

# Basic Segment Distribution - PRIZM Premier Lifestage Distribution

## Title Page

**Data Version:** 2018 Feb (Internal)

**Report Generation Method:** Single

**Analysis Area:** 1789 STATE ST, SAN DIEGO, CA, 92101-2530

**Reporting Detail:** As Selected

**Include Map:** Yes

**Include Labels:** Yes

**Map Reporting Detail:** As Selected

**Base Map Style:** Claritas Map

**Subtotal Method:** None

**Analysis Area Detail:** No

## Report Sections:

PRIZM Premier Lifestage Distribution

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 1.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
<b>PRIZM Premier Lifestage Distribution</b>							
<b>YOUNGER YEARS</b>							
Y1	04	Young Digerati	1,841,200	1.49%	4,144	20.68%	1,392
Y1	13	Upward Bound	1,318,213	1.06%	0	0.00%	0
Y1	21	The Cosmopolitans	1,403,084	1.13%	1,880	9.38%	829
Y1	25	Up-and-Comers	1,845,951	1.49%	0	0.00%	0
Y1	31	Connected Bohemians	1,920,128	1.55%	6,839	34.12%	2,202
Y1	34	Young & Influential	1,141,529	0.92%	0	0.00%	0
Y1	35	Urban Acheivers	1,634,123	1.32%	9	0.04%	3
Y1	MIDLIFE SUCCESS		11,104,228	8.96%	12,872	64.22%	717
Y2	40	Aspiring A-Listers	1,394,062	1.12%	2,422	12.08%	1,074
Y2	47	Striving Selfies	1,769,183	1.43%	0	0.00%	0
Y2	48	Generation Web	2,079,024	1.68%	0	0.00%	0
Y2	50	Metro Grads	1,776,705	1.43%	0	0.00%	0
Y2	54	Struggling Singles	1,633,144	1.32%	0	0.00%	0
Y2	YOUNG ACHEIVERS		8,652,118	6.98%	2,422	12.08%	173
Y3	55	Red, White & Blue	1,737,973	1.40%	0	0.00%	0
Y3	59	New Melting Pot	1,744,642	1.41%	0	0.00%	0
Y3	60	Small-Town Collegiates	1,198,744	0.97%	0	0.00%	0
Y3	63	Low-Rise Living	2,573,930	2.08%	409	2.04%	98
Y3	64	Family Thrifts	1,135,545	0.92%	0	0.00%	0
Y3	65	Young & Rustic	2,530,904	2.04%	0	0.00%	0
Y3	66	New Beginnings	1,220,549	0.98%	0	0.00%	0
Y3	STRIVING SINGLES		12,142,287	9.80%	409	2.04%	21
<b>FAMILY LIFE</b>							
F1	02	Networked Neighbors	1,241,889	1.00%	0	0.00%	0
F1	05	Country Squires	2,877,162	2.32%	0	0.00%	0
F1	06	Winner's Circle	1,717,006	1.39%	0	0.00%	0
F1	10	Executive Suites	1,623,526	1.31%	0	0.00%	0

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 1.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
F1	11	Fast-Track Families	2,330,228	1.88%	0	0.00%	0
F1	14	Kids & Cul-de-Sacs	1,711,329	1.38%	0	0.00%	0
F1	15	New Homesteaders	1,274,052	1.03%	0	0.00%	0
F1	16	Beltway Boomers	1,399,627	1.13%	0	0.00%	0
F1	ACCUMULATED WEALTH		14,174,819	11.44%	0	0.00%	0
F2	23	Township Travelers	1,361,970	1.10%	0	0.00%	0
F2	26	Home Sweet Home	1,599,941	1.29%	0	0.00%	0
F2	27	Big Sky Families	3,070,303	2.48%	0	0.00%	0
F2	29	White Picket Fences	1,915,652	1.55%	0	0.00%	0
F2	30	Pools & Patios	1,806,360	1.46%	0	0.00%	0
F2	YOUNG ACCUMULATORS		9,754,226	7.87%	0	0.00%	0
F3	33	Second City Startups	1,236,639	1.00%	0	0.00%	0
F3	37	Bright Lights, Li'l City	1,724,116	1.39%	0	0.00%	0
F3	39	Kid Country, USA	1,394,226	1.12%	0	0.00%	0
F3	44	Country Strong	4,043,993	3.26%	0	0.00%	0
F3	51	Campers & Camo	2,258,346	1.82%	0	0.00%	0
F3	MAINSTREAM FAMILIES		10,657,320	8.60%	0	0.00%	0
F4	42	Multi-Culti Mosaic	2,056,797	1.66%	0	0.00%	0
F4	45	Urban Modern Mix	2,589,793	2.09%	13	0.06%	3
F4	56	Multi-Culti Families	1,436,190	1.16%	0	0.00%	0
F4	61	Second City Generations	1,340,416	1.08%	0	0.00%	0
F4	68	Bedrock America	1,200,293	0.97%	0	0.00%	0
F4	SUSTAINING FAMILIES		8,623,489	6.96%	13	0.06%	1
<b>MATURE YEARS</b>							
M1	01	Upper Crust	1,304,060	1.05%	0	0.00%	0
M1	03	Movers & Shakers	1,768,172	1.43%	0	0.00%	0

