



CLARITAS PRIZM® PREMIER SEGMENT NARRATIVES 2025

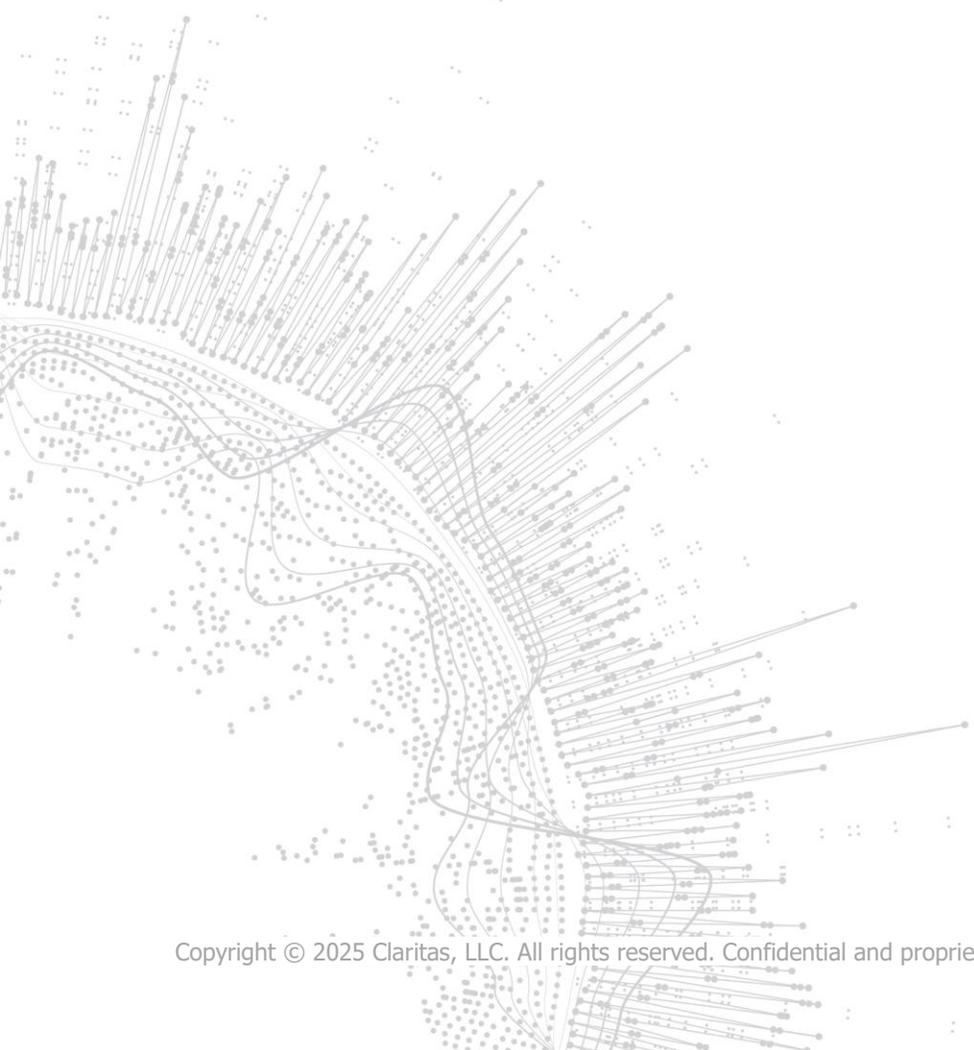


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INTRODUCTION TO CLARITAS PRIZM® PREMIER

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
Comparing coded customer records to trade area(s)	Current-year segment distributions Five-year segment distributions

CUSTOMER ANALYSIS STAGE	PRIZM PREMIER COMPONENT USED
	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).

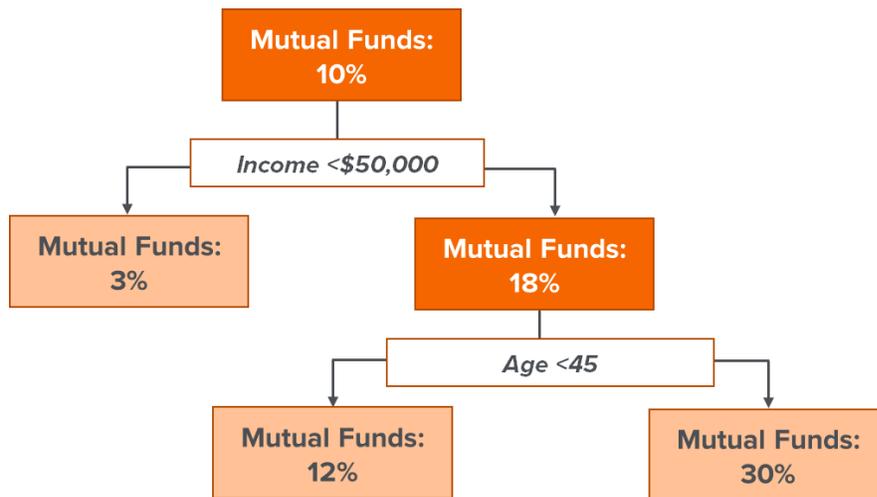
For any type of clustering process to work well, the statistician must correctly identify the important dimensions before implementing the clustering process. For marketing purposes, obvious drivers are age and income. However, appropriate levels for each of these critically

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 150,000 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.



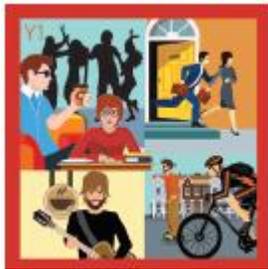
HIGH
 \$
 LOW

Y1	MIDLIFE SUCCESS	F1	ACCUMULATED WEALTH	M1	AFFLUENT EMPTY NESTS
04	Young Digerati	02	Networked Neighbors	01	Upper Crust
13	Upward Bound	05	Country Squires	03	Movers & Shakers
21	The Cosmopolitans	06	Winner's Circle	07	Money & Brains
25	Up-and-Comers	10	Executive Suites	08	Gray Power
31	Connected Bohemians	11	Fast-Track Families	09	Big Fish, Small Pond
34	Young & Influential	14	Kids & Cul-de-Sacs	12	Cruisin' to Retirement
35	Urban Achievers	15	New Homesteaders		
		16	Beltway Boomers		
Y2	YOUNG ACHIEVERS	F2	YOUNG ACCUMULATORS	M2	CONSERVATIVE CLASSICS
40	Aspiring A-Listers	23	Township Travelers	17	Urban Elders
47	Striving Selfies	26	Home Sweet Home	18	Mayberry-ville
48	Generation Web	27	Big Sky Families	19	American Dreams
50	Metro Grads	29	White Picket Fences	20	Empty Nests
54	Struggling Singles	30	Pools & Patios	22	Middleburg Managers
				24	Pickup Patriarchs
				28	Country Casuals
Y3	STRIVING SINGLES	F3	MAINSTREAM FAMILIES	M3	CAUTIOUS COUPLES
55	Red, White & Blue	33	Second City Startups	32	Traditional Times
59	New Melting Pot	37	Bright Lights, Li'l City	36	Toolbelt Traditionalists
60	Small-Town Collegiates	39	Kid Country, USA	38	Hometown Retired
63	Low-Rise Living	44	Country Strong	41	Domestic Duos
64	Family Thrifts	51	Campers & Camo	43	City Roots
65	Young & Rustic			46	Heartlanders
66	New Beginnings			49	American Classics
				52	Simple Pleasures
				53	Lo-Tech Singles
		F4	SUSTAINING FAMILIES	M4	SUSTAINING SENIORS
		42	Multi-Culti Mosaic	57	Back Country Folks
		45	Urban Modern Mix	58	Golden Ponds
		56	Multi-Culti Families	62	Crossroad Villagers
		61	Second City Generations	67	Park Bench Seniors
		68	Bedrock America		
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 primarily in their twenties and thirties. 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](#)

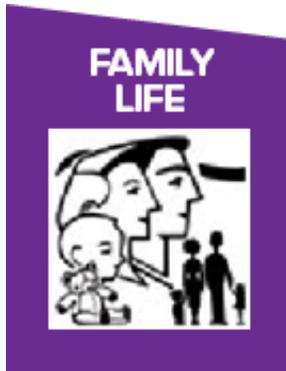
Y3: Striving Singles



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 eating fast food, having pre-paid cell phones, and driving 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 sports equipment. The adults in these households are also a prime audience for smart home devices, expensive cars, and frequent ski and snowboarding vacations.

