



Alabama Gulf Coast Convention

*Alabama Gulf Coast Visitors
Fishermen*

MASGP-054

*PRIZM Target Analysis
January 2010*

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Alabama Gulf Coast Profiles

Overview

The reports in this analysis help you answer one of the most fundamental marketing questions: Who are the targets that you most want to reach? Answering this question is an essential step in designing a well-focused target-marketing program that will make the best use of your marketing dollars.

The strategy for identifying your marketing targets is based on two tried and true observations:

- *The best customers for your product are existing customers.* The people who have already used your product or a similar one or other people like your existing customers are most likely your best customers.
- *Birds of a feather flock together.* In choosing a place to live, people tend to seek out neighborhoods compatible with their lifestyles, where they find others in similar circumstances with similar consumer behavior patterns. Once established, the character of a neighborhood tends to persist over time, even though individual residents come and go.

By identifying the types of neighborhoods in which you find your existing customers, you can accurately predict the types of neighborhoods where you will find your customers in the future and develop target-marketing plans that will focus on those areas.

The accompanying reports help you identify your targets (your existing and prospective customers) by determining their PRIZM Segments -- the types of neighborhoods where they live. For convenience, a descriptive narrative of each segment is provided at the end of this analysis.

Profile Methodology

Nielsen performed an analysis of Visitors and Fishermen from the files provided to Nielsen by Alabama Gulf Coast Convention (AGCC) for PRIZM profiling and analysis. This report will examine the profile characteristics of Visitors and Fishermen with the objective to determine the consumer market segments that have high potential to come to the Alabama Gulf Coast for vacation or to fish.

PRIZM Profiling

Nielsen received a unit record file of Visitor and Fishermen data and addresses and geocoded the file - a process that assigns each record to a geographic unit based on the street address

and ZIP Code information contained in the file. The household geocoding level was used for this analysis. Using the geocoded files, each record was assigned to one of the sixty-six PRIZM neighborhood lifestyle segments.

The records in the file were then summarized by PRIZM Segment to produce the following profiles:

- ♦ **Visitors** (77,343)
- ♦ **Fishermen** (7,136)

The numbers enclosed in parentheses indicate the total count for the profiles.

Determining Base Counts

An important step in the analysis of the AGCC Visitors and Fishermen is to determine the appropriate base definition for both profiles in order to match the profiles to the correct household base. The base definition is important because the measures of penetration and index are calculated using the base area segment distributions.

The base for the 2009 Visitors file is all ZIP Codes with three (3) or more Visitors. The Fishermen profile required that all ZIP Codes represented in the file be used in the base in order to reach the minimum threshold of 85% of the records. The chart below illustrates the process to the final counts for both files:

Records:	2009 Visitors	Fishermen
Gross	96,923	10,375
Coded at Household Level	82,377	7,271
Within Base ZIP Codes *	77,343	7,136
% of Gross Records Analyzed	79.80	68.78
% of Household Coded Records Analyzed	94.58	100.00

* A small number of ZIP Codes in both files are no longer valid in the USPS ZIP Code Roster. Only records with valid ZIP Codes were used in the analysis.

Understanding PRIZM Profile Reports

PRIZM Profile reports let you analyze the PRIZM Segment profile of any group of customers or prospective customers - users of a particular product, households sharing given demographic characteristics or lifestyles, etc. These reports are used to identify groups of PRIZM Segments (neighborhood types) on which to focus a target-marketing program.

Profile Index Bar Charts graphically display the PRIZM Profile for any group of customers or prospective customers. Each PRIZM bar chart consists of a series of horizontal bars that indicate the index of concentration for a profile in individual PRIZM Segments - the extent to which usage of your product is concentrated in each segment. Bars to the right of the center axis indicate above average performance while those to the left indicate below average performance. A numeric scale spans the bar chart to show the range of measures represented by the bars. Scale values range from zero to the highest index calculated for the profile.

Profile Report, ranked by segment – This report shows the sixty-six PRIZM Segments in ascending order. This ranking is useful in understanding the general socioeconomic characteristics of the profile.

Profile Report, quintiles ranked by index – This report shows the same data as the report above, except that segments are ranked by index of concentration and grouped in quintiles (approximate fifths) of the base count. This format allows you to quickly identify the users of your product. In addition, you can size the market by viewing the quintile subtotals percent composition for both the base and the product. For example, you might find that 50% of your customers come from 20% of the total market.

Contents of a profile report

Most PRIZM Profile reports include these measures for each segment:

- Count and percent composition (or % down) for the base profile -- the profile of the universe against which the product profile is compared to.
- Count, percent composition (or % down), percent penetration (or % across), and index of concentration for the product profile.

Figure 1 below is a typical PRIZM Profile report:

PRIZM _{NE} Profile Report by Cluster							
PRIZM _{NE} Cluster		Base Households		Wild Things Customers			
#	Nickname	Count	%Comp	Count	%Comp	%Pen	Index
1	Upper Crust	1,580,481	1.47	3,951	0.97	0.25	66
2	Blue Blood Estates	795,686	0.74	4,456	1.10	0.56	148
3	Movers & Shakers	1,835,521	1.70	6,975	1.72	0.38	101
4	Young Digerati	1,309,575	1.22	3,143	0.77	0.24	64
5	Country Squires	998,314	0.93	5,890	1.45	0.59	156
6	Winner's Circle	845,478	0.78	3,382	0.83	0.40	106
7	Money & Brains	1,888,898	1.75	5,100	1.25	0.27	72
8	Executive Suites	1,268,469	1.18	3,298	0.81	0.26	69
9	Big Fish, Small Pond	2,049,909	1.90	8,610	2.12	0.42	111
10	Second City Elite	1,085,788	1.01	2,063	0.51	0.19	50
11	God's Country	1,352,638	1.26	7,034	1.73	0.52	138
12	Brite lites, Li'l City	1,520,173	1.41	3,496	0.86	0.23	61
13	Upward Bound	1,190,121	1.10	3,451	0.85	0.29	77
14	New Empty Nests	1,046,019	0.97	1,987	0.49	0.19	50
15	Pools & Patios	1,221,801	1.13	7,086	1.74	0.58	154
16	Bohemian Mix	2,043,024	1.90	5,925	1.46	0.29	77
17	Beltway Boomers	754,924	0.70	2,793	0.69	0.37	98
18	Kids & Cul-de-sacs	1,341,192	1.24	8,584	2.11	0.64	170
19	Home Sweet Home	1,947,149	1.81	11,488	2.83	0.59	156
20	Fast-Track Families	776,715	0.72	4,738	1.17	0.61	162
21	Gray Power	1,059,216	0.98	2,966	0.73	0.28	74
22	Young Influentials	1,856,004	1.72	8,538	2.10	0.46	122
23	Greenbelt Sports	1,593,251	1.48	9,400	2.31	0.59	156
24	Up-and-Comers	1,386,087	1.29	5,544	1.36	0.40	106
25	Country Casuals	1,473,101	1.37	7,807	1.92	0.53	140
26	The Cosmopolitans	1,087,462	1.01	1,522	0.37	0.14	37
27	Middleburg Managers	1,934,907	1.80	16,253	4.00	0.84	223
28	Traditional Times	2,872,735	2.67	20,109	4.95	0.70	185
29	American Dreams	2,231,878	2.07	11,383	2.80	0.51	135
30	Suburban Sprawl	1,623,648	1.51	14,938	3.67	0.92	244
31	Urban Achievers	1,951,203	1.81	2,927	0.72	0.15	40
32	New Homesteaders	1,069,600	0.99	5,562	1.37	0.52	138
33	Big Sky Families	1,007,871	0.94	4,838	1.19	0.48	127
34	White Picket Fences	1,121,855	1.04	4,824	1.19	0.43	114
35	Boomtown Singles	1,537,145	1.43	4,458	1.10	0.29	77
36	Blue-Chip Blues	1,173,086	1.09	1,525	0.38	0.13	34
37	Mayberry-ville	2,753,857	2.56	17,074	4.20	0.62	164
38	Simple Pleasures	2,621,647	2.43	12,846	3.16	0.49	130
39	Domestic Duos	1,057,459	0.98	2,221	0.55	0.21	56
40	Close-In Couples	1,139,269	1.06	4,899	1.20	0.43	114
41	Sunset City Blues	1,770,041	1.64	8,496	2.09	0.48	127
42	Red, White & Blues	2,146,003	1.99	6,223	1.53	0.29	77
43	Heartlanders	2,097,708	1.95	4,405	1.08	0.21	56
44	New Beginnings	2,052,365	1.90	10,467	2.57	0.51	135
45	Blue Highways	2,265,696	2.10	5,438	1.34	0.24	64
:	:	107,748,645	100	406,618	100	0.38	100

Figure 1

To create the report illustrated in *Figure 1*, Nielsen performs the following calculations for each of the sixty-six PRIZM Segments. (Calculations are the same for all PRIZM Profile reports, but they may be performed with counts for individual segments, social groups or custom target groups, depending on the report format.)

Referring to the previous Wild Things profile and examining Segment 19:

Percent Composition (% Comp or % Down)

For the Base (Households):

$$\left(\frac{\text{Households in Home Sweet Home (1,947,149)}}{\text{Households in the US (107,748,645)}} \right) \times 100 = 1.81\%$$

For the Profile (Wild Things Customers):

$$\left(\frac{\text{Wild Things households in Home Sweet Home (11,488)}}{\text{Total Wild Things households in the US (406,618)}} \right) \times 100 = 2.83\%$$

Percent Penetration (% Pen or % Across)

$$\left(\frac{\text{Wild Things households in Home Sweet Home (11,488)}}{\text{Households in Home Sweet Home (1,947,149)}} \right) \times 100 = 0.59\%$$

Index

Nielsen calculates the index of concentration as follows:

$$\left(\frac{\% \text{ Penetration of Wild Things households in Home Sweet Home (0.59)}}{\% \text{ Penetration of Total Wild Things households in the US (0.38)}} \right) \times 100 = 156$$

The following calculation produces the same index:

$$\left(\frac{\% \text{ Composition of Wild Things households in Home Sweet Home (2.83)}}{\% \text{ Composition of Base Households in Home Sweet Home (1.81)}} \right) \times 100 = 156$$

Each **percent composition** (% Comp) shows the share of total customers in a given neighborhood type. A segment or segment group with a higher percent composition for your product is contributing more to your business than one with a lower percent composition. Referring to the previous Wild Things Customers profile, and examining Segment 19:

Less than two percent (Base % Comp = 1.81%) of all US Households are located in *Home Sweet Home* neighborhoods.

but

Over two and a half percent (Profile % Comp = 2.83%) of all households who are Wild Things Customers live in *Home Sweet Home* neighborhoods.

