



CLARITAS PRIZM® PREMIER SEGMENT NARRATIVES 2022

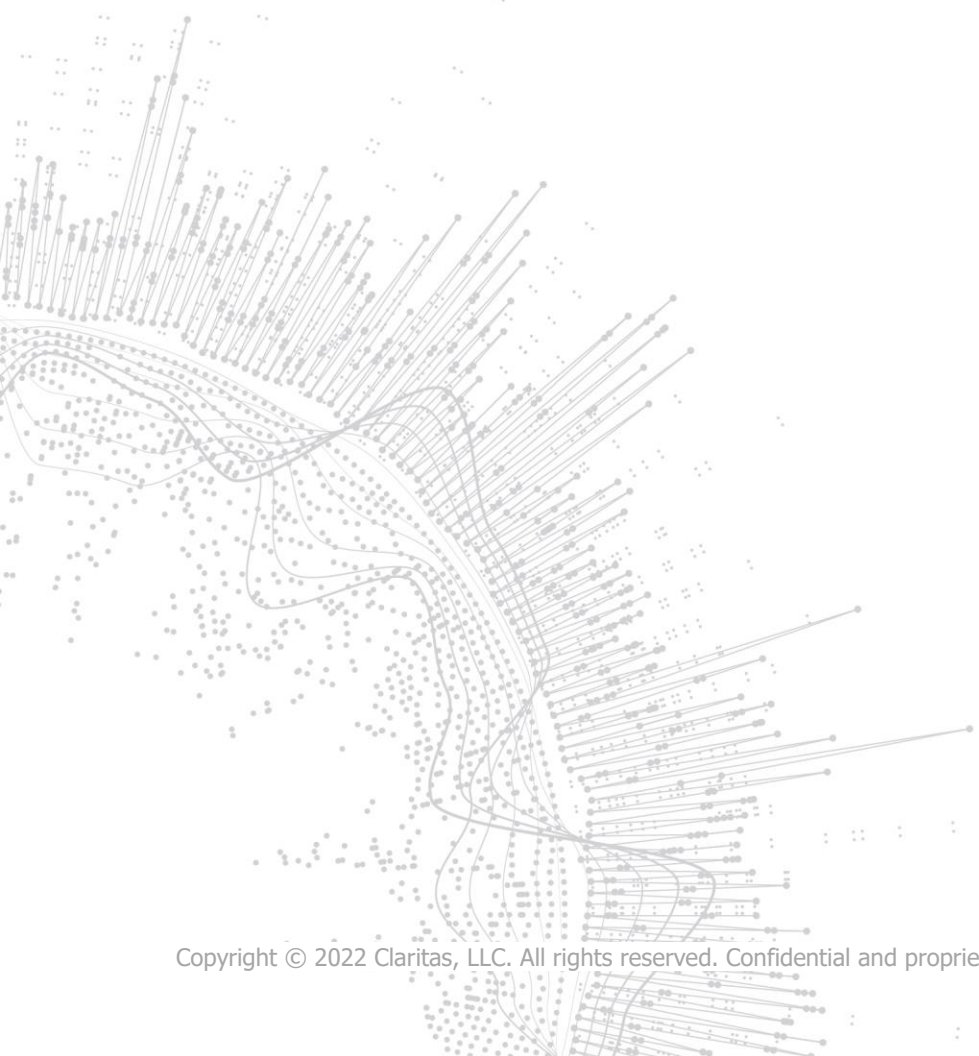


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INTRODUCTION TO CLARITAS PRIZM® PREMIER

Claritas has remained at the forefront of segmentation development due to our willingness to adapt our data modeling techniques to keep pace with the geodemographic data available through the U.S. Census Bureau and other sources. Improvements created by Claritas in statistical techniques, combined with new data sources and changes instituted by the Census starting in the year 2010, offered Claritas the rare opportunity to build a unique solution for consumer segmentation. The result is the PRIZM® Premier system, which delivers a more complete picture of household consumption in today's complex marketplace.

This document includes a high-level overview of the techniques used to create the PRIZM Premier segmentation system. More detailed information about model development, segment assignments, and Urbanicity can be found in the Claritas PRIZM Premier Methodology Document.

Overview

With PRIZM Premier, Claritas continues to provide a seamless transition between household level segmentation and traditional geodemographics by delivering the same segments at all levels. Having the ability to downshift from geodemographic to household level data makes it possible for marketers to move effortlessly from market planning and media strategy to customer acquisition, cross selling, and retention while using the same language to describe their consumers.

PRIZM Premier classifies every U.S. household into one of 68 consumer segments based on the household's purchasing preferences. PRIZM Premier offers a complete set of ancillary databases and links to third-party data, allowing marketers to use data outside of their own customer files to pinpoint products and services that their best customers are most likely to use, as well as locate their best customers on the ground. PRIZM Premier enables marketers to create a complete portrait of their customers to better understand, find and engage with their best clients and prospects.

The external links of PRIZM Premier allow for company-wide integration of a single customer concept. Beyond coding customer records for consumer targeting applications, Claritas provides estimates of markets and trade areas for location analytics and profile databases for behaviors ranging from leisure time preferences to shopping to eating to favorite magazines and TV shows, all of which can help craft ad messaging and media strategy. Components of the PRIZM Premier system can be grouped by the stage of customer analysis, as shown in the following table:

CUSTOMER ANALYSIS STAGE	PRIZM PREMIER COMPONENT USED
Coding customer records	Household-level coding Geodemographic coding and/or fill in

CUSTOMER ANALYSIS STAGE	PRIZM PREMIER COMPONENT USED
Comparing coded customer records to trade area(s)	Current-year segment distributions Five-year segment distributions PRIZM Premier Z6 (Delivery Point Code) segment distributions
Determining segment characteristics for demographics, lifestyle, media, and other behaviors	Household Demographic Profiles Neighborhood Demographic Profiles Claritas Technology Behavior Track Profiles Claritas Energy Behavior Track Profiles Claritas Financial Product Profiles Claritas Insurance Product Profiles Claritas Income Producing Assets/Net Worth Profiles Claritas TV Behavior Profiles Claritas Online Behavior Profiles Additional profiles as created by Claritas PRIZM Premier Links Network Custom surveys or databases

Model Development

PRIZM Premier was developed using Claritas’ proprietary methodology that allows marketers to seamlessly shift from ZIP Code level to block group level to ZIP+4 level, all the way down to the individual household level—all with the same set of 68 segments. This single set of segments affords marketers the benefits of household level precision in applications such as direct mail, while at the same time maintaining the broad market linkages, usability, and cost-effectiveness of geodemographics for applications such as market sizing and location analysis.

Statistical Techniques

In 1980 and 1990, Claritas statisticians rebuilt PRIZM by essentially repeating the same steps they performed when Claritas pioneered geodemographic segmentation in 1976. They aggressively analyzed the data, isolated key factors, and developed a new clustering system. The development of each new system provided an opportunity to evaluate and implement improvements as they became available, but the underlying segmentation technique was clustering.

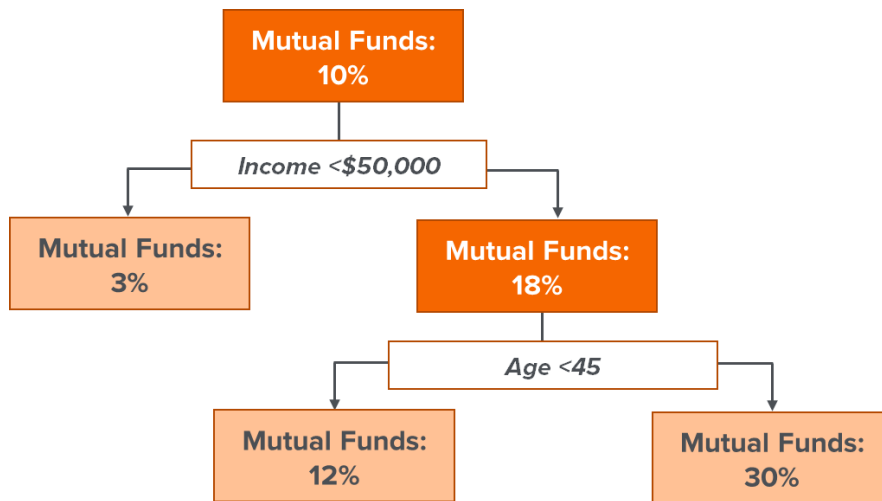
Since the 1970s, the most popular of the clustering techniques has been K means clustering. The final number of clusters desired is specified to the algorithm (this is the origin of the “K” in K means) and the algorithm then partitions the observations into K number of clusters as determined by their location in n dimensional space, as dictated by demographic factors. Membership in a cluster is determined by the proximity to the group center, or mean, in space (hence the origin of the “mean” in K means).

For any type of clustering process to work well, the statistician must correctly identify the important dimensions before implementing the clustering process. For marketing purposes, obvious drivers are age and income. However, appropriate levels for each of these critically important dimensions still need to be chosen. For example, does the dimension of income create better differentiation at \$35,000 or \$50,000? How does choosing between these two values of the same dimension change the clustering outcome? These choices are important, because when the clustering iterations end and yield an answer, marketers are left with clusters of households that have been organized by their proximity to each other by the demographic metrics that were chosen. This answer may or may not be meaningful to the original task of creating groups that differ in their behaviors—in large part because behavior measures were not incorporated into the clustering technique itself.

With PRIZM, Claritas broke with traditional clustering algorithms to embrace a new technology that yields better segmentation results. PRIZM Premier was created using this same proprietary method called Multivariate Divisive Partitioning (MDP). MDP borrows and extends a tree partitioning method that creates the segments based on demographics that matter most to households' behaviors.

The most common tree partitioning technique, Classification and Regression Trees (CART), involves a more modeling oriented process than clustering. Described simply, statisticians begin with a single behavior they wish to predict and start with all participating households in a single segment. Predictor variables, such as income, age, or presence of children, are analyzed to find the variable—and the appropriate value of that variable—that divides the single segment into two that have the greatest difference for that behavior. Additional splitting takes place until all effective splits have been made or the size of the segment created falls below a target threshold.

In the example that follows, the CART process starts with all of the survey respondents in one segment for the behavior of interest—in this case, owning mutual funds. Of this particular respondent pool, 10 percent report owning mutual funds. Next, the CART routine searches for the demographic variable—and the value of that demographic variable—that creates the two segments that are most different on the behavior of interest. Our example shows that dividing the first group by an income of \$50,000 yields two segments—one with mutual fund use of 3 percent and the second with mutual fund use of 18 percent. We can divide the second segment again, with the result that a split based on an age of 45 yields two more segments—one with mutual fund use of 12 percent and the other with mutual fund use of 30 percent.



If the process stops here, we have a segmentation system with three segments—one with 3% of its members owning mutual funds, a second with 12% of its members owning mutual funds, and the third with 30% of members owning mutual funds. However, this resulting segmentation system does not provide useful information about any other behaviors—it’s optimized only for owning mutual funds. This is one of the limitations of the CART technique: it generates an optimal model for only a single behavior. Because PRIZM Premier is a multi-purpose segmentation system, optimization across a broader range of behaviors is necessary. Claritas made several modifications to the CART process, resulting in the MDP technique, for which a patent is pending. These modifications extended the basic CART process to simultaneously optimize across hundreds of distinct behaviors at once. This advancement allowed Claritas to take full advantage of the thousands of behaviors and hundreds of demographic predictor variables available at different geographic levels, including the household level. The MDP process was run hundreds of times, with varying sets of behaviors, predictor variables, and a number of other parameters, to ensure that the resulting segments represent behaviorally important groupings.

Data Sources

In addition to a unique statistical technique, Claritas employed an unprecedented number of data sources and data levels in the development of PRIZM Premier. Geodemographic data, the mainstay of previous segmentation systems, included Census demographics and ZIP+4-level demographics summarized from compiled lists.

