

# 2004 PRIZM NE Analysis for Lakewood, Ohio 44107

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## American Dreams

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.

PRIZM NE Group: Urban Uptown

Number of Households in Lakewood: 6,413

Lakewood Cluster Rank: 1

Percent of Lakewood Households: 24.4%

Percent of US Households: 2.48%

Income: Midscale

Median Household Income: \$50,816

Ethnic Diversity: White foreign-born; Black, High Asian and Hispanic

Family Types: Mix

Age Range: 25-44

Education Level: High School

Employment Level: White-collar; service

Housing Type: Homeowners

Cluster Urbanacity: Urban



*American Dreams*

## **Urban Achievers**

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 and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

PRIZM NE Group: Midtown Mix

Number of Households in Lakewood: 4472

Lakewood Cluster Rank: 2

Percent of Lakewood Households: 17%

Percent of US Households: 1.7

Income: Lower Middle

Median Household Income: \$33,541

Ethnic Diversity: High Black, Asian & Hispanic.

Family Types: Singles

Age Range: <35

Education Level: H.S./College

Employment Level: White Collar, Service

Housing Type: Renters

Cluster Urbanacity: Urban



*Urban Achievers*

## **Multi-Culti Mosaic**

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

PRIZM NE Group: Midtown Mix

Number of Households in Lakewood: 3806

Lakewood Cluster Rank: 3

Percent of Lakewood Households: 14.4%

Percent of US Households: 2.02%

Income: Lower Middle

Median Household Income: \$33,659

Ethnic Diversity: High Black & Hispanic., Asian

Family Types: Mix

Age Range: 25-44

Education Level: High School

Employment Level: Blue Collar, White Collar, Service

Housing Type: Mix

Cluster Urbanacity: Urban



***Multi-Culti Mosaic***

## **Bohemian Mix**

A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

PRIZM NE Group: Urban Uptown

Number of Households in Lakewood: 3659

Lakewood Cluster Rank: 4

Percent of Lakewood Households: 13.9%

Percent of US Households: 1.86%

Income: Midscale

Median Household Income: \$49,439

Ethnic Diversity: Black, High Asian & Hispanic.

Family Types: Singles

Age Range: <35

Education Level: College Grad+

Employment Level: Prof, White-Collar

Housing Type: Renters

Cluster Urbanacity: Urban



*Bohemian Mix*

## **Money & Brains**

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, predominantly white with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots

PRIZM NE Group: Urban Uptown

Number of Households in Lakewood: 1875

Lakewood Cluster Rank: 5

Percent of Lakewood Households: 7.1%

Percent of US Households: 2.11%

Income: Upscale

Median Household Income: \$80,504

Ethnic Diversity: High Asian

Family Types: Mix

Age Range: 45+

Education Level: College Grad+

Employment Level: Professional

Housing Type: Homeowners

Cluster Urbanacity: Urban



***Money & Brains***

## **Close-In Couples**

Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

PRIZM NE Group: Midtown Mix

Number of Households in Lakewood: 1039

Lakewood Cluster Rank: 6

Percent of Lakewood Households: 3.9%

Percent of US Households: 1.19%

Income: Lower Middle

Median Household Income: \$38,401

Ethnic Diversity: High Black, Hispanic, and Asian

Family Types: Singles/Couples

Age Range: 55+

Education Level: High School

Employment Level: White-Collar, Service

Housing Type: Homeowners

Cluster Urbanacity: Urban



*Close-In Couples*

## City Roots

Found in urban neighborhoods, City Roots is a segment of lower-income 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 and Hispanic- residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles

PRIZM NE Group:

Number of Households in Lakewood: 1021

Lakewood Cluster Rank: 7

Percent of Lakewood Households: 3.8%

Percent of US Households: 1.22%

Income: Downscale

Median Household Income: \$26,240

Ethnic Diversity: High Black & Hispanic

Family Types: Singles/Couples

Age Range: 65+

Education Level: Elementary/H.S.