- 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 less affluent than their wealthy peers. Adults typically have college educations and work a mix of white-collar managerial, professional or service 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 and powerboats. They prefer to stream via Sling TV or Paramount+ as opposed to using traditional cable providers.

- 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 Ram trucks.

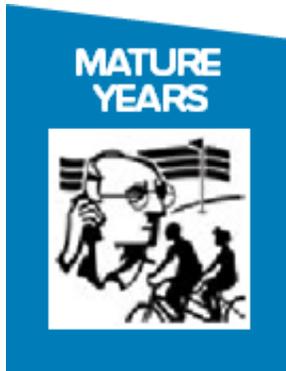
- 33 [Second City Startups](#)
- 37 [Bright Lights, Li'l City](#)
- 39 [Kid Country, USA](#)
- 44 [Country Strong](#)
- 51 [Campers & Camo](#)

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 pro boxing, shopping at discount chains and convenience stores, and eating out at Jack in the Box and White Castle.

- 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 55 years old and living in houses with empty-nests. The six wealthiest segments in this group are classified Affluent Empty Nests, and they feature wealthy couples who have post-graduate educations 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 and new technology. 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, they enjoy running and tennis, reading the travel section of the newspaper, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, college sports event or an organic/health food 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](#)

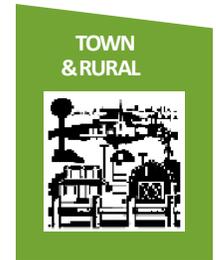
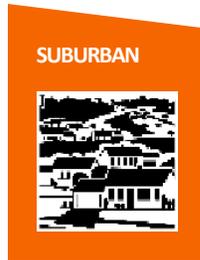
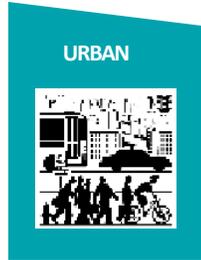
62 [Crossroad Villagers](#)

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

U1 URBAN UPTOWN
04 Young Digerati
07 Money & Brains
19 American Dreams
21 The Cosmopolitans

U2 MIDTOWN MIX
17 Urban Elders
31 Connected Bohemians
35 Urban Achievers
40 Aspiring A-Listers

U3 URBAN CORES
42 Multi-Culti Mosaic
43 City Roots
45 Urban Modern Mix
56 Multi-Culti Families
63 Low-Rise Living

S1 ELITE SUBURBS
01 Upper Crust
02 Networked Neighbors
03 Movers & Shakers

S2 THE AFFLUENTIALS
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
20 Empty Nests
25 Up-and-Comers
26 Home Sweet Home
30 Pools & Patios

S4 INNER SUBURBS
34 Young & Influential
36 Toolbelt Traditionalists
41 Domestic Duos
50 Metro Grads

C1 SECOND CITY SOCIETY
22 Middleburg Managers
33 Second City Startups
37 Bright Lights, Li'l City

C2 CITY CENTERS
47 Striving Selfies
48 Generation Web
49 American Classics
53 Lo-Tech Singles
54 Struggling Singles

C3 MICRO-CITY MIX
59 New Melting Pot
61 Second City Generations
64 Family Thrifts
66 New Beginnings
67 Park Bench Seniors

T1 LANDED GENTRY
05 Country Squires
09 Big Fish, Small Pond
11 Fast-Track Families
15 New Homesteaders

T2 COUNTRY COMFORT
18 Mayberry-ville
23 Township Travelers
24 Pickup Patriarchs
27 Big Sky Families
28 Country Casuals
29 White Picket Fences

T3 MIDDLE AMERICA
32 Traditional Times
38 Hometown Retired
39 Kid Country, USA
44 Country Strong
46 Heartlanders
51 Campers & Camo
52 Simple Pleasures

T4 RUSTIC LIVING
55 Red, White & Blue
57 Back Country Folks
58 Golden Ponds
60 Small-Town Collegiates
62 Crossroad Villagers
65 Young & Rustic
68 Bedrock America

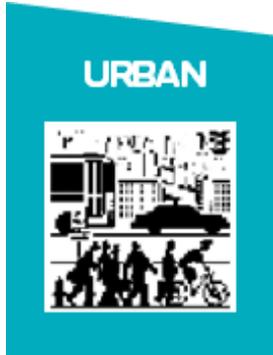
HIGH DENSITY POPULATION CENTERS IN MAJOR METROPOLITAN AREAS

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

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](#)

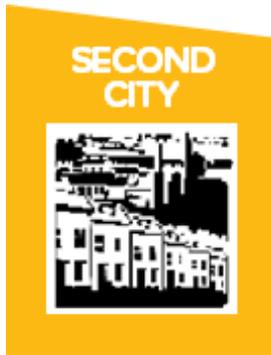
S4: Inner Suburbs

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](#)

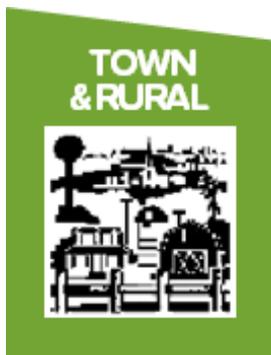
- 48 [Generation Web](#)
- 49 [American Classics](#)
- 53 [Lo-Tech Singles](#)
- 54 [Struggling Singles](#)

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



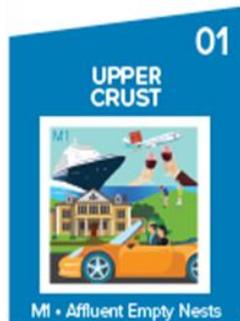
Paragraph describing the PRIZM Premier segment. Information may include: Householder (Head-of-Household) demographic characteristics, household characteristics, socio economic data and/or select behaviors.

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



01 Wealthy Mature without Kids

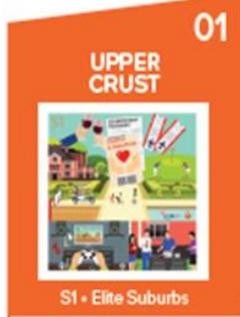
Age 65+ Homeowners Millionaires IPA Above Average Tech

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, frequenting upscale restaurants, and planning their next tour group vacation.

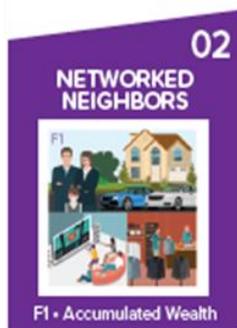
Drives a Lexus • Eats at Bonefish Grill • Shops at Chico's • Attends PGA tour events • Planning a tour group vacation • Watches Tony Awards • Listens to All News

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

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



02 Networked Neighbors



02 Wealthy Older Mostly with Kids

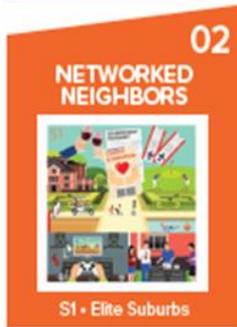
Age 45-64 Mostly Owners Millionaires IPA Highest Tech

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.

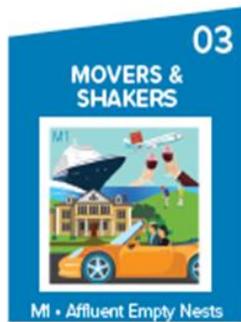
Drives a Volvo • Eats at California Pizza Kitchen • Shops at Pottery Barn • Attends Major League Soccer games • Planning a ski vacation • Watches FOX FIFA Men's World Cup Final • Streams via Spotify (paid)

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

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



03 Movers & Shakers



03 Wealthy Older Mostly without Kids

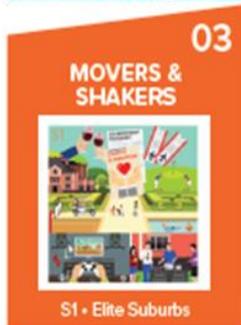
Age 45-64 Homeowners Millionaires IPA Above Average Tech

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 frequently peruse websites like slate.com and WSJ.com. During their minimal downtime, you can find them vacationing in Europe or hitting the slopes.

