CLARITAS PRIZM® PREMIER SEGMENT NARRATIVES 2023
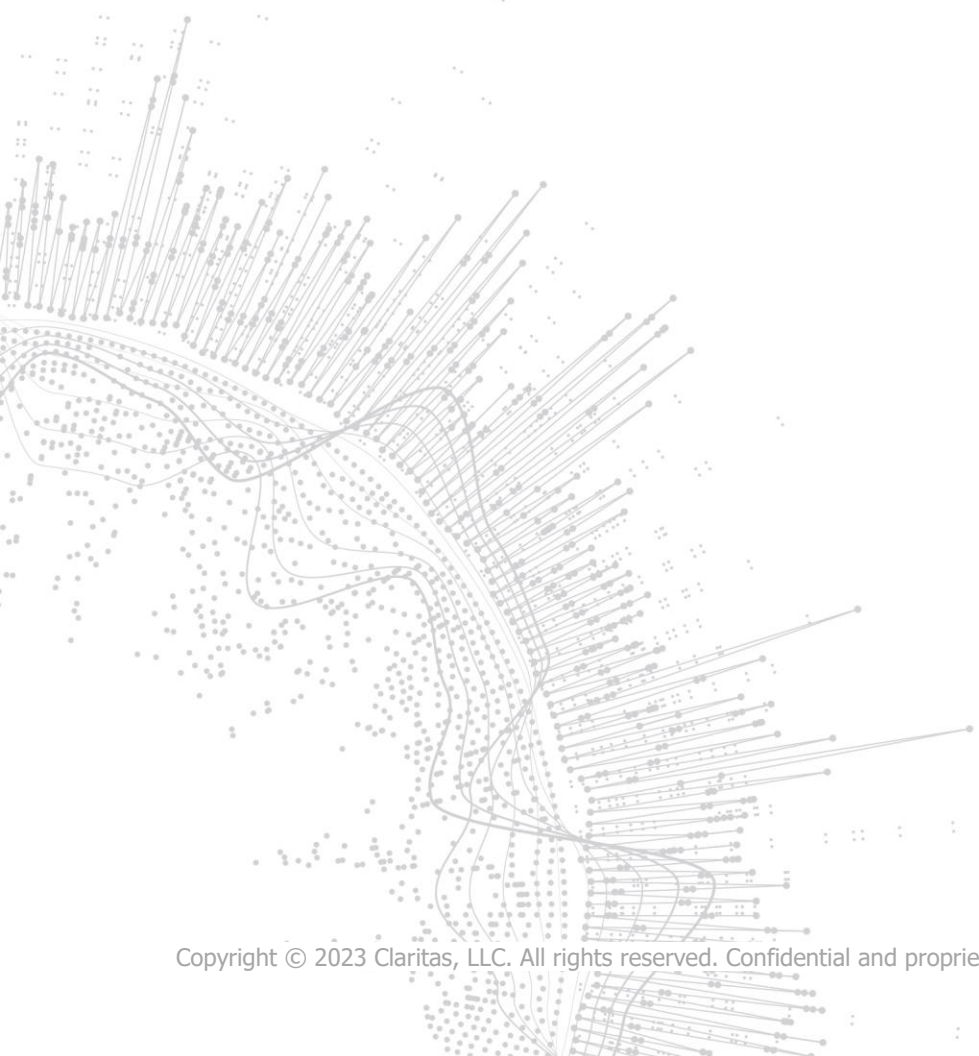
identify
deliver
optimize

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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.

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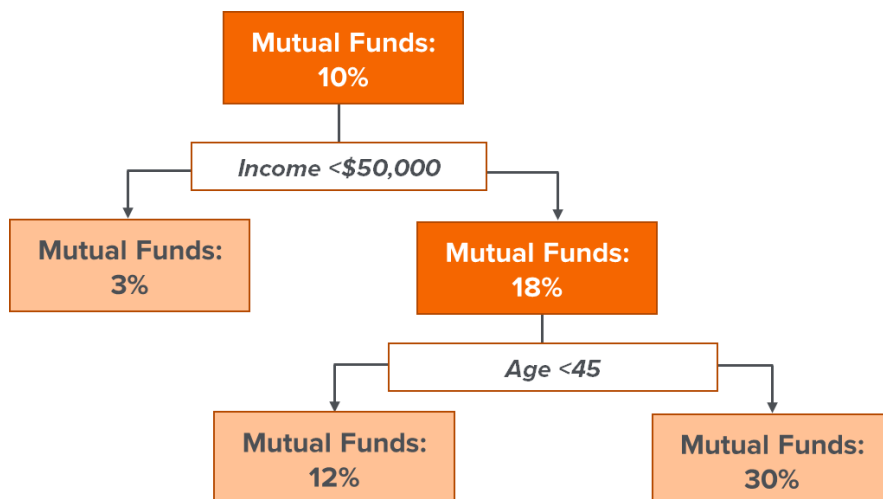
If the process stops here, we have a segmentation system with three segments—one with 3% of its members owning mutual funds, a second with 12% of its members owning mutual funds, and the third with 30% of members owning mutual funds. However, this resulting segmentation system does not provide useful 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.
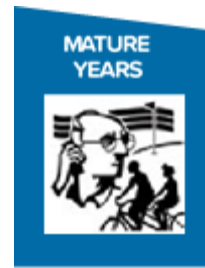
CLARITAS PRIZM® PREMIER LIFESTAGE GROUPS

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.

YOUNGER YEARS	FAMILY LIFE	MATURE YEARS

HIGH ↑

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

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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

LOW ↓

		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

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YOUNGER YEARS (Y)

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

Y1: Midlife Success

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

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

Y2: Young Achievers

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

Y3: Striving Singles

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

FAMILY LIFE (F)

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

F1: Accumulated Wealth

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

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

F2: Young Accumulators

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

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

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

F3: Mainstream Families

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

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

F4: Sustaining Families

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

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

MATURE YEARS (M)

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

M1: Affluent Empty Nests

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

01   Upper Crust

03   Movers & Shakers

07   Money & Brains

08   Gray Power

09   Big Fish, Small Pond

12   Cruisin' to Retirement

M2: Conservative Classics

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

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

M3: Cautious Couples

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

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

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.

