

Dunhill's Life Stage Segmentation Clusters

Group #	Cluster #	Group Name	Cluster Name	Age	Marital Status	Home Ownership	Presence of Children	Income	Rank	Urbancity	Rank	Net Worth	Rank
1Y	39	Beginnings	Early Parents	18-23;24-29	Single/Married Parents	Owner/Renter	Kids, Age Mix	Low	61	City & Surrounds	23	<\$100K	58
1Y	45	Beginnings	First Digs	24-29	Single	Owner/Renter	No Kids	Low Middle	46	City & Surrounds	25	<\$100K	61
1Y	57	Beginnings	Beginnings	18-23	Single	Owner/Renter	No Kids	Low	57	City & Surrounds	34	<\$100K	63
1Y	58	Beginnings	Young Workboots	18-23;24-29	Single	Owner/Renter	No Kids	Low	58	Rural	62	<\$100K	64
1Y	67	Beginnings	Rolling Stones	24-29	Single	Owner/Renter	No Kids	Lowest	67	City & Surrounds	19	<\$100K	65
2Y	18	Taking Hold	Married Sophisticates	30-35	Married	Owner	No Kids	Upper Middle	18	Outer Suburbs & Towns	45	<\$100K	36
2Y	21	Taking Hold	Children First	18-23;24-29	Single/Married Parents	Owner	Kids	Upper Middle	23	Outer Suburbs & Towns	50	<\$100K	42
2Y	24	Taking Hold	Career Building	24-29	Single	Owner/Renter	No Kids	Upper Middle	22	City & Surrounds	37	<\$100K	43
2Y	30	Taking Hold	Spouses & Houses	24-29	Married	Owner	No Kids	Middle	30	Outer Suburbs & Towns	49	<\$100K	48
3X	34	Transition Blues	Outward Bound	30-35;36-45	Married	Owner	No Kids	Middle	32	Rural	63	<\$100K	54
3X	41	Transition Blues	Trucks & Trailers	30-35;36-45	Single/Married	Owner/Renter	No Kids	Low Middle	39	Rural	59	<\$100K	62
3X	46	Transition Blues	Home Cooking	30-35;36-45	Married	Owner	No Kids	Low Middle	42	City & Surrounds	31	<\$100K	57
4X	42	Gen X Singles	First Mortgage	30-35	Single	Owner	No Kids	Low Middle	44	City & Surrounds	21	<\$100K	52
4X	52	Gen X Singles	Still Landlorded	36-45	Single	Renter	No Kids	Low Middle	51	City & Surrounds	30	<\$100K	69
4X	59	Gen X Singles	Low Rent Digs	30-35	Single	Renter	No Kids	Lowest	59	City & Surrounds	16	<\$100K	68
5X	37	Gen X Parents	Cartoons & Carpools	30-35;36-45	Married	Owner	School Age-Kids	Middle	37	City & Surrounds	24	<\$100K	60
5X	62	Gen X Parents	Kids & Rent	30-35;36-45	Single/Married Parents	Renter	Kids	Low	62	Outer Suburbs & Towns	15	<\$100K	66
6X	61	Mixed Singles	Urban Scramble	24-29;30-35	Single	Renter	No Kids	Low	56	Downtown Metro	2	<\$100K	59
6X	69	Mixed Singles	Mortgage Woes	30-35;36-45	Single	Owner	No Kids	Lowest	70	City & Surrounds	18	<\$100K	51
6X	70	Mixed Singles	On The Edge	36-45	Single	Renter	No Kids	Lowest	69	City & Surrounds	14	<\$100K	70
7X	06	Cash & Careers	Shooting Stars	30-35;36-45	Single/Married	Owner	No Kids	Wealthy	6	City & Surrounds	7	\$100K-\$249K	10
7X	10	Cash & Careers	Hard Changers	30-35;36-45	Single	Owner	No Kids	Affluent	8	City & Surrounds	35	<\$100K	34
7X	20	Cash & Careers	Dynamic Duos	36-45	Married	Owner	No Kids	Upper Middle	20	Outer Suburbs & Towns	43	<\$100K	44
