



PRIZM NE Segment Matrix

To gain a better understanding of the PRIZM NE segments, Claritas provides a series of demographic qualifiers used to describe the segments across core dimensions. These “target finder” demographics combine a bit of science and art, however the series of descriptors below provide the broad range of predominant values for each demographic item. Unless noted, all demographic tables were created using neighborhood (Block Group) demographics and PRIZM NE assignments at the block group and ZIP+4 levels. For greater precision, demographics using household assignments provide a more distinct and purer distribution—especially for age and presence of children. Please see “PRIZM NE Segment Snapshots” for additional detail.

Household Composition

Uses five classes that cover singles, couples, families (married couples with children), as well as a mixed category of mostly singles and single parents. Nationally, about one-quarter of householders are single, 51% are married and 36% of households have children (including single parents). Household composition is classified using the distributions, or ranges, for *household size*, *presence of children*, and *marital status* by each segment, according to the following index thresholds:

- **Mostly Singles** ...where HH 1 Person >105 and Married Couples <70 and HHs w/Children not>105
- **Families w/Kids** ...where "w/Kid" is direct split at PNE HH-Level (e.g., Lifestage)
- **Mix, w/Kids** ...where HHs w/ 1+ persons Under 18 >110 and Lifestage is Family Life
- **Married Couples** ...where Married Couples >105 and HHs w/Children >70 and <105
- **Singles/Couples** ...where HH 1 Person >105 and Married Couples >70

Educational Attainment

Uses a collection of categories to collapse the broad range of Census educational classes—spanning elementary schools to universities. Education is classified using the distribution, or range, of various *levels of educational attainment* by each segment, according to the following index thresholds:

- **College Grad+** ...where Master >150 and Bachelor >150
- **College** ...where Bachelor >105
- **Some College** ...where College >100 and Bachelor not >105
- **H.S. Grad** ... where H.S. Grad >105 and College, Non-Degree <105
- **Elem. School, H.S.** ...where Grade School >150

Race/Ethnicity

Uses a collection of categories to collapse the broad range of Census race and Hispanic ancestry classes into a single indicator of ethnic diversity. Race and ethnicity is classified using the distribution, or range, of *Hispanic ancestry* and *various racial classifications* by each segment, according to the following index thresholds:

- **White** ...where White >70 (52%+)
- **Black** ...where Black >105 (13%+)
- **Asian** ...where Asian >150 (6%+)
- **Hispanic** ...Where Hispanic >105 (14%+)

Tenure / Housing Type

Uses a collection of categories to describe the overall type of housing and whether it is owned or rented. Nationally, about two-thirds of Americans own their homes and the majority of them are single units. Tenure and type of housing are classified using distributions, or ranges, for *owners*, *renters* and various types of *dwelling unit classifications* by each segment, according to the following index thresholds:

- **Owner** ...where Owner >105 (or 70%+)
- **Renter** ...where Renter >150 (or 50%+)
- **Mix** ... where Owner <105 and Renter <150
- **SFDU** ...where Single Unit >70 (or 46%+)
- **Mobile** ...where Mobile Home >105 (or 8%+)
- **Hi-Rise Multi** ...where 50+ Units >150 and Single Unit <70
- **Lo-Rise Multi** ...where Single Unit <105 and 50+ Units <105

Employment & Occupation

Uses a collection of categories to collapse the broad range of Census occupational classes—spanning executives to farmers. Employment is classified using the distribution, or range, of *occupational classes* by each segment, according to the following index thresholds:

- **Exec** ...where Executive White-Collar >150 (18%+)
- **Prof** ...where Professional White-Collar >105 (20%+)
- **WC** ...where Sales & Office White-Collar >95 (36%+)
- **Service** ...where Service >105 (15%+)
- **BC** ...where Blue-Collar >105 (12%+)
- **Farm** ...where Farming >150 (2%+)

Predominant Age Range

Uses eight, non-exclusive classes, from *Age<35* to *Age 65+* and several combinations in between. Nationally, the “baby boom” spans from about age 45 to nearly age 60 and comprises over one-fifth of the total population, versus less than 15% for Gen X and Gen Y. Predominant age is classified using the distribution, or range, of *population age* by each segment.

Urbanization

Uses a proprietary Claritas model that accounts for the population density of the geography being assigned, as well as its proximity to the *downtown core* of the metropolitan area. There are five classes. However, in PRIZM NE, the Rural and Town classes are combined—leaving the following four classes: **Urban**, **Suburban**, **Second City**, and **Town & Country**.

