



Net Worth and Income Producing Assets (Optional)

Households by Value of Income Producing Assets	Households by Net Worth
Less than \$25,000	Less than \$25,000
\$25,000 to \$49,999	\$25,000 to \$49,999
\$50,000 to \$74,999	\$50,000 to \$74,999
\$75,000 to \$99,999	\$75,000 to \$99,999
\$100,000 to \$249,999	\$100,000 to \$149,999
\$250,000 to \$499,999	\$150,000 to \$249,999
\$500,000 to \$749,999	\$250,000 to \$499,999
\$750,000 to \$999,999	\$500,000 to \$749,999
\$1,000,000 to \$1,999,999	\$750,000 to \$999,999
\$2,000,000 or more	\$1,000,000 or more
Median Value of Income Producing Assets	Estimated Aggregate Household Net Worth (\$millions)
	Estimated Average Household Net Worth
	Estimated Median Household Net Worth

Business Facts: Business Summary Counts (Optional)

Businesses by Major Sector

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

Total Businesses	Eating & drinking places	Business services	Manufacturing
Dominant Major Group	Miscellaneous Retail Stores	Motion pictures & Amusement	Transport/Communication, Utilities
Dominant Minor Group	Finance, Insurance, Real Estate	Health services	Wholesale Trade
Retail Trade	Banks, saving & lending inst.	Legal services	Government
Home Improvement Stores	Security, commodity brokers	Educational services	Daytime Population
General merchandise stores	Insurance carriers & Agencies	Social services	Residential Population
Food stores	Real estate, Holding cos.	Other Services	Households
Auto dealers, gas stations	Services	Agriculture & Natural Resources	Average Household Income
Apparel, accessory stores	Hotels & other lodging	Resource Extraction	
Furniture, home furnishings	Personal services	Construction	

Businesses by 2-digit SIC Code

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

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

Business Facts: Retail and Service (Optional)

Retail Business Summary

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

All Retailing	546 Retail bakeries	563 Women's accessory & specialty store	5731 Radio/TV/electronics stores
52 Building Material/Garden/Mobile Home	549 Miscellaneous food stores	564 Children's & infants' wear	5734 Computer/software stores
521 Lumber & other building materials	55 Auto/Boat/RV Dealers & Gas Stations	565 Family clothing stores	5735 Record/prerecorded tape stores
523 Paint, glass, & wallpaper	551 New & used car dealers	566 Shoe stores	58 Eating & drinking places
525 Hardware stores	552 Used car dealers	569 Miscellaneous apparel & accessory store	5812 Eating places
526 Retail nurseries & garden	553 Auto & home supply stores	57 Home furniture/furnishings & equipment	5813 Drinking places
527 Mobile home dealers	554 Gasoline service stations	571 Home furniture & furnishing	59 Miscellaneous Retail
53 General Merchandise Stores	555 Boat dealers	5712 Furniture stores	591 Drug stores & proprietary
531 Department stores	556 Recreational vehicle dealer	5713 Floor covering stores	592 Liquor stores
54 Food Stores	557 Motorcycle dealers	5719 Miscellaneous home furnishing stores	593 Used merchandise stores
541 Grocery stores	559 Automotive dealers, n.e.c.	572 Household appliance stores	5932A Antique stores
542 Meat & fish markets	56 Apparel & accessory stores	573 Radio, TV, & computer store	5932B Used & rare book dealers
543 Fruit & vegetable markets	561 Men's & boys' clothing store		594 Misc. shopping goods stores
544 Candy, nut, & confection store	562 Women's clothing stores		5941 Sporting goods/bicycle shop
545 Dairy products stores			5942 Book stores
			5943 Stationery stores



Retail Insight - Optional Components

5944 Jewelry stores
 5945 Hobby, toy & game shops
 5946 Camera/photo supply stores
 5947 Gift/novelty/souvenir shop
 5948 Luggage/leather goods stores

5949 Sewing, Needlework and Craft Stores
 596 Nonstore retailers
 5961 Catalog/mail-order house
 598 Fuel & ice dealers

599 Retail stores, n.e.c.
 5992 Florists
 5993 Tobacco stores & stands
 5994 News dealers/newsstands
 5995 Optical goods stores

5999 Miscellaneous Retail Stores
 5999M Pet shops

Service Business Summary

Establishments, Employees, Sales, Establishments with > 20 Employees (Displayed in columns)

