

**PRIZM NE
2008 DISTRIBUTION FOR 44107**

**Compiled by
Electronic Services Department**



**LAKWOOD
PUBLIC LIBRARY**

June 27nd, 2009

Data and capsule summaries provided by Claritas



44107 PRIZM DISTRIBUTION 2007-2008 COMPARISON

2008					2007			
	Code Name	Households	Pct .	Change	Code Name	Households	Pct .	Change
1	U1-29 American Dreams	4999	20.69%	-1364	U1-29 American Dreams	6363	25.27%	-107
2	U2-31 Urban Achievers	4267	17.66%	-185	U2-31 Urban Achievers	4452	17.67%	-54
3	U2-54 Multi-Culti Mosaic	4210	17.43%	257	U2-54 Multi-Culti Mosaic	3953	15.70%	770
4	U2-40 Close-In Couples	2581	10.68%	603	U2-40 Close-In Couples	1978	7.86%	162
5	U3-59 Urban Elders	1911	7.91%	184	U1-16 Bohemian Mix	1798	7.14%	-678
6	U1-16 Bohemian Mix	1742	7.21%	-56	U3-59 Urban Elders	1727	6.86%	24
7	U1-26 The Cosmopolitans	1664	6.89%	624	U1-07 Money and Brains	1567	6.22%	-346
8	U1-07 Money and Brains	933	3.86%	-634	U1-26 The Cosmopolitans	1040	4.13%	-75
9	U3-65 Big City Blues	693	2.87%	203	U1-04 Young Digerati	742	2.95%	85
10	U3-61 City Roots	416	1.72%	-182	U3-61 City Roots	598	2.37%	144
11	U1-04 Young Digerati	307	1.27%	-435	U3-65 Big City Blues	490	1.95%	-225
12	S1-01 Upper Crust	129	0.53%	9	S1-01 Upper Crust	120	0.48%	15
13	S2-08 Executive Suites	67	0.28%	16	S1-02 Blue Blood Estates	79	0.31%	29
14	S1-02 Blue Blood Estates	58	0.24%	-21	S1-03 Movers and Shakers	71	0.28%	-22
15	S1-03 Movers and Shakers	55	0.23%	-16	S2-08 Executive Suites	51	0.20%	3
16	S2-18 Kids & Cul-de-sacs	40	0.17%	18	S2-15 Pools and Patios	42	0.17%	35
17	S2-15 Pools and Patios	34	0.14%	-8	S1-06 Winner's Circle	28	0.11%	-13
18	S2-17 Beltway Boomers	14	0.06%	2	S3-22 Young Influentials	23	0.09%	n/a
19	S1-06 Winner's Circle	14	0.06%	-14	S2-18 Kids & Cul-de-sacs	22	0.09%	6
20	S3-21 Gray Power	13	0.05%	7	S2-17 Beltway Boomers	12	0.05%	n/a
21	S2-14 New Empty Nests	5	0.02%	-6	S2-14 New Empty Nests	11	0.04%	-5
22	S3-30 Suburban Sprawl	3	0.01%	-2	S3-21 Gray Power	6	0.02%	-8
23	S3-22 Young Influentials	3	0.01%	-20	S3-30 Suburban Sprawl	5	0.02%	-28
	Total	24158	100%	-1020	Total	25493		-288

PRIZM NE SOCIAL GROUPS

PRIZM NE’s 14 social groups are based on urbanicity and affluence, two important variables used in the production of PRIZM NE.

First, segments are placed in one of four urbanicity (Urban, Second City, Suburbs, Town & Rural) categories. Urbanicity is determined by the population density of an area and it’s neighboring areas. A population density score ranging from 1 (low density) to 99 (high density) is assigned to each area.

Urban areas (U) have population density scores between 85 and 99. They include both the downtowns of major cities and surrounding neighborhoods. These areas often extend beyond the city limits and into surrounding jurisdictions.

Suburbs (S) have population density scores between 40 and 90, and are clearly dependent on urban areas or second cities. Population density rises as you approach the city, and decreases as you move away from it.

Finally, within each category, all the segments are sorted into groups based on affluence, another powerful demographic predictor of consumer behavior. All of the 66 segments are grouped into these 14 social groups and color-coded accordingly.

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 midscale to upscale, 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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
American Dreams	20.69%	25.27%
Bohemian Mix	7.21%	7.14%
The Cosmopolitans	6.89%	4.13%
Money & Brains	3.86%	6.22%
Young Digerati	1.27%	2.95%
Total Percent of U1	39.92%	45.71%

U2 - Midtown Mix

Diversity is the hallmark of Midtown Mix, a group of lower-middle-income urban segments. It’s the most ethnically diverse social group, and consists of a mix of singles and couples, homeowners and renters, college alumnae and high school graduates. In U2, the households are dominated by 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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Urban Achievers	17.66	17.67
Multi-Culti Mosaic	17.43	15.70
Close-In Couples	10.68	7.86
Total Percent of U2	45.77	41.23

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 African American radio, telephony services and pagers, cheap fast food and high-end department stores.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Urban Elders	7.91	6.86
Big City Blues	2.87	2.37
City Roots	1.72	1.95
Total Percent of U3	12.5	11.18

S1 - Elite Suburbs

The 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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Upper Crust	0.53	0.48
Blue Blood Estates	0.24	0.28
Movers & Shakers	0.23	0.31
Winner's Circle	0.06	0.11
Total Percent of S1	1.06	1.18

S2 - The Affluentials

The six segments in The Affluentials are one socioeconomic rung down from the Elite Suburbs—with a significant drop in median income—but their residents still enjoy comfortable, suburban lifestyles. The median income and median home value in S2 are well above U.S. median values, and the members of this social group are mostly singles who 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.

