

Gladstone Utility Rates
Gladstone Households (2017)
Income Producing Assets (IPA)

...Financial Capacity Varies Widely

Category	Household IPA	% Households
Millionaires	\$1m or greater	0
Elite	\$450k or greater	19.59
High	\$250k or higher	7.33
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Above Average	\$100k – \$250k	0
Moderate	\$50k – \$100k	8.44
Below Average	\$25k – \$50k	5.60
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Low	Less than \$25k	53.53
		94.49%

IPA = cash, savings, retirement accounts, stocks & bonds (does not include mortgage equity)

Source: PRIZM Lifestage Segmentation, Environics/Claritas, 2017