Drives an BMW • Eats at Mellow Mushroom • Shops at REI • Has a child in college • Uses National car rental • Watches Better Call Saul • Listens to Classic Hits/Classic Rock

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

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



04 Young Digerati



04 Wealthy Older Mostly with Kids

Age 45-64 Homeowners Millionaires Above Average Tech

Young Digerati are tech-savvy and live-in fashionable neighborhoods on the urban fringe. Affluent and well-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 visiting their local Starbucks. These wealthy urbanites can be found travelling to Los Angeles and Europe when they aren't busy online at theatlantic.com or hollywoodreporter.com.

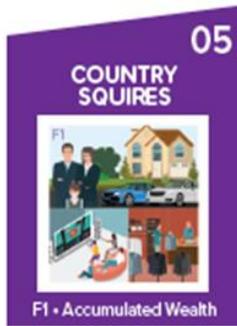
Drives an Audi • Eats at Starbucks • Shops at Bloomingdale's • Enjoys skiing • Visits LA • Visits theatlantic.com • Listens to Alternative music

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

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



05 Country Squires



05 Wealthy Older Mostly without Kids

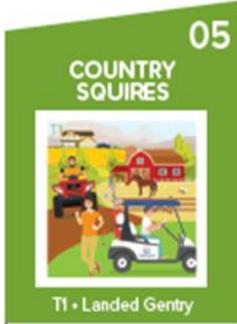
Age 45-64 Homeowners Elite IPA Above Average Tech

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent older couples and singles 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 home furnishings like those found at Pottery Barn as well as athletic clothing from Dick's Sporting Goods.

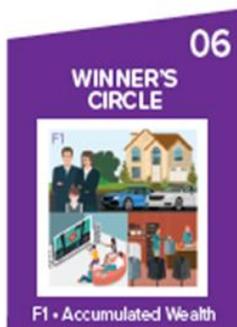
Drives an Infiniti • Eats at Dunkin • Spent \$500+ on athletic shoes last year • Attends Big Ten sports events • Frequent domestic flights for business travel • Streams using YouTube TV • Listens to Esports Radio

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

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



06 Winner's Circle



06 Wealthy Older Mostly with Kids

Age 45-64 Mostly Owners Elite IPA Above Average Tech

Winner's Circle is a collection of mostly 45- to 64-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of wealth - recreational parks, golf courses, and high-end shops. With a median income well over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants like Chipotle, and shop for clothing at Express/Express Men and Gap.

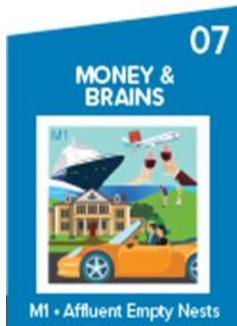
Drives an Acura • Eats at Chipotle • Shops at Express/Express Men • Participates in fantasy sports • Flies Alaska Airlines • Uses Slack app • Streams via Spotify (paid)

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

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



07 Money & Brains



07 Wealthy Mature without Kids

Age 65+ 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 without children who live in fashionable homes on small, manicured lots with expensive cars in the driveway. This segment enjoys travel to Europe, shopping at high-end department stores like Bloomingdale's and donating to both public television and radio.

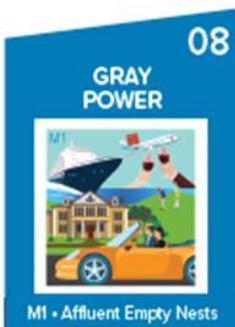
Drives a Volvo • Eats at upscale restaurants • Shops at Nordstrom • Contributes to public TV and radio • Planning a European vacation • Watches HBO Prime • Listens to Jazz

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

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



08 Gray Power



08 Wealthy Mature without Kids

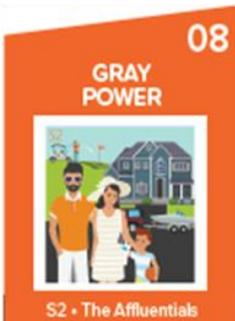
Age 65+ Homeowners Millionaires IPA Below Average Tech

Gray Power consists of wealthy mature 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 on tour group vacations, follow men's and women's golf, and attend opera and classical music concerts.

Drives a Mercedes-Benz • Eats at Carrabba's • Shops at Chico's • Very interested in PGA/LPGA tour • Planning a golf or tennis vacation • Visits medicare.gov • Listens to News and Talk

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

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



09 Big Fish, Small Pond



09 Wealthy Mature without Kids

Age 65+ Homeowners Millionaires IPA Average Tech

Mature, wealthy 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 like Bonefish Grill, and planning a golf vacation.

Drives a Mini • Eats at Bonefish Fish • Shops at Dillard's • Planning to retire soon if not already retired • Visits Alaska • Watches US Open tennis • Listens to Mike Gallagher

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

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



10 Executive Suites



10 Upscale Older Mostly with Kids

Age 45-64 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, going online to shop at DSW and IKEA, plan a vacation using Vrbo.com and stream via ESPN+ and Twitch. Executive Suites can often be found doing fantasy sports online and attending hockey matches when they aren't stopping at a quick service restaurant for a bite to eat.

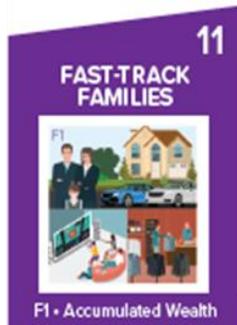
Drives a Subaru • Eats at Qdoba • Shops at DSW • Attends American Hockey League events • Flies Frontier Airlines • Uses FanDuel app or site • Listens to iHeart Radio Contemporary Hit Radio

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

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



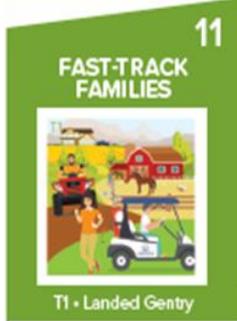
11 Fast-Track Families



11 Wealthy Middle Age Mostly with Kids

Age <55 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 eat at places like Qdoba and Jimmy John's, drive trucks and SUVs and tend to shop at Cabela's and Bass Pro Shops when they are not busy hunting and skiing.

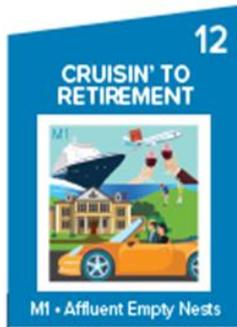


Drives a Ram • Eats at sports bars • Shops at Cabela's • Enjoys hunting • Planning ski vacation • Streams on Cartoon Network app • Listens to Mainstream Rock

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

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

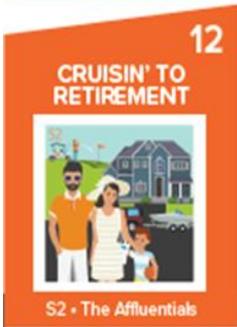
12 Cruisin' to Retirement



12 Wealthy 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 the US Open on TV, surf the Internet on sites like classmates.com and theepochtimes.com, and check in on their retirement funds using schwab.com.



Drives an Acura • Eats at Italian restaurants • Shops at Macy's • Has a child finishing college • Uses National car rental • Visits theepochtimes.com • Listens to Audacy Sports

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

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

13 Upward Bound



Upscale Younger Mostly with Kids

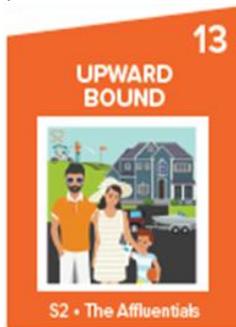
Age 25-44 Mostly Owners High IPA Above Average Tech

Upward Bound are often young upscale families boasting dual incomes, post-grad degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for food delivery services like Hello Fresh, listening to podcasts and purchasing items such as video games and gaming consoles.

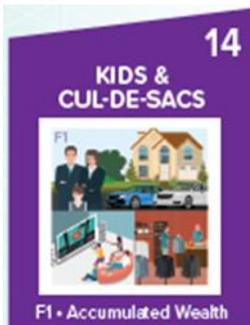
Drives a Mitsubishi • Eats at California Pizza Kitchen • Shops at Express/Express Men • Bets on international soccer • Flies Spirit Airlines • Uses Twitch for streaming video • Streams via Spotify (any)

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

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



14 Kids & Cul-De-Sacs



Upscale Middle Age Family Mix

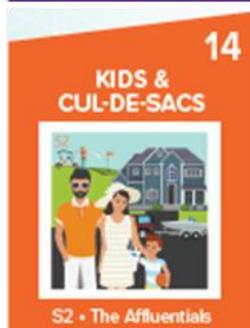
Age <55 Mostly Owners Moderate IPA Above Average Tech

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, family cruise ship vacations or event tickets via SeatGeek.

