

PCensusTM

Software and Data Catalog



Featuring Demographics from

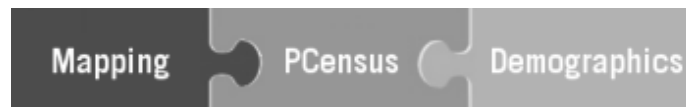
- Pop-Facts Demographics:
 - Current Year Estimates, 5-Year Projections
 - Income by Age of Householder
 - Effective Buying Power
 - Housing Units by Housing Value
 - Shopping Center Locations
 - Traffic Count Locations
- Consumer Buying Power
- Business Facts: Business & Employee Counts
- PRIZM – Lifestyle and Behavior Segmentation
- Retail Market Power
- Net Worth & Income Producing Assets
- Financial CLOUT
- P\$YCLE – Financial and Investment Segmentation
- Bank Branch Locations
- ICD-9 Healthcare Data

Software Price List

PCensus™

Is a one-stop, affordable solution for identifying your best business opportunities, PCensus is the only tool you need. Designed specifically to analyze customers and markets, it enables you to import and integrate your data with demographics for the most accurate market analysis.

A PCensus solution consists of: Mapping software (GIS), PCensus analysis software, Demographic and Geographic (streets maps, census boundaries and postal zip codes) data.



Choose a Version of PCensus	PCensus for MapPoint \$795	PCensus for ArcView \$795	PCensus for MapInfo \$795
Profiling & Targeting	•	•	•
Drive Time Areas	Included	Optional ♦ (\$500)	Optional + (\$265)
Import and link your data with PCensus	•	•	•
Display street maps to define study areas by locating street addresses	•	•	•
Basic Thematic Mapping (State, County, CT, ZIP)	•	•	•
Advanced Thematic Mapping (Block Group, Custom Boundaries)		•	•
Uses ESRI mapping & data (.mdx, .lyr, .shp)		•	
Uses MapInfo mapping & data (.tab, .mif)			•
Required Mapping Software	MapPoint \$265	ArcView Call for pricing	MapInfo Professional Call for pricing
Premium Street Maps	n/a	Optional ♦	Optional ♦ †

♦ Drive Time Option (used with *PCensus for ArcView*)

Defines drive time polygons (the area that describes the travel time in minutes from a location). Covers the street and road network for the entire United States.

+ Drive Time Option using MapPoint (used with *PCensus for MapInfo*)

Defines drive time polygons using Microsoft MapPoint (the area that describes the travel time in minutes from a location).

♦ NAVTEQ – NAVSTREETS maps includes streets & highways with address ranges.

Call for pricing

† StreetPro – TeleAtlas street maps with address ranges (used with *PCensus for MapInfo*)

Call for pricing

Source of Drive Time Option: Applied Spatial Technology, Falls Church, VA

MapInfo is a registered trademark of Pitney Bowes Business Insight, Troy, NY

ESRI and ArcView are registered trademarks of Environmental Systems Research Institute, Redlands, CA

Microsoft and Microsoft MapPoint are registered trademarks of Microsoft Corporation, Redmond, WA

Product description and prices contained herein are subject to change without notice.

Prices shown are in \$US.

Pop Facts Demographics – page 2

Pop-Facts is a shorthand term for the massive set of demographic estimates and projections produced each year by Nielsen. Estimates are data prepared for current year, and projections (sometimes called forecasts) are prepared for dates five years in the future.

Consumer Buying Power – page 9

Consumer Buying Power provides the most current consumer expenditures available. It contains current-year estimates and 5-year projections of total household expenditures for over 350 specific product categories, including goods and services, and 73 summary categories.

Business Facts – page 13

Business-Facts gives marketers access to U.S. business and employee count information for all types of companies.

PRIZM – page 14

PRIZM is a revolutionary new segmentation system that harnesses the power of both household and geographic level data. PRIZM uses a patent-pending methodology that marries demographic and lifestyle data to help companies target their customers.

Retail Market Power – page 21

The Retail Market Power™ (RMP) database provides an actionable portrait of sales opportunity for optimal site and market analysis, so you can maximize your growth strategies by accurately targeting the sales gaps that exist in the marketplace.

Net Worth & Income Producing Assets – page 23

Net Worth is defined as a household's total financial assets minus its liabilities. Assets include financial holdings such as deposit accounts, investments and home value. Liabilities include loans, mortgages and credit card debt.

Financial CLOUT – page 25

Nielsen Financial CLOUT® is a database that contains the current-year (CY) and five-year (FY) projections of market penetration and dollar balances for more than 100 financial products.

P\$YCLE – page 27

P\$YCLE is a household segmentation system that groups consumers into 58 segments based on income producing assets and a wide variety of financial and investment behavior.

Bank Branch Locations – page 28

The Bank Branch Database is a wealth of data about the nation's bank branch system including the name, address, and total deposits for every branch of every bank, savings bank, savings and loan, and credit union in the U.S. The database also lists every institution's branch parent and holding company.

ICD-9 Healthcare Data - page 29

ICD-9 Health Care Utilization datasets represent unique information regarding several important aspects of outpatient and physician services.

The Nielsen Demographic Estimation Program traces its history to the industry's earliest years, and is completing its third decade in the hands of the industry's most experienced demographers. The demographers now with the Nielsen team did the industry's groundbreaking work in small area estimation, and continue to make contributions to the profession of applied demography.

Pop-Facts is a shorthand term for the massive set of demographic estimates and projections produced each year by Nielsen. Estimates are data prepared for current year, and projections (sometimes called forecasts) are prepared for dates five years in the future.

Pop-Facts is produced each year for many geographic levels including national, state, county, place (city/town), MCD, census tract, and block group. Data are also available for commonly used areas such as metropolitan areas, ZIP Codes, and media areas such as DMAs. Because they are produced for small areas, Pop-Facts can be easily aggregated to custom geographic areas specified by the user.

Pop-Facts starts with the estimation and projection of "base counts," such as total population, household population, group quarters population, households, family households, and housing units. Characteristics related to these base counts are then estimated. Population characteristics include age, sex, race, and Hispanic ethnicity; households are estimated by age of householder and income; family households are estimated by income; and owner-occupied housing units are estimated by value.

Pop-Facts are prepared first for large geographic areas, then for progressively smaller areas, with adjustments ensuring consistency from one level to the next. In order to take full advantage of methodological refinements and new data resources, each set of updates begins not with the previous year's estimates, but with data from the most recent decennial census. For this reason, the difference between estimates for consecutive years is not an estimate of change from one year to the next. Change is estimated with reference to the previous census numbers. The target estimation and projection date is January 1 of the relevant year.

Pop-Facts is a trademark of Nielsen, Inc.

Nielsen Data includes Census and ZIP Code Boundary files to use with MapInfo or ArcView.

Pop Facts: Demographic Quick Facts

Population 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census Growth 1990-2000 Households 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census Growth 1990-2000	C-Yr Estimated Population by Single Race Classification White alone Black or African American alone American Indian and Alaska Native alone Asian alone Native Hawaiian and Other Pacific Islander alone Some other race alone Two or more races	C-Yr Estimated Population Hispanic or Latino Hispanic or Latino Not Hispanic or Latino C-Yr Tenure of Occupied Housing Units Owner Occupied Renter Occupied C-Yr Average Household Size C-Yr Estimated Households by Household Income Less than \$15,000 \$15,000 to \$24,999	\$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999 \$250,000 to \$499,999 \$500,000 or more C-Yr Estimated Average Household Income C-Yr Estimated Median Household Income C-Yr Estimated Per Capita Income
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Pop Facts: Population Quick Facts

Population 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census Growth C-Yr to 5-Yr Growth 2000 to C-Yr Growth 1990-2000 C-Yr Estimated Total Population by Age Age 0 - 4 Age 5 - 9 Age 10 - 14	Age 15 - 17 Age 18 - 20 Age 21 - 24 Age 25 - 34 Age 35 - 44 Age 45 - 49 Age 50 - 54 Age 55 - 59 Age 60 - 64 Age 65 - 74 Age 75 - 84 Age 85 and over Age 16 and over	Age 18 and over Age 21 and over Age 65 and over C-Yr Estimated Median Age C-Yr Estimated Average Age C-Yr Estimated Population by Single Race Classification White alone Black or African American alone American Indian and Alaska Native alone Asian alone	Native Hawaiian and Other Pacific Islander alone Some other race alone Two or more races C-Yr Estimated Population Hispanic or Latino Hispanic or Latino Not Hispanic or Latino C-Yr Estimated Population by Sex Male Female Male/Female Ratio
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Pop Facts: Household Quick Facts

Households 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census Growth C-Yr to 5-Yr Growth 2000 to C-Yr Growth 1990-2000 C-Yr Estimated Households by Household Income Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999	\$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999 \$250,000 to \$499,999 \$500,000 or more C-Yr Estimated Average Household Income C-Yr Estimated Median Household Income C-Yr Estimated Per Capita Income C-Yr Estimated Households by Household Type Family households Non-family households	C-Yr Estimated Group Quarters Population C-Yr Estimated Households by Household Size 1-person household 2-person household 3-person household 4-person household 5-person household 6-person household 7-or-more person household C-Yr Average Household Size C-Yr Estimated Households by Type and Presence of Own Children Single Male Householder	Single Female Householder Married Couple Families With own children No own children Male Householder With own children No own children Female Householder With own children No own children Nonfamily: Male Householder Nonfamily: Female Householder
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Pop Facts: Demographic Snapshot

Population 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census Growth C-Yr to 5-Yr Growth 2000 to C-Yr Growth 1990-2000 C-Yr Estimated Population by Single Race Classification White alone Black or African American alone American Indian and Alaska Native alone Asian alone Native Hawaiian and Other Pacific Islander alone Some other race alone Two or more races C-Yr Estimated Population Hispanic or Latino by Origin Not Hispanic or Latino Hispanic or Latino Hispanic or Latino by Origin Mexican Puerto Rican Cuban	All Other Hispanic or Latino C-Yr Estimated Hispanic or Latino by Single Race Classification White alone Black or African American alone American Indian and Alaska Native alone Asian alone Native Hawaiian and Other Pacific Islander alone Some other race alone Two or more races alone C-Yr Estimated Population, Asian Alone Race by Category Chinese, except Taiwanese Filipino Japanese Asian Indian Korean Vietnamese Cambodian Hmong Laotian Thai Other Asian Two or more Asian categories C-Yr Estimated Population by Sex	Male Female Male/Female Ratio C-Yr Estimated Population by Age Age 0 - 4 Age 5 - 9 Age 10 - 14 Age 15 - 17 Age 18 - 20 Age 21 - 24 Age 25 - 34 Age 35 - 44 Age 45 - 49 Age 50 - 54 Age 55 - 59 Age 60 - 64 Age 65 - 74 Age 75 - 84 Age 85 and over Age 16 and over Age 18 and over Age 21 and over Age 65 and over C-Yr Estimated Median Age C-Yr Estimated Average Age C-Yr Estimated Male Population by Age	(Ranges as above) C-Yr Estimated Median Age, Male C-Yr Estimated Average Age, Male C-Yr Estimated Female Population by Age (Ranges as above) C-Yr Estimated Median Age, Female C-Yr Estimated Average Age, Female C-Yr Estimated Population Age 15 and Over by Marital Status Total, Never Married Married, spouse present Married, spouse absent Widowed Divorced Males, Never Married Previously Married Females, Never Married Previously Married C-Yr Estimated Population Age 25 and Over by Educational Attainment Less than 9th grade Some High School, no diploma High school graduate (or GED) Some college, no degree Associate Degree Bachelor's degree
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<p>Master's degree Professional school degree Doctorate degree</p> <p>Households 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census</p> <p>Growth C-Yr to 5-Yr Growth 2000 to C-Yr Growth 1990-2000</p> <p>C-Yr Estimated Households by Household Type Family households Non-family households</p> <p>C-Yr Estimated Group Quarters Population</p> <p>C-Yr Estimated Households by Household Income Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999 \$250,000 to \$499,999 \$500,000 or more</p> <p>C-Yr Estimated Average Household Income</p> <p>C-Yr Estimated Median Household Income</p> <p>C-Yr Estimated Per Capita Income</p> <p>C-Yr Estimated Households by Type and Presence of Own Children Single Male Householder Single Female Householder Married Couple Families With own children No own children Male Householder With own children No own children Female Householder With own children No own children Nonfamily: Male Householder Nonfamily: Female Householder</p> <p>C-Yr Estimated Households by Household Size 1-person household</p>	<p>2-person household 3-person household 4-person household 5-person household 6-person household 7-or-more person household</p> <p>C-Yr Estimated Average Household Size</p> <p>C-Yr Estimated Households by Presence of People Households with 1 or more People Age 18 or under: Married-couple family Other Family: Male Householder Other Family: Female Householder Nonfamily: Male Householder Nonfamily: Female Householder</p> <p>Households with no People Age 18 or under: Married-couple family Other Family: Male Householder Other Family: Female Householder Nonfamily: Male Householder Nonfamily: Female Householder</p> <p>C-Yr Estimated Households by Number of Vehicles No Vehicles 1 vehicle 2 vehicles 3 vehicles 4 vehicles 5 or more vehicles</p> <p>C-Yr Estimated Average Number of Vehicles</p> <p>Family Households 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census</p> <p>Growth C-Yr to 5-Yr Growth 2000 to C-Yr Growth 1990-2000</p> <p>C-Yr Estimated Family Households by Household Income Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999</p>	<p>\$250,000 to \$499,999 \$500,000 or more</p> <p>C-Yr Estimated Average Family Household Income</p> <p>C-Yr Estimated Median Family Household Income</p> <p>C-Yr Estimated Families by Poverty Status Income above poverty level Married couple family With own children No own children Male Householder With own children No own children Female Householder With own children No own children</p> <p>Income below poverty level (Groups as above)</p> <p>C-Yr Estimated Population Age 16 and Over by Employment In Armed Forces Civilian: Employed Civilian: Unemployed Not in labor force</p> <p>C-Yr Estimated Employed Population Age 16 and over by Occupation Management, Business, and Financial Operations Professional and Related Occupations Service Sales and Office Farming, Fishing, and Forestry Construction, Extraction, and Maintenance Production, Transportation, and Material Moving</p> <p>C-Yr Estimated Workers Age 16 and Over by Transportation To Work Drove Alone Car Pooled Public Transportation Walked Motorcycle Bicycle Other Means Worked at Home</p> <p>C-Yr Estimated Workers Age 16 and over by Travel Time to Work Less than 15 minutes 15 to 29 Minutes</p>	<p>30 to 44 Minutes 45 to 59 Minutes 60 or more minutes</p> <p>C-Yr Estimated Average travel time to work in minutes</p> <p>C-Yr Estimated Tenure of Occupied Housing Units Owner Occupied Renter Occupied</p> <p>C-Yr Estimated All Owner-Occupied Housing Units by Value Less than \$20,000 \$20,000 to \$39,999 \$40,000 to \$59,999 \$60,000 to \$79,999 \$80,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$199,999 \$200,000 to \$299,999 \$300,000 to \$399,999 \$400,000 to \$499,999 \$500,000 to \$749,999 \$750,000 to \$999,999 \$1,000,000 or more</p> <p>C-Yr Estimated Median Owner Occupied Housing Value</p> <p>C-Yr Estimated Housing Units by Units in Structure 1 Unit Attached 1 Unit Detached 2 Units 3 to 19 Units 20 to 49 Units 50 or More Units Mobile Home or Trailer Boat, RV, Van etc.</p> <p>Dominant structure type</p> <p>C-Yr Estimated Housing Units by Year Structure Built 1999 to March C-Yr 1995 to 1998 1990 to 1994 1980 to 1989 1970 to 1979 1960 to 1969 1950 to 1959 1940 to 1949 1939 or Earlier</p> <p>C-Yr Estimated Median Year Structure Built</p> <p>Dominant Year Structure Built</p>
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Pop Facts: Census Demographic Overview