	URBAN	SUBURBAN	SECOND CITY	TOWN & RURAL

HIGH

U1	**URBAN UPTOWN**	S1	**ELITE SUBURBS**	C1	**SECOND CITY SOCIETY**	T1	**LANDED GENTRY**
04	Young Digerati	01	Upper Crust	22	Middleburg Managers	05	Country Squires
07	Money & Brains	02	Networked Neighbors	33	Second City Startups	09	Big Fish, Small Pond
19	American Dreams	03	Movers & Shakers	37	Bright Lights, Li'l City	11	Fast-Track Families
21	The Cosmopolitans					15	New Homesteaders

U2	**MIDTOWN MIX**	S2	**THE AFFLUENTIALS**	C2	**CITY CENTERS**	T2	**COUNTRY COMFORT**
17	Urban Elders	06	Winner's Circle	47	Striving Selfies	18	Mayberry-ville
31	Connected Bohemians	08	Gray Power	48	Generation Web	23	Township Travelers
35	Urban Achievers	10	Executive Suites	49	American Classics	24	Pickup Patriarchs
40	Aspiring A-Listers	12	Cruisin' to Retirement	53	Lo-Tech Singles	27	Big Sky Families
		13	Upward Bound	54	Struggling Singles	28	Country Casuals
		14	Kids & Cul-de-Sacs			29	White Picket Fences
		16	Beltway Boomers				

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U3	**URBAN CORES**	S3	**MIDDLEBURBS**	C3	**MICRO-CITY MIX**	T3	**MIDDLE AMERICA**
42	Multi-Culti Mosaic	20	Empty Nests	59	New Melting Pot	32	Traditional Times
43	City Roots	25	Up-and-Comers	61	Second City Generations	38	Hometown Retired
45	Urban Modern Mix	26	Home Sweet Home	64	Family Thrifts	39	Kid Country, USA
56	Multi-Culti Families	30	Pools & Patios	66	New Beginnings	44	Country Strong
63	Low-Rise Living			67	Park Bench Seniors	46	Heartlanders
						51	Campers & Camo
						52	Simple Pleasures

		S4	**INNER SUBURBS**			T4	**RUSTIC LIVING**
		34	Young & Influential			55	Red, White & Blue
		36	Toolbelt Traditionalists			57	Back Country Folks
		41	Domestic Duos			58	Golden Ponds
		50	Metro Grads			60	Small-Town Collegiates
						62	Crossroad Villagers
						65	Young & Rustic
						68	Bedrock America

LOW

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

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URBAN (U)

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

U1: Urban Uptown

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

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

U2: Midtown Mix

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

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

U3: Urban Cores

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

42   Multi-Culti Mosaic

43   City Roots

45   Urban Modern Mix

56   Multi-Culti Families

63   Low-Rise Living

SUBURBAN (S)

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

S1: Elite Suburbs

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

01   Upper Crust

02   Networked Neighbors

03   Movers & Shakers

S2: The Affluentials

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

06   Winner's Circle

08   Gray Power

10   Executive Suites

12   Cruisin' to Retirement

13   Upward Bound

14   Kids & Cul-de-Sacs

16   Beltway Boomers

S3: Middleburbs

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

20   Empty Nests

25   Up-and-Comers

26   Home Sweet Home

30   Pools & Patios

S4: Inner Suburbs

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

34   Young & Influential

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.

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.

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.

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

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.

INTERPRETING CLARITAS PRIZM® PREMIER DEMOGRAPHICS

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

CLARITAS PRIZM® PREMIER SEGMENT NARRATIVES

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

Segment Number and Segment Name

Segment Descriptive Caption

Age Range   Tenure   Income Producing Asset Class   Technology Use

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

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

Lifestage Group: Code- Group Name (Predominant Lifestage)

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

01 Upper Crust
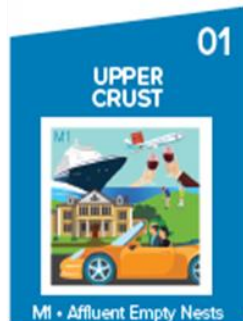
Wealthy Mature without Kids

Age 65+   Homeowners   Millionaires IPA   Above Average Tech

The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning $100,000+ a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, eating at upscale restaurants, and traveling to Europe.
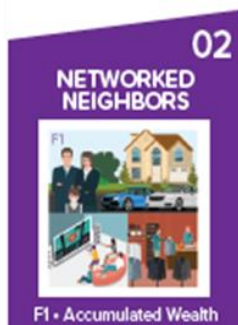
Owns a Lexus • Eats at Bonefish Grill • Shops at Chico's • Contributes to public radio and television • Planning a tour group vacation • Watches Golf Channel • Listens to All News

Lifestage Group: M1- Affluent Empty Nests (Mature Years)

Social Group: S1- Elite Suburbs (Suburban)

02 Networked Neighbors

Wealthy Middle Age Mostly with Kids

Age 35-54   Mostly Owners   Millionaires IPA   Highest Tech

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

Owns a Mercedes-Benz • Eats at Chipotle • Shops at Crate & Barrel • Enjoys skiing and snowboarding • Planning a ski vacation • Watches NBC Sports Network • Listens to Stanley Cup playoffs

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: S1- Elite Suburbs (Suburban)
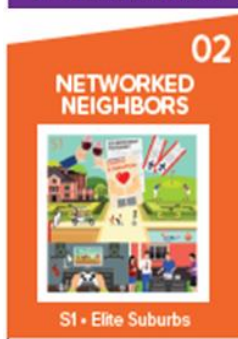
03 Movers & Shakers

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 enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.

Owns an Audi • Eats at Panera Bread • Shops at REI • Has a child in college • Vacations in Hawaii • Watches CNN • Listens to Larry Elder

Lifestage Group: M1- Affluent Empty Nests (Mature Years)

Social Group: S1- Elite Suburbs (Suburban)

04 Young Digerati

Wealthy Middle Age Mostly with Kids

Age 35-54   Homeowners   Millionaires   Above Average Tech

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

Owns a Volvo • Eats at organic/health food restaurants • Shops at The Container Store • Attends PAC-12 sports events • Visits Los Angeles • Watches ESPN • Streams via Stitcher

Lifestage Group: Y1- Midlife Success (Younger Years)

Social Group: U1- Urban Uptown (Urban)

claritas

## 05 Country Squires

Wealthy Older Family Mix

Age 45-64   Mostly Owners   Elite IPA   Above Average Tech

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent 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 business attire, sports equipment, and home furnishings.

Owns a BMW • Eats at Jimmy John's • Shops at Pottery Barn • Participates in organized races • Uses National car rental • Watches Comedy Central • Streams via Amazon Music

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: T1- Landed Gentry (Town & Rural)
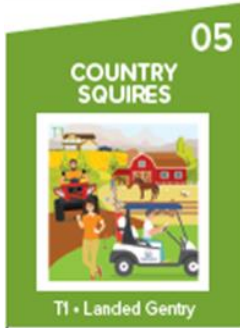
06 Winner's Circle
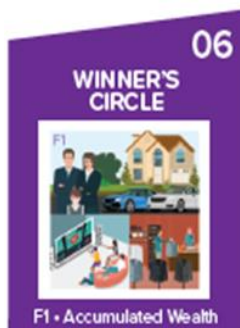
Wealthy Middle Age Mostly with Kids

Age 35-54   Mostly Owners   Elite IPA   Above Average Tech

Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with families in new-money subdivisions. Surrounding their homes are signs of upscale living - recreational parks and golf courses. With a median income over $100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at brick-and-mortar establishments as well as online.
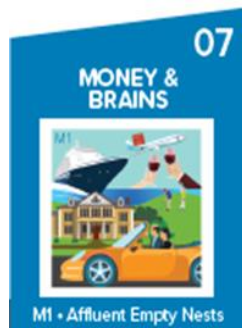
Owns an Infiniti • Eats at Chipotle • Shops at Gap • Attends NHL games • Uses short-term rentals (Airbnb, etc.) • Watches Disney Jr • Streams via Audacy.com