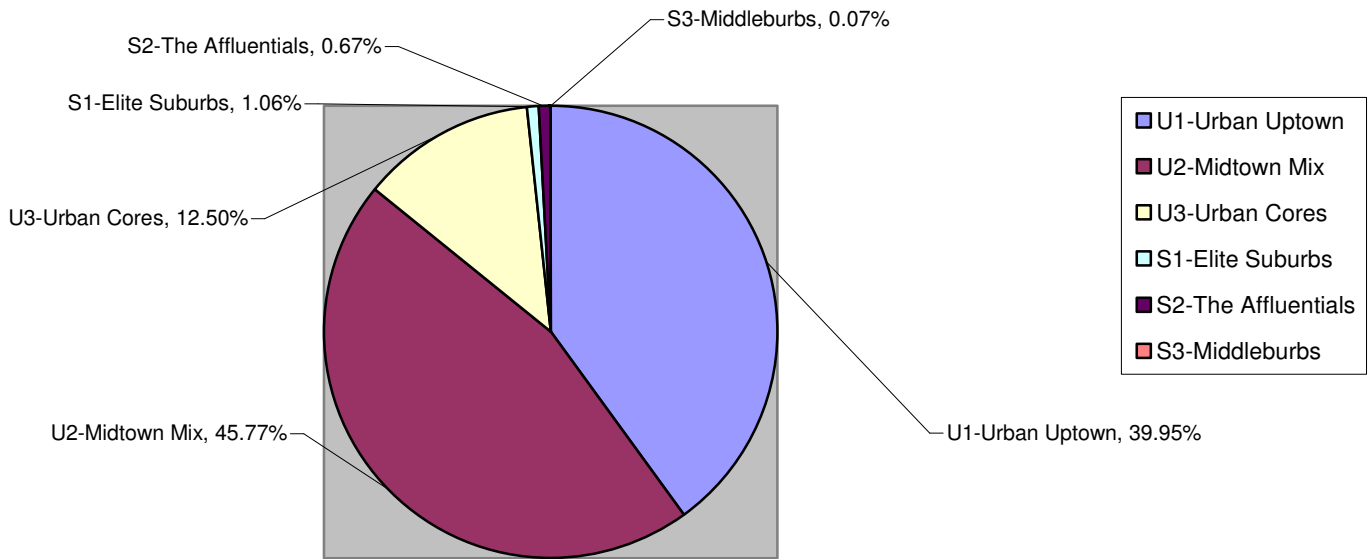
Cluster Name	Percent of Households in Lakewood	
	2008	2007
Executive Suites	0.28	0.20
Kids & Cul-de-Sacs	0.17	0.09
Pools & Patios	0.14	0.04
Beltway Boomers	0.06	0.05
New Empty Nests	0.02	0.17
Total Percent of S2	0.67	0.55

