar jobs; Simple lifestyles; Bargain hunters; Status shoppers

Tough Times S71
Age: 51-65 | $25k Med Hhld Income
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 | $35k Med Hhld Income
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Modest budgets; Racially diverse; Entrepreneurial spirit; Homeowners; Materialistic aspirations; Style on a budget

P (cont.)

Striving Forward P60
Age: 36-45 | $40k Med Hhld Income
Multi-family: 5-9 units, 1
Age of children: 10-12
Tech Use: Excellent
Multi-ethnic; Ambitious; Single parents; Family activities; Active athletes; Fashionable

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.
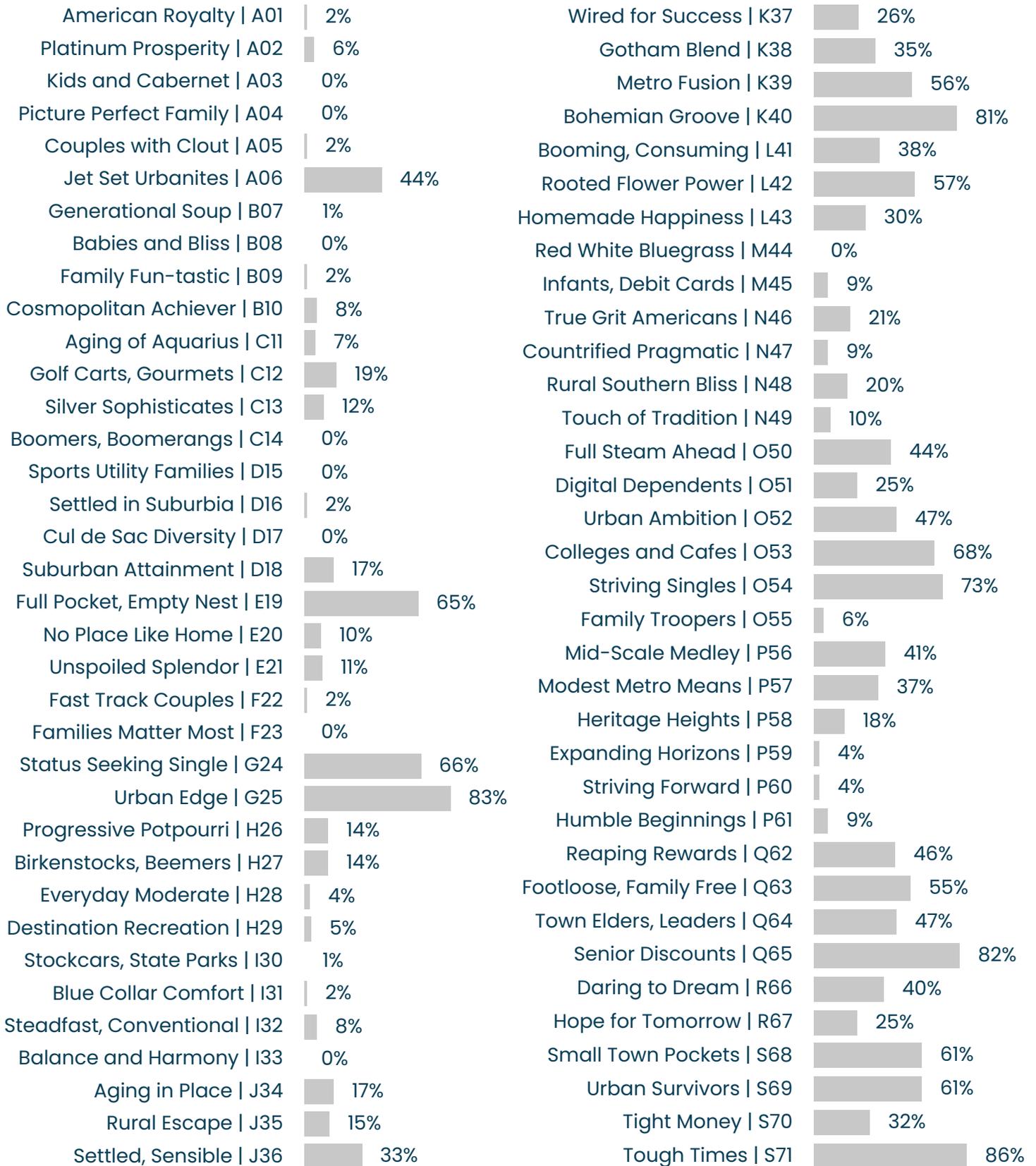
Half of all Lifestyle Clusters | Nationwide
K37 – S71 | Lower-to-Moderate Incomes

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.
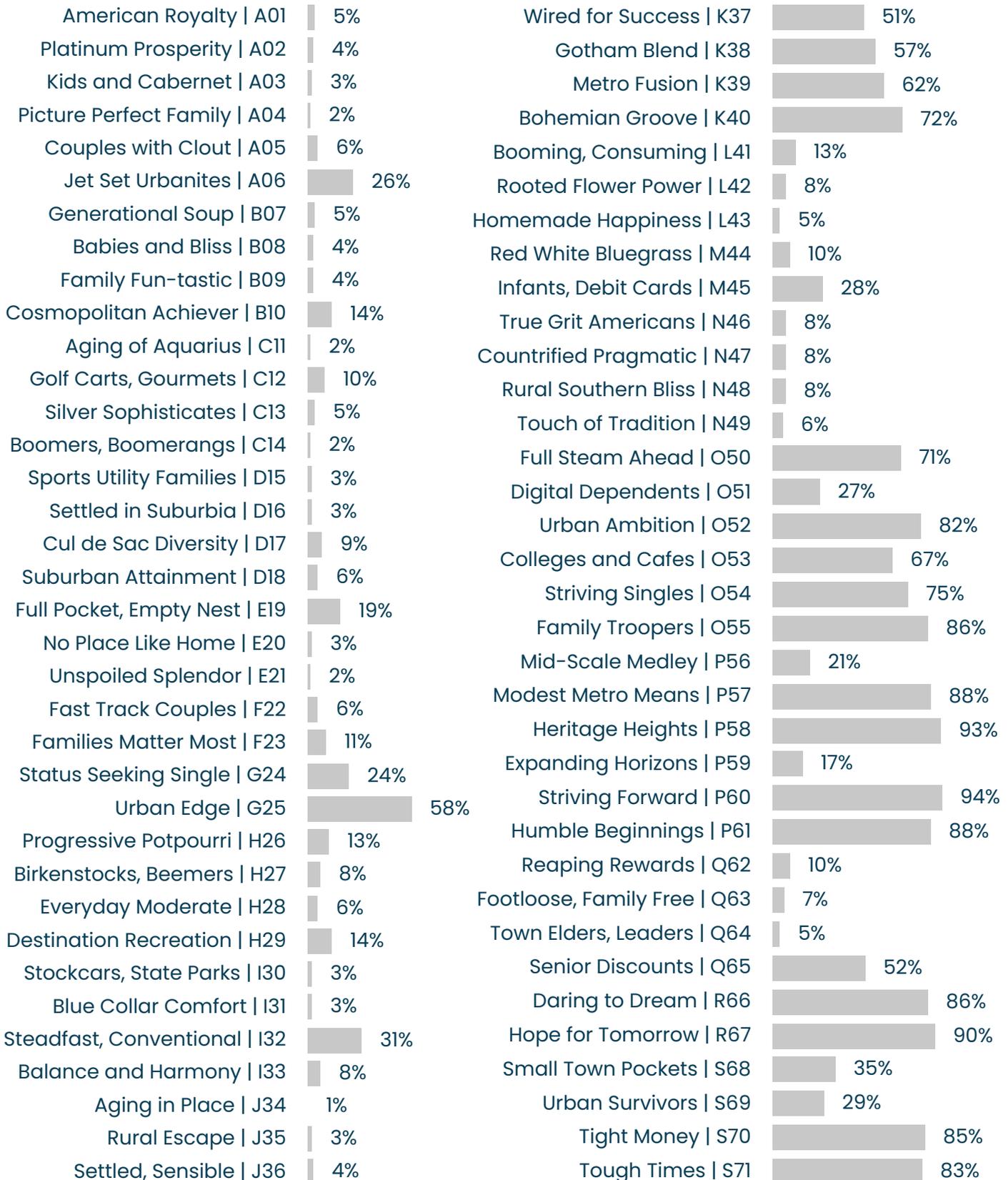
Michigan Mosaic | Singles, No Kids

The share of all Michigan householders that were singles without children in 2022.

Cluster	Share		Cluster	Share
American Royalty | A01	2%		Wired for Success | K37	26%
Platinum Prosperity | A02	6%		Gotham Blend | K38	35%
Kids and Cabernet | A03	0%		Metro Fusion | K39	56%
Picture Perfect Family | A04	0%		Bohemian Groove | K40	81%
Couples with Clout | A05	2%		Booming, Consuming | L41	38%
Jet Set Urbanites | A06	44%		Rooted Flower Power | L42	57%
Generational Soup | B07	1%		Homemade Happiness | L43	30%
Babies and Bliss | B08	0%		Red White Bluegrass | M44	0%
Family Fun-tastic | B09	2%		Infants, Debit Cards | M45	9%
Cosmopolitan Achiever | B10	8%		True Grit Americans | N46	21%
Aging of Aquarius | C11	7%		Countrified Pragmatic | N47	9%
Golf Carts, Gourmets | C12	19%		Rural Southern Bliss | N48	20%
Silver Sophisticates | C13	12%		Touch of Tradition | N49	10%
Boomers, Boomerangs | C14	0%		Full Steam Ahead | O50	44%
Sports Utility Families | D15	0%		Digital Dependents | O51	25%
Settled in Suburbia | D16	2%		Urban Ambition | O52	47%
Cul de Sac Diversity | D17	0%		Colleges and Cafes | O53	68%
Suburban Attainment | D18	17%		Striving Singles | O54	73%
Full Pocket, Empty Nest | E19	65%		Family Troopers | O55	6%
No Place Like Home | E20	10%		Mid-Scale Medley | P56	41%
Unspoiled Splendor | E21	11%		Modest Metro Means | P57	37%
Fast Track Couples | F22	2%		Heritage Heights | P58	18%
Families Matter Most | F23	0%		Expanding Horizons | P59	4%
Status Seeking Single | G24	66%		Striving Forward | P60	4%
Urban Edge | G25	83%		Humble Beginnings | P61	9%
Progressive Potpourri | H26	14%		Reaping Rewards | Q62	46%
Birkenstocks, Beemers | H27	14%		Footloose, Family Free | Q63	55%
Everyday Moderate | H28	4%		Town Elders, Leaders | Q64	47%
Destination Recreation | H29	5%		Senior Discounts | Q65	82%
Stockcars, State Parks | I30	1%		Daring to Dream | R66	40%
Blue Collar Comfort | I31	2%		Hope for Tomorrow | R67	25%
Steadfast, Conventional | I32	8%		Small Town Pockets | S68	61%
Balance and Harmony | I33	0%		Urban Survivors | S69	61%
Aging in Place | J34	17%		Tight Money | S70	32%
Rural Escape | J35	15%		Tough Times | S71	86%
Settled, Sensible | J36	33%			

Michigan Mosaic | Home Renters

Share of Michigan households that rented their primary residence in 2022.