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 1.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
M1	07	Money & Brains	1,785,010	1.44%	1,896	9.46%	657
M1	08	Gray Power	1,446,787	1.17%	0	0.00%	0
M1	09	Big Fish, Small Pond	2,024,497	1.63%	0	0.00%	0
M1	12	Cruisin' to Retirement	3,002,078	2.42%	0	0.00%	0
M1	AFFLUENT EMPTY NESTS		11,330,604	9.14%	1,896	9.46%	103
M2	17	Urban Elders	1,448,568	1.17%	2,231	11.13%	953
M2	18	Mayberry-ville	2,038,008	1.64%	0	0.00%	0
M2	19	American Dreams	1,414,847	1.14%	158	0.79%	69
M2	20	Empty Nests	1,970,804	1.59%	0	0.00%	0
M2	22	Middleburg Managers	3,047,739	2.46%	0	0.00%	0
M2	24	Pickup Patriarchs	1,253,497	1.01%	0	0.00%	0
M2	28	Country Casuals	2,288,505	1.85%	0	0.00%	0
M2	CONSERVATIVE CLASSICS		13,461,968	10.86%	2,389	11.92%	110
M3	32	Traditional Times	1,725,832	1.39%	0	0.00%	0
M3	36	Toolbelt Traditionalists	3,037,438	2.45%	0	0.00%	0
M3	38	Hometown Retired	1,705,061	1.38%	0	0.00%	0
M3	41	Domestic Duos	1,208,526	0.98%	0	0.00%	0
M3	43	City Roots	1,441,944	1.16%	42	0.21%	18
M3	46	Heartlanders	1,543,412	1.25%	0	0.00%	0
M3	49	American Classics	2,070,800	1.67%	0	0.00%	0
M3	52	Simple Pleasures	1,617,368	1.30%	0	0.00%	0
M3	53	Lo-Tech Singles	1,748,869	1.41%	0	0.00%	0
M3	CAUTIOUS COUPLES		16,099,250	12.99%	42	0.21%	2
M4	57	Back Country Folks	3,176,964	2.56%	0	0.00%	0
M4	58	Golden Ponds	2,337,748	1.89%	0	0.00%	0
M4	62	Crossroad Villagers	1,295,840	1.05%	0	0.00%	0
M4	67	Park Bench Seniors	1,132,099	0.91%	0	0.00%	0
M4	SUSTAINING SENIORS		7,942,651	6.41%	0	0.00%	0

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 1.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
Totals			123,942,960	100.00%	20,043	100.00%	100