S3 - Middleburbs

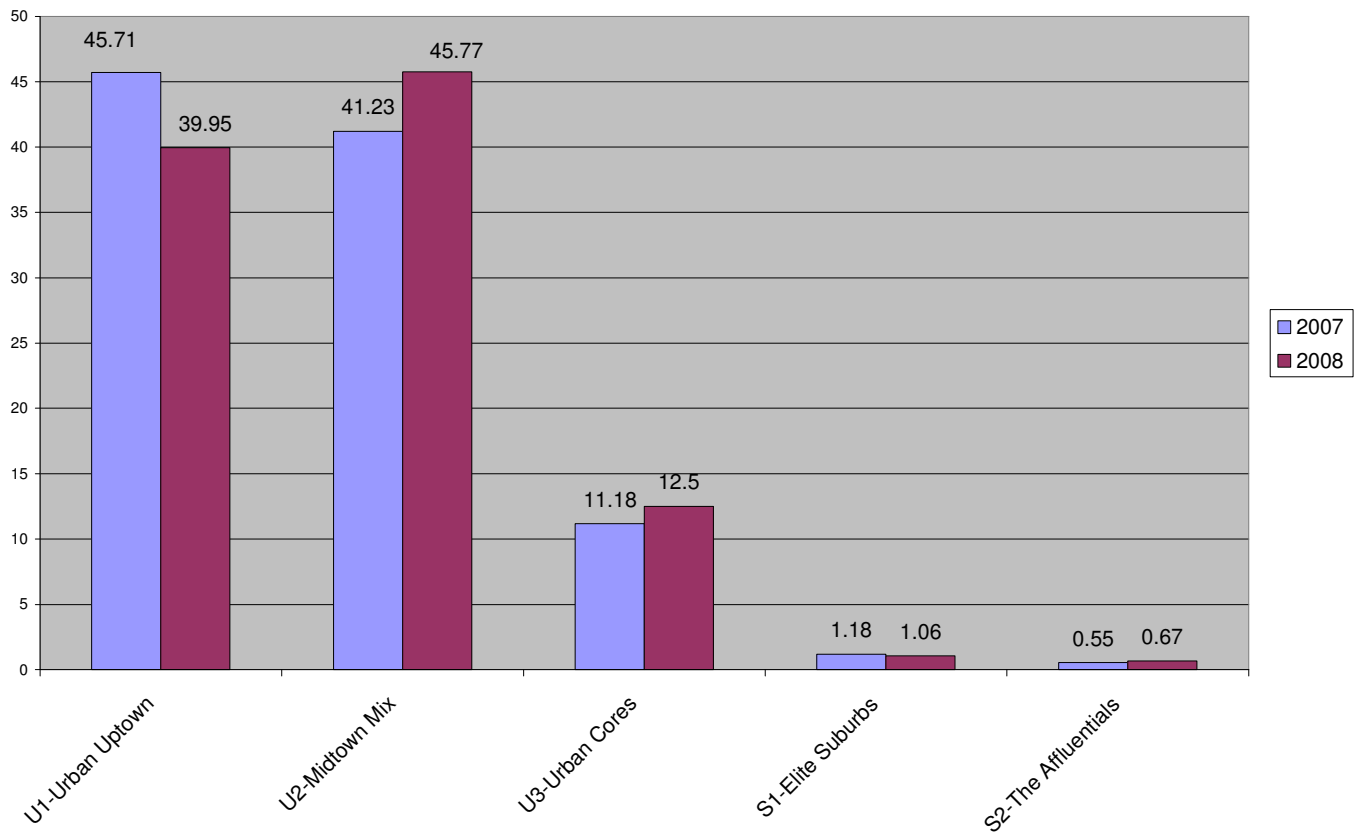
The five segments that comprise Middleburbs share a middle-class, suburban perspective, but there the similarity ends. The group includes a mix of homeowners and renters as well as high school graduates and college alums. With good jobs and money in their jeans, the members of Middleburbs tend to have 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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Suburban Sprawl	0.01	0.02
Gray Power	0.05	0.02
Young Influentials	0.01	0.09
Total Percent of S3	0.07	0.13

2008 PRIZM Social Group Distribution for 44107



PRIZM Social Group Comparison for 44107



*Groups under .05% not represented on this chart

PRIZM NE LIFESTAGE GROUPS

While social groups are based on both affluence and the Claritas Urbanicity measure, lifestage groups account for affluence and a combination of householder age and kids still living at home.

Within three lifestage classes-*Younger Years (Y)*, *Family Life (F)*, and *Mature Years (M)*-the 66 segments are further grouped into 11 lifestage groups. Each lifestage group's combination of three variables -affluence, holder age, and presence of children at home- help to paint a more vivid picture of the likely lifestyle of the segments in that group. For example, the three lifestage groups that comprise the class *Younger Years (Y)* share the characteristic that the majority of households are young and childless. What differentiates *Y1: Midlife Success*, from *Y2: Young Achievers*, is the age at which residents have achieved this level of affluence. Similarly, the four groups of segments that make up *Family Life (F)* have children in common, while segments categorized as *Mature Years* are mostly empty nesters. The most affluent family segments fall into *F1: Accumulated Wealth*, which includes *Blue Blood Estates*, *Country Squires*, and *Winner's Circle*.

The Younger Years Group

The first class, *Younger Years (Y)*, consists of 22 segments in three lifestage groups where singles and couples are typically under 45 years old and child-free: residents may be too young to have kids or are approaching middle age and have chosen not to have them.

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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Executive Suites	0.28	0.20
Movers & Shakers	0.23	0.28
Suburban Sprawl	0.01	0.02
Total Percent of Y1	0.52	0.5

Y2 - Young Achievers

Young, hip singles are the prime residents of Young Achievers, 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. Young Achievers segments are twice as likely as the general population to include college students living in group quarters.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Urban Achievers	17.66	17.68
Bohemian Mix	7.21	7.14
Young Digerati	1.27	2.95
Young Influentials	0.08	0.09
Total Percent of Y2	26.22	27.86

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 \$30,000 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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
NO CLUSTERS IN 44107	-	-
Total Percent of Y3	0	0

The Family Life Group

The presence of children is the defining characteristic of the segments in the Family Life class. Family Life is comprised of 20 segments in four Lifestage Groups, all of which have high indexes for middle-aged adults and children living at home.

