



'Lifestages' Characteristics: Primary Retail Trade Area For City of Bonney Lake, WA – Zip Code Area 98391

The following lifestyle information characterizes Bonney Lake's primary retail trade area – considered as the zip code area in which the city is located. A map depicting the 98391 zip code area is in [Appendix 1](#). The source of the data is Nielsen Claritas, as of July 2012. Based on Claritas' ongoing "PRIZM NE" research, this analysis divides the Bonney Lake retail trade area's 16,849 households into 66 lifestyle subgroups. [Appendix 2](#) defines the subgroups. [Appendix 3](#) discusses Clarita's research methods.

Claritas' colorful lifestyle terminology indicates salient characteristics of each subgroup, as well as the meaning of 11 higher-level major groupings, and three overall "Lifestage" segments of residents of the area.

This segmentation can help businesses understand local markets – and the local workforce – for the sake of developing new facilities, new products, and/or new services that meet local needs and opportunities pertinent to the area's households. For more information about the Bonney Lake retail area, please contact City Administrator Don Morrison at 253-447-4307, morrisond@ci.bonney-lake.wa.us.

Top Ten Household Lifestyle Subgroups in the Bonney Lake ZIP 98391 area:

<u>Top 10 Lifestyle Subgroups (defined in Appendix 2)</u>	<u>Counts of Households in zip area</u>	<u>Percents of Total Households</u>
1. Beltway Boomers	1,805	10.71%
2. Upward Bound	1,417	8.41%
3. Kids and Cul-de-Sacs	1,411	8.37%
4. Country Squires	1,280	7.60%
5. Home Sweet Home	1,251	7.42%
6. God's Country	955	5.67%
7. Winner's Circle	653	3.88%
8. White Picket Fences	608	3.61%
9. Pools and Patios	549	3.26%
10. Big Fish, Small Pond	531	3.15%
Note: Total of all households in the 98391 zip area	16,849	

Thus the area's households on average tend to be somewhat younger, family-oriented, and well-to-do.

Overall 'Lifestages' Characteristics of the Bonney Lake Zip Code area:

The tables below categorize the 66 subgroups into 11 higher-level major groups, which are combined in three major Lifestage segments. [Lifestage 1](#), "Younger Years," includes heads of households of less than 35 years old without children, or middle age heads of households without children living at home. [Lifestage 2](#), "Family Life," includes heads of households with children living at home. [Lifestage 3](#), "Mature Years," includes heads of households either age 55+ years or age 55-64 without children at home. Findings:

- For [Lifestage 1, Younger Years](#), the Bonney Lake area's households ranked higher, compared with Washington and US averages, for the major group termed "Midlife Success."
- For [Lifestage 2, Family Life](#), Bonney Lake area households ranked higher on state and US comparisons for the major group "Young Accumulators," higher than the US overall for "Accumulated Wealth," and lower on both comparisons for lower income "Sustaining Families."
- For [Lifestage 3, Mature Years](#), the Bonney Lake area ranked relatively lower than state and US averages for "Affluent Empty Nests, Cautious Couples, and Sustaining Seniors."

Introduction to Data Tables, Indexes:

In the tables below, the numbers for each section of the Lifestage data sum to the bottom of the column. An "index" score greater than 100 indicates that a particular Bonney Lake Retail Trade Area subgroup is higher than the WA or US averages. A score less than 100 indicates that a subgroup in Bonney Lake Retail Trade Area is lower than the WA or US averages. Technically, the index is defined as the percentage of households for the segment in the local geographic area divided by the percentage of households in the state or US for the segment, times 100, then rounded to a whole number. To spotlight major differences, Lifestage groups with high index scores – with an index of 130 or more – are highlighted in blue, and low index scores (70 or lower) are highlighted in red. The analyst chose these cut points for emphasis only.

LIFESTAGE 1: YOUNGER YEARS

This major group includes heads of households of less than 35 years old without children, or middle age heads of households without children living at home. The Bonney Lake zip code area had an especially higher number of households than the WA and US averages for the major group, "Midlife Success," and an especially lower number of households for "Young Achievers" and "Striving Singles."