Cluster	Share		Cluster	Share
American Royalty | A01	5%		Wired for Success | K37	51%
Platinum Prosperity | A02	4%		Gotham Blend | K38	57%
Kids and Cabernet | A03	3%		Metro Fusion | K39	62%
Picture Perfect Family | A04	2%		Bohemian Groove | K40	72%
Couples with Clout | A05	6%		Booming, Consuming | L41	13%
Jet Set Urbanites | A06	26%		Rooted Flower Power | L42	8%
Generational Soup | B07	5%		Homemade Happiness | L43	5%
Babies and Bliss | B08	4%		Red White Bluegrass | M44	10%
Family Fun-tastic | B09	4%		Infants, Debit Cards | M45	28%
Cosmopolitan Achiever | B10	14%		True Grit Americans | N46	8%
Aging of Aquarius | C11	2%		Countrified Pragmatic | N47	8%
Golf Carts, Gourmets | C12	10%		Rural Southern Bliss | N48	8%
Silver Sophisticates | C13	5%		Touch of Tradition | N49	6%
Boomers, Boomerangs | C14	2%		Full Steam Ahead | O50	71%
Sports Utility Families | D15	3%		Digital Dependents | O51	27%
Settled in Suburbia | D16	3%		Urban Ambition | O52	82%
Cul de Sac Diversity | D17	9%		Colleges and Cafes | O53	67%
Suburban Attainment | D18	6%		Striving Singles | O54	75%
Full Pocket, Empty Nest | E19	19%		Family Troopers | O55	86%
No Place Like Home | E20	3%		Mid-Scale Medley | P56	21%
Unspoiled Splendor | E21	2%		Modest Metro Means | P57	88%
Fast Track Couples | F22	6%		Heritage Heights | P58	93%
Families Matter Most | F23	11%		Expanding Horizons | P59	17%
Status Seeking Single | G24	24%		Striving Forward | P60	94%
Urban Edge | G25	58%		Humble Beginnings | P61	88%
Progressive Potpourri | H26	13%		Reaping Rewards | Q62	10%
Birkenstocks, Beemers | H27	8%		Footloose, Family Free | Q63	7%
Everyday Moderate | H28	6%		Town Elders, Leaders | Q64	5%
Destination Recreation | H29	14%		Senior Discounts | Q65	52%
Stockcars, State Parks | I30	3%		Daring to Dream | R66	86%
Blue Collar Comfort | I31	3%		Hope for Tomorrow | R67	90%
Steadfast, Conventional | I32	31%		Small Town Pockets | S68	35%
Balance and Harmony | I33	8%		Urban Survivors | S69	29%
Aging in Place | J34	1%		Tight Money | S70	85%
Rural Escape | J35	3%		Tough Times | S71	83%
Settled, Sensible | J36	4%			

Michigan Mosaic | Total Movership Rate

Share of all Michigan households that moved from one address to another in 2022.

Cluster	Rate		Cluster	Rate
American Royalty | A01	10%		Wired for Success | K37	48%
Platinum Prosperity | A02	10%		Gotham Blend | K38	11%
Kids and Cabernet | A03	7%		Metro Fusion | K39	14%
Picture Perfect Family | A04	4%		Bohemian Groove | K40	22%
Couples with Clout | A05	21%		Booming, Consuming | L41	21%
Jet Set Urbanites | A06	17%		Rooted Flower Power | L42	9%
Generational Soup | B07	10%		Homemade Happiness | L43	8%
Babies and Bliss | B08	5%		Red White Bluegrass | M44	9%
Family Fun-tastic | B09	6%		Infants, Debit Cards | M45	18%
Cosmopolitan Achiever | B10	13%		True Grit Americans | N46	15%
Aging of Aquarius | C11	5%		Countrified Pragmatic | N47	26%
Golf Carts, Gourmets | C12	14%		Rural Southern Bliss | N48	9%
Silver Sophisticates | C13	10%		Touch of Tradition | N49	14%
Boomers, Boomerangs | C14	3%		Full Steam Ahead | O50	62%
Sports Utility Families | D15	5%		Digital Dependents | O51	43%
Settled in Suburbia | D16	5%		Urban Ambition | O52	33%
Cul de Sac Diversity | D17	20%		Colleges and Cafes | O53	26%
Suburban Attainment | D18	7%		Striving Singles | O54	51%
Full Pocket, Empty Nest | E19	10%		Family Troopers | O55	39%
No Place Like Home | E20	10%		Mid-Scale Medley | P56	15%
Unspoiled Splendor | E21	4%		Modest Metro Means | P57	10%
Fast Track Couples | F22	38%		Heritage Heights | P58	11%
Families Matter Most | F23	12%		Expanding Horizons | P59	10%
Status Seeking Single | G24	22%		Striving Forward | P60	18%
Urban Edge | G25	29%		Humble Beginnings | P61	34%
Progressive Potpourri | H26	9%		Reaping Rewards | Q62	8%
Birkenstocks, Beemers | H27	17%		Footloose, Family Free | Q63	16%
Everyday Moderate | H28	14%		Town Elders, Leaders | Q64	5%
Destination Recreation | H29	32%		Senior Discounts | Q65	19%
Stockcars, State Parks | I30	7%		Daring to Dream | R66	32%
Blue Collar Comfort | I31	4%		Hope for Tomorrow | R67	29%
Steadfast, Conventional | I32	8%		Small Town Pockets | S68	22%
Balance and Harmony | I33	20%		Urban Survivors | S69	9%
Aging in Place | J34	3%		Tight Money | S70	37%
Rural Escape | J35	7%		Tough Times | S71	20%
Settled, Sensible | J36	7%			

Michigan Mosaic | Metro Cities, Urban

Share of all Michigan households living in a metro cities, excluding suburbs in 2022.

Cluster	Share		Cluster	Share
American Royalty	A01	37%	Wired for Success	K37	44%
Platinum Prosperity	A02	47%	Gotham Blend	K38	25%
Kids and Cabernet	A03	35%	Metro Fusion	K39	55%
Picture Perfect Family	A04	35%	Bohemian Groove	K40	53%
Couples with Clout	A05	45%	Booming, Consuming	L41	17%
Jet Set Urbanites	A06	78%	Rooted Flower Power	L42	49%
Generational Soup	B07	24%	Homemade Happiness	L43	4%
Babies and Bliss	B08	29%	Red White Bluegrass	M44	7%
Family Fun-tastic	B09	56%	Infants, Debit Cards	M45	35%
Cosmopolitan Achiever	B10	42%	True Grit Americans	N46	7%
Aging of Aquarius	C11	35%	Countrified Pragmatic	N47	6%
Golf Carts, Gourmets	C12	39%	Rural Southern Bliss	N48	27%
Silver Sophisticates	C13	37%	Touch of Tradition	N49	3%
Boomers, Boomerangs	C14	25%	Full Steam Ahead	O50	52%
Sports Utility Families	D15	17%	Digital Dependents	O51	35%
Settled in Suburbia	D16	27%	Urban Ambition	O52	62%
Cul de Sac Diversity	D17	35%	Colleges and Cafes	O53	67%
Suburban Attainment	D18	53%	Striving Singles	O54	71%
Full Pocket, Empty Nest	E19	58%	Family Troopers	O55	46%
No Place Like Home	E20	35%	Mid-Scale Medley	P56	56%
Unspoiled Splendor	E21	11%	Modest Metro Means	P57	43%
Fast Track Couples	F22	33%	Heritage Heights	P58	41%
Families Matter Most	F23	32%	Expanding Horizons	P59	54%
Status Seeking Single	G24	64%	Striving Forward	P60	58%
Urban Edge	G25	75%	Humble Beginnings	P61	64%
Progressive Potpourri	H26	38%	Reaping Rewards	Q62	34%
Birkenstocks, Beemers	H27	23%	Footloose, Family Free	Q63	38%
Everyday Moderate	H28	40%	Town Elders, Leaders	Q64	22%
Destination Recreation	H29	28%	Senior Discounts	Q65	48%
Stockcars, State Parks	I30	6%	Daring to Dream	R66	58%
Blue Collar Comfort	I31	41%	Hope for Tomorrow	R67	74%
Steadfast, Conventional	I32	50%	Small Town Pockets	S68	25%
Balance and Harmony	I33	50%	Urban Survivors	S69	71%
Aging in Place	J34	36%	Tight Money	S70	18%
Rural Escape	J35	3%	Tough Times	S71	65%
Settled, Sensible	J36	32%			

Michigan Mosaic | Attached Units 3+

Share of Michigan households living in buildings with three or more units in 2022.

Cluster	%		Cluster	%
American Royalty	A01	1%		Wired for Success	K37	77%
Platinum Prosperity	A02	1%		Gotham Blend	K38	62%
Kids and Cabernet	A03	1%		Metro Fusion	K39	95%
Picture Perfect Family	A04	0%		Bohemian Groove	K40	57%
Couples with Clout	A05	2%		Booming, Consuming	L41	7%
Jet Set Urbanites	A06	88%		Rooted Flower Power	L42	6%
Generational Soup	B07	1%		Homemade Happiness	L43	1%
Babies and Bliss	B08	1%		Red White Bluegrass	M44	2%
Family Fun-tastic	B09	2%		Infants, Debit Cards	M45	4%
Cosmopolitan Achiever	B10	8%		True Grit Americans	N46	4%
Aging of Aquarius	C11	1%		Countrified Pragmatic	N47	2%
Golf Carts, Gourmets	C12	22%		Rural Southern Bliss	N48	1%
Silver Sophisticates	C13	2%		Touch of Tradition	N49	1%
Boomers, Boomerangs	C14	1%		Full Steam Ahead	O50	100%
Sports Utility Families	D15	1%		Digital Dependents	O51	9%
Settled in Suburbia	D16	1%		Urban Ambition	O52	41%
Cul de Sac Diversity	D17	1%		Colleges and Cafes	O53	51%
Suburban Attainment	D18	3%		Striving Singles	O54	97%
Full Pocket, Empty Nest	E19	38%		Family Troopers	O55	62%
No Place Like Home	E20	1%		Mid-Scale Medley	P56	6%
Unspoiled Splendor	E21	1%		Modest Metro Means	P57	83%
Fast Track Couples	F22	2%		Heritage Heights	P58	76%
Families Matter Most	F23	2%		Expanding Horizons	P59	2%
Status Seeking Single	G24	14%		Striving Forward	P60	45%
Urban Edge	G25	73%		Humble Beginnings	P61	100%
Progressive Potpourri	H26	6%		Reaping Rewards	Q62	15%
Birkenstocks, Beemers	H27	3%		Footloose, Family Free	Q63	25%
Everyday Moderate	H28	1%		Town Elders, Leaders	Q64	2%
Destination Recreation	H29	5%		Senior Discounts	Q65	100%
Stockcars, State Parks	I30	1%		Daring to Dream	R66	34%
Blue Collar Comfort	I31	1%		Hope for Tomorrow	R67	27%
Steadfast, Conventional	I32	14%		Small Town Pockets	S68	7%
Balance and Harmony	I33	1%		Urban Survivors	S69	3%
Aging in Place	J34	0%		Tight Money	S70	88%
Rural Escape	J35	1%		Tough Times	S71	91%
Settled, Sensible	J36	2%			

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 quaterly 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				

Section 3-D

Unspoiled Splendor | E21

Lifestyles and Housing Preferences | National Averages
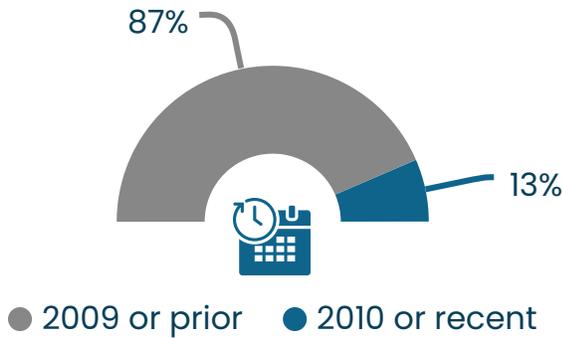
Units by Decade Built