Each **percent penetration** (% Pen) shows the percent of the universe of potential customers (usually total households or total population) that use your product in a given type of neighborhood. A segment or segment group with a higher percent penetration for your product is using your product at a higher rate than one with a lower percent penetration. For example:

0.59% of all households that are located in *Home Sweet Home* neighborhoods are Wild Things Customers. This is 1.56 times the US average for all households (0.38%).

Each **index of concentration (Index)** shows the extent to which usage of your product is concentrated in a given neighborhood type, in relation to an average of 100. An index of 100 indicates a type of neighborhood that is no more nor less likely than average to use your product, while a high index indicates a high usage rate. The higher the index above 100, the better the segment or segment group is for your product. For example:

Households that are located in *Home Sweet Home* neighborhoods are 1.56 (Index = 156) times as likely than the average US household to be Wild Things Customers; or households that are located in *Home Sweet Home* neighborhoods are 56% (Index 156 - Avg 100 = 56) more likely than the average US household to be Wild Things Customers.

and

Households that are located in *Young Digerati* neighborhoods are only 0.64 (Index = 64) times as likely as the average US household to be Wild Things Customers; or households that are located in *Young Digerati* neighborhoods are 36% (Index 64 - Avg 100 = -36) less likely than the average US household to be Wild Things Customers.

The index of concentration and percent composition are key indicators of segments that represent the best targets for marketing your product.

PRIZM Target Finder Reports are useful when identifying custom target groups because they highlight demographic and lifestyle similarities between segments more comprehensively than a regular sixty-six segment report. This report is identical to the PRIZM Profile Report, ranked by segment, except that it includes five additional columns of demographic descriptors that explain the general characteristics of each segment.

The additional descriptors shown on these reports include:

- Income level - Segment's socio-economic category (Wealthy, Midscale, Downscale, etc.).
- Segment type (density) - Segment's predominant neighborhood type (Suburban, Town, Rural, etc.)
- Segment household composition - Segment's predominant family type(s), (Singles, Couples, Families, etc.)
- Adult age - Segment's predominant age group(s), (25-44, 35-64, 65+, etc.)
- Education - Segment's average level of education, (High School, College, College Grad+, etc.)

Game Plan Categories Charts are useful in sizing your marketplace. PRIZM Segments are scored according to their cross section of likelihood to be a customer by their likelihood to purchase a product in general. The resulting matrix consists of a grid of four likely scenarios: High penetration of the households using a product coupled by a high propensity to use the product, followed by High/Low, Low/High, and Low/Low combinations. This opportunity information is directional and does not replace the effectiveness of but instead complements the use of target groups. Custom target groups focus more on inherent demographic characteristics as opposed to sales opportunity characteristics.

Game Plan Categories Charts assign PRIZM Segments to one of four categories as indicated in the chart below and described on the following page.

Expansion	Core	Index 100 ↑
NonTarget	Conversion	

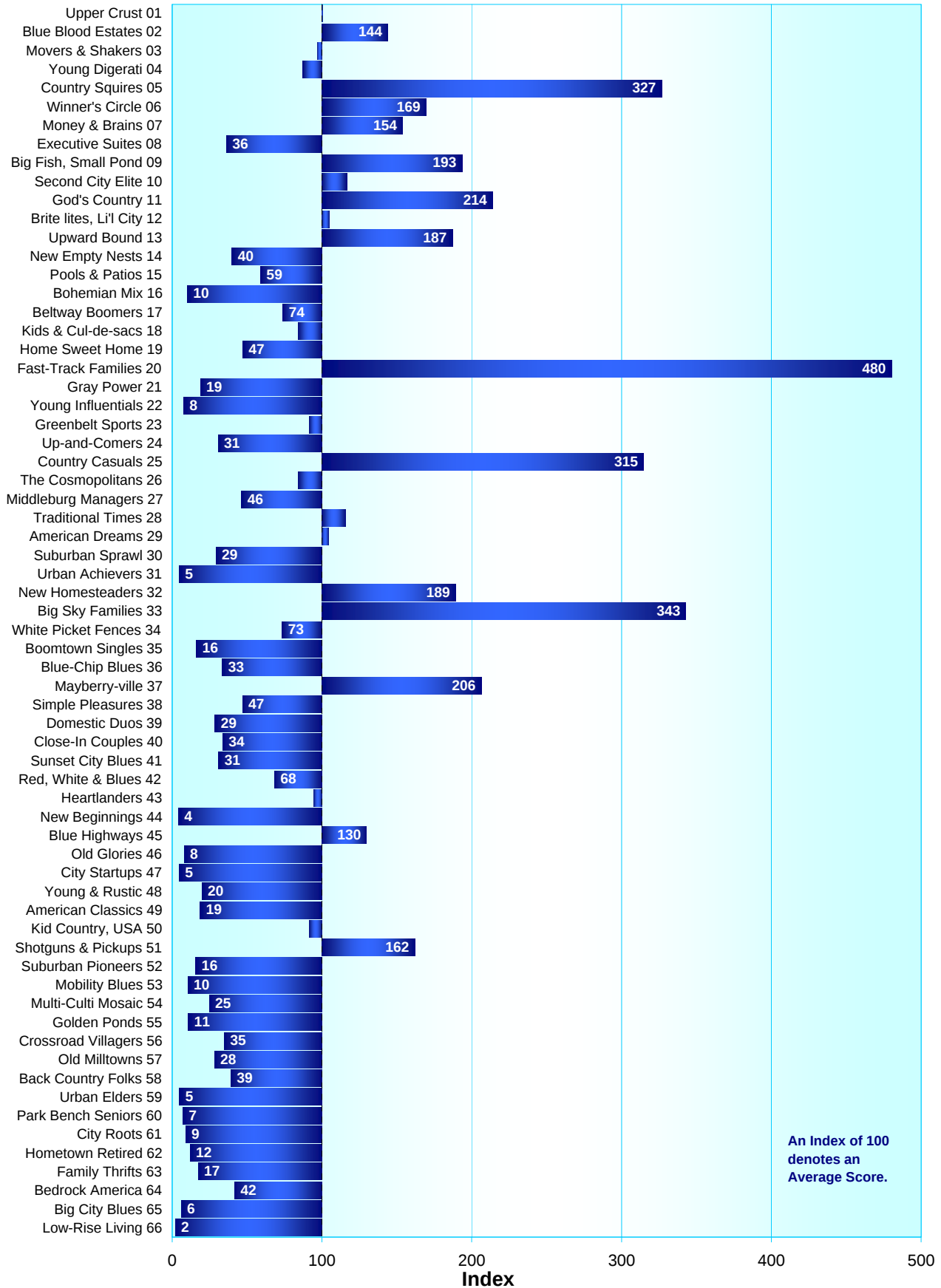
Percent of Base
Households 1.51% →

Game Plan Categories:

- *Core.* Core segments represent those segments that have a high Index value (100 or more) and make up a significant percentage of the customers (1.51% or more). There is a large proportion of customers in these segments and households are more likely than average to be customers.
- *Expansion.* Expansion segments have high Index values but account for a relatively small proportion of customers. Households in these segments are more likely to be customers, but there are not many of them in either the customer population or the base population.
- *Conversion.* Conversion segments contain a significant proportion of customers; however, they represent an even larger proportion of the base population. Therefore, indices suggest they are less likely than average to be customers. Since these segments represent a significant portion of total customers, they do have potential. However, because of their under representation with respect to the base population, there are many households that have not been reached yet. Target marketing strategies designed specifically for these segments may attract or convert non-customers into the Core group.
- *NonTarget.* NonTarget segments account for a small proportion of customer households, and indices suggest they are less likely than average to be customers. These segments may require further analysis for classification due to their small numbers.

