

**Claritas PRIZM NE Household Distribution for Leander at 3-, 5- and 10-miles,
2007**

Category	3-mile	5-mile	10-mile
Upper Crust			387
Blue Blood Estates			984
Movers and Shakers		162	1,560
Country Squires	1,200	2,308	8,228
Winner's Circle		499	5,146
Executive Suites			1,746
Big Fish, Small Pond		163	1,134
Second City Elite			568
God's Country	347	708	3,781
Brite Lites, Li'l City			1,433
Upward Bound			1,388
New Empty Nests			174
Pools and Patios		106	507
Beltway Boomers		170	818
Kids and Cul-de-Sacs	267	2,018	6,903
Home Sweet Homoe	146	769	2,341
Fast-Track Families	686	895	1,375
Gray Power		166	362
Young Influentials			578
Greenbelt Sports	729	991	2,230
Up-and-Comers			945
Country Casuals	351	444	744
Middleburg Managers			609
Traditional Times	153	209	1,125
Suburban Sprawl		229	496
New Homesteaders	2,972	3,840	4,483
Big Sky Families			827
White Picket Fences			797
Boomtown Singles			480
Blue-Chip Blues	270	563	1,385
Mayberry-ville	196	240	588
Simple Pleasures	102	120	326
Domestic Duos		124	139
Red, White and Blues	330	355	421
Heartlanders			304
New Beginnings			151
Blue Highways			248
Old Glories		140	153
Young and Rustic			284
American Classics			108
Kid Country, USA	653	711	969
Shotguns and Pickups			235
Suburban Pioneers		139	267
Crossroads Villagers			140
Back Country Folks			111
Family Thrifts			430
Bedrock America	163	175	218
Total Select Categories	8,565	16,244	58,626
TOTAL HOUSEHOLDS	9,359	16,957	58,932

Multivariate Divisive Partitioning (MDP) borrows and extends a tree partitioning method that creates the segments based on demographics that matter most to households' behaviors.