<p>Population 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census</p> <p>Growth 1990-2000</p> <p>2000 Population by Single Race</p> <p>Classification White alone Black or African American alone American Indian and Alaska Native alone Asian alone Native Hawaiian and Other Pacific Islander alone Some other race alone Two or more races</p> <p>2000 Population by Hispanic or Latino Origin</p>	<p>Not Hispanic or Latino Hispanic or Latino</p> <p>Hispanic or Latino by Origin Mexican Puerto Rican Cuban All other Hispanic or Latino</p> <p>2000 Hispanic or Latino by single race classification White alone Black or African American alone American Indian and Alaska Native alone Asian alone Native Hawaiian and Other Pacific Islander alone Some other race alone Two or more races</p> <p>2000 Population by sex</p>	<p>Male Female Male/Female Ratio</p> <p>2000 Total Population by Age Age 0 - 4 Age 5 - 9 Age 10 - 14 Age 15 - 17 Age 18 - 20 Age 21 - 24 Age 25 - 34 Age 35 - 44 Age 45 - 49 Age 50 - 54 Age 55 - 59 Age 60 - 64 Age 65 - 74 Age 75 - 84 Age 85 and over</p>	<p>Age 16 and over Age 18 and over Age 21 and over Age 65 and over</p> <p>2000 Median Age</p> <p>2000 Average Age</p> <p>2000 Male Population by Age (Ranges as above)</p> <p>2000 Median Age, Male</p> <p>2000 Average Age, Male</p> <p>2000 Female Population by Age (Ranges as above)</p> <p>2000 Median Age, Female</p> <p>2000 Average age, Female</p> <p>2000 Population age 15 and Over by Marital Status Never Married Married, spouse present Married, spouse absent</p>
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<p>Widowed Divorced Males, Never Married Males, Previously Married Females, Never Married Females, Previously Married</p> <p>2000 Population Age 25 and over by Educational Attainment Less than 9th grade Some High School, no diploma High school graduate (includes equivalency) Some college, no degree Associate Degree Bachelor's degree Master's degree Professional school degree Doctorate degree</p> <p>Households 5-Yr Projection C-Yr Estimate 2000 Census 1990 Census</p> <p>Growth 1990-2000</p> <p>2000 Households by Household Type Family households Non-family households</p> <p>2000 Population in Group Quarters</p> <p>2000 Households by Household Size 1-person household 2-person household 3-person household 4-person household 5-person household 6-person household 7-or-more person household</p> <p>2000 Average Household Size</p> <p>2000 Households by Household Income Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999</p>	<p>\$250,000 to \$499,999 \$500,000 or more</p> <p>2000 Average Household Income 2000 Median Household Income 2000 Per Capita Income 2000 Household Type, Presence of Own Children Single Male Householder Single Female Householder Married Couple Families With own children No own children Male Householder With own children No own children Female Householder With own children No own children Nonfamily: Male Householder Nonfamily: Female Householder</p> <p>2000 Households by Presence of People Households with 1 or more People Age 18 or under: Married-couple Family Other Family: Male Householder Other Family: Female Householder Nonfamily: Male Householder Nonfamily: Female Householder</p> <p>Households with no People Age 18 or under: Married-couple family Other Family: Male Householder Other Family: Female Householder Nonfamily: Male Householder Nonfamily: Female Householder</p> <p>2000 Households by Number of Vehicles No vehicle 1 vehicle 2 vehicles 3 vehicles 4 vehicles 5 or more vehicles</p> <p>Average Vehicles Available 2000 Families by Poverty Status Income At or Above Poverty Level</p>	<p>Married Couple Family With related children No related children Male Householder With related children No related children Female Householder With related children No related children</p> <p>Income Below Poverty Level (Groups as above)</p> <p>2000 Population Age 16 and Over by Employment In Armed Forces Civilian: Employed Civilian: Unemployed Not in labor force</p> <p>2000 Employed Population Age 16 and over by Occupation Management, Business, and Financial Operations Professional and Related Occupations Service Sales and Office Farming, fishing, and forestry occupations Construction, Extraction, and Maintenance Production, Transportation, and Material Moving</p> <p>2000 Workers Age 16 and over by Means of Transportation to Work Drove alone Carpooled Public Transportation Walked Motorcycle Bicycle Other Means Worked at Home</p> <p>2000 Workers Age 16 and over by Travel Time to Work Less than 15 Minutes 15 to 29 Minutes 30 to 44 Minutes 45 to 59 Minutes 60 or more minutes</p>	<p>2000 Average Travel time to Work in Minutes 2000 Tenure of Occupied Housing Units Owner Occupied Renter Occupied</p> <p>2000 All Owner-Occupied Housing Units by Value Less than \$20,000 \$20,000 to \$39,999 \$40,000 to \$59,999 \$60,000 to \$79,999 \$80,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$199,999 \$200,000 to \$299,999 \$300,000 to \$399,999 \$400,000 to \$499,999 \$500,000 to \$749,999 \$750,000 to \$999,999 \$1,000,000 or more</p> <p>2000 Median All Owner-Occupied Housing Value 2000 Housing Units by Units in Structure 1 Unit Detached 1 Unit Attached 2 Units 3 to 19 Units 20 to 49 Units 50 or More Units Mobile home Boat, RV, van, etc.</p> <p>2000 Housing Units by Year Structure Built 1999 to March 2000 1995 to 1998 1990 to 1994 1980 to 1989 1970 to 1979 1960 to 1969 1950 to 1959 1940 to 1949 1939 or Earlier</p> <p>2000 Estimated Median Year Structure Built</p>
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Pop Facts: Household Trend - 2000 Census, C-Yr Estimate, 5-Yr Projection (Years displayed in columns)

<p>Population Percent Change</p> <p>Households Percent Change</p> <p>Families Percent Change</p> <p>Housing Units Percent Change</p> <p>Group Quarters Population Percent Change</p> <p>Average Household Size Percent Change</p> <p>Income Totals</p>	<p>Aggregate Income (MM\$) Percent Change</p> <p>Per Capita Income (\$) Percent Change</p> <p>Households by Household Income Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999</p>	<p>\$250,000 to \$499,999 \$500,000 or more</p> <p>Average Household Income Median Household Income Family Households by Household Income (Ranges as above)</p> <p>Average Family Household Income Median Family Household Income Households by Type and Size Non-family Households 1-person household 2-person household</p>	<p>3-person household 4-person household 5-person household 6-person household 7-or-more person household</p> <p>Family Households 2-person household 3-person household 4-person household 5-person household 6-person household 7-or-more person household</p>
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Pop Facts: Demographic Trend - 2000 Census, C-Yr Estimate, 5-Yr Projection (Years displayed in columns)

<p>Population by age Age 0 to 4 Age 5 to 9 Age 10 to 14 Age 15 to 17 Age 18 to 20 Age 21 to 24 Age 25 to 34 Age 35 to 44</p>	<p>Age 45 to 49 Age 50 to 54 Age 55 to 59 Age 60 to 64 Age 65 to 74 Age 75 to 84 Age 85 and over Age 16 and over Age 18 and over</p>	<p>Age 21 and over Age 65 and over</p> <p>Median age Average age Population by sex Male Female Male/Female Ratio</p>	<p>Population by Single Race Classification and Hispanic or Latino Hispanic or Latino White alone Black or African American alone American Indian and Alaska Native alone Asian alone</p>
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Native Hawaiian or Pacific Islander alone	Native Hawaiian or Pacific Islander alone	Age 65 to 74	\$100,000 to \$149,999
Some other race alone	Some other race alone	Age 75 and over	\$150,000 to \$249,999
Two or more races	Two or more races	Median Age of Householder	\$250,000 to \$499,999
Not Hispanic or Latino	Households by Age of Householder	Households by Household Income	\$500,000 or more
White alone	Age 15 to 24	Less than \$15,000	Average Household Income
Black or African American alone	Age 25 to 34	\$15,000 to \$24,999	Median Household Income
American Indian and Alaska Native alone	Age 35 to 44	\$25,000 to \$34,999	Per Capita Income
Asian alone	Age 45 to 54	\$35,000 to \$49,999	
	Age 55 to 64	\$50,000 to \$74,999	
		\$75,000 to \$99,999	

Pop Facts: Household Income by Age of Householder - 2000 Census, C-Yr Estimate, 5-Yr Projection

	All Ages	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-69	Age 70-74	Age 75-79	Age 80-84	Age 85+
Households by Income											
Less than \$10,000											
\$10,000 to \$14,999											
\$15,000 to \$19,999											
\$20,000 to \$24,999											
\$25,000 to \$29,999											
\$30,000 to \$34,999											
\$35,000 to \$39,999											
\$40,000 to \$44,999											
\$45,000 to \$49,999											
\$50,000 to \$59,999											
\$60,000 to \$74,999											
\$75,000 to \$99,999											
\$100,000 to \$124,999											
\$125,000 to \$149,999											
\$150,000 to \$199,999											
\$200,000 to \$249,999											
\$250,000 to \$499,999											
\$500,000 or more											
Medium Income											

Population by Age and Race Trend - All Races, White, Black, American Indian, Asian, Pacific Islander alone, Other, Two or more races - 2000 Census, C-Yr Estimate, 5-Yr Projection (Races displayed in columns)

Population Totals	Population by Age	Age 25 to 34	Age 75 to 84
5-Yr Projection	Age 0 to 4	Age 35 to 44	Age 85 and over
C-Yr Estimate	Age 5 to 9	Age 45 - 49	Age 18 and over
2000 Census	Age 10 to 14	Age 50 - 54	Age 21 and over
1990 Census	Age 15 - 17	Age 55 to 59	Age 65 and over
Growth 1990-2000	Age 18 - 20	Age 60 to 64	Median age
	Age 21 - 24	Age 65 to 74	Average age

Population by Age and Sex Trend - 1990 Census, 2000 Census, C-Yr Estimate, 5-Yr Projection (Years displayed in columns)

Total Population Growth	Age 21 - 24	Age 75 - 84	Male Population by Age
Total Population by Age	Age 25 - 34	Age 85 and over	(Ranges as above)
Age 0 - 4	Age 35 - 44	Age 16 and over	Median Age
Age 5 - 9	Age 45 - 49	Age 18 and over	Average Age
Age 10 - 14	Age 50 - 54	Age 21 and over	Female Population by Age
Age 15 - 17	Age 55 - 59	Age 65 and over	(Ranges as above)
Age 18 - 20	Age 60 - 64	Median Age	Median Age
	Age 65 - 74	Average Age	Average Age