F1 - Accumulated Wealth

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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Blue Blood Estates	0.24	0.31
Winner's Circle	0.06	0.11
Total Percent of F1	0.30	0.42

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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007

American Dreams	20.69	25.27
Kids & Cul de Sacs	0.17	0.09
Beltway Boomers	0.06	0.05
Total Percent of F2	20.92	25.41

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—these are households with at least one child under 18 still at home. 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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Multi Culti Mosaic	17.43	15.70
Total Percent of F3	17.43	15.70

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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Big City Blues	2.87	1.95
Total Percent of F4	2.87	1.95

The Mature Years Group

The final class, the Mature years, comprises 24 segments in four lifestage groups, all with residents who tend to be over 45 years old and childless—segments with high rates for both 50-year-old residents and children under 18 are included in the Family Life class.

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 regularly in elections.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Money & Brains	3.86	6.22
Upper Crust	0.53	0.48
Total Percent of M1	4.39	6.7

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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
The Cosmopolitans	6.89	4.13
Pools & Patios	0.14	0.02
New Empty Nests	0.02	0.17
Gray Power	0.05	0.04
Total Percent of M2	7.1	4.36

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.

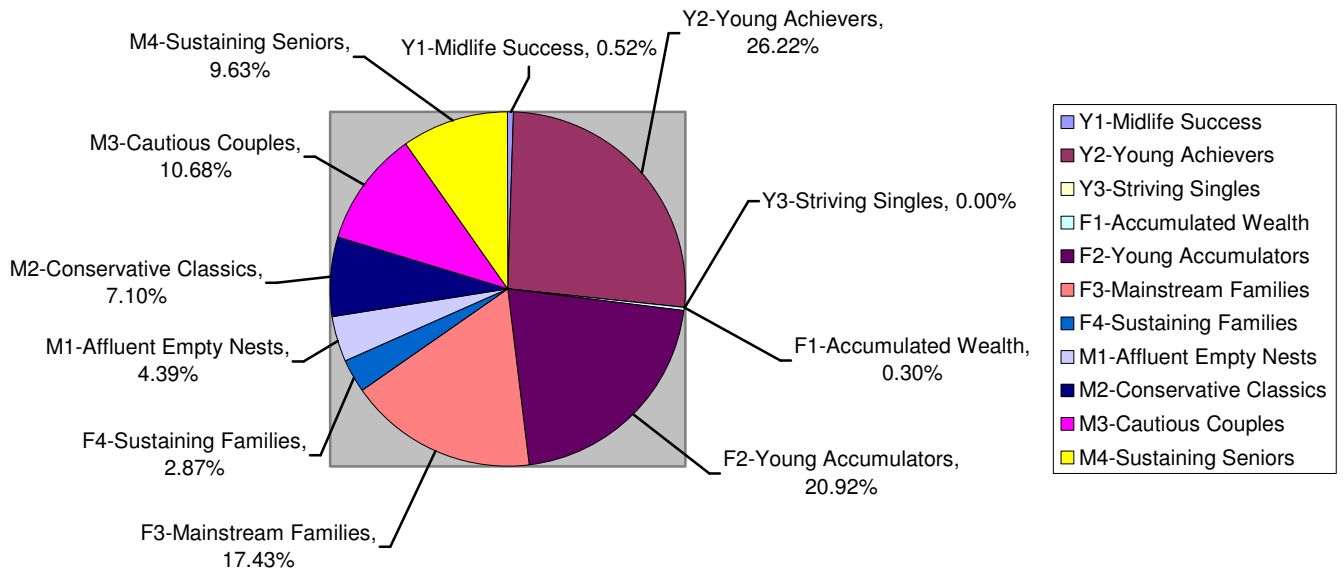
Cluster Name	Percent of Households in Lakewood	
	2008	2007
Close-In Couples	10.68	7.86
American Classics	0.00	0.01
Total Percent of M3	10.68	7.87