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 3.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
<b>PRIZM Premier Lifestage Distribution</b>							
<b>YOUNGER YEARS</b>							
Y1	04	Young Digerati	1,841,200	1.49%	11,946	13.64%	918
Y1	13	Upward Bound	1,318,213	1.06%	948	1.08%	102
Y1	21	The Cosmopolitans	1,403,084	1.13%	7,691	8.78%	776
Y1	25	Up-and-Comers	1,845,951	1.49%	533	0.61%	41
Y1	31	Connected Bohemians	1,920,128	1.55%	20,155	23.01%	1,486
Y1	34	Young & Influential	1,141,529	0.92%	603	0.69%	75
Y1	35	Urban Acheivers	1,634,123	1.32%	344	0.39%	30
Y1	MIDLIFE SUCCESS		11,104,228	8.96%	42,219	48.21%	538
Y2	40	Aspiring A-Listers	1,394,062	1.12%	10,864	12.41%	1,103
Y2	47	Striving Selfies	1,769,183	1.43%	43	0.05%	3
Y2	48	Generation Web	2,079,024	1.68%	32	0.04%	2
Y2	50	Metro Grads	1,776,705	1.43%	29	0.03%	2
Y2	54	Struggling Singles	1,633,144	1.32%	5	0.01%	0
Y2	YOUNG ACHEIVERS		8,652,118	6.98%	10,973	12.53%	179
Y3	55	Red, White & Blue	1,737,973	1.40%	0	0.00%	0
Y3	59	New Melting Pot	1,744,642	1.41%	13	0.02%	1
Y3	60	Small-Town Collegiates	1,198,744	0.97%	0	0.00%	0
Y3	63	Low-Rise Living	2,573,930	2.08%	2,813	3.21%	155
Y3	64	Family Thrifts	1,135,545	0.92%	0	0.00%	0
Y3	65	Young & Rustic	2,530,904	2.04%	0	0.00%	0
Y3	66	New Beginnings	1,220,549	0.98%	7	0.01%	1
Y3	STRIVING SINGLES		12,142,287	9.80%	2,833	3.23%	33
<b>FAMILY LIFE</b>							
F1	02	Networked Neighbors	1,241,889	1.00%	186	0.21%	21
F1	05	Country Squires	2,877,162	2.32%	0	0.00%	0
F1	06	Winner's Circle	1,717,006	1.39%	577	0.66%	48
F1	10	Executive Suites	1,623,526	1.31%	5	0.01%	0
F1	11	Fast-Track Families	2,330,228	1.88%	0	0.00%	0

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 3.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
F1	14	Kids & Cul-de-Sacs	1,711,329	1.38%	39	0.05%	3
F1	15	New Homesteaders	1,274,052	1.03%	0	0.00%	0
F1	16	Beltway Boomers	1,399,627	1.13%	21	0.02%	2
F1	ACCUMULATED WEALTH		14,174,819	11.44%	829	0.95%	8
F2	23	Township Travelers	1,361,970	1.10%	0	0.00%	0
F2	26	Home Sweet Home	1,599,941	1.29%	0	0.00%	0
F2	27	Big Sky Families	3,070,303	2.48%	0	0.00%	0
F2	29	White Picket Fences	1,915,652	1.55%	0	0.00%	0
F2	30	Pools & Patios	1,806,360	1.46%	0	0.00%	0
F2	YOUNG ACCUMULATERS		9,754,226	7.87%	0	0.00%	0
F3	33	Second City Startups	1,236,639	1.00%	0	0.00%	0
F3	37	Bright Lights, L'I City	1,724,116	1.39%	93	0.11%	8
F3	39	Kid Country, USA	1,394,226	1.12%	0	0.00%	0
F3	44	Country Strong	4,043,993	3.26%	0	0.00%	0
F3	51	Campers & Camo	2,258,346	1.82%	0	0.00%	0
F3	MAINSTREAM FAMILIES		10,657,320	8.60%	93	0.11%	1
F4	42	Multi-Culti Mosaic	2,056,797	1.66%	1,538	1.76%	106
F4	45	Urban Modern Mix	2,589,793	2.09%	731	0.83%	40
F4	56	Multi-Culti Families	1,436,190	1.16%	4,940	5.64%	487
F4	61	Second City Generations	1,340,416	1.08%	0	0.00%	0
F4	68	Bedrock America	1,200,293	0.97%	0	0.00%	0
F4	SUSTAINING FAMILIES		8,623,489	6.96%	7,209	8.23%	118
<b>MATURE YEARS</b>							
M1	01	Upper Crust	1,304,060	1.05%	1,107	1.26%	120
M1	03	Movers & Shakers	1,768,172	1.43%	1,341	1.53%	107
M1	07	Money & Brains	1,785,010	1.44%	5,990	6.84%	475