Population by Age, Race and Sex

Total Population, Male, Female - 2000 Census, C-Yr Estimate, 5-Yr Projection (Sexes displayed in columns)

Population Totals	Age 35 - 44	Median Age	Median Age
5-Yr Projection	Age 45 - 49	White Alone Population by Age	Native Hawaiian and Other Pacific Islander Alone Population by Age
C-Yr Estimate	Age 50 - 54	(Ranges as above)	(Ranges as above)
2000 Census	Age 55 - 59	Median Age	Median Age
1990 Census	Age 60 - 64	Black or African American Alone Population by Age	Some other race Alone Population by Age
Growth 1990-2000	Age 65 - 74	(Ranges as above)	(Ranges as above)
Population by Age	Age 75 - 84	Median Age	Median Age
Age 0 - 4	Age 85 and over	American Indian and Alaska Native Alone Population by Age	Two or More Races Population by Age
Age 5 - 9	Age 18 and over	(Ranges as above)	(Ranges as above)
Age 10 - 14	Age 21 and over	Median Age	Median Age
Age 15 - 17	Age 65 and over	Hispanic or Latino Population by Age	Median Age
Age 18 - 20	Median Age	(Ranges as above)	(Ranges as above)
Age 21 - 24	Hispanic or Latino Population by Age	Asian Alone Population by Age	Median Age
Age 25 - 34	(Ranges as above)	(Ranges as above)	

Race and Hispanic Report

Universe Totals Total Population Percent Change (2000-2005, 2005-2010) Households Percent Change Families Percent Change Housing Units Percent Change Group Quarters Population Percent Change Income Totals Aggregate(\$MM) Household Income Percent Change Per Capita Percent Change 2005 Estimated Population Hispanic or Latino by Origin* Not Hispanic or Latino Hispanic or Latino Mexican Puerto Rican	Cuban All Other Hispanic or Latino Total Population by Single Race Class White Alone Black or African American Alone American Indian and Alaska Native Alone Asian Alone Native Hawaiian and Other Pacific Islander Alone Some Other Race Alone Two or More Races Hispanic or Latino by Single Race Class (Ranges as above) Hispanic or Latino by Sex Male Female Male/Female Ratio Total Hispanic Median Age Hispanic or Latino Households Non-Hispanic Hispanic or Latino White	Hispanic or Latino Black or African American Hispanic or Latino American Indian/Alaska Native Hispanic or Latino Asian Hispanic or Latino Hawaiian/Pacific Islander Hispanic or Latino Some Other Race Hispanic or Latino Two or More Races Hispanic or Latino Household Income Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999 \$250,000 to \$499,999 \$500,000 or more Hispanic or Latino Median Household Income	Non-Hispanic or Latino Household Income (Ranges as above) Non-Hispanic or Latino Median Household Income Occupied Housing Units* Owner Occupied: Not Hispanic or Latino White Alone Black or African American Alone American Indian and Alaska Native Alone Asian Alone Native Hawaiian and Other Pacific Islander Alone Some Other Race Alone Two or More Races Hispanic or Latino (Ranges as above) Renter Occupied: Not Hispanic or Latino (Ranges as above) Hispanic or Latino (Ranges as above)
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Effective Buying Income - C-Yr Estimate, 5-Yr Projection

Demographic Totals Population Households Families Group Quarters Population Housing Units Average Household Size	Median Age Median Household Income Median All Owner-Occupied Housing Value Estimated Households by Effective Buying Income Less than \$15,000	\$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$249,999	\$250,000 to \$499,999 \$500,000 or more Average Household Effective Buying Income Median Household Effective Buying Income
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Middle Years - 2000 Census, C-Yr Estimate, 5-Yr Projection (Years displayed in columns)

Population Percent Growth Total Population Age 35 - 54 Age 35 - 39 Age 40 - 44 Age 45 - 49 Age 50 - 54 Total Population, Male (Ranges as above) Total Population, Female (Ranges as above) Population by Single Race Classification White Alone Age 35 - 44 Age 45 - 54 Black or African American alone (Ranges as above)	American Indian and Alaska Native alone (Ranges as above) Asian alone (Ranges as above) Native Hawaiian and Other Pacific Islander alone (Ranges as above) Some other race alone (Ranges as above) Two or more races (Ranges as above) Population by Hispanic or Latino Hispanic Population (Ranges as above) Non-Hispanic Population (Ranges as above) Household Income by Age of Householder Householder Age 35 to 44	Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$124,999 \$125,000 to \$149,999 \$150,000 to \$199,999 \$200,000 or more Median Household Income Householder Age 45 to 54 (Ranges as above) Median Household Income Households by Household Income Less than \$15,000 (Ranges as above) Average Household Income Median Household Income Per Capita Income	Specified Owner-Occupied Housing Units by Value Less than \$20,000 \$20,000 to \$39,999 \$40,000 to \$59,999 \$60,000 to \$79,999 \$80,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$199,999 \$200,000 to \$299,999 \$300,000 to \$399,999 \$400,000 to \$499,999 \$500,000 to \$749,999 \$750,000 to \$999,999 \$1,000,000 or more Median Value Tenure of Occupied Housing Units Owner Occupied Renter Occupied
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Young Adults - 2000 Census, C-Yr Estimate, 5-Yr Projection (Years displayed in columns)

Population Percent Growth Total Population Age 15 - 34 Age 15 - 17 Age 18 - 20 Age 21 Age 22 - 24 Age 25 - 29 Age 30 - 34 Total Population, Male Age 15 - 34 (Ranges as above) 2000 Female Population by Age	Age 15 - 34 (Ranges as above) Population by Single Race Category White Alone Age 15 - 17 Age 18 - 20 Age 21 - 24 Age 25 - 34 Black or African American Alone (Ranges as above) American Indian and Alaskan Native Alone (Ranges as above) Asian Alone	(Ranges as above) Native Hawaiian and Other Pacific Islander Alone (Ranges as above) Some Other Race Alone (Ranges as above) Two or More Races Age 15 - 17 Age 18 - 20 Age 21 - 24 Age 25 - 34 Population by Hispanic or Latino Hispanic or Latino (Ranges as above)	Not Hispanic or Latino (Ranges as above) Household Income by Age of Householder Householder Age 15 - 24 Less than \$15,000 \$15,000 to \$24,999 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$124,999 \$125,000 to \$149,999 \$150,000 to \$199,999
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\$200,000 or more Median Household Income Householder Age 25 - 34 (Ranges as above) Median Household Income Households by Household Income Total Households (Ranges as above) Average Household Income	Median Household Income Per Capita Income All Owner-Occupied Housing Unit Values Total All Owner-Occupied Housing Unit Values Less than \$20,000 \$20,000 to \$39,999 \$40,000 to \$59,999	\$60,000 to \$79,999 \$80,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$199,999 \$200,000 to \$299,999 \$300,000 to \$399,999 \$400,000 to \$499,999 \$500,000 to \$749,999 \$750,000 to \$999,999	\$1,000,000 or more Median All Owner-Occupied Housing Unit Value Tenure of Occupied Housing Units Owner Occupied Renter Occupied
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Owner Occupied Housing Units by Value- 2000 Census, C-Yr Estimate, 5-Yr Projection (Years displayed in columns)

Less than \$20,000 \$20,000 to \$39,999 \$40,000 to \$59,999 \$60,000 to \$79,999 \$80,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$199,999 \$200,000 to \$299,999 \$300,000 to \$399,999 \$400,000 to \$499,999 \$500,000 to \$749,999	\$750,000 to \$999,999 \$1,000,000 or more C-Yr Estimated Median Owner Occupied Housing Value Housing Units by Tenure Owner Occupied Renter Occupied C-Yr Estimated Housing Units by Units in Structure 1 Unit Attached 1 Unit Detached	2 Units 3 to 19 Units 20 to 49 Units 50 or More Units Mobile Home or Trailer Boat, RV, Van etc. C-Yr Estimated Housing Units by Year Structure Built 1999 to March C-Yr 1995 to 1998 1990 to 1994	1980 to 1989 1970 to 1979 1960 to 1969 1950 to 1959 1940 to 1949 1939 or Earlier C-Yr Estimated Median Year Structure Built
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Point Data - Regional Shopping Center Locations - over 750,000 square feet GLA (Gross Leasable Area)

Total Number of Shopping Centers Total Number of Stores Gross Leasable Area (sq. ft.) Years Since Center Opened 1 to 4 years 5 to 9 years 10 to 14 years 15 to 19 years 20 to 24 years 25 years or more Unknown Shopping Center Type Community Neighborhood	Regional Super Regional Unknown Market Positioning Strategy Traditional Mix Specialty Upscale Fashion Off Price Factory Outlet Discount Festival Entertainment Service Oriented Home Improvement Power Center	Auto Mall Convenience Catalog Lifestyle Other Unknown Current Construction Status Proposed New Centers Planned New Centers New Centers Under Construction Expanding Centers Renovating Centers Both Expanding and Renovating No Current Construction Activity	Enclosed Status Enclosed Not Enclosed Unknown Strip Centers Strip Center Not Strip Center Unknown Presence of Food Court Food Court No Food Court Unknown
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Optional Point Data

Shopping Center Locations (Additional Cost Option)

Total Number of Shopping Centers Total Number of Stores Gross Leasable Area (sq. ft.) Years Since Center Opened 1 to 4 years 5 to 9 years 10 to 14 years 15 to 19 years 20 to 24 years 25 years or more Unknown Shopping Center Type Community Neighborhood	Regional Super Regional Unknown Market Positioning Strategy Traditional Mix Specialty Upscale Fashion Off Price Factory Outlet Discount Festival Entertainment Service Oriented Home Improvement Power Center	Auto Mall Convenience Catalog Lifestyle Other Unknown Current Construction Status Proposed New Centers Planned New Centers New Centers Under Construction Expanding Centers Renovating Centers Both Expanding and Renovating No Current Construction Activity	Enclosed Status Enclosed Not Enclosed Unknown Strip Centers Strip Center Not Strip Center Unknown Presence of Food Court Food Court No Food Court Unknown
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Traffic Count Locations (Additional Cost Option)

Number of traffic locations Traffic count	Cross street distance Cross direction	Survey Year
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Consumer Buying Power provides the most current consumer expenditures available. Enhanced methodology, expansion of categories and more clearly organized data make the Consumer Buying Power database an outstanding information source. It contains current-year estimates and 5-year projections of total household expenditures for over 350 specific product categories, including goods and services, and 73 summary categories.

Additionally, Nielsen developed a cross-reference that leverages the Consumer Buying Power database to estimate potential consumer expenditures by store types for 41 distinct retail store types. Breakdowns of average household expenditures are also available for 53 Yellow Page headings. The estimates also include College Dorm (group quarters) population expenditures in areas where college dorms are present.

Consumer Buying Power data is an invaluable tool for target marketing. Examples of applications for this type of data:

- Mobile phone service expenditures to better track consumers' transition to wireless technology.
- Elder care expenses, a growing concern as baby boomers hit retirement age.
- Vitamins and other health supplements, a booming market added to better reflect society's growing health concerns.
- Household Repair and Services facilitates exploration of homeowners' trend to do-it-yourself projects.
- Automotive sales' differentiation between lease and purchase, new and used.

How Consumer Buying Power (CBP) is Built

The database is created using statistical models estimated from the Bureau of Labor Statistics' Consumer Expenditure Surveys (CEX). This survey provides information on the buying habits of American consumers, including expenditures, income, and other characteristics of the consumer unit (families and single consumers). The Consumer Expenditure Survey consists of two surveys: the quarterly Interview survey and the weekly Diary Survey.

The surveys target the total non-institutionalized population (urban and rural) of the United States. The data is collected from the independent quarterly interview and weekly diary surveys of approximately 7,500 sample households. Each survey has its own independent sample, and each collects data on household income and socioeconomic characteristics.

The current Nielsen Consumer Buying Power data uses a rolling five years of data from the Consumer Expenditure Survey, administered from 2005 through 2009. In addition to this data, the Nielsen Consumer Buying Power database also incorporates information from the following sources:

- Nielsen Demographic Update
- Nielsen Cartographics
- U.S. Census Bureau: Census of Retail Trade

Details

The Consumer Buying Power Summary database – current-year aggregate household expenditures for 73 summary-level products/services in your local market. Summaries are created through the aggregation of individual variables into broad groupings. For example, the summary variable "Photographic Equipment" would provide total household expenditures for the specific variables "Film" + "Film Processing" + "Photographic Equipment".

Nielsen Data includes Census and ZIP Code Boundary files to use with MapInfo or ArcView.