7X	26	Cash & Careers	Savvy Singles	30-35;36-45	Single	Owner/Renter	No Kids	Upper Middle	24	City & Surrounds	29	<\$100K	49
8X	11	Jumbo Families	Kids & Clout	36-45	Married	Owner	School Age-Kids	Affluent	9	Outer Suburbs & Towns	51	<\$100K	30
8X	12	Jumbo Families	Tots & Toys	30-35;36-45	Married	Owner	Toddlers	Affluent	10	Outer Suburbs & Towns	47	<\$100K	45
8X	19	Jumbo Families	Country Comfort	30-335;36-45	Married	Owner	School Age-Kids	Upper Middle	17	Rural	60	<\$100K	37
8X	27	Jumbo Families	Soccer & SUV's	30-35;36-45	Married	Owner	School Age-Kids	Upper Middle	28	Outer Suburbs & Towns	42	<\$100K	53
9B	29	Boomer Singles	City Mixers	36-45	Single	Owner/Renter	No Kids	Middle	29	Downtown Metro	1	<\$100K	33
9B	35	Boomer Singles	Solo & Stable	36-45	Single	Owner	No Kids	Middle	36	City & Surrounds	26	<\$100K	56
9B	56	Boomer Singles	Modest Wages	36-45	Single	Owner	No Kids	Low	60	City & Surrounds	20	<\$100K	55
10B	47	Mixed Boomers	Rural Parents	36-45;46-55	Single Parent	Owner	Kids; Age Mix	Low Middle	41	Rural	67	<\$100K	38
10B	53	Mixed Boomers	Metro Parents	36-45;46-55	Single Parent	Owner	School Age-Kids	Low Middle	52	City & Surrounds	8	<\$100K	39
10B	60	Mixed Boomers	Rural Rovers	36-45	Single	Renter	No Kids	Low Middle	53	Rural	68	<\$100K	67
11B	01	Boomer Barons	Summit Estates	36-45;46-56	Married	Owner	School Age-Kids	Wealthy	1	Outer Suburbs & Towns	40	\$2MM+	2
11B	04	Boomer Barons	Skyboxes & Suburbans	36-45;46-55	Married	Owner	School Age-Kids	Wealthy	3	Outer Suburbs & Towns	56	\$1-2MM	3
11B	07	Boomer Barons	Leveraged Lifestyles	36-45;46-55	Married	Owner	School Age-Kids	Wealthy	7	Outer Suburbs & Towns	57	\$100K-\$249K	17
12B	13	Flush Families	Solid Single Parents	36-45;46-54	Single Parent	Owner	School Age-Kids	Affluent	11	City & Surrounds	17	\$100K-\$249K	27
12B	17	Flush Families	Apple Pie Families	46-55	Married	Owner	School Age-Kids	Upper Middle	16	City & Surrounds	38	\$100K-\$249K	21
13B	38	True Blues	Blue Collar Bunch	46-55;56-65	Married	Owner	School Age-Kids	Low Middle	38	City & Surrounds	13	<\$100K	26
13B	48	True Blues	Farmland Families	36-45;46-55	Married	Owner	School Age-Kids	Low Middle	45	Rural	69	<\$100K	46
14B	16	Our Turn	Country Single	36-45;46-55	Single	Owner	No Kids	Upper Middle	15	Rural	61	<\$100K	35
14B	22	Our Turn	Fun & Games	46-55	Married	Owner	No Kids	Upper Middle	19	Outer Suburbs & Towns	54	<\$100K	40
14B	31	Our Turn	Mid Americana	46-55;56-65	Married	Owner	No Kids	Middle	34	Outer Suburbs & Towns	46	\$100K-\$249K	12
14B	32	Our Turn	Downtown Boomer Couples	46-55;56-65	Married	Owner	No Kids	Middle	31	Downtown Metro	3	\$100K-\$249K	22
14B	33	Our Turn	Urban Tenants	46-55	Single	Renter	No Kids	Middle	33	Downtown Metro	4	<\$100K	47