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 3.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
M1	08	Gray Power	1,446,787	1.17%	1,056	1.21%	103
M1	09	Big Fish, Small Pond	2,024,497	1.63%	0	0.00%	0
M1	12	Cruisin' to Retirement	3,002,078	2.42%	403	0.46%	19
M1	AFFLUENT EMPTY NESTS		11,330,604	9.14%	9,897	11.30%	124
M2	17	Urban Elders	1,448,568	1.17%	9,543	10.90%	932
M2	18	Mayberry-ville	2,038,008	1.64%	0	0.00%	0
M2	19	American Dreams	1,414,847	1.14%	1,666	1.90%	167
M2	20	Empty Nests	1,970,804	1.59%	168	0.19%	12
M2	22	Middleburg Managers	3,047,739	2.46%	732	0.84%	34
M2	24	Pickup Patriarchs	1,253,497	1.01%	0	0.00%	0
M2	28	Country Casuals	2,288,505	1.85%	0	0.00%	0
M2	CONSERVATIVE CLASSICS		13,461,968	10.86%	12,109	13.83%	127
M3	32	Traditional Times	1,725,832	1.39%	0	0.00%	0
M3	36	Toolbelt Traditionalists	3,037,438	2.45%	236	0.27%	11
M3	38	Hometown Retired	1,705,061	1.38%	0	0.00%	0
M3	41	Domestic Duos	1,208,526	0.98%	52	0.06%	6
M3	43	City Roots	1,441,944	1.16%	920	1.05%	90
M3	46	Heartlanders	1,543,412	1.25%	0	0.00%	0
M3	49	American Classics	2,070,800	1.67%	160	0.18%	11
M3	52	Simple Pleasures	1,617,368	1.30%	0	0.00%	0
M3	53	Lo-Tech Singles	1,748,869	1.41%	2	0.00%	0
M3	CAUTIOUS COUPLES		16,099,250	12.99%	1,370	1.56%	12
M4	57	Back Country Folks	3,176,964	2.56%	0	0.00%	0
M4	58	Golden Ponds	2,337,748	1.89%	0	0.00%	0
M4	62	Crossroad Villagers	1,295,840	1.05%	0	0.00%	0
M4	67	Park Bench Seniors	1,132,099	0.91%	45	0.05%	6
M4	SUSTAINING SENIORS		7,942,651	6.41%	45	0.05%	1
Totals			123,942,960	100.00%	87,578	100.00%	100



## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 5.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
<b>PRIZM Premier Lifestage Distribution</b>							
<b>YOUNGER YEARS</b>							
Y1	04	Young Digerati	1,841,200	1.49%	15,936	8.37%	564
Y1	13	Upward Bound	1,318,213	1.06%	5,481	2.88%	271
Y1	21	The Cosmopolitans	1,403,084	1.13%	11,426	6.00%	530
Y1	25	Up-and-Comers	1,845,951	1.49%	4,576	2.40%	161
Y1	31	Connected Bohemians	1,920,128	1.55%	26,805	14.08%	909
Y1	34	Young & Influential	1,141,529	0.92%	5,012	2.63%	286
Y1	35	Urban Acheivers	1,634,123	1.32%	1,646	0.86%	66
Y1	MIDLIFE SUCCESS		11,104,228	8.96%	70,883	37.24%	416
Y2	40	Aspiring A-Listers	1,394,062	1.12%	16,306	8.57%	762
Y2	47	Striving Selfies	1,769,183	1.43%	877	0.46%	32
Y2	48	Generation Web	2,079,024	1.68%	590	0.31%	18
Y2	50	Metro Grads	1,776,705	1.43%	399	0.21%	15
Y2	54	Struggling Singles	1,633,144	1.32%	102	0.05%	4
Y2	YOUNG ACHEIVERS		8,652,118	6.98%	18,275	9.60%	138
Y3	55	Red, White & Blue	1,737,973	1.40%	0	0.00%	0
Y3	59	New Melting Pot	1,744,642	1.41%	962	0.51%	36
Y3	60	Small-Town Collegiates	1,198,744	0.97%	0	0.00%	0
Y3	63	Low-Rise Living	2,573,930	2.08%	8,330	4.38%	211
Y3	64	Family Thrifts	1,135,545	0.92%	0	0.00%	0
Y3	65	Young & Rustic	2,530,904	2.04%	0	0.00%	0
Y3	66	New Beginnings	1,220,549	0.98%	616	0.32%	33
Y3	STRIVING SINGLES		12,142,287	9.80%	9,908	5.21%	53
<b>FAMILY LIFE</b>							
F1	02	Networked Neighbors	1,241,889	1.00%	418	0.22%	22
F1	05	Country Squires	2,877,162	2.32%	0	0.00%	0
F1	06	Winner's Circle	1,717,006	1.39%	2,567	1.35%	97
F1	10	Executive Suites	1,623,526	1.31%	227	0.12%	9
F1	11	Fast-Track Families	2,330,228	1.88%	0	0.00%	0