87%

13%

- 2009 or prior
- 2010 or recent

Households by Tenure

98%

2%

- Owners
- Renters

Share that Moves each Year

Owners	2%
Renters	5%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units	0%
Large Multiplex | 22-50 Units	0%
Small Multiplex | 14-20 Units	0%
Townhouse Size | 6-12 Units	0%
Triplex, Fourplex | 3-4 Units	1%
Duplexes | 2 Units	1%
Houses | 1 Unit	98%

65%

24%

11%
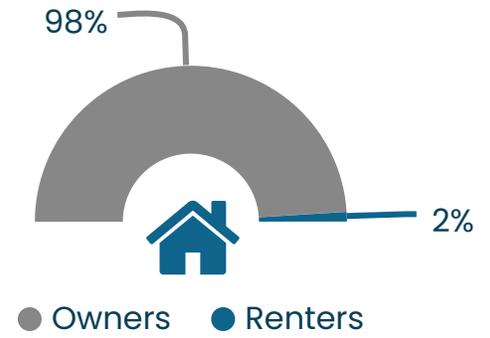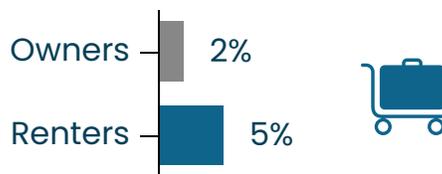
Urbanicity

- Rural
- Small City
- Large City
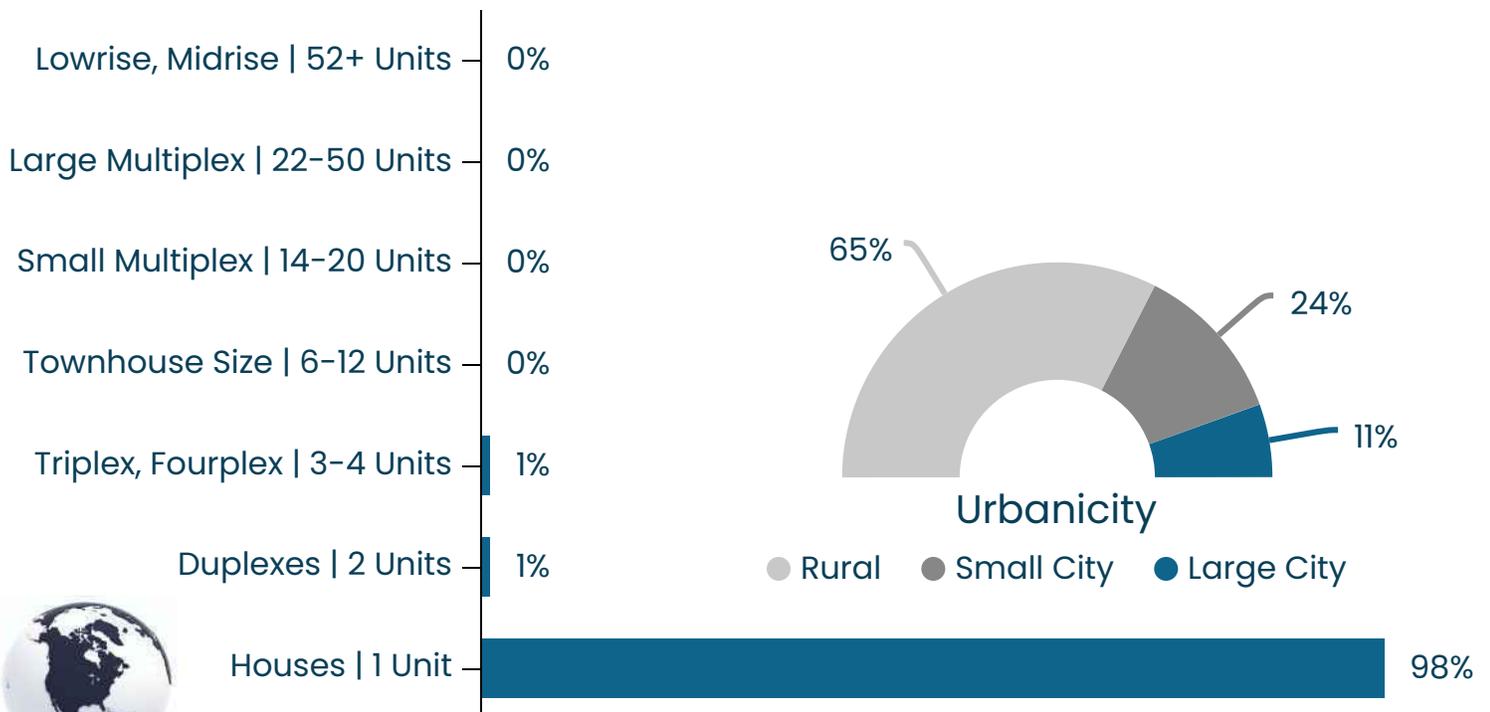
True Grit Americans | N46
Lifestyles and Housing Preferences | National Averages
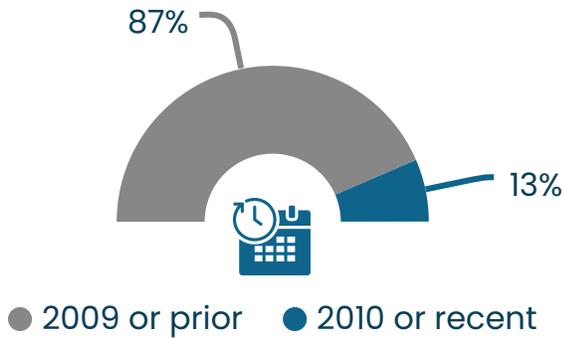
Units by Decade Built

87%

13%

● 2009 or prior ● 2010 or recent

Households by Tenure

91%

9%

● Owners ● Renters

Share that Moves each Year

Owners — 7%

Renters — 24%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units — 0%

Large Multiplex | 22-50 Units — 0%

Small Multiplex | 14-20 Units — 0%

Townhouse Size | 6-12 Units — 1%

Triplex, Fourplex | 3-4 Units — 2%

Duplexes | 2 Units — 2%

Houses | 1 Unit — 95%

79%

14%

7%
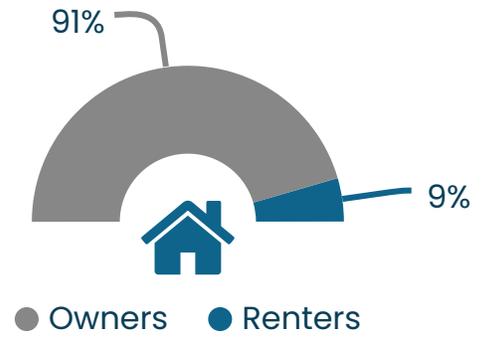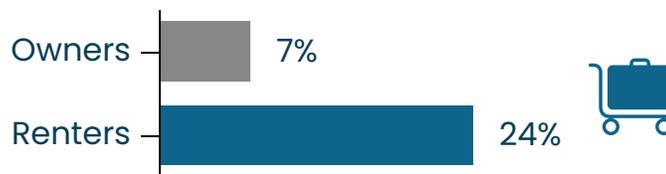
Urbanicity
● Rural ● Small City ● Large City
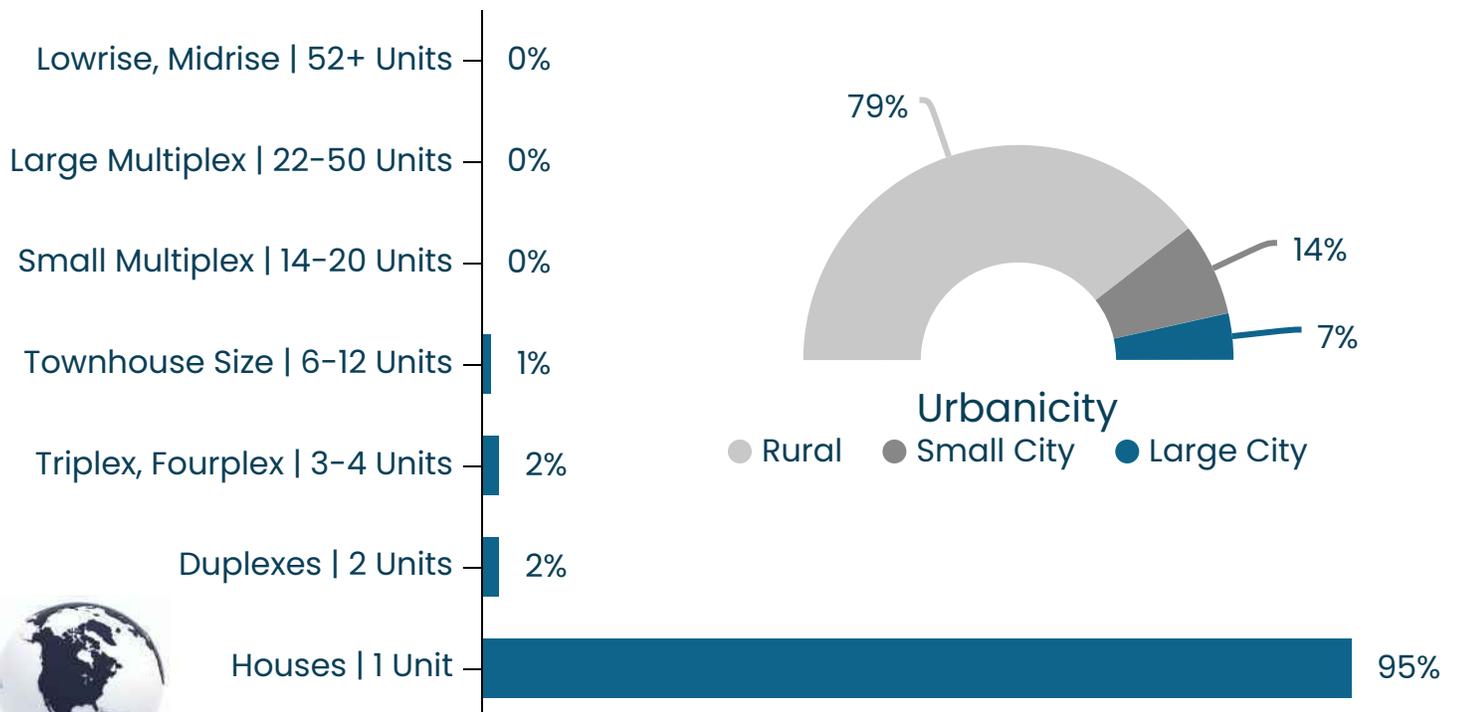
Rural Escape | J35

Lifestyles and Housing Preferences | National Averages
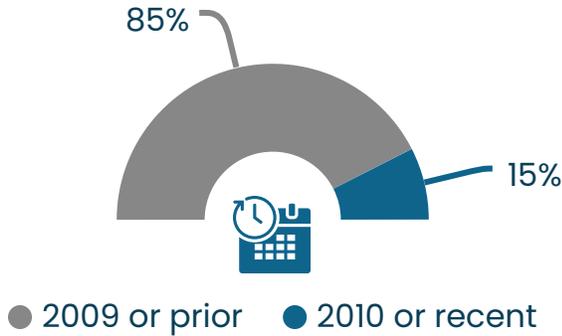
Units by Decade Built

