

Lifestyle Segmentation Example for Ashley Galleries

Date: 3/1/12

Analysis Level: ATZ (duplicates not allowed)

iKIDZ Idx: [%'11 HHs w/HH Inc \$50,000+]*25 + [%'11 Pop Age 5-18]*75

Furn123 Idx: [%'11 HHs w/HHr Age 25-34]*50 + [%'11 HHs with No Children]*25 + [%'11 HHs w/HH Inc \$25,000+]*25

Livin' Den Idx: [%'11 HHs w/HHr Age 35-54]*50 + [%'11 HHs w/HH Inc \$50,000+]*25 + [%'11 Pop Age 8-18]*25

Bardini Idx: [%'11 HHs w/HHr Age 25-44]*50 + [%'11 HHs w/HH Inc \$40,000+]*25 + [% Apartments]*25

Houston Zip Code 77040 - 77040, Houston, TX

Trade Area 1 (10 miles)

ATZ	Name	Household Count	Cumulative Household Count	Coverage Frequency	Coverage Delivery	Pricing Market Code	%'11 HHs w/HH Inc \$30,000 +	%'11 Pop Age 5-14	2011 Median Household Income	iKIDZ Idx	Furn123 Idx	Livin Den Idx	Bardini Idx	Distance to Site (miles)
77040F1	HOUSTON, TX	3,523	3,523	Weekly	M	TXHOUSTO	83.12	15.7	67,663	116	102	117	108	0.39
77040C1	HOUSTON, TX	5,770	9,293	Weekly	M	TXHOUSTO	62.41	15.3	37,776	94	132	96	189	1.13
77241	HOUSTON, TX	285	9,578	Solo	S	-	-	-	-	-	-	-	-	1.15
77240	HOUSTON, TX	299	9,877	Solo	S	-	-	-	-	-	-	-	-	1.35
77040D1	HOUSTON, TX	4,549	14,426	Weekly	M	TXHOUSTO	81.33	17.9	54,458	126	102	123	89	1.37
77040B1	HOUSTON, TX	3,565	17,991	Weekly	M	TXHOUSTO	90.23	12.8	86,921	110	102	117	97	2.12
77041C1	HOUSTON, TX	3,804	21,795	Weekly	M	TXHOUSTO	78.91	15.9	56,632	115	100	117	100	2.36
77064C1	HOUSTON, TX	3,979	25,774	Weekly	M	TXHOUSTO	75.99	16.2	54,247	118	114	118	108	2.54
77092D1	HOUSTON, TX	3,008	28,782	Weekly	M	TXHOUSTO	54.6	16.3	33,673	102	110	95	159	2.8
77088B1	HOUSTON, TX	3,503	32,285	Weekly	M	TXHOUSTO	69.87	17.3	47,332	120	106	117	110	3.09
77088D1	HOUSTON, TX	4,061	36,346	Weekly	M	TXHOUSTO	70.52	16.3	47,664	113	105	107	117	3.25
77086B1	HOUSTON, TX	5,079	41,425	Weekly	M	TXHOUSTO	64.84	17.7	38,787	115	109	110	120	3.4
77080F1	HOUSTON, TX	3,961	45,386	Weekly	M	TXHOUSTO	69.52	17.2	41,658	112	118	105	160	3.49
77080B1	HOUSTON, TX	2,768	48,154	Weekly	M	TXHOUSTO	57.97	16.8	35,344	106	112	101	133	3.64
77293	HOUSTON, TX	772	48,926	Solo	S	-	-	-	-	-	-	-	-	3.77
77091F1	HOUSTON, TX	3,347	52,273	Weekly	M	TXHOUSTO	47.8	17.1	28,850	102	112	95	169	3.92
77080C1	HOUSTON, TX	3,589	55,862	Weekly	M	TXHOUSTO	66.4	14.6	42,787	97	93	90	129	4.08
77280	HOUSTON, TX	393	56,255	Solo	S	-	-	-	-	-	-	-	-	4.11
77064D1	HOUSTON, TX	3,819	60,074	Weekly	M	TXHOUSTO	90.41	17.5	74,771	132	104	139	121	4.15
77041D1	HOUSTON, TX	2,039	62,113	Weekly	M	TXHOUSTO	83.3	17.1	62,283	127	108	127	95	4.17
77064B1	HOUSTON, TX	8,453	70,566	Weekly	M	TXHOUSTO	90.64	16.3	79,377	126	112	131	146	4.22
77092G1	HOUSTON, TX	2,658	73,224	Weekly	M	TXHOUSTO	69.13	16.5	44,540	107	101	98	105	4.23
77043D1	HOUSTON, TX	3,713	76,937	Weekly	M	TXHOUSTO	75.65	14.5	55,484	106	103	103	118	4.29
77065C1	HOUSTON, TX	5,217	82,154	Weekly	M	TXHOUSTO	75.7	14.3	52,260	101	139	106	195	4.38
77086C1	HOUSTON, TX	3,191	85,345	Weekly	M	TXHOUSTO	65.66	17.2	43,817	117	107	114	103	4.44
77080G1	HOUSTON, TX	3,309	88,654	Weekly	M	TXHOUSTO	57.24	16.2	34,215	100	111	96	157	4.54
77041B1	HOUSTON, TX	5,940	94,594	Weekly	M	TXHOUSTO	89.72	17.5	88,258	133	96	136	110	4.57
77088G1	HOUSTON, TX	3,094	97,688	Weekly	M	TXHOUSTO	68.58	16.7	47,201	115	104	103	102	4.58
77092C1	HOUSTON, TX	2,983	100,671	Weekly	M	TXHOUSTO	56.2	16.5	33,145	102	105	96	114	4.63
77091C1	HOUSTON, TX	1,529	102,200	Weekly	M	TXHOUSTO	47.48	15.9	28,616	101	93	89	96	4.64
77091B1	HOUSTON, TX	1,346	103,546	Weekly	M	TXHOUSTO	56.45	14.5	33,473	94	96	86	126	4.94
77080D1	HOUSTON, TX	2,373	105,919	Weekly	M	TXHOUSTO	66.69	17.2	41,496	109	118	102	152	5.08
77092B1	HOUSTON, TX	944	106,863	Weekly	M	TXHOUSTO	71.69	11.1	45,677	87	84	92	117	5.17

