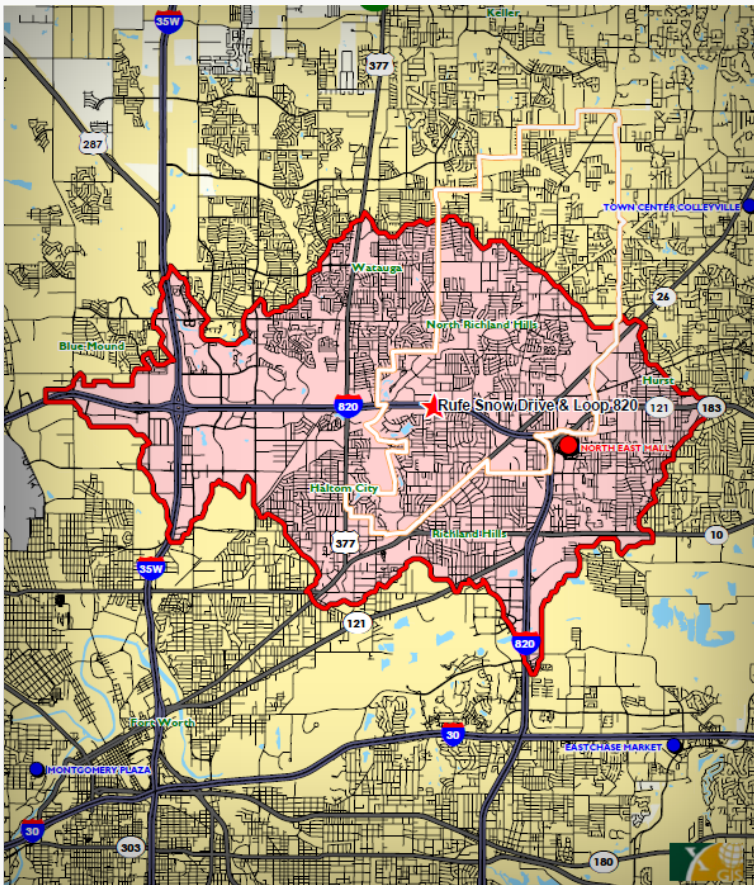


Loop 820 & Rufe Snow – 8 Minute Drive Time



| Dominant Segments | Description | Households | % of All Households |
|-------------------|-------------------------|------------|---------------------|
| A07 | NEW SUBURBIA FAMILIES | 2,804 | 5.86% |
| B03 | URBAN COMMUTER FAMILIES | 5,365 | 11.22% |
| B05 | SECOND-GENERATION | 3,783 | 7.91% |
| C02 | PRIME MIDDLE AMERICA | 2,926 | 6.12% |
| F01 | STEADFAST CONSERVATIVES | 7,452 | 15.58% |
| H01 | YOUNG COSMOPOLITANS | 2,549 | 5.33% |
| H03 | STABLE CAREERS | 5,579 | 11.66% |

Trade Area Segmentation

Rufe Snow Drive & Loop 820

