

PRIZM NE Social Group Distribution

Polygon 1: W MARKHAM ST AT N UNIVERSITY AVE, LITTL, Total

Group	PRIZM NE		Area	%	US Base	%	Index
	Code	Name	Households		Households		
URBAN							
U1	04	Young Digerati	0	0.00%	1388902	1.22%	0.0
U1	07	Money and Brains	0	0.00%	2278635	2.00%	0.0
U1	16	Bohemian Mix	0	0.00%	2010509	1.77%	0.0
U1	26	The Cosmopolitans	0	0.00%	1325689	1.17%	0.0
U1	29	American Dreams	0	0.00%	2446048	2.15%	0.0
U1		URBAN UPTOWN	0	0.00%	9449783	8.31%	0.0
U2	31	Urban Achievers	0	0.00%	1711082	1.51%	0.0
U2	40	Close-In Couples	0	0.00%	1324020	1.16%	0.0
U2	54	Multi-Culti Mosiac	0	0.00%	1910430	1.68%	0.0
U2		MIDTOWN MIX	0	0.00%	4945532	4.35%	0.0
U3	59	Urban Elders	0	0.00%	1484170	1.31%	0.0
U3	61	City Roots	0	0.00%	1301315	1.14%	0.0
U3	65	Big City Blues	0	0.00%	1260034	1.11%	0.0
U3	66	Low-Rise Living	0	0.00%	1602059	1.41%	0.0
U3		URBAN CORES	0	0.00%	5647578	4.97%	0.0

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SECOND CITIES							
C1	10	Second City Elite	2935	7.06%	1340606	1.18%	598.7
C1	12	Brite Lites, Li'l City	4660	11.21%	1694022	1.49%	752.2
C1	13	Upward Bound	1255	3.02%	1804891	1.59%	190.1
C1	SECOND CITY SOCIETY		8850	21.29%	4839519	4.26%	500.1
C2	24	Up-and-Comers	3964	9.54%	1366547	1.20%	793.2
C2	27	Middleburg Managers	4606	11.08%	2088515	1.84%	603.1
C2	34	White Picket Fences	691	1.66%	1406079	1.24%	134.4
C2	35	Boomtown Singles	4475	10.77%	1456182	1.28%	840.3
C2	41	Sunset City Blues	1981	4.77%	1889008	1.66%	286.8
C2	CITY CENTERS		15717	37.81%	8206331	7.22%	523.7
C3	47	City Startups	1572	3.78%	1271177	1.12%	338.2
C3	53	Mobility Blues	822	1.98%	1326675	1.17%	169.4
C3	60	Park Bench Seniors	1562	3.76%	1199575	1.06%	356.1
C3	62	Hometown Retired	534	1.28%	1249908	1.10%	116.8
C3	63	Family Thrifts	646	1.55%	1895774	1.67%	93.2
C3	MICRO-CITY BLUES		5136	12.36%	6943109	6.11%	202.3

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SUBURBS							
S1	01	Upper Crust	1232	2.96%	1733015	1.52%	194.4
S1	02	Blue Blood Estates	204	0.49%	1113596	0.98%	50.1
S1	03	Movers and Shakers	1375	3.31%	1836308	1.62%	204.8
S1	06	Winner's Circle	236	0.57%	1257011	1.11%	51.3
S1	ELITE SUBURBS		3047	7.33%	5939930	5.23%	140.3
S2	08	Executive Suites	1332	3.20%	1038055	0.91%	350.9
S2	14	New Empty Nests	435	1.05%	1203103	1.06%	98.9
S2	15	Pools and Patios	463	1.11%	1492553	1.31%	84.8
S2	17	Beltway Boomers	52	0.13%	1095259	0.96%	13.0
S2	18	Kids and Cul-de-Sacs	203	0.49%	1853880	1.63%	29.9
S2	19	Home Sweet Home	18	0.04%	2091620	1.84%	2.4
S2	THE AFFLUENTIALS		2503	6.02%	8774470	7.72%	78.0
S3	21	Gray Power	694	1.67%	1046408	0.92%	181.4
S3	22	Young Influentials	690	1.66%	1659223	1.46%	113.7
S3	30	Suburban Sprawl	639	1.54%	1488376	1.31%	117.4
S3	36	Blue-Chip Blues	221	0.53%	1416795	1.25%	42.7
S3	39	Domestic Duos	73	0.18%	1360305	1.20%	14.7
S3	MIDDLEBURBS		2317	5.57%	6971107	6.13%	90.9
S4	44	New Beginnings	89	0.21%	1703233	1.50%	14.3
S4	46	Old Glories	111	0.27%	1101074	0.97%	27.6
S4	49	American Classics	122	0.29%	1156092	1.02%	28.9
S4	52	Suburban Pioneers	128	0.31%	1171495	1.03%	29.9
S4	INNER SUBURBS		450	1.08%	5131894	4.51%	24.0

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TOWN AND RURAL							
T1	05	Country Squires	1145	2.75%	2192590	1.93%	142.8
T1	09	Big Fish, Small Pond	747	1.80%	2602144	2.29%	78.5
T1	11	God's Country	701	1.69%	1780508	1.57%	107.7
T1	20	Fast-Track Families	0	0.00%	1982588	1.74%	0.0
T1	25	Country Casuals	1	0.00%	1841125	1.62%	0.1
T1	LANDED GENTRY		2594	6.24%	10398955	9.15%	68.2
T2	23	Greenbelt Sports	277	0.67%	1646958	1.45%	46.0
T2	28	Traditional Times	171	0.41%	3253503	2.86%	14.4
T2	32	New Homesteaders	218	0.52%	2327025	2.05%	25.6
T2	33	Big Sky Families	13	0.03%	2010266	1.77%	1.8
T2	37	Mayberry-ville	0	0.00%	2839730	2.50%	0.0
T2	COUNTRY COMFORT		679	1.63%	12077482	10.63%	15.4
T3	38	Simple Pleasures	49	0.12%	2635524	2.32%	5.1
T3	42	Red, White and Blues	38	0.09%	1389756	1.22%	7.5
T3	43	Heartlanders	28	0.07%	2291139	2.02%	3.3
T3	45	Blue Highways	0	0.00%	1781210	1.57%	0.0
T3	50	Kid Country, USA	21	0.05%	1529683	1.35%	3.8
T3	51	Shotguns and Pickups	2	0.00%	1828591	1.61%	0.3
T3	MIDDLE AMERICA		138	0.33%	11455903	10.08%	3.3
T4	48	Young and Rustic	97	0.23%	2281989	2.01%	11.6
T4	55	Golden Ponds	12	0.03%	1805911	1.59%	1.8
T4	56	Crossroads Villagers	2	0.00%	2400787	2.11%	0.2
T4	57	Old Milltowns	15	0.04%	1699060	1.49%	2.4
T4	58	Back Country Folks	7	0.02%	2629485	2.31%	0.7
T4	64	Bedrock America	5	0.01%	2069178	1.82%	0.7
T4	RUSTIC LIVING		138	0.33%	12886410	11.34%	2.9
Totals			41569	100.00%	113668003	100.00%	100.0

PRIZM NE Clusters and 2007 Estimates are Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Households Base Percent" for the cluster, times 100.

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Claritas Tech Support: 1 800 866 6511

Project Code: StrodeParkAvenue

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