Drives a VW • Eats at Taco Bell • Shops at Crate & Barrel • Attends Minor League Baseball events • Flies Southwest • Visits gamestop.com on smartphone • Streams via Audacy.com

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

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



15 New Homesteaders



15 Wealthy Middle Age 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 like virtual reality headsets and smart speakers.

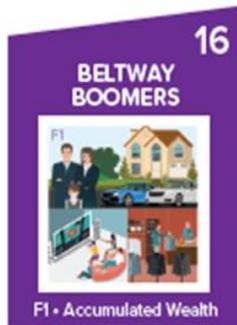
Drives a Ram • Eats at Buffalo Wild Wings • Shops at Hobby Lobby • Plays soccer • Visits Chicago • Streams via YouTube Kids • Listens to Album-Oriented Rock

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

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



16 Beltway Boomers



16 Upscale Middle Age Mostly without Kids

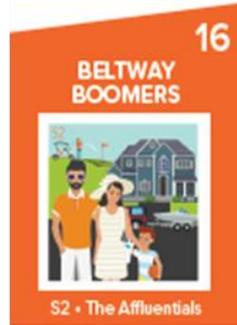
Age <55 Mostly Owners Moderate IPA Above Average Tech

The members of the postwar Baby Boom are all grown up. One segment of this huge cohort, college-educated, upscale, and mostly 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 planning for their retirement. In their free time, Beltway Boomers enjoy eating at Jimmy John's, perusing booking.com online and shopping at Big Lots.

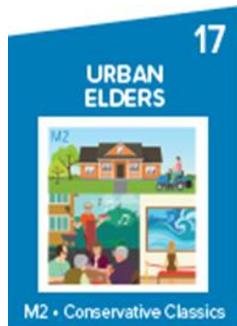
Drives a Mazda • Eats at Jimmy John's • Shops at Finish Line • Plans to refinance mortgage • Attends casino concerts • Streams w/Google TV • Listens to Urban-Rhythmic

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

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



17 Urban Elders



Upper Midscale Older Mostly without Kids

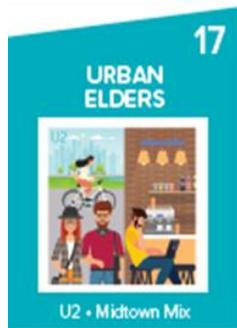
Age 45-64 Renters Above Average IPA Above Average Tech

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 operas, classical music concerts and art museums.

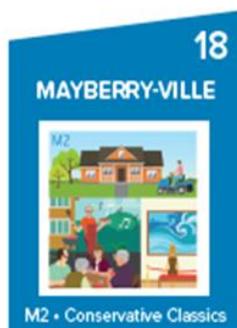
Drives a Lexus • Eats at organic/health food restaurants • Shops at Bloomingdale's • Visits Times Square • Flies JetBlue • Watches Kennedy Center Honors • Listens to All News

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

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



18 Mayberry-Ville



Wealthy Mature without Kids

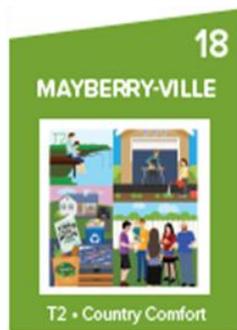
Age 65+ Homeowners Elite IPA Below Average Tech

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, wealthy couples prefer outdoor activities like hunting or boating during the day, while staying home to watch pro rodeo or PGA Tour events on TV at night. Overall, their use of technology trails that of others at their same asset level.

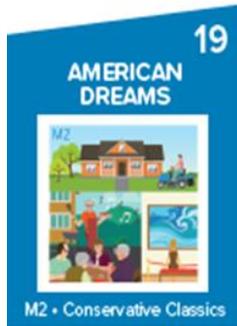
Drives a GMC • Eats at Cracker Barrel • Shops at Chico's • Interested in Pro rodeo • Planning tour group vacation • Watches 1923 • Streams via SiriusXM

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

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



19 American Dreams



Upscale Older Mostly without Kids

Age 55+ Homeowners Above Average IPA Average Tech

American Dreams residents are found in upscale neighborhoods in urban areas. Made up of older Americans without children, this segment enjoys eating out at places like California Pizza Kitchen and Wingstop. In their free time, they can often be found shopping at Neiman Marcus or Bloomingdale's, frequenting the movie theater and vacationing in Las Vegas.

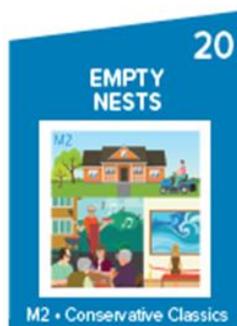
Drives a Mercedes-Benz • Eats at White Castle • Shops at Neiman Marcus • Goes to movie theater several times per month • Multiple trips outside US in past 12 months • Watches Real Time with Bill Maher • Listens to Charlie Kirk

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

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



20 Empty Nests



Upscale Mature without Kids

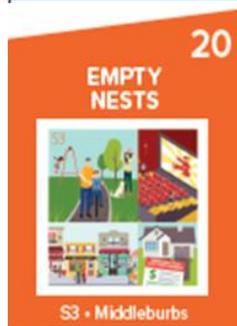
Age 65+ Mostly Owners Elite IPA Below Average Tech

With their grown-up children out of the house, Empty Nests is composed of upscale older Americans who pursue active, and activist, lifestyles. Most residents are over 65 years old, but they show no interest in slowing down. They enjoy golf, eating at sit-down restaurants like Carrabba's, and contributing to organizations that support military veterans and political causes that they champion.

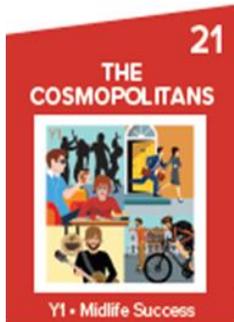
Drives a Buick • Eats at Carrabba's • Shops at Tuesday Morning • Contributes to public television • Cruises on Royal Caribbean • Watches Cook's Country from America's Test Kitchen • Listens to Soft Adult Contemporary

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

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



21 The Cosmopolitans



Upscale Younger Family Mix

Age 25-44 Homeowners Above Average 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, bakeries and coffee houses when they aren't vacationing in Europe or running marathons.

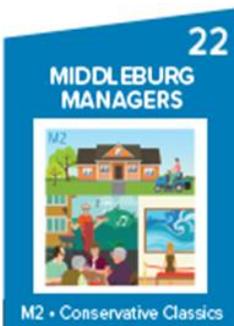
Drives a Volkswagen • Eats at Cheesecake Factory • Shops at Crate & Barrel • Bets on professional golf • Visits Europe • Visits comicbook.com • Listens to Classic Hits/Classic Rock

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

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



22 Middleburg Managers



Wealthy Older Family Mix

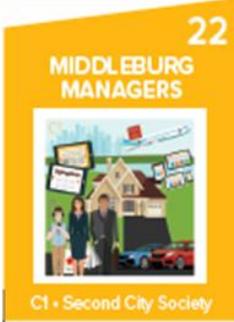
Age 45-64 Mostly Owners Elite IPA Average Tech

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 college sporting events with their families when they aren't traveling frequently for business. They are thriftier with their spending, despite a substantial income, investing in college savings plans, and IRAs and 401ks for their future retirement.

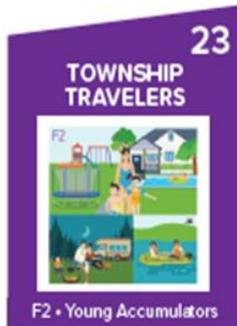
Drives a Mazda • Eats at Panera Bread • Purchases NHL apparel • Participates in daily fantasy sports online • Stays at Airbnbs • Watches Daily Show • Listens to Audacy Sports

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

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



23 Township Travelers



Upscale Middle Age Family Mix

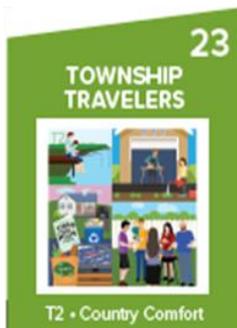
Age <55 Homeowners Moderate IPA Average Tech

Homeowners in Township Travelers exhibit a blend of behaviors representative of their upscale incomes and small-town environment. While this segment is tech savvy and likes to use the Internet for things such as shopping and podcasts, they also enjoy listening to NASCAR on the radio, shopping at Academy Sports + Outdoors and attending minor league hockey events.