85%

15%

- 2009 or prior
- 2010 or recent

Households by Tenure

97%

3%

- Owners
- Renters

Share that Moves each Year

Owners — 3%

Renters — 9%

Inclination for Units by Building Size and Urbanicity

Building Size	Percent
Lowrise, Midrise | 52+ Units	0%
Large Multiplex | 22-50 Units	0%
Small Multiplex | 14-20 Units	0%
Townhouse Size | 6-12 Units	0%
Triplex, Fourplex | 3-4 Units	1%
Duplexes | 2 Units	1%
Houses | 1 Unit	98%

Urbanicity

85%

12%

3%
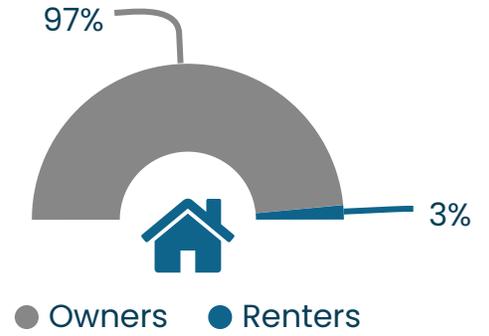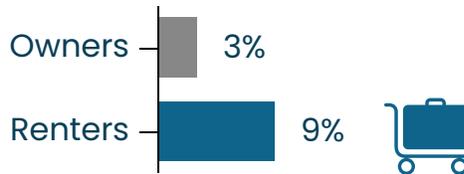
- Rural
- Small City
- Large City
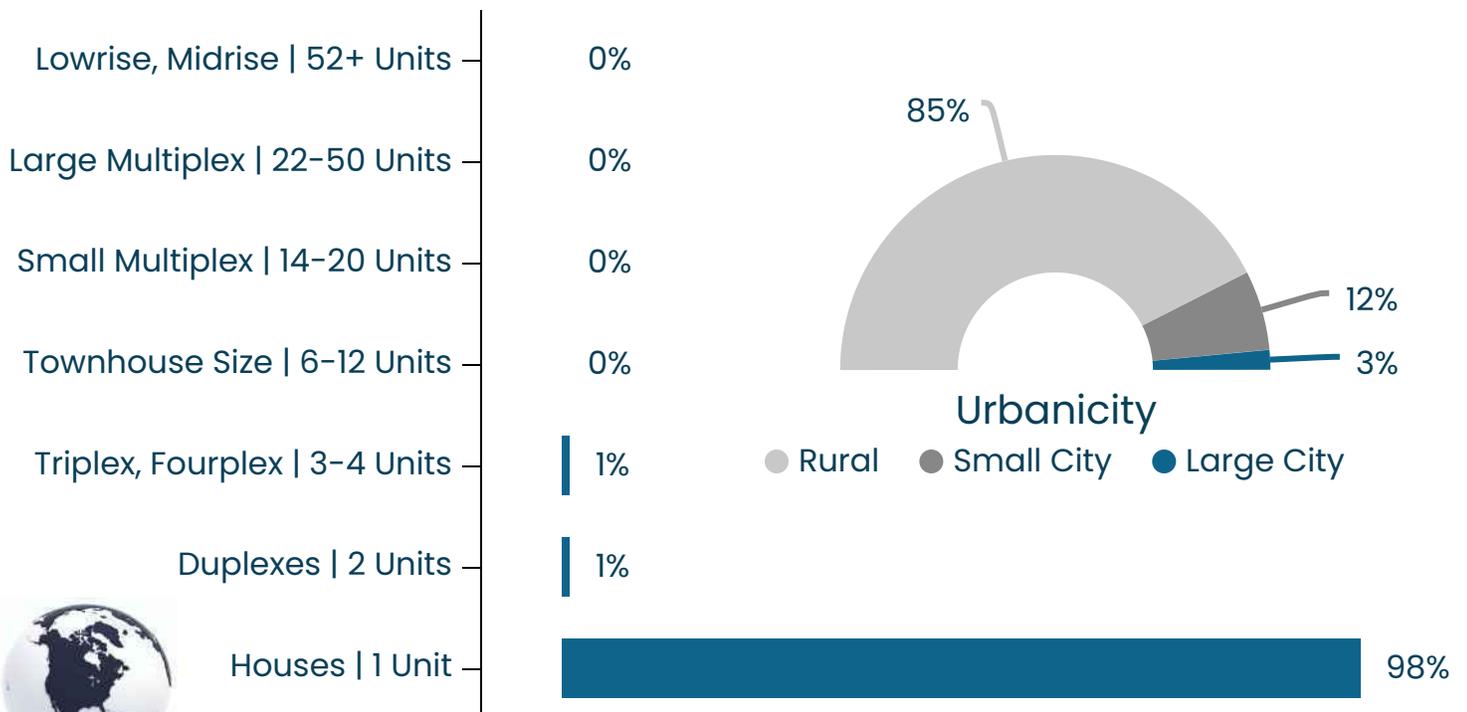
Settled & Sensible | J36

Lifestyles and Housing Preferences | National Averages
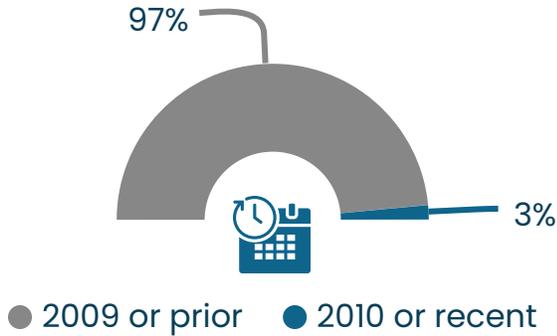
Units by Decade Built

97%

3%

● 2009 or prior   ● 2010 or recent

Households by Tenure

96%

4%

● Owners   ● Renters

Share that Moves each Year

Owners — 3%

Renters — 9%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units — 0%

Large Multiplex | 22-50 Units — 0%

Small Multiplex | 14-20 Units — 0%

Townhouse Size | 6-12 Units — 1%

Triplex, Fourplex | 3-4 Units — 1%

Duplexes | 2 Units — 1%

Houses | 1 Unit — 97%

Urbanicity

35%   32%   33%
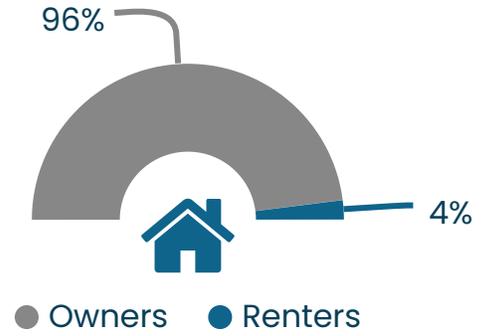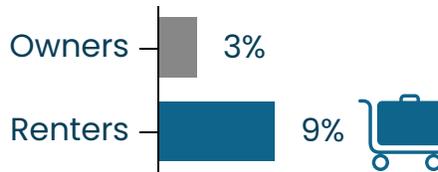
● Rural   ● Small City   ● Large City
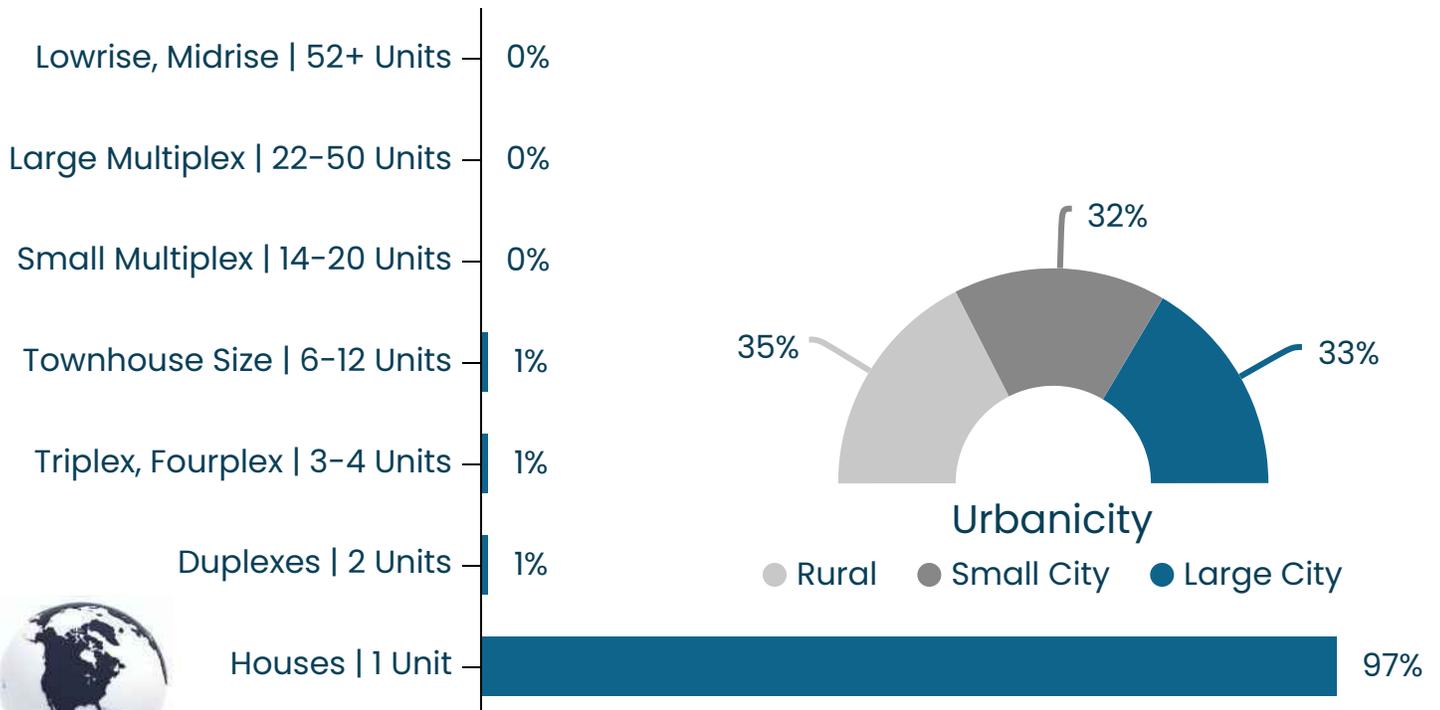
Homemade Happiness | L43

Lifestyles and Housing Preferences | National Averages
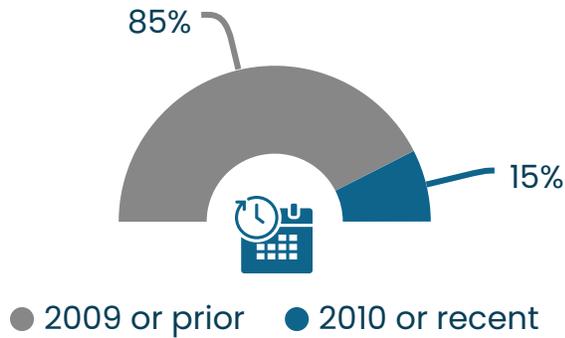
Units by Decade Built

