

Warm Weather 2007

Prizm

OUTSTATE MARKETS	Prizm Clusters: No Kids	Prizm Clusters: With Kids
Chicago	Money & Brains American Dreams Bohemian Mix Home Sweet Home	Pools & Patios Country Squires Winners Circle Beltway Boomers American Dreams
Milwaukee		Fast Track Families God's Country Country Casuals
Indianapolis	Big Fish, Small Pond Upward Bound Traditional Times Movers & Shakers Fast Track Families Executive Suites	
Cleveland	Country Casuals Golden Ponds Gray Power	
Cincinnati	American Dreams Big City Blues Domestic Duos Big Sky Families Winners Circle	
FEEDER MARKETS	Prizm Clusters: No Kids	Prizm Clusters: With Kids
Ft. Wayne		Big Sky Families New Empty Nesters Mayberry-ville Greenbelt Sports
Green Bay		Brite Lights, Lil City Heartlanders Fast Track Families Big Fish, Small Pond Middleburg Managers Up & Comers
South Bend		Country Casuals Big Sky Families New Homesteaders Big Fish, Small Pond
Toledo		Mayberry-ville Fast Track Families Country Casuals Close-in Couples

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IN-STATE MARKETS	Prizm Clusters: No Kids	Prizm Clusters: With Kids
Detroit		Home Sweet Home God's Country American Dreams Brite Lights, Lil City Movers & Shakers
Grand Rapids	Mayberry-ville Suburban Sprawl Traditional Times Fast Track Families Country Squires	Fast Track Families Shotgun & Pickups Big Sky Families Kid Country, USA New Homesteaders
Lansing	Greenbelt Sports God's Country Big Sky Families Big Fish, Small Pond Heartlanders	Big Fish, Small Pond Country Squires Mayberry-ville Traditional Times
Flint	Simple Pleasures Mayberry-ville Country Casuals Blue Highway Back Country Folks	Bedrock America Heartlanders Shotguns & Pickups Mayberry-ville Blue Highways
Saginaw		Bedrock America Heartlanders Shotguns & Pickups Mayberry-ville Blue Highways