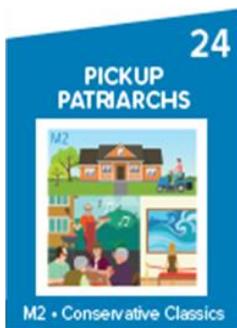
Drives a Nissan • Eats at Sonic • Shops at Academy Sports + Outdoors • Attends NASCAR events • Cruises on Carnival • Watches 24 Hours of a Christmas Story • Listens to NASCAR

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

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



24 Pickup Patriarchs



Upscale Older Mostly without Kids

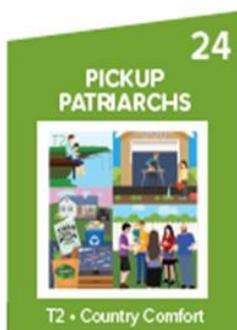
Age 45-64 Homeowners Elite IPA Average Tech

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, college football games and frequent the local movie theater.

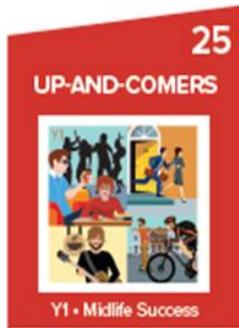
Drives a Ram • Eats at Zaxby's • Shops at Famous Footwear • Has a child in college • Flies Allegiant • Watches President's Cup golf • Listens to Big Ten football

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

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



25 Up-And-Comers



Upscale Younger Family Mix

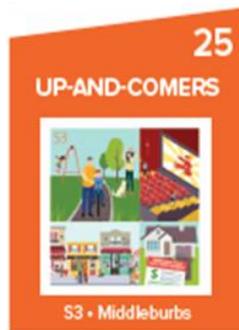
Age 25-44 Mix Moderate IPA Above Average Tech

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 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.

Drives a Subaru • Eats at Qdoba • Shops at Ulta • Plans to move in next year • Frequently flies domestically for business • Visits wix.com • Listens to Spotify (paid)

[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 Moderate IPA Above Average Tech

Widely scattered across the nation's suburbs and second cities, the residents of Home Sweet Home tend to be upper middle-class households living in mid-sized homes. The adults in the segment, mostly 55+, have gone to college and hold a mix of management, professional, and service jobs. These folks have a high propensity for working remotely 40+ hours a week and are also likely to attend NASCAR events and WWE matches.

Drives a Hyundai • Eats at Taco Bell • Shops at Finish Line • Plans to sell home in next 12 months • Stays at Motel 6 • Watches Renovation Impossible • 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 <55 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, often streamed on Amazon Music or YouTube Music, as well as 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.

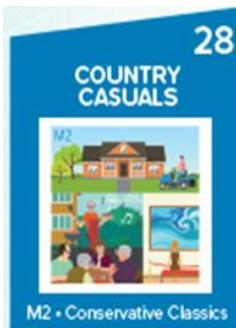
Drives a GMC • Eats at Sonic • Shops at Academy Sports + Outdoors • Enjoys hunting • Stays at Holiday Inn • Watches The Patrick Star Show • Listens to SEC sports events

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

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



28 Country Casuals



Upscale Mature Mostly without Kids

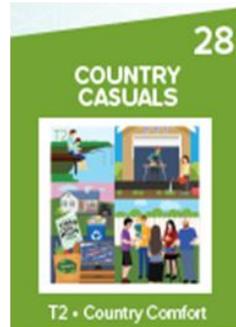
Age 65+ Homeowners High IPA Below Average Tech

There's a laid-back atmosphere in Country Casuals, a collection of mature, upscale households, many with empty nests. Today, these mostly over-65 couples enjoy activities such as hunting and following college baseball but are not likely to be up to date on technology.

Drives a Ram • Eats at Hardee's • Shops at Cabela's • Preparing for birth of a grandchild • Visits Alaska • Uses DISH Network • 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 Below Average 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 bite to eat at Qdoba or Zaxby's, attending NBA/WNBA basketball games, and shopping at stores like Rack Room Shoes.

Drives a Jeep • Eats at Zaxby's • Shops at Rack Room Shoes • Attends WNBA games • Stays at Embassy Suites • Visits MLS team app or website • Listens to European soccer

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

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



30 Pools & Patios



Upscale Younger with Kids

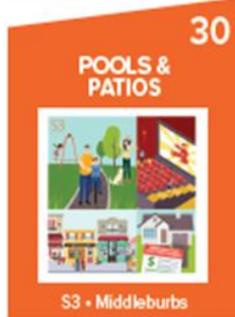
Age 25-44 Mostly Owners Moderate IPA Above Average Tech

Pools & Patios is a segment of upscale 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, shopping online for children's clothing and shoes, streaming podcasts about family life and also staying connected with their smart speakers and wearable devices.

Drives a Dodge • Eats at Wingstop • Shops at Children's Place • Plans to bet on boxing • Visits Mexico • Watches Blippi on YouTube • Listens to Mexican Regional

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

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



31 Connected Bohemians



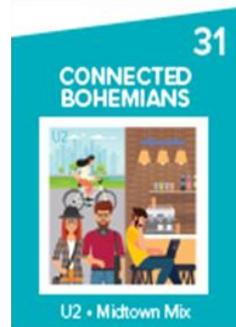
Midscale Younger Mostly without Kids

Age 25-44 Renters Moderate 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 heavy users of both Instagram and TikTok and prefer to stream using Twitch. When they aren't online, you can find them going to college sports events, skiing, and eating out at coffee houses and bakeries.

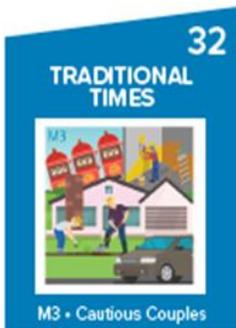
Drives an Audi • Enjoys visiting coffee houses • Shops at IKEA • Attends marathons/road races • Visits Europe • Uses Slack app on mobile device • Streams via Spotify (any)

[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 enjoying their first empty-nest years. Typically age 65 and older, these upscale Americans pursue an active lifestyle. They spend their free time following men's and women's golf, eating out at sit-down restaurants, and shopping at Chico's and BJ's Wholesale Club.

Drives a Lincoln • Eats at Logan's Roadhouse • Shops at Chico's • Current or former military • Planning a tour group vacation • Watches MSNBC Prime • Listens to Dennis Prager

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



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

33 Second City Startups



Upper Midscale Younger with Kids

Age 25-44 Mix Below Average IPA Average Tech

In Second City Startups, young 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 like Dickey's Barbecue Pit and Smoothie King and following Mexican League soccer and Motocross.

Drives a Volkswagen • Eats at Dickie's Barbecue Pit • Shops at Forever XXI • Interested in Mexican League soccer • Cruises on Carnival • Streams via NBA League Pass • Listens to Spanish Contemporary

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

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



34 Young & Influential



Upper Midscale Younger Mostly without Kids

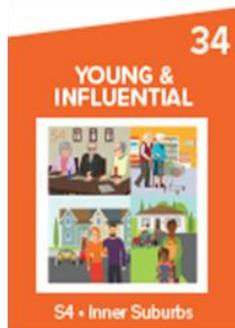
Age 25-44 Renters Below Average IPA Highest Tech

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 balancing work and leisure pursuits while living in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants. In their free time, they enjoy eating at Mellow Mushroom and attending rap/R&B concerts.

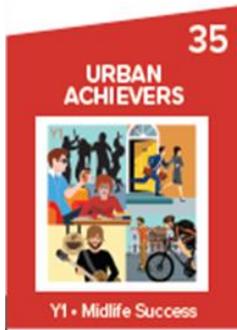
Drives a Toyota • Eats at Mellow Mushroom • Shops at Express/Express Men • Plans to move in the next year • Visits Chicago • Visits crunchyroll.com • Streams via Apple Music

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

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



35 Urban Achievers



Upper Midscale Older Mostly without Kids

Age 55+ Homeowners Above Average IPA Average Tech

Urban Achievers are upper midscale, older, ethnically diverse homeowners in urban neighborhoods with established careers and college degrees. They are active participants in their communities and enjoy following college sporting events and Mexican League soccer, as well as shopping at Bloomingdale's and IKEA.