85%
15%

● 2009 or prior ● 2010 or recent

Households by Tenure

94%
6%

● Owners ● Renters

Share that Moves each Year

Owners — 4%

Renters — 12%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units — 0%

Large Multiplex | 22-50 Units — 0%

Small Multiplex | 14-20 Units — 0%

Townhouse Size | 6-12 Units — 0%

Triplex, Fourplex | 3-4 Units — 1%

Duplexes | 2 Units — 1%

Houses | 1 Unit — 98%

83%
13%
4%
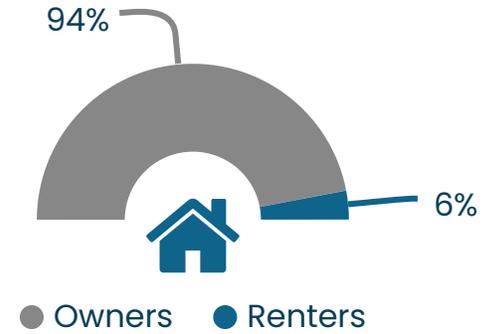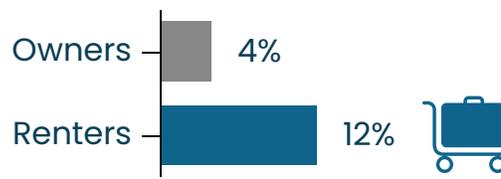
Urbanicity
● Rural ● Small City ● Large City
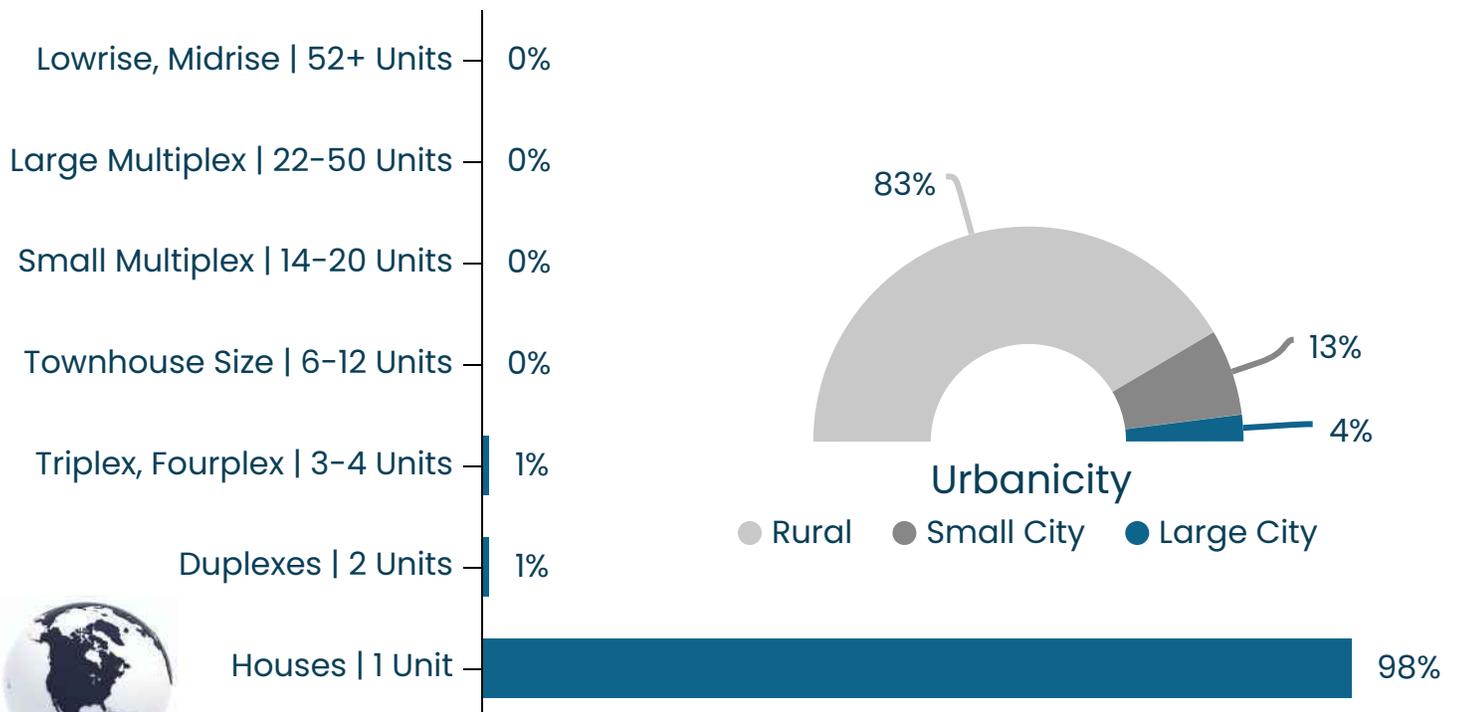
Red, White & Bluegrass | M44
Lifestyles and Housing Preferences | National Averages
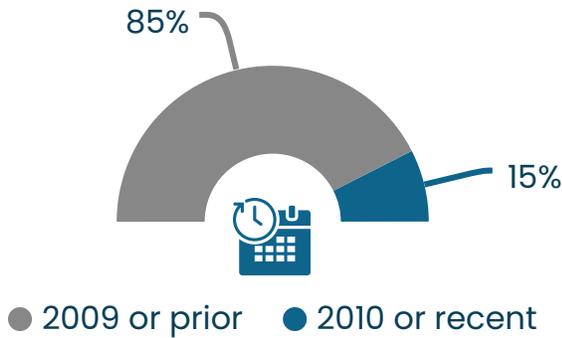
Units by Decade Built

85%
15%

- 2009 or prior
- 2010 or recent

Households by Tenure

88%
12%

- Owners
- Renters

Share that Moves each Year

Owners — 3%
Renters — 12%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units — 0%
Large Multiplex | 22-50 Units — 0%
Small Multiplex | 14-20 Units — 0%
Townhouse Size | 6-12 Units — 1%
Triplex, Fourplex | 3-4 Units — 1%
Duplexes | 2 Units — 2%
Houses | 1 Unit — 96%

76%
18%
7%
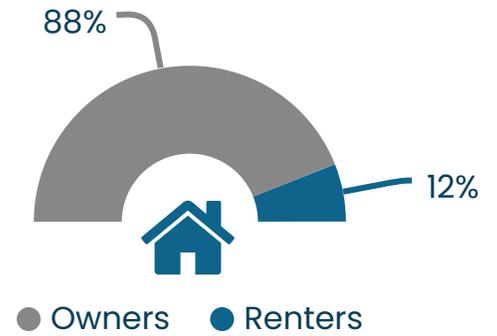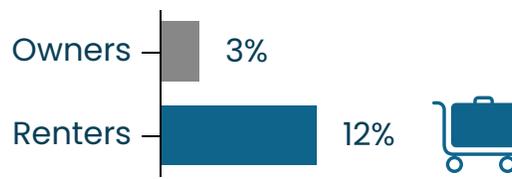
Urbanicity
- Rural
- Small City
- Large City
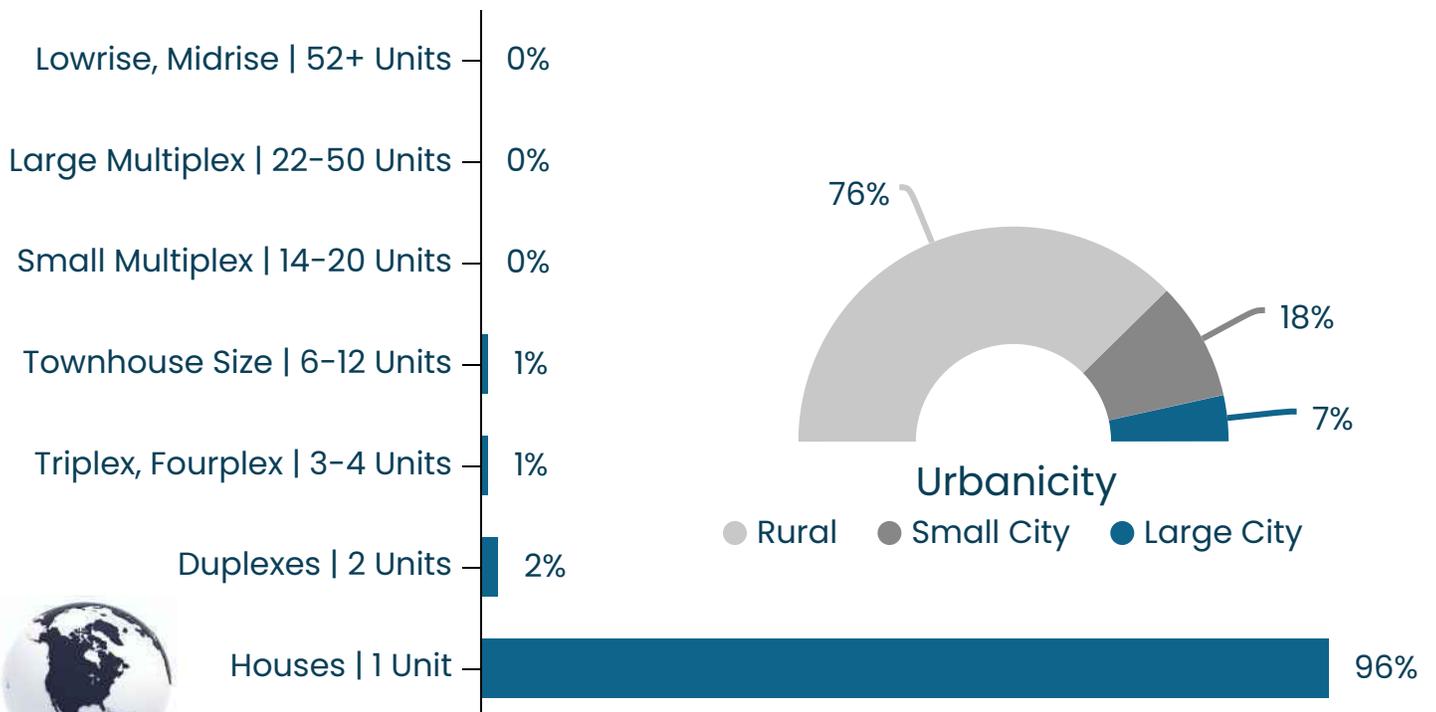
Touch of Tradition | N49

Lifestyles and Housing Preferences | National Averages
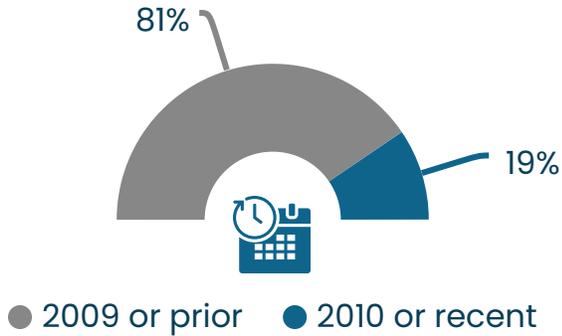
Units by Decade Built

81%

19%

- 2009 or prior
- 2010 or recent

Households by Tenure

93%

7%

- Owners
- Renters

Share that Moves each Year

Owners — 6%

Renters — 22%

Inclination for Units by Building Size and Urbanicity

Building Size	Percentage
Lowrise, Midrise | 52+ Units	0%
Large Multiplex | 22-50 Units	0%
Small Multiplex | 14-20 Units	0%
Townhouse Size | 6-12 Units	0%
Triplex, Fourplex | 3-4 Units	0%
Duplexes | 2 Units	2%
Houses | 1 Unit	98%