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: S2- The Affluentials (Suburban)

07 Money & Brains
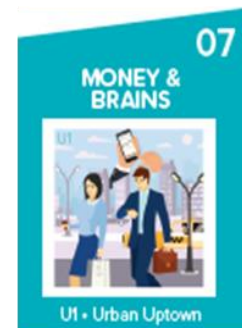

Wealthy Older Mostly without Kids

Age 55+   Homeowners   Millionaires IPA   Average Tech

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

Owns a Lexus • Eats at California Pizza Kitchen • Shops at Bloomingdale's • Contributes to public radio and television • Travels to Europe • Watches MSNBC • Listens to jazz

Lifestage Group: M1- Affluent Empty Nests (Mature Years)

Social Group: U1- Urban Uptown (Urban)

08 Gray Power
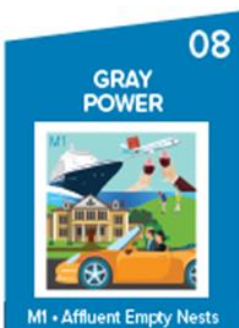
Wealthy Mature without Kids

Age 65+   Homeowners   Millionaires IPA   Below Average Tech

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

Owns a Mercedes-Benz • Eats at Carrabba's • Shops at Chico's • High interest in PGA tour • Planning a golf or tennis trip • Watches PBS • Listens to Sebastian Gorka

Lifestage Group: M1- Affluent Empty Nests (Mature Years)

Social Group: S2- The Affluentials (Suburban)

09 Big Fish, Small Pond

Wealthy Mature without Kids

Age 65+   Homeowners   Millionaires IPA   Average Tech

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

Owns a Subaru • Eats at Bonefish Grill • Shops at BJ's Wholesale Club • Plans to retire in the next year • Cruises on Royal Caribbean • Watches Golf Channel • Listens to classical music

Lifestage Group: M1- Affluent Empty Nests (Mature Years)

Social Group: T1- Landed Gentry (Town & Rural)

10 Executive Suites

Upscale Middle Age Mostly with Kids

Age 35-54   Homeowners   Elite IPA   Above Average Tech

The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, going online to shop for clothing, purchase movie tickets, and stream sporting events. Executive Suites can often be found on Reddit and Twitter, and frequently stop at quick service restaurants for a bite to eat.

Owns a Honda • Eats at Qdoba • Shops at Express/Express Men • Attends ice shows • Visits Chicago • Watches Bravo • Listens to country music

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: S2- The Affluentials (Suburban)

11 Fast-Track Families

### Wealthy Middle Age Family Mix

Age 35-54   Mostly Owners   High IPA   Average Tech

Fast-Track Families lead busy, active lives often centered around the schedules and interests of their children. Always on the go, they eat at places like Buffalo Wild Wings and Texas Roadhouse, drive trucks and SUVs, and tend to shop at Cabela's and Bass Pro Shops when they are not busy hunting and snowboarding.

Owns a RAM • Eats at Texas Roadhouse • Shops at Cabela's • Enjoys hunting • Planning a ski vacation • Watches Nick Jr • Listens to Big 12 football on the radio

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: T1- Landed Gentry (Town & Rural)
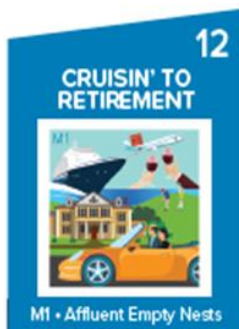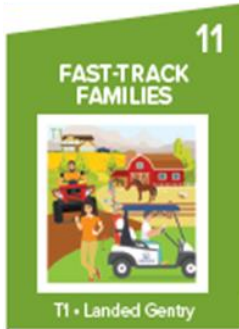
12 Cruisin' to Retirement

Upscale Older Mostly without Kids

Age 55+   Mostly Owners   Millionaires IPA   Average Tech

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

Owns a Cadillac • Eats at PF Chang's • Shops at Costco • Has a child in college • Vacations in Hawaii • Watches FOX News • Listens to talk/personality radio

Lifestage Group: M1- Affluent Empty Nests (Mature Years)

Social Group: S2- The Affluentials (Suburban)
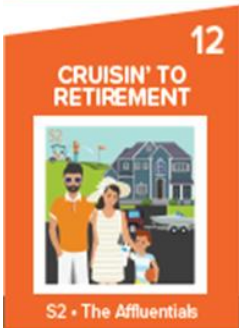
13 Upward Bound

Upscale Middle Age Family Mix

Age 35-54   Mix   Elite IPA   Above Average Tech

Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for shopping, listening to podcasts, and streaming sports.

Owns a Subaru • Eats at organic/health food restaurants • Shops at Anthropologie • Attends PAC-12 sports events • Flies Alaska Airlines • Watches Comedy Central • Listens to Spanish tropical music

Lifestage Group: Y1- Midlife Success (Younger Years)

Social Group: S2- The Affluentials (Suburban)

14 Kids & Cul-De-Sacs

Upscale Middle Age Family Mix

Age <55   Mostly Owners   Below Average IPA   Above Average Tech

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

Owns an Infiniti • Eats at Smoothie King • Spent $500+ on sports equipment in past year • Attends minor league baseball games • Stays at the Westin • Watches Disney Jr • Listens to NFL (regular season) on the radio

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: S2- The Affluentials (Suburban)

15 New Homesteaders

Wealthy Middle Age Mostly with Kids

Age 35-54   Mostly Owners   Elite IPA   Above Average Tech

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

Owns a RAM • Eats at Zaxby's • Shops online at Old Navy • Very interested in eSports • Planning an adventure vacation • Watches Nickelodeon • Listens to NFL (playoffs) on the radio

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: T1- Landed Gentry (Town & Rural)

16 Beltway Boomers
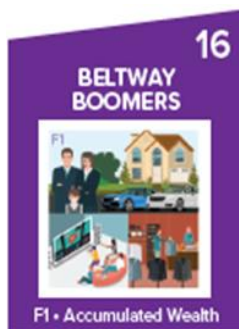
Upscale Middle Age Family Mix

Age <55   Mostly Owners   Below Average 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 home-owning, is found in Beltway Boomers. Many of them are seeing their children leave their suburban and second city subdivisions while continuing to plan for their own retirement. In their free time, Beltway Boomers enjoy eating out at Boston Market, reading newspapers online, and shopping for cosmetics and business attire.
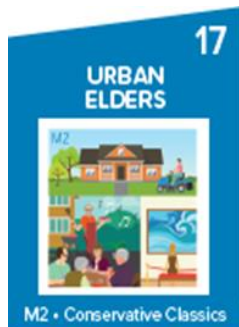
Owns a Hyundai • Eats at Boston Market • Shops at Finish Line • Attends ACC sports events • Visits Caribbean • Watches National Geographic • Listens to contemporary inspirational music on the radio

Lifestage Group: F1- Accumulated Wealth (Family Life)

Social Group: S2- The Affluentials (Suburban)