As with the prior version of PRIZM, Claritas once again used household-level demographics in the development process of PRIZM Premier. To each of the over 900,000 customer records in the development database already coded with Census demographics, summarized ZIP+4 demographics, and custom Claritas measures, Claritas appended a compiled list of household demographics from the Epsilon™ Targeting TotalSource Plus™ file. The resulting database was

used to design and evaluate systems built with four different sources of data: self-reported household, compiled list-based household, ZIP+4, and block group.

NEW ASSIGNMENT DATA FOR CLARITAS PRIZM® PREMIER

In addition to the geodemographic and behavioral data that was used in the development of previous versions of PRIZM®, two new inputs were added to the PRIZM Premier model: a measure of a household's liquid assets and a technology score which measures a household's use of technology in their daily activities. These two measures play a key role in determining the PRIZM Premier segment assignment for a household or geography.

The first is Claritas Income Producing Assets Indicators, a proprietary Claritas model that estimates the liquid assets of a household based on responses to the Claritas Financial Track survey of financial behaviors. Financial Track is the largest financial survey in the industry, collecting actual dollar measures from each survey respondent. From the survey base, information for nearly 250,000 households (typically rolling three years of quarterly surveys) is anonymized, summarized, and used to construct balance information for a variety of financial products and services that are core to Income-Producing Assets (IPA). No individual respondent survey data is released as part of the PRIZM Premier model.

Strongly correlated to age and income, IPA measures liquid wealth such as cash, checking accounts, savings products such as savings accounts, money market accounts and CDs, investment products such as stock and mutual funds, retirement accounts, and other asset classes that are relatively easy to redeem and move—and for which marketers can readily compete. Note that the asset classifications used in developing PRIZM Premier differ slightly from those offered in the stand-alone Claritas Income Producing Assets Indicators product. PRIZM Premier segments are classified in one of seven IPA categories: **Millionaires IPA, Elite IPA, High IPA, Above Average IPA, Moderate IPA, Below Average IPA, and Low IPA.**

The second feature introduced with PRIZM Premier is a measure of technology use that identifies the extent to which a household has embraced technology in their everyday lives. A technology model was developed utilizing more than 100 technology related behaviors from several Claritas and third-party surveys. These behaviors included use of specific devices, as well as specific activities engaged in by the household across various devices and channels. The technology use of each segment within the new PRIZM Premier system is described in terms of how the households within the segment scored relative to the average technology score. PRIZM Premier segments are classified in one of five Tech Use categories: **Highest Tech, Above Average Tech, Average Tech, Below Average Tech, or Lowest Tech** to define their use of technology.

PRIZM Premier incorporates these IPA indicators and tech scores, along with household characteristics, such as income, age, and family composition, and neighborhood characteristics, such as housing stock and home ownership, to create 68 segments. These segments are numbered according to socioeconomic rank (which takes into account characteristics such as income, education, occupation, and home value) and are grouped into 11 Lifestage groups and 14 social groups. Social groups are based on urbanicity and socioeconomic rank. Lifestage groups are based on age, socioeconomic rank, and the presence of children at home.

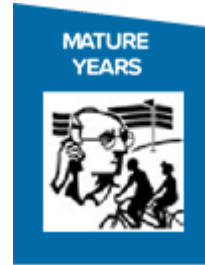
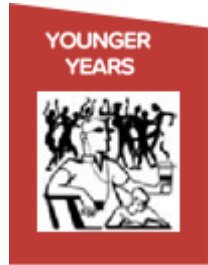
CLARITAS PRIZM® PREMIER LIFESTAGE GROUPS

PRIZM® Premier Lifestage classifications provide a different way to look at groups of PRIZM Premier segments. While PRIZM Premier Social Groups are based on both affluence and Claritas Urbanization, PRIZM Premier Lifestage Groups account for affluence and a combination of householder age and household composition.

Within three Lifestage classes—Younger Years, Family Life, and Mature Years—the 68 segments are further grouped into 11 Lifestage Groups. Each Lifestage Group's combination of the three variables—affluence, householder age, and presence of children at home—help paint a more vivid picture of the likely lifestyle of the segments in that group. For example, the three Lifestage Groups that comprise the class Younger Years share the characteristic that the majority of households are young and childless.

What differentiates Y1: Midlife Success, from Y2: Young Achievers, is the age at which residents have achieved this level of affluence. Similarly, the four groups of segments that make up Family Life have children in common, while segments categorized as Mature Years are mostly empty nesters. The most affluent family segments fall into F1: Accumulated Wealth, which includes Networked Neighbors, Country Squires, and Winner's Circle.

The Matrix on the following page can be found on the PRIZM Premier Posters. It organizes the segments by their predominant Social Group on horizontal axis Income from Higher to Lower on the vertical axis.



↑ HIGH
↓ LOW

\$

Y1 MIDLIFE SUCCESS

- 04 Young Digerati
- 13 Upward Bound
- 21 The Cosmopolitans
- 25 Up-and-Comers
- 31 Connected Bohemians
- 34 Young & Influential
- 35 Urban Achievers

F1 ACCUMULATED WEALTH

- 02 Networked Neighbors
- 05 Country Squires
- 06 Winner's Circle
- 10 Executive Suites
- 11 Fast-Track Families
- 14 Kids & Cul-de-Sacs
- 15 New Homesteaders
- 16 Beltway Boomers

M1 AFFLUENT EMPTY NESTS

- 01 Upper Crust
- 03 Movers & Shakers
- 07 Money & Brains
- 08 Gray Power
- 09 Big Fish, Small Pond
- 12 Cruisin' to Retirement

Y2 YOUNG ACHIEVERS

- 40 Aspiring A-Listers
- 47 Striving Selfies
- 48 Generation Web
- 50 Metro Grads
- 54 Struggling Singles

F2 YOUNG ACCUMULATORS

- 23 Township Travelers
- 26 Home Sweet Home
- 27 Big Sky Families
- 29 White Picket Fences
- 30 Pools & Patios

M2 CONSERVATIVE CLASSICS

- 17 Urban Elders
- 18 Mayberry-ville
- 19 American Dreams
- 20 Empty Nests
- 22 Middleburg Managers
- 24 Pickup Patriarchs
- 28 Country Casuals

Y3 STRIVING SINGLES

- 55 Red, White & Blue
- 59 New Melting Pot
- 60 Small-Town Collegiates
- 63 Low-Rise Living
- 64 Family Thrifts
- 65 Young & Rustic
- 66 New Beginnings

F3 MAINSTREAM FAMILIES

- 33 Second City Startups
- 37 Bright Lights, Li'l City
- 39 Kid Country, USA
- 44 Country Strong
- 51 Campers & Camo

M3 CAUTIOUS COUPLES

- 32 Traditional Times
- 36 Toolbelt Traditionalists
- 38 Hometown Retired
- 41 Domestic Duos
- 43 City Roots
- 46 Heartlanders
- 49 American Classics
- 52 Simple Pleasures
- 53 Lo-Tech Singles

F4 SUSTAINING FAMILIES

- 42 Multi-Culti Mosaic
- 45 Urban Modern Mix
- 56 Multi-Culti Families
- 61 Second City Generations
- 68 Bedrock America

M4 SUSTAINING SENIORS

- 57 Back Country Folks
- 58 Golden Ponds
- 62 Crossroad Villagers
- 67 Park Bench Seniors

PREDOMINANTLY UNDER AGE 45, SINGLES AND COUPLES MOSTLY WITHOUT CHILDREN

PREDOMINANTLY MIDDLE-AGED FAMILIES WITH CHILDREN IN THE HOUSEHOLD

PREDOMINANTLY AGE 55 AND ABOVE, EMPTY-NEST COUPLES AND MATURE SINGLES

YOUNGER YEARS (Y)

Segments in Younger Years (Y) consist of mostly singles and couples who are typically under 45 years old and generally have no children in the household. Residents may feel they are too young to have children and/or are approaching middle age and choose not to have them. At the household level, around age 45 is the cutoff for most segments. Among these younger segments, only those explicit in their definition for lack of children or with low indices for presence of children tend to be included in Younger Years.

Y1: Midlife Success



The seven segments in Midlife Success typically are filled with singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many college- and post-graduate educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle-class segments. Most of these segments are found in urban and suburban communities, and consumers here are big fans of the latest technology, financial products, high-end cars, and

travel.

- 04 [Young Digerati](#)
- 13 [Upward Bound](#)
- 21 [The Cosmopolitans](#)
- 25 [Up-and-Comers](#)
- 31 [Connected Bohemians](#)
- 34 [Young & Influential](#)
- 35 [Urban Achievers](#)

Y2: Young Achievers



Young Achievers is a Lifestage group made up of a lower-midscale segments found in urban and metro neighborhoods. A blend of family types, Young Achievers are also a mix of homeowners and renters. They are above average in their use of technology, often researching their upcoming purchases online when they aren't streaming videos or visiting social networking sites.

- 40 [Aspiring A-Listers](#)
- 47 [Striving Selfies](#)
- 48 [Generation Web](#)
- 50 [Metro Grads](#)
- 54 [Struggling Singles](#)

Y3: Striving Singles



The seven segments in Striving Singles make up the most downscale of the Younger Years class. Found in both cities and rural settings, these households typically have low incomes, often under \$30,000 a year, from service jobs or part-time work they take on while going to college. As consumers, the residents in these segments score high for Mexican League soccer, monster trucks, pre-paid cell phones, fast food, and inexpensive cars.

- 55 [Red, White & Blue](#)
- 59 [New Melting Pot](#)
- 60 [Small-Town Collegiates](#)
- 63 [Low-Rise Living](#)
- 64 [Family Thrifts](#)
- 65 [Young & Rustic](#)
- 66 [New Beginnings](#)

FAMILY LIFE (F)



Family Life (F) is composed of segments that are middle-aged and either defined by presence of children in the household or have high indices for households with children under age 18. They may be married couples or single parents. At the household level, presence of children is the primary driver for many segments in this class. While this class also includes segments where the presence of children is not explicit at the household level, in general they do show high indices for that characteristic.

F1: Accumulated Wealth

The eight segments in Accumulated Wealth contain the wealthiest, mostly college-educated, white-collar families living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top-of-the-line sporting equipment. The adults in these households are also a prime audience for smart home devices, expensive cars, and frequent vacations, often to theme parks as well as European destinations.

- 02 [Networked Neighbors](#)
- 05 [Country Squires](#)
- 06 [Winner's Circle](#)
- 10 [Executive Suites](#)
- 11 [Fast-Track Families](#)
- 14 [Kids & Cul-de-Sacs](#)
- 15 [New Homesteaders](#)
- 16 [Beltway Boomers](#)

F2: Young Accumulators

Compared to the Accumulated Wealth group, the five segments in Young Accumulators are slightly younger and less affluent than their upscale peers. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly

technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

- 23 [Township Travelers](#)
- 26 [Home Sweet Home](#)
- 27 [Big Sky Families](#)
- 29 [White Picket Fences](#)
- 30 [Pools & Patios](#)

F3: Mainstream Families

Mainstream Families refers to a collection of five segments of middle class and working-class families. Residents in this exurban group share similar consumption patterns, living in modestly priced homes and ranking high for outdoor activities. Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, gaming, groceries in bulk, and Dodge trucks.

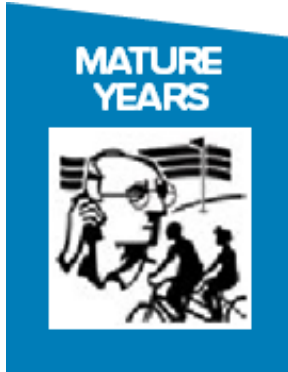
- 33 [Second City Startups](#)
- 37 [Bright Lights, Li'l City](#)
- 39 [Kid Country, USA](#)
- 44 [Country Strong](#)
- 51 [Campers & Camo](#)

F4: Sustaining Families

Sustaining Families is the least affluent of the Family Life groups, an assortment of segments that range from working-class to decidedly downscale. These segments are primarily found in urban neighborhoods. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments or houses. And their lifestyles are similarly modest: households here are into soccer and basketball, shopping at discount chains and convenience stores, and eating out at Starbucks and Chuck E Cheese.