All Services 70 Hotels & other lodging 701 Hotels & motels 72 Personal services 721 Laundry, clean, garment service 7215 Coin-op laundry/cleaning 722 Photographic studios, portraits 723 Beauty shops 724 Barber shops 725 Shoe repair & shoeshine 726 Funeral service & crematory 729 Miscellaneous personal services 7291 Tax return preparation services 73 Business services 731 Advertising 732 Credit reporting & collection	733 Mail, reproduction, stenography services 7334 Photocopy and Duplicating Services 734 Services to buildings 7342 Disinfecting/pest control services 7349 Building maintenance services nec 735 Misc. equipment rental & leasing 736 Personnel supply services 7361 Employment agencies 7363 Help supply services 737 Computer & data processing services 738 Miscellaneous business services 7382 Security systems services	7384 Photofinishing Laboratories 7389 Business services n.e.c. 7389N Telephone answering services 75 Auto repairs & garages 751 Auto rentals, without drivers 7514 Passenger car rental 752 Automobile parking 753 Automotive repair shops 7533 Auto exhaust system repair shop 7536 Auto glass replacement shop 7537 Auto transmission repair shop 7538 General auto repair shops 754 Auto service, except repair 7542 Carwashes	76 Misc. repair services 762 Electrical repair shops 7622 Radio & TV repair shops 7622 Appliance repair shop n.e.c. 763 Watch, clock, & jewelry repair 764 Reupholstery & furniture repair 769 Miscellaneous repair shops 78 Motion pictures 783 Motion picture theaters 784 Video tape rental 79 Amusement & recreation 794 Commercial sports 799 Miscellaneous amusement, recreational services 7991 Physical fitness facilities 7996 Amusement parks
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PRIZM_{NE} Segmentation (Optional)

Households by PRIZM_{NE} Segment

Top 10 PRIZM NE Segments Households by PRIZM_{NE} segment 01 Upper Crust 02 Blue Blood Estates 03 Movers & Shakers 04 Young Digerati 05 Country Squires 06 Winner's Circle 07 Money & Brains 08 Executive Suites 09 Big Fish, Small Pond 10 Second City Elite 11 God's Country 12 Brite Lites, Li'l City 13 Upward Bound 14 New Empty Nests 15 Pools & Patios 16 Bohemian Mix	17 Beltway Boomers 18 Kids & Cul-de-Sacs 19 Home Sweet Home 20 Fast-Track Families 21 Gray Power 22 Young Influentials 23 Greenbelt Sports 24 Up-and-Comers 25 Country Casuals 26 The Cosmopolitans 27 Middleburg Managers 28 Traditional Times 29 American Dreams 30 Suburban Sprawl 31 Urban Achievers 32 New Homesteaders 33 Big Sky Families 34 White Picket Fences	35 Boomtown Singles 36 Blue-Chip Blues 37 Mayberry-ville 38 Simple Pleasures 39 Domestic Duos 40 Close-In Couples 41 Sunset City Blues 42 Red, White & Blues 43 Heartlanders 44 New Beginnings 45 Blue Highways 46 Old Glories 47 City Startups 48 Young & Rustic 49 American Classics 50 Kid Country, USA 51 Shotguns & Pickups 52 Suburban Pioneers	53 Mobility Blues 54 Multi-Culti Mosaic 55 Golden Ponds 56 Crossroads Villagers 57 Old Milltowns 58 Back Country Folks 59 Urban Elders 60 Park Bench Seniors 61 City Roots 62 Hometown Retired 63 Family Thrifts 64 Bedrock America 65 Big City Blues 66 Low-Rise Living 67 Unclassified
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Households by PRIZM_{NE} Segment – Social Groups

Ranked PRIZM NE Social Groups U1 - Urban Uptown 04 Young Digerati 07 Money & Brains 16 Bohemian Mix 26 The Cosmopolitans 29 American Dreams U2 - Midtown Mix 31 Urban Achievers 40 Close-In Couples 54 Multi-Culti Mosaic U3 - Urban Cores 59 Urban Elders 61 City Roots 65 Big City Blues 66 Low-Rise Living S1- Elite Suburbs 01 Upper Crust 02 Blue Blood Estates 03 Movers & Shakers 06 Winner's Circle	S2 - The Affluentials 08 Executive Suites 14 New Empty Nests 15 Pools & Patios 17 Beltway Boomers 18 Kids & Cul-de-Sacs 19 Home Sweet Home S3 - Middleburbs 21 Gray Power 22 Young Influentials 30 Suburban Sprawl 36 Blue-Chip Blues 39 Domestic Duos S4 - Inner Suburbs 44 New Beginnings 46 Old Glories 49 American Classics 52 Suburban Pioneers C1 - Second City Society 10 Second City Elite 12 Brite Lites, Li'l City	13 Upward Bound C2 - City Centers 24 Up-and-Comers 27 Middleburg Managers 34 White Picket Fences 35 Boomtown Singles 41 Sunset City Blues C3 - Micro-City Blues 47 City Startups 53 Mobility Blues 60 Park Bench Seniors 62 Hometown Retired 63 Family Thrifts T1 - Landed Gentry 05 Country Squires 09 Big Fish, Small Pond 11 God's Country 20 Fast-Track Families 25 Country Casuals T2 - Country Comfort 23 Greenbelt Sports	28 Traditional Times 32 New Homesteaders 33 Big Sky Families 37 Mayberry-ville T3 - Middle America 38 Simple Pleasures 42 Red, White & Blues 43 Heartlanders 45 Blue Highways 50 Kid Country, USA 51 Shotguns & Pickups T4 - Rustic Living 48 Young & Rustic 55 Golden Ponds 56 Crossroads Villagers 57 Old Milltowns 58 Back Country Folks 64 Bedrock America Unclassified
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Households by PRIZM_{NE} Segment - Lifestage Groups