88%

10%

3%
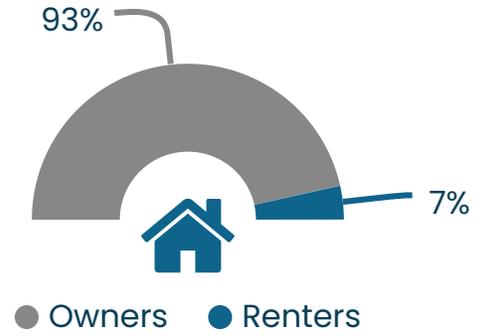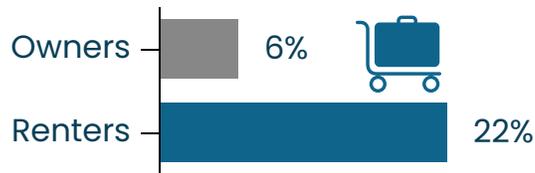
Urbanicity
- Rural
- Small City
- Large City
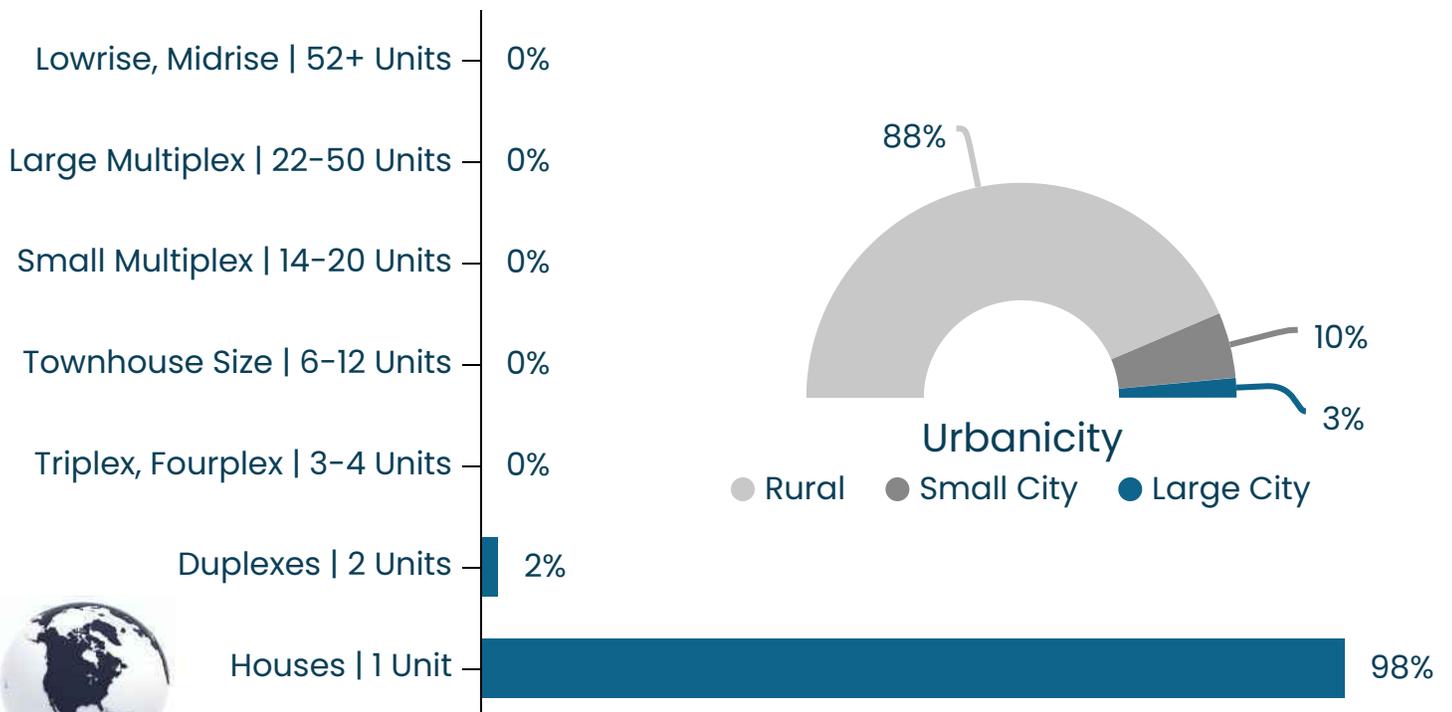
Town Elders & Leaders | Q64
Lifestyles and Housing Preferences | National Averages
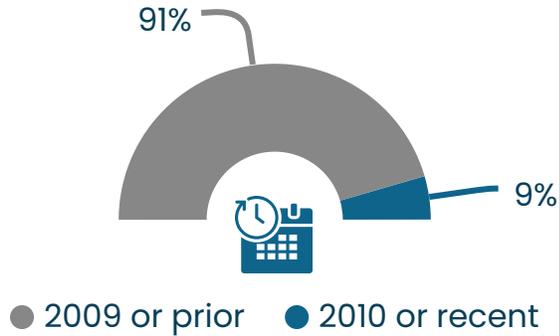
Units by Decade Built

91%
9%

● 2009 or prior ● 2010 or recent

Households by Tenure

95%
5%

● Owners ● Renters

Share that Moves each Year

Owners — 2%
Renters — 8%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units	0%
Large Multiplex | 22-50 Units	0%
Small Multiplex | 14-20 Units	0%
Townhouse Size | 6-12 Units	1%
Triplex, Fourplex | 3-4 Units	1%
Duplexes | 2 Units	1%
Houses | 1 Unit	97%

55%
22%
22%

Urbanicity
● Rural ● Small City ● Large City

LandUseUSA
UrbanStrategies
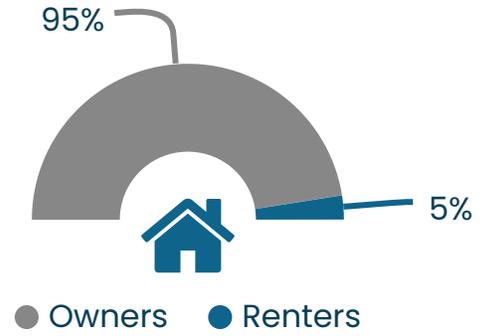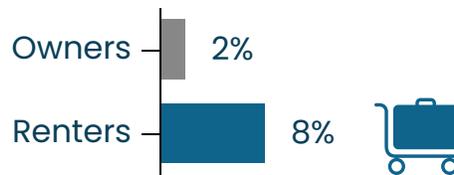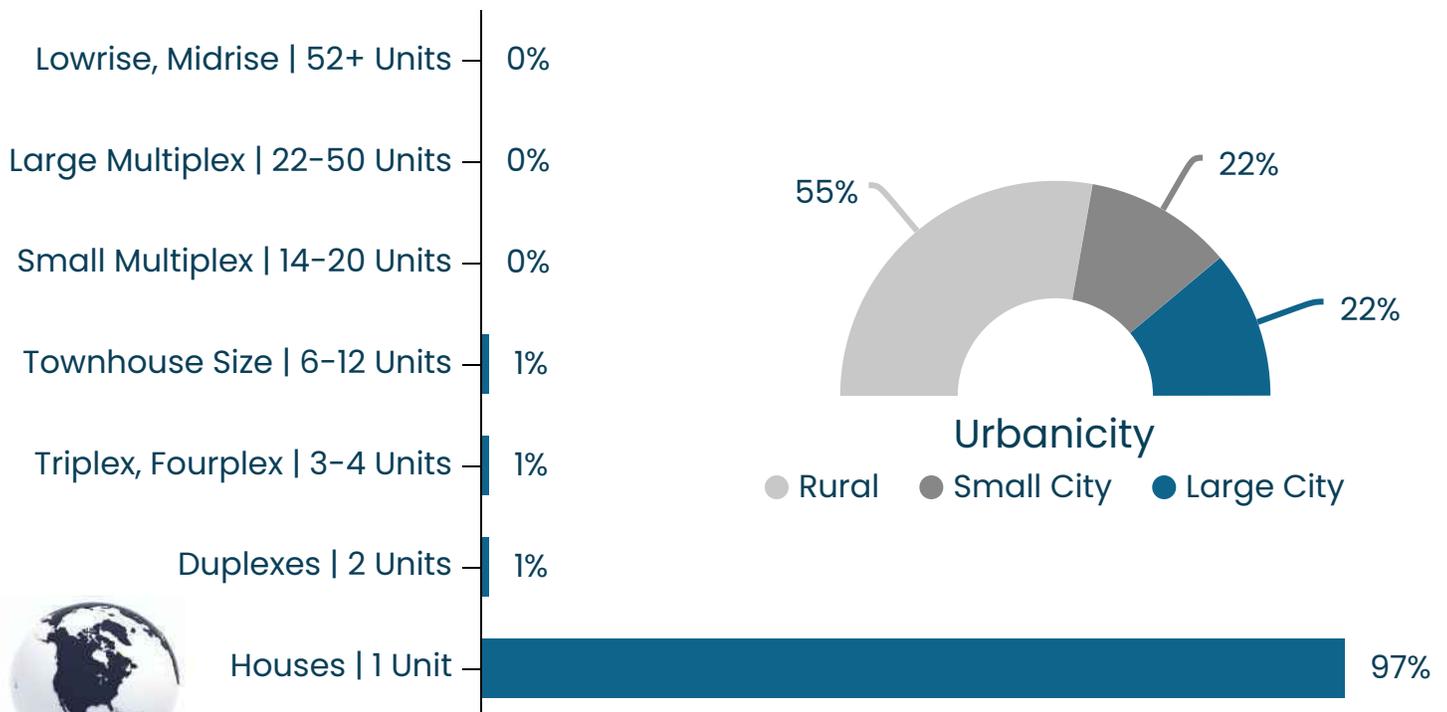
Section 3-E

Small Towns, Shallow Pockets | S68

Lifestyles and Housing Preferences | National Averages
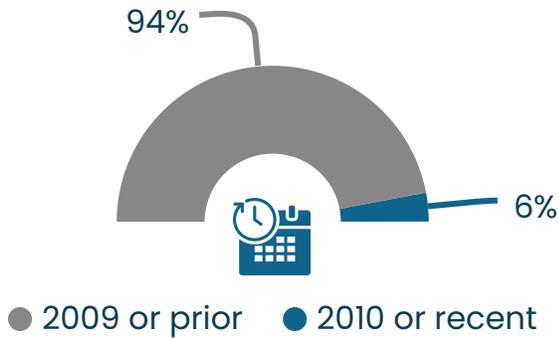
Units by Decade Built

94%

6%

- 2009 or prior
- 2010 or recent

Households by Tenure

55%

45%

- Owners
- Renters

Share that Moves each Year

Owners	10%
Renters	34%

Inclination for Units by Building Size and Urbanicity

Building Size	Inclination
Lowrise, Midrise | 52+ Units	0%
Large Multiplex | 22-50 Units	0%
Small Multiplex | 14-20 Units	0%
Townhouse Size | 6-12 Units	1%
Triplex, Fourplex | 3-4 Units	2%
Duplexes | 2 Units	2%
Houses | 1 Unit	95%

