



Personicx® Lifestage Clusters

Cluster #	Cluster Name	Age	Marital Status	Home Ownership	Children	Income	Net Worth	Consumer Prominence	Primary Urbanicity
01	Elite Earners	46+	Married	Owner	No Children	\$250,000+	\$3MM+	8.2	Suburban
02	Fortuned Estates	36-75	Married	Owner	Children-Age Mix	\$250,000+	\$3MM+	8.6	Suburban
03	Flourishing Professionals	30-75	Single/Married	Owner/Renter	No Children	\$250,000+	\$2 to 3MM	6.7	Suburban
04	Gilt-Edged Guardians	30-65	Single	Owner	Children-Age Mix	\$250,000+	\$2 to 3MM	8.3	Suburban
05	Comfortable Commercials	56+	Single	Owner	No Children	\$100,000-199,999	\$2 to 3MM	4.6	Suburb/City
06	Onward & Upward	24-65	Single	Renter	No Children	\$250,000+	\$1 to 2MM	3.6	City/Suburb
07	Houseproud Connectors	66+	Married	Owner	No Children	\$100,000-124,999	\$1 to 2MM	7.5	Suburban
08	Conscientiously Comfortable	36-75	Married	Owner	No Children	\$250,000+	\$1 to 2MM	9.2	Suburban
09	Prosperous Metropolitans	30-75	Single	Owner	No Children	\$250,000+	\$1 to 2MM	6.6	Downtown
10	Digitally Kinetic	24-65	Married	Owner	No Children	\$100,000-124,999	\$1 to 2MM	4.7	City/Suburb
11	Healthy Investors	30-65	Single	Owner	No Children	\$250,000+	\$1 to 2MM	8.8	Suburban
12	Well-Funded Families	36-75	Married	Owner	Children-Age Mix	\$200,000-249,999	\$1 to 2MM	8.7	Suburban
13	Ascending Affluents	<46	Single	Owner	No Children	\$100,000-199,999	\$1 to 2MM	3.9	Suburb/City
14	Cultured Parents	36-75	Single	Owner	Children-Age Mix	\$100,000-124,999	\$500 to \$999K	6.4	City
15	Sunset Stability	56+	Single	Owner	No Children	\$75,000-99,999	\$500 to \$999K	6.9	Suburb/City
16	Moneyed Multi-Gens	36-75	Married	Owner	Children-Age Mix	\$100,000-124,999	\$500 to \$999K	8.7	Suburb/City
17	Receptive Recreationers	30-65	Single	Owner	No Children	\$100,000-124,999	\$500 to \$999K	7.9	Rural
18	Energetic Achievers	24-65	Married	Renter	No Children	\$100,000-124,999	\$500 to \$999K	2.6	City/Suburb
19	Country Connections	36-75	Married	Owner	No Children	\$100,000-124,999	\$250 to \$499K	8.5	Rural
20	Sporting Metro	24-55	Single	Renter	No Children	\$100,000-124,999	\$250 to \$499K	4.7	Downtown
21	Lifelong Learners	30-65	Single	Owner	No Children	\$100,000-124,999	\$250 to \$499K	3.3	City
22	Collaborative Custodians	30-65	Single	Owner	Children-Age Mix	\$100,000-124,999	\$250 to \$499K	9.1	Suburban
23	Settled Success	36-75	Married	Owner	No Children	\$100,000-124,999	\$250 to \$499K	8.7	Suburb/City
24	Restless Lessees	30-65	Single	Renter/Owner	No Children	\$100,000-124,999	\$250 to \$499K	7.4	Suburb/City
25	Active Guardians	30-65	Single	Renter	Children-Age Mix	\$100,000-124,999	\$250 to \$499K	7.4	Suburb/City
26	Finding Home	36-75	Single	Renter	No Children	\$100,000-124,999	\$250 to \$499K	2.0	City/Suburb
27	Domestic Voyagers	30-55	Single	Owner	No Children	\$100,000-124,999	\$250 to \$499K	8.1	City/Suburb
28	Self-Reliant Renters	<36	Single	Renter	No Children	\$100,000-124,999	\$250 to \$499K	2.0	City/Suburb
29	Nesting Nomads	36-75	Married	Renter/Owner	No Children	\$100,000-124,999	\$250 to \$499K	7.9	Suburb/City
30	Pastoral Prosperity	36-75	Married	Owner	Children-School Age	\$75,000-99,999	\$250 to \$499K	7.8	Rural
31	Traditionalist Travelers	36-75	Married	Renter/Owner	Children-School Age	\$75,000-99,999	\$100 to \$249K	7.8	Suburban
32	Downtown Duos	30-75	Married	Renter/Owner	No Children	\$75,000-99,999	\$100 to \$249K	5.2	Downtown
33	Active Twilight	66+	Married	Owner	No Children	\$40000+	\$100 to \$249K	4.1	City/Suburb
34	Urban Owners	36-75	Single	Owner	No Children	\$60,000-74,999	\$100 to \$249K	4.4	Downtown
35	Astute City Elders	56+	Married	Owner	No Children	\$40,000-49,999	\$100 to \$249K	8.1	Suburban
36	Golden Guardians	56+	Married	Owner	Children-Age Mix	\$40000+	\$100 to \$249K	7.2	Suburb/City
37	Multimedia Parents	36-65	Married	Owner	Children-School Age	\$75,000-99,999	\$100 to \$249K	6.3	City/Suburb
38	Fresh Air Families	30-75	Single	Owner	Children-School Age	\$60,000-74,999	\$100 to \$249K	6.6	Rural
39	Settled Couples	30-65	Married	Owner	No Children	\$60,000-74,999	\$100 to \$249K	4.5	City/Suburb
40	Rural Pragmatists	56+	Married	Owner	No Children	\$40,000-49,999	\$100 to \$249K	5.9	Rural
41	Countryside Keepers	46+	Single	Owner	No Children	\$40,000-49,999	\$100 to \$249K	7.3	Rural
42	Rustic Adventurers	24-45	Single	Owner	No Children	\$60,000-74,999	\$100 to \$249K	4.2	Rural
43	Heyday Duos	56+	Married	Renter/Owner	Owner No Children	\$40,000-49,999	\$100 to \$249K	7.7	Suburban
44	Independent Seniors	66+	Single	Owner	No Children	\$40000+	\$100 to \$249K	3.8	City/Suburb
45	Green City Roots	46+	Single	Owner	Children-School Age	\$40000+	\$100 to \$249K	6.5	City/Suburb
46	Seasoned Outdoorsfolk	56+	Single	Owner	No Children	\$40000+	\$100 to \$249K	3.2	Rural
47	Digital Startups	<36	Single	Owner	No Children	\$60,000-74,999	\$100 to \$249K	3.8	City/Suburb
48	Simply Soloists	30-65	Single	Renter	No Children	\$60,000-74,999	\$100 to \$249K	6.1	Rural
49	Singular Fulfillment	36-75	Single	Owner	No Children	\$40,000-49,999	\$100 to \$249K	7.5	City/Suburb
50	Communities & Connections	66+	Married	Renter/Owner	No Children	\$40000+	\$100 to \$249K	3.2	City/Suburb
51	Metro Mobility	30-65	Single	Renter/Owner	Children-School Age	\$60,000-74,999	\$100 to \$249K	5.7	Downtown
52	Mature Insights	66+	Single	Owner	No Children	\$40000+	\$100 to \$249K	4.3	City/Suburb
53	Tech Country	<46	Married	Renter/Owner	No Children	\$60,000-74,999	\$50 to \$99K	3.4	Rural
54	Rural Renters	46+	Married	Renter/Owner	No Children	\$40,000-49,999	\$50 to \$99K	4.9	Rural



