

Segment Number	Social Group Code	Social Group	Urbanity	Lifeways	PRIZM Name	PRIZM Description	Population	Households	% of Total Households	Official Language	Cultural/Occupation Index	Average Income	Income Level	Age of Mainstay	Family Status	Education	Job Type	Age of Children	Dwelling Type	Residency	Post-COVID best looking forward to shopping	Weekly Commuting Movement Jan. 2021 to Jan. 2020
1	01	01 - Urban Elite	Urban	MS - Older Families & Empty Nests	The A-List	Very wealthy independent families and couples	274,842	83,547	0.8%	English	Low	153,121	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
2	02	02 - Urban Elite	Urban	MS - Older Families & Empty Nests	Healthy & Wealthy	Wealthy urban and suburban professionals	106,586	32,952	0.3%	English	Low	135,253	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
3	F1	F1 - Suburban Elite	Urban/Edge	F2 - Large Empty Families	Active Professionals	Highly educated urban professionals	287,722	114,282	1.3%	English	Low	125,263	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
4	03	03 - Suburban Elite	Suburban	F2 - Large Empty Families	Real-Estate Professionals	Urban, suburban and exurban professionals	375,287	133,354	1.5%	English	Low	125,263	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
5	04	04 - Urban Elite	Urban	F2 - Large Empty Families	Downsize Versus	Young and middle-aged university graduates	454,539	148,408	1.6%	English	Low	125,263	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
6	05	05 - Urban Elite	Urban	MS - Older Families & Empty Nests	Washoe & Reno	Older and younger suburban professionals	368,403	114,885	1.3%	English	Low	125,263	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
7	06	06 - Suburban Elite	Suburban	F2 - Large Empty Families	Multicultural Mix	Diverse, multiracial suburban families	349,639	110,977	1.3%	Non-English	Low	149,284	Very High	48	Family/Couples	University/HS College	White Collar/Service Sector	16-24	Single Detached	Own	Very High	Steady
8	07	07 - Suburban Elite	Suburban	MS - Older Families & Empty Nests	Business Elite	Older and younger, wealthy suburban families	184,977	58,477	0.6%	English	Low	125,263	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
9	F2	F2 - Suburban Elite	Urban/Edge	F2 - Large Empty Families	Active Achievement	Downsized, middle-aged and older urban families	524,063	181,205	2.0%	Non-English	Low	117,274	Very High	48	Family/Couples	University/HS College	Service Sector/White Collar	16-24	Single Detached	Own	Very High	Steady
10	08	08 - Suburban Elite	Suburban	F2 - Large Empty Families	Middle Professionals	Young, middle-aged and middle-aged professionals	722,205	245,005	2.8%	Non-English	Low	125,263	Very High	48	Family/Couples	University/College	Mixed Code	16-24	Single Detached	Own	High	Steady
11	09	09 - Suburban Elite	Suburban	MS - Older Families & Empty Nests	Ex. Wife, Lower	Young, well-educated urban couples	889,829	301,832	3.4%	English	Low	133,027	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
12	09	09 - Suburban Elite	Suburban	F2 - Large Empty Families	White & Blue	Young, middle-aged suburban families	522,344	181,789	2.1%	English	Low	125,263	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
13	10	10 - Suburban Elite	Suburban	F2 - Large Empty Families	Real-Estate Country	Young, middle-aged affluent families and couples	514,824	184,021	2.1%	English	Low	149,284	Very High	48	Family/Couples	University	Mixed Code	16-24	Single Detached	Own	High	Steady
14	01	01 - Urban Elite	Urban	F2 - Large Empty Families	Real Estate Investors	Older and younger suburban professionals	268,261	114,120	1.2%	English	Low	125,263	Very High	48	Family/Couples	University/College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
15	02	02 - Urban Elite	Urban	MS - Older Families & Empty Nests	Senior Boomers	Older and younger suburban professionals	778,121	245,821	2.7%	English	Low	125,263	Very High	48	Family/Couples	University/College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
16	03	03 - Suburban Elite	Urban/Edge	F2 - Large Empty Families	Active Boomers	Older and younger suburban professionals	278,141	100,081	1.1%	Non-English	Low	149,284	Very High	48	Family/Couples	HS/College/University/HS College	Service Sector/White Collar	16-24	Single Detached	Own	High	Steady
17	04	04 - Urban Elite	Urban	F2 - Large Empty Families	Multicultural Boomers	Older and younger, diverse suburban families	424,471	141,871	1.6%	Non-English	Low	125,263	Very High	48	Family/Couples	University/College/HS College	Service Sector/White Collar	16-24	Single Detached	Own	High	Steady
18	05	05 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Family Movers	Young, middle-aged middle-class families	1,029,819	338,911	3.7%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
19	06	06 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Senior Boomers	Older and younger middle-income suburbanites	558,374	210,911	2.4%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
20	07	07 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	Young and Middle-Aged	Young and middle-aged urban couples and couples	468,229	155,959	1.8%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
21	08	08 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Mid-City Boomers	Older and younger suburban professionals	889,829	301,832	3.4%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
22	09	09 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Age-Targeted	Young and middle-aged suburban families	422,344	141,711	1.6%	English	Low	125,263	Very High	48	Family/Couples	College/HS College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
23	10	10 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Sportsman Sports	Older and younger middle-aged suburbanites	588,061	193,921	2.2%	English	Low	149,284	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