15M	02	Mature Wealth	Established Elite	46-55;56-65	Married	Owner	No Kids	Wealthy	4	City & Surrounds	6	\$2MM+	1
15M	03	Mature Wealth	Corporate Clout	46-55	Single/Married	Owner	No Kids	Wealthy	2	City & Surrounds	5	\$1-2MM	4
16M	14	Aging Upscale	Career Centered Singles	46-55;56-65	Single	Owner	No Kids	Affluent	12	City & Surrounds	36	\$100K-\$249K	32
16M	15	Aging Upscale	Country Ways	46-55;56-65	Married	Owner	No Kids	Upper Middle	13	Rural	65	\$100K-\$249K	15
16M	23	Aging Upscale	Acred Couples	56-65	Married	Owner	No Kids	Upper Middle	21	Outer Suburbs & Towns	55	\$250K-\$499K	9
17M	43	Modest Means	Work & Causes	46-55	Single	Owner	No Kids	Low Middle	43	City & Surrounds	27	<\$100K	41
17M	44	Modest Means	Community Singles	56-65	Single	Owner	No Kids	Low Middle	48	City & Surrounds	28	\$100K-\$249K	14
17M	55	Modest Means	Humble Homes	46-55;56-65	Married	Owner	No Kids	Low	55	Outer Suburbs & Towns	52	\$100K-\$249K	24
17M	63	Modest Means	Single City Struggle	46-55;56-65	Single	Renter	No Kids	Low	63	City & Surrounds	10	<\$100K	50
17M	68	Modest Means	Penny Pinchers	46-55;56-65	Single	Owner	No Kids	Lowest	68	City & Surrounds	11	<\$100K	25
18M	40	Mature Rustics	The Great Outdoors	46-55;56-65	Married	Owner	No Kids	Low Middle	40	Rural	70	\$100K-\$249K	18
18M	50	Mature Rustics	The Greatest Generation	66+	Married	Owner	No Kids	Low Middle	47	Rural	64	\$100K-\$249K	16
18M	54	Mature Rustics	Still Truckin	46-55;56-65	Single	Owner	No Kids	Low Middle	54	Rural	66	\$100K-\$249K	28
19M	05	Golden Years	Sitting Pretty	46-55;56-65	Married	Owner	No Kids	Wealthy	5	Outer Suburbs & Towns	39	\$250K-\$499K	7
19M	08	Golden Years	Full Steaming	56-65	Single/Married	Owner	No Kids	Upper Middle	14	Outer Suburbs & Towns	41	\$500K-\$1MM	6
19M	09	Golden Years	Platinum Oldies	66+	Single/Married	Owner	No Kids	Upper Middle	27	Outer Suburbs & Towns	12	\$500K-\$1MM	5
20S	25	Active Elders	Clubs & Causes	66-75	Married	Owner	No Kids	Upper Middle	26	Outer Suburbs & Towns	53	\$100K-\$249K	11
20S	28	Active Elders	Suburban Seniors	76+	Single/Married	Owner	No Kids	Upper Middle	25	City & Surrounds	32	\$100K-\$249K	20
20S	36	Active Elders	Raisin Grandkids	66+	Single/Married	Owner	Kids; Age Mix	Middle	35	City & Surrounds	33	\$100K-\$249K	8
21S	49	Leisure Buffs	Sedentarians	76+	Married	Owner	No Kids	Low Middle	50	City & Surrounds	22	\$100K-\$249K	19
21S	51	Leisure Buffs	Family Matters	66-75	Married	Owner	No Kids	Low Middle	49	Outer Suburbs & Towns	44	\$100K-\$249K	13
21S	64	Leisure Buffs	Rural Antiques	76+	Single	Owner/Renter	No Kids	Low	64	Rural	58	<\$100K	31
21S	65	Leisure Buffs	Thrifty Elders	66-75	Single	Owner	No Kids	Lowest	65	Outer Suburbs & Towns	48	\$100K-\$249K	23
21S	66	Leisure Buffs	Timeless Elders	76+	Single	Owner	No Kids	Lowest	66	City & Surrounds	9	\$100K-\$249K	29