M4 - Sustaining Seniors

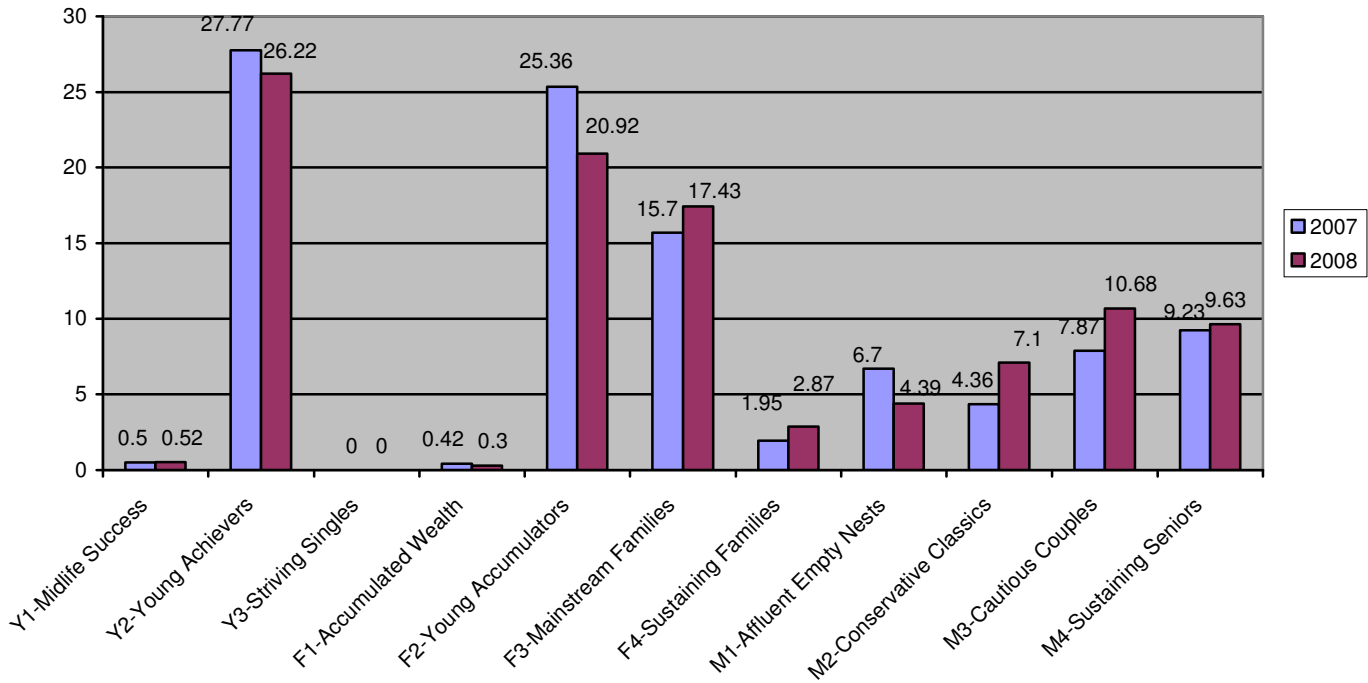
Sustaining Seniors consists of nine segments filled with older, economically challenged Americans. Ethnically diverse and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under \$30,000. Many are single or widowed, have modest 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.

Cluster Name	Percent of Households in Lakewood	
	2008	2007
Urban Elders	7.91	2.37
City Roots	1.72	6.86
Total Percent of M4	9.63	9.23

2008 PRIZM Lifestage Group Comparison for 44107



Prizm Lifestage Group Comparison for 44107



American Dreams



Description: American Dreams is a living example of how ethnically diverse the nation has become: just under 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.

Lakewood Rank (2008): 1 Lakewood Rank (2007): 1

Social Group: Urban Uptown (U1)

Lifestage Group: Young Accumulators (F2)

Number of Households in Lakewood: 4999

Percent of Lakewood Households: 20.69%

Percent of US Households: 2.15%

Income: Upper-Middle

Median Household Income: \$55,497

Ethnic Diversity: White, Black, Asian & Hispanic

Family Types: Mix

Age Range: 35-54

Education Level: College educated

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: White collar, mix

Lifestyle Traits

- o Shot at Old Navy
- o Buy Motivational Tapes
- o Read Black Enterprise
- o Watch Telefutera
- o Drive a Toyota Scion

Urban Achievers



Description: 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, couples and families are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Lakewood Rank (2008): 2 Lakewood Rank (2007): 2

Social Group: Midtown Mix (U2)

Lifestage Group: Young Achievers (Y2)

Number of Households in Lakewood: 4267

Percent of Lakewood Households: 17.66%

Percent of US Households: 1.50%

Income: Lower-Middle

Median Household Income: \$35,409

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mix

Age Range: under 35

Education Level: High school, some college

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: White collar, service, mix

Lifestyle Traits

- o Shop at Rite-Aid
- o Download music from the Web
- o Read Latina
- o Watch BET
- o Drive a Toyota Yaris

Multi-Culti Mosaic



Description: 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.

Lakewood Rank (2008): 3 Lakewood Rank (2007): 3

Social Group: Midtown Mix (U2)

Lifestage Group: Mainstream Families (F3)

Number of Households in Lakewood: 4210

Percent of Lakewood Households: 17.43%

Percent of US Households: 1.67%

Income: Lower Middle

Median Household Income: \$35,222

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mix

Age Range: 35-54

Education Level: High School, some college

Housing Type: Mix

Cluster Urbanicity: Urban

Employment Levels: White collar, service, mix

Lifestyle Traits

- o Shop at Marshalls
- o Buy Spanish/Latin music
- o Read Jet
- o Watch boxing
- o Drive a Nissan Versa

Close-In Couples



Description: 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.

Lakewood Rank (2008): 4 Lakewood Rank (2007): 4

Social Group: Midtown Mix (U2)

Lifestage Group: Cautious Couples (M3)

Number of Households in Lakewood: 2581

Percent of Lakewood Households: 10.68%

Percent of US Households: 1.16%

Income: Lower Middle

Median Household Income: \$40,719

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mostly singles and couples

Age Range: 55 and older

Education Level: High School Graduate

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: Mostly retired

Lifestyle Traits:

- o Shop at Sears
- o Eat at Denny's
- o Read Essence
- o Watch horse races
- o Drive a Mitsubishi Galant

Urban Elders



Description: 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.

