



Consumer LifeScape Distribution Report Index -vs- Market Totals

DESCRIPTION		HOUSEHOLDS BY INCOME RANGE					LIFESTAGE TOTALS							
LIFESCAPE CELL	AGE	\$0-\$29K Hh's INDEX	\$30K-\$49K Hh's INDEX	\$50K-\$74K Hh's INDEX	\$75K-\$99K Hh's INDEX	Over \$100K Hh's INDEX	Total Hh's	INDEX	% Total Hh's					
SINGLES	18-24	6,151	105	2,916	103	1,840	123	555	89	207	40	11,669	103	2.9%
	25-34	7,934	116	6,091	97	4,404	105	3,069	115	3,708	96	25,206	106	6.2%
	35-44	6,915	113	4,995	91	3,668	97	3,219	111	5,596	106	24,393	103	6.0%
	45-54	6,933	107	5,104	92	3,689	95	3,614	112	8,070	119	27,410	106	6.8%
	55-64	9,822	120	5,901	96	4,181	101	3,590	114	7,809	116	31,303	110	7.7%
	65+	21,849	117	9,720	98	5,840	97	4,366	120	6,038	88	47,813	106	11.8%
		59,604	114	34,727	96	23,622	100	18,413	114	31,428	105	167,794	106	41.5%
COUPLES	18-24	1,527	84	1,225	89	708	76	258	54	498	86	4,216	81	1.0%
	25-34	3,283	81	4,490	93	3,606	107	2,429	100	2,708	84	16,516	92	4.1%
	35-44	3,536	90	5,667	109	4,156	111	3,380	109	5,650	100	22,389	103	5.5%
	45-54	3,361	96	5,227	110	4,075	109	3,336	105	6,277	100	22,276	104	5.5%
	55-64	2,251	77	3,778	102	3,843	114	2,939	105	5,002	94	17,813	99	4.4%
	65+	6,993	102	5,138	95	4,641	110	2,830	99	5,396	115	24,998	104	6.2%
		20,951	91	25,525	101	21,029	109	15,172	102	25,531	99	108,208	100	26.7%
SINGLE PARENTS	18-24	2,641	108	398	90	163	63	4	8	56	103	3,262	101	0.8%
	25-34	6,100	129	2,949	103	2,584	98	607	74	235	65	12,475	110	3.1%
	35-44	4,519	119	1,975	91	1,900	82	621	61	443	68	9,458	95	2.3%
	45-54	3,621	111	1,638	90	2,028	98	687	61	640	65	8,614	93	2.1%
	55-64	2,603	95	1,118	93	1,263	92	533	81	408	53	5,925	88	1.5%
	65+	5,511	122	750	83	994	130	176	56	977	186	8,408	120	2.1%
		24,995	116	8,828	94	8,932	95	2,628	66	2,759	82	48,142	101	11.9%
FAMILIES	18-24	386	61	163	68	72	48	12	30	13	38	646	59	0.2%
	25-34	1,486	72	1,289	52	2,637	62	700	47	198	19	6,310	55	1.6%
	35-44	1,694	88	2,268	76	7,161	97	5,115	114	4,658	72	20,896	90	5.2%
	45-54	1,239	69	1,897	77	8,195	107	6,734	112	11,306	96	29,371	99	7.3%
	55-64	1,250	70	1,118	68	3,937	93	2,848	109	5,237	92	14,390	90	3.6%
	65+	5,231	116	881	63	1,630	83	554	96	683	80	8,979	97	2.2%
		11,286	89	7,616	68	23,632	92	15,963	105	22,095	85	80,592	89	19.9%
TOTALS		116,836	107	76,696	93	77,215	99	52,176	104	81,813	96	404,736	100	100.0%