

			AGE - LIFESTAGE				
INCOME	HOUSEHOLD TYPE	MARKET SEGMENT	Less than 25	25-34	35-54	55-64	65+
Under \$35,000	Single	Affordable	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Couple	Affordable	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Roommates	Affordable	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids
	Family	Affordable	Family	Family	Family	Family	Family
\$35,000 - \$50,000	Single	Workforce	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Couple	Workforce	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Roommates	Affordable	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids
	Family	Affordable	Family	Family	Family	Family	Family
\$50,000 - \$100,000	Single	Market Rate	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Couple	Market Rate	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Roommates	Workforce	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids
	Family	Workforce	Family	Family	Family	Family	Family
\$100,000 - \$150,000	Single	Luxury	Young Workers, No Kids	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Couple	Market Rate	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Roommates	Market Rate	Post-Grad	Young Workers, No Kids	Middle Aged, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids
	Family	Market Rate	Family	Family	Family	Family	Family
\$150,000 AND OVER	Single	Luxury	Young Workers, No Kids	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Couple	Luxury	Young Workers, No Kids	Young Workers, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids	Older Workers and Retirees, No Kids
	Roommates	Luxury	Young Workers, No Kids	Young Workers, No Kids	Middle Aged, No Kids	Middle Aged, No Kids	Older Workers and Retirees, No Kids
	Family	Luxury	Family	Family	Family	Family	Family