24	01	01 - Urban Elite	Urban	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
25	F2	F2 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	Downside Boomers	Older, downsized, retired city dwellers	606,124	218,424	2.4%	Non-English	Low	149,284	Very High	48	Family/Couples	University/Trade School/College	Service Sector/White Collar	16-24	Single Detached	Own	High	Steady
26	02	02 - Urban Elite	Urban	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
27	03	03 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
28	04	04 - Urban Elite	Urban	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
29	F2	F2 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	South West Seniors	Middle-aged middle-income South-West families	344,000	114,674	1.3%	Non-English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
30	F1	F1 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	White Mountain	Older and younger suburban professionals	628,461	210,911	2.4%	Non-English	Low	125,263	Very High	48	Family/Couples	University/HS College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
31	F2	F2 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	Downside Boomers	Middle-aged, younger and middle-aged city dwellers	588,001	218,401	2.4%	English	Low	125,263	Very High	48	Family/Couples	University/HS College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
32	05	05 - Suburban Elite	Suburban	F2 - Middle-Aged Families	New Country	Middle-aged, middle-income couples and families	458,959	155,959	1.8%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
33	06	06 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Families Typicals	Young and middle-aged suburban families	439,335	141,935	1.6%	English	Low	125,263	Very High	48	Family/Couples	Trade School/College	Mixed Code	16-24	Single Detached	Own	High	Steady
34	07	07 - Suburban Elite	Suburban	MS - Older Families & Empty Nests	White Professionals	Older, middle-income suburban professionals	422,344	141,711	1.6%	English	Low	125,263	Very High	48	Family/Couples	University/College/HS College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
35	08	08 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Middle-Class Boomers	Middle-income suburban professionals	622,344	210,911	2.4%	English	Low	125,263	Very High	48	Family/Couples	High School/College/HS College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
36	09	09 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Breakfast in Suburbia	Middle-income, younger and middle-aged suburbanites	697,722	234,822	2.7%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
37	10	10 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
38	01	01 - Urban Elite	Urban	F2 - Middle-Aged Families	Real Estate Country	Young, middle-aged affluent families and couples	422,344	141,711	1.6%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
39	02	02 - Urban Elite	Urban	MS - Older Families & Empty Nests	Senior Boomers	Older and younger suburban professionals	778,121	245,821	2.7%	English	Low	125,263	Very High	48	Family/Couples	University/College	White Collar/Service Sector	16-24	Single Detached	Own	High	Steady
40	03	03 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	Active Boomers	Older and younger suburban professionals	278,141	100,081	1.1%	Non-English	Low	149,284	Very High	48	Family/Couples	HS/College/University/HS College	Service Sector/White Collar	16-24	Single Detached	Own	High	Steady
41	04	04 - Urban Elite	Urban	F2 - Middle-Aged Families	Multicultural Boomers	Older and younger, diverse suburban families	424,471	141,871	1.6%	Non-English	Low	125,263	Very High	48	Family/Couples	University/College/HS College	Service Sector/White Collar	16-24	Single Detached	Own	High	Steady
42	05	05 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Family Movers	Young, middle-aged middle-class families	1,029,819	338,911	3.7%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
43	06	06 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Senior Boomers	Older and younger middle-income suburbanites	558,374	210,911	2.4%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
44	07	07 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	Young and Middle-Aged	Young and middle-aged urban couples and couples	468,229	155,959	1.8%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
45	08	08 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Mid-City Boomers	Older and younger suburban professionals	889,829	301,832	3.4%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
46	09	09 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Age-Targeted	Young and middle-aged suburban families	422,344	141,711	1.6%	English	Low	125,263	Very High	48	Family/Couples	College/HS College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
47	10	10 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Sportsman Sports	Older and younger middle-aged suburbanites	588,061	193,921	2.2%	English	Low	149,284	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
48	01	01 - Urban Elite	Urban	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
49	02	02 - Urban Elite	Urban	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
50	03	03 - Suburban Elite	Urban/Edge	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
51	04	04 - Urban Elite	Urban	F2 - Middle-Aged Families	Country Properties	Older and younger middle-income couples and families	788,000	252,800	2.9%	English	Low	125,263	Very High	48	Family/Couples	College/HS College	Mixed Code	16-24	Single Detached	Own	High	Steady
52	05	05 - Suburban Elite	Suburban	F2 - Middle-Aged Families	Family Typicals	Young and middle-aged suburban families	439,335	141,935	1.6%	English	Low	125,263	Very High	48	Family/Couples	Trade School/College	Mixed Code	16-24	Single Detached	Own	High	Steady
53	06	06 - Suburban Elite	Sub																			