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

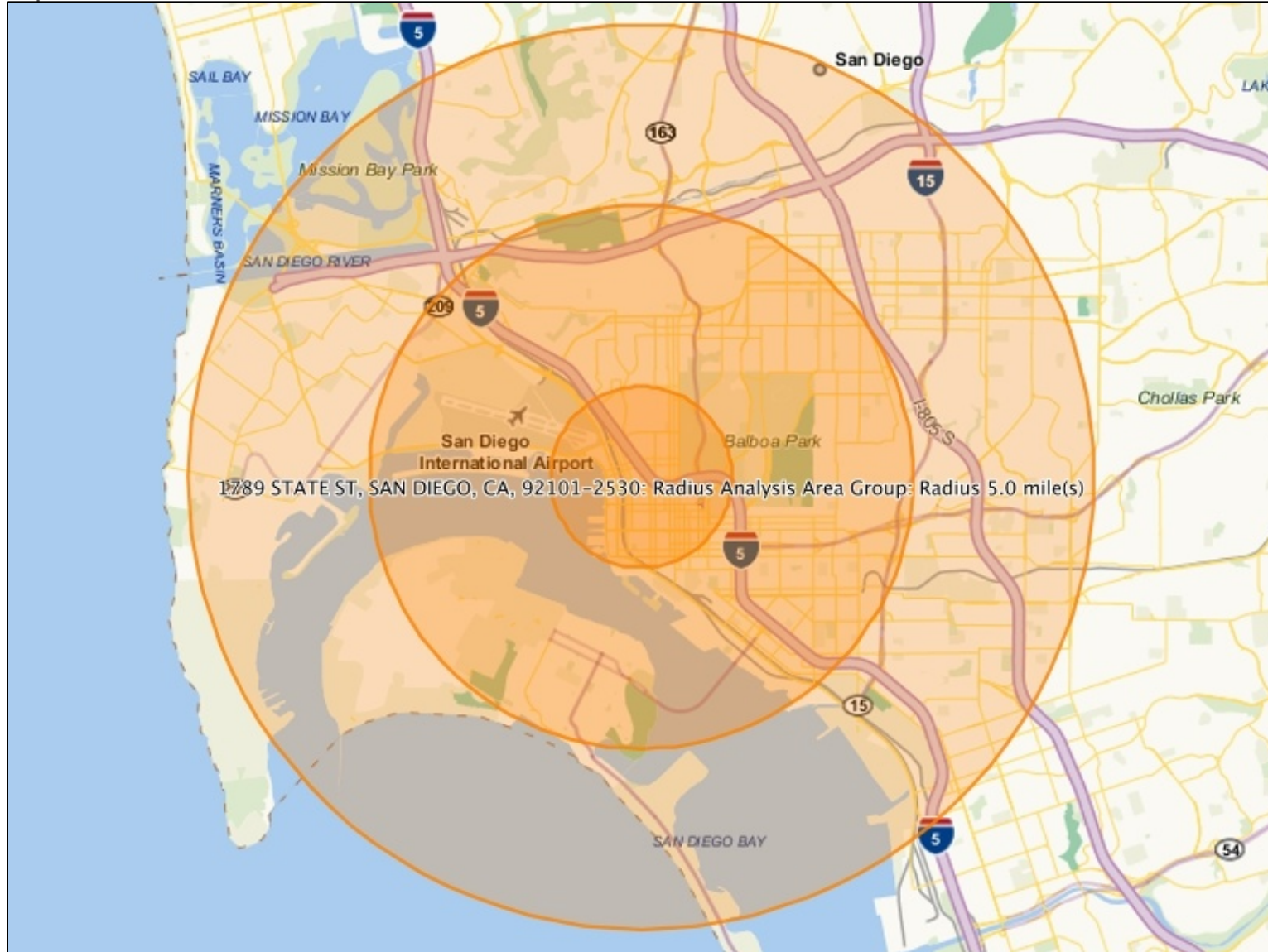
PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 5.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
F1	14	Kids & Cul-de-Sacs	1,711,329	1.38%	500	0.26%	19
F1	15	New Homesteaders	1,274,052	1.03%	2	0.00%	0
F1	16	Beltway Boomers	1,399,627	1.13%	246	0.13%	11
F1	ACCUMULATED WEALTH		14,174,819	11.44%	3,960	2.08%	18
F2	23	Township Travelers	1,361,970	1.10%	0	0.00%	0
F2	26	Home Sweet Home	1,599,941	1.29%	96	0.05%	4
F2	27	Big Sky Families	3,070,303	2.48%	0	0.00%	0
F2	29	White Picket Fences	1,915,652	1.55%	0	0.00%	0
F2	30	Pools & Patios	1,806,360	1.46%	75	0.04%	3
F2	YOUNG ACCUMULATERS		9,754,226	7.87%	172	0.09%	1
F3	33	Second City Startups	1,236,639	1.00%	409	0.22%	22
F3	37	Bright Lights, L'I City	1,724,116	1.39%	533	0.28%	20
F3	39	Kid Country, USA	1,394,226	1.12%	0	0.00%	0
F3	44	Country Strong	4,043,993	3.26%	0	0.00%	0
F3	51	Campers & Camo	2,258,346	1.82%	0	0.00%	0
F3	MAINSTREAM FAMILIES		10,657,320	8.60%	942	0.50%	6
F4	42	Multi-Culti Mosaic	2,056,797	1.66%	10,354	5.44%	328
F4	45	Urban Modern Mix	2,589,793	2.09%	3,045	1.60%	77
F4	56	Multi-Culti Families	1,436,190	1.16%	25,173	13.22%	1,141
F4	61	Second City Generations	1,340,416	1.08%	0	0.00%	0
F4	68	Bedrock America	1,200,293	0.97%	0	0.00%	0
F4	SUSTAINING FAMILIES		8,623,489	6.96%	38,571	20.26%	291
<b>MATURE YEARS</b>							
M1	01	Upper Crust	1,304,060	1.05%	1,875	0.99%	94
M1	03	Movers & Shakers	1,768,172	1.43%	2,423	1.27%	89
M1	07	Money & Brains	1,785,010	1.44%	12,693	6.67%	463