Alabama Gulf Coast Visitors

PRIZM Profile Bar Chart



PRIZM Clusters				ZIP Base		Alabama Gulf Coast Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
S1	M1	1	Upper Crust	382,500	1.62	1,257	1.63	0.33	100
S1	F1	2	Blue Blood Estates	290,000	1.23	1,366	1.77	0.47	144
S1	Y1	3	Movers & Shakers	430,163	1.82	1,363	1.76	0.32	97
U1	Y2	4	Young Digerati	123,008	0.52	352	0.46	0.29	87
T1	F1	5	Country Squires	529,971	2.24	5,669	7.33	1.07	327
S1	F1	6	Winner's Circle	362,570	1.54	2,012	2.60	0.55	169
U1	M1	7	Money & Brains	178,311	0.75	898	1.16	0.50	154
S2	Y1	8	Executive Suites	280,003	1.19	333	0.43	0.12	36
T1	M1	9	Big Fish, Small Pond	524,175	2.22	3,321	4.29	0.63	193
C1	M1	10	Second City Elite	362,684	1.54	1,382	1.79	0.38	116
T1	Y1	11	God's Country	333,349	1.41	2,334	3.02	0.70	214
C1	Y1	12	Brite lites, Li'l City	468,725	1.98	1,608	2.08	0.34	105
C1	F2	13	Upward Bound	533,152	2.26	3,265	4.22	0.61	187
S2	M2	14	New Empty Nests	245,835	1.04	322	0.42	0.13	40
S2	M2	15	Pools & Patios	323,432	1.37	626	0.81	0.19	59
U1	Y2	16	Bohemian Mix	126,742	0.54	42	0.05	0.03	10
S2	F2	17	Beltway Boomers	252,121	1.07	610	0.79	0.24	74
S2	F2	18	Kids & Cul-de-sacs	476,035	2.02	1,313	1.70	0.28	84
S2	Y1	19	Home Sweet Home	468,890	1.99	726	0.94	0.15	47
T1	F2	20	Fast-Track Families	543,198	2.30	8,539	11.04	1.57	480
S3	M2	21	Gray Power	241,219	1.02	149	0.19	0.06	19
S3	Y2	22	Young Influentials	419,657	1.78	107	0.14	0.03	8
T2	Y2	23	Greenbelt Sports	391,042	1.66	1,171	1.51	0.30	91
C2	Y2	24	Up-and-Comers	363,505	1.54	365	0.47	0.10	31
T1	Y1	25	Country Casuals	449,999	1.91	4,636	5.99	1.03	315
U1	M2	26	The Cosmopolitans	71,935	0.30	198	0.26	0.28	84
C2	M2	27	Middleburg Managers	489,237	2.07	741	0.96	0.15	46
T2	M2	28	Traditional Times	671,840	2.84	2,542	3.29	0.38	116
U1	F2	29	American Dreams	147,696	0.63	504	0.65	0.34	104
S3	Y1	30	Suburban Sprawl	336,811	1.43	323	0.42	0.10	29
U2	Y2	31	Urban Achievers	152,182	0.64	24	0.03	0.02	5
T2	F3	32	New Homesteaders	655,572	2.78	4,061	5.25	0.62	189
T2	F3	33	Big Sky Families	513,229	2.17	5,762	7.45	1.12	343
C2	F3	34	White Picket Fences	316,763	1.34	761	0.98	0.24	73
C2	Y2	35	Boomtown Singles	373,018	1.58	199	0.26	0.05	16
S3	F3	36	Blue-Chip Blues	320,844	1.36	351	0.45	0.11	33
T2	Y1	37	Mayberry-ville	693,478	2.94	4,685	6.06	0.68	206
T3	M3	38	Simple Pleasures	508,868	2.15	781	1.01	0.15	47
S3	M3	39	Domestic Duos	242,374	1.03	227	0.29	0.09	29
U2	M3	40	Close-In Couples	75,963	0.32	84	0.11	0.11	34
C2	M3	41	Sunset City Blues	428,599	1.81	435	0.56	0.10	31
T3	Y3	42	Red, White & Blues	352,203	1.49	789	1.02	0.22	68
T3	M3	43	Heartlanders	491,351	2.08	1,518	1.96	0.31	94
S4	Y3	44	New Beginnings	444,172	1.88	62	0.08	0.01	4
T3	Y3	45	Blue Highways	423,063	1.79	1,797	2.32	0.42	130
S4	M3	46	Old Glories	225,912	0.96	60	0.08	0.03	8
C3	Y3	47	City Startups	336,599	1.43	53	0.07	0.02	5
T4	Y3	48	Young & Rustic	666,485	2.82	436	0.56	0.07	20
S4	M3	49	American Classics	233,552	0.99	143	0.18	0.06	19
T3	F3	50	Kid Country, USA	434,296	1.84	1,303	1.68	0.30	92
T3	F3	51	Shotguns & Pickups	427,145	1.81	2,264	2.93	0.53	162
S4	F3	52	Suburban Pioneers	256,625	1.09	133	0.17	0.05	16
C3	Y3	53	Mobility Blues	375,752	1.59	128	0.17	0.03	10
U2	F3	54	Multi-Culti Mosaic	120,675	0.51	98	0.13	0.08	25
T4	M4	55	Golden Ponds	331,754	1.40	116	0.15	0.03	11
T4	Y3	56	Crossroad Villagers	608,969	2.58	692	0.89	0.11	35

PRIZM Clusters				ZIP Base		Alabama Gulf Coast Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T4	M4	57	Old Milltowns	490,005	2.07	453	0.59	0.09	28
T4	M4	58	Back Country Folks	516,383	2.19	663	0.86	0.13	39
U3	M4	59	Urban Elders	56,254	0.24	9	0.01	0.02	5
C3	M4	60	Park Bench Seniors	267,040	1.13	62	0.08	0.02	7
U3	M4	61	City Roots	74,744	0.32	22	0.03	0.03	9
C3	M4	62	Hometown Retired	327,378	1.39	129	0.17	0.04	12
C3	F4	63	Family Thrifts	409,686	1.73	234	0.30	0.06	17
T4	F4	64	Bedrock America	526,434	2.23	718	0.93	0.14	42
U3	F4	65	Big City Blues	65,335	0.28	13	0.02	0.02	6
U3	F4	66	Low-Rise Living	59,097	0.25	4	0.01	0.01	2
Total				23,619,604	100.00	77,343	100.00	0.33	100

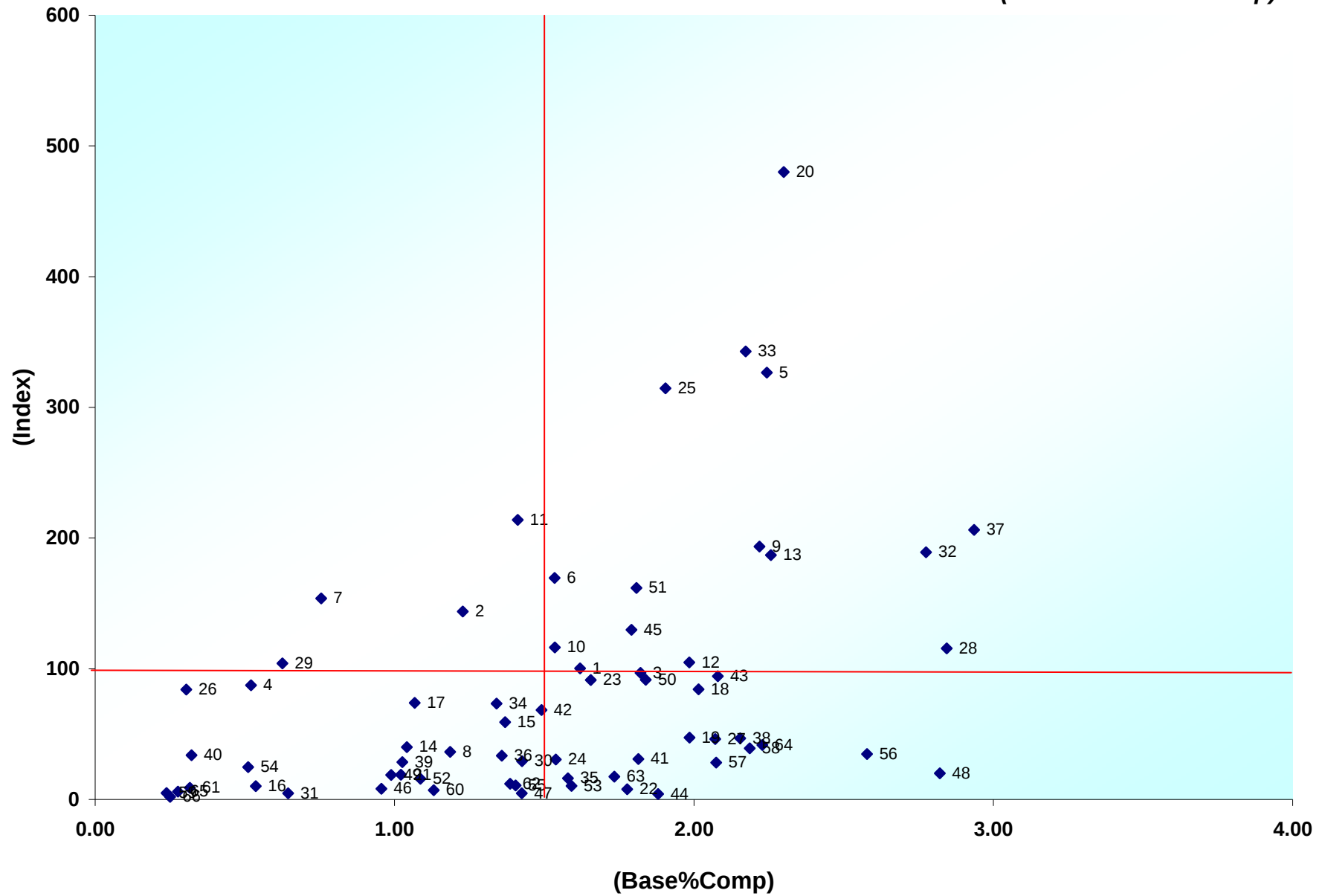
PRIZM Clusters				ZIP Base		Alabama Gulf Coast Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T1	F2	20	Fast-Track Families	543,198	2.30	8,539	11.04	1.57	480
T2	F3	33	Big Sky Families	513,229	2.17	5,762	7.45	1.12	343
T1	F1	5	Country Squires	529,971	2.24	5,669	7.33	1.07	327
T1	Y1	25	Country Casuals	449,999	1.91	4,636	5.99	1.03	315
T1	Y1	11	God's Country	333,349	1.41	2,334	3.02	0.70	214
T2	Y1	37	Mayberry-ville	693,478	2.94	4,685	6.06	0.68	206
T1	M1	9	Big Fish, Small Pond	524,175	2.22	3,321	4.29	0.63	193
T2	F3	32	New Homesteaders	655,572	2.78	4,061	5.25	0.62	189
C1	F2	13	Upward Bound	533,152	2.26	3,265	4.22	0.61	187
		Quintile 1		4,776,123	20.22	42,272	54.66	0.89	270
S1	F1	6	Winner's Circle	362,570	1.54	2,012	2.60	0.55	169
T3	F3	51	Shotguns & Pickups	427,145	1.81	2,264	2.93	0.53	162
U1	M1	7	Money & Brains	178,311	0.75	898	1.16	0.50	154
S1	F1	2	Blue Blood Estates	290,000	1.23	1,366	1.77	0.47	144
T3	Y3	45	Blue Highways	423,063	1.79	1,797	2.32	0.42	130
C1	M1	10	Second City Elite	362,684	1.54	1,382	1.79	0.38	116
T2	M2	28	Traditional Times	671,840	2.84	2,542	3.29	0.38	116
C1	Y1	12	Brite lites, Li'l City	468,725	1.98	1,608	2.08	0.34	105
U1	F2	29	American Dreams	147,696	0.63	504	0.65	0.34	104
S1	M1	1	Upper Crust	382,500	1.62	1,257	1.63	0.33	100
S1	Y1	3	Movers & Shakers	430,163	1.82	1,363	1.76	0.32	97
T3	M3	43	Heartlanders	491,351	2.08	1,518	1.96	0.31	94
		Quintile 2		4,636,048	19.63	18,511	23.93	0.40	122
T3	F3	50	Kid Country, USA	434,296	1.84	1,303	1.68	0.30	92
T2	Y2	23	Greenbelt Sports	391,042	1.66	1,171	1.51	0.30	91
U1	Y2	4	Young Digerati	123,008	0.52	352	0.46	0.29	87
S2	F2	18	Kids & Cul-de-sacs	476,035	2.02	1,313	1.70	0.28	84
U1	M2	26	The Cosmopolitans	71,935	0.30	198	0.26	0.28	84
S2	F2	17	Beltway Boomers	252,121	1.07	610	0.79	0.24	74
C2	F3	34	White Picket Fences	316,763	1.34	761	0.98	0.24	73
T3	Y3	42	Red, White & Blues	352,203	1.49	789	1.02	0.22	68
S2	M2	15	Pools & Patios	323,432	1.37	626	0.81	0.19	59
S2	Y1	19	Home Sweet Home	468,890	1.99	726	0.94	0.15	47
T3	M3	38	Simple Pleasures	508,868	2.15	781	1.01	0.15	47
C2	M2	27	Middleburg Managers	489,237	2.07	741	0.96	0.15	46
T4	F4	64	Bedrock America	526,434	2.23	718	0.93	0.14	42
		Quintile 3		4,734,264	20.04	10,089	13.04	0.21	65
S2	M2	14	New Empty Nests	245,835	1.04	322	0.42	0.13	40
T4	M4	58	Back Country Folks	516,383	2.19	663	0.86	0.13	39
S2	Y1	8	Executive Suites	280,003	1.19	333	0.43	0.12	36
T4	Y3	56	Crossroad Villagers	608,969	2.58	692	0.89	0.11	35
U2	M3	40	Close-In Couples	75,963	0.32	84	0.11	0.11	34
S3	F3	36	Blue-Chip Blues	320,844	1.36	351	0.45	0.11	33
C2	M3	41	Sunset City Blues	428,599	1.81	435	0.56	0.10	31
C2	Y2	24	Up-and-Comers	363,505	1.54	365	0.47	0.10	31
S3	Y1	30	Suburban Sprawl	336,811	1.43	323	0.42	0.10	29
S3	M3	39	Domestic Duos	242,374	1.03	227	0.29	0.09	29
T4	M4	57	Old Milltowns	490,005	2.07	453	0.59	0.09	28
U2	F3	54	Multi-Culti Mosaic	120,675	0.51	98	0.13	0.08	25
T4	Y3	48	Young & Rustic	666,485	2.82	436	0.56	0.07	20
		Quintile 4		4,696,451	19.88	4,782	6.18	0.10	31
S3	M2	21	Gray Power	241,219	1.02	149	0.19	0.06	19
S4	M3	49	American Classics	233,552	0.99	143	0.18	0.06	19
C3	F4	63	Family Thrifts	409,686	1.73	234	0.30	0.06	17
C2	Y2	35	Boomtown Singles	373,018	1.58	199	0.26	0.05	16
S4	F3	52	Suburban Pioneers	256,625	1.09	133	0.17	0.05	16