C-Yr , 5-Yr , Aggregate Expenditure, Annual Average per Household, Average Annual Growth, Market Index to USA (in Columns)

Consumer Buying Power - Summary Categories

Consumer Buying Power Summary Report				
TOTAL SPECIFIED CONSUMER EXPENDITURES FOOD AT HOME Bakery Products Cereals & Cereal Products Dairy Products Fresh Milk & Cream Other Dairy Products Fats & Oils Fish & Seafood Fruits & Vegetables Juices Meats (All) Non-Alcoholic Beverages Prepared Foods Sugar & Other Sweets FOOD AWAY FROM HOME & ALCOHOL Alcoholic Beverages Alcoholic Beverages at Home Alcoholic Beverages away from Home	Food Away from Home Lunch Dinner Breakfast & Brunch FOOD & BEVERAGES BY CHANNEL Food/Goods/Beverages at Grocery Stores Food/Non-Alcoholic Beverages at Convenience Store Food/Non-Alcoholic Beverages at Grocery Store DAY CARE, EDUCATION & CONTRIBUTIONS All Day Care Contributions (All) Education Room & Board Tuition & School Supplies HEALTHCARE Medical Services Prescription Drugs Medical Supplies	HOUSEHOLD FURNISHINGS & APPLIANCES Furniture Bedroom Furniture Living/Dining Room Furniture Other Furniture Household Textiles Domestic Textiles Window & Furniture Covers Major Household Appliances Miscellaneous Household Equipment Small Appliances & Housewares HOUSING RELATED & PERSONAL Housing Expenses Fuels & Utilities Telephone Services Household Repairs Household Services	Housekeeping Supplies Personal Expenses and Services PERSONAL CARE & SMOKING PRODUCTS Personal Care Products & Services Personal Care Services Smoking Products & Supplies PET EXPENSES SPORTS & ENTERTAINMENT Photographic Equipment/Supplies Reading Materials Sports & Recreation Sports Equipment Travel Expenses TV, Radio, & Sound Equipment TRANSPORTATION & AUTO EXPENSES Automotive Maintenance/Repair/Other	Gasoline Diesel Fuel Vehicle Purchases & Leases New Automobiles/Trucks/Vans Used Vehicles Rented Vehicles Towing Charges Boats/Outboard Motor, Etc. TOTAL APPAREL Women's Apparel Men's Apparel Girl's Apparel Boy's Apparel Infant's Apparel Footwear (Excluding Infants) Other Apparel Products & Services

Consumer Buying Power Yellow Page Headings Report

TOTAL SPECIFIED CONSUMER EXPENDITURES AUTO & TRUCK REPAIR/SERVICE Automobile Body Repairing and Painting Auto Repairing and Service Auto Parts New/Used Tires Dealers HOME MAINTENANCE - CONTRACTORS & SUPPLIES Appliances Repair/Service Building Materials Contractors - General	Electric - Contractors Heating - Contractors Home Improvements Landscape - Contractors Lawn Maintenance Pest Control/Exterminators Plumbing - Contractors Roofing - Contractors RETAIL HEADINGS Appliances Household - Dealers Book Dealers/Retail Carpet & Rug Dealers Computer Dealers Electronic Equipment & Supplies Dealers	Department Stores Florists - Retail Furniture - Retail Grocers - Retail Hardware - Retail Lumber - Retail Pet Shops Pharmacies or Drugstores Rental Stores & Yard Sporting Goods - Retail SERVICE HEADINGS Attorneys/Lawyers Beauty Salons Child/Day Care Centers Cleaners - Dry Dentists	Hospitals Optometrists/O.D. Physicians & Surgeons Pet Grooming Nursing Homes TRANSPORTATION Automobile Dealers New & Used Auto Renting/Leasing Motorcycles & Motor Scooters Dealers TRAVEL & ENTERTAINMENT Airline Companies Golf Courses - Public Motels & Hotels	Restaurants - Fast Food & Other Theaters MISCELLANEOUS HEADINGS Moving & Storage Veterinarians Schools - Colleges & Universities Schools - Elementary & Secondary Television - Cable, CATV & Satellite
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Consumer Buying Power Summary - Retail Store Type

TOTAL SPECIFIED CONSUMER EXPENDITURES All Retail Stores Grocery Stores Convenience Stores Eating Places Drinking Places Health & Personal Care Stores Total Accommodation & Food Services	Building Material & Garden Equipment & Supplies Dealers Hardware Stores Home Centers Nursery & Garden Centers Lawn & Garden Equipment & Supplies Dealers General Merchandise Stores Warehouse Clubs & Superstores Full-Service Restaurants	Limited Service Eating Places Furniture Stores Other Home Furnishing Stores Household Appliance Stores Radio/TV/Other Electronics Stores Computer & Software Stores Camera/Photographic Supply Stores Clothing & Clothing Accessory Store	Clothing Accessory Stores Department Stores (excluding leased) Shoe Stores Jewelry Stores Gift, Novelty, & Souvenir Shops Hobby, Toy, & Game Shops Sew/Needlework/Piece Goods Stores Florists Book Stores	Sporting Goods Stores Luggage & Leather Goods Stores Auto Dealers Automotive Part, Accessories, & Tire Stores Gasoline Stations with Convenience Stores Gasoline Stations without Convenience Stores Electronic Shopping & Mail Order
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Consumer Buying Power - Detailed Categories

Food at Home (47)				
CEREALS & CEREAL PRODUCTS Cereals Rice Pasta Cornmeal & Other Cereal Products Flour/Prepared Flour Mixes BAKERY PRODUCTS Cookies Crackers Bread & Bakery Products FISH & SEAFOOD	Canned Fish & Shellfish Frozen Fish & Shellfish Fresh Fish & Shellfish MEATS (ALL) Meats Poultry JUICES Frozen Juices Other Juices FRUITS & VEGETABLES Fresh Fruits & Vegetables Frozen Fruits & Vegetables	Canned Fruits & Vegetables Other Vegetables DAIRY PRODUCTS Eggs FRESH MILK & CREAM Fresh Whole Milk All Types Cream OTHER DAIRY PRODUCTS Butter & Margarine Cheese Ice Cream	Other Dairy Products SUGAR & OTHER SWEETS Candy & Chewing Gum Jams, Jellies, & Preserves Sugar & Artificial Sweeteners FATS & OILS Fats & Oil Products Non-Dairy Cream Substitutes Peanut Butter NON-ALCOHOLIC BEVERAGES	Coffee Non-Carbonated Beverages Carbonated Beverages Tea PREPARED FOODS Canned & Packaged Soup Frozen Meals Frozen/Prep. Food Other Than Meals Potato Chips & Other Snacks Nuts

Salt/Other Seasonings & Spices	Sauces & Gravies Prepared Salads	Baby Food Misc. Prepared Foods	Condiments	
Housekeeping Supplies (4)				
Soaps & Detergents	Other Laundry/Cleaning Prods.	Paper Towels/Napkins/Toilet Tissue	Miscellaneous Household Products	
Food away from Home (9)				
Snacks & Non-Alcoholic Beverage Catered Affairs	Food/Non-Alcoholic Beverages on Trips LUNCH Lunch-Fast Food	Lunch-Full Service DINNER Dinner-Fast Food Dinner-Full Service	BREAKFAST & BRUNCH Breakfast & Brunch-Fast Food	Breakfast & Brunch-Full Service
Food and Beverages by Channel* (2)				
* Includes items categorized elsewhere	Food/Goods/Beverages at Grocery Stores	Food/Non-Alcoholic Beverages at Convenience Store	Food/Non-Alcoholic Beverages at Grocery Store	
Alcoholic Beverages (8)				
ALCOHOLIC BEVERAGES AT HOME Beer & Ale At Home Whiskey At Home	Wine At Home Other Alcoholic Bev. At Home	ALCOHOLIC BEVERAGES AWAY FROM HOME Beer & Ale Away from Home Wine Away from Home	Other Alcoholic Beverages Away from Home Alcohol at Restaurants Etc.	
Smoking Products and Supplies (2)				
Cigarettes	Cigars/Pipes/Other Tobacco Products			
Personal Care Products, Services (9)				
PERSONAL CARE PRODUCTS Hair Care Products	Non-Electric Articles for the Hair Oral Hygiene Products	Shaving Needs Cosmetics, Perfume, Bath Preparations	Deodorant, Feminine Hygiene, Miscellaneous (Personal Care)	Electric Personal Care Appliances Wigs & Hairpieces
All Day Care (3)				
Baby-Sitting/Child Care	Day Care/Nurse/Preschool	Eldercare		
Household Services (5)				
Domestic Service Gardening/Lawn Care Service	Miscellaneous Home Services Termite & Pest Control Services	Moving, Storage, Freight Express		
Household Furnishings & Furniture (26)				
HOUSEHOLD TEXTILES DOMESTIC TEXTILES Bathroom Linens Bedroom Linens WINDOW & FURNITURE COVERS Curtains & Drapes Kitchen & Dining Room Linens	Other Linens Slipcovers/Decorative Pillows Sewing Materials Window Coverings Non-permanent Floor Coverings Other Household Decorative Items	FURNITURE BEDROOM FURNITURE Mattress & Springs Other Bedroom Furniture LIVING/DINING ROOM FURNITURE Living Room Chairs Living Room Tables Sofas	Kitchen/Dining Room Furniture OTHER FURNITURE Infants Furniture Patio/Porch/Outdoor Furniture Other Living/Family Room Furniture	Office Furniture & Equipment (Home Use) Rental of Office Furniture & Equipment (Home Use) Infants' Equipment Lamps & Lighting Fixtures Closet & Storage Items
Major Household Appliances (10)				
Purchase/Installation Window A/C Purchase/Installation Refrigerator/Freezer	Purchase/Installation Clothes Washer Purchase/Installation Clothes Dryer	Purchase/Installation Stoves, Ovens Purchase/Installation Microwave Ovens	Purchase/Install Dishwashers/Disposals/Hood Repair of Household Appliances Sewing Machines	Electric Floor Cleaning Equipment
Small Appliance & Housewares (11)				
Small Electric Kitchen Appliances	Portable Heating/Cooling Equipment Plastic Dinnerware	China & Other Dinnerware Flatware Glassware	Serving Pieces Non electric Cookware Clocks	Smoke Alarm & Detectors Miscellaneous Household Items
Misc. Household Equipment (7)				
Power Tools Nonpower/Hand Tools	Fresh Flowers & Potted Plants Outdoor Equipment	Lawn & Garden Supplies	Rental/Repair Lawn Mowing Equip.	Yard Machinery (Power & Non power)
Household Repairs (24)				
Wall-to-Wall Carpet Heat/Air Conditioning/Electric Labor/Materials Plumbing/Water Heater Labor/Materials Electric Supplies, Heat/Cool Equipment	Construction Materials Hard Surface Floor Labor/Materials Floor Repair/Replacement Materials Patio, Masonry, Etc. Materials Landscaping Materials	Remodeling/Maintenance/Repair Materials Paint/Wallpaper Supplies & Equipment Paneling/Roofing/Siding Materials Plumbing Supplies/Equipment	Security System Management Fees Miscellaneous Household Repairs Miscellaneous Equipment & Hardware Capital Improvements Materials	Capital Improvements Labor Roofing/Gutters Labor/Materials Painting/Papering Labor/Materials
Housing Expenses (5)				
FUELS & UTILITIES Fuel Oil	Gas, Bottled or Tank Other Home Heating Fuels	TELEPHONE SERVICES	Telephone Service, Excl Mobile Phone	Telephone Service for Mobile Phone
Apparel (68)				
WOMEN'S APPAREL Women's Dresses Women's Coats & Jackets Women's Sport Coats, Tailored Jackets Women's Vests & Sweaters	Women's Shirts, Tops, Blouses Women's Skirts Women's Pants Women's Shorts, Shorts Sets Women's Active Sportswear Women's Sleepwear	Women's Undergarments Women's Hosiery Women's Suits Women's Accessories Women's Uniforms & Costumes MEN'S APPAREL	Men's Suits Men's Sport Coats/Tailored Jackets Men's Coats & Jackets Men's Underwear Men's Hosiery Men's Nightwear/Loungewear	Men's Accessories Men's Sweaters & Vests Men's Active Sportswear Men's Shirts Men's Pants Men's Shorts/Shorts Sets Men's Uniforms & Costumes

GIRLS' APPAREL Girls' Coats & Jackets Girls' Dresses, Suits Girls' Shirts/Blouses/Sweaters Girls' Skirts & Pants Girls' Shorts, Shorts Sets Girls' Active Sportswear Girls' Underwear & Sleepwear Girls' Hosiery Girls' Accessories	Girls' Uniforms & Costumes BOYS' APPAREL Boys' Coats & Jackets Boys' Sweaters Boys' Shirts Girls' Underwear Boys' Nightwear Boys' Hosiery Boys' Accessories Boys' Suits, Sport Coats, Vests	Boys' Pants Boys' Shorts, Shorts Sets Boys' Active Sportswear Boys' Uniforms & Costumes INFANTS' APPAREL Infants' Coats/Jackets/Snowsuit Infants' Dresses/Outerwear Infants' Undergarments Infants' Sleeping Garments Infants' Accessories	FOOTWEAR (EXCLUDING INFANTS) Men's Footwear Boys' Footwear Girls' Footwear Women's Footwear OTHER APPAREL PRODUCTS & SERVICES Clothing/Material/Patterns/Notions Clothing Rental & Storage	Clothing Repair & Alteration Shoe Repair, Other Shoe Service Coin Operated Laundry Service Laundry/Dry Cleaning (Not Coin Operated) Watches Jewelry Watch & Jewelry Repair
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TV, Radio & Sound Equipment (19)