## Basic Segment Distribution - PRIZM Premier Lifestage Distribution

PRIZM Premier			US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 5.0 mile(s)		
Group	Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
M1	08	Gray Power	1,446,787	1.17%	1,461	0.77%	66
M1	09	Big Fish, Small Pond	2,024,497	1.63%	0	0.00%	0
M1	12	Cruisin' to Retirement	3,002,078	2.42%	2,099	1.10%	46
M1	AFFLUENT EMPTY NESTS		11,330,604	9.14%	20,552	10.80%	118
M2	17	Urban Elders	1,448,568	1.17%	12,529	6.58%	563
M2	18	Mayberry-ville	2,038,008	1.64%	0	0.00%	0
M2	19	American Dreams	1,414,847	1.14%	3,682	1.93%	169
M2	20	Empty Nests	1,970,804	1.59%	1,153	0.61%	38
M2	22	Middleburg Managers	3,047,739	2.46%	2,675	1.41%	57
M2	24	Pickup Patriarchs	1,253,497	1.01%	0	0.00%	0
M2	28	Country Casuals	2,288,505	1.85%	0	0.00%	0
M2	CONSERVATIVE CLASSICS		13,461,968	10.86%	20,039	10.53%	97
M3	32	Traditional Times	1,725,832	1.39%	1	0.00%	0
M3	36	Toolbelt Traditionalists	3,037,438	2.45%	782	0.41%	17
M3	38	Hometown Retired	1,705,061	1.38%	0	0.00%	0
M3	41	Domestic Duos	1,208,526	0.98%	213	0.11%	11
M3	43	City Roots	1,441,944	1.16%	4,524	2.38%	204
M3	46	Heartlanders	1,543,412	1.25%	0	0.00%	0
M3	49	American Classics	2,070,800	1.67%	1,084	0.57%	34
M3	52	Simple Pleasures	1,617,368	1.30%	0	0.00%	0
M3	53	Lo-Tech Singles	1,748,869	1.41%	88	0.05%	3
M3	CAUTIOUS COUPLES		16,099,250	12.99%	6,692	3.52%	27
M4	57	Back Country Folks	3,176,964	2.56%	0	0.00%	0
M4	58	Golden Ponds	2,337,748	1.89%	0	0.00%	0
M4	62	Crossroad Villagers	1,295,840	1.05%	0	0.00%	0
M4	67	Park Bench Seniors	1,132,099	0.91%	349	0.18%	20
M4	SUSTAINING SENIORS		7,942,651	6.41%	349	0.18%	3
Totals			123,942,960	100.00%	190,343	100.00%	100

# Basic Segment Distribution - PRIZM Premier Lifestage Distribution

Map



**1789 STATE ST, SAN DIEGO, CA, 92101-2530**

- Radius 1.0 mile(s)
- Radius 3.0 mile(s)
- Radius 5.0 mile(s)