PRIZM Clusters				ZIP Base		Alabama Gulf Coast Visitors			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
C3	M4	62	Hometown Retired	327,378	1.39	129	0.17	0.04	12
T4	M4	55	Golden Ponds	331,754	1.40	116	0.15	0.03	11
C3	Y3	53	Mobility Blues	375,752	1.59	128	0.17	0.03	10
U1	Y2	16	Bohemian Mix	126,742	0.54	42	0.05	0.03	10
U3	M4	61	City Roots	74,744	0.32	22	0.03	0.03	9
S4	M3	46	Old Glories	225,912	0.96	60	0.08	0.03	8
S3	Y2	22	Young Influentials	419,657	1.78	107	0.14	0.03	8
C3	M4	60	Park Bench Seniors	267,040	1.13	62	0.08	0.02	7
U3	F4	65	Big City Blues	65,335	0.28	13	0.02	0.02	6
U3	M4	59	Urban Elders	56,254	0.24	9	0.01	0.02	5
U2	Y2	31	Urban Achievers	152,182	0.64	24	0.03	0.02	5
C3	Y3	47	City Startups	336,599	1.43	53	0.07	0.02	5
S4	Y3	44	New Beginnings	444,172	1.88	62	0.08	0.01	4
U3	F4	66	Low-Rise Living	59,097	0.25	4	0.01	0.01	2
		Quintile 5		4,776,718	20.22	1,689	2.18	0.04	11
Total				23,619,604	100.00	77,343	100.00	0.33	100

Lifestage		PRIZM Clusters		ZIP Base		Alabama Gulf Coast Visitors				Demographic Descriptors				
Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
M1	S1	01	Upper Crust	382,500	1.62	1,257	1.63	0.33	100	Wealthy	Suburban	HH w/o Kids	Age 45-64	Grad Plus
F1	S1	02	Blue Blood Estates	290,000	1.23	1,366	1.77	0.47	144	Wealthy	Suburban	HH w/ Kids	Age 45-64	Grad Plus
Y1	S1	03	Movers & Shakers	430,163	1.82	1,363	1.76	0.32	97	Wealthy	Suburban	HH w/o Kids	Age 35-54	Grad Plus
Y2	U1	04	Young Digerati	123,008	0.52	352	0.46	0.29	87	Upscale	Urban	Family Mix	Age 25-44	Grad Plus
F1	T1	05	Country Squires	529,971	2.24	5,669	7.33	1.07	327	Upscale	Town/Rural	HH w/ Kids	Age 35-54	Grad Plus
F1	S1	06	Winner's Circle	362,570	1.54	2,012	2.60	0.55	169	Wealthy	Suburban	HH w/ Kids	Age 35-54	Grad Plus
M1	U1	07	Money & Brains	178,311	0.75	898	1.16	0.50	154	Upscale	Urban	Family Mix	Age 45-64	Grad Plus
Y1	S2	08	Executive Suites	280,003	1.19	333	0.43	0.12	36	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
M1	T1	09	Big Fish, Small Pond	524,175	2.22	3,321	4.29	0.63	193	Upscale	Town/Rural	HH w/o Kids	Age 45-64	Grad Plus
M1	C1	10	Second City Elite	362,684	1.54	1,382	1.79	0.38	116	Upscale	Second City	HH w/o Kids	Age 45-64	Grad Plus
Y1	T1	11	God's Country	333,349	1.41	2,334	3.02	0.70	214	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
Y1	C1	12	Brite Lites, Li'l City	468,725	1.98	1,608	2.08	0.34	105	Upscale	Second City	HH w/o Kids	Age <55	College Grad
F2	C1	13	Upward Bound	533,152	2.26	3,265	4.22	0.61	187	Upscale	Second City	HH w/ Kids	Age <55	College Grad
M2	S2	14	New Empty Nests	245,835	1.04	322	0.42	0.13	40	Upper-Mid	Suburban	HH w/o Kids	Age 65+	College Grad
M2	S2	15	Pools & Patios	323,432	1.37	626	0.81	0.19	59	Upper-Mid	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U1	16	Bohemian Mix	126,742	0.54	42	0.05	0.03	10	Midscale	Urban	Family Mix	Age <55	College Grad
F2	S2	17	Beltway Boomers	252,121	1.07	610	0.79	0.24	74	Upper-Mid	Suburban	HH w/ Kids	Age 45-64	College Grad
F2	S2	18	Kids & Cul-de-Sacs	476,035	2.02	1,313	1.70	0.28	84	Upper-Mid	Suburban	HH w/ Kids	Age 25-44	College Grad
Y1	S2	19	Home Sweet Home	468,890	1.99	726	0.94	0.15	47	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
F2	T1	20	Fast-Track Families	543,198	2.30	8,539	11.04	1.57	480	Upscale	Town/Rural	HH w/ Kids	Age 35-54	College Grad
M2	S3	21	Gray Power	241,219	1.02	149	0.19	0.06	19	Midscale	Suburban	Mostly w/o Kids	Age 65+	College Grad
Y2	S3	22	Young Influentials	419,657	1.78	107	0.14	0.03	8	Midscale	Suburban	HH w/o Kids	Age <35	College Grad
Y2	T2	23	Greenbelt Sports	391,042	1.66	1,171	1.51	0.30	91	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	College Grad
Y2	C2	24	Up-and-Comers	363,505	1.54	365	0.47	0.10	31	Midscale	Second City	HH w/o Kids	Age 25-44	College Grad
Y1	T1	25	Country Casuals	449,999	1.91	4,636	5.99	1.03	315	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
M2	U1	26	The Cosmopolitans	71,935	0.30	198	0.26	0.28	84	Midscale	Urban	Mostly w/o Kids	Age 55+	Some College
M2	C2	27	Middleburg Managers	489,237	2.07	741	0.96	0.15	46	Midscale	Second City	HH w/o Kids	Age 55+	Some College
M2	T2	28	Traditional Times	671,840	2.84	2,542	3.29	0.38	116	Upper-Mid	Town/Rural	HH w/o Kids	Age 55+	Some College
F2	U1	29	American Dreams	147,696	0.63	504	0.65	0.34	104	Upper-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
Y1	S3	30	Suburban Sprawl	336,811	1.43	323	0.42	0.10	29	Midscale	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U2	31	Urban Achievers	152,182	0.64	24	0.03	0.02	5	Lower-Mid	Urban	Family Mix	Age <35	Some College
F3	T2	32	New Homesteaders	655,572	2.78	4,061	5.25	0.62	189	Upper-Mid	Town	HH w/ Kids	Age 25-44	College Grad
F3	T2	33	Big Sky Families	513,229	2.17	5,762	7.45	1.12	343	Upper-Mid	Rural	HH w/ Kids	Age 25-44	Some College
F3	C2	34	White Picket Fences	316,763	1.34	761	0.98	0.24	73	Midscale	Second City	HH w/ Kids	Age 25-44	Some College
Y2	C2	35	Boomtown Singles	373,018	1.58	199	0.26	0.05	16	Lower-Mid	Second City	HH w/o Kids	Age <35	Some College
F3	S3	36	Blue-Chip Blues	320,844	1.36	351	0.45	0.11	33	Midscale	Suburban	HH w/ Kids	Age 25-44	Some College
Y1	T2	37	Mayberry-ville	693,478	2.94	4,685	6.06	0.68	206	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	T3	38	Simple Pleasures	508,868	2.15	781	1.01	0.15	47	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 65+	H.S. Grad
M3	S3	39	Domestic Duos	242,374	1.03	227	0.29	0.09	29	Midscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
M3	U2	40	Close-In Couples	75,963	0.32	84	0.11	0.11	34	Lower-Mid	Urban	Mostly w/o Kids	Age 55+	H.S. Grad
M3	C2	41	Sunset City Blues	428,599	1.81	435	0.56	0.10	31	Lower-Mid	Second City	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	T3	42	Red, White & Blues	352,203	1.49	789	1.02	0.22	68	Lower-Mid	Town	HH w/o Kids	Age <55	Some College
M3	T3	43	Heartlanders	491,351	2.08	1,518	1.96	0.31	94	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	S4	44	New Beginnings	444,172	1.88	62	0.08	0.01	4	Downscale	Suburban	Family Mix	Age <35	Some College