17 Urban Elders

**Upper Midscale Older Mostly without Kids**

Age 55+   Renters   High IPA   Above Average Tech

Urban Elders, a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas, and Miami, are more likely to be renters than other households in their age cohort. They enjoy the cultural options available to them in their communities, frequently attending marathons, art museum exhibits, and comedy clubs.
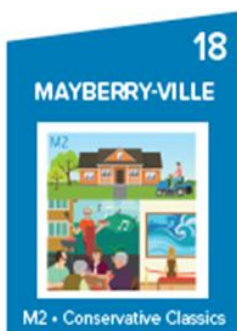
Owns a BMW • Eats at California Pizza Kitchen • Shops at Bloomingdale's • Visited Times Square in last year • Travels to Europe • Watches HBO Prime • Listens to All News radio

Lifestage Group: M2- Conservative Classics (Mature Years)

Social Group: U2- Midtown Mix (Urban)
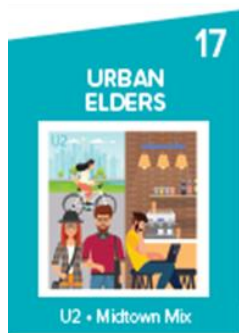
18 Mayberry-Ville

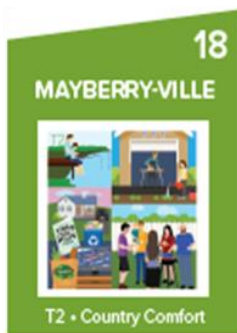**Upscale Mature Mostly without Kids**

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, upscale couples prefer outdoor activities like boating and hunting during the day, while staying home to watch National Geographic and PBS on TV at night. Overall, their use of technology trails that of others at their same asset level.

Owns a GMC • Eats at Cracker Barrel • Shops at Dillard's • Enjoys hunting • Planning a golf or tennis trip • Watches PBS • Listens to Hugh Hewitt

Lifestage Group: M2- Conservative Classics (Mature Years)

Social Group: T2- Country Comfort (Town & Rural)

19 American Dreams

Upper Midscale Middle Age Mostly without Kids

Age <55   Mostly Owners   Moderate IPA   Average Tech

American Dreams residents are found in upper middle-class neighborhoods in urban areas. They enjoy shopping at department stores, attending college sporting events, and vacationing in cities across Europe.
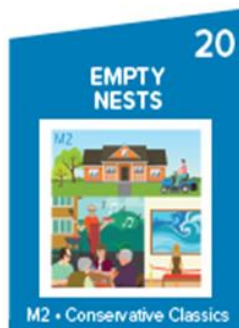
Owns a Volkswagen • Eats at Jack in the Box • Shops at Crate & Barrel • Interested in Mexican League soccer • Flies outside the continental US for business • Watches Telemundo • Listens to jazz

Lifestage Group: M2- Conservative Classics (Mature Years)

Social Group: U1- Urban Uptown (Urban)

20 Empty Nests

Upper Midscale Mature without Kids

Age 65+   Mostly Owners   Elite IPA   Below Average Tech

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

Owns a Volvo • Eats at Carrabba's • Makes purchases via mail order catalog • High interest in PGA tour • Planning a tour group vacation • Watches FOX News Channel • Listens to soft adult contemporary radio

Lifestage Group: M2- Conservative Classics (Mature Years)

Social Group: S3- Middleburbs (Suburban)

21 The Cosmopolitans

Upscale Younger Family Mix

Age 25-44   Homeowners   Moderate IPA   Below Average Tech

Educated and upscale, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in major metro areas, a vibrant social scene surrounds their older homes. These residents tend to live an eco-friendly lifestyle and enjoy eating at organic/health food establishments.
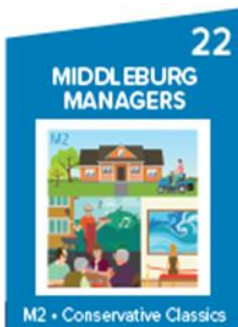
Owns an Acura • Eats at coffee house/bakery • Shops at REI • Enjoys skiing & snowboarding • Visits Canada • Watches MSNBC • Listens to album adult alternative music

Lifestage Group: Y1- Midlife Success (Younger Years)

Social Group: U1- Urban Uptown (Urban)

22 Middleburg Managers

Wealthy Middle Age Family Mix

Age <55   Mostly Owners   Elite IPA   Average Tech

Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending sporting events with their families when they aren't traveling frequently for business. They are thriftier with their spending, despite a substantial income, investing in college savings plans and their future retirement.
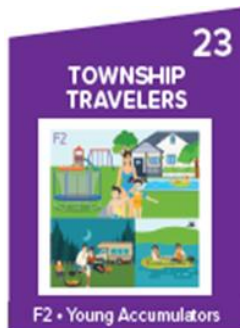
Owns a Mazda • Eats at Qdoba • Shops at The Container Store • Plays tennis • Flies frequently for business • Watches Bravo • Listens to mainstream rock

Lifestage Group: M2- Conservative Classics (Mature Years)

Social Group: C1- Second City Society (Second City)

23 Township Travelers

**Upper Midscale Middle Age Family Mix**

Age <55   Homeowners   Below Average IPA   Average Tech

Homeowners in Township Travelers exhibit a blend of behaviors representative of their upper-midscale incomes and small-town environment. While this segment is tech savvy and likes to use the Internet for things such as social networking and podcasts, they also enjoy listening to college sports on the radio, shopping at Academy Sports + Outdoors, and attending minor league baseball games.
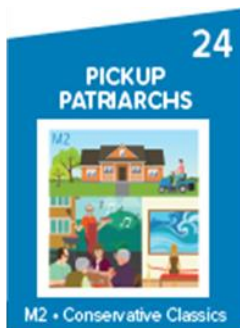
Owns a Jeep • Eats at Zaksby's • Shops at Academy Sports + Outdoors • Attends high school sports events • Planning all-inclusive resort vacation • Watches NFL Network • Listens to SEC football on the radio

Lifestage Group: F2- Young Accumulators (Family Life)

Social Group: T2- Country Comfort (Town & Rural)
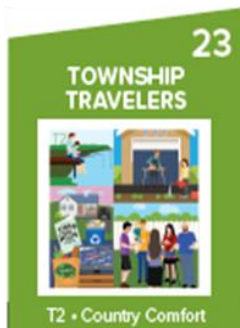
24 Pickup Patriarchs

Upscale Older Mostly without Kids

Age 45-64   Mostly Owners   Elite IPA   Average Tech

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

Owns a RAM • Eats at sports bars • Shops at BJ's Wholesale Club • Goes to college basketball games • Flies Allegiant Air • Watches Freeform (ABC Family) • Streams via TuneIn

Lifestage Group: M2- Conservative Classics (Mature Years)

Social Group: T2- Country Comfort (Town & Rural)

claritas

25 Up-And-Comers

Upper Midscale Younger Family Mix

Age 25-44   Mix   Below Average IPA   Above Average Tech

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

Owns a Mazda • Eats at TGI Friday's • Shops at Neiman Marcus • Plans to buy a house/condo in next year • Visits Washington, DC • Watches Adult Swim • Listens to NBA playoffs

Lifestage Group: Y1- Midlife Success (Younger Years)

Social Group: S3- Middleburbs (Suburban)

26 Home Sweet Home

Upper Midscale Older without Kids

Age 55+   Mostly Owners   Below Average IPA   Above Average Tech

Widely scattered across the nation's suburbs and second cities, the residents of Home Sweet Home tend to be upper-midscale households living in mid-sized homes. The adults in the segment, mostly over 55, have gone to college and hold a mix of management, professional, and service jobs. These folks have a high propensity for purchasing a vehicle online and are also likely to attend college sporting events and monster truck rallies.