Lakewood Rank (2008): 5 Lakewood Rank (2007): 6

Social Group: Urban Cores (U3)

Lifestage Group: Sustaining Seniors (M4)

Number of Households in Lakewood: 1911

Percent of Lakewood Households: 7.91%

Percent of US Households: 1.31%

Income: Low Income

Median Household Income: \$24,535

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mostly Singles without kids

Age Range: 55 and older

Education Level: Elementary School and some High School

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: Mostly retired

Lifestyle Traits

- o Dine out infrequently
- o Domestic travel by railroad
- o Read Selecciones (RD)
- o Watch Spanish Soap Operas
- o Drive a Toyota Corolla

Bohemian Mix



Description: A collection of mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are an ethnically diverse, progressive mix of young singles, couples, and families ranging from students to professionals. 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.

Lakewood Rank (2008): 6 Lakewood Rank (2007): 5

Social Group: Urban Uptown (U1)

Lifestage Group: Young Achievers (Y2)

Number of Households in Lakewood: 1742

Percent of Lakewood Households: 7.21%

Percent of US Households: 1.77%

Income: Midscale

Median Household Income: \$54,237

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mix

Age Range: under 55

Education Level: College Graduate and above

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: White collar, mix

Lifestyle Traits:

- o Eat at Au Bon Pain
- o Buy Spanish/Latin music
- o Read The Economist
- o Watch soccer
- o Drive an Audi A4

The Cosmopolitans



Description: 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, empty-nesting homeowners. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.

Lakewood Rank (2008): 7 Lakewood Rank (2007): 8

Social Group: Urban Uptown (U1)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 1664

Percent of Lakewood Households: 6.89%

Percent of US Households: 1.16%

Income: Midscale

Median Household Income: \$56,595

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mostly households without kids

Age Range: 55 and older

Education Level: High School and Some College

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: White collar, mix

Lifestyle Traits:

- o Shop at Costco
- o Buy Classical Music
- o Read Wine Spectator
- o Watch BBC America
- o Drive a Mercedes Benz C-class

Money and Brains



Description: 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.

Lakewood Rank (2008): 8 Lakewood Rank (2007): 7

Social Group: Urban Uptown (U1)

Lifestage Group: Affluent Empty Nests (M1)

Number of Households in Lakewood: 933

Percent of Lakewood Households: 3.86%

Percent of US Households: 2.01%

Income: Upscale

Median Household Income: \$89,037

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mix

Age Range: 45 - 64

Education Level: College Graduate and above

Housing Type: Mostly Homeowners

Cluster Urbanicity: Urban

Employment Levels: Professional, management

Lifestyle Traits

- o Shop at Nordstrom
- o Contribute to NPR
- o Read Sunday newspaper
- o Watch Wall Street Week
- o Drive a Mercedes Benz E-class

Big City Blues



Description: With a population that's 40 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. Roughly 25 percent haven't finished high school.

Lakewood Rank (2008): 9 Lakewood Rank (2007): 11

Social Group: Urban Cores (U3)

Lifestage Group: Sustaining Families (F4)

Number of Households in Lakewood: 693

Percent of Lakewood Households: 2.87%

Percent of US Households: 1.1%

Income: Lower-Midde

Median Household Income: \$31,405

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Mix

Age Range: Under 55

Education Level: High School Graduates

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: White collar, service, mix

Lifestyle Traits

- o Eat at Joe's Crab Shack
- o Go to movies
- o Read Ser Padres
- o Watch Primer Impacto
- o Drive a leased Hyundai

City Roots



Description: Found in urban neighborhoods, City Roots is a segment of downscale 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.

Lakewood Rank (2008): 10 Lakewood Rank (2007): 10
Social Group: Urban Cores (U3)
Lifestage Group: Sustaining Seniors (M4)

Number of Households in Lakewood: 416
Percent of Lakewood Households: 1.72%
Percent of US Households: 1.13%

Income: Downscale
Median Household Income: \$27,691

Ethnic Diversity: White, Black, Hispanic, Mix
Family Types: Mostly households without children
Age Range: 65 and older
Education Level: Some High School
Housing Type: Homeowners
Cluster Urbanicity: Urban
Employment Levels: Mostly retired

Lifestyle Traits:

- o Eat at Checkers
- o Play Bingo
- o Read Chicago Tribune
- o Watch NAACP Image Awards
- o Drive a Hyundai Accent

Young Digerati



Description: Young Digerati are the nation's tech-savvy and live 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.