- 42 [Multi-Culti Mosaic](#)
- 45 [Urban Modern Mix](#)
- 56 [Multi-Culti Families](#)
- 61 [Second City Generations](#)
- 68 [Bedrock America](#)

MATURE YEARS (M)



Mature Years (M) includes segments whose residents are primarily empty-nesters or those with children in their late teens, away at college or rebounding back to mom and dad's home. At the household level, the primary driver is age, not necessarily the absence of children. Segments that are uniquely child-centered tend to be younger and are grouped under Family Years while those under age 45 and without children are grouped in Younger Years, leaving the last group of segments for the Mature Years.

M1: Affluent Empty Nests

Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. The six wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated and hold executive and professional positions. While their neighborhoods are found across a variety of landscapes, they are most common in suburban neighborhoods with large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, new technology, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.

- 01 [Upper Crust](#)
- 03 [Movers & Shakers](#)
- 07 [Money & Brains](#)
- 08 [Gray Power](#)
- 09 [Big Fish, Small Pond](#)
- 12 [Cruisin' to Retirement](#)

M2: Conservative Classics

College educated, over 55 years old and upper-middle class, the seven segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual-dining restaurant.

- 17 [Urban Elders](#)
- 18 [Mayberry-ville](#)
- 19 [American Dreams](#)
- 20 [Empty Nests](#)
- 22 [Middleburg Managers](#)
- 24 [Pickup Patriarchs](#)
- 28 [Country Casuals](#)

M3: Cautious Couples

Another large group of Mature Years segments is Cautious Couples, featuring an over-55-year-old mix of singles, couples, and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working-class, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home-based hobbies like coin collecting and gardening.

- 32 [Traditional Times](#)
- 36 [Toolbelt Traditionalists](#)
- 38 [Hometown Retired](#)
- 41 [Domestic Duos](#)
- 43 [City Roots](#)
- 46 [Heartlanders](#)
- 49 [American Classics](#)
- 52 [Simple Pleasures](#)
- 53 [Lo-Tech Singles](#)

M4: Sustaining Seniors

Sustaining Seniors consists of four segments filled with older, economically challenged Americans. Primarily found in small towns and rural areas, they all score high for having residents who are over 65 years old and who have household incomes under \$40,000. Many are single or widowed, have modest educational achievement, and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. They're big on watching TV, gardening, sewing, and woodworking. Their social life often revolves around activities at veterans' clubs and fraternal organizations.

57 [Back Country Folks](#)

58 [Golden Ponds](#)

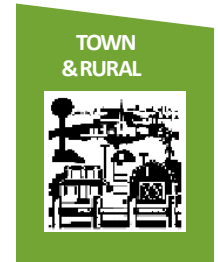
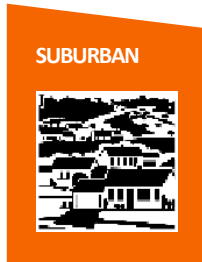
62 [Crossroad Villagers](#)

67 [Park Bench Seniors](#)

CLARITAS PRIZM® PREMIER SOCIAL GROUPS

The 14 social groups of Claritas PRIZM® Premier are based on Urbanicity class and affluence, two important variables used in the production of PRIZM Premier. First, segments are placed in one of four urbanicity class categories. Within each of these categories, all the segments are then sorted into groups based on affluence, another powerful demographic predictor of consumer behavior. All of the 68 segments are grouped into one of these 14 social groups. At the top of both the affluence and density scales is Social Group **U1: Urban Uptown**, in which residents live in urban areas and are very affluent. At the opposite extreme is Social Group **T4: Rustic Living**, in which residents live in rural areas with a more downscale lifestyle.

The Matrix on the following page can be found on the PRIZM Premier Posters. It organizes the segments by their predominant Social Group on horizontal axis Income from Higher to Lower on the vertical axis.



HIGH
\$
LOW

<p>U1 URBAN UPTOWN</p> <p>04 Young Digerati</p> <p>07 Money & Brains</p> <p>19 American Dreams</p> <p>21 The Cosmopolitans</p>	<p>S1 ELITE SUBURBS</p> <p>01 Upper Crust</p> <p>02 Networked Neighbors</p> <p>03 Movers & Shakers</p>	<p>C1 SECOND CITY SOCIETY</p> <p>22 Middleburg Managers</p> <p>33 Second City Startups</p> <p>37 Bright Lights, Li'l City</p>	<p>T1 LANDED GENTRY</p> <p>05 Country Squires</p> <p>09 Big Fish, Small Pond</p> <p>11 Fast-Track Families</p> <p>15 New Homesteaders</p>
<p>U2 MIDTOWN MIX</p> <p>17 Urban Elders</p> <p>31 Connected Bohemians</p> <p>35 Urban Achievers</p> <p>40 Aspiring A-Listers</p>	<p>S2 THE AFFLUENTIALS</p> <p>06 Winner's Circle</p> <p>08 Gray Power</p> <p>10 Executive Suites</p> <p>12 Cruisin' to Retirement</p> <p>13 Upward Bound</p> <p>14 Kids & Cul-de-Sacs</p> <p>16 Beltway Boomers</p>	<p>C2 CITY CENTERS</p> <p>47 Striving Selfies</p> <p>48 Generation Web</p> <p>49 American Classics</p> <p>53 Lo-Tech Singles</p> <p>54 Struggling Singles</p>	<p>T2 COUNTRY COMFORT</p> <p>18 Mayberry-ville</p> <p>23 Township Travelers</p> <p>24 Pickup Patriarchs</p> <p>27 Big Sky Families</p> <p>28 Country Casuals</p> <p>29 White Picket Fences</p>
<p>U3 URBAN CORES</p> <p>42 Multi-Culti Mosaic</p> <p>43 City Roots</p> <p>45 Urban Modern Mix</p> <p>56 Multi-Culti Families</p> <p>63 Low-Rise Living</p>	<p>S3 MIDDLEBURBS</p> <p>20 Empty Nests</p> <p>25 Up-and-Comers</p> <p>26 Home Sweet Home</p> <p>30 Pools & Patios</p>	<p>C3 MICRO-CITY MIX</p> <p>59 New Melting Pot</p> <p>61 Second City Generations</p> <p>64 Family Thrifts</p> <p>66 New Beginnings</p> <p>67 Park Bench Seniors</p>	<p>T3 MIDDLE AMERICA</p> <p>32 Traditional Times</p> <p>38 Hometown Retired</p> <p>39 Kid Country, USA</p> <p>44 Country Strong</p> <p>46 Heartlanders</p> <p>51 Campers & Camo</p> <p>52 Simple Pleasures</p>
	<p>S4 INNER SUBURBS</p> <p>34 Young & Influential</p> <p>36 Toolbelt Traditionalists</p> <p>41 Domestic Duos</p> <p>50 Metro Grads</p>		<p>T4 RUSTIC LIVING</p> <p>55 Red, White & Blue</p> <p>57 Back Country Folks</p> <p>58 Golden Ponds</p> <p>60 Small-Town Collegiates</p> <p>62 Crossroad Villagers</p> <p>65 Young & Rustic</p> <p>68 Bedrock America</p>

HIGH DENSITY POPULATION CENTERS IN MAJOR METROPOLITAN AREAS	MODERATELY DENSE NEIGHBORHOODS BY THE URBAN OR SECOND CITY CORE	MODERATELY DENSE POPULATION CENTERS OF SMALLER CITIES AND LARGER TOWNS	SMALL TOWN AND RURAL AREAS, AS WELL AS LOW DENSITY SUBURBS ON THE EXURBAN FRINGE
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URBAN (U)



Urban (U) Social Groups have population density centiles mostly between 85 and 99. They include both the downtown areas of major cities and surrounding neighborhoods. Households in this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond the city limits and into surrounding jurisdictions to encompass most of America's earliest suburban

expansions.

U1: Urban Uptown

The four segments in Urban Uptown are home to the nation's wealthiest urban consumers. Members of this social group tend to be upscale to wealthy, mostly without kids. Although this group is diverse in terms of housing styles, residents share an upscale urban perspective that's reflected in their shopping behaviors and activities. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad, and spend heavily on computer and wireless technology.

- 04 [Young Digerati](#)
- 07 [Money & Brains](#)
- 19 [American Dreams](#)
- 21 [The Cosmopolitans](#)

U2: Midtown Mix

Diversity is the hallmark of Midtown Mix, a group of mostly younger, midscale urban renters. It's the most tech savvy of the urban social groups and consists of a mix of singles and couples. In Midtown Mix, the households are dominated by consumers who pursue active social lives - frequenting bars, health clubs, and restaurants at high rates, listening to progressive music, driving small imports, and acquiring the latest consumer electronics.

- 17 [Urban Elders](#)
- 31 [Connected Bohemians](#)
- 35 [Urban Achievers](#)
- 40 [Aspiring A-Listers](#)

U3: Urban Cores

The segments of Urban Cores are characterized by relatively modest incomes, education, and rental apartments; however, affordable housing is part of the allure for the group's young singles and aging retirees. Urban Cores is one of the least affluent social groups, and surveys indicate a fondness for both ethnic and mainstream media and products.

42 [Multi-Culti Mosaic](#)

43 [City Roots](#)

45 [Urban Modern Mix](#)

56 [Multi-Culti Families](#)

63 [Low-Rise Living](#)

SUBURBAN (S)



Suburban (S) areas have population density centiles between 40 and 90 and are clearly dependent on urban areas or second cities. Unlike Second Cities, they are not the population center of their surrounding community, but rather a continuation of the density decline as you move out from the city center. While some Suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to Urban or Second

City cores.

S1: Elite Suburbs

The most affluent suburban social group, Elite Suburbs is a world of six-figure incomes, post-graduate degrees, single-family homes, and managerial and professional occupations. Befitting their lofty salaries, S1 members are big consumers of large homes, expensive clothes, luxury cars, and foreign travel. Despite representing a small portion of the U.S. population, they hold a large share of the nation's personal net worth.

01 [Upper Crust](#)

02 [Networked Neighbors](#)

03 [Movers & Shakers](#)

S2: The Affluentials

The seven segments in The Affluentials are one socioeconomic rung down from the Elite Suburbs, with a significant drop in median income; but their residents still enjoy comfortable, suburban lifestyles. The median income and IPA in S2 are well above the U.S. median values, and the members of this social group are a mix of families, couples and singles who tend to have college degrees and white-collar jobs. As consumers, The Affluentials are big fans of health foods, computer equipment, consumer electronics, and the full range of big-box retailers.

06 [Winner's Circle](#)

08 [Gray Power](#)

10 [Executive Suites](#)

12 [Cruisin' to Retirement](#)

13 [Upward Bound](#)

14 [Kids & Cul-de-Sacs](#)

16 [Beltway Boomers](#)

S3: Middleburbs

The four segments that comprise Middleburbs share a middle class, suburban perspective, but the similarity ends there. The group includes a mix of ages and interests. Mostly homeowners, the presence of children varies across the segments. The members of Middleburbs tend to have plenty of discretionary income to visit nightclubs and casual-dining restaurants, shop at midscale department stores, and travel often.

20 [Empty Nests](#)

25 [Up-and-Comers](#)

26 [Home Sweet Home](#)

30 [Pools & Patios](#)

S4: Inner Suburbs

The four segments in the Inner Suburbs social group are concentrated in the inner-ring suburbs of major metro areas where residents tend to be high school educated, unmarried, and downscale. There's diversity in this group, with segments divided evenly between homeowners and renters, and filled with households that are either young or aging in place. The behaviors of the S4 segments vary as well from younger, more tech savvy segments to more mature segments that are slower to adopt new technology.

34 [Young & Influential](#)

- 36 [Toolbelt Traditionalists](#)
- 41 [Domestic Duos](#)
- 50 [Metro Grads](#)

SECOND CITY (C)



Second Cities (C) are less densely populated than urban areas with population density centiles typically between 40 and 85. While similar to suburban population densities, Second Cities are the population center of their surrounding community. As such, many are concentrated within America's smaller cities and larger towns. This class also includes satellite cities or higher density suburbs encircling major metropolitan centers, typically with far greater affluence than their small city cousins.