Owns a Honda • Eats at Chick-fil-A • Shops at Dillard's • Has a child finishing college • Places sports bets when visiting casinos • Watches MTV • Listens to Mexican National team matches on the radio

Lifestage Group: F2- Young Accumulators (Family Life)

Social Group: S3- Middleburbs (Suburban)

27 Big Sky Families

Upscale Middle Age Mostly with Kids

Age 35-54   Mostly Owners   Above Average IPA   Average Tech

Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families. Residents enjoy country music and all types of team sports and outdoor activities, especially hunting. These families attend high school sports events and wear their team logo apparel to show their team spirit.
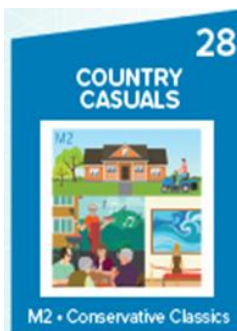
Owns a GMC • Eats at Texas Roadhouse • Shops at Bass Pro Shops • Enjoys hunting • Stays at Fairfield Inn • Watches Disney Channel • Listens to new country music

Lifestage Group: F2- Young Accumulators (Family Life)

Social Group: T2- Country Comfort (Town & Rural)

28 Country Casuals

Upscale Older Mostly without Kids

Age 55+   Homeowners   Elite IPA   Below Average Tech

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

Owns a Lincoln • Eats at Dairy Queen • Shops at Cabela's • Interested in pro rodeo • Stays at Hampton Inn • Watches INSP • Listens to classic country

Lifestage Group: M2- Conservative Classics (Mature Years)

Social Group: T2- Country Comfort (Town & Rural)
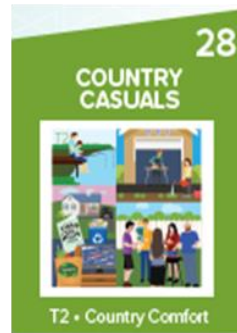
29 White Picket Fences

Upper Midscale Middle Age Family Mix

Age <55   Mix   Low IPA   Above Average Tech

Residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: upper-midscale couples, some with children. But the current version reflects changing patterns, with some parents just beginning to start families while others approach the empty-nest stage as their children age. They enjoy grabbing a quick bite at Qdoba or Zaxby's, attending major league soccer events, and shopping at Academy Sports + Outdoors.

Owns a Chrysler • Eats at Zaxby's • Shops at Academy Sports + Outdoors • Attends MLS matches • Flies Frontier Airlines • Watches Animal Planet • Listens to SEC sports events on the radio

Lifestage Group: F2- Young Accumulators (Family Life)

Social Group: T2- Country Comfort (Town & Rural)

30 Pools & Patios

Upper Midscale Younger Mostly with Kids

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

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

Owns a Mercury • Eats at Wingstop • Shops at The Children's Place • Attends marathons/road races • Planning a theme park vacation • Watches Univision • Listens to contemporary inspirational music

Lifestage Group: F2- Young Accumulators (Family Life)

Social Group: S3- Middleburbs (Suburban)

31 Connected Bohemians

Midscale Younger Mostly without Kids

Age 25-44   Renters   Below Average IPA   Highest Tech

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

Owns a Volvo • Eats at organic/health food restaurants • Shops at H&M • Visits comedy clubs • Travels to NYC • Watches Telemundo • Streams via Spotify

Lifestage Group: Y1- Midlife Success (Younger Years)

Social Group: U2- Midtown Mix (Urban)

32 Traditional Times

Upscale Mature without Kids

Age 65+   Homeowners   Millionaires IPA   Below Average Tech

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

Owns a Cadillac • Eats at LongHorn Steakhouse • Shops at Chico's • Current or former military • Planning a tour group vacation • Watches The Weather Channel • Listens to soft adult contemporary music

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: T3- Middle America (Town & Rural)

33 Second City Startups

Upper Midscale Younger Mostly with Kids

Age 25-44   Mix   Below Average IPA   Average Tech

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

Owns a Nissan • Eats at Smoothie King • Shops at Express/Express Men • Very interested in Mexican League soccer • Planning a spa vacation • Watches Oxygen Media • Listens to Mexican regional music

Lifestage Group: F3- Mainstream Families (Family Life)

Social Group: C1- Second City Society (Second City)

34 Young & Influential

**Upper Midscale Younger Mostly without Kids**

Age 25-44   Renters   Below Average IPA   Highest Tech

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

Owns a Hyundai • Eats at Qdoba • Spent $500+ on athletic shoes in past year • Plans to move in the next year • Places sports bets when visiting casinos • Watches HBO Max • Streams via Stitcher

Lifestage Group: Y1- Midlife Success (Younger Years)

Social Group: S4- Inner Suburbs (Suburban)
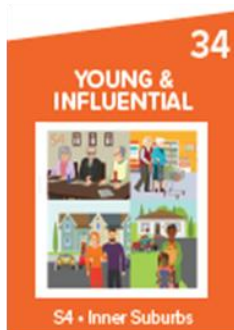
35 Urban Achievers

Midscale Middle Age Mostly without Kids

Age <55   Mostly Owners   Moderate IPA   Average Tech

Urban Achievers are midscale, middle-aged, ethnically diverse homeowners in urban neighborhoods with established careers and college degrees. They are active participants in their communities and enjoy following Mexican league soccer and the NFL.
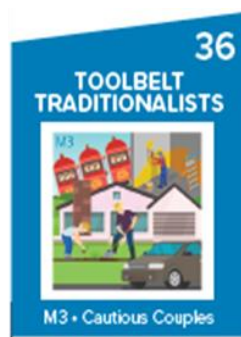
Owns an Audi • Eats at Jack in the Box • Shops at BJ's Wholesale Club • Attends hockey matches • Visits Mexico • Watches CNN • Listens to Spanish contemporary music

Lifestage Group: Y1- Midlife Success (Younger Years)

Social Group: U2- Midtown Mix (Urban)

36 Toolbelt Traditionalists

Upper Midscale Older Mostly without Kids

Age 55+   Mostly Owners   Below Average IPA   Average Tech

Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and prefer to eat at restaurants such as Church's Chicken and Red Lobster when they aren't buying Powerball tickets.
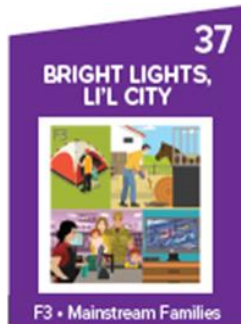
Owns a Lincoln • Eats at Church's Chicken • Shops at Big Lots • Purchases Powerball tickets • Planning a casino trip • Watches HLN • Listens to gospel music

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: S4- Inner Suburbs (Suburban)