Community Antenna or Cable TV Color TVs (All) VCRs/Video Disc Players Radios Sound Components/Component Sys.	Purchased CD/Tape/Needle (Not Club) Record/Tape/CD/Video Mail Order Club Video Cassettes/Tapes/Discs Software & Accessories (Home Use)	Computer Hardware (Home Use) Repair Computers/Systems (Home Use) Calculators & Other Office Machinery (Home Use)	Rental Video Cassettes/Tapes/Discs/Films Telephone Answering Devices Telephone & Accessories Video Games Hardware/Software	Repair of TV/Radio/Sound Equipment Rental of Home Electronic Equipment
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Sports and Recreation (17)

RECREATION Social/Recreation/Civic Club Membership Fees for Participant Sports	Admission fees for Entertainment Admission to Sporting Events Fees for Recreational Lessons Music Instruments/Accessories	Rent/Repair Musical Instruments SPORTS EQUIPMENT General Sport/Exercise Equipment	Bicycles Camping Equipment Hunting, Fishing Equipment Winter Sport Equipment Other Sports Equipment	Water Sport Equipment Playground Equipment Toys Games Hobbies Tricycles
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Photographic Equip. & Supplies (3)

Film	Photographic Equipment	Film Processing
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Pet Expenses (4)

Pet Food	Pets Purchase/Supplies/Medicine	Pet Services	Vet Services
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Reading Materials (4)

Newspapers (Single Copy & Subscription)	Magazines (Single Copy & Subscription)	Books Not Through Book Clubs Books Through Book Clubs
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Education (7)

ROOM/BOARD Board Housing While Attending School	TUITION/SCHOOL SUPPLIES College Tuition Elementary/High School Tuition	Other School Tuition Books/Supplies/Equipment for College	Books/Supplies/Equipment Non-College
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Transportation (13)

Boats/Outboard Motor, Etc. Towing Charges Gasoline Diesel Fuel VEHICLE PURCHASES & LEASES	NEW AUTOS/TRUCKS/VANS New Cars New Car Lease New Trucks/Vans New Motorcycles	USED VEHICLES Used Cars Used Trucks/Vans Used Motorcycles RENTED VEHICLES	Auto Rental Vehicle Rentals (Non-Auto)
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Automotive Maintenance Repair (21)

Motor Oil Vehicle Audio Equipment Miscellaneous Auto Repair/Services Tire Repair & Other Repair Work	Minor Parts & Accessories Automobile Service Clubs Coolant/Additives/Brake/Transmission Fluid Tires Purchased/Replaced/Install	Body Work/Paint/Repair Upholstery Repair to Steering or Front End Front End Alignment, Wheel Balancing/Rotation	Repair to Engine Cooling System Motor Tune-Up Lubrication & Oil Change Shock Absorber Replacement Exhaust System Repair	Electrical System Repair Motor Repair/Replacement Brake Work Clutch, Transmission Repair Drive Shaft & Rear-End Repair
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Travel (8)

Airline Fares on Trips Intercity Bus Fares on Trips	Local Transportation on Trips Intercity Train Fares on Trips	Ship Fares on Trips Travel Items/Luggage	Entertainment Expense on Trips Lodging while on Trips
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Health Care (17)

MEDICAL SERVICES Eye Care Services Dental Services Physicians Services Services by Specialists	Lab Tests, X-Rays Hospital Room Hospital Service Other Than Room	Care in Convalescent or Nursing Home Other Medical Care Service DRUGS Nonprescription Drugs	Vitamins & Vitamin Supplements Prescription Drugs MEDICAL SUPPLIES Eyeglasses & Contact Lenses	Hearing Aids Topicals & Dressings Purchase/Rent Medical & Surgical Equipment
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Personal Expenses & Services (7)

Legal Fees Funeral Expense	Cemetery Lots, Vaults, Maintenance Fees	Credit Card Memberships Accounting Fees	Postage Stationery, Gift Wrap, Etc.
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Contributions (8)

Contributions to Charity Contributions to Religious Organizations Other Contributions Contributions to Political Organizations Cash Support to Persons not in the Consumer Unit Cash Support to College Student Gifts to Persons not in the Consumer Unit	Contributions to Education Institutions
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Business-Facts: Business and Employee Counts

Nielsen Business-Facts is the nation's most comprehensive demographics database of U.S. business and employee counts. It contains firmographic data for over 14 million business locations including critical information such as contact names, locations, addresses, number of employees, annual sales, SIC and NAICS Industry classification codes, and many others.

The Business-Facts® database is packaged several ways, and is ideal for a variety of B2B marketing uses, including small business development. Users can profile the business composition of any market area, identify competitors, locate commercial buyers for products and services, and boost direct marketing response rates by identifying businesses most likely to respond. The Business-Facts database is updated monthly.

The 2012 release of Business-Facts represents over 14 million businesses in the United States. Sourced from Infogroup, the data is gathered through Yellow Page advertisements, public notices, and other new business sources. Infogroup® verifies all records through phone calls to each business location.

Nielsen Data includes Census and ZIP Code Boundary files to use with MapInfo or ArcView.

Businesses by Major Sector			
Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)			
Total Businesses Dominant Major Group Dominant Minor Group Retail Trade Home Improvement Stores General merchandise stores Food stores Auto dealers, gas stations Apparel, accessory stores Furniture, home furnishings	Eating & drinking places Miscellaneous Retail Stores Finance, Insurance, Real Estate Banks, saving & lending inst. Security, commodity brokers Insurance carriers & Agencies Real estate, Holding cos. Services Hotels & other lodging Personal services	Business services Motion pictures & Amusement Health services Legal services Educational services Social services Other Services Agriculture & Natural Resources Resource Extraction Construction	Manufacturing Transport/Communication, Utilities Wholesale Trade Government Daytime Population Residential Population Households Average Household Income
Businesses by 2-digit SIC Codes			
Agriculture & Natural Resources 01 Agricultural products: crops 02 Agricultural products: stock 07 Agricultural services 08 Forestry 09 Fishing, hunting, trapping Natural Resources extraction 10 Metal mining 12 Anthracite & bituminous 13 Oil & gas extraction 14 Nonmetallic mining Construction 15 General building contractors 16 Heavy constr. contractors 17 Special trade contractors Manufacturing 20 Food & kindred products 21 Tobacco manufacturers 22 Textile mill products 23 Apparel & textiles 24 Lumber & wood products 25 Furniture & fixtures 26 Paper & allied products 27 Printing & publishing	28 Chemical products 29 Petroleum & coal products 30 Rubber & plastic products 31 Leather products 32 Stone, clay & glass products 33 Primary metal industries 34 Fabricated metal products 35 Machinery, not electrical 36 Electric & electronic mach. 37 Transportation equipment 38 Instruments & related 39 Miscellaneous manufacturing Transportation, Utilities 40 Railroad transportation 41 Local & inter-urban 42 Trucking and warehousing 43 U.S. postal service 44 Water transportation 45 Transportation by air 46 Pipelines, except gas 47 Transportation services 48 Communications 49 Electric, gas, sanitation Wholesale Trade	50 Wholesale: durable goods 51 Wholesale: nondur. goods Retail Trade 52 Building, garden supplies 53 General merchandise stores 54 Food stores 55 Auto dealers, gas stations 56 Apparel, accessory stores 57 Furniture, home furnishings 58 Eating & drinking places 59 Miscellaneous Finance, Insurance, Real Estate 60 Banking 61 Credit agencies, not banks 62 Security, commodity brokers 63 Insurance carriers 64 Insurance agents, brokers 65 Real estate 67 Holding & other companies Services 70 Hotels & other lodging 72 Personal services 73 Business services 75 Auto repairs & garages	76 Misc. repair services 78 Motion pictures 79 Amusement & recreation 80 Health services 81 Legal services 82 Educational services 83 Social services 84 Museums, botanical, zoos 86 Membership organizations 87 Engineering & management 89 Misc. services 90 Government 99 Non-classifiable
			Employees in All Businesses by 2-digit SIC Codes (Repeat the above variables)
			Sales by 2-digit SIC Codes (Repeat the above variables)
			Employees in Businesses (20 or more employees) by 2-digit SIC Codes (Repeat the above variables)

PRIZM is a revolutionary new segmentation system that harnesses the power of both household and geographic level data. PRIZM uses a patent-pending methodology that marries demographic and lifestyle data to help companies target their customers.

PRIZM® has a final schema—and it breaks new industry ground. The final model contains 66 segments consistent at both the household and geodemographic levels. PRIZM marks the first time marketers will have a means of using geodemographic segmentation, where appropriate and household-level segmentation, where appropriate—all using the same system. The 66-segment model resulted from these demographic drivers:

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Age • Income | <ul style="list-style-type: none"> • Presence of Children • Marital Status | <ul style="list-style-type: none"> • Homeownership • Urbanicity |
|---|--|---|

The final 66 segments are arranged to make up two standard sets of groups: Social Group and Lifestage Group.

PRIZM is a trademark of Nielsen, Inc.

Social Groups - based on an entirely new density model

The 14 Social Groups are classified by three levels of affluence (low, moderate, high) and by the following four levels of urbanization:

- **"Urban"**: Mega-cities with density score of 85-99 (on scale of 0 to 99); Urban areas comprise 19% of U.S.
- **"2nd City"**: Cities and big towns with density scores of 40-85; 2nd Cities comprise 18% of total U.S.
- **"Suburban"**: Suburbs of Urban and 2nd City areas, with density scores of 40-90; Suburbs comprise 23% of total U.S.
- **"Town & Country"**: Exurbs and towns with density less than 40; Town & Country comprises 40% of U.S.

"Density" refers to the density of population in neighborhoods. At its simplest, this involves dividing the total population of a particular census tract or block group by its land area and creating a density ranking of 0 to 99 (0 least dense, 99 most dense). For the PRIZM model, Nielsen' Data Research & Development team devoted extensive resources to creating a more accurate measure and classification of neighborhood density.

	PRIZM Segments
<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>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 SuburbsThe 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>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>

	PRIZM Segments
<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>	24 Up-and-Comers 27 Middleburg Managers 34 White Picket Fences 35 Boomtown Singles 41 Sunset City Blues
<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>	47 City Startups 53 Mobility Blues 60 Park Bench Seniors 62 Hometown Retired 63 Family Thrifts
<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>	05 Country Squires 09 Big Fish, Small Pond 11 God’s Country 20 Fast-Track Families 25 Country Casuals
<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>	23 Greenbelt Sports 28 Traditional Times 32 New Homesteaders 33 Big Sky Families 37 Mayberry-ville
<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>	38 Simple Pleasures 42 Red, White & Blues 43 Heartlanders 45 Blue Highways 50 Kid Country, USA 51 Shotguns & Pickups
<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>	48 Young & Rustic 55 Golden Ponds 56 Crossroads Villagers 57 Old Milltowns 58 Back Country Folks 64 Bedrock America

Lifestage Groups - based on age, Children

The 11 Lifestage Groups are classified by three levels of affluence (low, moderate, high) and by one of three primary categories of age-and-children combinations:

- **"Younger Years"**: Largely under age 35, these households have few—if any—children. Households tend to be singles, although there are also couples that fall into this Lifestage.
- **"Family Life"**: Households with kids meet the primary criteria for this Lifestage. While the householder age range is broad—25 to 54—and there are some couples that fall into this Lifestage, the vast majority of households have at least one child under 18.
- **"Mature Years"**: Largely over age 45, these are empty-nest households—mostly couples whose kids have flown the coop.