C1: Second City Society

Among second-tier cities, Second City Society stands at the top of the heap as a social group consisting of the wealthiest families who live outside the nation's metropolitan core. The three segments in this group are dominated by homeowners with executive jobs and large homes. In the marketplace, they spend big on digital and wireless technology, business and cultural media, casual-dining restaurants, upscale retailers, foreign travel, and luxury cars.

- 22 [Middleburg Managers](#)
- 33 [Second City Startups](#)
- 37 [Bright Lights, Li'l City](#)

C2: City Centers

The five segments in the C2 social group consist of a mix of Americans, old and young, homeowners and renters, families, and singles, who've settled in the nation's satellite cities. What they share is a middle-class status, educations that include at least some college, and a lifestyle heavy on leisure and recreation. The members of City Centers tend to be big fans of home-centered activities: Internet surfing, video renting, TV viewing, and playing games and musical instruments. Outside their homes, they go to movies, museums, and bowling alleys at high rates.

- 47 [Striving Selfies](#)

- 48 [Generation Web](#)
- 49 [American Classics](#)
- 53 [Lo-Tech Singles](#)
- 54 [Struggling Singles](#)

C3: Micro City Mix

Micro-City Mix was created via the predominantly downscale residents living in the affordable housing found throughout the nation's smaller cities. A diverse social group, these five segments contain a mix of old and young families, with and without kids. Many of the workers hold blue-collar jobs and their marketplace behaviors reflect the segments' varied lifestyles.

- 59 [New Melting Pot](#)
- 60 [Small-Town Collegiates](#)
- 64 [Family Thrifts](#)
- 66 [New Beginnings](#)
- 67 [Park Bench Seniors](#)

TOWN & RURAL (T)



Town & Rural (T) Social Groups have population density centiles under 40. This Social Group includes exurbs, towns, farming communities and a wide range of other rural areas. The town aspect of this class covers the thousands of small towns and villages scattered among the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros. Households in these exurban segments live among higher densities and are more affluent than their rural neighbors.

T1: Landed Gentry

Widely scattered throughout the nation, the four segments in the Landed Gentry social group consist of wealthy Americans who migrated to smaller towns beyond the nation's beltways. Many of the households contain Boomer families and couples with college degrees, expansive homes, and professional jobs. With their upscale incomes, they can afford to spend heavily on consumer

electronics, wireless and computer technology, luxury cars, powerboats, books and magazines, children's toys, and exercise equipment.

- 05 [Country Squires](#)
- 09 [Big Fish, Small Pond](#)
- 11 [Fast-Track Families](#)
- 15 [New Homesteaders](#)

T2: Country Comfort

The six segments in Country Comfort are filled with predominantly upper-middle class homeowners. In their placid towns and scenic bedroom communities, these Americans tend to be married, with or without children. They enjoy comfortable upscale lifestyles, exhibiting high indices for outdoor activities like gardening, barbecuing, and playing golf, as well as home-based activities such as woodworking and crafts. Reflecting their rural, family environment, they prefer trucks, SUVs, and minivans to cars.

- 18 [Mayberry-ville](#)
- 23 [Township Travelers](#)
- 24 [Pickup Patriarchs](#)
- 27 [Big Sky Families](#)
- 28 [Country Casuals](#)
- 29 [White Picket Fences](#)

T3: Middle America

The seven segments in Middle America are filled with middle class to lower-middle class homeowners living in small towns and remote exurbs. Typically found in scenic settings throughout the nation's heartland, Middle Americans are a mix of couples and families. Like many residents of remote communities, these conservative consumers tend to prefer traditional rural pursuits: fishing, hunting, making crafts, antique collecting, watching television, and meeting at civic and veterans' clubs for recreation and companionship. Friday nights are for celebrating high school sports.

- 32 [Traditional Times](#)
- 38 [Hometown Retired](#)
- 39 [Kid Country, USA](#)
- 44 [Country Strong](#)

- 46 [Heartlanders](#)
- 51 [Campers & Camo](#)
- 52 [Simple Pleasures](#)

T4: Rustic Living

The seven segments in Rustic Living represent the nation's most isolated towns and rural villages. As a group, T4 residents have relatively modest incomes, aging homes, and blue-collar occupations. Many of the residents, a mix of young singles and seniors, are unmarried, and they've watched scores of their neighbors migrate to the city. In their remote communities, these consumers spend their leisure time in such traditional small-town activities as fishing and hunting, attending social activities at the local church and veterans club, and enjoying country music and car racing.

- 55 [Red, White & Blue](#)
- 57 [Back Country Folks](#)
- 58 [Golden Ponds](#)
- 60 [Small-Town Collegiates](#)
- 62 [Crossroad Villagers](#)
- 65 [Young & Rustic](#)
- 68 [Bedrock America](#)

INTERPRETING CLARITAS PRIZM® PREMIER DEMOGRAPHICS

Claritas provides a series of demographic descriptors used to classify the segments across core dimensions. While demographics form the basis for every segment assignment, not every segment falls neatly into only one category for each demographic. Detailed information about the predominant values for each of the demographic descriptors can be found in the PRIZM® Premier Segment Descriptors Release Notes.

CLARITAS PRIZM® PREMIER SEGMENT NARRATIVES

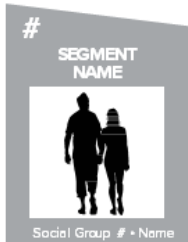
PRIZM® Premier Segments are listed in this document in ascending order based on their segment number (01 - 68). Each segment will have an icon for associated Lifestage Group and Social Group, a descriptive caption, demographic description, a segment narrative, behavioral highlights, Lifestage Group and Social Group Identification (as shown in the example below).



Segment Number and Segment Name

Segment Descriptive Caption

Age Range Tenure Income Producing Asset Class Technology Use



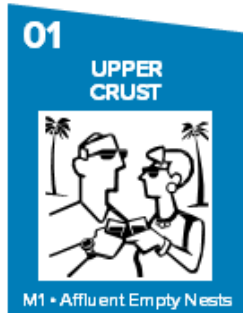
Paragraph describing the PRIZM Premier segment. Information may include: Householder (Head-of-Household) demographic characteristics, household characteristics, socio economic data and/or select behaviors.

Owns X Make Vehicle • Shops at X Store • Goes skiing/snowboarding • Flies X Airline • Uses X website • Eats at X Restaurant • Listens to X Radio format

Lifestage Group: Code- Group Name (Predominant Lifestage)

Social Group: Code- Group Name (Predominant Social Group)

01 Upper Crust



Wealthy Mature without Kids

Age 65+ Homeowners Millionaires IPA Above Average Tech

The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning \$100,000+ a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequently eating at upscale restaurants, and traveling to Alaska.

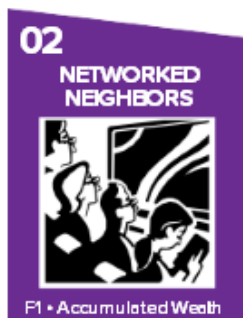
Owns a Mercedes-Benz • Eats at Bonefish Grill • Shops at Nordstrom • Attends PGA Tour events • Visits Alaska • Watches PGA Tour • Listens to All News

[Lifestage Group: M1- Affluent Empty Nests \(Mature Years\)](#)

[Social Group: S1- Elite Suburbs \(Suburban\)](#)



02 Networked Neighbors



Wealthy Middle Age Mostly with Kids

Age 35-54 Mostly Owners Millionaires IPA Highest Tech

Networked Neighbors is a family portrait of suburban wealth, a place of expensive homes and manicured lawns, high-end cars, and ski vacations. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by corporate executives, managers, and business professionals.

Owns an Audi • Eats at California Pizza Kitchen • Spent \$500+ on athletic clothing in past year • Attends Big Ten sports events • Travels frequently for business • Watches Democratic debates • Listens to Alternative music

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: S1- Elite Suburbs \(Suburban\)](#)



03 Movers & Shakers



Wealthy Older Mostly without Kids

Age 45-64 Mostly Owners Millionaires IPA Above Average Tech

Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.

Owns an Acura • Eats at Cheesecake Factory • Shops at Nordstrom Rack • Has a child in college • Flies Alaska Airlines • Watches the Emmy Awards • Listens to Skyview News

[Lifestage Group: M1- Affluent Empty Nests \(Mature Years\)](#)

[Social Group: S1- Elite Suburbs \(Suburban\)](#)



04 Young Digerati



Wealthy Middle Age Mostly with Kids

Age 35-54 Homeowners Millionaires Above Average Tech

Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trendy homes and condos that are owned rather than rented. They believe in living ecofriendly lifestyles and enjoy dining at organic/health food restaurants and coffee houses.

Owns a BMW • Eats at organic/health food restaurants • Shops at Bloomingdale's • Watches marathons and road races • Visits Los Angeles • Watches Beverly Hills, 90210 • Listens to PAC 12 football

[Lifestage Group: Y1- Midlife Success \(Younger Years\)](#)

[Social Group: U1- Urban Uptown \(Urban\)](#)



05 Country Squires



Wealthy Older Family Mix

Age 45-64 Mostly Owners Elite IPA Above Average Tech

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent middle-agers who've fled the city for the charms of small-town living. In their bucolic communities noted for their newly built homes on sprawling properties, the families of executives live in six-figure comfort. Their shopping habits tend to focus on apparel such as business attire, athletic wear, and skincare products.

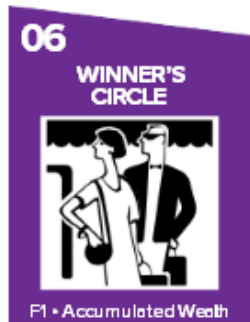


Owns an Infiniti • Eats at Qdoba • Shops at Dick's Sporting Goods • Attends minor league baseball games • Uses National car rental • Watches NFL Draft • Listens to Mainstream Rock

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: T1- Landed Gentry \(Town & Rural\)](#)

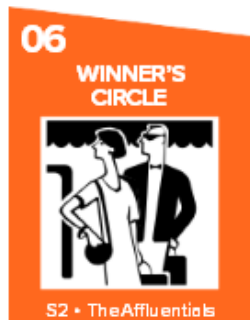
06 Winner's Circle



Wealthy Middle Age Mostly with Kids

Age 35-54 Mostly Owners Elite IPA Above Average Tech

Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at boutiques and online.

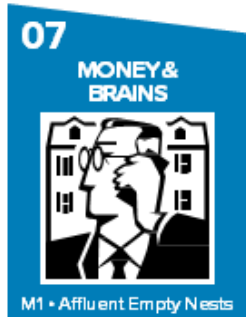


Owns a Subaru • Eats at Chipotle • Shops online at Create & Barrel • Attends Major League Soccer matches • Planning a ski vacation • Watches Molang • Uses Stitcher streaming services

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: S2- The Affluentials \(Suburban\)](#)

07 Money & Brains



07 Wealthy Older Mostly without Kids

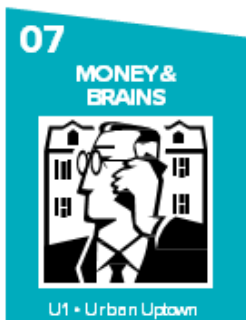
Age 55+ Homeowners Millionaires IPA Average Tech

The residents of Money & Brains seem to have it all - high incomes, advanced degrees, and sophisticated tastes to match their credentials. These city dwellers are generally married couples with few children who live in fashionable homes on small, manicured lots with expensive cars in the driveway. These environmentally conscious individuals like to donate to political causes, the arts, and public radio.

Owns a Volvo • Eats at Boston Market • Shops at Neiman Marcus • Contributes to public radio and television • Visits Europe • Watches Real Time with Bill Maher • Listens to All News

[Lifestage Group: M1- Affluent Empty Nests \(Mature Years\)](#)

[Social Group: U1- Urban Uptown \(Urban\)](#)



08 Gray Power



08 Wealthy Mature without Kids

Age 65+ Homeowners Millionaires IPA Below Average Tech

Gray Power consists of wealthy older couples typically living just beyond the nation's beltways. While some in this segment hold white-collar jobs, many are already retired and enjoying their comfortable homes and apartments within a short distance of downtown restaurants and activities. These individuals like to travel, as well as follow men's and women's golf, and men's tennis, on television.

