



<p>U1 - Urban Uptown The five segments in Urban Uptown are home to the nation’s wealthiest urban consumers. Members of this social group tend to be affluent to middle class, college educated and ethnically diverse, with above-average concentrations of Asian and Hispanic Americans. Although this group is diverse in terms of housing styles and family sizes, residents share an upscale urban perspective that’s reflected in their marketplace choices. 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.</p>	<p><u>PRIZM NE Segments</u> 04 Young Digerati 07 Money & Brains 16 Bohemian Mix 26 The Cosmopolitans 29 American Dreams</p>
<p>U2 – Midtown Mix Diversity is the hallmark of Midtown Mix, a group of midscale urban segments. It’s the most ethnically diverse social group, besides containing a mix of singles and couples, homeowners and renters, college alumnae and high school graduates. In U2, the households are dominated by childless consumers who pursue active social lives—frequenting bars, health clubs and restaurants at high rates—listen to progressive music, drive small imports and acquire the latest consumer electronics.</p>	<p>31 Urban Achievers 40 Close-In Couples 54 Multi-Culti Mosaic</p>
<p>U3 – Urban Cores Urban Cores segments are characterized by relatively modest incomes, educations and rental apartments, but affordable housing is part of the allure for the group’s young singles and aging retirees. One of the least affluent social groups, U3 has a high concentration of Hispanics and African-Americans, and surveys indicate a fondness for both ethnic and mainstream media and products. Among the group’s preferences: TV news and daytime programming, Spanish and black radio, telephony services and pagers, cheap fast food and high-end department stores.</p>	<p>59 Urban Elders 61 City Roots 65 Big City Blues 66 Low-Rise Living</p>

<p>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. The segments here are predominantly white with significant concentrations of well-off Asian Americans. 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.</p>	<p><u>PRIZM NE Segments</u> 01 Upper Crust 02 Blue Blood Estates 03 Movers & Shakers</p>
<p>S2 – The Affluentials The six segments in The Affluentials are one socioeconomic rung down from the Elite Suburbs—with a 25 percent drop in median income—but their residents still enjoy comfortable, suburban lifestyles. The median income in S2 is nearly \$60,000, the median home value is about \$200,000, and the mostly couples in this social group tend to have college degrees and white-collar jobs. Asian Americans make up an important minority in these predominantly white segments. As consumers, The Affluentials are big fans of health foods, computer equipment, consumer electronics and the full range of big-box retailers.</p>	<p>08 Executive Suites 14 New Empty Nests 15 Pools & Patios 17 Beltway Boomers 18 Kids & Cul-de-Sacs 19 Home Sweet Home</p>
<p>S3 – Middleburbs The five segments that comprise Middleburbs share a middle-class, suburban perspective, but there the similarity ends. Two groups are filled with very young residents, two are filled with seniors and one is middle-aged. In addition, S3 includes a mix of both, homeowners and renters as well as high school graduates and college alums. With good jobs and money in their jeans, the members of Middleburbs tend to have plenty of discretionary income to visit nightclubs and casual-dining restaurants, shop at midscale department stores, buy dance and easy listening CDs by the dozen and travel across the U.S. and Canada.</p>	<p>21 Gray Power 22 Young Influentials 30 Suburban Sprawl 36 Blue-Chip Blues 39 Domestic Duos</p>
<p>S4 – Inner Suburbs The four segments in the Inner Suburbs social group are concentrated in the inner-ring suburbs of major metros—areas where residents tend to be high school educated, unmarried and lower-middle class. There’s diversity in this group, with segments that are racially mixed, divided evenly between homeowners and renters and filled with households that are either young or aging in place. However, the consumer behavior of the S4 segments are dominated by older Americans who enjoy social activities at veterans clubs and fraternal orders, TV news and talk shows, and shopping at discount department stores.</p>	<p>44 New Beginnings 46 Old Glories 49 American Classics 52 Suburban Pioneers</p>
<p>C1 – Second City Society Among second-tier cities, Second City Society stands at the top of the heap, a social group consisting of the wealthiest families who live outside the nation’s metropolitan core. The three segments in this group are dominated with married couples with children, college degrees, large homes, and executive jobs. Ethnically, the residents are predominantly white with above-average rates of Asian Americans. 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.</p>	<p>10 Second City Elite 12 Brite Lites, Li’l City 13 Upward Bound</p>
<p>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, some college educations and a lifestyle heavy on leisure and recreation. The members of City Centers tend to be big fans of home-centered activities: computer 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.</p>	<p>24 Up-and-Comers 27 Middleburg Managers 34 White Picket Fences 35 Boomtown Singles 41 Sunset City Blues</p>
<p>C3 – Micro-City Blues Micro-City Blues 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, singles and widowers, whites, African-Americans and Hispanics. Most of the workers hold blue-collar jobs—hence the name—and their marketplace behaviors reflect the segments’ varied lifestyles. This is one of the few social groups where consumers have a high index for video games and bingo, aerobic exercise and fishing, BET and the Country Music Network.</p>	<p>47 City Startups 53 Mobility Blues 60 Park Bench Seniors 62 Hometown Retired 63 Family Thrifts</p>

<p>T1 – Landed Gentry Widely scattered throughout the nation, the five segments in the Landed Gentry social group consist of wealthy Americans who migrated to the smaller boomtowns beyond the nation’s beltways. Many of the households contain Boomer families and couples with college degrees, professional jobs—they’re twice as likely as average Americans to telecommute—and expansive homes. 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.</p>	<p><u>PRIZM NE Segments</u> 05 Country Squires 09 Big Fish, Small Pond 11 God’s Country 20 Fast-Track Families 25 Country Casuals</p>
<p>T2 – Country Comfort The five segments in Country Comfort are filled with predominantly white, middle-class homeowners. In their placid towns and scenic bedroom communities, these Americans tend to be married, between the ages of 25 and 54, with or without children. They enjoy comfortable upscale lifestyles, exhibiting high indices for barbecuing, bar-hopping and playing golf as well as home-based activities such as gardening, woodworking and crafts. Reflecting their rural, family environment, they prefer trucks, SUVs and minivans to cars.</p>	<p>23 Greenbelt Sports 28 Traditional Times 32 New Homesteaders 33 Big Sky Families 37 Mayberry-ville</p>
<p>T3 – Middle America The six segments in Middle America are filled with middle-class homeowners living in small towns and remote exurbs. Typically found in scenic settings throughout the nation’s heartland, Middle Americans tend to be white, high school educated, living as couples or larger families, and ranging in age from under 25 to over 65. 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.</p>	<p>38 Simple Pleasures 42 Red, White & Blues 43 Heartlanders 45 Blue Highways 50 Kid Country, USA 51 Shotguns & Pickups</p>
<p>T4 – Rustic Living The six segments in Rustic America represent the nation’s most isolated towns and rural villages. As a group, T4 residents have relatively modest incomes, low educational levels, 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, enjoying country music and car racing.</p>	<p>48 Young & Rustic 55 Golden Ponds 56 Crossroads Villagers 57 Old Milltowns 58 Back Country Folks 64 Bedrock America</p>