

PRIZM								
Segment	Consumer Segment	Decision Driver(s)	Generation	Hillside	Bluffs	Vineyard	Grove	Rapids
F1	Current Lexington Residents	Move Up, Stay in School District	Y, X, B		Y			
F1	Current Columbia Residents	Move Up, Move for Schools	Y, X, B		Y			
F1	Relocating Executives	Schools, Appreciation, Lifestyle	Y, X, B		Y	Y		
F1	Medical Professionals	Proximity to Lexington Medical Center	Y, X, B			Y		Y
F1	Young Couples - FTB	Proximity to Employment, Downtown, Schools	Z, Y	Y	Y			
F1, M1	DINKS	Proximity to Employment, Downtown, Lifestyle	Y, X, B	Y			Y	Y
M1	Empty Nesters	Move Down, Lifestyle	X, B, S	Y	Y		Y	
M1	Older Couples	Proximity to Medical Services, Security, Lifestyle	B, S				Y	
M1	Elite Mature Couples	Proximity to Family, Compelling Lifestyle	B, S			Y		Y
M1	Trailing Parents	Proximity to Family, Climate, Cost of Living	X, B, S	Y	Y		Y	Y
M1	Mature Single Females	Security, Lifestyle, Community	X, B, S	Y			Y	
Y2, F1	Young, Single Professionals	Proximity to Employment, Downtown	Z, Y	Y				
F1	Non-Traditional Lexington Buyers	Drawn to Convenient Location, Amenities	Y, X, B					
F1, M1	"River" Buyers	Seeking Adventure Lifestyle	Y, X, B	Y	Y		Y	
F1, M1	Lot Investors	Hold for Investment or Build Later	X, B					