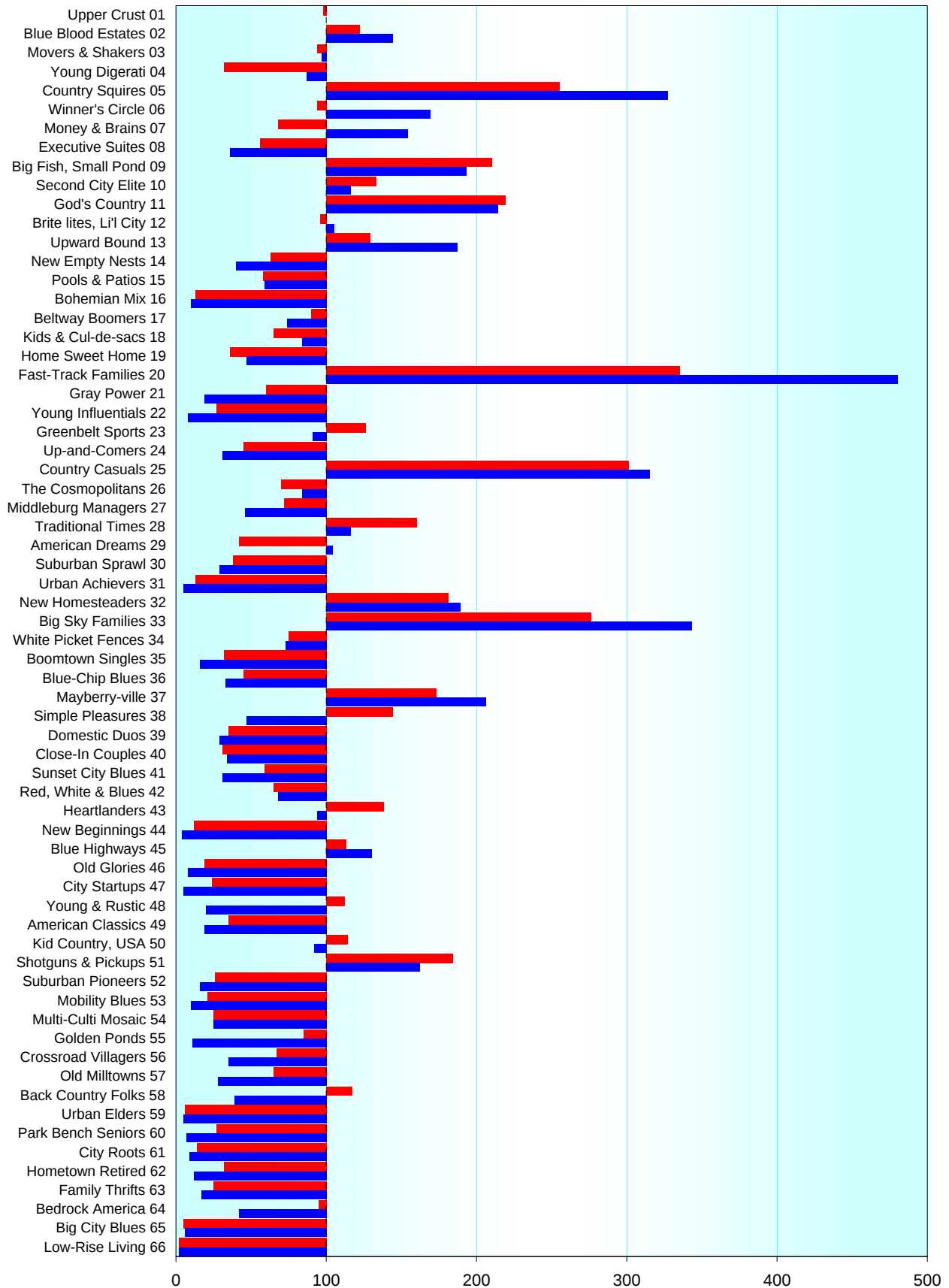
PRIZM Clusters				ZIP Base		Alabama Gulf Coast Visitors				Demographic Descriptors				
Lifestage Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
Y3	T3	45	Blue Highways	423,063	1.79	1,797	2.32	0.42	130	Lower-Mid	Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	46	Old Glories	225,912	0.96	60	0.08	0.03	8	Downscale	Suburban	Mostly w/o Kids	Age 65+	Some H.S.
Y3	C3	47	City Startups	336,599	1.43	53	0.07	0.02	5	Low Income	Second City	HH w/o Kids	Age <35	Some College
Y3	T4	48	Young & Rustic	666,485	2.82	436	0.56	0.07	20	Lower-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	49	American Classics	233,552	0.99	143	0.18	0.06	19	Downscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
F3	T3	50	Kid Country, USA	434,296	1.84	1,303	1.68	0.30	92	Lower-Mid	Town	HH w/ Kids	Age 25-44	H.S. Grad
F3	T3	51	Shotguns & Pickups	427,145	1.81	2,264	2.93	0.53	162	Lower-Mid	Rural	HH w/ Kids	Age 25-44	H.S. Grad
F3	S4	52	Suburban Pioneers	256,625	1.09	133	0.17	0.05	16	Downscale	Suburban	Family Mix	Age 35-54	Some College
Y3	C3	53	Mobility Blues	375,752	1.59	128	0.17	0.03	10	Low Income	Second City	HH w/o Kids	Age <35	Some College
F3	U2	54	Multi-Culti Mosaic	120,675	0.51	98	0.13	0.08	25	Lower-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
M4	T4	55	Golden Ponds	331,754	1.40	116	0.15	0.03	11	Downscale	Town/Rural	Mostly w/o Kids	Age 65+	Some H.S.
Y3	T4	56	Crossroads Villagers	608,969	2.58	692	0.89	0.11	35	Downscale	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M4	T4	57	Old Milltowns	490,005	2.07	453	0.59	0.09	28	Downscale	Town	Mostly w/o Kids	Age 65+	Some H.S.
M4	T4	58	Back Country Folks	516,383	2.19	663	0.86	0.13	39	Low Income	Rural	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	59	Urban Elders	56,254	0.24	9	0.01	0.02	5	Downscale	Urban	Mostly w/o Kids	Age 55+	Some H.S.
M4	C3	60	Park Bench Seniors	267,040	1.13	62	0.08	0.02	7	Low Income	Second City	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	61	City Roots	74,744	0.32	22	0.03	0.03	9	Downscale	Urban	Mostly w/o Kids	Age 65+	Some H.S.
M4	C3	62	Hometown Retired	327,378	1.39	129	0.17	0.04	12	Low Income	Second City	Mostly w/o Kids	Age 65+	Some H.S.
F4	C3	63	Family Thrifts	409,686	1.73	234	0.30	0.06	17	Lower-Mid	Second City	HH w/ Kids	Age 25-44	H.S. Grad
F4	T4	64	Bedrock America	526,434	2.23	718	0.93	0.14	42	Low Income	Town/Rural	HH w/ Kids	Age <35	H.S. Grad
F4	U3	65	Big City Blues	65,335	0.28	13	0.02	0.02	6	Lower-Mid	Urban	Family Mix	Age <55	Some H.S.
F4	U3	66	Low-Rise Living	59,097	0.25	4	0.01	0.01	2	Low Income	Urban	Mostly w/ Kids	Age 25-44	Some H.S.
Total:				23,619,604	100.00	77,343	100.00	0.33	100					

◆ **Alabama Gulf Coast Visitors**
Game Plan Grid (Index vs. Base %Comp)