PRIZM Code – see def. Appdx 2	Subgrp Name	B.Lake Base Hshds	B. Lake Area Prcent	WA Base Hshds	WA Percnt	Bny Lake vs. WA Indx	USA Hsehds	USA Prcent	Bny Lake vs. USA Index
3	Movers and Shakers	406	2.4%	57,301	2.1%	114	1,964,478	1.7%	141
8	Executive Suites	0	0.0%	27,891	1.0%	0	1,086,171	0.9%	0
11	God's Country	955	5.7%	49,359	1.8%	316	1,863,358	1.6%	356
12	Brite Lites, Li'l City	528	3.1%	79,909	3.0%	103	1,818,298	1.5%	206
19	Home Sweet Home	1,251	7.4%	93,000	3.5%	211	2,257,018	1.9%	389
25	Country Casuals	358	2.1%	47,394	1.8%	116	1,911,261	1.6%	131
30	Suburban Sprawl	427	2.5%	43,670	1.6%	156	1,586,017	1.3%	192
3	Mayberryville	63	0.4%	55,846	2.1%	19	2,946,134	2.5%	16
Midlife Success		3,988	23.7%	454,370	17.0%	139	15,432,735	13.0%	182

4	Young Digerati	0	0.0%	21,899	0.8%	0	1,406,615	1.2%	0
16	Bohemian Mix	0	0.0%	32,853	1.2%	0	2,042,476	1.7%	0
22	Young Influentials	160	1.0%	58,294	2.2%	45	1,759,364	1.5%	67
23	Greenbelt Sports	333	2.0%	53,528	2.0%	100	1,716,227	1.5%	133
24	Up-and-Comers	260	1.5%	68,513	2.6%	58	1,461,872	1.2%	125
31	Urban Achievers	0	0.0%	49,351	1.8%	0	1,711,300	1.4%	0
35	Boomtown Singles	81	0.5%	61,603	2.3%	22	1,561,972	1.3%	38
Young Achievrs		834	5.0%	346,041	12.9%	39	11,659,826	9.8%	51

42	Red, White and Blues	87	0.5%	21,403	0.8%	63	1,287,465	1.1%	45
44	New Beginnings	0	0.0%	49,550	1.9%	0	1,785,567	1.5%	0
45	Blue Highways	0	0.0%	28,623	1.1%	0	1,998,656	1.7%	0
47	City Startups	0	0.0%	50,464	1.9%	0	1,357,839	1.2%	0
48	Young and Rustic	74	0.4%	36,972	1.4%	29	2,338,887	2.0%	20
53	Mobility Blues	5	0.0%	41,497	1.6%	0	1,430,431	1.2%	0
56	Crossroad Villagers	13	0.1%	16,831	0.6%	17	2,490,881	2.1%	5
Striving Singles		179	1.1%	245,340	9.2%	12	12,689,726	10.7%	10

LIFESTAGE 2: FAMILY LIFE

This lifestage includes heads of households with children living at home. Bonney Lake’s Primary Retail Trade Area’s households ranked especially higher than Washington and US averages for “Accumulated Wealth” and “Young Accumulators.” The area ranked especially lower than both for low income “Sustaining Families.”

PRIZM Code – see def. Appdx 2	Subgrp Name	B.Lake Base Hshds	B. Lake Area Prcent	WA Base Hshds	WA Percnt	Bny Lake vs. WA Indx	USA Hsehds	USA Prcent	Bny Lake vs. USA Index
2	Blue Blood Estates	311	1.9%	26,505	1.0%	190	1,168,506	1.0%	190
5	Country Squires	1,280	7.6%	57,163	2.1%	362	2,290,307	1.9%	400
6	Winner’s Circle	653	3.9%	37,672	1.4%	279	1,339,769	1.1%	355
Accum’d Wealth		2,244	13.3%	121,340	4.5%	296	4,798,582	4.1%	324

13	Upward Bound	1,417	8.4%	54,878	2.1%	400	1,920,001	1.6%	525
17	Beltway Boomers	1,805	10.7%	37,382	1.4%	764	1,159,979	1.0%	1,070
18	Kids and Cul-de-Sacs	1,411	8.4%	68,500	2.6%	323	1,976,724	1.7%	494
20	Fast-Track Families	517	3.1%	38,178	1.4%	221	2,056,591	1.7%	182
29	American Dreams	0	0.0%	39,970	1.5%	0	2,491,846	2.1%	0
Young Acum’ts		5,150	30.6%	238,908	8.9%	344	9,605,141	8.1%	378