Lakewood Rank (2008): 11 Lakewood Rank (2007): 9

Social Group: Urban Uptown (U1)

Lifestage Group: Young Achievers (Y2)

Number of Households in Lakewood: 307

Percent of Lakewood Households: 1.27%

Percent of US Households: 1.2%

Income: Upscale

Median Household Income: \$85,671

Ethnic Diversity: White, Asian, Hispanic, Mix

Family Types: Mix

Age Range: 25-44

Education Level: College Graduate and above

Housing Type: Mix

Cluster Urbanicity: Urban

Employment Levels: Professional, management

Lifestyle Traits:

- o Shop at Banana Republic
- o Go snowboarding
- o Read Elle Decor
- o Watch the Independent Film Channel
- o Drive a Toyota Prius

Upper Crust



Description: The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America –a haven for empty-nesting couples between the ages of 45 and 64. No segment has a higher concentration of residents earning over \$100,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

Lakewood Rank (2008): 12 Lakewood Rank (2007): 12

Social Group: Elite Suburbs (S1)

Lifestage Group: Affluent Empty Nests (M1)

Number of Households in Lakewood: 129

Percent of Lakewood Households: 0.53%

Percent of US Households: 1.52%

Income: Wealthy

Median Household Income: \$114,343

Ethnic Diversity: White, Asian, Mix

Family Types: Mostly households without kids

Age Range: 45-64

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional, management

Lifestyle Traits:

- o Shop at Saks Fifth Ave.
- o Spend \$3,000+ on foreign travel
- o Read The Washington Post
- o Watch the Golf Channel
- o Drive an Aston martin DB9

Executive Suites



Description: 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.

Lakewood Rank (2008): 13 Lakewood Rank (2007): 15

Social Group: The Affluentials (S2)

Lifestage Group: Midlife Success (Y1)

Number of Households in Lakewood: 67

Percent of Lakewood Households: 0.28%

Percent of US Households: 0.91%

Income: Upper Middle

Median Household Income: \$73,383

Ethnic Diversity: White, Asian, Mix

Family Types: Households without kids

Age Range: under 55

Education Level: College Graduate

Housing Type: Mostly homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional

Lifestyle Traits:

- o Eat at Chipotle
- o Play racquetball
- o Read Shape
- o Watch The Office
- o Drive an Acura TSX

Blue Blood Estates



Description: 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 is characterized by married couples with children, graduate degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

Lakewood Rank (2008): 14 Lakewood Rank (2007): 13

Social Group: Elite Suburbs (S1)

Lifestage Group: Accumulated Wealth (F1)

Number of Households in Lakewood: 58

Percent of Lakewood Households: 0.24%

Percent of US Households: 0.98%

Income: Wealthy

Median Household Income: \$119,475

Ethnic Diversity: White, Asian, Mix

Family Types: Households with kids

Age Range: 45-64

Education Level: College Graduate and above

Housing Type: Mostly homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional

Lifestyle Traits:

- o Shop at Talbots
- o Took a ski vacation
- o Read Architectural Design
- o Watch video-on-demand
- o Drive an Audi A8

Movers and Shakers



Description: 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. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: members of Movers & Shakers rank number-one for owning a small business and having a home office.

Lakewood Rank (2008): 15 Lakewood Rank (2007): 14

Social Group: Elite Suburbs (S1)

Lifestage Group: Midlife Success (Y1)

Number of Households in Lakewood: 55

Percent of Lakewood Households: 0.23%

Percent of US Households: 1.6%

Income: Wealthy

Median Household Income: \$102,624

Ethnic Diversity: White, Asian, Mix

Family Types: Households without kids

Age Range: 35-54

Education Level: College Graduate and above

Housing Type: Mostly Owners

Cluster Urbanicity: Suburban

Employment Levels: Management

Lifestyle Traits:

- o Eat at Bertucci's
- o Go scuba diving/snorkeling
- o Read Inc.
- o Watch Saturday Night Live
- o Drive a Porsche 911

Kids and Cul-de-Sacs



Description: 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. 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.

Lakewood Rank (2008): 16 Lakewood Rank (2007): 19

Social Group: The Affluentials (S2)

Lifestage Group: Young Accumulators (F2)

Number of Households in Lakewood: 40

Percent of Lakewood Households: 0.17%

Percent of US Households: 1.62%

Income: Upper Middle

Median Household Income: \$71,449

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Families

Age Range: 25-44

Education Level: College Graduates

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional, white collar, mix

Lifestyle Traits:

- o Shop at The Disney Store
- o Buy educational toys
- o Read Parenting Magazine
- o Watch Nanny 911
- o Drive a Nissan Armada

Pools & Patios



Description: Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, 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.

Lakewood Rank (2008): 17 Lakewood Rank (2006): 16

Social Group: The Affluentials (S2)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 34

Percent of Lakewood Households: 0.14%

Percent of US Households: 1.32%

Income: Upper Middle

Median Household Income: \$71,098

Ethnic Diversity: White, Asian, Mix

Family Types: Households without kids

Age Range: 45–64

Education Level: College Graduate

Housing Type: Mostly homeowners

Cluster Urbanicity: Suburban

Employment Levels: White Collar, mix

Lifestyle Traits:

- o Shop at Lord & Taylor
- o Buy books on tape
- o Read Scientific America
- o Watch Nova
- o Drive a Saturn Aura

Beltway Boomers



Description: 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, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.

