

Gladstone Utility Rates
Gladstone Households (2017)
Net Worth

...Financial Capacity Varies Widely

Category	Household Net Worth	% Households
Millionaires	\$1m or greater	0
Elite	\$350k – \$1m	19.59
High	\$200k – \$350K	7.33
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Above Average	\$100k – \$200k	14.04
Moderate	\$50k – \$100k	32.31
Below Average	\$25k – \$50k	4.43
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Low	Less than \$25k	16.79
		94.49%

Net Worth: household assets (including home equity), minus liabilities/debts

Source: PRIZM Lifestage Segmentation, Environics/Claritas, 2017