

PRIZM®
Cluster Segmentation for
Lakewood, Ohio

October 29, 2002

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Urban Achievers

<u>Percent Living in Lakewood:</u>	28.0% (1.5% of U.S.)
<u>Number Living in Lakewood:</u>	15,570
<u>Households in Lakewood:</u>	6,927 (26.2% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	1

Historical Cluster Rank for Lakewood: 1 (1999); 1 (2000); 1 (2001)

Short Description: progressive, ethnically diverse with a mixture of youth and age, upper middle class world of apartment dwellers, exotic restaurants and cultural centers.

Family Types: Single

Ethnicity: ethnically diverse; predominately white, high Asian & Hispanic

Predominant Age Range: 25-44; 65+

Education: College Graduate

Employment: White Collar; Professional; business, finance, public sector

Housing Type: Renter of Multi-Unit

Median Income: Mid \$40k

Median Home Value: \$109,000

Politics: liberal independent

Key Issues: gay rights, defusing racial tensions, environmental protection, increasing military spending

Consumer Pattern: behave like upper middle class sophisticates; specialty shops, ethnic markets, family restaurants, delis, sushi bars, taco joints, Nordstrom, jazz music, Kias, Volkswagen, Nissan.

Interests: multiculturalism, intellectually challenging pursuits, theater, adult education, libraries, public broadcasting, alternative health.

Bohemian Mix

<u>Percent Living in Lakewood:</u>	20.5% (1.5% of U.S.)
<u>Number Living in Lakewood:</u>	11,426
<u>Households in Lakewood:</u>	7,005 (26.5% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	2

Historical Cluster Rank for Lakewood: 3 (1999); 2 (2000); 4 (2001)

Short Description: progressive, eclectic group of executives, students, artists and writers; live in rented high-rises; very few children; 75% single or divorced; 33% are gay.

Family Types: Single
Ethnicity: ethnically mixed
Predominant Age Range: 25-44
Education: College Graduate
Employment: Professional
Housing Type: Renter of Multi-Unit
Median Income: Mid to High \$30k
Median Home Value: \$135,452

Politics: liberal Democrat

Key Issues: gay rights, legalizing marijuana, defusing racial tensions

Consumer Pattern: early adopter consumer pattern, quick to try new products, imported goods, especially wine, beer and cheese, organic foods, fashion forward, subcompact cars, anti-mainstream brands, condoms, cigarettes.

Interests: exercising, health food, walking and window shopping, art galleries, avoiding mainstream conformity, fight against major chains and fast food restaurants in the community, gay rights and abortion activism, most popular pastime is hanging out.

Single City Blues

<u>Percent Living in Lakewood:</u>	19.1% (1.6% of U.S.)
<u>Number Living in Lakewood:</u>	10,647
<u>Households in Lakewood:</u>	5,124 (19.4% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	3

Historical Cluster Rank for Lakewood: 2 (1999); 5 (2000); 2 (2001)

Short Description: Mixture of races, transients & night trades, few children; “poor man’s Bohemia”; young, downscale and transient; “getting along and getting by”; single parents.

Family Types: Single

Ethnicity: ethnically mixed

Predominant Age Range: 25-34; 65+

Education: Grade School, High School

Employment: Service

Housing Type: Renter of Multi-Unit

Median Income: Lower \$20k; Upper \$10K

Median Home Value: \$54,500

Politics: liberal Democrat

Key Issues: gay rights, pro labor unions, legalizing marijuana

Consumer Pattern: secondhand stores, funky cafes, cheap rent, food co-ops, used cars, rolling papers, foreign videos, book clubs, organic food.

Interests: community activism, leftist politics, anti-yuppie, tolerance issues, appreciation for arts and history, museums, art galleries.

Old Yankee Rows

<u>Percent Living in Lakewood:</u>	14.3% (1.3% of U.S.)
<u>Number Living in Lakewood:</u>	7,948
<u>Households in Lakewood:</u>	3,446 (13.0% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	4

Historical Cluster Rank for Lakewood: 5 (1999); 4 (2000); 5 (2001)

Short Description: similar to Big City Blend, but less affluent; singles predominate and many live in rental multi unit apartments.

Family Types: Singles & single parents

Ethnicity: ethnically diverse

Predominant Age Range: 25-44, 65+

Education: High School; Grade School

Employment: White & Blue Collar: Service

Housing Type: Renter of Multi-Unit

Median Income: Low to Mid \$30k

Median Home Value: \$84,300

Politics: moderate Democrat

Key Issues: restricting immigration, gun control, defusing racial tensions

Consumer Pattern: lotto, cigarettes, contemporary popular music, inexpensive computers, vans and station wagons.

Interests: boxing, bowling, high school athletics, pro labor unions, oppose affirmative action & immigration, fraternal organizations.

Big City Blend

<u>Percent Living in Lakewood:</u>	12.1% (1.0% of U.S.)
<u>Number Living in Lakewood:</u>	6,720
<u>Households in Lakewood:</u>	2,623 (9.9% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	5

Historical Cluster Rank for Lakewood: 4 (1999); 3 (2000); 3 (2001)

Short Description: have large families & work in white and blue collar jobs, live in older row house neighborhoods; high percentage of Hispanics, Asians and other foreign born immigrants; multinationalism.

Family Types: Single parents; married couples with children

Ethnicity: ethnically mixed

Predominant Age Range: under 14; 25-44

Education: High School; Some College

Employment: White & Blue Collar

Housing Type: Renter and Owners of Single-Unit

Median Income: Mid to High \$30k

Median Home Value: \$89,000

Politics: liberal Democrat

Key Issues: pro-immigration, school funding

Consumer Pattern: ethnic foods (immigrants often stick to their own specialty stores, rarely trying other ethnic spots in neighborhood), Home Depot, lotto & casinos, football, convenience stores.