77055D1	HOUSTON, TX	4,502	111,365	Weekly	M	TXHOUSTO	55.3	17.1	33,634	105	109	101	152	5.23
77243	HOUSTON, TX	284	111,649	Solo	S	-	-	-	-	-	-	-	-	5.33
77066D1	HOUSTON, TX	3,629	115,278	Weekly	M	TXHOUSTO	83.42	16.5	66,450	124	112	126	102	5.35
77038C1	HOUSTON, TX	4,431	119,709	Weekly	M	TXHOUSTO	69.18	17.9	40,828	116	116	108	103	5.38
77255	HOUSTON, TX	650	120,359	Solo	S	-	-	-	-	-	-	-	-	5.49
77043C1	HOUSTON, TX	2,482	122,841	Weekly	M	TXHOUSTO	69.37	15.9	47,888	110	110	104	139	5.56
77055C1	HOUSTON, TX	3,892	126,733	Weekly	M	TXHOUSTO	61.67	16.8	38,588	106	118	103	174	5.62
77043B1	HOUSTON, TX	2,718	129,451	Weekly	M	TXHOUSTO	70.47	16.6	47,909	110	110	107	127	5.73
77065D1	HOUSTON, TX	5,263	134,714	Weekly	M	TXHOUSTO	88.58	16.8	78,585	130	104	129	135	5.8
77070C1	HOUSTON, TX	4,647	139,361	Weekly	M	TXHOUSTO	84.22	16.7	63,183	122	112	122	131	5.84
77088F1	HOUSTON, TX	2,957	142,318	Weekly	M	TXHOUSTO	39.86	17.9	19,629	109	97	85	87	5.88
77088C1	HOUSTON, TX	2,787	145,105	Weekly	M	TXHOUSTO	68.13	15.3	44,437	109	99	101	76	5.92
77018C1	HOUSTON, TX	3,411	148,516	Weekly	M	TXHOUSTO	77.82	12.4	56,146	96	90	97	85	5.93
77055B1	HOUSTON, TX	3,150	151,666	Weekly	M	TXHOUSTO	84.22	14.7	92,612	119	87	113	89	6.04
77092F1	HOUSTON, TX	4,343	156,009	Weekly	M	TXHOUSTO	55.75	17.2	32,906	99	124	93	185	6.11
77066C1	HOUSTON, TX	3,031	159,040	Weekly	M	TXHOUSTO	77.44	16.9	53,847	123	107	124	102	6.16
77269	HOUSTON, TX	618	159,658	Solo	S	-	-	-	-	-	-	-	-	6.17
77206	HOUSTON, TX	296	159,954	Solo	S	-	-	-	-	-	-	-	-	6.32
77292	HOUSTON, TX	978	160,932	Solo	S	-	-	-	-	-	-	-	-	6.36
77091D1	HOUSTON, TX	2,904	163,836	Weekly	M	TXHOUSTO	48.52	15.2	28,971	97	89	80	83	6.42
77038B1	HOUSTON, TX	3,427	167,263	Weekly	M	TXHOUSTO	61.32	17.5	37,910	112	113	108	140	6.46
77095D1	HOUSTON, TX	4,393	171,656	Weekly	M	TXHOUSTO	87.15	16	79,268	125	111	125	119	6.57
77095C1	HOUSTON, TX	5,053	176,709	Weekly	M	TXHOUSTO	81.13	15.8	61,919	116	112	116	153	6.61
77065B1	HOUSTON, TX	3,931	180,640	Weekly	M	TXHOUSTO	85.85	15.5	66,843	119	108	115	109	6.61