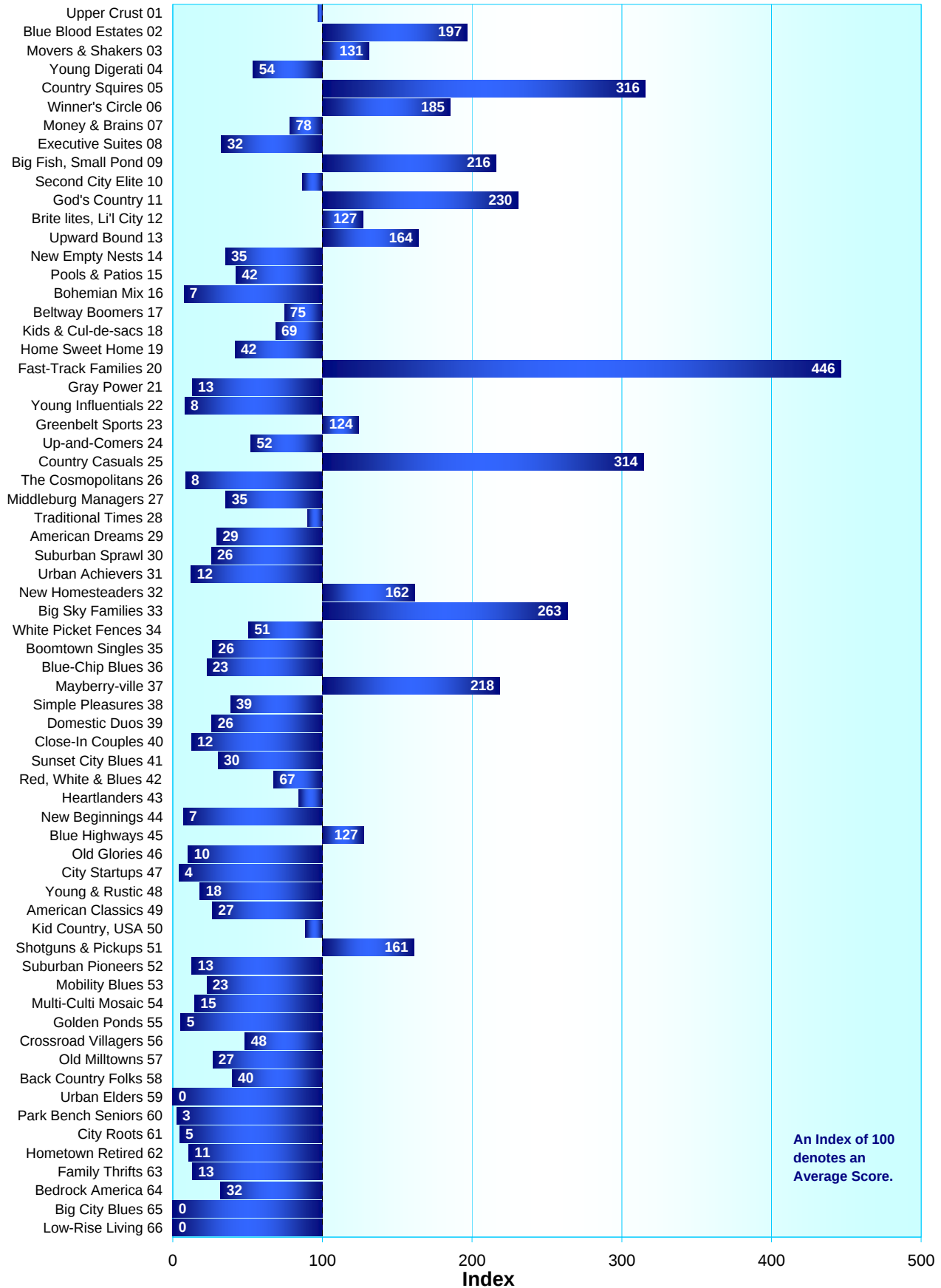
2007 Z4 **2009 HH**

PRIZM Comparison Profile Bar Chart



Notes:

PRIZM Profile Bar Chart



PRIZM Clusters				All ZIP Base		Fishermen			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
S1	M1	1	Upper Crust	297,477	1.75	121	1.70	0.04	97
S1	F1	2	Blue Blood Estates	220,199	1.30	182	2.55	0.08	197
S1	Y1	3	Movers & Shakers	334,712	1.97	184	2.58	0.05	131
U1	Y2	4	Young Digerati	101,963	0.60	23	0.32	0.02	54
T1	F1	5	Country Squires	462,227	2.72	613	8.59	0.13	316
S1	F1	6	Winner's Circle	274,867	1.62	214	3.00	0.08	185
U1	M1	7	Money & Brains	149,190	0.88	49	0.69	0.03	78
S2	Y1	8	Executive Suites	212,747	1.25	29	0.41	0.01	32
T1	M1	9	Big Fish, Small Pond	431,148	2.54	391	5.48	0.09	216
C1	M1	10	Second City Elite	274,738	1.62	100	1.40	0.04	87
T1	Y1	11	God's Country	315,122	1.85	305	4.27	0.10	230
C1	Y1	12	Brite lites, Li'l City	356,834	2.10	190	2.66	0.05	127
C1	F2	13	Upward Bound	416,925	2.45	287	4.02	0.07	164
S2	M2	14	New Empty Nests	182,857	1.08	27	0.38	0.01	35
S2	M2	15	Pools & Patios	231,817	1.36	41	0.57	0.02	42
U1	Y2	16	Bohemian Mix	97,060	0.57	3	0.04	0.00	7
S2	F2	17	Beltway Boomers	182,073	1.07	57	0.80	0.03	75
S2	F2	18	Kids & Cul-de-sacs	342,756	2.02	99	1.39	0.03	69
S2	Y1	19	Home Sweet Home	349,270	2.06	61	0.85	0.02	42
T1	F2	20	Fast-Track Families	400,133	2.35	750	10.51	0.19	446
S3	M2	21	Gray Power	165,380	0.97	9	0.13	0.01	13
S3	Y2	22	Young Influentials	296,944	1.75	10	0.14	0.00	8
T2	Y2	23	Greenbelt Sports	318,786	1.88	166	2.33	0.05	124
C2	Y2	24	Up-and-Comers	260,215	1.53	57	0.80	0.02	52
T1	Y1	25	Country Casuals	346,206	2.04	457	6.40	0.13	314
U1	M2	26	The Cosmopolitans	56,148	0.33	2	0.03	0.00	8
C2	M2	27	Middleburg Managers	342,070	2.01	51	0.71	0.01	35
T2	M2	28	Traditional Times	500,494	2.95	189	2.65	0.04	90
U1	F2	29	American Dreams	105,195	0.62	13	0.18	0.01	29
S3	Y1	30	Suburban Sprawl	231,725	1.36	25	0.35	0.01	26
U2	Y2	31	Urban Achievers	96,561	0.57	5	0.07	0.01	12
T2	F3	32	New Homesteaders	501,186	2.95	340	4.76	0.07	162
T2	F3	33	Big Sky Families	355,219	2.09	393	5.51	0.11	263
C2	F3	34	White Picket Fences	225,200	1.33	48	0.67	0.02	51
C2	Y2	35	Boomtown Singles	252,015	1.48	28	0.39	0.01	26
S3	F3	36	Blue-Chip Blues	219,944	1.29	21	0.29	0.01	23
T2	Y1	37	Mayberry-ville	508,029	2.99	466	6.53	0.09	218
T3	M3	38	Simple Pleasures	358,183	2.11	58	0.81	0.02	39
S3	M3	39	Domestic Duos	164,141	0.97	18	0.25	0.01	26
U2	M3	40	Close-In Couples	57,306	0.34	3	0.04	0.01	12
C2	M3	41	Sunset City Blues	274,835	1.62	35	0.49	0.01	30
T3	Y3	42	Red, White & Blues	264,750	1.56	75	1.05	0.03	67
T3	M3	43	Heartlanders	340,127	2.00	120	1.68	0.04	84
S4	Y3	44	New Beginnings	268,581	1.58	8	0.11	0.00	7
T3	Y3	45	Blue Highways	282,241	1.66	151	2.12	0.05	127
S4	M3	46	Old Glories	140,103	0.82	6	0.08	0.00	10
C3	Y3	47	City Startups	229,213	1.35	4	0.06	0.00	4
T4	Y3	48	Young & Rustic	471,746	2.78	36	0.50	0.01	18
S4	M3	49	American Classics	152,391	0.90	17	0.24	0.01	27
T3	F3	50	Kid Country, USA	313,923	1.85	117	1.64	0.04	89
T3	F3	51	Shotguns & Pickups	282,417	1.66	191	2.68	0.07	161
S4	F3	52	Suburban Pioneers	167,469	0.99	9	0.13	0.01	13
C3	Y3	53	Mobility Blues	251,311	1.48	24	0.34	0.01	23
U2	F3	54	Multi-Culti Mosaic	80,818	0.48	5	0.07	0.01	15
T4	M4	55	Golden Ponds	222,868	1.31	5	0.07	0.00	5
T4	Y3	56	Crossroad Villagers	399,018	2.35	81	1.14	0.02	48

PRIZM Clusters				All ZIP Base		Fishermen			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T4	M4	57	Old Milltowns	348,848	2.05	39	0.55	0.01	27
T4	M4	58	Back Country Folks	318,984	1.88	53	0.74	0.02	40
U3	M4	59	Urban Elders	40,588	0.24	0	0.00	0.00	0
C3	M4	60	Park Bench Seniors	183,965	1.08	2	0.03	0.00	3
U3	M4	61	City Roots	52,849	0.31	1	0.01	0.00	5
C3	M4	62	Hometown Retired	221,856	1.31	10	0.14	0.00	11
C3	F4	63	Family Thrifts	271,855	1.60	15	0.21	0.01	13
T4	F4	64	Bedrock America	348,602	2.05	47	0.66	0.01	32
U3	F4	65	Big City Blues	28,116	0.17	0	0.00	0.00	0
U3	F4	66	Low-Rise Living	38,381	0.23	0	0.00	0.00	0
Total				16,990,917	100.00	7,136	100.00	0.04	100