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#	PRIZM NE Segment Nickname	Claritas 2003 Households	%C	2003 Med HH Inc	Age Range	Predominant HH Composition	Predominant Tenure / Housing Type	Predominant Education Class	Predominant Employment	Predominate Ethnic Diversity
01	Upper Crust	1,676,159	1.53	107,000	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
02	Blue Blood Estates	1,063,717	0.97	113,800	Age 35-64	Families w/Kids	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
03	Movers & Shakers	1,728,840	1.58	97,100	Age 35-64	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
04	Young Digerati	1,391,306	1.27	78,800	Age 25-44	Singles/Couples	Renter / Hi-Rise Multi	College Grad.+	Exec, Prof, WC	White, Asian, Hispanic
05	Country Squires	1,898,884	1.74	98,400	Age 35-64	Families w/Kids	Owner / SFDU	College Grad.+	Exec, Prof, WC	White
06	Winner's Circle	1,095,401	1.00	100,600	Age 25-54	Families w/Kids	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
07	Money & Brains	2,306,227	2.11	80,500	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
08	Executive Suites	1,157,079	1.06	70,800	Age 25-44	Singles/Couples	Mix / SFDU, Hi-Rise Multi	College Grad.+	Exec, Prof, WC	White, Asian
09	Big Fish, Small Pond	2,328,191	2.13	77,700	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White
10	Second City Elite	1,310,524	1.20	71,800	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Prof, WC	White
11	God's Country	1,631,159	1.49	80,100	Age 35-64	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White
12	Brite Lites, Li'l City	1,630,625	1.49	68,000	Age 25-54	Married Couples	Mix / SFDU, Lo-Rise Multi	College Grad.+	Prof, WC	White, Asian
13	Upward Bound	1,685,187	1.54	77,500	Age 25-54	Families w/Kids	Owner / SFDU	College	Prof, WC	White, Asian
14	New Empty Nests	1,162,355	1.06	67,200	Age 65+	Married Couples	Owner / SFDU	College	Prof, WC	White
15	Pools & Patios	1,358,268	1.24	67,600	Age 45+	Married Couples	Owner / SFDU	College	Prof, WC	White
16	Bohemian Mix	2,032,596	1.86	49,500	Age <35	Mostly Singles	Renter / Hi-Rise Multi	College	Prof, WC	White, Black, Asian, Hispanic
17	Beltway Boomers	1,038,602	0.95	69,900	Age 35-64	Families w/Kids	Owner / SFDU	College	Prof, WC	White, Asian
18	Kids & Cul-de-Sacs	1,642,816	1.50	68,900	Age 25-54	Families w/Kids	Owner / SFDU	College	Prof, WC	White, Asian, Hispanic
19	Home Sweet Home	1,900,064	1.74	63,700	Age 25-44	Married Couples	Owner / SFDU	College	Prof, WC	White
20	Fast-Track Families	1,580,136	1.44	70,300	Age 25-54	Families w/Kids	Owner / SFDU	College	WC	White
21	Gray Power	1,161,182	1.06	50,200	Age 65+	Singles/Couples	Owner / SFDU, Hi-Rise Multi	College	Prof, WC	White
22	Young Influentials	1,598,825	1.46	47,300	Age <35	Mostly Singles	Renter / Hi-Rise Multi	College	Prof, WC	White, Black, Asian
23	Greenbelt Sports	1,739,425	1.59	54,600	Age 25-54	Married Couples	Owner / SFDU	College	Prof, WC	White
24	Up-and-Comers	1,342,356	1.23	47,600	Age <35	Singles/Couples	Renter / SFDU, Hi-Rise Multi	College	Prof, WC	White, Asian
25	Country Casuals	1,473,594	1.35	66,600	Age 35-64	Married Couples	Owner / SFDU	Some College	WC, BC	White
26	The Cosmopolitans	1,344,712	1.23	51,400	Age 55+	Singles/Couples	Owner / SFDU, Hi-Rise Multi	Some College	WC	White, Black, Asian, Hispanic
27	Middleburg Managers	2,070,195	1.89	48,000	Age 55+	Singles/Couples	Owner / SFDU	College	Prof, WC	White
28	Traditional Times	2,916,986	2.67	51,500	Age 55+	Married Couples	Owner / SFDU	Some College	WC, BC, Farm	White
29	American Dreams	2,471,390	2.26	50,700	Age 25-44	Mix, w/Kids	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service	White, Black, Asian, Hispanic
30	Suburban Sprawl	1,441,480	1.32	48,600	Age 25-44	Singles/Couples	Mix / SFDU, Lo-Rise Multi	College	WC	White
31	Urban Achievers	1,863,962	1.70	33,500	Age <35	Mostly Singles	Renter / Hi-Rise Multi	College	Prof, WC, Service	White, Black, Asian, Hispanic
32	New Homesteaders	1,974,666	1.80	53,200	Age 25-44	Families w/Kids	Owner / SFDU, Mobile	Some College	WC, BC	White
33	Big Sky Families	1,860,194	1.70	52,400	Age 25-54	Families w/Kids	Owner / SFDU, Mobile	Some College	WC, BC, Farm	White