Owns a Lexus • Eats at Carrabba's • Shops at Stein Mart • Interested in women's golf • Planning a golf or tennis trip • Watches The Good Fight • Listens to Classical music

[Lifestage Group: M1- Affluent Empty Nests \(Mature Years\)](#)

[Social Group: S2- The Affluentials \(Suburban\)](#)



09 Big Fish, Small Pond



Wealthy Mature without Kids

Age 65+ Homeowners Millionaires IPA Average Tech

Older, upper-class professionals with postgraduate degrees, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These wealthy, empty-nesting couples enjoy the trappings of success, including maintaining large investment portfolios, dining at upscale sit-down restaurants, and planning vacations with a tour group.

Owns a Mercedes-Benz • Eats at upscale restaurants • Shops at BJ's Wholesale Club • Plans to retire in the next year • Planning tour group vacation • Watches The Reidout • Listens to CBS Top of the Hour

[Lifestage Group: M1- Affluent Empty Nests \(Mature Years\)](#)

[Social Group: T1- Landed Gentry \(Town & Rural\)](#)



10 Executive Suites



Upscale Middle Age Mostly with Kids

Age 35-54 Homeowners Elite IPA Above Average Tech

The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, following sports on Instagram and Twitter. Executive Suites tend to purchase clothing online and often stop at quick service restaurants for a bite to eat.

Owns a Volkswagen • Eats at Chipotle • Shops at TJ Maxx • Participates in organized races • Travels frequently for business • Watches Top Chef • Listens to Alternative music

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: S2- The Affluentials \(Suburban\)](#)



11 Fast-Track Families



Upscale Middle Age Family Mix

Age 35-54 Mostly Owners High IPA Average Tech

Fast-Track Families lead busy, active lives often centered around the schedules and interests of their children. Always on the go, they are frequent quick service restaurant diners, drive trucks and SUVs, and tend to shop for sporting goods and athletic clothing when they are not busy hunting and snowboarding.



Owns a RAM • Eats at Jimmy John's • Shops at Cabela's • Hunts • Flies Delta Airlines • Watches 24 Hours of a Christmas Story • Listens to New Country

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: T1- Landed Gentry \(Town & Rural\)](#)

12 Cruisin' to Retirement



Upscale Older Mostly without Kids

Age 55+ Mostly Owners Millionaires IPA Average Tech

With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They watch golf on television, listen to talk radio, and read the travel section of the weekend paper to determine where to visit on their frequent trips.

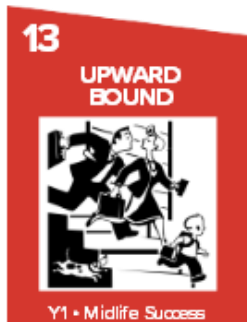


Owns a Lexus • Eats at Panera • Shops at Stein Mart • Has a child in college • Visits Alaska • Watched the Senate Impeachment Vote • Listens to Talk/Personality

[Lifestage Group: M1- Affluent Empty Nests \(Mature Years\)](#)

[Social Group: S2- The Affluentials \(Suburban\)](#)

13 Upward Bound



Upscale Middle Age Family Mix

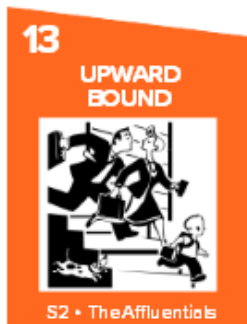
Age 35-54 Mix High IPA Above Average Tech

Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for shopping, scheduling appointments, and social networking.

Owns an Acura • Eats at PF Chang's • Shops online at GameStop • Very interested in eSports (pro video gaming) • Flies Southwest Airlines • Watches Vanderpump Rules • Uses Spotify streaming services

[Lifestage Group: Y1- Midlife Success \(Younger Years\)](#)

[Social Group: S2- The Affluentials \(Suburban\)](#)



14 Kids & Cul-De-Sacs



Upscale Middle Age Family Mix

Age <55 Mostly Owners Below Average IPA Above Average Tech

Upscale, suburban and second city, married couples (some with children) - that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of families in recently built subdivisions. This segment is a refuge for college-educated, white-collar professionals with management jobs and upscale incomes. Their nexus of education, affluence, and children translates into large outlays for family-oriented products and services, be it sports equipment, Smart Home items, or children's clothing.

Owns a Honda • Eats at Five Guys • Shops at At Home • Works at home most/all of the time • Uses Thrifty car rental • Watches Peyton's Places • Listens to Active Rock

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: S2- The Affluentials \(Suburban\)](#)



15 New Homesteaders



Wealthy Middle Age Mostly with Kids

Age 35-54 Mostly Owners Elite IPA Above Average Tech

Middle-aged, wealthy families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships. With post-graduate education and management positions, these dual-income couples have fashioned comfortable, child-centered lifestyles; their garages are filled with sporting goods and equipment, their houses with the latest technological gadgets which they use for online shopping.

Owns a GMC • Eats at Zaxby's • Shops online at Old Navy • Participates in skiing and snowboarding • Flies Allegiant Air • Watches Big Ten football • Listens to Mainstream Rock

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: T1- Landed Gentry \(Town & Rural\)](#)



16 Beltway Boomers



Upscale Middle Age Mostly without Kids

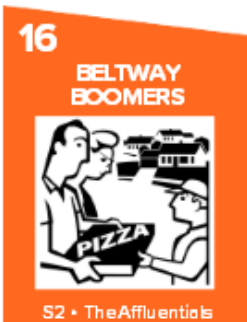
Age <55 Mostly Owners Below Average IPA Below Average Tech

The members of the postwar Baby Boom are all grown up. One segment of this huge cohort, college-educated, upscale, and home-owning, is found in Beltway Boomers. Many of these Boomers are just starting to see their children leave their comfortable suburban and second city subdivisions while continuing to plan for their own retirement. In their free time, Beltway Boomers enjoy eating out, reading newspapers online, and shopping online at BJ's.

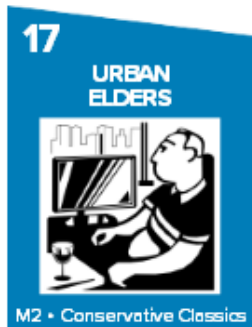
Owns a Nissan • Eats at Chili's • Shops online at Michael's • Attends Major League Soccer matches • Planning an all-inclusive resort vacation • Watches The Jump • Listens to Adult Hits

[Lifestage Group: F1- Accumulated Wealth \(Family Life\)](#)

[Social Group: S2- The Affluentials \(Suburban\)](#)



17 Urban Elders



Upper Midscale Older Mostly without Kids

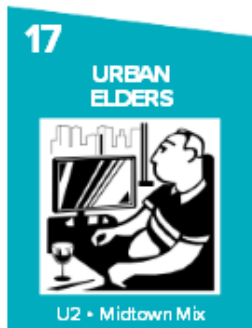
Age 55+ Renters High IPA Above Average Tech

Urban Elders, a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas, and Miami, are more likely to be renters than other households in their age cohort. They enjoy the cultural options available to them in their communities, frequently attending marathons, art museum exhibits, and other local events.

Owns a Volvo • Eats at any coffee house/bar • Shops at Bloomingdale's • Visited Times Square in last year • Flies JetBlue • Watches New Year's Eve Live with Anderson Cooper • Listens to Déjà vu with WBLS

[Lifestage Group: M2- Conservative Classics \(Mature Years\)](#)

[Social Group: U2- Midtown Mix \(Urban\)](#)



18 Mayberry-Ville



Upscale Older Mostly without Kids

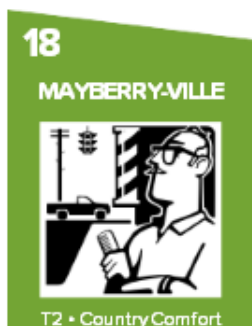
Age 55+ Homeowners Millionaires IPA Below Average Tech

Like the old Andy Griffith Show set in a quaint picturesque burg, Mayberry-ville harks back to an old-fashioned way of life. In these rural areas, upscale couples prefer outdoor activities like boating and hunting during the day, while staying home to watch sports and DIY Network on TV at night. Overall, their use of technology trails that of others at their same asset level.

Owns a Subaru • Eats at Texas Roadhouse • Shops online at Cabela's • Enjoys hunting • Planning a golf or tennis trip • Watches Garth and Trisha Live! • Listens to Conservative radio

[Lifestage Group: M2- Conservative Classics \(Mature Years\)](#)

[Social Group: T2- Country Comfort \(Town & Rural\)](#)



19 American Dreams



Upper Midscale Middle Age Mostly without Kids

Age <55 Mostly Owners Moderate IPA Average Tech

American Dreams residents are found in upper middle-class neighborhoods in urban areas. They enjoy shopping at department stores, attending college sporting events, and vacationing in cities such as Los Angeles and Las Vegas.

Owns an Infiniti • Eats at California Pizza Kitchen • Shops at Nordstrom Rack • Attends NBA games • Flies outside the continental US for business • Watched Bohemian Rhapsody • Listens to All News

[Lifestage Group: M2- Conservative Classics \(Mature Years\)](#)

[Social Group: U1- Urban Uptown \(Urban\)](#)



20 Empty Nests



Upper Midscale Mature without Kids

Age 65+ Mostly Owners Elite IPA Below Average Tech

With their grown-up children out of the house, Empty Nests is composed of upper middle-income older Americans who pursue active, and activist, lifestyles. Most residents are over 65 years old, but they show no interest in a rest-home retirement. They enjoy golf, eating out, and contributing to organizations that support military veterans, political, and environmental causes that they champion.

Owns a Lexus • Eats at Bonefish Grill • Shops at Stein Mart • Very interested in men's golf • Uses group tours on vacation • Watches The Good Fight • Listens to Soft Adult Contemporary

[Lifestage Group: M2- Conservative Classics \(Mature Years\)](#)

[Social Group: S3- Middleburbs \(Suburban\)](#)



21 The Cosmopolitans



Upscale Younger Family Mix

Age 25-44 Homeowners Moderate IPA Below Average Tech

Educated and upscale, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in major metro areas, a vibrant social scene surrounds their older homes. These residents tend to live an eco-friendly lifestyle and enjoy eating at organic/health food establishments.



Owns a BMW • Eats at organic/health food restaurants • Shops online at Crate & Barrel • Attends PAC-12 sports events • Visits Europe • Watches the Video Music Awards • Listens to Album Adult Alternative

[Lifestage Group: Y1- Midlife Success \(Younger Years\)](#)

[Social Group: U1- Urban Uptown \(Urban\)](#)

22 Middleburg Managers



Wealthy Younger Family Mix

Age 25-44 Mostly Owners Elite IPA Average Tech

Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending sporting events with their families when they aren't traveling frequently for business. They are thrifter with their spending, despite a substantial income, investing in a college savings plan and their future retirement.



Owns a Mazda • Eats at Cold Stone Creamery • Purchases NHL sports apparel • Goes to NHL games • Visits Washington, DC • Watches Jersey Shore • Listens to NHL on the radio

[Lifestage Group: M2- Conservative Classics \(Mature Years\)](#)

[Social Group: C1- Second City Society \(Second City\)](#)

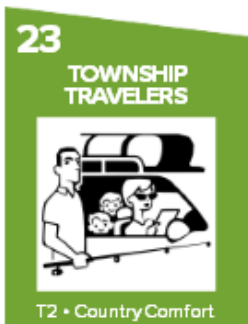
23 Township Travelers



Upper Midscale Middle Age Family Mix

Age <55 Homeowners Below Average IPA Average Tech

Homeowners in Township Travelers exhibit a blend of behaviors representative of their upper-midscale incomes and small-town environment. While this segment is tech savvy and likes to use the Internet for things such as fantasy sports and online banking, they also enjoy listening to college sports on the radio, shopping at sporting goods stores, and attending minor league baseball games.