PRIZM Clusters				All ZIP Base		Fishermen			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
T1	F2	20	Fast-Track Families	400,133	2.35	750	10.51	0.19	446
T1	F1	5	Country Squires	462,227	2.72	613	8.59	0.13	316
T1	Y1	25	Country Casuals	346,206	2.04	457	6.40	0.13	314
T2	F3	33	Big Sky Families	355,219	2.09	393	5.51	0.11	263
T1	Y1	11	God's Country	315,122	1.85	305	4.27	0.10	230
T2	Y1	37	Mayberry-ville	508,029	2.99	466	6.53	0.09	218
T1	M1	9	Big Fish, Small Pond	431,148	2.54	391	5.48	0.09	216
S1	F1	2	Blue Blood Estates	220,199	1.30	182	2.55	0.08	197
S1	F1	6	Winner's Circle	274,867	1.62	214	3.00	0.08	185
		Quintile 1		3,313,150	19.50	3,771	52.84	0.11	271
C1	F2	13	Upward Bound	416,925	2.45	287	4.02	0.07	164
T2	F3	32	New Homesteaders	501,186	2.95	340	4.76	0.07	162
T3	F3	51	Shotguns & Pickups	282,417	1.66	191	2.68	0.07	161
S1	Y1	3	Movers & Shakers	334,712	1.97	184	2.58	0.05	131
T3	Y3	45	Blue Highways	282,241	1.66	151	2.12	0.05	127
C1	Y1	12	Brite lites, Li'l City	356,834	2.10	190	2.66	0.05	127
T2	Y2	23	Greenbelt Sports	318,786	1.88	166	2.33	0.05	124
S1	M1	1	Upper Crust	297,477	1.75	121	1.70	0.04	97
T2	M2	28	Traditional Times	500,494	2.95	189	2.65	0.04	90
		Quintile 2		3,291,072	19.37	1,819	25.49	0.06	132
T3	F3	50	Kid Country, USA	313,923	1.85	117	1.64	0.04	89
C1	M1	10	Second City Elite	274,738	1.62	100	1.40	0.04	87
T3	M3	43	Heartlanders	340,127	2.00	120	1.68	0.04	84
U1	M1	7	Money & Brains	149,190	0.88	49	0.69	0.03	78
S2	F2	17	Beltway Boomers	182,073	1.07	57	0.80	0.03	75
S2	F2	18	Kids & Cul-de-sacs	342,756	2.02	99	1.39	0.03	69
T3	Y3	42	Red, White & Blues	264,750	1.56	75	1.05	0.03	67
U1	Y2	4	Young Digerati	101,963	0.60	23	0.32	0.02	54
C2	Y2	24	Up-and-Comers	260,215	1.53	57	0.80	0.02	52
C2	F3	34	White Picket Fences	225,200	1.33	48	0.67	0.02	51
T4	Y3	56	Crossroad Villagers	399,018	2.35	81	1.14	0.02	48
S2	M2	15	Pools & Patios	231,817	1.36	41	0.57	0.02	42
S2	Y1	19	Home Sweet Home	349,270	2.06	61	0.85	0.02	42
		Quintile 3		3,435,040	20.22	928	13.00	0.03	64
T4	M4	58	Back Country Folks	318,984	1.88	53	0.74	0.02	40
T3	M3	38	Simple Pleasures	358,183	2.11	58	0.81	0.02	39
C2	M2	27	Middleburg Managers	342,070	2.01	51	0.71	0.01	35
S2	M2	14	New Empty Nests	182,857	1.08	27	0.38	0.01	35
S2	Y1	8	Executive Suites	212,747	1.25	29	0.41	0.01	32
T4	F4	64	Bedrock America	348,602	2.05	47	0.66	0.01	32
C2	M3	41	Sunset City Blues	274,835	1.62	35	0.49	0.01	30
U1	F2	29	American Dreams	105,195	0.62	13	0.18	0.01	29
T4	M4	57	Old Milltowns	348,848	2.05	39	0.55	0.01	27
S4	M3	49	American Classics	152,391	0.90	17	0.24	0.01	27
C2	Y2	35	Boomtown Singles	252,015	1.48	28	0.39	0.01	26
S3	M3	39	Domestic Duos	164,141	0.97	18	0.25	0.01	26
S3	Y1	30	Suburban Sprawl	231,725	1.36	25	0.35	0.01	26
		Quintile 4		3,292,593	19.38	440	6.17	0.01	32
C3	Y3	53	Mobility Blues	251,311	1.48	24	0.34	0.01	23
S3	F3	36	Blue-Chip Blues	219,944	1.29	21	0.29	0.01	23
T4	Y3	48	Young & Rustic	471,746	2.78	36	0.50	0.01	18
U2	F3	54	Multi-Culti Mosaic	80,818	0.48	5	0.07	0.01	15
C3	F4	63	Family Thrifts	271,855	1.60	15	0.21	0.01	13
S3	M2	21	Gray Power	165,380	0.97	9	0.13	0.01	13
S4	F3	52	Suburban Pioneers	167,469	0.99	9	0.13	0.01	13
U2	M3	40	Close-In Couples	57,306	0.34	3	0.04	0.01	12

PRIZM Clusters				All ZIP Base		Fishermen			
Soc Gp	LS Gp	#	Nickname	Count	% Comp	Count	% Comp	% Pen	Index
U2	Y2	31	Urban Achievers	96,561	0.57	5	0.07	0.01	12
C3	M4	62	Hometown Retired	221,856	1.31	10	0.14	0.00	11
S4	M3	46	Old Glories	140,103	0.82	6	0.08	0.00	10
U1	M2	26	The Cosmopolitans	56,148	0.33	2	0.03	0.00	8
S3	Y2	22	Young Influentials	296,944	1.75	10	0.14	0.00	8
U1	Y2	16	Bohemian Mix	97,060	0.57	3	0.04	0.00	7
S4	Y3	44	New Beginnings	268,581	1.58	8	0.11	0.00	7
T4	M4	55	Golden Ponds	222,868	1.31	5	0.07	0.00	5
U3	M4	61	City Roots	52,849	0.31	1	0.01	0.00	5
C3	Y3	47	City Startups	229,213	1.35	4	0.06	0.00	4
C3	M4	60	Park Bench Seniors	183,965	1.08	2	0.03	0.00	3
U3	M4	59	Urban Elders	40,588	0.24	0	0.00	0.00	0
U3	F4	65	Big City Blues	28,116	0.17	0	0.00	0.00	0
U3	F4	66	Low-Rise Living	38,381	0.23	0	0.00	0.00	0
		Quintile 5		3,659,062	21.54	178	2.49	0.00	12
Total				16,990,917	100.00	7,136	100.00	0.04	100

PRIZM Clusters		All ZIP Base		Fishermen				Demographic Descriptors						
Lifestage Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
M1	S1	01	Upper Crust	297,477	1.75	121	1.70	0.04	97	Wealthy	Suburban	HH w/o Kids	Age 45-64	Grad Plus
F1	S1	02	Blue Blood Estates	220,199	1.30	182	2.55	0.08	197	Wealthy	Suburban	HH w/ Kids	Age 45-64	Grad Plus
Y1	S1	03	Movers & Shakers	334,712	1.97	184	2.58	0.05	131	Wealthy	Suburban	HH w/o Kids	Age 35-54	Grad Plus
Y2	U1	04	Young Digerati	101,963	0.60	23	0.32	0.02	54	Upscale	Urban	Family Mix	Age 25-44	Grad Plus
F1	T1	05	Country Squires	462,227	2.72	613	8.59	0.13	316	Upscale	Town/Rural	HH w/ Kids	Age 35-54	Grad Plus
F1	S1	06	Winner's Circle	274,867	1.62	214	3.00	0.08	185	Wealthy	Suburban	HH w/ Kids	Age 35-54	Grad Plus
M1	U1	07	Money & Brains	149,190	0.88	49	0.69	0.03	78	Upscale	Urban	Family Mix	Age 45-64	Grad Plus
Y1	S2	08	Executive Suites	212,747	1.25	29	0.41	0.01	32	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
M1	T1	09	Big Fish, Small Pond	431,148	2.54	391	5.48	0.09	216	Upscale	Town/Rural	HH w/o Kids	Age 45-64	Grad Plus
M1	C1	10	Second City Elite	274,738	1.62	100	1.40	0.04	87	Upscale	Second City	HH w/o Kids	Age 45-64	Grad Plus
Y1	T1	11	God's Country	315,122	1.85	305	4.27	0.10	230	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
Y1	C1	12	Brite Lites, Li'l City	356,834	2.10	190	2.66	0.05	127	Upscale	Second City	HH w/o Kids	Age <55	College Grad
F2	C1	13	Upward Bound	416,925	2.45	287	4.02	0.07	164	Upscale	Second City	HH w/ Kids	Age <55	College Grad
M2	S2	14	New Empty Nests	182,857	1.08	27	0.38	0.01	35	Upper-Mid	Suburban	HH w/o Kids	Age 65+	College Grad
M2	S2	15	Pools & Patios	231,817	1.36	41	0.57	0.02	42	Upper-Mid	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U1	16	Bohemian Mix	97,060	0.57	3	0.04	0.00	7	Midscale	Urban	Family Mix	Age <55	College Grad
F2	S2	17	Beltway Boomers	182,073	1.07	57	0.80	0.03	75	Upper-Mid	Suburban	HH w/ Kids	Age 45-64	College Grad
F2	S2	18	Kids & Cul-de-Sacs	342,756	2.02	99	1.39	0.03	69	Upper-Mid	Suburban	HH w/ Kids	Age 25-44	College Grad
Y1	S2	19	Home Sweet Home	349,270	2.06	61	0.85	0.02	42	Upper-Mid	Suburban	HH w/o Kids	Age <55	College Grad
F2	T1	20	Fast-Track Families	400,133	2.35	750	10.51	0.19	446	Upscale	Town/Rural	HH w/ Kids	Age 35-54	College Grad
M2	S3	21	Gray Power	165,380	0.97	9	0.13	0.01	13	Midscale	Suburban	Mostly w/o Kids	Age 65+	College Grad
Y2	S3	22	Young Influentials	296,944	1.75	10	0.14	0.00	8	Midscale	Suburban	HH w/o Kids	Age <35	College Grad
Y2	T2	23	Greenbelt Sports	318,786	1.88	166	2.33	0.05	124	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	College Grad
Y2	C2	24	Up-and-Comers	260,215	1.53	57	0.80	0.02	52	Midscale	Second City	HH w/o Kids	Age 25-44	College Grad
Y1	T1	25	Country Casuals	346,206	2.04	457	6.40	0.13	314	Upscale	Town/Rural	HH w/o Kids	Age 35-54	College Grad
M2	U1	26	The Cosmopolitans	56,148	0.33	2	0.03	0.00	8	Midscale	Urban	Mostly w/o Kids	Age 55+	Some College
M2	C2	27	Middleburg Managers	342,070	2.01	51	0.71	0.01	35	Midscale	Second City	HH w/o Kids	Age 55+	Some College
M2	T2	28	Traditional Times	500,494	2.95	189	2.65	0.04	90	Upper-Mid	Town/Rural	HH w/o Kids	Age 55+	Some College
F2	U1	29	American Dreams	105,195	0.62	13	0.18	0.01	29	Upper-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
Y1	S3	30	Suburban Sprawl	231,725	1.36	25	0.35	0.01	26	Midscale	Suburban	HH w/o Kids	Age 45-64	College Grad
Y2	U2	31	Urban Achievers	96,561	0.57	5	0.07	0.01	12	Lower-Mid	Urban	Family Mix	Age <35	Some College
F3	T2	32	New Homesteaders	501,186	2.95	340	4.76	0.07	162	Upper-Mid	Town	HH w/ Kids	Age 25-44	College Grad
F3	T2	33	Big Sky Families	355,219	2.09	393	5.51	0.11	263	Upper-Mid	Rural	HH w/ Kids	Age 25-44	Some College
F3	C2	34	White Picket Fences	225,200	1.33	48	0.67	0.02	51	Midscale	Second City	HH w/ Kids	Age 25-44	Some College
Y2	C2	35	Boomtown Singles	252,015	1.48	28	0.39	0.01	26	Lower-Mid	Second City	HH w/o Kids	Age <35	Some College
F3	S3	36	Blue-Chip Blues	219,944	1.29	21	0.29	0.01	23	Midscale	Suburban	HH w/ Kids	Age 25-44	Some College
Y1	T2	37	Mayberry-ville	508,029	2.99	466	6.53	0.09	218	Upper-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	T3	38	Simple Pleasures	358,183	2.11	58	0.81	0.02	39	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 65+	H.S. Grad
M3	S3	39	Domestic Duos	164,141	0.97	18	0.25	0.01	26	Midscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
M3	U2	40	Close-In Couples	57,306	0.34	3	0.04	0.01	12	Lower-Mid	Urban	Mostly w/o Kids	Age 55+	H.S. Grad
M3	C2	41	Sunset City Blues	274,835	1.62	35	0.49	0.01	30	Lower-Mid	Second City	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	T3	42	Red, White & Blues	264,750	1.56	75	1.05	0.03	67	Lower-Mid	Town	HH w/o Kids	Age <55	Some College
M3	T3	43	Heartlanders	340,127	2.00	120	1.68	0.04	84	Lower-Mid	Town/Rural	Mostly w/o Kids	Age 55+	H.S. Grad
Y3	S4	44	New Beginnings	268,581	1.58	8	0.11	0.00	7	Downscale	Suburban	Family Mix	Age <35	Some College