Ranked Major Lifestage Ranked Lifestage Groups YOUNGER YEARS Y1 - Midlife Success 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 Y-2 - Mainstream Singles 04 Young Digerati	16 Bohemian Mix 22 Young Influentials 23 Greenbelt Sports 24 Up-and-Comers 31 Urban Achievers 35 Boomtown Singles Y3 - Striving Singles	42 Red, White & Blues 44 New Beginnings 45 Blue Highways 47 City Startups 48 Young & Rustic 53 Mobility Blues 56 Crossroads Villagers
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Retail Insight - Optional Components

FAMILY LIFE

F1 - Accumulated Wealth

- 02 Blue Blood Estates
- 05 Country Squires
- 06 Winner's Circle

F2 - Young Accumulators

- 13 Upward Bound
- 17 Beltway Boomers
- 18 Kids & Cul-de-Sacs
- 20 Fast-Track Families
- 29 American Dreams

F3 - Mainstream Families

- 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

F4 - Sustaining Families

63 Family Thrifts

64 Bedrock America

65 Big City Blues

66 Low-Rise Living

MATURE YEARS

M1 - Affluent Empty Nests

01 Upper Crust

07 Money & Brains

09 Big Fish, Small Pond

10 Second City Elite

M2 - Conservative Classics

14 New Empty Nests

15 Pools & Patios

21 Gray Power

26 The Cosmopolitans

27 Middleburg Managers

28 Traditional Times

M2 - Cautious Couples

38 Simple Pleasures

39 Domestic Duos

40 Close-In Couples

41 Sunset City Blues

43 Heartlanders

46 Old Glories

49 American Classics

M3 - Sustaining Seniors

55 Golden Ponds

57 Old Milltowns

58 Back Country Folks

59 Urban Elders

60 Park Bench Seniors

61 City Roots

62 Hometown Retired

Unclassified

PSYCLE Segmentation (Optional)

Ranked PSYCLE Groups

Top 5 PSYCLE Segments

Total Households

Group 01 Wealth Market

- 01 Wealth Market

Group 02 Upscale Retired

- 02 Affluent Retired
- 03 Comfortably Retired

Group 03 Upper Affluent

- 04 High Asset Pre-Retired Investors
- 05 High Asset Suburban Boomers
- 06 High Asset Exurban Boomers
- 07 Elite Pre-Retired Spenders
- 08 Metro Elite Boomers
- 09 Exurban Elite Boomers
- 10 Young Savvy Elites

Group 04 Lower Affluent

- 11 High Asset Affluent Climbers
- 12 Established Empty Nesters
- 13 Metro Achievers
- 14 Greenbelt Achievers
- 15 Affluent Beginnings
- 16 Affluent Renters

Group 05 Mass Market

- 17 High Asset Mass Market Savers
- 18 Pre-Retired Metro America
- 19 Urban Boomer Builders
- 20 Sunbelt Traditionals
- 21 Country Builders
- 22 Up & Coming Young Climbers
- 23 Urban Mass Market Owners
- 24 Rural Mass Market Owners
- 25 Urban Boomer Spenders
- 26 Aspiring Young Spenders
- 27 Midscale Metro Renters
- 28 Midscale Rural Renters
- 29 Striving Young Metros
- 30 Lower-Mid Metro Owners
- 31 Lower-Mid Exurban Owners
- 32 Lower-Middle Town Blues
- 33 Young Urban Renters
- 34 Lower Boomer Renters

Group 06 Midscale Retired

- 35 Suburban Senior Owners
- 36 Conservative Retirees

Group 07 Lower Market

- 37 Lower Market Owners
- 38 Metro Downscale
- 39 Rural Downscale
- 40 Inner City Strugglers

Group 08 Downscale Retired

- 41 Downscale Sunbelt Security