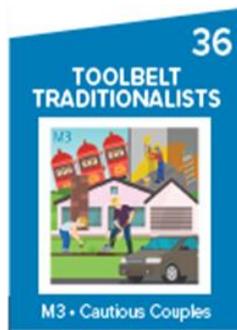
Drives an Acura • Eats at Chinese restaurants • Shops IKEA • Attends PAC 12 sports events • Flies JetBlue • Watches Noticias Telemundo • Listens to Spanish Tropical

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

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



36 Toolbelt Traditionalists



Upper Midscale Older Mostly without Kids

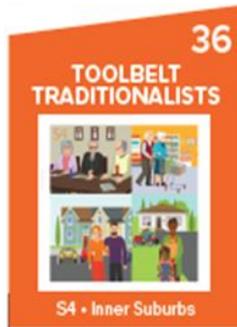
Age 45-64 Mostly Owners Moderate IPA Average Tech

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 establishments such as Arby's and Carrabba's when they aren't busy buying Powerball and lottery tickets.

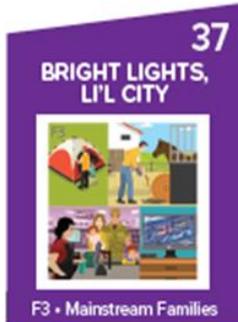
Drives a Chrysler • Eats at Carrabba's • Shops at Dillard's • Frequently purchases lottery tickets • Cruises on Royal Caribbean • Watches Words or Less • Listens to Contemporary Inspirational

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

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



37 Bright Lights, Li'l City



Upper Midscale Younger with Kids

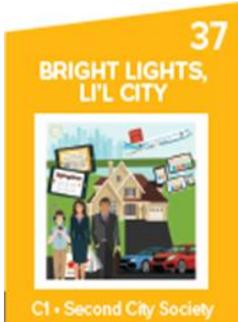
Age 25-44 Mix Moderate IPA Average Tech

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 to eat meals frequently at White Castle and can be found attending sporting events such as Minor League Baseball games and monster truck events.

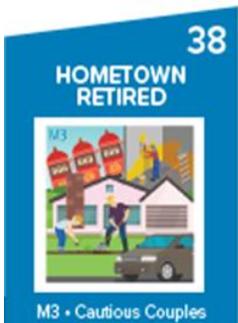
Drives an Infiniti • Eats at White Castle • Shops at GameStop • Attends monster truck events • Flies Spirit Airlines • Streams via NFL Game Pass • Listens to Rhythmic Contemporary Hit Radio

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

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



38 Hometown Retired



Upper Midscale Older Mostly without Kids

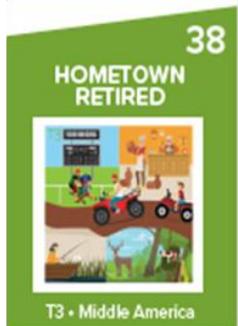
Age 45-64 Mostly Owners Moderate IPA Below Average Tech

Hometown Retired consists of older, upper-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 following NASCAR and college basketball, reading magazines such as American Legion and eating out occasionally at places that they deem a good value.

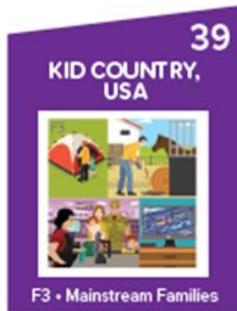
Drives a Chevrolet • Eats at Long John Silver's • Shops at Tuesday Morning • Attends college baseball games • Stays at Comfort Inn • Visits streetinsider.com • Listens to SEC sports events

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

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



39 Kid Country, USA



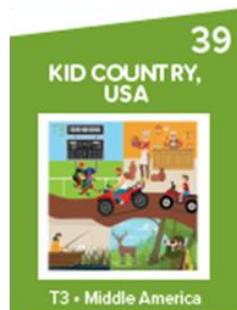
Upper Midscale Younger with Kids

Age 25-44 Mix Below Average 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 Motocross and extreme/action sports and are likely to be found playing football when they aren't busy betting on various sporting events.

Drives a Subaru • Eats at Zaxby's • Shops at Rack Room Shoes • Attends NASCAR events • Planning a theme park vacation • Uses Philo video streaming services • Listens to Christian Adult Contemporary

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



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

40 Aspiring A-Listers



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 organic health food establishments. They are interested in a wide variety of sports and like to visit large, vibrant cities across the US like New York City, Los Angeles and Las Vegas.

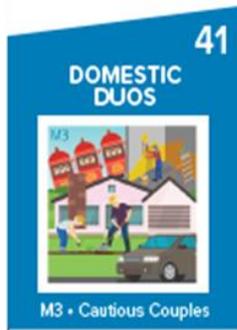
Drives a Mitsubishi • Eats at Subway • Shops at Bloomingdale's • Attends WNBA games • Visits LA • Watches Inside the NBA • Listens to Spanish Broadcasting System

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



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

41 Domestic Duos



Lower Midscale Mature without Kids

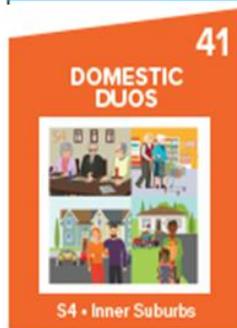
Age 65+ Mostly Owners Above Average IPA Lowest Tech

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 meeting at the local civic club when they aren't busy watching figure skating or going out to eat at Carrabba's.

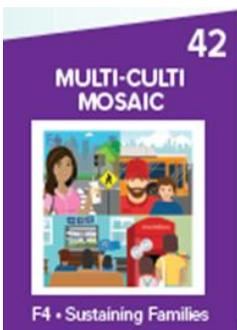
Drives a Buick • Does not eat at quick service restaurants often • Did not shop online in past 3 months • Interested in figure skating • Not planning to travel next year • Watches The Earth Unlocked • Listens to Soft Adult Contemporary

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

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



42 Multi-Culti Mosaic



Midscale Younger Mostly with Kids

Age 25-44 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. Multi-Culti Mosaics can often be found shopping at Forever XXI and enjoy following Mexican League soccer and professional boxing in their downtime.

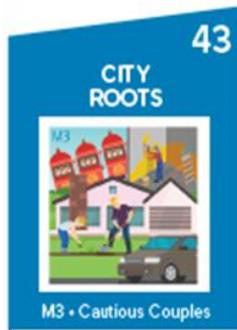
Drives a Pontiac • Eats at Wingstop • Shops at Foot Locker • Interested in pro boxing • Visits Los Vegas • Watches Telemundo • Listens to Spanish Adult Hits

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

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



43 City Roots



Upscale Middle Age Family Mix

Age <55 Mostly Owners High IPA Average Tech

Found in urban neighborhoods, City Roots is a segment of upscale, 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 Bloomingdale's and Gap, and enjoy traveling to Las Vegas.

Drives a Volvo • Eats at Chinese restaurants • Shops at Gap/Gap Kids • Attends horse racing events • Flies Spirit Airlines • Watches Noticiero Univision • Listens to Spanish Tropical

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

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



44 Country Strong



Midscale Younger Mostly with Kids

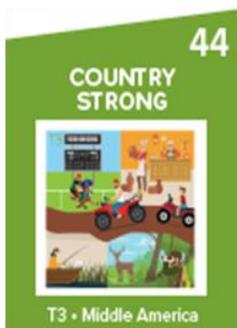
Age 25-44 Mix Below Average IPA Below Average Tech

Country Strong are young, middle-class families in rural areas that embrace their day-to-day lives. They are focused on their families and prefer hunting and following Motocross over keeping up with the latest technology. When they do go online, most will be using satellite Internet connection and can be found playing Candy Crush or snapping with their friends on Snapchat.

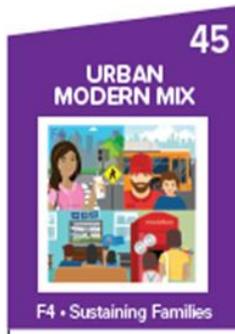
Drives a Chevrolet • Eats at Hardee's • Shops at Shoe Carnival • Enjoys hunting • Stays at Super 8 • Watches Moonshiners • Listens to Classic Country

[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 Mostly Renters Below Average 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 soccer, attend R&B and rap concerts, and listen to Urban Oldies. Members of this segment rank average as far as technology use, spending most of their online time streaming videos on TikTok and using the Telemundo app.