32	New Homesteaders	252	1.5%	52,792	2.0%	75	2,239,681	1.9%	79
33	Big Sky Families	0	0.0%	40,794	1.5%	0	2,264,090	1.9%	0
34	White Picket Fences	608	3.6%	51,894	1.9%	189	1,511,043	1.3%	277
36	Blue-Chip Blues	351	2.1%	36,587	1.4%	150	1,505,196	1.3%	162
50	Kid Country, USA	85	0.5%	26,355	1.0%	50	1,543,442	1.3%	38
51	Shotguns and Pickups	0	0.0%	25,607	1.0%	0	1,918,659	1.6%	0
52	Suburban Pioneers	115	0.7%	23,530	0.9%	78	1,240,384	1.1%	64
54	Multi-Culti Mosaic	0	0.0%	14,967	0.6%	0	1,938,574	1.6%	0
Mainstrm Families		1,411	8.4%	272,526	10.2%	82	14,161,069	11.9%	71

63	Family Thrifts	118	0.7%	64,824	2.4%	29	2,020,038	1.7%	41
64	Bedrock America	16	0.1%	23,463	0.9%	11	2,123,073	1.8%	6
65	Big City Blues	0	0.0%	3,819	0.1%	0	1,262,018	1.1%	0
66	Low-Rise Living	0	0.0%	2,806	0.1%	0	1,616,273	1.4%	0
Sustain’g Families		134	0.8%	94,912	3.5%	23	7,021,402	5.9%	14

Note Index Scores: Again, the “index” is defined as the percentage of households for the segment in the local geographic area divided by the percentage of households in the state or US for the segment, times 100, then rounded to a whole number. To spotlight major differences, Lifestage groups with high index scores – with an index of 130 or more – are highlighted in blue, and low index scores (70 or lower) are highlighted in red. These cut points were chosen only for purposes of emphasis, and do not necessarily imply scientific margins of error.

LIFESTAGE 3: MATURE YEARS

This stage includes heads of households either age 55+ years or age 55-64 without children at home. Bonney Lake Retail Trade Area households ranked especially lower than state and US averages for the major groups "Affluent Empty Nests, Cautious Couples, and Sustaining Seniors."

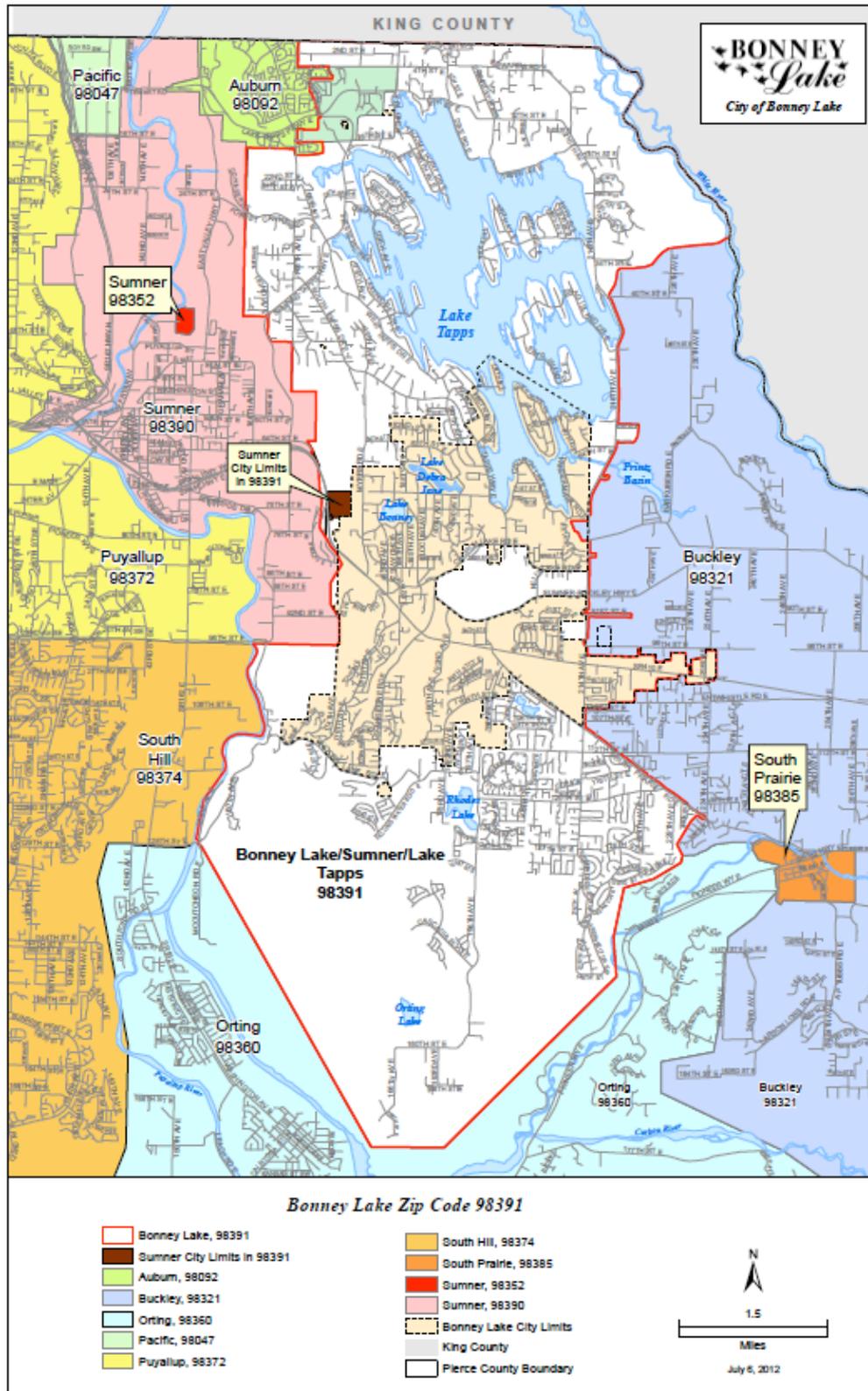
PRIZM Code – see def. Appdx 2	Subgrp Name	B.Lake Base Hshds	B. Lake Area Prcent	WA Base Hshds	WA Percnt	Bny Lake vs. WA Index	USA Hsehds	USA Prcent	Bny Lake vs. USA Index
1	Upper Crust	188	1.1%	44,911	1.7%	65	1,831,299	1.5%	73
7	Brainy Big Money	0	0.0%	34,603	1.3%	0	2,310,553	2.0%	0
9	Big Fish, Small Pond	531	3.2%	69,669	2.6%	123	2,686,973	2.3%	139
10	Second City Elite	77	0.5%	48,864	1.8%	28	1,440,281	1.2%	42
Affluent Empty Nests		796	4.7%	198,047	7.4%	64	8,269,106	7.0%	67