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34	White Picket Fences	1,369,285	1.25	48,100	Age 25-44	Families w/Kids	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service, BC	White, Black, Hispanic
35	Boomtown Singles	1,345,166	1.23	38,300	Age <35	Mostly Singles	Renter / SFDU, Lo-Rise Multi	Some College	WC, Service	White
36	Blue-Chip Blues	1,336,378	1.22	48,200	Age <45	Families w/Kids	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service, BC	White, Black, Hispanic
37	Mayberry-ville	2,447,843	2.24	50,100	Age 35-64	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
38	Simple Pleasures	2,772,136	2.53	39,700	Age 65+	Singles/Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC, Farm	White
39	Domestic Duos	1,189,059	1.09	46,600	Age 55+	Singles/Couples	Owner / SFDU	Some College	WC, Service, BC	White, Black
40	Close-In Couples	1,313,970	1.20	37,900	Age 55+	Singles/Couples	Mix / SFDU, Hi-Rise Multi	H.S. Graduate	WC, Service	White, Black, Hispanic
41	Sunset City Blues	1,895,526	1.73	36,800	Age 65+	Singles/Couples	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service, BC	White
42	Red, White & Blues	1,324,156	1.21	40,700	Age 25-44	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC	White
43	Heartlanders	2,199,216	2.01	39,900	Age 45+	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
44	New Beginnings	1,675,390	1.53	31,100	Age <35	Mostly Singles	Renter / Hi-Rise Multi	Some College	WC, Service	White, Black, Hispanic
45	Blue Highways	1,858,397	1.70	40,700	Age 25-44	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
46	Old Glories	1,089,032	1.00	30,000	Age 65+	Mostly Singles	Renter / SFDU, Hi-Rise Multi	H.S. Graduate	WC, Service, BC	White, Black
47	City Startups	1,347,543	1.23	23,200	Age <35	Mostly Singles	Renter / Hi-Rise Multi	Some College	WC, Service	White, Black
48	Young & Rustic	2,171,832	1.98	31,700	Age <35	Singles/Couples	Renter / SFDU, Lo-Rise Multi	H.S. Graduate	WC, Service, BC	White
49	American Classics	1,131,878	1.03	33,800	Age 65+	Singles/Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC	White, Black, Hispanic
50	Kid Country, USA	1,334,255	1.22	39,500	Age <45	Families w/Kids	Mix / SFDU, Mobile	Some College	WC, Service, BC, Farm	White, Hispanic
51	Shotguns & Pickups	1,790,310	1.64	39,300	Age 25-44	Families w/Kids	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
52	Suburban Pioneers	1,149,081	1.05	33,300	Age <45	Mix, w/Kids	Mix / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC	White, Black, Hispanic
53	Mobility Blues	1,443,634	1.32	28,900	Age <35	Mostly Singles	Renter / SFDU, Lo-Rise Multi	H.S. Graduate	WC, Service, BC	White, Black
54	Multi-Culti Mosaic	1,931,462	1.76	33,600	Age 25-44	Mix, w/Kids	Mix / SFDU, Lo-Rise Multi	Elem. School, H.S.	WC, Service, BC	Black, Hispanic
55	Golden Ponds	1,946,005	1.78	28,900	Age 65+	Singles/Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC, Farm	White
56	Crossroads Villagers	2,213,567	2.02	31,200	Age <45	Married Couples	Owner / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC, Farm	White
57	Old Milltowns	1,566,540	1.43	28,200	Age 65+	Singles/Couples	Mix / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC	White, Black
58	Back Country Folks	2,678,712	2.45	29,500	Age 55+	Married Couples	Owner / SFDU, Mobile	Elem. School, H.S.	Service, BC, Farm	White, Black
59	Urban Elders	1,493,872	1.37	22,300	Age 55+	Mostly Singles	Renter / Hi-Rise Multi	Elem. School, H.S.	WC, Service	Black, Asian, Hispanic
60	Park Bench Seniors	1,219,311	1.11	22,100	Age 55+	Mostly Singles	Renter / Hi-Rise Multi	Elem. School, H.S.	WC, Service, BC	White, Black
61	City Roots	1,337,331	1.22	26,100	Age 65+	Mostly Singles	Mix / SFDU, Hi-Rise Multi	Elem. School, H.S.	WC, Service, BC	Black, Hispanic
62	Hometown Retired	1,269,888	1.16	25,600	Age 65+	Singles/Couples	Mix / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC	White, Black, Hispanic
63	Family Thrifts	1,866,940	1.71	29,100	Age <45	Families w/Kids	Renter / SFDU, Lo-Rise Multi	Elem. School, H.S.	WC, Service, BC, Farm	Black, Hispanic
64	Bedrock America	2,110,837	1.93	26,200	Age <35	Families w/Kids	Mix / SFDU, Mobile	Elem. School, H.S.	Service, BC, Farm	White, Black, Hispanic
65	Big City Blues	1,320,928	1.21	29,000	Age <45	Mix, w/Kids	Renter / Hi-Rise Multi	Elem. School, H.S.	WC, Service, BC	Black, Asian, Hispanic
66	Low-Rise Living	1,423,476	1.30	22,400	Age <35	Mix, w/Kids	Renter / Hi-Rise Multi	Elem. School, H.S.	Service, BC	Black, Hispanic
67	Unclassified	0	0.00							

Note: Classifications are based upon the 2003 Claritas Update Demographics tabulated using PRIZM NE Block Group Assignments, with respect to the actual household-level categorical tree nodes and the resulting household demographic indexes.