77066B1	HOUSTON, TX	3,431	184,071	Weekly	M	TXHOUSTO	78.54	11.7	66,298	96	112	98	106	6.68
77024G1	HOUSTON, TX	2,256	186,327	Weekly	M	TXHOUSTO	75.57	10.6	63,750	92	75	86	128	6.72
77055F1	HOUSTON, TX	4,054	190,381	Weekly	M	TXHOUSTO	66.55	17.1	41,992	111	105	104	136	6.73
77018B1	HOUSTON, TX	3,743	194,124	Weekly	M	TXHOUSTO	78.26	13.5	57,381	101	87	108	79	6.74
77267	HOUSTON, TX	1,218	195,342	Solo	S	-	-	-	-	-	-	-	-	6.86
77238	HOUSTON, TX	664	196,006	Solo	S	-	-	-	-	-	-	-	-	6.95
77291	HOUSTON, TX	341	196,347	Solo	S	-	-	-	-	-	-	-	-	6.95
77084D1	HOUSTON, TX	3,977	200,324	Weekly	M	TXHOUSTO	86.12	16	68,808	123	98	127	96	7.01
77067D1	HOUSTON, TX	3,068	203,392	Weekly	M	TXHOUSTO	65.17	18	37,756	113	118	108	161	7.01
77067B1	HOUSTON, TX	4,230	207,622	Weekly	M	TXHOUSTO	73.22	17.8	47,906	123	109	123	109	7.05
77070F1	HOUSTON, TX	4,178	211,800	Weekly	M	TXHOUSTO	78.54	14.7	60,437	110	118	105	145	7.13
77284	HOUSTON, TX	1,024	212,824	Solo	S	-	-	-	-	-	-	-	-	7.18
77024J1	HOUSTON, TX	3,318	216,142	Weekly	M	TXHOUSTO	82.63	10	70,694	93	91	99	127	7.34
77024F1	HOUSTON, TX	3,375	219,517	Weekly	M	TXHOUSTO	91.77	10.7	133,508	109	87	103	91	7.35
77069B1	HOUSTON, TX	4,643	224,160	Weekly	M	TXHOUSTO	85.13	11.7	87,187	101	102	103	118	7.47
77024C1	HOUSTON, TX	2,850	227,010	Weekly	M	TXHOUSTO	90.75	12.4	188,240	122	88	110	56	7.53
77084B1	HOUSTON, TX	5,340	232,350	Weekly	M	TXHOUSTO	84.48	18.4	58,763	130	105	132	118	7.6
77248	HOUSTON, TX	289	232,639	Solo	S	-	-	-	-	-	-	-	-	7.6
77079C1	HOUSTON, TX	6,074	238,713	Weekly	M	TXHOUSTO	83.12	14	79,461	119	93	110	104	7.68
77008C1	HOUSTON, TX	3,969	242,682	Weekly	M	TXHOUSTO	76.51	10.4	52,751	79	93	95	131	7.74
77024B1	HOUSTON, TX	1,931	244,613	Weekly	M	TXHOUSTO	84.15	9.6	83,092	93	89	97	107	7.76
77076B1	HOUSTON, TX	3,189	247,802	Weekly	M	TXHOUSTO	50.86	18	30,526	108	113	98	161	7.81
77095F1	HOUSTON, TX	4,660	252,462	Weekly	M	TXHOUSTO	91.08	18.4	90,859	140	113	140	112	7.88
77037B1	HOUSTON, TX	2,410	254,872	Weekly	M	TXHOUSTO	59.58	17.9	36,168	114	107	102	97	7.9
77018D1	HOUSTON, TX	4,270	259,142	Weekly	M	TXHOUSTO	60.19	15.9	38,037	104	94	98	111	7.93