14	New Empty Nests	147	0.9%	35,975	1.3%	69	1,278,664	1.1%	82
15	Pools and Patios	549	3.3%	50,126	1.9%	174	1,590,222	1.3%	254
21	Gray Power	144	0.9%	32,759	1.2%	75	1,105,790	0.9%	100
26	The Cosmopolitans	0	0.0%	12,325	0.5%	0	1,340,023	1.1%	0
27	Middleburg Managers	486	2.9%	85,356	3.2%	91	2,253,051	1.9%	153
28	Traditional Times	110	0.7%	93,611	3.5%	20	3,358,670	2.8%	25
Consrvative Classics		1,436	8.5%	310,152	11.6%	73	10,926,420	9.2%	92

38	Simple Pleasures	15	0.1%	57,746	2.2%	5	2,689,144	2.3%	4
39	Domestic Duos	204	1.2%	33,144	1.2%	100	1,442,019	1.2%	100
40	Close-In Couples	0	0.0%	7,875	0.3%	0	1,334,378	1.1%	0
41	Sunset City Blues	243	1.4%	54,626	2.0%	70	2,039,805	1.7%	82
43	Heartlanders	19	0.1%	39,056	1.5%	7	2,387,587	2.0%	5
46	Old Glories	0	0.0%	32,354	1.2%	0	1,158,024	1.0%	0
49	American Classics	173	1.0%	16,493	0.6%	166	1,221,253	1.0%	100
Cautious Couples		654	3.9%	241,294	9.0%	43	12,272,210	10.4%	38

55	Golden Ponds	2	0.0%	28,157	1.1%	0	1,857,044	1.6%	0
57	Old Milltowns	20	0.1%	21,037	0.8%	13	1,778,580	1.5%	7
58	Back Country Folks	0	0.0%	19,982	0.8%	0	2,667,745	2.3%	0
59	Urban Elders	0	0.0%	13,992	0.5%	0	1,512,319	1.3%	0
60	Park Bench Seniors	0	0.0%	47,889	1.8%	0	1,282,430	1.1%	0
61	City Roots	0	0.0%	3,052	0.1%	0	1,302,522	1.1%	0
62	Hometown Retired	1	0.0%	23,097	0.9%	0	1,345,711	1.1%	1
Sustaing Seniors		23	0.1%	157,206	5.9%	2	11,746,351	9.9%	1
Grand Totals		16,849	100%	2,680,136	100%		118,582,568	100%	