<p>Y1 - Midlife Success The eight segments in Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-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 suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise and travel.</p>	<p>PRIZM Segments 03 Movers & Shakers 08 Executive Suites 11 God's Country 12 Brite Lites, Li'l City 19 Home Sweet Home 25 Country Casuals 30 Suburban Sprawl 37 Mayberry-ville</p>
<p>Y2 – Young Achievers Young, hip singles are the prime residents of Young Achievers, a lifestage group of twenty somethings who've recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. These seven segments contain a high percentage of Asian singles, and there's a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music and lively nightlife. Young Achievers segments are twice as likely as the general population to include college students living in group quarters.</p>	<p>04 Young Digerati 16 Bohemian Mix 22 Young Influentials 23 Greenbelt Sports 24 Up-and-Comers 31 Urban Achievers 35 Boomtown Singles</p>
<p>Y3 - Striving Singles The seven segments in Striving Singles make up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twentysomething singles typically have low incomes—often under \$25,000 a year—from service jobs or part-time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food and inexpensive cars.</p>	<p>42 Red, White & Blues 44 New Beginnings 45 Blue Highways 47 City Startups 48 Young & Rustic 53 Mobility Blues 56 Crossroad Villagers</p>
<p>F1 – Accumulated Wealth The presence of children is the defining characteristic of the segments in the Family Life class. The three segments in Accumulated Wealth contain the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals—the group's median income is nearly six figures—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 print media, expensive cars and frequent vacations—often to theme parks as well as European destinations.</p>	<p>02 Blue Blood Estates 05 Country Squires 06 Winner's Circle</p>
<p>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. Ethnically diverse, these households include an above-average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.</p>	<p>13 Upward Bound 17 Beltway Boomers 18 Kids & Cul-de-Sacs 20 Fast-Track Families 29 American Dreams</p>
<p>F3 - Mainstream Families Mainstream Families refers to a collection of seven segments of middle- and working-class child-filled households. While the age range of adults is broad—from 25 to 54—most families have at least one child under 18. And residents in this exurban group share similar consumption patterns, living in modestly priced homes—including mobile homes—and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk and televised media.</p>	<p>32 New Homesteaders 33 Big Sky Families 34 White Picket Fences 36 Blue-Chip Blues 50 Kid Country, USA 51 Shotguns & Pickups 52 Suburban Pioneers 54 Multi-Culti Mosaic</p>
<p>F4 - Sustaining Families Sustaining Families is the least affluent of Family Life groups, an assortment of segments that range from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian and Hispanic families, these segments also display geographic diversity—from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: Households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.</p>	<p>63 Family Thrifts 64 Bedrock America 65 Big City Blues 66 Low-Rise Living</p>

<p>M1 - Affluent Empty Nests While those on the “MTV side” of fifty may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. The four wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes—from urban to small-town areas—they all share a propensity for living in 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, exercise equipment and business media. These folks are also community activists who write politicians, volunteer for environmental groups and vote heavily in elections.</p>	<p>01 Upper Crust 07 Money & Brains 09 Big Fish, Small Pond 10 Second City Elite</p>
<p>M2 - Conservative Classics College educated, over 55 years old and upper-middle-class, the six segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. 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 like the Olive Garden or Lone Star Steakhouse.</p>	<p>14 New Empty Nests 15 Pools & Patios 21 Gray Power 26 The Cosmopolitans 27 Middleburg Managers 28 Traditional Times</p>
<p>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 and white, 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.</p>	<p>38 Simple Pleasures 39 Domestic Duos 40 Close-In Couples 41 Sunset City Blues 43 Heartlanders 46 Old Glories 49 American Classics</p>
<p>M4 - Sustaining Seniors Sustaining Seniors consists of nine segments filled with older, economically challenged Americans. Racially mixed and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under \$25,000. 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.</p>	<p>55 Golden Ponds 57 Old Milltowns 58 Back Country Folks 59 Urban Elders 61 City Roots 60 Park Bench Seniors 62 Hometown Retired</p>

PRIZM segments are numbered 01 to 66, based on an overall affluence measure. This is in accord with MicroVisions’[®] numbering scheme but is slightly different from what existing PRIZM clients are used to seeing. PRIZM has have lots of segment names that Nielsen users will recognize. Upper Crust, Blue Blood Estates, Movers & Shakers, Winner's Circle, American Classics and Urban Achievers are among the existing segment names from both MicroVision and PRIZM 62 making a return performance in PRIZM.

01 Upper Crust

The nation’s most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

02 Blue Blood Estates

Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation’s second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

03 Movers & Shakers

Movers & Shakers is home to America’s up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54 and often with children. Given its high percentage of executives and white-collar professionals, there’s a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.

04 Young Digerati

Young Digerati are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

05 Country Squires

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who’ve fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.

06 Winner's Circle

Among the wealthy suburban lifestyles, Winner’s Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner’s Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.

07 Money & Brains

The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers, predominantly white with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots.

08 Executive Suites

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation’s beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

09 Big Fish, Small Pond

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.

10 Second City Elite

There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater to dance productions.

11 God's Country

When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.

12 Brite Lites, Li'l City

Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.

13 Upward Bound

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.

14 New Empty Nests

With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active and activist-lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

15 Pools & Patios

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960s—residents work as white-collar managers and professionals, and are now at the top of their careers.

16 Bohemian Mix

A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals,

Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

17 Beltway Boomers

The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.

18 Kids & Cul-de-Sacs

Upscale, suburban, married couples with children—that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

19 Home Sweet Home

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

20 Fast-Track Families

With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.

21 Gray Power

The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

22 Young Influentials

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

23 Greenbelt Sports

A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.

24 Up-and-Comers

Up-and-Comers is a stopover for young, midscale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile, twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.

25 Country Casuats

There's a laid-back atmosphere in Country Casuats, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

26 The Cosmopolitans

Educated, midscale and multi-ethnic, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.

27 Middleburg Managers

Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 55 years old, with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.

28 Traditional Times

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

29 American Dreams

American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.

30 Suburban Sprawl

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue cocooning versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

31 Urban Achievers

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are

foreign-born, and even more speak a language other than English.

32 New Homesteaders

Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.

33 Big Sky Families

Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball, besides going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

34 White Picket Fences

Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.

35 Boomtown Singles

Affordable housing, abundant entry-level jobs and a thriving singles scene—all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.

36 Blue-Chip Blues

Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

37 Mayberry-ville

Like the old Andy Griffith show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

38 Simple Pleasures

With more than two-thirds 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. And a disproportionate number served in the military; no segment has more members of veterans clubs.

39 Domestic Duos

Domestic Duos represents a middle-class mix of mainly over 55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

40 Close-In Couples

Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

41 Sunset City Blues

Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting closed to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by night, and family-style restaurants at day.

42 Red, White & Blues

The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.

43 Heartlanders

America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

44 New Beginnings

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

45 Blue Highways

On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish, the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

46 Old Glories

Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

47 City Startups

In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafes, bars, laundromats and clubs that cater to twentysomethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

48 Young & Rustic

Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and living in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.

49 American Classics

They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.

50 Kid Country, USA

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, these working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.

51 Shotguns & Pickups

The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.

52 Suburban Pioneers

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

53 Mobility Blues

Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.

54 Multi-Culti Mosaic

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

55 Golden Ponds

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.

56 Crossroads Villagers

With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with lower-middle incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.

57 Old Milltowns

America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.

58 Back Country Folks

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living 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.

59 Urban Elders

For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans, and tend

to be downscale, with singles living in older apartment rentals.

60 Park Bench Seniors

Park Bench Seniors typically are retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.

61 City Roots

Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

62 Hometown Retired

With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest lifestyles. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

63 Family Thrifts

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.

64 Bedrock America

Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.

65 Big City Blues

With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.

66 Low-Rise Living

The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance.

Overview

The Retail Market Power™ (RMP) database provides an actionable portrait of sales opportunity for optimal site and market analysis, so you can maximize your growth strategies by accurately targeting the sales gaps that exist in the marketplace. By using sales potential to depict supply and geography-based estimates of potential annual consumer expenditures to depict demand within a specific market, RMP enables an opportunity gap analysis of the retail environment. The database was developed using the Consumer Expenditure (CEX) surveys conducted by the Bureau of Labor Statistics and the Census of Retail Trade conducted by the US Census. Current-year (CY) supply and demand estimates and five-year (5Y) demand projections are available for all standard census, postal, and marketing geographies.

Supply Side Estimates

The base for the supply side, or potential sales, estimates for Nielsen Retail Market Power is the 2007 CRT, a component of the Economic Census fielded by the U.S. Census Bureau. The county-level data from CRT is updated to 2011 by accounting for changes in business sales activity each year. This is done using wage and employment data from the BLS Quarterly Census of Employment and Wages (QCEW) file, as well as local sales tax data. The county-level values are allocated to block groups based on employment counts from the Nielsen Business-Facts database. This results in block group-level potential retail sales estimates by NAICS. The NAICS categories are further broken out by Merchandise Lines and adjusted to reflect current-year totals of retail sales. Data Sources for Potential Sales:

- Census of Retail Trade (CRT)
- Nielsen Business-Facts
- State Sales Tax reports
- Annual Survey of Retail Trade
- Census of Employment & Wages
- Trade Associations

Demand Side Estimates

The base for the demand side or potential expenditures estimates is the Consumer Expenditures Survey (CEX) from the Bureau of Labor Statistics. Estimates are produced by developing regression models of household expenditures for a wide range of goods and services. These household level models are combined with Nielsen current year demographic estimates to create geographic estimates of potential household demand for products and services. Using CRT information, those estimates are assigned to NAICS categories and used to estimate potential demand by NAICS code.

In order to ensure that the potential demand estimates are aligned with expenditures at the macro level, control totals are introduced into the development process. These control totals are obtained thorough Global Insights, which is the premier source of information at the national level. Trade Associations data is also a part of the control process and it serves as a measure of expenditures in specific industries. Similar to the supply side, estimates are developed using the NAICS standard.

Data Sources for Potential Expenditures:

- Consumer Expenditure Survey (CEX)
- Nielsen Current Year demographics
- Global Insights
- Trade Associations

Opportunity Gap/Surplus

Retail Market Power allows you to compare supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level. Such comparison can be achieved at the retail outlet level or the merchandise line level. An opportunity gap appears when household expenditures levels for a specific geography are higher than the corresponding retail sales estimates. This difference signifies that resident households are meeting the available supply and supplementing their additional demand potential by going outside of their own geography. The opposite is true in the event of an opportunity surplus. That is, when the levels of household expenditures are lower than the retail sales estimates. In this case, local retailers are attracting residents of other areas into their stores.

Nielsen Data includes Census and ZIP Code Boundary files to use with MapInfo or ArcView.

Retail Store Types (RST)

Retail Market Power expenditures and retail sales estimates are organized by retail store types. Each retail store type is assigned purchases for each RMP category according to the proportion of sales.

Total Retail Sales Including Eating and Drinking Places**Motor Vehicle and Parts Dealers-441**

- Automotive Dealers-4411
- Other Motor Vehicle Dealers-4412
- Auto Parts/Accessories, Tire Stores-4413

Furniture and Home Furnishings Stores-442

- Furniture Stores-4421
- Home Furnishing Stores-4422

Electronics and Appliances Stores-443

- Appliances, Televisions, Electronics Stores-44311
- Household Appliances Stores-443111
- Radio, Television, Electronics Stores-443112
- Computer and Software Stores-44312
- Camera and Photographic Equipment Stores-44313

Building Material and Garden Equipment Stores-444

- Building Material and Supply Dealers-4441
- Home Centers-44411
- Paint and Wallpaper Stores-44412
- Hardware Stores-44413
- Other Building Materials Dealers-44419
- Building Materials, Lumberyards-444191
- Lawn/Garden Equipment, Supplies Stores-4442
- Outdoor Power Equipment Stores-44421
- Nursery and Garden Centers-44422

Food and Beverage Stores-445

- Grocery Stores-4451
- Supermarket, Grocery Excluding Convenience Stores-44511
- Convenience Stores-44512
- Specialty Food Stores-4452
- Beer, Wine and Liquor Stores-4453

Health and Personal Care Stores-446

- Pharmacies and Drug Stores-44611
- Cosmetics, Beauty Supplies, Perfume Stores-44612
- Optical Goods Stores-44613
- Other Health and Personal Care Stores-44619

Gasoline Stations-447

- Gasoline Stations with Convenience Stores-44711
- Other Gasoline Stations-44719

Clothing & Clothing Accessories Stores-448

- Clothing Stores-4481
- Men's Clothing Stores-44811
- Women's Clothing Stores-44812
- Children's, Infants' Clothing Stores-44813
- Family Clothing Stores-44814
- Clothing Accessories Stores-44815
- Other Clothing Stores-44819
- Shoe Stores-4482

- Jewelry, Luggage, Leather Goods Stores-4483
- Jewelry Stores-44831
- Luggage and Leather Goods Stores-44832

Sporting Goods, Hobby, Book, Music Stores-451

- Sporting Goods, Hobby, Musical Instrument Stores-4511
- Sporting Goods Stores-45111
- Hobby, Toys & Games Stores-45112
- Sew/Needlework/Piece Goods Stores-45113
- Musical Instrument and Supplies Stores-45114
- Book, Periodical and Music Stores-4512
- Book Stores and News Dealers-45121
- Book Stores-451211
- News Dealers & Newsstands-451212
- Prerecorded Tapes, CDs, Record Stores-45122

General Merchandise Stores-452

- Department Stores Excluding Leased Departments-4521
- Other General Merchandise Stores-4529
- Warehouse Clubs and Super Stores-45291
- All Other General Merchandise Stores-45299

Miscellaneous Store Retailers-453

- Florists-4531
- Office Supplies, Stationery, Gift Stores-4532
- Office Supplies, Stationery Stores-45321
- Gift, Novelty and Souvenir Stores-45322
- Used Merchandise Stores-4533
- Other Miscellaneous Store Retailers-4539

Non-Store Retailers-454

- Electronic Shopping, Mail-Order Houses-4541
- Vending Machine Operators-4542
- Direct Selling Establishments-4543

Foodservice and Drinking Places-722

- Full-Service Restaurants-7221
- Limited Service Eating Places-7222
- Special Foodservices-7223
- Drinking Places Alcoholic Beverages-7224

GAFO (General merchandise, Apparel, Furniture and Other)

- General Merchandise Stores-452
- Clothing and Clothing Accessories Stores-448
- Furniture and Home Furnishings Stores-442
- Electronics and Appliance Stores-443
- Sporting Goods, Hobby, Book, Music Stores-451
- Office Supplies, Stationery, Gift Stores-4532

Merchandise Line Items (MLI)

RMP can also be accessed via Merchandise Line Items. This is a limited list that includes 38 major merchandise line items. MLI are available for both expenditures and retail sales estimates.