Lakewood Rank (2008): 18 Lakewood Rank (2007): 20

Social Group: The Affluentials (S2)

Lifestage Group: Young Accumulators (F2)

Number of Households in Lakewood: 14

Percent of Lakewood Households: 0.06%

Percent of US Households: 0.96%

Income: Upper-Middle

Median Household Income: \$73,906

Ethnic Diversity: White, Black, Asian, Mix

Family Types: Households with kids

Age Range: 45-64

Education Level: College graduate

Housing Type: Mostly homeowners

Cluster Urbanicity: Suburban

Employment Levels: White collar, mix

Lifestyle Traits:

- o Order from Gevalia Kaffe
- o Play baseball
- o Read Scouting Magazine
- o Watch America's Next Top Model
- o Drive a GMC Envoy

Winner's Circle



Description: 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 of 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.

Lakewood Rank (2008): 18 Lakewood Rank (2007): 17

Social Group: Elite Suburbs (S1)

Lifestage Group: Accumulated Wealth (F1)

Number of Households in Lakewood: 14

Percent of Lakewood Households: 0.06%

Percent of US Households: 1.09%

Income: Wealthy

Median Household Income: \$105,311

Ethnic Diversity: White, High, Mix

Family Types: Families

Age Range: 35-54

Education Level: College Graduate and above

Housing Type: Mostly homeowners

Cluster Urbanicity: Suburban

Employment Levels: Management

Lifestyle Traits:

- o Shop at Neiman Marcus
- o Go sailing
- o Read Working Mother
- o Watch Wimbledon Tennis
- o Drive a GMC Yukon Denali

Gray Power



Description: 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.

Lakewood Rank (2008): 19 Lakewood Rank (2007): 22

Social Group: Middleburbs (S3)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 13

Percent of Lakewood Households: 0.05%

Percent of US Households: 0.92%

Income: Midscale

Median Household Income: \$51,823

Ethnic Diversity: Mostly White

Family Types: Households without children

Age Range: 65 and older

Education Level: College graduate

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Mostly retired

Lifestyle Traits:

- o Order from drugstore.com
- o Belong to a veterans club
- o Read The New Yorker
- o Watch Masterpiece Theater
- o Drive a Buick Lucerne

New Empty Nests



Description: With their grown-up children recently out of the house, New Empty Nests is composed of upper-middle income 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.

Lakewood Rank (2008): 20 Lakewood Rank (2007): 21

Social Group: The Affluentials (S2)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 5

Percent of Lakewood Households: 0.02%

Percent of US Households: 1.06%

Income: Upper Middle

Median Household Income: \$70,867

Ethnic Diversity: Mostly white

Family Types: Couples

Age Range: 65 and older

Education Level: College Graduate and above

Housing Type: Mostly homeowners

Cluster Urbanicity: Suburban

Employment Levels: Mostly retired

Lifestyle Traits:

- o Eat at Friendly's
- o Attend opera performances
- o Read Tennis
- o Watch 60 Minutes
- o Drive a Buick LaCrosse

Young Influentials



Description: 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 younger, 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.

Lakewood Rank (2008): 21 Lakewood Rank (2007): 18

Social Group: Middleburbs (S3)

Lifestage Group: Young Achievers

Number of Households in Lakewood: 3

Percent of Lakewood Households: 0.01%

Percent of US Households: 1.46%

Income: Midscale

Median Household Income: \$48,425

Ethnic Diversity: White, Black, Asian, Hispanic

Family Types: Households without kids

Age Range: under 35

Education Level: College Graduate

Housing Type: Renters

Cluster Urbanicity: Suburban

Employment Levels: White collar, service, mix

Lifestyle Traits:

- o Shop at Express
- o Buy rap music
- o Read Vibe magazine
- o Watch Family Guy
- o Drive a Mazda 3

Suburban Sprawl



Description: Suburban Sprawl is an unusual American lifestyle: a collection of midscale, older 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 conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

Lakewood Rank (2008): 21 Lakewood Rank (2007): 23

Social Group: Middleburbs (S3)

Lifestage Group: Midlife Success (Y1)

Number of Households in Lakewood: 3

Percent of Lakewood Households: 0.01%

Percent of US Households: 1.31%

Income: Midscale

Median Household Income: \$49,826

Ethnic Diversity: White, Black, Mix

Family Types: Households without kids

Age Range: 45-64

Education Level: College graduate

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: White collar, mix

Lifestyle Traits:

- o Eat at White Castle
- o Sing karaoke
- o Read Spin
- o Watch FitTV
- o Drive a Saturn Vue

American Classics



Description: They may be older 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.

Lakewood Rank (2008): N/A Lakewood Rank (2007): 24
Social Group: Inner Suburbs (S4)
Lifestage Group: Cautious Couples (M3)

Number of Households in Lakewood: 0
Percent of Lakewood Households: N/A
Percent of US Households: 1.03%

Income: Lower Middle
Median Household Income: \$34,303

Ethnic Diversity: Mostly White
Family Types: Households without kids
Age Range: 65 and older
Education Level: High School Graduate
Housing Type: Mostly homeowners
Cluster Urbanicity: Suburban
Employment Levels: Mostly retired

Lifestyle Traits:

- o Shops via mail order
- o Gamble in Atlantic City, NJ
- o Read weekend newspaper
- o Watch The 700 Club
- o Drive a Chevrolet Malibu

Prizm NE Distribution for 44017