Owns a RAM • Eats at Hardee's • Shops at Academy Sports + Outdoors • Plans to sell house/condo in next year • Stays at Hampton Inn • Watches Beach Around the World • Listens to Skyview Conservative

[Lifestage Group: F2- Young Accumulators \(Family Life\)](#)

[Social Group: T2- Country Comfort \(Town & Rural\)](#)

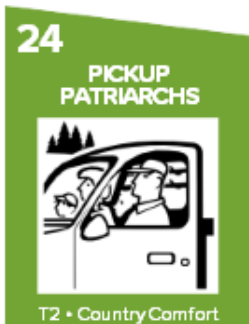
24 Pickup Patriarchs



Upscale Older Mostly without Kids

Age 45-64 Mostly Owners Elite IPA Average Tech

Pickup Patriarchs, an upscale segment found in exurban areas, are country chic. Although they live in small towns, they tend to have more suburban tastes. As many members of this segment have children out of the house and in college, they use their free time to attend high school sporting events and hunt.



Owns a Jeep • Eats at Hooter's • Spent over \$500 on sports equipment in past year • Attends high school sports events • Uses National car rental • Watches NFL Pro Bowl • Listens to high school sports on the radio

[Lifestage Group: M2- Conservative Classics \(Mature Years\)](#)

[Social Group: T2- Country Comfort \(Town & Rural\)](#)

25 Up-And-Comers



Upper Midscale Younger Family Mix

Age 25-44 Mix Below Average IPA Above Average Tech

Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who travel frequently for both work and pleasure, and also enjoy using the latest in technology. Many are planning for changes in the near future, including getting married, buying a home, and paying off student loan debt.

Owns a Volkswagen • Eats at Smoothie King • Shops at Anthropologie • Intends to get married in next year • Planning a spa vacation • Watched Dolly Parton: Here She Comes • Listens to Stanley Cup playoffs

[Lifestage Group: Y1- Midlife Success \(Younger Years\)](#)

[Social Group: S3- Middleburbs \(Suburban\)](#)



26 Home Sweet Home



Upper Midscale Older without Kids

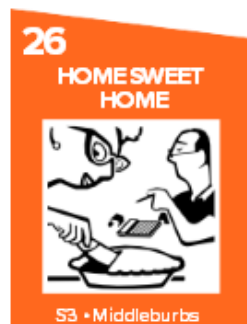
Age 55+ Mostly Owners Below Average IPA Above Average Tech

Widely scattered across the nation's suburbs and second cities, the residents of Home Sweet Home tend to be upper-midscale households living in mid-sized homes. The adults in the segment, mostly over 55, have gone to college and hold a mix of management, professional, and service jobs. These folks use streaming services such as Sling TV, attend college sporting events, and are likely to visit monster truck rallies.

Owns a GMC • Eats at Jimmy John's • Shops at Dillard's • Attends auto racing track events • Visits Chicago • Watched Most Terrifying Places in America • Listens to Urban Oldies

[Lifestage Group: F2- Young Accumulators \(Family Life\)](#)

[Social Group: S3- Middleburbs \(Suburban\)](#)



27 Big Sky Families



Upscale Middle Age Mostly with Kids

Age 35-54 Mostly Owners Above Average IPA Average Tech

Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families. Residents enjoy country music and all types of team sports and outdoor activities, especially hunting. These families attend high school sports events and wear their team logo apparel to show their team spirit.

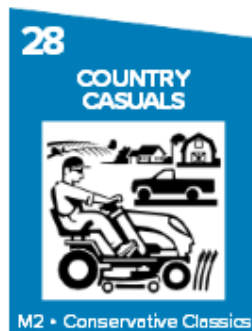


Owns a Dodge • Eats at Hardee's • Shops at Hobby Lobby • Hunts • Cruises on Carnival • Watches Disney Mickey Mouse shorts • Listens to New Country

[Lifestage Group: F2- Young Accumulators \(Family Life\)](#)

[Social Group: T2- Country Comfort \(Town & Rural\)](#)

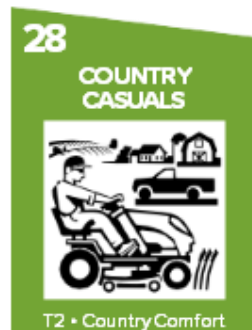
28 Country Casuals



Upscale Older Mostly without Kids

Age 55+ Homeowners Elite IPA Below Average Tech

There's a laid-back atmosphere in Country Casuals, a collection of older, upscale empty-nest households. Today, these mostly over-55 couples enjoy activities such as hunting and following local high school sports but are not likely to be up to date on technology.



Owns a RAM • Eats at Long John Silver's • Shops at Cabela's • Plans to pay off mortgage in next year • Stays at Comfort Inn • Watches Mountain Mamas • Listens to Classic Country

[Lifestage Group: M2- Conservative Classics \(Mature Years\)](#)

[Social Group: T2- Country Comfort \(Town & Rural\)](#)

29 White Picket Fences



Upper Midscale Middle Age Family Mix

Age <55 Mix Low IPA Above Average Tech

Residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: upper-midscale couples, some with children. But the current version reflects changing patterns, with some parents just beginning to start families while others approach the empty-nest stage as their children age. They enjoy grabbing a quick bite at Chick-fil-A or Zaxby's, attending college sporting events, and shopping at stores like Hobby Lobby.

Owns a Subaru • Eats at Chick-fil-A • Purchased day spa services online • Attends SEC sports events • Stays at Hyatt • Watches Santa's Baking Blizzard • Uses Stitcher streaming services

[Lifestage Group: F2- Young Accumulators \(Family Life\)](#)

[Social Group: T2- Country Comfort \(Town & Rural\)](#)



30 Pools & Patios



Upper Midscale Younger Mostly with Kids

Age 25-44 Mostly Owners Below Average IPA Above Average Tech

Pools & Patios is a segment of upper-midscale suburban and second city families. In these neighborhoods graced with backyard pools and patios, residents work as white-collar managers and professionals as they approach the prime years of their careers. They are above average tech users, purchasing insurance and shopping online while also using virtual reality devices.

Owns a Dodge • Eats at Wingstop • Shops at Sears • Very interested in Mexican League Soccer • Uses Thrifty car rental • Watches Hobbs & Shaw • Listens to Mexican Regional

[Lifestage Group: F2- Young Accumulators \(Family Life\)](#)

[Social Group: S3- Middleburbs \(Suburban\)](#)



31 Connected Bohemians



Midscale Younger Mostly without Kids

Age 25-44 Renters Below Average IPA Highest Tech

A collection of mobile urbanites, Connected Bohemians represent the nation's most liberal lifestyles. Its residents are a progressive mix of tech savvy, young singles, couples, and families ranging from students to professionals. They are the early adopters who are quick to check out the latest on social media or Crunchyroll. You can find them going to comedy clubs and art museums, snowboarding, and eating out at organic restaurants.

Owns an Audi • Eats at organic/health food restaurants • Shops at Saks Fifth Avenue • Currently attending class at college/university • Visits Europe • Watched Cloudy with a Chance of Meatballs Part 2 • Uses Spotify streaming services

[Lifestage Group: Y1- Midlife Success \(Younger Years\)](#)



[Social Group: U2- Midtown Mix \(Urban\)](#)

32 Traditional Times



Upscale Mature without Kids

Age 65+ Homeowners Millionaires IPA Below Average Tech

Traditional Times is the kind of lifestyle where small-town couples nearing or entering retirement are beginning to enjoy their first empty-nest years. Typically age 65 and older, these upscale Americans pursue an active lifestyle. They spend their free time following golf, keeping current by reading the paper, and frequenting shops such as Dillard's and Stein Mart.

Owns a Buick • Eats at Bonefish Grill • Shops at Stein Mart • Very interested in men's and women's golf • Visits Alaska • Watches the Tournament of Roses Parade • Listens to Mike Gallagher

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: T3- Middle America \(Town & Rural\)](#)



33 Second City Startups



Upper Midscale Younger Mostly with Kids

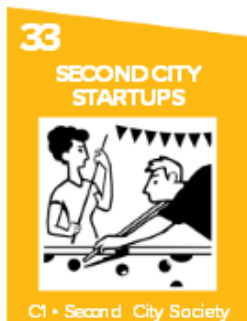
Age 25-44 Mix Low IPA Average Tech

In Second City Startups, young to middle-aged families have settled in neighborhoods within smaller cities and metro area suburbs. These families are ethnically diverse with media consumption reflecting cultural variety. They enjoy eating at quick service restaurants and following WWE and Mexican League soccer.

Owns an Acura • Eats at Church's Chicken • Shops online at GameStop • Attends college bowl games • Visits Mexico • Watches Noticiero Univision • Listens to Urban Oldies

[Lifestage Group: F3- Mainstream Families \(Family Life\)](#)

[Social Group: C1- Second City Society \(Second City\)](#)



34 Young & Influential



Upper Midscale Younger Mostly without Kids

Age 25-44 Renters Below Average IPA Highest Tech

Young & Influential is a segment of college educated mainly 25-44-year-old adults who are influential in their communities and social networks and are very tech savvy. The segment is a common address for upper-middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.

Owns a Hyundai • Eats at Qdoba • Shopped at bridal store in past 3 months • Plans to move in the next year • Takes many trips outside the continental US • Watches Miss Universe Pageant • Uses radio.com streaming services

[Lifestage Group: Y1- Midlife Success \(Younger Years\)](#)

[Social Group: S4- Inner Suburbs \(Suburban\)](#)



35 Urban Achievers



Midscale Middle Age Mostly without Kids

Age <55 Mostly Owners Moderate IPA Average Tech

Urban Achievers are midscale, middle-aged, ethnically diverse homeowners in urban neighborhoods with established careers and college degrees. They are active participants in their communities and enjoy following Mexican league soccer and the NBA.



Owns a Mazda • Eats at Jack in the Box • Shops at IKEA • Interested in minor league baseball • Visits Las Vegas • Watches Hobbs & Shaw • Listens to Spanish Contemporary

[Lifestage Group: Y1- Midlife Success \(Younger Years\)](#)

[Social Group: U2- Midtown Mix \(Urban\)](#)

36 Toolbelt Traditionalists



Upper Midscale Older Mostly without Kids

Age 55+ Mostly Owners Below Average IPA Average Tech

Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and prefer to eat at restaurants such as Carrabba's, LongHorn Steakhouse, and Golden Corral.



Owns a Buick • Eats at LongHorn Steakhouse • Shops at Big Lots • Intends to retire in next year • Cruises on Carnival • Watched What is Jeopardy?! • Listens to Skyview Conservative

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: S4- Inner Suburbs \(Suburban\)](#)

37 Bright Lights, Li'l City



Upper Midscale Younger Family Mix

Age 25-44 Mix Below IPA Average Tech

Not all of America's aspiring socialites live in major metros. Bright Lights, Li'l City is a group of upper midscale, college educated, younger couples settled in the nation's satellite cities and suburbs. Despite living further out from the urban downtowns, they still like to go out on the town with frequent meals out and attend sporting events such as hockey games and WWE events.

Owns a Volkswagen • Eats at Zaxby's • Shops at At Home • Intends to get married in next year • Planning a theme park vacation • Watches College Gameday Basketball • Listens to Active Rock

[Lifestage Group: F3- Mainstream Families \(Family Life\)](#)

[Social Group: C1- Second City Society \(Second City\)](#)



38 Hometown Retired



Midscale Older Mostly without Kids

Age 55+ Mostly Owners Low IPA Below Average Tech

Hometown Retired consists of older, middle-class couples with no kids at home. Somewhat set in their ways, they are slow to adopt and below average in their use of technology. They enjoy horse racing and NASCAR, reading magazines and eating out occasionally at places that they deem to offer a good value.

Owns a Chevrolet • Eats at Cracker Barrel • Shops at Bass Pro Shops • Very interested in NASCAR • Stays at Days Inn • Watches NASCAR • Listens to Classic Country

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: T3- Middle America \(Town & Rural\)](#)



39 Kid Country, USA



Upper Midscale Younger Mostly with Kids

Age 25-44 Mix Low IPA Average Tech

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by families living in small towns. These upper middle-class households enjoy minor league hockey and monster trucks and are likely to own boats and ATVs.

