

# Claritas PRIZM® Premier Segment Descriptions

Segment Code	Segment Name	Segment Description
01	01 Upper Crust	The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning over \$100,000 a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars and frequently eating out and traveling.
02	02 Networked Neighbors	Networked Neighbors is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by business executives, managers, and professionals.
03	03 Movers & Shakers	Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications and visits to business oriented websites.
04	04 Young Digerati	Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars, from juice to coffee to microbrew. Many have chosen to start families while remaining in an urban environment.
05	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.
06	06 Winner's Circle	Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-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 over \$100,000, 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	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 are married couples with few children who live in fashionable homes on small, manicured lots with expensive cars in the driveway.
08	08 Gray Power	Gray Power consists of upscale older couples typically living just beyond the nation's beltways. 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. They enjoy traveling and watching golf on television.
09	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, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.
10	10 Executive Suites	The residents of Executive Suites tend to be prosperous and active professionals who own multiple computers, large-screen TV sets, and are above average in their use of technology. Executive Suites also enjoy cultural activities, from reading books to attending theater and watching independent movies.
11	11 Fast-Track Families	Fast-Track Families lead busy, active lives often centered around the schedules and interests of their children. Always on the go, they are frequent restaurant diners, drive larger SUVs, visit Pinterest, and tend to shop in bulk at wholesale clubs.
12	12 Cruisin' to Retirement	With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They vacation often, watch golf on television, and listen to talk radio.
13	13 Upward Bound	Upward Bound are often upscale families boasting dual incomes, college degrees, and new homes. Residents of Upward Bound are above average technology users who own multiple computers and frequently research and purchase all types of products online.

14	14 Kids & Cul-de-Sacs	Upper-middle-class, suburban, married couples with children - that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. 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.
15	15 New Homesteaders	Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships. With a mix of jobs in white and blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their house with the latest technological gadgets and hunting gear.
16	16 Beltway Boomers	The members of the postwar Baby Boom are all grown up. 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, many of these Boomers are still raising children in comfortable suburban subdivisions while beginning to plan for their own retirement.
17	17 Urban Elders	Urban Elders, a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas, and Miami, are more likely to be renters than other households in their age cohort. They enjoy the cultural options available to them in their communities, frequently attending musical performances and other live events.
18	18 Mayberry-ville	Like the old Andy Griffith Show set in a quaint picturesque burg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upscale couples prefer outdoor activities like fishing and hunting during the day, and stay home and watch TV at night. Overall, their use of technology trails that of others at their same asset level.
19	19 American Dreams	American Dreams residents are found in upper-middle-class multilingual neighborhoods in urban areas. They are heavy grocery and convenience store shoppers, opting to prepare meals at home more than their urban counterparts in other segments.
20	20 Empty Nests	With their grown-up children out of the house, Empty Nests is composed of upper-middle income older Americans who pursue active, and activist, lifestyles. Most residents are over 65 years old, but they show no interest in a rest-home retirement. They travel frequently, enjoy golf, and many are active in their country clubs or fraternal groups.
21	21 The Cosmopolitans	Educated and upscale, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in major metro areas, these households feature older homeowners without children. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
22	22 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 with solid white-collar jobs or comfortable retirements. In their older homes, they enjoy reading and needlecrafts, while time outside the home is spent at club activities and cultural events.
23	23 Township Travelers	Homeowners in Township Travelers exhibit a blend of behaviors representative of their upscale incomes and small town environment. They enjoy outdoor activities like fishing and off-road biking but also enjoy the creature comforts of reading, watching college basketball, and shopping at wholesale clubs and gourmet groceries.
24	24 Pickup Patriarchs	Pickup Patriarchs, an upscale segment found in exurban areas, are country chic. They live in areas that are somewhat rural but they have more suburban tastes. They are frequent golfers and boaters, heavy shoppers and savvy investors.
25	25 Up-and-Comers	Up-and-Comers is a stopover for younger, midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, include many recent college graduates who are into athletic activities, the latest technology, and nightlife.
26	26 Home Sweet Home	Widely scattered across the nation's suburbs and second cities, the residents of Home Sweet Home tend to be younger, midscale families living in mid-sized homes. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. These folks stay busy remodeling and improving their homes, € the occasional night out singing karaoke, and follow professional sports.
27	27 Big Sky Families	Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy country music and all types of team sports and outdoor activities, especially hunting. To entertain their families, they buy virtually every piece of sporting equipment on the market.
28	28 Country Casuals	There's a laid-back atmosphere in Country Casuals, a collection of older, midscale empty-nest households. Today, these Baby-Boom couples enjoy outdoor activities, like hunting, and going out to eat but are not likely to be up-to-date on technology.