Groceries and Other Foods	Sewing, Knitting and Needlework Goods	Photographic Equipment and Supplies
Meals and Snacks	Curtains, Draperies, Blinds, Slipcovers etc.	Toys, Hobby Goods and Games
Alcoholic Drinks	Major Household Appliances	Optical Goods
Packaged Liquor/Wine/Beer	Small Electric Appliances	Sporting Goods
Cigars, Cigarettes, Tobacco and Accessories	Televisions, Video Recorders, Video Cameras	Hardware, Tools, Plumbing, Electrical
Drugs, Health Aids and Beauty Aids	Audio Equipment, Musical Instruments	Lumber and Building Materials
Soaps, Detergents and Household Cleaners	Furniture and Sleep Equipment	Paint and Sundries
Paper and Related Products	Flooring and Floor Coverings	Cars, Trucks, Other Powered Transportation
Men's Wear	Computer Hardware, Software and Supplies	Automotive Fuels
Women's, Juniors' and Misses' Wear	Kitchenware and Home Furnishings	Automotive Lubricants
Children's Wear	Jewelry	Pets, Pet Foods and Pet Supplies
Footwear	Books	All Other Merchandise

nielsen Net Worth Indicators & Income Producing Assets

Net Worth Indicators

Targeting high net worth individuals can be elusive. You know they exist in the market and in your current customer file, but you need a cost-effective way to find them. These households are key targets to cross-sell and cultivate into your most profitable relationships.

Nielsen' Net Worth Indicators can help you identify highly desirable households by helping you answer such questions as:

- How much are the households worth?
- Who are my affluent customers?
- Which customers would be most likely to need special services, such as trusts?
- Which customers have the greatest growth potential?

Benefits of using Net Worth Indicators

For more successful targeting of high net worth individuals, Nielsen' Net Worth Indicators is a tool with many applications. The Net Worth model is based on actual, not forecasted, net worth information from Nielsen' Financial Track—the largest financial survey in the industry—for which Nielsen has actual dollar measures from each survey respondent. From the survey base, information for nearly 250,000 households (rolling three years of quarterly surveys) is used to construct balance information for a variety of financial products and services that are core to the Nielsen Net Worth Indicators. Net Worth is calculated by subtracting all liabilities, such as loans and mortgages, from all assets, including real estate, investments and cash. Then, the model is optimized using household-level data elements available on the Equifax Consumer Marketing Database. The result is the industry's most reliable indicator of a household's net worth, the Nielsen Net Worth Indicators which is appended to your customer file. Here's how you'll benefit:

- **Superior Customer Management** – Net Worth Indicators segment your customers to determine cross-selling opportunities for products and services. It's ideal for targeting mutual funds and annuity products, as well as brokerage services.
- **Enhanced Targeting For Direct Mail** – Reduce your mailing costs and increase your response rates with the improved targeting Net Worth Indicators. Effectively target prospects for new services by segmenting your customer list based on a household's net worth.
- **Easy-To-Use Output** – Unlike traditional rank ordering models developed in the past, the Nielsen Net Worth Indicators output is the estimated net worth value in hundreds of dollars, rather than a score. There is no translation required to interpret the model, just an indicator for easy identification.
- **Balanced Risk/Opportunity Model Development** – Use the Net Worth Indicators in conjunction with segmentation models, or create your own custom model, to add power and precision to your marketing strategies. Augmenting a risk model with the Net Worth Indicator can allow you to implement innovative strategies for cross-selling or

targeting while controlling risk. Net Worth Indicators are available for appending to your current customer file, as well as for determining market penetration and potential via the Net Worth Market Estimates database.

An easy way to target your prospects

Net Worth is defined as a household's total financial assets minus its liabilities. Assets include financial holdings such as deposit accounts, investments and home value. Liabilities include loans, mortgages and credit card debt. The following standard Net Worth breaks are available using Equifax household-level data:

1 = \$0 – \$24,999	5 = \$100,000 – \$149,999	9 = \$750,000 – \$999,999
2 = \$25,000 – \$49,999	6 = \$150,000 – \$249,999	10 = \$1,000,000 +
3 = \$50,000 – \$74,999	7 = \$250,000 – \$499,999	
4 = \$75,000 – \$99,999	8 = \$500,000 – \$749,999	

Income Producing Assets

Proven Technology to Estimate True Affluence

The Key Predictor Of Real Worth

The Nielsen Income Producing Assets (IPA) database contains current year and five-year estimates of the number of households. The IPA database includes ten categories of IPA value, and provides estimates for geographies as small as block groups. The IPA database contains the following data breaks:

- \$2,000,000 or more
- \$1,000,000 – \$1,999,999
- \$750,000 – \$999,999
- \$500,000 – \$749,999
- \$250,000 – \$499,999
- \$100,000 – \$249,999
- \$75,000 – \$99,999
- \$50,000 – \$74,999
- \$25,000 – \$49,999
- Less than \$25,000

For Marketers That Need to go Beyond Net Worth And Gross Assets

Nielsen designed the IPA database to provide a more powerful way to measure segments of the affluent and wealth markets than net worth or gross assets. Because IPA recognizes that as Americans get wealthier, their assets holdings change, it has many advantages over traditional income and net worth segmentation including:

- Offers greater discrimination between the high and low ends of the economic spectrum
- Clearly delineates segments in the affluent sector
- Powerfully predicts consumer demand for a variety of important financial services and products when compared to microeconomic or demographic variables

Use IPA to Target Market:

The Income Producing Assets estimates have many applications for financial marketers, including:

- Accurately selecting the best location for new branches
- Developing a merchandise mix for individual branches based on the distribution of households by their IPA levels
- Locating and analyzing new markets for unique high-end products

Methodology

Nielsen' IPA estimates rely on the Market Audit – Nielsen' annual survey of more than 100,000 households about financial behavior – as well as Nielsen' industry-leading demographic updates and Census Public-Use MicroSample (PUMS) data.

Overview

Nielsen Financial CLOUT® is a database that contains the current-year (CY) and five-year (FY) projections of market penetration and dollar balances for more than 100 financial products. These estimates and projections include all basic banking products and auxiliary services, such as paying bills using the telephone or Internet, and other services, such as investments and retirement accounts.

Nielsen Data includes Census and ZIP Code Boundary files to use with MapInfo or ArcView.

Financial CLOUT Demand

<p>Checking/DDA Products Interest DDA Regular/Non-Interest DDA Transaction/DDA</p> <p>Credit Card Products AMEX Optima Card AMEX Optima Card with revolving balance Bank Credit Card Bank Credit Card with revolving balance Discover Card Discover Card with revolving balance MasterCard Card MasterCard with revolving balance VISA Card VISA Card with revolving balance</p> <p>Delivery Products Account Relations (Ave. per household) Asset/Cash Management Account ATM/Debit Cardholder ATM/Debit Card User ATM/Debit Trans/Month (Ave. per HH) Direct Deposit Payroll Holding Company Relations (Ave. per HH) Institution Relations (Ave. per HH) Mutual Fund,Obtain by Mail Mutual Fund,Obtain by Phone Mutual Fund,Obtain from Bank/SL/CU Mutual Fund,Obtain from Brokerage Mutual Fund,Obtain from Mut Fnd Co Mutual Fund,Obtain from Other Mutual Fund,Obtain in Person Mutual Fund,Obtain through Internet</p>	<p>Mutual Fund,Obtain Use Oth Method Online Trades,3mos Online Transfers,3mos Pay Bill via Internet,3mos Social Security/Direct Deposit Use Electronic Banking (exc ATM) Use Electronic Banking (inc ATM) Use Internet Banking</p> <p>Installment Loan Products Auto Lease By Dealer On Own Auto Loans By Dealer On Own First Mortgages First Mortgages > \$150,000 Personal Loans (PL) PL Other Types PL Second Mortgage PL,Student Loan</p> <p>Insurance Products Annuities Cash Value Insurance Fixed Rate Annuities Variable Rate Annuities</p> <p>Investment Products Any Prod/Investment Service (exc 401k) Any Prod/Investment Service (inc 401k) Brokerage Services,Discount Brokerage Services,Full Service Brokerage Services,Total</p>	<p>Collectibles/Precious Metals/Other Corporate/Municipal Bonds Futures/Warrants/Options Government Securities Make Stock Trades,3mos Money Market Mutual Funds Mutual Funds (exc IRAs) Mutual Funds (inc IRAs) Mutual Funds (Stock/Bond) Real Estate Investments Securities Stock Stocks from Employer Stocks not from Employer Total Mutual Funds Trust/Estate Planning Services US Saving Bond/T-Bills/Notes</p> <p>Lines of Credit Products American Express Card (AMEX) Home Equity Line of Credit (HELOC) HELOC with revolving balance Personal Line of Credit (PLC) PLC with revolving balance PLC,Other Types PLC,Other Types with revolving balance PLC,Overdraft Protection PLC,Overdraft Protection with revolving balance</p>
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Overall Credit Measures

Credit Products (exc Mortgage)
 Credit with revolving balance (exc Mortgage)
 Credit Products (inc Mortgage)
 Credit with revolving balance (inc Mortgage)
 Credit Products (exc Mortgage/CC)
 Credit with revolving balance (exc Mortgage/CC)
 Installment Credit Products
 R/E Secured Credit (exc 1st Mortgage)
 R/E Secured Credit (inc 1st Mortgage)
 Revolving Credit Products
 Fixed Rate Mortgages (Residential)
 Adjustable Rate Mortgages (ARM) (Residential)
 Other Type of Interest Rate Mortgages
 (Residential)

Overall Deposit Measures

Deposit Products
 Liquid Deposit Products

Retirement Products

401k in Mutual Funds
 401k Plans
 IRA Products
 IRA in CD Products
 IRA in Mutual Funds
 IRA in Other Products
 IRA in Other Investment
 IRA in Savings Accounts
 IRA in Securities Products
 Keogh Plans
 Other Retirement Plan Products
 Private Pension Plans
 Retirement Savings Products
 ROTH IRA

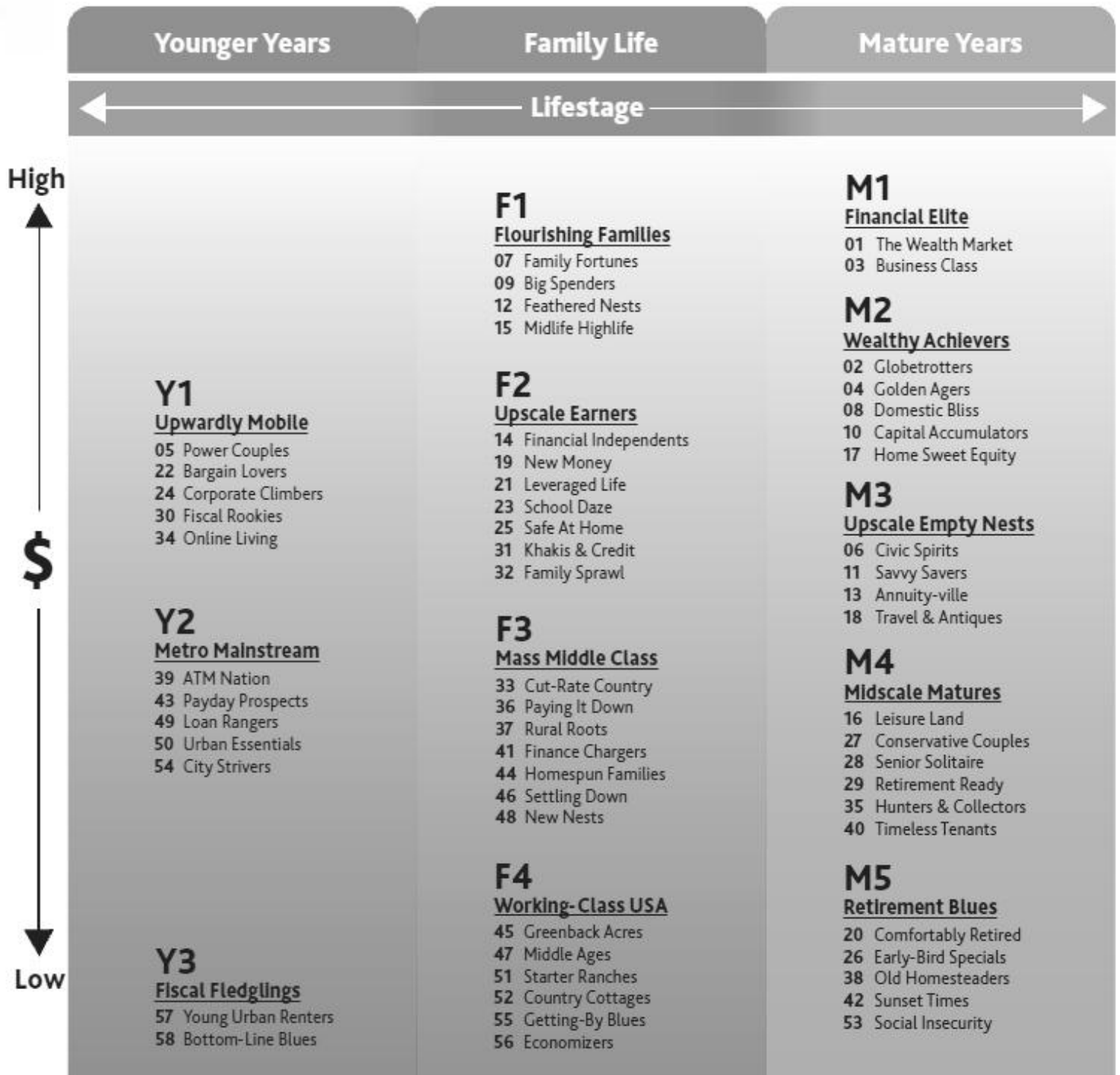
Savings Products

CD Products (exc CD IRAs)
 CD Products (inc CD IRAs)
 Fixed-Interest Savings (exc IRA)
 Money Market Savings Products
 Regular/Liquid Savings (exc IRA)
 Savings Products
 Variable-Interest Saving (exc IRA)
 Tax-Advantaged College Savings Account (529
 Educational Savings Plan, Educational IRA,
 prepaid tuition, etc.)
 Financial Clout Demand 2014 Projection
 5yr Projected Total Households
 5yr Projected Total Income (Millions)
 5yr Projected Average Household Income

Overview

Nielsen P\$YCLE is a household segmentation system that groups consumers into 58 segments based on income producing assets and a wide variety of financial and investment behavior. The 58 P\$YCLE® segments fit within 12 Lifestage Groups based on age, family structure, income and assets. A complete description of each of the segments can be found in a sample report on the Tetrad website:

(www.tetrad.com/pub/documents/psyclesample.pdf).