37 Bright Lights, Li'l City

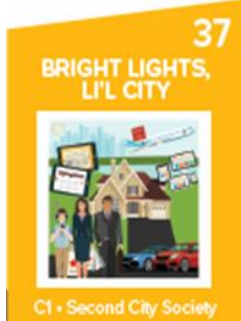### Upper Midscale Younger Mostly with Kids

Age 25-44   Mix   Below Average IPA   Average Tech

Not all of America's aspiring socialites live in major metros. Bright Lights, Li'l City is a group of upper midscale, college educated, younger couples settled in the nation's satellite cities and suburbs. Despite living further out from the urban downtowns, they still like to go out on the town with frequent meals out and attend sporting events such as college sports matches and WWE events.
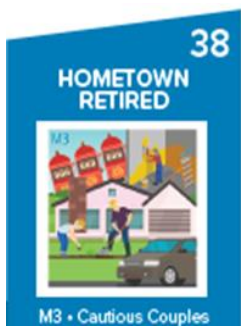
Owns a Jeep • Eats at Papa John's • Shops at Finish Line • Very interested in eSports • Travels to Orlando • Watches MTV • Listens to mainstream rock music

Lifestage Group: F3- Mainstream Families (Family Life)

Social Group: C1- Second City Society (Second City)

38 Hometown Retired

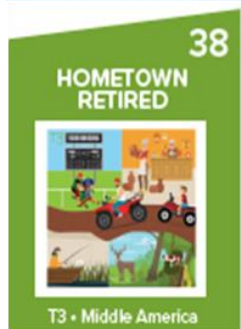### Upper Midscale Older Mostly without Kids

Age 55+   Mostly Owners   Below Average 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 drag racing and high school sports, reading magazines and eating out occasionally at places that they deem to offer a good value.

Owns a GMC • Eats at Cracker Barrel • Shops at Academy Sports + Outdoors • Attends college baseball games • Planning a golf or tennis trip • Watches INSP • Listens to college football bowl games on the radio

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: T3- Middle America (Town & Rural)

39 Kid Country, USA

Upper Midscale Younger Mostly with Kids

Age 25-44   Mix   Low IPA   Average Tech

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

Owns a RAM • Eats at Jimmy John's • Shops at Dollar General • Very interested in pro bull riding • Stays at Holiday Inn • Watches Travel Channel • Streams via Stitcher

Lifestage Group: F3- Mainstream Families (Family Life)

Social Group: T3- Middle America (Town & Rural)

40 Aspiring A-Listers

Lower Midscale Older Mostly without Kids

Age 45-64   Renters   Low IPA   Above Average Tech

Aspiring A-Listers are typically urban renters focused on their social lives. They are out and about often and spend heavily on status brands and dining out at quick service restaurants. They are interested in a wide variety of sports and like to visit large, vibrant cities across the US like Washington, DC and LA.
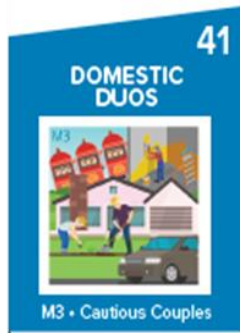
Owns a BMW • Eats at Chuck E Cheese • Shops at Bloomingdale's • Visited Times Square in last year • Flies JetBlue • Watches Univision • Listens to Major League soccer on the radio

Lifestage Group: Y2 Young Achievers (Younger Years)

Social Group: U2- Midtown Mix (Urban)

41 Domestic Duos

### Lower Midscale Mature without Kids

Age 65+   Mostly Owners   Moderate IPA   Lowest Tech

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

Owns a Buick • Does not eat at quick service restaurants often • Did not shop online in past 3 months • Shopping for nursing care • Not planning to travel in next year • Watches Hallmark Movies & Mysteries • Listens to soft adult contemporary music

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: S4- Inner Suburbs (Suburban)
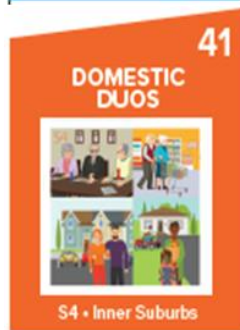
42 Multi-Culti Mosaic

Midscale Middle Age Family Mix

Age <55   Mostly Renters   Moderate IPA   Average Tech

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

Owns a Kia • Eats at Denny's • Shops at Forever XXI • Interested in Mexican League soccer • Visits Mexico • Watches BET • Listens to Spanish adult hits

Lifestage Group: F4- Sustaining Families (Family Life)

Social Group: U3- Urban Cores (Urban)

claritas

43 City Roots

Upscale Middle Age Family Mix

Age <55   Mostly Owners   Elite 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 Crate & Barrel and Saks Fifth Avenue, and enjoy traveling to New York City.

Owns a BMW • Eats at Boston Market • Shops at Saks Fifth Avenue • Attends American Athletics Conference sports events • Flies JetBlue • Watches Telemundo • Listens to Spanish tropical music

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: U3- Urban Cores (Urban)

44 Country Strong

Midscale Middle Age Family Mix

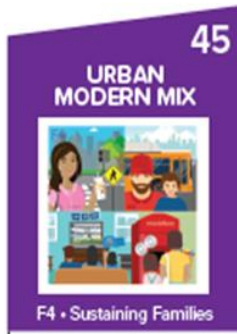Age <55   Mix   Low IPA   Below Average Tech

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

Owns a Chevrolet • Eats at Hardee's • Shops at Hobby Lobby • Goes hunting • Stays at Comfort Inn • Watches Discovery Channel • Listens to classic country music

Lifestage Group: F3- Mainstream Families (Family Life)

Social Group: T3- Middle America (Town & Rural)

45 Urban Modern Mix

Midscale Middle Age Mostly without Kids

Age <55   Mix   Low IPA   Average Tech

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

Owns a Chrysler • Eats at Wingstop • Shops at Foot Locker • Very interested in pro boxing • Flies Spirit Airlines • Watches BET • Listens to urban oldies music

Lifestage Group: F4- Sustaining Families (Family Life)

Social Group: U3- Urban Cores (Urban)

46 Heartlanders

Lower Midscale Older Mostly without Kids

Age 55+   Mostly Owners   Above Average IPA   Lowest Tech

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

Owns a Dodge • Eats at Golden Corral • Shops at Cabela's • Interested in pro bull riding • Has not taken a trip in last year • Watches NewsNation • Listens to new country music

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: T3- Middle America (Town & Rural)

47 Striving Selfies

Lower Midscale Middle Age Mostly without Kids

Age <55   Renters   Low IPA   Highest Tech

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

Owns a Hyundai • Eats at Church's Chicken • Spent $500+ on men's shoes in past year • Enrolled at college/university • Stays at Motel 6 • Watches VH1 • Listens to rhythmic contemporary hit radio

Lifestage Group: Y2 Young Achievers (Younger Years)

Social Group: C2- City Centers (Second City)

48 Generation Web

Low Income 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 more often renters, living in suburban neighborhoods and second cities, and use their smartphones for everything from taking college courses and streaming video to dating and job hunting on Monster.