Interests: conservative family values, religion, pride in hard work, saving money, DIY projects, having their children do well in school; low interest in computers, luxury cars & country club lifestyle.

American Dreams

<u>Percent Living in Lakewood:</u>	2.3% (1.5% of U.S.)
<u>Number Living in Lakewood:</u>	1,293
<u>Households in Lakewood:</u>	502 (1.9% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	6

Historical Cluster Rank for Lakewood: 6 (1999); 6 (2000); 6 (2001)

Short Description: immigrants and descendants that typify the American Dream; affluent married couples with and without children that work hard at multiple trades and public service jobs; often have big families.

Family Types: Mixed

Ethnicity: ethnically diverse

Predominant Age Range: Mixed

Education: Some College, College Graduate

Employment: White Collar

Housing Type: Owner of Single-Unit

Median Income: Low to mid \$50k

Median Home Value: \$180,900

Politics: liberal Democrat

Key Issues: gun control, pro-life movement, eliminating affirmative action

Consumer Pattern: new cars, boats, recreational vehicles, travel, designer labels, Sears, coupons.

Interests: socializing with ethnic group, fitting in to "American" styles and fashions, ethnic newspapers, neighborhood watch.

Blue Blood Estates

<u>Percent Living in Lakewood:</u>	1.4% (1.2% of U.S.)
<u>Number Living in Lakewood:</u>	803
<u>Households in Lakewood:</u>	300
<u>Cluster Rank for Lakewood:</u>	7

Historical Cluster Rank for Lakewood: 8 (1999); 8 (2000); 8 (2001)

Short Description: established executives, professionals and “old money” heirs accustomed to luxury and privilege; many are multimillionaires.

Family Types: Married couples

Ethnicity: Mostly white & high % Asian

Predominant Age Range: 45-64

Education: College Graduate

Employment: Professional

Housing Type: Owner of Single-Unit

Median Income: Over \$130k

Median Home Value: \$452,000

Politics: moderate Republican

Key Issues: more military spending, eliminating affirmative action, pro-abortion rights

Consumer Pattern: private schools, luxury cars, house alarms, country clubs, foreign travel.

Interests: privacy concerns, political fundraisers & charity events, tennis.

Young Literati

<u>Percent Living in Lakewood:</u>	1.3% (0.9% of U.S.)
<u>Number Living in Lakewood:</u>	701
<u>Households in Lakewood:</u>	302 (1.9% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	8

Historical Cluster Rank for Lakewood: N/A (1999); N/A (2000); N/A (2001)

Short Description: High-tech, upwardly mobile singles and young couples.

Family Types: singles and couples

Ethnicity: Primarily white and Asian

Predominant Age Range: 25-44

Education: college graduates

Employment: white-collar professionals and managers

Housing Type: single-unit owners; multi-unit renters

Median Income: mid \$50K

Median Home Value: \$200K

Politics: liberal Democrat

Key Issues: gay rights, liberal social causes, defusing racial tensions, ecological issues

Consumer Pattern: healthy/organic foods shopping, clothing boutiques, bookstores, financial planners, personal services, travel, high tech gadgetry.

Interests: Self-help, exercise, reading, cultural experiences, anti-television, dinner parties, home decorating.

Money and Brains

<u>Percent Living in Lakewood:</u>	0.9% (1.0% of U.S.)
<u>Number Living in Lakewood:</u>	510
<u>Households in Lakewood:</u>	202 (0.8% of Lakewood)
<u>Cluster Rank for Lakewood:</u>	9

Historical Cluster Rank for Lakewood: 7 (1999); 7 (2000); 7 (2001)

Short Description: Sophisticated mixed family types with dual incomes & few children; highly educated; own homes in upscale neighborhoods near major cities.

Family Types: Married couples

Ethnicity: Mostly white & high % Asian

Predominant Age Range: 55-64; 65+

Education: College Graduate

Employment: Professional

Housing Type: Owner of Single-Unit

Median Income: Upper \$50k to low \$60k

Median Home Value: \$222,000

Politics: liberal Democrat

Key Issues: environmental causes, gun control, gay rights

Consumer Pattern: foreign travel, health food, top-rated schools, bargains at designer stores, SUVs & safety feature laden cars, imported foods and drink.

Interests: intellectual pursuits, stocks, theater, books, socially leftist causes, exercise.

Hispanic Mix*

<u>Percent Living in Lakewood:</u>	0.0% (1.4% of U.S.)
<u>Number Living in Lakewood:</u>	0
<u>Households in Lakewood:</u>	0
<u>Cluster Rank for Lakewood:</u>	N/A

Historical Cluster Rank for Lakewood: N/A (1999); N/A (2000); 9 (2001)

Short Description: low-income urban Hispanic singles/families; low education, mostly blue collar and service workers

Family Types: Singles & families

Ethnicity: Hispanic & Hispanic racial blends; many are Third world immigrants

Predominant Age Range: under 24; 24-34

Education: Grade School/High School

Employment: Blue Collar/Service Industries

Housing Type: Renters of Multi-Unit

Median Income: \$17,600

Median Home Value: \$59,800

Politics: liberal Democrat

Key Issues: pro affirmative action, gun control, children's social services, curbing pornography

Consumer Pattern: Music, sports events: basketball/boxing; baby, car and television magazines; low consumption as a result of limited income, most are "just hanging on"

Interests: neighborhood pride/crime watch, dance clubs, hip-hop and Latino music

** PRIZM Cluster dropped out of 44107 in 2002*