Overview

The Bank Branch Database is a wealth of data about the nation’s bank branch system including the name, address, and total deposits for every branch of every bank, savings bank, savings and loan, and credit union in the U.S. The database also lists every institution’s branch parent and holding company.

Benefits of using Bank Branch Locations

The Bank Branch data can be easily incorporated into both mapping and reporting applications, and is useful for analyzing your competition and determining the deposit levels in your trade areas. For example, competitive data for small trade areas or major market areas is available in the database. The Bank Branch database is a useful tool for a number of applications including:

- Detailed competitive analysis
- Branch site evaluation
- Merchandising at the branch level
- Mergers and acquisitions
- Strategic planning
- Resource allocation
- Alternate delivery systems planning

Bank Branch Locations	
<ul style="list-style-type: none"> Bank Name Bank ID Branch Name Branch Number Popular Name Address City State ZIP plus 4 Holding Company Name Holding Company ID Holding Company City Holding Company State Year Opened Established Date Acquisition Date Bank Type Office Type Summary: Total Number of Branches Total Number of Institutions Year Opened Bank Type Office Type 	<ul style="list-style-type: none"> Number of Bank Branches Amount on Deposit This Year Last Year Past 3 Years Percent Change in Last Year Number of Savings & Loan Branches Amount on Deposit This Year Last Year Past 3 Years Percent Change in Last Year Number of Credit Union Branches Amount on Deposit This Year Last Year Past 3 Years Percent Change in Last Year

Nielsen’ data source is Highline Data LLC. When the Federal Deposit Insurance Corporation (FDIC), the Savings Association Insurance Fund (SAIF), and the National Credit Union Association release their annually compiled lists of all branch locations of financial institutions, Highline quickly edits, enhances, and refines the government data. Highline also attaches historical deposit information to each branch, and verifies key data items. The Bank Branch database is an asset to financial marketers because it is the only source that offers this breadth of data.

Please Note - Bank Branch Locations are part of a Financial package that also includes:

- Pop-Facts
- Business Facts
- Financial Clout

Overview

ICD-9 Health Care Utilization datasets represent unique information regarding several important aspects of outpatient and physician services. The Demographic Datasets can be used for a number of strategic planning, physician recruiting and programmatic development initiatives.

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Ambulatory Care

The shift from inpatient to outpatient care continues to impact the delivery of basic healthcare in the U.S. today. Obtaining comprehensive information regarding ambulatory service utilization and demand is important to the development of appropriate provider networks and delivery systems to serve the needs of the population. These predictive datasets combine the most accurate utilization data, estimates, and projections for physician, hospital emergency, outpatient department services and ambulatory surgery cases by procedure to present a complete view of an ambulatory services market.

Uses

- Forecast the utilization of ambulatory services in an area by physician specialty.
- Estimate patient visits to hospital emergency and outpatient departments.
- Identify market opportunities by benchmarking actual utilization to expected norms.
- Project annual physician office visits by diagnosis and procedure.
- Analyze a site or market area for constructing new ambulatory healthcare delivery facilities.

Sources

National Ambulatory Medical Care Survey, National Hospital Ambulatory Medical Care Survey, National Health Interview Survey, Persistent Regional Differences Database, Medical Management Index and Trend Database and Applied Geographic Systems.

Behavioral Medicine

Behavioral healthcare often fails to receive attention commensurate with its impact on the nation's total healthcare picture. The treatment of behavioral disorders and substance abuse is highly managed and affects many other areas of care. There is a rapid shift towards delivering these services in the outpatient setting. These predictive datasets present the complete spectrum of mental health care.

Uses

- Project the potential outpatient population by diagnosis.
- Forecast the number of hospital admissions and bed days.
- Perform a needs assessment of mental health services for a covered population.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Ambulatory Medical Care Survey, National Hospital Discharge Survey, Persistent Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Cancer Care

The fight against cancer is a major focus of healthcare research. The death rate from malignant neoplasms continues to edge upward. Cancer is the second leading cause of death in this country for all age groups and the leading cause among the 45-64 age cohort. These predictive datasets focus on the treatment of cancer and provide a broad spectrum of information related to the most prevalent types of neoplasms. The information includes estimates and projections of physician utilization by diagnosis and diagnostic testing by site of service.

Uses

- Benchmark actual experience against expected norms.
- Estimate the potential for oncology related services.
- Project the number of hospital discharges.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Ambulatory Medical Care Survey, National Hospital Ambulatory Care Survey, National Hospital Discharge Survey, Persistent Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Cardiovascular Services

Heart disease affects more than fifty million Americans and is the leading cause of death for men and women in the U.S. today. Nowhere in medicine is timely access to services and facilities and the ability to accurately analyze the population more important. As the baby boom generation ages, heart disease will continue to be a significant concern despite the fact that cardiovascular mortality rates have declined over the past two decades. Cardiovascular care is witnessing a tremendous amount of innovation in the areas of diagnostic testing, invasive and noninvasive procedures, and pharmaceuticals. These predictive datasets provide estimates and projections of inpatient and outpatient cardiac procedures.

Uses

- Identify the need for new technologies and capital equipment.

- Evaluate the prevalence of cardiovascular conditions in a given population.
- Project the number of inpatient and outpatient cardiovascular related procedures.
- Forecast the expected inpatient population.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Health Interview Survey, National Ambulatory Medical Care Survey, National Survey of Ambulatory Surgery, National Hospital Discharge Survey, Persistent Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

DRG

Diagnosis Related Groups (DRGs) introduced by the Health Care Financing Administration are a means of grouping related conditions and stabilizing reimbursements. Payers and institutions use DRGs to measure utilization and allocate resources. They provide a convenient, standardized means for evaluating inpatient hospital care. The Major Diagnostic Category (MDC), classification is a roll-up of individual DRGs into groupings based primarily upon bodily systems. Currently, there are 25 MDCs.

DRG caseload estimates are developed from the total DRG universe incorporating admissions from all ages and all payer types. These predictive datasets present inpatient discharge estimates that are more representative of the total population in a market than similar estimates created solely with Medicare data.

Uses

- Project the potential inpatient volume in your market.
- Develop market share estimates.
- Benchmark actual experience against expected norms.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Hospital Discharge Survey, HCUP-3 (Release 2), Persistent Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Eye Care

The highest volume of ambulatory procedures are those related to eye treatment. These predictive datasets contain diagnostic and procedural level data estimates and projections for both inpatient and office-based care including optometric dispensing and ambulatory surgical procedures.

Uses

- Forecast the need for ophthalmologists within a given population.
- Estimate the total market for all types of eye treatment.
- Project the potential procedural volume.
- Analyze the market for optometric services.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Ambulatory Medical Care Survey, National Hospital Discharge Survey, Persistent Regional Differences Database, National Survey of Ambulatory Surgery, Medical Management Index and Trend Database and Applied Geographic Systems.

Pediatric

Pediatric patients require different services from that of adult patients. Proper pediatric care is critical in preventing the development of serious conditions and controlling costs incurred by this segment of the population. These predictive datasets contain estimates and projections on a broad variety of inpatient and outpatient data to provide a comprehensive overview of this important market segment including ambulatory surgery cases.

Uses

- Project the potential pediatric inpatient and outpatient population.
- Forecast the expected volume of procedures.
- Estimate physician utilization by diagnosis and specialty.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Hospital Discharge Survey, National Hospital Ambulatory Medical Care Survey, National Ambulatory Medical Care Survey, National Health Interview Survey, National Survey of Ambulatory Surgery Persistent Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Rehabilitation

Rehabilitative care is an important component of healthcare. It is increasingly specialized and subjected to the pressures of managed care. There is a shift away from acute care services towards outpatient long-term care. These descriptive datasets describe the orthopedic and neurological specialties, as they are the primary points of entry into rehabilitative care.

The DRG caseload estimates focuses on those DRGs as identified by ABI Associates in a study of subacute care in freestanding skilled nursing facilities. The study revealed that many of these DRGs were treatable in long-term care facilities with subacute programs.

Uses

- Project the potential rehabilitation patient population.
- Estimate the expected physical therapy patient volume.
- Forecast the orthopedic and neurological specialty patient volume.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Hospital Ambulatory Medical Care Survey, National Hospital Discharge Survey, National Ambulatory Medical Care Survey, National Survey of Ambulatory Surgery, Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Renal Care

Diabetes Mellitus is one of the top 10 causes of death among persons of all ages. Renal disease is a leading cause of death among persons age 65 and older. Diabetes can contribute to a constellation of health problems, such as ophthalmic conditions, vascular disease, non-healing wounds, and renal disease. End-stage renal disease (ESRD) can necessitate renal dialysis or kidney transplantation (by far the most common organ transplant). Treatment of diabetes and renal disease account for over 10% of healthcare expenditures. With access to appropriate services diabetes is a manageable and often preventable disease. These predictive datasets contain estimates and projections of renal and diabetes related services.

Uses

- Predict the need for new technologies and capital equipment
- Identify the prevalence of renal conditions in a specific population
- Project the demand for renal dialysis
- Forecast the expected diabetic populations.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

U.S. Renal Data System, National Ambulatory Medical Care Survey, National Hospital Ambulatory Medical Care Survey, National Hospital Discharge Survey, Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Respiratory

Diseases and disorders of the respiratory system are the second most common Major Diagnosis Category (MDC) in the United States. It is projected that over 3.4 million disorders and diseases of the respiratory system will be diagnosed in the year 2003. These predictive datasets include estimates and projections of the number of physician office visits, inpatient and outpatient hospital visits, and the general incidence of respiratory conditions.

Uses

- Forecast the need for respiratory services within a given population.
- Identify the prevalence of respiratory conditions for your region.

- Plan the resources necessary to meet inpatient and outpatient service demand.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Ambulatory Medical Care Survey, National Hospital Ambulatory Medical Care Survey, National Hospital Discharge Survey, National Survey of Ambulatory Surgery, National Health Interview Survey, Persistent Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Senior Care

Americans are living longer. The number of adults over 75, 85, and 95 years of age is increasing, a trend that will continue. Over the coming decades the baby boomers will be entering their golden years, increasing the need for senior services. The elderly require services that address a unique set of needs. The senior population often requires more frequent healthcare services, more temporary and permanent inpatient or institutional healthcare than younger adults and more general lifestyle services.

The physical health and psychosocial needs of older adults are more diverse and complex than any other segment of the population. Age-related changes combined with chronic health problems, acute illness and other life events create a need for gerontologically sound healthcare services. The majority of seniors rely upon Medicare for reimbursement of hospital and medical expenses. A dramatic shift to managed care within the Medicare program is affecting the delivery of care to this population. These predictive datasets contain extensive information related to the healthcare utilization characteristics of the senior population including estimates and projections of the number of ambulatory surgery cases.

Uses

- Project the potential for home health services.
- Estimate the expected market for senior health services.
- Analyze the relative mixture of long-term care services.
- Focus on and quantify your target population.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Ambulatory Medical Care Survey, National Hospital Ambulatory Medical Care Survey, National Hospital Discharge Survey, National Health Interview Survey, National Survey of Ambulatory Surgery, National Home and Hospice Care Survey, National Nursing Home Survey, HCFA, Persistent Regional Differences Database, Medical Management Index and Trend Database, and Applied Geographic Systems.

Women's Care

Women receive approximately 60% of office-based and inpatient care, and often are the primary household decision makers for healthcare services. These predictive datasets provide a concise overview of the services unique to women. Utilization estimates are limited to women age 15 and older. They include estimates and projections of the number of ambulatory surgery cases performed on this distinct population.

Uses

- Forecast the potential inpatient and outpatient population for women's healthcare services.
- Quantify the need for physician office-based care.
- Estimate the expected demand for diagnostic and screening services by location.
- Identify market opportunities by benchmarking actual utilization to expected norms.

Sources

National Hospital Discharge Survey, National Ambulatory Medical Care Survey, National Hospital Ambulatory Medical Care Survey, National Survey of Ambulatory Surgery, Persistent Regional Differences Database, Medical Management Index and Trend Database, and Nielsen.



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