Drives a Nissan • Eats at TGI Friday's • Shops at Foot Locker • Attends R&B/rap/hip hop concerts • Enjoys gambling at casinos • Watches Univision • Listens to Urban Oldies

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

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



46 Heartlanders



Midscale Older Mostly without Kids

Age 45-64 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 a mix of working and 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 following professional rodeo remain the prime leisure activities.

Drives a Dodge • Eats at Cracker Barrel • Shops at Cabela's • Interested in Pro rodeo • Flies Allegiant Air • Watches Ask This Old House • Listens to Big Ten basketball

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

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



47 Striving Selfies



Lower Midscale Younger Mostly without Kids

Age 25-44 Renters Low IPA Highest Tech

Striving Selfies is a segment of younger singles and couples that show signs of greater potential. With high school diplomas under their belt, they are among the most tech savvy segments and tend to stream short videos on Tubi when they aren't on Instagram. More often than not, they are renters who have not yet been able to purchase their first home but are planning to enroll in college classes within the next year if they haven't already.

Drives a BMW • Eats at Panera Bread • Shops at At Home • Enrolled in college classes • Planning a spa vacation • Watches beIN SPORTS XTRA • Listens to YouTube Music (paid)

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

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



48 Generation Web



Lower Midscale Younger Family Mix

Age 25-44 Renters Low IPA Above Average Tech

Generation Web are younger families and singles with above average technology use. They are renters, living in suburban neighborhoods and second cities, and use their smartphones for everything from using the PlayStation app and streaming video on Philo to ordering Chipotle.

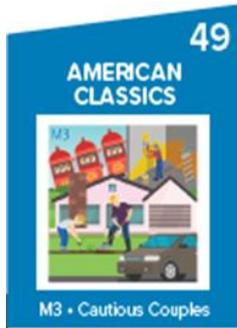
Drives a Lincoln • Eats at Papa John's • Shops at Children's Place • Planning to bet on sports in next year • Stays at Motel 6 • Uses PlayStation app on mobile device • Listens to European soccer

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

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



49 American Classics



Lower Midscale Older without Kids

Age 55+ Mix Above Average IPA Below Average Tech

They may be older and many 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. While out and about, members of this segment can often be found eating at Red Lobster or a local Chinese restaurant.

Drives a Cadillac • Eats at Red Lobster • Has not shopped in past 3 months • Planning to retire soon • Has not traveled in past 12 months • Watches America's Test Kitchen • Listens to Oldies

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

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



50 Metro Grads



Lower Midscale Middle Age Mostly without Kids

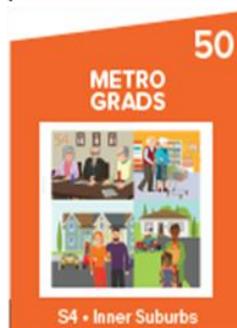
Age <55 Homeowners Below Average IPA Average Tech

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 college sports events and following MLS. Metro Grads enjoy both sit-down and quick-service restaurants, frequenting places like Auntie Anne's and Logan's Roadhouse.

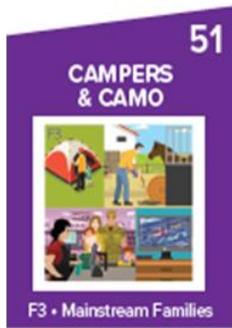
Drives a Hyundai • Eats at Auntie Anne's • Shops at Dollar Tree • Interested in Major League Soccer • Stays at Motel 6 • Visits FlexJob app or website • Listens to Mexican Regional

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

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



51 Campers & Camo



Lower Midscale Middle Age Family Mix

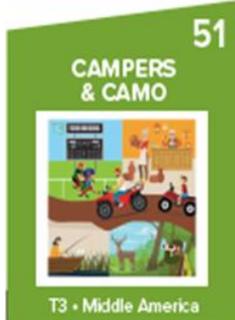
Age <55 Homeowners Below Average IPA Below Average Tech

Primarily found more in small towns and less densely populated areas, Campers & Camo families enjoy the outdoors. They enjoy attending MLS games and NASCAR events and can often be found eating at Hardee's or Zaxby's. Despite their age, they are below average in their use of technology but use the PlayStation app and stream on YouTube fairly frequently.

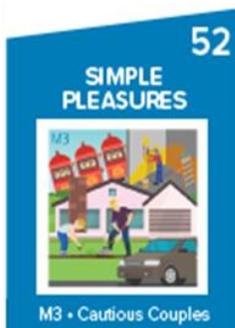
Drives a Pontiac • Eats at Little Caesar's • Shops at Forever XXI • Planning to refinance mortgage • Travels primarily for business • Uses UP Faith and Family for streaming • Listens to New Country

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

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



52 Simple Pleasures



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 middle-class singles and couples living in modestly priced homes. Many are seniors with some college classes under their belt who held service jobs before their retirement. While they don't do much shopping, they do enjoy eating out at Cracker Barrel and Hardee's.

Drives a GMC • Eats at Hardee's • Has not shopped in the past 3 months • Shopping for out-of-home nursing care • Not planning to travel in next year • Watches Bonanza • Listens to Classic Country

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

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



53 Lo-Tech Singles



Lower Midscale Mature without Kids

Age 65+ Homeowners Low IPA Below Average Tech

Lo-Tech Singles are mature households centered mainly in the nation's second cities. Residents are below average in their technology use, choosing instead a night out at Church's Chicken as their evening entertainment when they aren't watching family entertainment like reruns of Bonanza or INSP on television. Although they do not travel frequently, Lo-Tech Singles do enjoy betting and following NASCAR.

Drives a Mitsubishi • Eats at Church's Chicken • Shops at Tuesday Morning • Attends figure skating events • Has not taken a trip in past year • Watches INSP • Listens to Gospel

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

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



54 Struggling Singles



Lower Midscale 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. While only average in their use of technology, this segment does enjoy gaming on their PCs and mobile devices.

Drives a Pontiac • Eats at Golden Corral • Shops at Dollar General • Very interested in WWE • Stays at Days Inn • Uses save.com app or website • Listens to Spanish Adult Hits

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

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



55 Red, White & Blue



Downscale Younger Family Mix

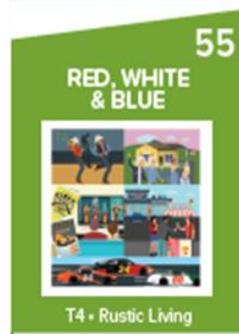
Age 25-44 Mostly Renters Low IPA Below Average Tech

The residents of Red, White & Blue typically live in rural areas. Younger, with high school educations and downscale incomes, many of these folks are transitioning from blue-collar jobs to the service industry. In their spare time, they enjoy following Motocross, drag racing, and professional bull riding. They are below average in their use of technology but do frequently use their smartphones for mobile orders at places like Wendy's and Sonic.

Drives a Chevrolet • Eats at Sonic • Shops at At Home • Interested in Supercross/Motocross • Stays at La Quinta • Uses Flexjobs app or website • Listens to New Country

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

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



56 Multi-Culti Families



Midscale Younger Mostly with Kids

Age 25-44 Mostly Renters Moderate IPA Average Tech

Multi-Culti Families are younger urban households with moderate means. Often bilingual, their overall use of technology is average though they like to spend time online surfing the Internet, listening to music and downloading videos. In their free time, you can find them eating at California Pizza Kitchen or attending Mexican League soccer matches.

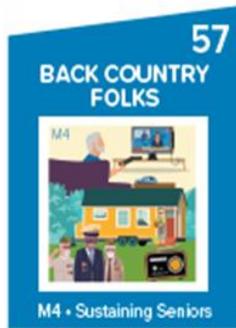
Drives a Nissan • Eats at California Pizza Kitchen • Shops at Forever XXI • Attends Mexican League soccer games • Visits Los Angeles • Watches Univision • Listens to Spanish Broadcasting System

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

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



57 Back Country Folks



Midscale Older Mostly without Kids

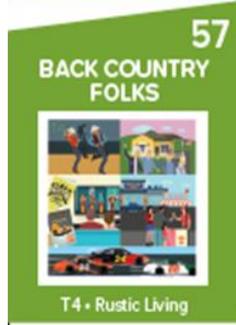
Age 55+ Mix Low IPA Lowest Tech

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents have midscale 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.