Owns a Nissan • Eats at TGI Friday's • Shops at Finish Line • Very interested in eSports • Planning a spa vacation • Watches Nick Jr • Listens to urban contemporary radio

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   Moderate IPA   Below Average Tech

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

Owns a Buick • Has not eaten out in past 30 days • Has not shopped in past 3 months • Interested in figure skating • Has not stayed in hotel during past year • Watches MSNBC • Listens to Larry Elder

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: C2- City Centers (Second City)

50 Metro Grads

Lower Midscale Middle Age Mostly without Kids
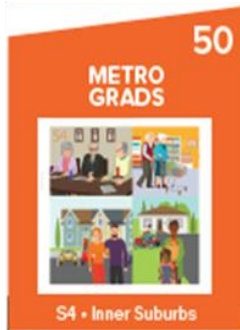
Age <55   Homeowners   Below Average IPA   Average Tech

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 PGA tour events and job recruitment fairs while also enjoying both sit-down and quick-service restaurants.
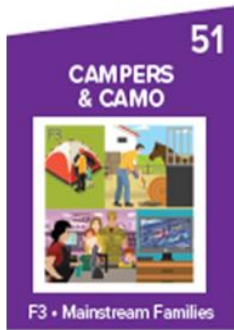
Owns a Dodge • Eats at IHOP • Shops at Rack Room Shoes • Attends PGA Tour events • Stays at Days Inn • Watches Travel Channel • Listens to Mexican regional music

Lifestage Group: Y2 Young Achievers (Younger Years)

Social Group: S4- Inner Suburbs (Suburban)

51 Campers & Camo

**Lower Midscale Middle Age Family Mix**

Age <55   Homeowners   Low IPA   Below Average Tech

Primarily found more in small towns and less densely populated areas, Campers & Camo families enjoy the outdoors. They enjoy attending monster truck events and soccer matches, as well as hockey games. Despite their age, they are below average in their use of technology but go online to buy event tickets, diet products, and read comics.

Owns a Kia • Eats at Golden Corral • Shops at Torrid • Very interested in monster trucks • Stays at Fairfield Inn • Watches Disney Jr • Listens to mainstream rock

Lifestage Group: F3- Mainstream Families (Family Life)

Social Group: T3- Middle America (Town & Rural)
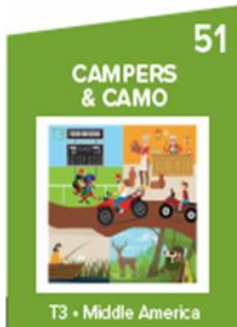
52 Simple Pleasures

Lower Midscale Mature without Kids

Age 65+   Mostly Owners   Above Average IPA   Lowest Tech

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

Owns a GMC • Eats at Dairy Queen • Has not shopped in the past 3 months • Shopping for nursing care • Not planning to travel in next year • Watches Hallmark Movies & Mysteries • Listens to Skyview Conservative radio

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 older households centered mainly in the nation's second cities. Residents are below average in their technology use, choosing instead a night out at Long John Silver's as their evening entertainment when they aren't watching family entertainment like INSP or Game Show Network on TV.

Owns a Mercury • Eats at Long John Silver's • Makes purchases via mail order catalog • Planning to retire • Has not taken a trip in past year • Watches INSP • Listens to contemporary inspirational music

Lifestage Group: M3- Cautious Couples (Mature Years)

Social Group: C2- City Centers (Second City)

54 Struggling Singles

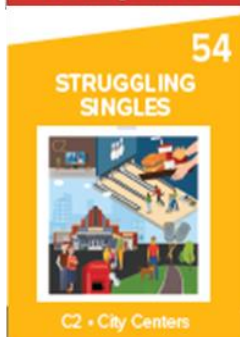**Low Income Middle Age Mostly without Kids**

Age <55   Mostly Renters   Low IPA   Average Tech

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

Owns a Chrysler • Eats at Pizza Hut • Shops at Shoe Carnival • Very interested in WWE • Flies Spirit Airlines • Watches VH1 • Listens to gospel music

Lifestage Group: Y2 Young Achievers (Younger Years)

Social Group: C2- City Centers (Second City)

55 Red, White & Blue

55
RED, WHITE & BLUE
Y3 · Striving Singles

55
RED, WHITE & BLUE
T4 · Rustic Living

Downscale Middle Age Mostly without Kids

Age <55   Mix   Low IPA   Below Average Tech

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

Owns a Chevrolet • Eats at Hardee's • Shops at Dollar General • Interested in Supercross/Motocross • Flies Allegiant Air • Watches MTV • Listens to Key Sports on the radio

Lifestage Group: Y3- Striving Singles (Younger Years)

Social Group: T4- Rustic Living (Town & Rural)

56 Multi-Culti Families

56
MULTI-CULTI FAMILIES
F4 · Sustaining Families

56
MULTI-CULTI FAMILIES
U3 · Urban Cores

Midscale Younger Mostly with Kids

Age 25-44   Mostly Renters   Moderate IPA   Average Tech

Multi-Culti Families are younger to middle-aged urban households with moderate means. Often bilingual, their overall use of technology is average though they like to spend time online using Snapchat and What's App when they aren't playing games on their game console.

Owns an Infiniti • Eats at Jack in the Box • Shops at Lady Foot Locker • Attends Mexican League soccer games • Visits Mexico • Watches Univision • Listens to Spanish adult hits on the radio

Lifestage Group: F4- Sustaining Families (Family Life)

Social Group: U3- Urban Cores (Urban)

claritas

57 Back Country Folks
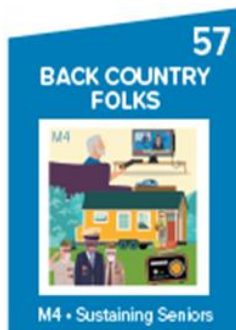
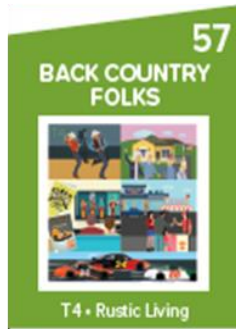### Downscale Older Mostly without Kids

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 downscale incomes and live in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Owns a Buick • Eats at Dairy Queen • Shops at At Home • Very interested in NASCAR • Has not flown in last year • Watches Game Show Network • Listens to classic country music

Lifestage Group: M4- Sustaining Seniors (Mature Years)

Social Group: T4- Rustic Living (Town & Rural)

58 Golden Ponds

### Lower Midscale Older Mostly without Kids

Age 55+   Mix   Below Average IPA   Below Average Tech

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

Owns a Ford • Eats at Cracker Barrel • Has not shopped in the past 3 months • Interested in horse racing • Not planning to travel in next year • Watches NewsNation • Listens to gospel music

Lifestage Group: M4- Sustaining Seniors (Mature Years)

Social Group: T4- Rustic Living (Town & Rural)
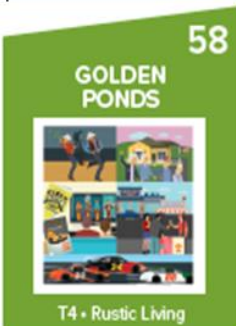
59 New Melting Pot