77024D1	HOUSTON, TX	2,220	261,362	Weekly	M	TXHOUSTO	82.02	6.8	68,785	72	80	89	158	7.99
77067C1	HOUSTON, TX	3,026	264,388	Weekly	M	TXHOUSTO	49.57	16.9	29,771	96	130	91	188	8.02
77429F1	CYPRESS, TX	5,435	269,823	Weekly	M	TXHOUSTO	85.33	14.2	80,424	115	109	117	117	8.03
77014C1	HOUSTON, TX	3,374	273,197	Weekly	M	TXHOUSTO	76.63	16.7	52,024	114	120	117	106	8.04
77084G1	HOUSTON, TX	3,946	277,143	Weekly	M	TXHOUSTO	67.54	17.7	41,210	112	119	105	166	8.15
77070D1	HOUSTON, TX	7,075	284,218	Weekly	M	TXHOUSTO	77.61	14.7	56,871	109	114	109	158	8.17
77069C1	HOUSTON, TX	3,679	287,897	Weekly	M	TXHOUSTO	80.57	11.4	62,247	90	103	99	146	8.19
77008D1	HOUSTON, TX	3,899	291,796	Weekly	M	TXHOUSTO	74.46	14.8	50,395	104	101	108	127	8.28
77084K1	HOUSTON, TX	3,420	295,216	Weekly	M	TXHOUSTO	84.41	17.2	58,938	127	114	120	112	8.35
77037C1	HOUSTON, TX	2,923	298,139	Weekly	M	TXHOUSTO	63.79	17.6	38,293	111	114	99	86	8.44
77042F1	HOUSTON, TX	3,588	301,727	Weekly	M	TXHOUSTO	78.93	14.3	53,840	102	121	106	182	8.5
77076D1	HOUSTON, TX	2,733	304,460	Weekly	M	TXHOUSTO	54	17.6	32,300	107	109	96	93	8.52
77057G1	HOUSTON, TX	3,618	308,078	Weekly	M	TXHOUSTO	88.61	13.3	96,508	110	89	110	114	8.52
77268	HOUSTON, TX	891	308,969	Solo	S	-	-	-	-	-	-	-	-	8.54
77290	HOUSTON, TX	487	309,456	Solo	S	-	-	-	-	-	-	-	-	8.54
77014D1	HOUSTON, TX	4,532	313,988	Weekly	M	TXHOUSTO	75.79	16.6	48,670	111	136	111	169	8.55
77079D1	HOUSTON, TX	4,192	318,180	Weekly	M	TXHOUSTO	81.42	10.9	69,884	95	99	99	120	8.55
77070B1	HOUSTON, TX	3,438	321,618	Weekly	M	TXHOUSTO	94.48	12.8	99,133	124	103	126	84	8.67
77057J1	HOUSTON, TX	3,181	324,799	Weekly	M	TXHOUSTO	83.46	5.7	64,602	60	111	91	172	8.67
77056B1	HOUSTON, TX	2,623	327,422	Weekly	M	TXHOUSTO	94.27	9.9	150,091	101	92	101	111	8.7
77014B1	HOUSTON, TX	3,019	330,441	Weekly	M	TXHOUSTO	64.38	16	37,611	97	139	95	189	8.72
77095B1	HOUSTON, TX	5,113	335,554	Weekly	M	TXHOUSTO	93.6	20.7	95,240	154	103	149	102	8.72
77224	HOUSTON, TX	355	335,909	Solo	S	-	-	-	-	-	-	-	-	8.73
77279	HOUSTON, TX	361	336,270	Solo	S	-	-	-	-	-	-	-	-	8.73
77060C1	HOUSTON, TX	6,080	342,350	Weekly	M	TXHOUSTO	57.99	18	35,252	113	114	104	125	8.75