Fishermen

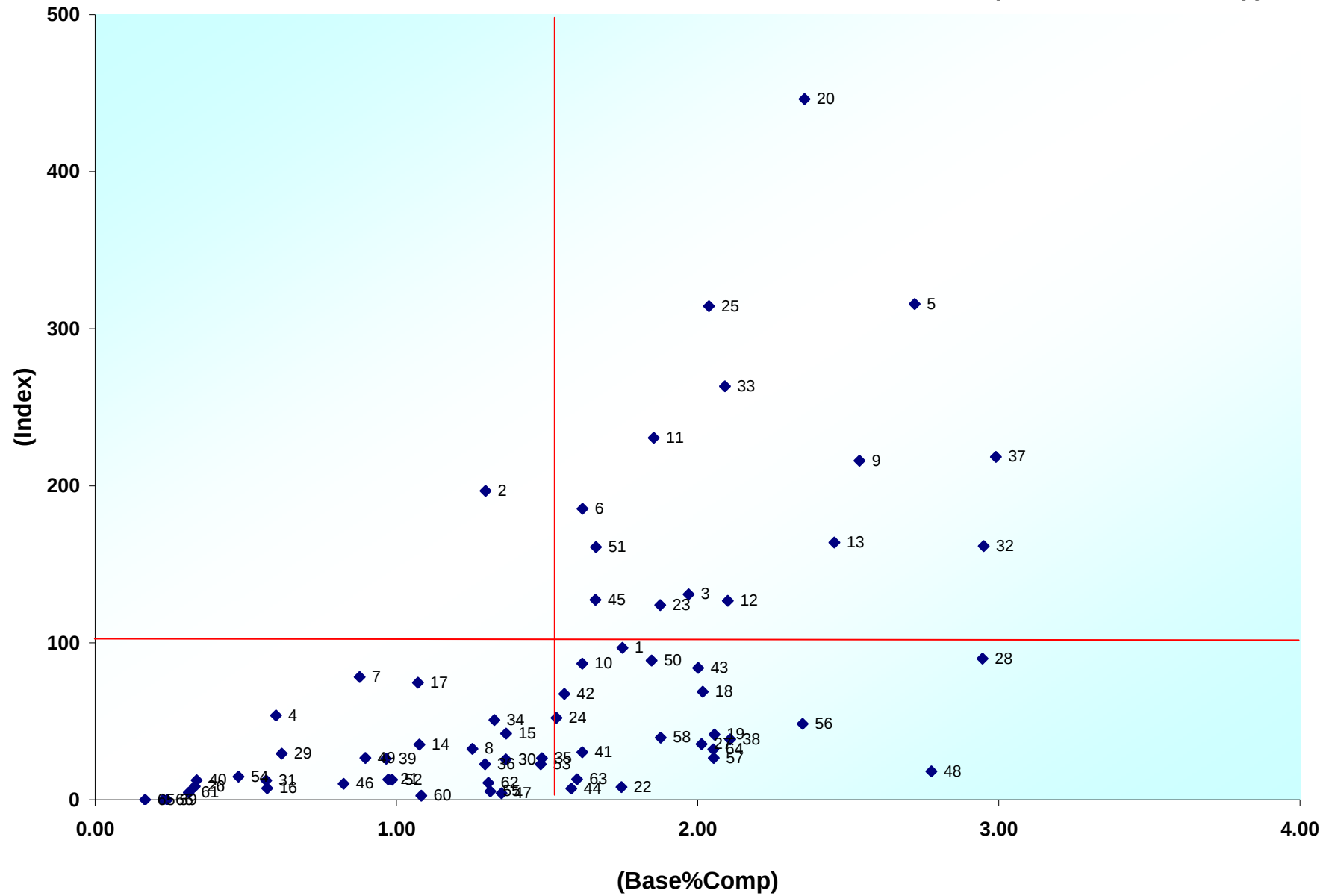
PRIZM Target Finder Report

Ranked by Segment

PRIZM Clusters				All ZIP Base		Fishermen				Demographic Descriptors				
Lifestage Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	Education
Y3	T3	45	Blue Highways	282,241	1.66	151	2.12	0.05	127	Lower-Mid	Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	46	Old Glories	140,103	0.82	6	0.08	0.00	10	Downscale	Suburban	Mostly w/o Kids	Age 65+	Some H.S.
Y3	C3	47	City Startups	229,213	1.35	4	0.06	0.00	4	Low Income	Second City	HH w/o Kids	Age <35	Some College
Y3	T4	48	Young & Rustic	471,746	2.78	36	0.50	0.01	18	Lower-Mid	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M3	S4	49	American Classics	152,391	0.90	17	0.24	0.01	27	Downscale	Suburban	Mostly w/o Kids	Age 65+	H.S. Grad
F3	T3	50	Kid Country, USA	313,923	1.85	117	1.64	0.04	89	Lower-Mid	Town	HH w/ Kids	Age 25-44	H.S. Grad
F3	T3	51	Shotguns & Pickups	282,417	1.66	191	2.68	0.07	161	Lower-Mid	Rural	HH w/ Kids	Age 25-44	H.S. Grad
F3	S4	52	Suburban Pioneers	167,469	0.99	9	0.13	0.01	13	Downscale	Suburban	Family Mix	Age 35-54	Some College
Y3	C3	53	Mobility Blues	251,311	1.48	24	0.34	0.01	23	Low Income	Second City	HH w/o Kids	Age <35	Some College
F3	U2	54	Multi-Culti Mosaic	80,818	0.48	5	0.07	0.01	15	Lower-Mid	Urban	Mostly w/ Kids	Age 35-54	Some College
M4	T4	55	Golden Ponds	222,868	1.31	5	0.07	0.00	5	Downscale	Town/Rural	Mostly w/o Kids	Age 65+	Some H.S.
Y3	T4	56	Crossroads Villagers	399,018	2.35	81	1.14	0.02	48	Downscale	Town/Rural	HH w/o Kids	Age <55	H.S. Grad
M4	T4	57	Old Milltowns	348,848	2.05	39	0.55	0.01	27	Downscale	Town	Mostly w/o Kids	Age 65+	Some H.S.
M4	T4	58	Back Country Folks	318,984	1.88	53	0.74	0.02	40	Low Income	Rural	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	59	Urban Elders	40,588	0.24	0	0.00	0.00	0	Downscale	Urban	Mostly w/o Kids	Age 55+	Some H.S.
M4	C3	60	Park Bench Seniors	183,965	1.08	2	0.03	0.00	3	Low Income	Second City	Mostly w/o Kids	Age 55+	Some H.S.
M4	U3	61	City Roots	52,849	0.31	1	0.01	0.00	5	Downscale	Urban	Mostly w/o Kids	Age 65+	Some H.S.
M4	C3	62	Hometown Retired	221,856	1.31	10	0.14	0.00	11	Low Income	Second City	Mostly w/o Kids	Age 65+	Some H.S.
F4	C3	63	Family Thrifts	271,855	1.60	15	0.21	0.01	13	Lower-Mid	Second City	HH w/ Kids	Age 25-44	H.S. Grad
F4	T4	64	Bedrock America	348,602	2.05	47	0.66	0.01	32	Low Income	Town/Rural	HH w/ Kids	Age <35	H.S. Grad
F4	U3	65	Big City Blues	28,116	0.17	0	0.00	0.00	0	Lower-Mid	Urban	Family Mix	Age <55	Some H.S.
F4	U3	66	Low-Rise Living	38,381	0.23	0	0.00	0.00	0	Low Income	Urban	Mostly w/ Kids	Age 25-44	Some H.S.
Total:				16,990,917	100.00	7,136	100.00	0.04	100					

◆ Fishermen

Game Plan Grid (Index vs. Base%Comp)



Fishermen **Visitors 09** PRIZM Comparison Profile Bar Chart