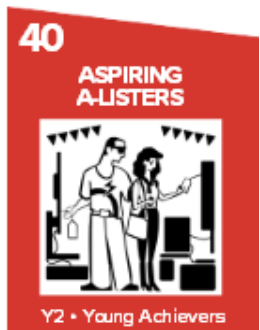


Owns a GMC • Eats at Dairy Queen • Shops at Academy Sports + Outdoors • Goes to Monster Jam (monster truck) events • Stays at Super 8 • Watches Chip N Dale Nutty Tales • Listens to high school sports on the radio

[Lifestage Group: F3- Mainstream Families \(Family Life\)](#)

[Social Group: T3- Middle America \(Town & Rural\)](#)

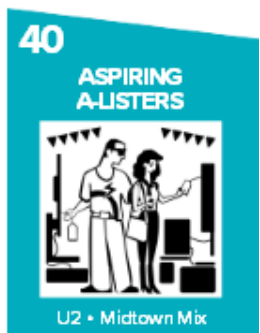
40 Aspiring A-Listers



Lower Midscale Older Mostly without Kids

Age 45-64 Renters Low IPA Above Average Tech

Aspiring A-Listers are typically urban renters focused on their social lives. They are out and about often and spend heavily on status brands and dining out at quick service restaurants. They are interested in a wide variety of sports and like to visit large, vibrant cities across the U.S. like New York City and LA.



Owns a Mercedes-Benz • Eats at Boston Market • Shops at Bloomingdale's • Visits Times Square • Flies JetBlue • Watches BET Awards show • Listens to Déjà Vu with WBLS

[Lifestage Group: Y2 Young Achievers \(Younger Years\)](#)

[Social Group: U2- Midtown Mix \(Urban\)](#)

41 Domestic Duos



Lower Midscale Mature without Kids

Age 65+ Mostly Owners Moderate IPA Lowest Tech

Domestic Duos represents a lower midscale mix of mainly over-65 singles and married couples living in older suburban and second city homes. With their fixed incomes, segment residents maintain an easy-going, predictable lifestyle. Residents like to socialize by playing bingo, meeting with the local civic club, or going out to eat.



Owns a Hyundai • Does not eat at quick service restaurants often • Did not go shopping in the past 3 months • Will shop for nursing care in next year • Not planning to travel in next year • Watched Branded 1 • Listens to Soft Adult Contemporary

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: S4- Inner Suburbs \(Suburban\)](#)

42 Multi-Culti Mosaic



Midscale Middle Age Family Mix

Age <55 Mostly Renters Moderate IPA Average Tech

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African American singles and families. This segment is characterized by many first-generation Americans who have midscale paychecks but are striving to improve their economic status.

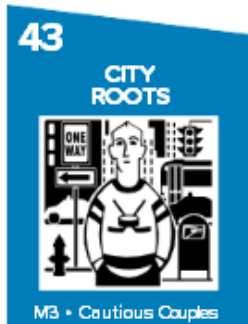


Owns a Nissan • Eats at Chuck E Cheese • Shops at Burlington • Interested in Mexican League soccer • Visits Mexico • Watches La Rosa De Guadalupe • Listens to Spanish Adult Hits

[Lifestage Group: F4- Sustaining Families \(Family Life\)](#)

[Social Group: U3- Urban Cores \(Urban\)](#)

43 City Roots



Wealthy Middle Age Family Mix

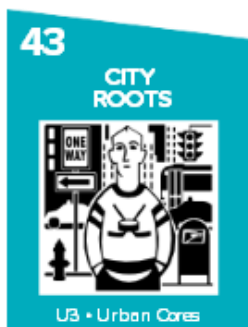
Age <55 Mostly Owners Elite IPA Average Tech

Found in urban neighborhoods, City Roots is a segment of wealthy, mainly white-collar workers, typically living in older homes they've owned for years. In these ethnically diverse neighborhoods residents are hard-working, prefer shopping at both big box and departments stores, and enjoy traveling to Los Angeles.

Owns an Infiniti • Eats at Denny's • Shops at BJ's Wholesale Club • Attends marathons/road races • Goes to the casino to bet on sports • Watches Love & Hip-Hop Miami 3 • Listens to Spanish Tropical

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: U3- Urban Cores \(Urban\)](#)



44 Country Strong



Lower Midscale Middle Age Family Mix

Age <55 Mix Below Average IPA Below Average Tech

Country Strong are lower-middle-class families in rural areas that embrace their day-to-day lives. They are focused on their families and prefer hunting and country music to keeping up with the latest technology.

Owns a Ford • Eats at Little Caesar's • Shops at Dollar General • Goes hunting • Stays at La Quinta • Watches Street Outlaws: Fastest in America • Listens to Classic Country

[Lifestage Group: F3- Mainstream Families \(Family Life\)](#)

[Social Group: T3- Middle America \(Town & Rural\)](#)



45 Urban Modern Mix



Midscale Middle Age Mostly without Kids

Age <55 Mix Low IPA Average Tech

In Urban Modern Mix, middle-class singles and couples reside in ethnically diverse neighborhoods in or near the city center. They are fans of basketball and boxing, attend music concerts and listen to Urban Oldies radio.



Owns a Chrysler • Eats at Church's Chicken • Bought NBA apparel in last year • Very interested in Pro boxing • Planning a spa vacation • Watches Noticiero Univision • Listens to Urban Oldies

[Lifestage Group: F4- Sustaining Families \(Family Life\)](#)

[Social Group: U3- Urban Cores \(Urban\)](#)

46 Heartlanders



Lower Midscale Older Mostly without Kids

Age 55+ Mostly Owners Above Average IPA Lowest Tech

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of mostly retired older couples living in sturdy, unpretentious homes. In these communities of predominantly empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting, sewing, and watching figure skating on TV remain the prime leisure activities.



Owns a Buick • Eats at Dairy Queen • Purchased items as a result of mail ads in past year • High level of interest in drag racing • Has not taken a trip in last year • Watched River of No Return • Listens to WWO 24-7 Music

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: T3- Middle America \(Town & Rural\)](#)

47 Striving Selfies



Lower Midscale Middle Age Mostly without Kids

Age <55 Renters Low IPA Highest Tech

Striving Selfies is a segment of middle-aged singles and couples that show signs of greater potential. They are among the most tech savvy segments with high school diplomas under their belt. More often than not, they are renters who have not yet been able to purchase their first home.

Owns a Dodge • Eats at PF Chang's • Shops at Anthropologie • Enrolled at college/university • Stays at Motel 6 • Watches Love & Hip-Hop Atlanta 9 • Listens to Active Rock

[Lifestage Group: Y2 Young Achievers \(Younger Years\)](#)

[Social Group: C2- City Centers \(Second City\)](#)



48 Generation Web



Low Income Middle Age Family Mix

Age <55 Renters Low IPA Above Average Tech

Generation Web are middle-aged families and singles with above average technology use. They are more often renters, living in suburban neighborhoods and second cities, and use their smartphones for everything from taking college courses and streaming video to dating and social networking.

Owns a Nissan • Eats at Hooter's • Shops online at FedEx Office • Attends job/recruitment fairs • Planning a theme park vacation • Watches Black Ink Crew 8 • Listens to Rhythmic Oldies

[Lifestage Group: Y2 Young Achievers \(Younger Years\)](#)

[Social Group: C2- City Centers \(Second City\)](#)



49 American Classics



Lower Midscale Mature without Kids

Age 65+ Mix Moderate IPA Below Average Tech

They may be older and retired, but many of the residents of American Classics are still living the American Dream of home ownership. Despite a lower-midscale income, they are living a comfortable lifestyle, with a below average use of technology and a preference for finding entertainment outside of the home.

Owns a Lincoln • Has not eaten out in past 30 days • Did not shop online in past 3 months • Plans to retire in the next year • Planning a group tour vacation • Watched Royal Divide: Harry, Meghan, and The Crown • Listens to Dennis Prager

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: C2- City Centers \(Second City\)](#)



50 Metro Grads



Lower Midscale Middle Age Mostly without Kids

Age <55 Homeowners Below Average IPA Average Tech

Metro Grads are middle-aged singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending WWE events and job recruitment fairs while also enjoying both sit-down and quick-service restaurants.

Owns a Hyundai • Eats at California Pizza Kitchen • Shops at Sears • Intends to look for a new job in the next year • Visits Mexico • Watched Zootopia • Listens to Mexican Regional

[Lifestage Group: Y2 Young Achievers \(Younger Years\)](#)

[Social Group: S4- Inner Suburbs \(Suburban\)](#)



51 Campers & Camo



Lower Midscale Middle Age Family Mix

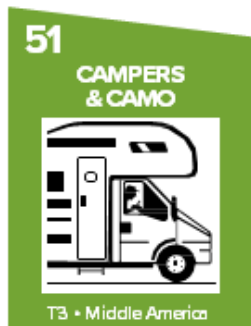
Age <55 Homeowners Low IPA Below Average Tech

Primarily found more in small towns and less densely populated areas, Campers & Camo families enjoy the outdoors. They enjoy attending college baseball and basketball games as well as auto racing events. Despite their age, they are below average in their use of technology but do play video games online and enjoy social networking sites like Facebook.

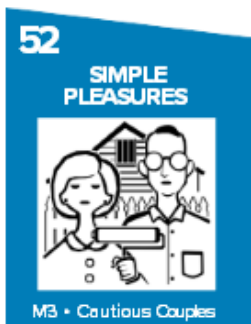
Owns a Chevy • Eats at Zaxby's • Purchased WWE apparel in last year • Attends college basketball games • Stays at Super 8 • Watches The Substitute • Listens to Cumulus RSG Country

[Lifestage Group: F3- Mainstream Families \(Family Life\)](#)

[Social Group: T3- Middle America \(Town & Rural\)](#)



52 Simple Pleasures



Lower Midscale Mature without Kids

Age 65+ Mostly Owners Above Average IPA Lowest Tech

With many of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement.

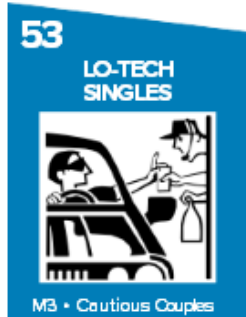
Owns a Buick • Eats at Cracker Barrel • Has not shopped in the past 3 months • Attends college baseball games • Visits Alaska • Watches NASCAR • Listens to CBS Top of the Hour

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: T3- Middle America \(Town & Rural\)](#)



53 Lo-Tech Singles



Downscale Mature Mostly without Kids

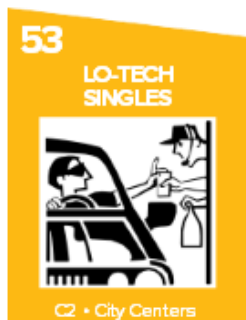
Age 65+ Homeowners Low IPA Below Average Tech

Lo-Tech Singles are older households centered mainly in the nation's second cities. Residents are below average in their technology use, choosing instead a night out at a restaurant as their evening entertainment when they aren't watching family entertainment like INSP or the Hallmark Channel on TV.

Owns a Lincoln • Eats at Church's Chicken • Shops at Big Lots • Will shop for nursing care in next year • Does not travel for business • Watched 2020 Super Tuesday • Listens to Gospel

[Lifestage Group: M3- Cautious Couples \(Mature Years\)](#)

[Social Group: C2- City Centers \(Second City\)](#)



54 Struggling Singles



Low Income Middle Age Mostly without Kids

Age <55 Mostly Renters Low IPA Average Tech

Ethnically diverse households found mostly in second cities, Struggling Singles are middle-aged and mid-career. They enjoy a wide variety of sports and entertainment activities that fill their social calendars, such as monster truck and WWE events.