Appendix 1: Bonney Lake, WA Retail Trade Area – ZIP 98391 Area



Appendix 2:

Definitions of the Nielsen Claritas 66 PRIZM NE Lifestyle Segments

01 Upper Crust: *Wealthy, Older w/o Kids*

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 more than \$100,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living. Key factors: Wealthy, Age 45-64

02 Blue Blood Estates: *Wealthy, Older w/ Kids*

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 older married couples with children, college graduates, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals. Key factors: Wealthy, Age 45-64

03 Movers & Shakers: *Wealthy, Middle Age w/o Kids*

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 for having a home office. Key factors: Wealthy, Age 35-54

04 Young Digerati: *Upscale, Younger Mix*

Young Digerati are 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. Upscale Age 25-44

05 Country Squires: *Upscale, Middle Age w/ Kids*

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking. Upscale Age 35-54

06 Winner's Circle: *Wealthy, Younger w/ Kids*

Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 44-year-olds with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses, and upscale malls. With an income nearly double the national median, 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. Wealthy, Age 25-44

07 Brainy Big Money: *Upscale, Older Mix*

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. Upscale, Age 45-64

08 Executive Suites: *Upper-Mid, Middle Age w/o Kids*

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. Upper-Mid, Age 35-54

09 Big Fish, Small Pond: *Upscale, Older w/o Kids*

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology. Upscale, Age 45-64

10 Second City Elite: *Upscale, Older w/o Kids*

There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite.

The residents of these satellite cities tend to be prosperous executives who decorate their homes with multiple computers, large-screen TV sets, and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions. Upscale, Age 45-64

11 God's Country: Upscale, Middle Age w/o Kids

When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upscale couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure. Upscale, Age 35-54

12 Brite Lites, Li'l City: Upscale, Middle Age w/o Kids

Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers, and swank homes filled with the latest technology. Upscale, Age 35-54

13 Upward Bound: Upscale, Middle Age w/ Kids

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment. Upscale, Age 35-54

14 New Empty Nests: Upper-Mid, Mature w/o Kids

With their grown-up children recently out of the house, New Empty Nests is composed of upscale 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. Upper-Mid, Age 65+

15 Pools & Patios: Upper-Mid, Older w/o Kids

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. Upper-Mid Age, 45-64

16 Bohemian Mix: Midscale, Younger Mix

A collection of younger, 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 rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop, and microbrew. Midscale, Age <55 White

17 Beltway Boomers: Upper-Mid, Older w/ Kids

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. Upper-Mid, Age 45-64

18 Kids & Cul-de-Sacs: Upper-Mid, Younger w/ Kids

Upper-middle class, suburban, married couples with children— that's 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 includes 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. Upper-Mid, Age 25-44

19 Home Sweet Home: Upper-Mid, Younger w/o Kids

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets, and pets. Upper-Mid, Age <55

20 Fast-Track Families: Upscale, Middle Age w/ Kids

With their upscale incomes, numerous children, and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want

the best for their children. They buy the latest technology with impunity: smartphones, the newest digital devices, laptops, computers, large HD TVs, home theater systems, and video games. They take advantage of their rustic locales by camping, boating, and fishing. Upscale, Age 35-54

21 Gray Power: Midscale, Mature Mostly w/o Kids

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. Midscale, Age 65+

22 Young Influentials: Midscale, Younger w/o Kids

Once known as the home of the nation's yuppies, the Young Influentials subgroup 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. Midscale, Age <45

23 Greenbelt Sports: Upper-Mid, Middle Age w/o Kids

A segment of upper-middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-age residents are married, college-educated, and own new homes. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking. Upper-Mid, Age 35-54

24 Up-and-Comers: Midscale, Younger w/o Kids

Up-and-Comers is a stopover for younger, midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment. Midscale, Age 25-44

25 Country Casuels: Upscale, Middle Age w/o Kids

There's a laid-back atmosphere in Country Casuels, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Most households boast two earners who have well-paying blue- or white-collar jobs or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat. Upscale Age 35-54

26 The Cosmopolitans: Midscale, Older Mostly w/o Kids

Educated, midscale, and ethnically diverse, 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. Midscale, Age 55+