Lower Midscale Middle Age Family Mix

Age <55   Mostly Renters   Low IPA   Average Tech

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

Owns a Nissan • Eats at Golden Corral • Shops at Finish Line • Attends rap/R&B concerts • Planning a theme park vacation • Watches Telemundo • Listens to urban contemporary music

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 Family Dollar and enjoy social networking when they aren't busy moving and attending job recruitment fairs.
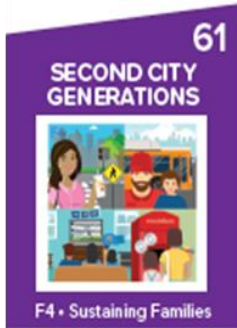
Owns a Chevrolet • Eats at Sonic • Shops at Shoe Carnival • Participates in competitive video gaming • Stays at La Quinta • Watches ION • Listens to active rock music

Lifestage Group: Y3- Striving Singles (Younger Years)

Social Group: T4- Rustic Living (Town & Rural)
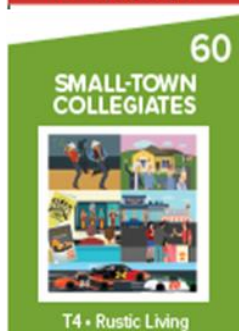
61 Second City Generations

Low Income Younger Family Mix

Age 25-44   Mostly Renters   Low IPA   Average Tech

Second City Generations are often multi-generational households with middle-aged parents or grandparents and new babies and young children all under one roof. Often bilingual, they are entertained by a wide variety of media channels such as BET, Cartoon Network, and Univision. They typically use prepaid cell phones and can often be found shopping at Foot Locker or Burlington.
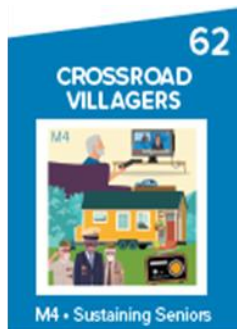
Owns a Hyundai • Eats at Church's Chicken • Shops at Burlington • Planning to get married • Stays at Days Inn • Watches Cartoon Network • Listens to Mexican regional music

Lifestage Group: F4- Sustaining Families (Family Life)

Social Group: C3- Micro-City Mix (Second City)

62 Crossroad Villagers
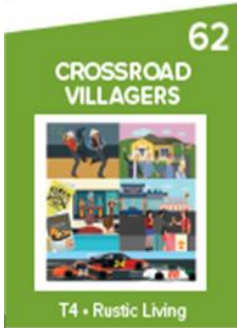
Lower Midscale Mature without Kids

Age 65+   Mix   Below Average IPA   Lowest Tech

With a population of retired seniors, Crossroads Villagers is a classic small-town lifestyle. Residents are high school-educated, with lower-midscale incomes and modest housing. They enjoy the occasional dinner out and like to watch INSP, PBS, and Hallmark Movies & Mysteries on TV.

Owns a Buick • Hasn't eaten out in past 30 days • Shops at Chico's • Current or former military • Planning a group tour vacation • Watches PBS • Listens to Skyview Conservative radio

Lifestage Group: M4- Sustaining Seniors (Mature Years)

Social Group: T4- Rustic Living (Town & Rural)

63 Low-Rise Living

Lower Midscale Middle Age Mostly without Kids

Age <55   Renters   Low IPA   Above Average Tech

The most economically challenged urban segment, Low-Rise Living is home to mostly middle-aged, ethnically diverse singles and single parents. They rank above average in their use of technology - perhaps influenced by their urban, fast-paced environment - following their favorite Mexican league soccer teams online while also using the Internet for job hunting, wedding planning, and reading horoscopes.

Owns a Lincoln • Eats at Chuck E Cheese • Shops at Foot Locker • Very interested in pro boxing• Visits Los Angeles • Watches BET • Listens to Spanish contemporary music

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 high percentage of this segment being unemployed. In these apartment-filled neighborhoods, residents rely on public transportation and seldom have the chance to get away on vacation. When they do have some down time, this segment likes to attend WWE events, go on Facebook, and stream videos.

Owns a Mercury • Eats at Smoothie King • Shops at Family Dollar • Interested in WNBA • Planning a casino trip • Watches Oxygen Media • Streams via Stitcher

Lifestage Group: Y3- Striving Singles (Younger Years)

Social Group: C3- Micro-City Mix (Second City)

65 Young & Rustic

Low Income Middle Age Family Mix

Age <55   Mostly Renters   Low IPA   Below Average Tech

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

Owns a Dodge • Eats at Hardee's • Shops at Dollar General • Attends monster truck events • Stays at Motel 6 • Watches Disney Channel • Listens to gospel music

Lifestage Group: Y3- Striving Singles (Younger Years)

Social Group: T4- Rustic Living (Town & Rural)

66 New Beginnings

Low Income Younger Family Mix
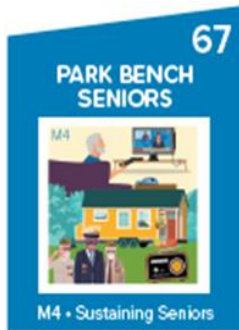
Age 25-44   Renters   Low IPA   Average Tech

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 tend to use Metro by T-Mobile as a cell provider, and when enjoying a rare night out will often opt for an evening at a sporting event, such as a WWE match or a Mexican league soccer game.

Owns a Hyundai • Eats at Dunkin • Shops at Finish Line • Very interested in extreme/action sports • Uses Dollar car rental • Watches Adult Swim • Listens to Big 12 football on the radio

Lifestage Group: Y3- Striving Singles (Younger Years)

Social Group: C3- Micro-City Mix (Second City)

67 Park Bench Seniors

Downscale Mature without Kids

Age 65+   Renters   Low IPA   Below Average Tech

Park Bench Seniors are typically retired singles living in the racially diverse neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. They spend a lot of time watching TV, especially NewsNation and Telemundo.
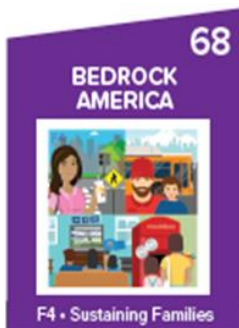
Owns a Kia • Eats at Church's Chicken • Shops at At Home • Follows figure skating • Has not taken a trip in the last year • Watches NewsNation • Listens to urban adult contemporary music

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 in the service industry, many of these residents struggle to make ends meet but enjoy watching Cartoon Network and VH1 when they aren't venturing out for a meal at Chuck E Cheese or Hardee's.

Owns a Dodge • Eats at Hooter's • Makes purchases at Redbox • Attends European soccer matches • Stays at Motel 6 • Watches Investigation Discovery • Listens to Stanley Cup playoffs

Lifestage Group: F4- Sustaining Families (Family Life)

Social Group: T4- Rustic Living (Town & Rural)
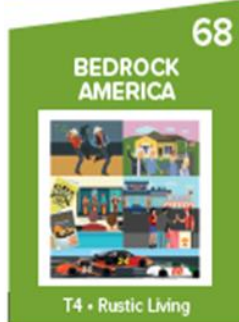
TECHNICAL SUPPORT

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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