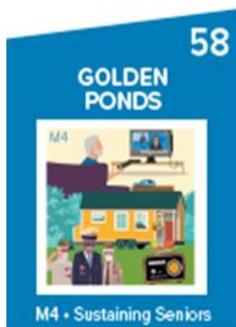
Drives a Ford • Eats at Cracker Barrel • Shops at Dollar General • Very interested in pro bull riding • Has not stayed in a hotel in past 12 months • Watches INSP • Listens to Classic Country

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

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



58 Golden Ponds



Lower Midscale Older Mostly without Kids

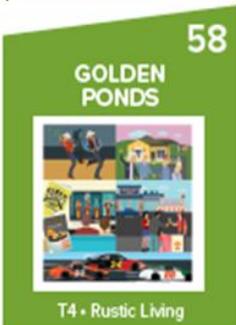
Age 45-64 Mix Below Average IPA Below Average Tech

Golden Ponds is a mix of retirees and those still working, dominated by lower-midscale singles and couples who are 45 to 64 years old. Found in small bucolic towns around the country, the high school-educated members of this segment live in small apartments on less than \$30,000 a year. Daily life is often a succession of sedentary activities such as eating at Cracker Barrel, watching figure skating and listening to Oldies on the radio.

Drives a Chrysler • Eats at Burger King • Orders from mail order catalogs • Planning to retire soon if not already retired • Has not flown domestically in last year • Watches NASCAR Xfinity Race • Listens to Oldies

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

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



59 New Melting Pot



Midscale Middle Age Family Mix

Age <55 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 and blue-collar industries. They are fans of Spanish tropical music, eSports and monster trucks, and many plan to go back to school or look for a new job in the near future.

Drives a Nissan • Eats at Church's Chicken • Shops at Burlington • Interested in eSports • Stays at Motel 6 • Watches VH1 • Listens to European soccer

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

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



60 Small-Town Collegiates



Lower Midscale Younger Family Mix

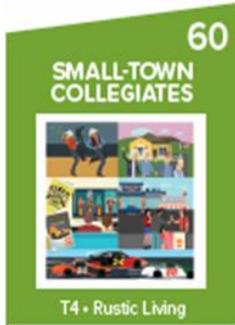
Age 25-44 Renters Low IPA Average Tech

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 Shoe Carnival and can be found attending job recruitment fairs and searching for their next home. When online, they can be found streaming music as well as visiting crunchyroll.com and epicgames.com.

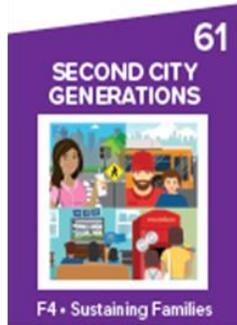
Drives a Cadillac • Eats at Zaxby's • Shops at Shoe Carnival • Attends college baseball games • Visits spa while on vacation • Visits crunchyroll.com • Listens to Urban Contemporary

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

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



61 Second City Generations



Lower Midscale Younger Family Mix

Age 25-44 Mostly Renters Low IPA Average Tech

Second City Generations are often multi-generational households with parents or grandparents and new babies and young children all under one roof. Often bilingual, they are entertained by a wide variety of online media such as Tubi, Amazon Prime Video and Cartoon Network app. When using more traditional media like television, they will watch Noticias Telemundo or Lifetime. Many use prepaid cell phones and can often be found shopping at Shoe Carnival.

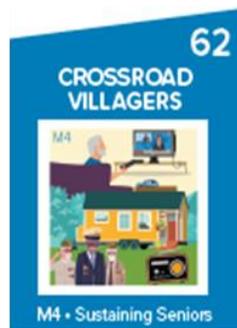
Drives a Dodge • Eats at Chuck E Cheese • Shops at GameStop • Attends monster truck events • Gambles at casinos • Streams short videos via Tubi • Listens to MLS

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

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



62 Crossroad Villagers



Lower Midscale Mature without Kids

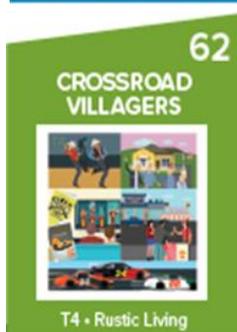
Age 65+ Mix Moderate IPA Lowest Tech

With a population of retired seniors, Crossroads Villagers is a classic small-town lifestyle. Residents tend to have some college education, with lower-midscale incomes and modest housing. They enjoy the occasional dinner out and while they don't go online very much at all, they do like to watch shows like The Way Home and Morning Express with Robin Meade.

Drives a Lincoln • Eats at Cracker Barrel • Shops at Joann Fabric and Craft • Shopping for out-of-home nursing care • Not planning a vacation in next year • Watches The Way Home on Hallmark • Does not use audio streaming services

[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 Below 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 UFC and WWE online while also using the Internet to visit sites like save.com and stream with ViX.

Drives a Toyota • Eats at White Castle • Shops at Burlington • Visits movie theater 3-4 times/month • Visits NYC • Watches Noticias Telemundo • 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, with a substantial percentage of this segment being unemployed. In these apartment-filled neighborhoods, residents rely on public transportation and seldom get away on vacation. When they have down time, this segment likes to attend WWE matches and eSports events, as well as stream videos using Tubi.

Drives a Buick • Eats at Dickey's Barbecue Pit • Shops at Family Dollar • Bets with FOX Bet Sportsbook • Planning spa vacation • Uses save.com • Listens to Contemporary Inspirational

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

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



65 Young & Rustic



Low Income Younger Mostly without Kids

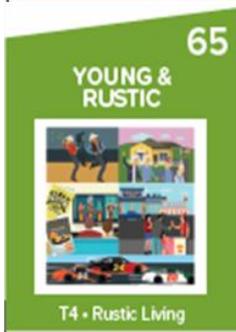
Age 25-44 Mostly Renters Low IPA Below Average Tech

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, IMSA SportsCar events and WWE. When out and about, they can often be found grabbing a quick bite to eat at Sonic or Hardee's.

Drives a Chevrolet • Eats at Hardee's • Shops at Dollar General • Attends WWE events • Stays at Days Inn • Streams video via Philo • Listens to Gospel

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

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



66 New Beginnings



Low Income Younger Family Mix

Age 25-44 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 stream using services like YouTube Kids and CLEO TV, and when partaking in sports betting use a wide range of websites and apps such as PointsBet Sportsbook and FOX Bet Sportsbook.

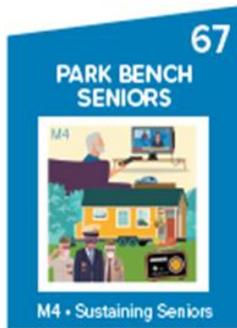
Drives a Hyundai • Eats at Chinese restaurant • Shops at Finish Line • Very interested in NBA Gatorade League • Flies Frontier Airlines • Uses Snapchat 3-5 hours/week • Listens to Urban Adult Contemporary

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

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



67 Park Bench Seniors



Downscale Older Mostly without Kids

Age 55+ 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 high school educations and downscale incomes, these residents maintain low-key, sedentary lifestyles. They spend a lot of time watching TV, especially ION, PBS, and Univision. Below average in their tech use, this segment does not tend to have Internet access at home and usually has only one mobile phone.

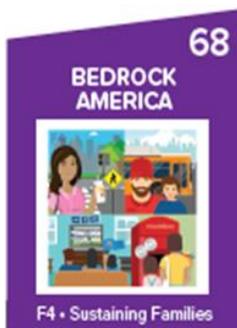
Drives a Lincoln • Eats at Burger King • Hasn't shopped online in past 3 months • Retiring soon if not already • Has not taken overnight trip in past 12 months • Watches Whose Line Is It Anyway? • Listens to Contemporary Inspirational

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

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



68 Bedrock America



Low Income Younger Mostly without Kids

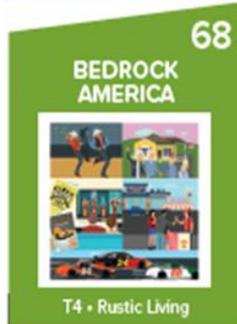
Age 25-44 Mostly Renters Low IPA Below Average Tech

Bedrock America consists of economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations and jobs across multiple industries, many residents struggle to make ends meet. They enjoy watching FOX Sports and BET on television and will often order in from Papa John's when they aren't up for venturing out to find a meal at Arby's.

Drives a Nissan • Eats at Papa John's • Shops at At Home • Using PointsBet Sportsbook to bet • Stays at Motel 6 • Uses Nexxt app/site • Listens to European soccer

[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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