27 Middleburg Managers: Midscale, Older w/o Kids

Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class with solid managerial jobs or comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening, and refinishing furniture. Midscale, Age 45-64

28 Traditional Times: Upper-Mid, Older w/o Kids

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they're big travelers, especially in recreational vehicles and campers. Upper-Mid, Age 55+

29 American Dreams: Midscale, Middle Age Mix

American Dreams is a living example of how ethnically diverse the nation has become: more than 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. Midscale, Age 35-54

30 Suburban Sprawl: Midscale, Middle Age w/o Kids

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged 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. Midscale, Age 35-54

31 Urban Achievers: Lower-Mid, Younger Mix

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. Lower-Mid, Age <45

32 New Homesteaders: Upper-Mid, Younger w/ Kids

Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with digital games. Upper-Mid, Age 25-44

33 Big Sky Families: Upper-Mid, Younger w/ Kids

Scattered in placid towns across the American heartland, Big Sky Families is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market. Upper-Mid, Age 25-44

34 White Picket Fences: Midscale, Younger w/ Kids

Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation or two ago: young, middle-class, and married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans. Midscale, Age 25-44

35 Boomtown Singles: Lower-Mid, Younger w/o Kids

Affordable housing, abundant entry-level jobs, and a thriving singles scene—all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Younger, single, and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores, and laundromats. Lower-Mid, Age <45

36 Blue-Chip Blues: Midscale, Younger w/ Kids

Blue-Chip Blues is known as a comfortable lifestyle for ethnically-diverse, young, sprawling families with well-paying blue-collar jobs. The segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households. Midscale, Age 25-44

37 Mayberry-ville: Upper-Mid, Middle Age w/o Kids

Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks. Upper-Mid, Age 35-54

38 Simple Pleasures: Lower-Mid, Mature Mostly w/o Kids

With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military, so no segment has more residents who are members of veterans clubs. Lower-Mid, Age 65+

39 Domestic Duos: Midscale, Older Mostly w/o Kids

Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order, or going out to eat. Midscale, Age 55+

40 Close-In Couples: Lower-Mid, Older Mostly w/o Kids

Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these mostly older residents typically live in older city neighborhoods, enjoying their retirements. Lower-Mid, Age 55+

41 Sunset City Blues: Lower-Mid, Mature Mostly w/o Kids

Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty-nesters tend to

own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night. Lower-Mid, Age 65+

42 Red, White & Blues: Lower-Mid, Middle Age w/o Kids

The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack, and Payless Shoes. Middle-aged, high school educated, and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling, and construction. Lower-Mid Age, 35-54

43 Heartlanders: Lower-Mid, Older Mostly w/o Kids

America was once a land of small working-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating. Lower-Mid, Age 45-64

44 New Beginnings: Downscale, Younger Mix

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse, New Beginnings households tend to have the modest living standards typical of transient apartment dwellers. Downscale, Age <45

45 Blue Highways: Lower-Mid, Middle Age w/o Kids

On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert. Lower-Mid, Age 35-54

46 Old Glories: Downscale, Mature Mostly w/o Kids

The residents of Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. Households in this racially-diverse segment often contain widows and widowers living on fixed incomes who tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows, and news magazines at high rates. Downscale, Age 65+

47 City Startups: Low Income, Younger w/o Kids

In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats, and clubs that cater to twentysomethings. One of the youngest segments in America—with ten times as many college students as the national average — these neighborhoods feature low incomes and high diversity. Low Income, Age <45

48 Young & Rustic: Lower-Mid, Younger w/o Kids

Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars, and dating. Lower-Mid, Age <55

49 American Classics: Downscale, Mature Mostly w/o Kids

They may be mature, downscale, 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. Downscale, Age 65+

50 Kid Country, USA: Lower-Mid, Younger, w/ Kids

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. These young, working-class households include homeowners, renters, and military personnel living in base housing; about 20 percent of residents own mobile homes. Lower-Mid, Age 25-44

51 Shotguns & Pickups: Lower-Mid, Younger w/ Kids

The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, lower-middle-class large families—more than half have two or more kids—living in small homes and manufactured

housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation. Lower-Mid, Age 25-44

52 Suburban Pioneers: *Downscale, Younger Mix*

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recent divorcees, and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue collar and the money is tight. But what unites these residents — a diverse mix — is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods. Downscale, Age <55