29	29 White Picket Fences	Residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: upper-middle-class and married with children. But the current version reflects changing patterns, with some parents just beginning to start families while others approach the empty-nest stage as their children age. They enjoy reading, following sports, and DIY projects and crafts.
30	30 Pools & Patios	Pools & Patios is a segment of middle-aged suburban families. In these stable neighborhoods graced with backyard pools and patios, residents work as white-collar managers and professionals, and are now at the top of their careers. They are above average technology users, often researching products and shopping online.
31	31 Connected Bohemians	A collection of mobile urbanites, Connected Bohemians represent the nation's most liberal lifestyles. Its residents are a progressive mix of tech savvy, young singles, couples, and families ranging from students to professionals. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop, and microbrew.
32	32 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 age 55 and older, these midscale Americans pursue an active lifestyle. They belong to country clubs and civic clubs and spend their vacation time traveling by motor home.
33	33 Second City Startups	In Second City Startups, young to middle-aged families have settled in neighborhoods within smaller cities and metro areas. These families are ethnically diverse and are more likely to have a military affiliation of some kind and have average technology use.
34	34 Young & Influential	Young & Influential is a segment of younger, lower middle class households that might not have high incomes but are nonetheless influential in their communities and social networks and are very tech savvy. The segment is a common address for middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.
35	35 Urban Achievers	Urban Achievers are midscale, middle aged, ethnically diverse homeowners in urban neighborhoods with established careers and college degrees. They are active participants in their communities and strong supporters of their local professional sports teams.
36	36 Toolbelt Traditionalists	Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and are frequent QVC and HSN shoppers.
37	37 Bright Lights, Li'l City	Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, college educated, middle-aged couples settled in the nation's satellite cities and suburbs. Despite living further out from the urban downtowns, they still like to go out on the town with frequent meals out and karaoke evenings.
38	38 Hometown Retired	Hometown Retired consists of older, midscale couples with no kids at home. Somewhat set in their ways, they are slow to adopt and below average in their use of technology. They watch the news on television and enjoy reading and eat out occasionally at places that they deem to offer a good value.
39	39 Kid Country, USA	Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by families living in small towns. These working-class households enjoy outdoor activities and are more likely to own boats and ATVs.
40	40 Aspiring A-Listers	Typically urban renters, Aspiring A-Listers are focused on their social lives. They are out and about often and spend heavily on status brands and dining out. They are all about convenience, shopping most often at drug stores and convenience stores, and have above average technology use.
41	41 Domestic Duos	Domestic Duos represents a downscale mix of mainly over-65 singles and married couples living in older suburban and second city homes. With their fixed incomes, segment residents maintain an easy-going, predictable lifestyle. Residents like to socialize by playing bingo, meeting with the local civic club, or going out to eat.
42	42 Multi-Culti Mosaic	An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. This segment is characterized by many first-generation Americans who are striving to improve their economic status.
43	43 City Roots	Found in urban neighborhoods, City Roots is a segment of middle class mainly white-collar workers, typically living in older homes they've owned for years. In these ethnically diverse neighborhoods residents are working hard, avid soccer fans, and enjoy traveling to Central and South America.