51%

23%

26%
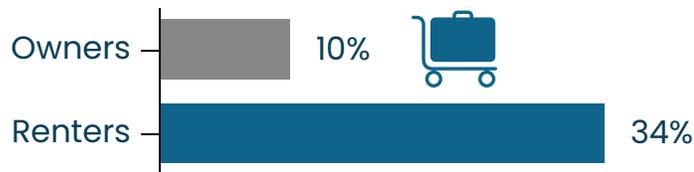
Urbanicity
- Rural
- Small City
- Large City
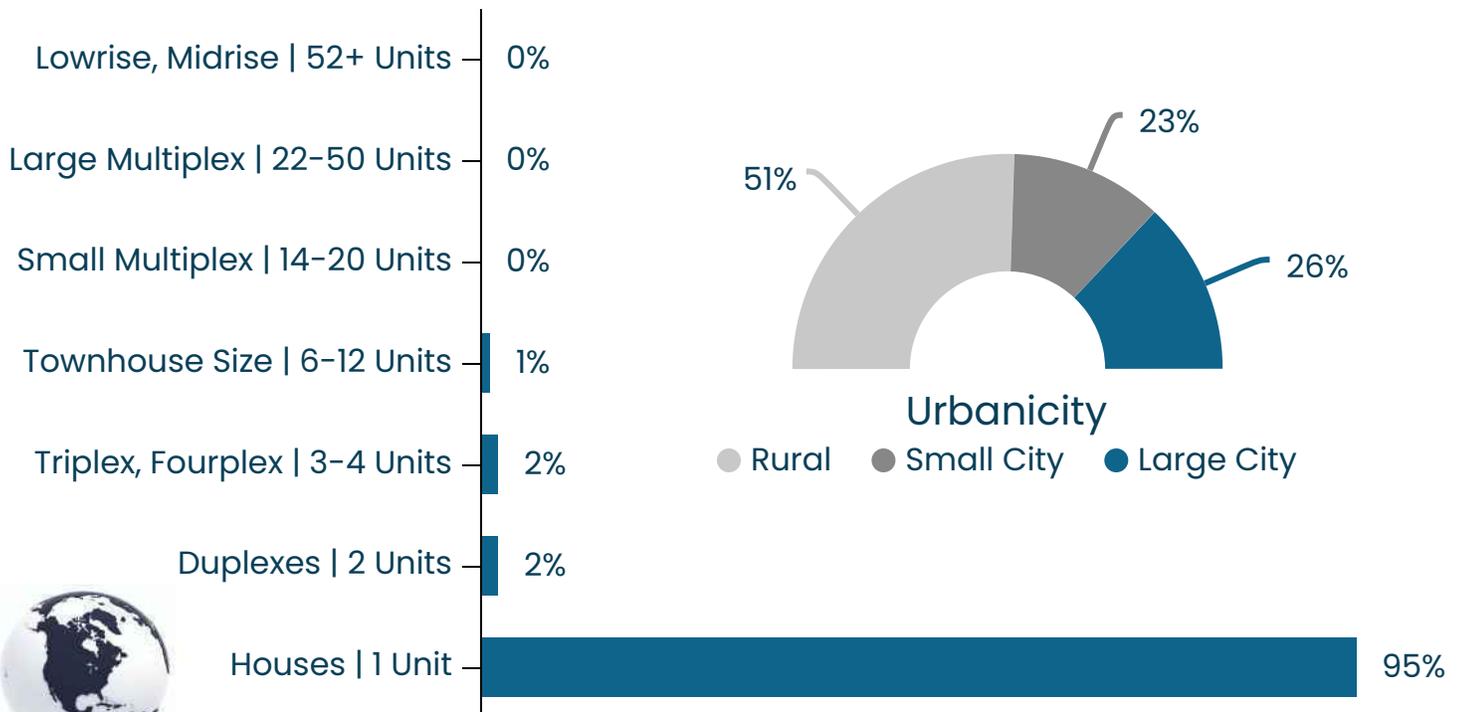
Infants & Debit Cards | M45

Lifestyles and Housing Preferences | National Averages
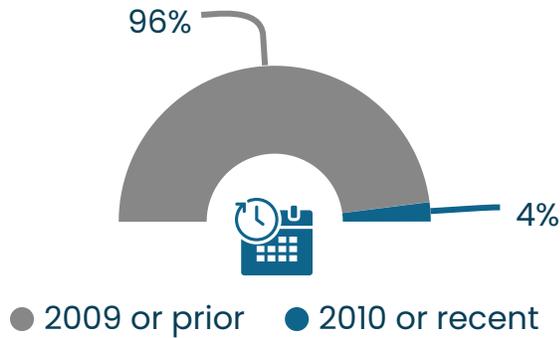
Units by Decade Built

96%

4%

● 2009 or prior   ● 2010 or recent

Households by Tenure

65%

35%

● Owners   ● Renters

Share that Moves each Year

Owners — 8%

Renters — 27%

Inclination for Units by Building Size and Urbanicity

Building Size	Percentage
Lowrise, Midrise | 52+ Units	0%
Large Multiplex | 22-50 Units	0%
Small Multiplex | 14-20 Units	0%
Townhouse Size | 6-12 Units	1%
Triplex, Fourplex | 3-4 Units	2%
Duplexes | 2 Units	3%
Houses | 1 Unit	94%

38%

27%

35%

Urbanicity

● Rural   ● Small City   ● Large City

LandUseUSA
UrbanStrategies
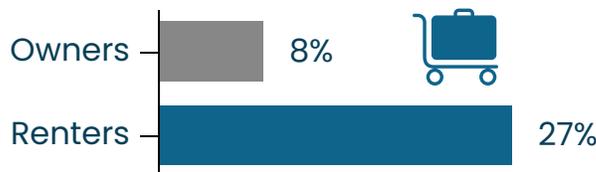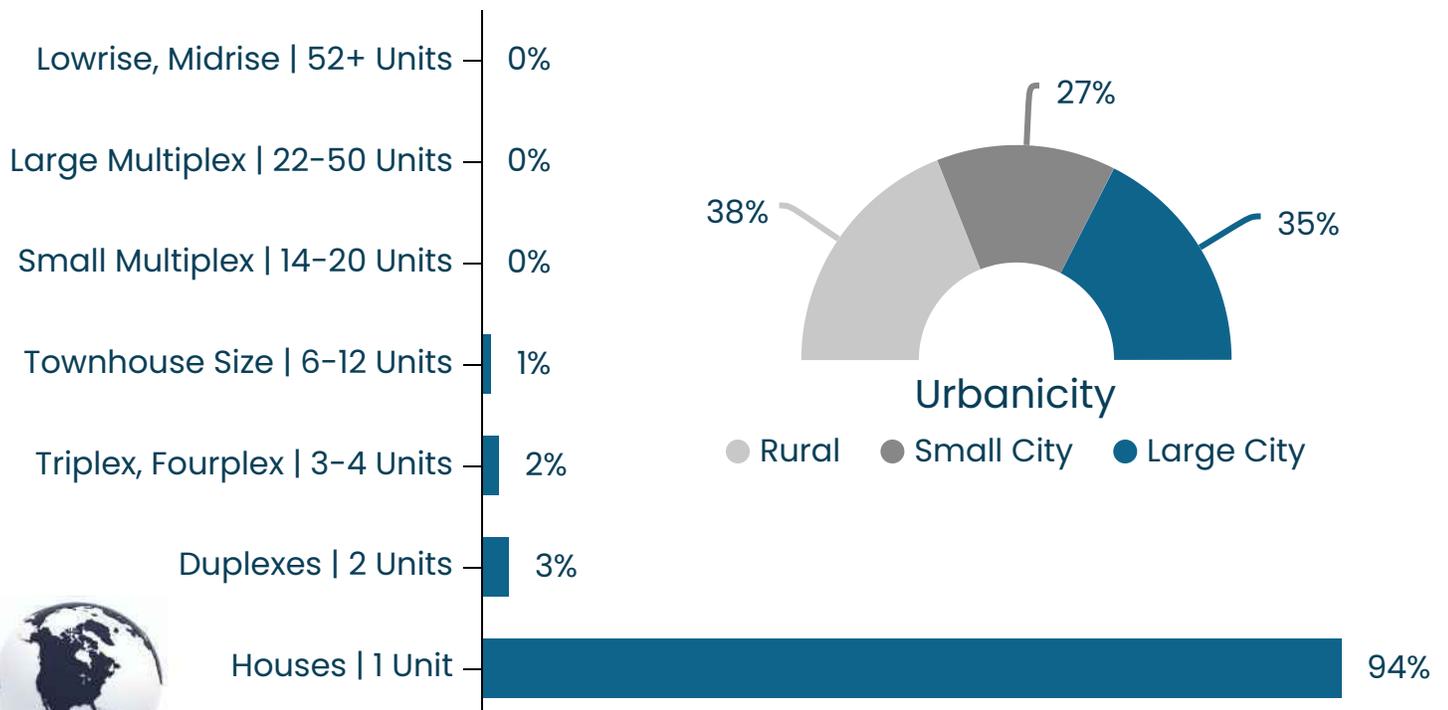
Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages
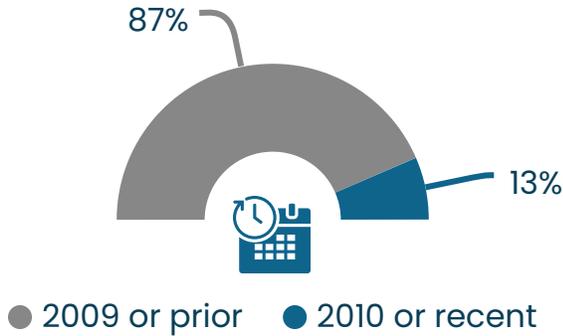
Units by Decade Built

87%

13%

● 2009 or prior ● 2010 or recent

Households by Tenure

62%

38%

● Owners ● Renters

Share that Moves each Year

Owners — 20%

Renters — 68%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 50+ Units — 0%

Large Multiplex | 22-50 Units — 0%

Small Multiplex | 14-20 Units — 1%

Townhouse Size | 6-12 Units — 3%

Triplex, Fourplex | 3-4 Units — 4%

Duplexes | 2 Units — 2%

Houses | 1 Unit — 90%

Urbanicity

32%

33%

35%

● Rural ● Small City ● Large City
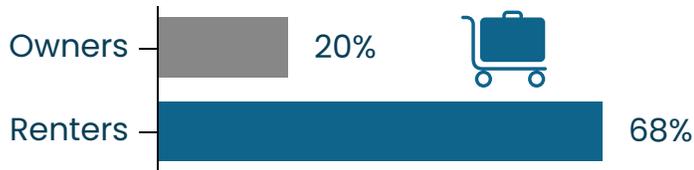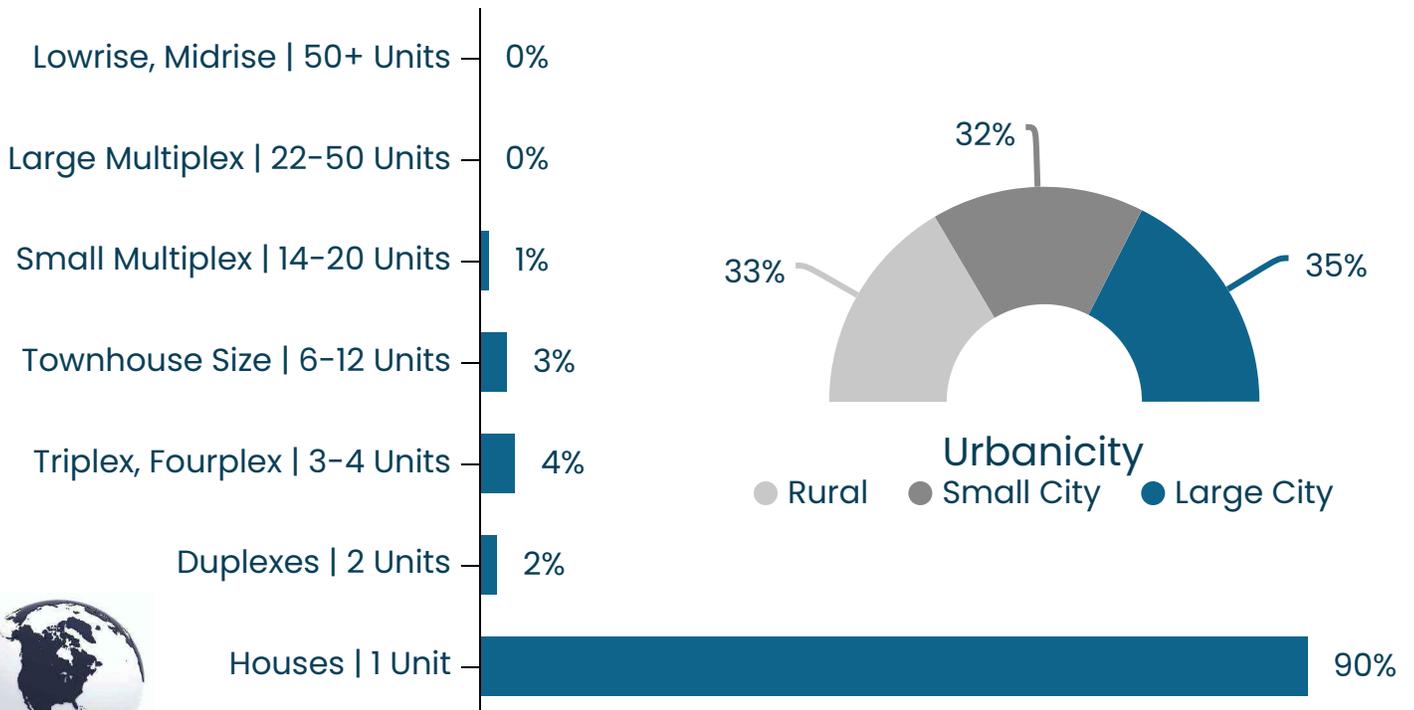
LandUseUSA
UrbanStrategies