53 Mobility Blues: *Low Income, Younger w/o Kids*

Mobility Blues is a segment of young singles in working-class neighborhoods in America's satellite cities. Ethnically diverse and young, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball, and shooting pool. Low Income, Age <55

54 Multi-Culti Mosaic: *Lower-Mid, Middle Age Mix*

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of middle-aged, ethnically diverse singles and families. With nearly a quarter of the residents foreign born, this segment includes first-generation Americans who are striving to improve their lower-middle-class status. Lower-Mid Age, 35-54

55 Golden Ponds: *Downscale, Mature Mostly w/o Kids*

Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$30,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo, and doing craft projects. Downscale, Age 65+

56 Crossroads Villagers: *Downscale, Middle Age w/o Kids*

With a population of middle-aged, blue-collar couples and singles, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with downscale incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening, and hunting. Downscale, Age 35-54

57 Old Milltowns: *Downscale, Mature Mostly w/o Kids*

America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs, or eating out at casual restaurants. Downscale, Age 65+

58 Back Country Folks: *Low Income, Mature Mostly w/o Kids*

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 65 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape. Low Income Age 65+

59 Urban Elders: *Downscale, Older Mostly w/o Kids*

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 tend to be downscale, with singles living in older apartment rentals. Downscale, Age 55+

60 Park Bench Seniors: *Low Income, Older Mostly w/o Kids*

Park Bench Seniors are typically retired singles living in the racially diverse neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows. Low Income, Age 55+

61 City Roots: *Downscale, Mature Mostly w/o Kids*

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 or Hispanic—residents are often widows or widowers living on fixed incomes and maintaining low-key lifestyles. Downscale, Age 65+

62 Hometown Retired: *Low Income, Mature Mostly w/o Kids*

With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially diverse seniors tend to live in aging homes and typically get by on social security and pensions. Because many never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest. Low Income, Age 65+

63 Family Thrifts *Lower-Mid, Younger w/ Kids*

The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops. Lower-Mid, Age <45

64 Bedrock America: *Low Income, Younger w/ Kids*

Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping. Low Income, Age <45

65 Big City Blues: *Lower-Mid, Younger Mix*

Big City Blues is the multi-ethnic address for lower-middle-income, many 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. A large percentage haven't finished high school. Lower-Mid, Age <45

66 Low-Rise Living: *Low Income, Younger Mix*

The most economically challenged urban segment, Low-Rise Living is known as a transient world for younger, ethnically diverse singles and single parents. Home values are low—about half the national average — and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance. Low Income. Age <45

Appendix 3: Nielsen Claritas PRIZM NE Methodology

The Nielsen Claritas proprietary PRIZM NE system is meant to show lifestyle characteristics of the residents of a given area, such as the Bonney Lake 98391 zip code area. The PRIZM database traces back to the early 1990s, and is linked to the company's current demographic database for such elements as population, households, housing units, and occupation. The demographics are updated annually, and allocated to census block groups levels throughout the U.S., enabling combination at higher geographic levels by place, zip code, or custom boundaries.

Nielsen Claritas estimates are based on data from the U.S. Census Bureau, including its ongoing American Community Survey and the decennial census, as well as data from the US Postal Service, new construction data, Hanley Wood residential development counts, and the Nielsen Master Address File, which is based on various household-level sources such as Epsilon, Valassis, and InfoUSA. Widely used by developers, national-level retailers, and commercial real estate professionals, Nielsen Claritas is considered by many as "the gold standard" in demographic services.

Nielsen Claritas' set of geo-demographic segments for the US was developed by Claritas Inc., which was then acquired by The Nielsen Company. This segmentation system has been widely applied to marketing in the United States since the 1990s. The following information from *Wikipedia* (7/30/12) provides additional background information:

PRIZM NE (New Evolution) is an update to the original PRIZM model that featured 62 segments. The PRIZM system categorizes U.S. consumers into 14 distinct groups and 66 demographically and behaviorally distinct types, or "segments," to help marketers discern those consumers' likes, dislikes, lifestyles and purchase behaviors. PRIZM provides a seamless transition between household-level coding and geographic-level coding by providing the same segment schema at both levels. It allows a "downshift" from geo-demographic to the household-level.

While the original emphasis was marketing, PRIZM NE segmentation also provides insights into the workforce characteristics of an area – of interest to local employers and new, potential employers ranging from technology and healthcare firms to manufacturing and construction companies.