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Cluster #	Cluster Name	Age	Marital Status	Home Ownership	Children	Income	Net Worth	Consumer Prominence	Primary Urbanicity
55	Two-To-Play	<36	Married	Renter	No Children	\$50,000–59,999	\$50 to \$99K	3.5	City/Suburb
56	Settled Self-Supporters	36-75	Single	Owner	No Children	\$40000+	\$50 to \$99K	2.8	City/Suburb
57	Solo and Switched On	30-55	Single	Renter/Owner	Children–School Age	\$50,000–59,999	\$50 to \$99K	3.7	Suburban
58	Country Convenience	24-65	Single	Renter	Children–School Age	\$40,000–49,999	\$50 to \$99K	5.5	Rural
59	In The Now	30-75	Married	Renter	Children–School Age	\$40,000–49,999	\$50 to \$99K	4.9	City/Suburb
60	Metro Mature	46+	Single	Renter	No Children	\$40000+	\$50 to \$99K	2.7	Downtown
61	Metro Spirit	<46	Single	Renter	No Children	\$50,000–59,999	\$50 to \$99K	2.8	Downtown
62	Freewheeling Explorers	<36	Single	Renter	No Children	\$50,000–59,999	<\$50K	5.6	City/Suburb
63	Diligent Duos	36-65	Married	Renter	No Children	\$40,000–49,999	<\$50K	3.7	City/Suburb
64	Balanced Budgeters	<36	Single	Renter	No Children	\$50,000–59,999	<\$50K	2.3	Rural
65	Modest Midlifers	46+	Single	Renter	No Children	\$40000+	<\$50K	2.2	Rural
66	Single Providers	<36	Single	Renter	Children–Age Mix	\$40,000–49,999	<\$50K	4.6	City/Suburb
67	Maturing Singles	36-65	Single	Renter	No Children	\$40,000–49,999	<\$50K	6.0	City
68	Lively Balance	36-65	Single	Renter	Children–School Age	\$40000+	<\$50K	5.0	City/Suburb
69	Urban Twenties	<30	Single	Renter	No Children	\$40,000–49,999	<\$50K	1.9	Downtown
70	Skillful Strivers	56+	Single	Renter	No Children	\$40000+	<\$50K	1.6	City/Suburb
71	Untethered Aspirations	30-55	Single	Renter	No Children	\$40,000–49,999	<\$50K	1.9	Downtown/City
72	Digital Devotees	<30	Single	Renter	No Children	\$40,000–49,999	<\$50K	1.6	City/Suburb

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