Owns a Volvo • Eats at Long John Silver's • Shops at Family Dollar • Very interested in WWE • Flies Allegiant • Watches Dr. Chris: Pet Vet • Listens to WWO 24-7 Music

[Lifestage Group: Y2 Young Achievers \(Younger Years\)](#)

[Social Group: C2- City Centers \(Second City\)](#)



55 Red, White & Blue



Downscale Middle Age Mostly without Kids

Age <55 Mix Low IPA Below Average Tech

The residents of Red, White & Blue typically live in rural areas. Middle-aged, with high school educations and lower incomes, many of these folks are transitioning from blue-collar jobs to the service industry. In their spare time, they enjoy following professional eSports, monster trucks, and NASCAR.

Owns an Acura • Eats at Sonic • Purchased DVDs as a result of mail ads in the past year • Fan of Monster Jam (monster trucks) • Stays at Motel 6 • Watches Steven Universe • Uses radio.com streaming services

[Lifestage Group: Y3- Striving Singles \(Younger Years\)](#)

[Social Group: T4- Rustic Living \(Town & Rural\)](#)



56 Multi-Culti Families



Midscale Younger Family Mix

Age 25-44 Mix Moderate IPA Average Tech

Multi-Culti Families are younger to middle-aged urban households with moderate means. Often bilingual, their overall use of technology is average though they like to spend time online at MeetUp and Tumblr when they aren't streaming videos using Crunchyroll.

Owns a Nissan • Eats at Jack in the Box • Shops at Ross Dress for Less • Attends Mexican League soccer games • Visits Los Angeles • Watches La Rose De Guadalupe • Listens to Spanish Adult Hits

[Lifestage Group: F4- Sustaining Families \(Family Life\)](#)

[Social Group: U3- Urban Cores \(Urban\)](#)



57 Back Country Folks



Downscale Older Mostly without Kids

Age 55+ Mix Low IPA Lowest Tech

Scattered among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents have downscale incomes and live in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Owns a GMC • Eats at Hardee's • Shops at Dollar General • Very interested in NASCAR • Stays at Super 8 • Watches Branded 1 • Listens to Gospel

[Lifestage Group: M4- Sustaining Seniors \(Mature Years\)](#)

[Social Group: T4- Rustic Living \(Town & Rural\)](#)



58 Golden Ponds



Downscale Older Mostly without Kids

Age 55+ Mix Below Average IPA Below Average Tech

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 55-years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$30,000 a year. Daily life is often a succession of sedentary activities such as reading, watching Hallmark movies or INSP on TV, playing bingo, and sewing.

Owns a Buick • Eats at Golden Corral • Has not shopped in the past 3 months • Will shop for nursing care in next year • Not planning to travel in next year • Watches Walker, Texas Ranger • Listens to Classic Country

[Lifestage Group: M4- Sustaining Seniors \(Mature Years\)](#)

[Social Group: T4- Rustic Living \(Town & Rural\)](#)



59 New Melting Pot



Lower Midscale Middle Age Family Mix

Age <55 Mostly Renters Low IPA Average Tech

New Melting Pot neighborhoods are populated by a blend of ethnically diverse, middle-aged families and singles in the nation's second cities. They are mainly high school graduates that rent and work with a mix of jobs across the service industry. They are fans of urban music, Pro wrestling, and the NBA, and many plan to go back to school or look for a new job in the near future.



Owns a Subaru • Eats at Wingstop • Shops at Burlington • High level of interest in eSports • Planning a spa vacation • Watches Love & Hip Hop 10 • Listens to Rhythmic Contemporary Hit Radio

[Lifestage Group: Y3- Striving Singles \(Younger Years\)](#)

[Social Group: C3- Micro-City Mix \(Second City\)](#)

60 Small-Town Collegiates



Downscale Younger Family Mix

Age 25-44 Renters Low IPA Average Tech

The residents of Small-Town Collegiates are younger families and singles who are just starting out. They are often students - full or part-time - focused on building a better life for themselves and their growing families. Small-Town Collegiates tend to shop at Family Dollar and enjoy social networking when they aren't busy moving and attending job recruitment fairs.



Owns a Dodge • Eats at Sonic • Shops at GameStop • Intends to get married in next year • Planning a theme park vacation • Watched the LEGO Batman movie • Listens to Active Radio

[Lifestage Group: Y3- Striving Singles \(Younger Years\)](#)

[Social Group: T4- Rustic Living \(Town & Rural\)](#)

61 Second City Generations



Low Income Middle Age Family Mix

Age <55 Mostly Renters Low IPA Average Tech

Second City Generations are often multi-generational households with middle-aged parents or grandparents and new babies and young children all under one roof. Often bilingual, they are entertained by a wide variety of media channels such as VH1, CW, and Univision. They typically use prepaid cell phones and can often be found shopping at Family Dollar or Burlington.

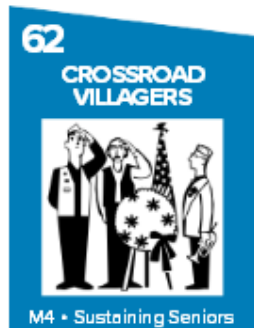


Owns a Nissan • Eats at Church's Chicken • Purchased home cleaning services as a result of mail ads • Very interested in extreme sports • Travels outside of the continental US • Watched Cloudy with a Chance of Meatballs Part 2 • Listens to Mexican Regional

[Lifestage Group: F4- Sustaining Families \(Family Life\)](#)

[Social Group: C3- Micro-City Mix \(Second City\)](#)

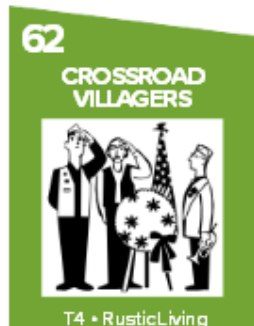
62 Crossroad Villagers



Downscale Mature without Kids

Age 65+ Mix Below Average IPA Lowest Tech

With a population of retired seniors, Crossroads Villagers is a classic small-town lifestyle. Residents are high school-educated, with downscale incomes and modest housing. They enjoy the occasional dinner out and like to watch INSP, PBS, and The Weather Channel on TV.



Owns a Chrysler • Eats at Cracker Barrel • Did not shop online or in store in past 3 months • Interested in figure skating • Planning a group tour vacation • Watches the Daytime Emmy Awards • Listens to Mike Gallagher

[Lifestage Group: M4- Sustaining Seniors \(Mature Years\)](#)

[Social Group: T4- Rustic Living \(Town & Rural\)](#)

63 Low-Rise Living



Midscale Middle Age Mostly without Kids

Age <55 Renters Low IPA Above Average Tech

The most economically challenged urban segment, Low-Rise Living is home to mostly middle-aged, ethnically diverse singles and single parents. They rank above average in their use of technology - perhaps influenced by their urban, fast-paced environment - following their favorite major league soccer teams online while also searching for jobs via CareerBuilder and Monster.



Owns a Honda • Eats at Starbucks • Shops at BJ's Wholesale Club • Very interested in Mexican League Soccer • Flies JetBlue • Watches Basketball Wives 8 • Listens to Spanish Contemporary

[Lifestage Group: Y3- Striving Singles \(Younger Years\)](#)

[Social Group: U3- Urban Cores \(Urban\)](#)

64 Family Thrifts



Low Income Middle Age Mostly without Kids

Age <55 Renters Low IPA Average Tech

The small-city cousins of inner-city districts, Family Thrifts contain middle-aged, ethnically diverse families that work entry-level service jobs. In these apartment-filled neighborhoods, residents rely on public transportation and seldom have the chance to get away on vacation. When they do have some down time, this segment likes attend WWE events, go on Facebook, and stream videos.

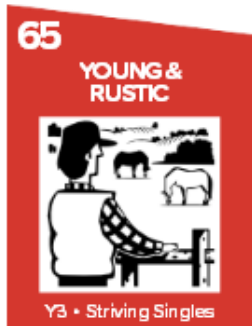


Owns a Ford • Eats at Chuck E Cheese • Shops online at the UPS store • Very interested in pro bull riding • Planning a spa vacation • Watched The New Edition Story • Listens to Urban Adult Contemporary

[Lifestage Group: Y3- Striving Singles \(Younger Years\)](#)

[Social Group: C3- Micro-City Mix \(Second City\)](#)

65 Young & Rustic



Low Income Middle Age Family Mix

Age <55 Mostly Renters Low IPA Below Average Tech

Young & Rustic is composed of low-income singles and families in the nation's rural areas. They enjoy the outdoors by hunting and fishing and also follow NASCAR, WWE, and monster trucks.

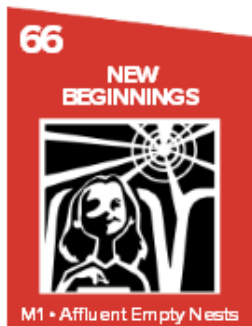


Owns a Chevrolet • Eats at Hardee's • Purchased WWE apparel in last year • Fan of Monster Jam (monster trucks) • Has not flown in the last year • Watches Top Elf • Listens to Gospel

[Lifestage Group: Y3- Striving Singles \(Younger Years\)](#)

[Social Group: T4- Rustic Living \(Town & Rural\)](#)

66 New Beginnings



Low Income Middle Age Family Mix

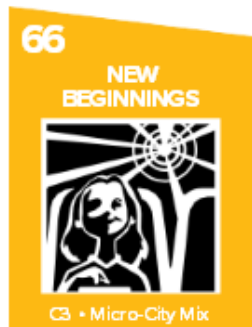
Age <55 Renters Low IPA Average Tech

New Beginnings is a magnet for adults in transition. Many of its residents are singles and couples just starting out on their career paths in service and white-collar jobs or starting over after recent divorces or company transfers. New Beginnings households tend to have the modest living standards typical of transient apartment dwellers. They tend to use T-Mobile as a cell provider, and when enjoying a rare night out will often opt for an evening at a sporting event, such as a WWE match or a WNBA game.

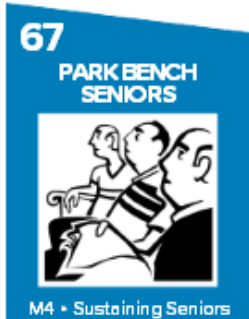
Owns a Buick • Eats at Little Caesar's • Shops at music/video stores • Plans to go back to school in next year • Stays at La Quinta • Watches Love & Hip Hop Miami 3 • Listens to Urban Contemporary

[Lifestage Group: Y3- Striving Singles \(Younger Years\)](#)

[Social Group: C3- Micro-City Mix \(Second City\)](#)



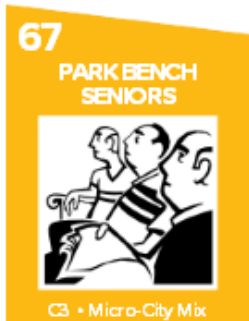
67 Park Bench Seniors



Downscale Mature without Kids

Age 65+ Renters Low IPA Below Average Tech

Park Bench Seniors are typically retired singles living in the racially diverse neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. They spend a lot of time watching TV, especially talk shows and game shows.



Owns a Chrysler • Eats at Denny's • Did not shop in last 3 months • Plans to shop for nursing care • Has not taken a trip in the last year • Watches Miss America Pageant • Listens to Jazz

[Lifestage Group: M4- Sustaining Seniors \(Mature Years\)](#)

[Social Group: C3- Micro-City Mix \(Second City\)](#)

68 Bedrock America



Low Income Middle Age Mostly without Kids

Age <55 Mostly Renters Low IPA Below Average Tech

Bedrock America consists of economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations and jobs in the service industry, many of these residents struggle to make ends meet but enjoy watching BET, talk shows, and syndicated TV shows when they aren't venturing out for a meal at Chuck E Cheese or Church's Chicken.



Owns a Jeep • Eats at KFC • Shops at Family Dollar • Attends WWE/pro wrestling events • Visits Chicago • Watches Sistas Series • Listens to Urban Contemporary

[Lifestage Group: F4- Sustaining Families \(Family Life\)](#)

[Social Group: T4- Rustic Living \(Town & Rural\)](#)

TECHNICAL SUPPORT

If you need further assistance, not provided in the narratives document, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

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