Family Troopers | O55
Lifestyles and Housing Preferences | National Averages
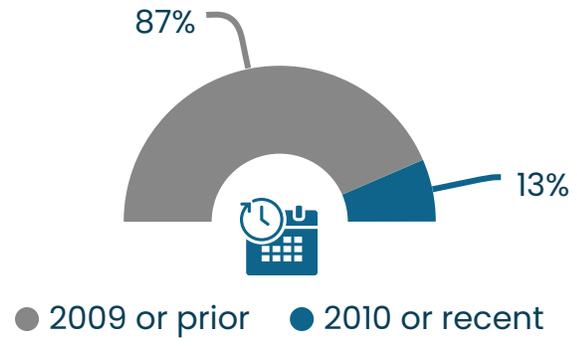
Units by Decade Built

87%

13%

- 2009 or prior
- 2010 or recent

Households by Tenure

99%

1%

- Owners
- Renters

Share that Moves each Year

Owners — 19%

Renters — 64%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units — 18%

Large Multiplex | 22–50 Units — 9%

Small Multiplex | 14–20 Units — 6%

Townhouse Size | 6–12 Units — 14%

Triplex, Fourplex | 3–4 Units — 15%

Duplexes | 2 Units — 4%

Houses | 1 Unit — 33%

36%

46%

18%
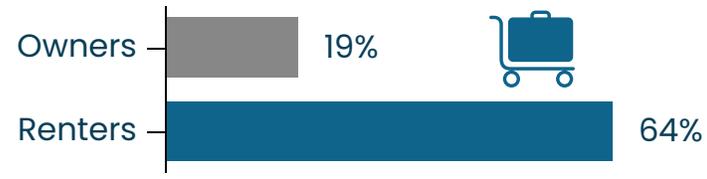
Urbanicity
- Rural
- Small City
- Large City
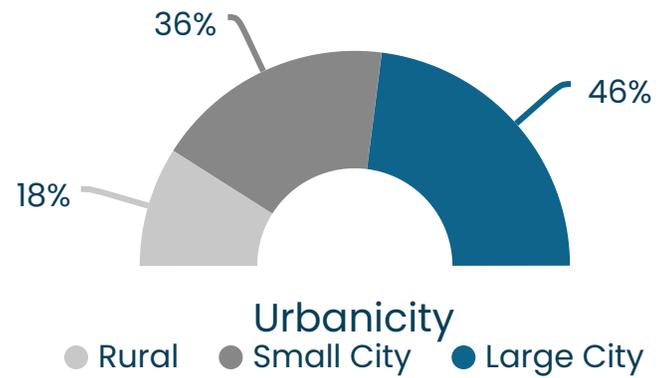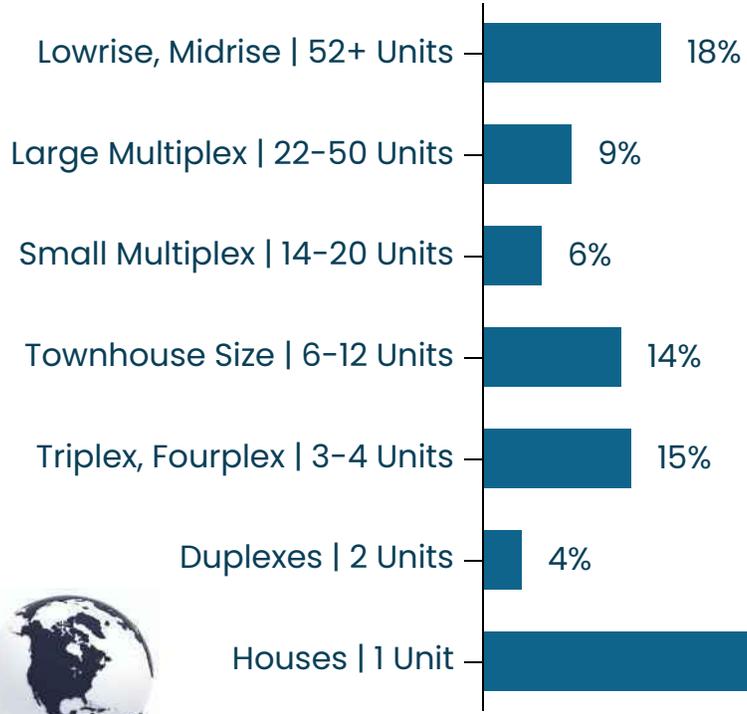
Senior Discounts in Towers | Q65
Lifestyles and Housing Preferences | National Averages
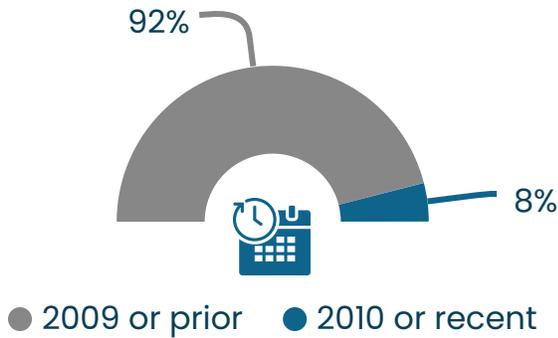
Units by Decade Built

92%

8%

- 2009 or prior
- 2010 or recent

Households by Tenure

73%

27%

- Owners
- Renters

Share that Moves each Year

Owners	9%
Renters	31%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units	61%
Large Multiplex | 22-50 Units	23%
Small Multiplex | 14-20 Units	9%
Townhouse Size | 6-12 Units	6%
Triplex, Fourplex | 3-4 Units	1%
Duplexes | 2 Units	0%
Houses | 1 Unit	0%

Urbanicity

36%

47%

16%

- Rural
- Small City
- Large City

LandUseUSA
UrbanStrategies
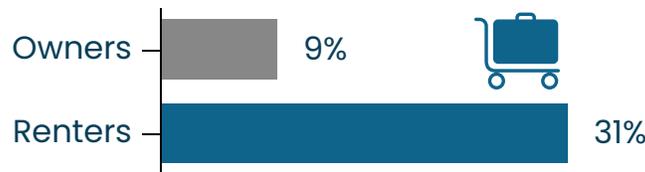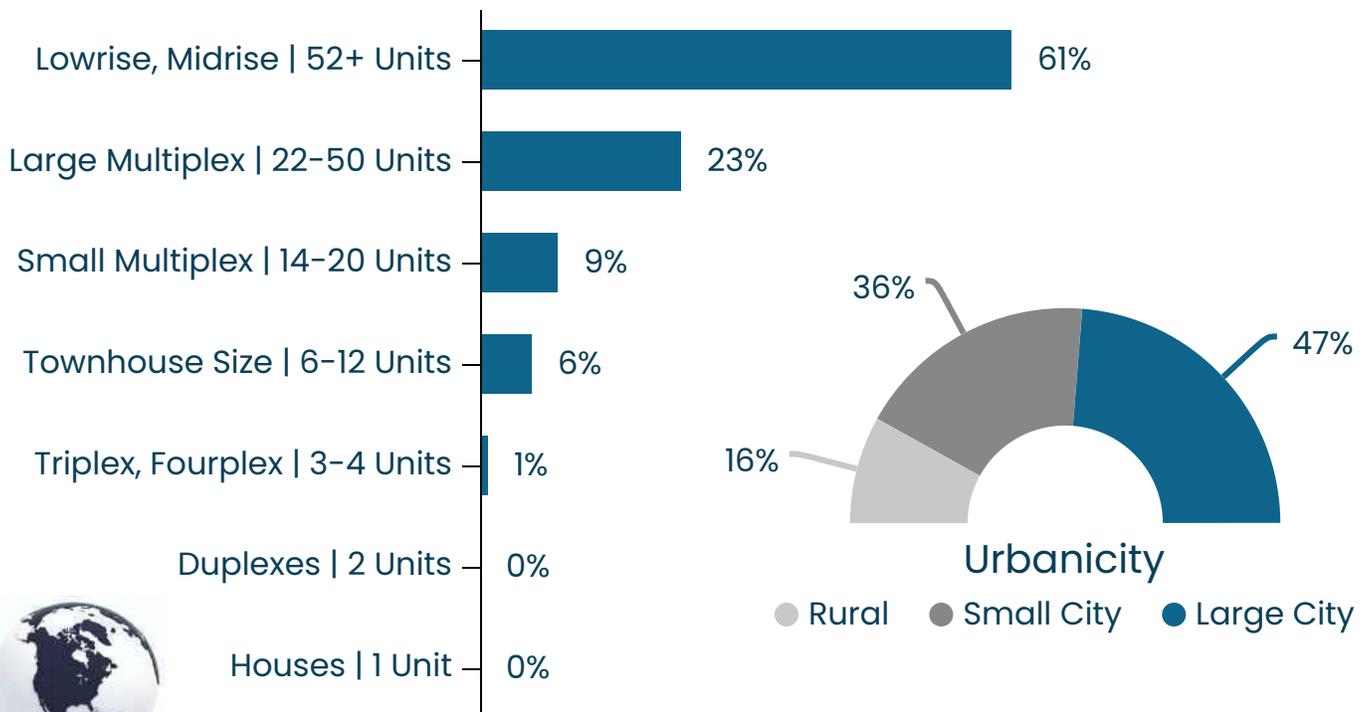
Tight Money | S70
Lifestyles and Housing Preferences | National Averages

Units by Decade Built

87%

13%

- 2009 or prior
- 2010 or recent

Households by Tenure

99%

1%

- Owners
- Renters

Share that Moves each Year

Owners — 20%

Renters — 68%

Inclination for Units by Building Size and Urbanicity

Lowrise, Midrise | 52+ Units — 25%

Large Multiplex | 22-50 Units — 29%

Small Multiplex | 14-20 Units — 10%

Townhouse Size | 6-12 Units — 13%

Triplex, Fourplex | 3-4 Units — 9%

Duplexes | 2 Units — 4%

Houses | 1 Unit — 9%

Urbanicity

58%

25%

17%

- Rural
- Small City
- Large City

LandUseUSA
UrbanStrategies