77057D1	HOUSTON, TX	2,805	345,155	Weekly	M	TXHOUSTO	74.72	9.4	49,092	70	132	86	197	8.82
77042D1	HOUSTON, TX	3,527	348,682	Weekly	M	TXHOUSTO	84.16	15.5	68,791	114	112	106	137	8.82
77079B1	HOUSTON, TX	2,823	351,505	Weekly	M	TXHOUSTO	85.73	13.4	77,202	112	100	107	123	8.82
77008B1	HOUSTON, TX	4,992	356,497	Weekly	M	TXHOUSTO	71.55	14.2	52,473	100	99	105	116	8.86
77084J1	HOUSTON, TX	4,275	360,772	Weekly	M	TXHOUSTO	87.96	18	62,844	131	110	131	122	8.87
77060D1	HOUSTON, TX	5,371	366,143	Weekly	M	TXHOUSTO	42.37	17	27,087	95	126	90	199	8.88
77022C1	HOUSTON, TX	2,588	368,731	Weekly	M	TXHOUSTO	41.57	15.7	24,327	95	87	83	83	8.92
77379F1	SPRING, TX	3,743	372,474	Weekly	M	TXHOUSTO	90.79	12.8	107,103	122	107	123	105	8.95
77077B1	HOUSTON, TX	3,548	376,022	Weekly	M	TXHOUSTO	86.81	12.7	91,557	107	94	115	95	9.02
77068C1	HOUSTON, TX	2,612	378,634	Weekly	M	TXHOUSTO	84.72	11.9	86,374	103	109	108	99	9.04
77042G1	HOUSTON, TX	1,590	380,224	Weekly	M	TXHOUSTO	78.43	15.6	61,866	109	116	105	127	9.19
77007F1	HOUSTON, TX	2,900	383,124	Weekly	M	TXHOUSTO	63.05	15.8	42,032	107	104	104	122	9.22
77063F1	HOUSTON, TX	5,955	389,079	Weekly	M	TXHOUSTO	76.42	8.4	54,246	68	130	87	188	9.25
77022D1	HOUSTON, TX	3,559	392,638	Weekly	M	TXHOUSTO	41.67	17.3	25,514	102	91	89	130	9.33
77095G1	HOUSTON, TX	4,758	397,396	Weekly	M	TXHOUSTO	94.25	17.6	103,384	141	135	146	121	9.34
77076C1	HOUSTON, TX	3,507	400,903	Weekly	M	TXHOUSTO	61.92	17.5	37,104	112	106	103	89	9.35
77222	HOUSTON, TX	414	401,317	Solo	S	-	-	-	-	-	-	-	-	9.35
77063D1	HOUSTON, TX	6,207	407,524	Weekly	M	TXHOUSTO	70.29	11.7	49,578	80	151	88	193	9.39
77056D1	HOUSTON, TX	5,355	412,879	Weekly	M	TXHOUSTO	82.86	8.7	67,031	76	121	95	191	9.46
77007C1	HOUSTON, TX	4,564	417,443	Weekly	M	TXHOUSTO	82.25	8.4	71,729	76	123	101	157	9.48
77057C1	HOUSTON, TX	5,794	423,237	Weekly	M	TXHOUSTO	82.28	7.9	62,787	70	137	91	201	9.49
77429D1	CYPRESS, TX	5,512	428,749	Weekly	M	TXHOUSTO	91.05	16.2	98,310	132	98	131	100	9.52
77215	HOUSTON, TX	523	429,272	Solo	S	-	-	-	-	-	-	-	-	9.53
77090C1	HOUSTON, TX	4,162	433,434	Weekly	M	TXHOUSTO	70.87	15.8	42,154	95	152	92	209	9.59

