

<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><u>PRIZM NE Segments</u> 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 - Mainstream Singles Young, hip singles are the prime residents of Mainstream Singles, a lifestage group of twentysomethings 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. Mainstream Singles 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>PRIZM NE Segments 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>