44	44 Country Strong	Country Strong are lower middle class families in rural areas that embrace their day-to-day lives. They are focused on their families and prefer hunting and country music to keeping up with the latest technology.
45	45 Urban Modern Mix	In Urban Modern Mix, lower middle class singles and couples reside in ethnically diverse neighborhoods in or near the city center. Despite only average overall technology use, they are frequent online shoppers for everything from jeans to groceries.
46	46 Heartlanders	America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of mostly retired older couples living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating.
47	47 Striving Selfies	Striving Selfies is a segment of younger singles and couples that show signs of greater potential. They are among the most tech savvy segments with some college credits under their belt. More often than not, they are renters who have not yet been able to purchase their first home.
48	48 Generation Web	Having grown up in the age of the internet, Generation Web are younger families with above average technology use. They are more often renters, living in suburban neighborhoods and second cities, and frequent video game and accessory stores.
49	49 American Classics	They may be older and retired, but the residents of American Classics are still living the American Dream of home ownership. Homeowners living a comfortable lifestyle, these couples are below average in their technology use, preferring to find their entertainment outside of the home.
50	50 Metro Grads	Metro Grads are middle age singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending everything from soccer and hockey games to operas.
51	51 Campers & Camo	Primarily found in more rural areas, Campers & Camo families enjoy the outdoors. A top segment for ownership of an RV, they also enjoy hunting and fishing. Despite their age, they are below average in their use of technology but are big fans of country music and prefer a value when shopping, traveling, and eating out.
52	52 Simple Pleasures	With many of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement.
53	53 Lo-Tech Singles	Lo-Tech Singles are older households centered mainly in the nation's second cities. Residents are below average in their technology use, choosing instead a night out at a restaurant as their evening entertainment.
54	54 Struggling Singles	Ethnically diverse households found mostly in second cities, Struggling Singles are middle aged and mid-career. They enjoy a wide variety of sports and entertainment activities that fill their social calendars.
55	55 Red, White & Blue	The residents of Red, White & Blue typically live in rural areas. Middle-aged, with high school educations and lower incomes, many of these folks are transitioning from blue-collar jobs to the service industry. In their spare time, they are active members of their local community organizations.
56	56 Multi-Culti Families	Multi-Culti Families are middle age, urban households with moderate means. Often bilingual, they enjoy a wide variety of media and are average in their overall use of technology.
57	57 Back Country Folks	Scattered among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents have below average incomes and live in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.
58	58 Golden Ponds	Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 50 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$30,000 a year. Daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo, and doing craft projects.

59	59 New Melting Pot	New Melting Pot neighborhoods are populated by a blend of ethnically diverse, young families and singles in the nation's second cities. They are mainly high school graduates that rent and work in a mix of service jobs. They are big fans of gospel music, wrestling, and monster trucks.
60	60 Small-Town Collegiates	The residents of Small-Town Collegiates are younger families and singles who are just starting out. They are often students - full or part-time - focused on building a better life for themselves and their growing families.
61	61 Second City Generations	Second City Generations are often multi-generational households with middle-aged parents or grandparents and new babies and young children all under one roof. Also often bilingual, they are entertained by a wide variety of media channels and programs.
62	62 Crossroad Villagers	With a population of retired seniors, Crossroads Villagers is a classic small town lifestyle. Residents are high school-educated, with downscale incomes and modest housing. They enjoy the occasional dinner out and are frequent cruise vacationers.
63	63 Low-Rise Living	The most economically challenged urban segment, Low-Rise Living is home to mostly middle-aged, ethnically diverse singles and single parents. Unlike their low income peers, they rank above average in their use of technology - perhaps influenced by their urban, fast-paced environment.
64	64 Family Thrifts	The small-city cousins of inner-city districts, Family Thrifts contain middle age, ethnically diverse parents who have lots of children and work entry-level service jobs. In the apartment-filled neighborhoods, residents rely on public transportation and seldom have the chance to get away on vacation.
65	65 Young & Rustic	Young & Rustic is composed of restless singles and young families in the nation's rural areas. They enjoy the outdoors on their ATVs but are also big video gamers and follow NASCAR and monster trucks.
66	66 New Beginnings	Filled with younger, mostly single adults, New Beginnings is a magnet for adults in transition. Many of its residents are singles and couples just starting out on their career paths in service jobs, or starting over after recent divorces or company transfers. New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.
67	67 Park Bench Seniors	Park Bench Seniors are typically retired singles living in the racially diverse neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. They spend a lot of time watching TV, especially talk shows and game shows.
68	68 Bedrock America	Bedrock America consists of economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and service jobs, many of these residents struggle to make ends meet but find enjoyment in following motocross and listening to rock music.



Segment Distribution

Claritas PRIZM® Premier 2016

Report Generated: April 6, 2017 5:23:26 PM EDT

Copyright © 2017 Claritas, LLC. All rights reserved.