77008F1	HOUSTON, TX	3,031	436,465	Weekly	M	TXHOUSTO	72.73	12.9	51,905	92	96	104	122	9.71
77077G1	HOUSTON, TX	5,590	442,055	Weekly	M	TXHOUSTO	83.02	12.6	58,149	94	125	100	179	9.71
77077F1	HOUSTON, TX	3,271	445,326	Weekly	M	TXHOUSTO	76.11	15.1	49,040	100	143	98	190	9.74
77057F1	HOUSTON, TX	3,876	449,202	Weekly	M	TXHOUSTO	64.84	7	39,595	50	173	71	223	9.79
77027C1	HOUSTON, TX	2,756	451,958	Weekly	M	TXHOUSTO	84.01	5.2	67,940	58	159	83	206	9.8
77060B1	HOUSTON, TX	3,887	455,845	Weekly	M	TXHOUSTO	45.28	17.1	28,077	97	124	92	196	9.8
77429B1	CYPRESS, TX	3,416	459,261	Weekly	M	TXHOUSTO	94.84	18.1	115,684	145	95	142	91	9.83
77068B1	HOUSTON, TX	1,861	461,122	Weekly	M	TXHOUSTO	74.89	13.4	68,667	106	115	100	144	9.85
77257	HOUSTON, TX	646	461,768	Solo	S	-	-	-	-	-	-	-	-	9.86
77084F1	HOUSTON, TX	4,124	465,892	Weekly	M	TXHOUSTO	93.26	15.5	91,866	132	97	133	85	9.88
77242	HOUSTON, TX	1,248	467,140	Solo	S	-	-	-	-	-	-	-	-	9.89
77007D1	HOUSTON, TX	6,821	473,961	Weekly	M	TXHOUSTO	72.3	13.6	53,169	97	123	103	158	9.98
Houston Zip Code 77040 Totals:			473,961				74.93	14.9	59,744	108	111	108	133	
Shared:			460,925	ANNE: 0 Solo: 13,036										
Grand Totals:			473,961				74.93	14.9	59,744	108	111	108	133	
Shared:			460,925	ANNE: 0 Solo: 13,036										

Note: Coverage Delivery A=ANNE; Ae=ANNE with exclusivity; M=Mail; N=Newspaper; P=PCD; S=Solo.

Valassis

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