Employment Level: Service, Blue Collar, White Collar

Housing Type: Homeowners

Cluster Urbanacity: Urban



*City Roots*

## **Young Digerati**

Young Digerati are the nation's tech-savvy singles and couples living 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

PRIZM NE Group: Urban Uptown

Number of Households in Lakewood: 959

Lakewood Cluster Rank: 8

Percent of Lakewood Households: 3.6%

Percent of US Households: 1.28%

Income: Upscale

Median Household Income: \$78,783

Ethnic Diversity: High Asian

Family Types: Mix

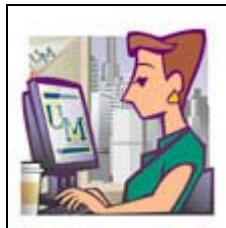
Age Range: 25-44

Education Level: College Grad+

Employment Level: Professional

Housing Type: Mix

Cluster Urbanacity: Urban



***Young Digerati***

## **The Cosmopolitans**

Educated, mid-scale and multi-ethnic, 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 homeowners, empty nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.

PRIZM NE Group: Urban Uptown

Number of Households in Lakewood: 741

Lakewood Cluster Rank: 9

Percent of Lakewood Households: 2.8%

Percent of US Households: 1.23%

Income: Midscale

Median Household Income: \$51,613

Ethnic Diversity: High Black & Hispanic., Asian

Family Types: Singles/Couples

Age Range: 55+

Education Level: H. S. / College

Employment Level: Prof., White-Collar

Housing Type: Homeowners

Cluster Urbanacity: Urban



*The Cosmopolitans*

## Urban Elders

For Urban Elders - a segment located in the downtown neighborhoods of such large metros as New York, Chicago, Las Vegas, Miami and others - life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans, and tend to be downscale, with singles living in older apartment rentals.

PRIZM NE Group: Urban Cores

Number of Households in Lakewood: 710

Lakewood Cluster Rank: 10

Percent of Lakewood Households: 2.7%

Percent of US Households: 1.36%

Income: Poor

Median Household Income: \$22,495

Ethnic Diversity: High Black, Asian & Hispanic.

Family Types: Singles

Age Range: 55+

Education Level: Elementary/H.S.

Employment Level: Service, Blue Collar, White Collar

Housing Type: Renters

Cluster Urbanacity: Urban



*Urban Elders*

## **Movers & Shakers**

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 and often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.

PRIZM NE Group: Elite Suburbs

Number of Households in Lakewood: 170

Lakewood Cluster Rank: 11

Percent of Lakewood Households: 0.64%

Percent of US Households: 1.59%

Income: Wealthy

Median Household Income: \$97,076

Ethnic Diversity: White, High Asian

Family Types: Couples

Age Range: 35-64

Education Level: College Grad+

Employment Level: Professional

Housing Type: Homeowners

Cluster Urbanacity: Suburban



*Movers & Shakers*

## Upper Crust

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America -a haven for empty nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

PRIZM NE Group: Elite Suburbs

Number of Households in Lakewood: 156    Lakewood Cluster Rank: 12

Percent of Lakewood Households: 0.59%

Percent of US Households: 1.52%

Income: Wealthy

Median Household Income: \$107,923

Ethnic Diversity: White, High Asian

Family Types: Couples

Age Range: 45+

Education Level: College Grad+

Employment Level: Professional

Housing Type: Homeowners

Cluster Urbanacity: Suburban



*Upper Crust*

## Executive Suites

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.

PRIZM NE Group: The Affluentials

Number of Households in Lakewood: 49  
Percent of Lakewood Households: 0.22%  
Percent of US Households: 1.07%

Lakewood Cluster Rank: 13

Income: Upper Middle  
Median Household Income: \$70,869

Ethnic Diversity: White, High Asian  
Family Types: Singles/Couples  
Age Range: 25-44  
Education Level: College Grad+  
Employment Level: Professional  
Housing Type: Mix  
Cluster Urbanacity: Suburban



*Executive Suites*

## Suburban Sprawl

Suburban Sprawl is an unusual American lifestyle: a collection of mid-scale, 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 cocooning versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

PRIZM NE Group: Middleburbs

Number of Households in Lakewood: 49  
Percent of Lakewood Households: 0.18%  
Percent of US Households: 1.31%

Lakewood Cluster Rank: 14

Income: Midscale  
Median Household Income: \$48,580

Ethnic Diversity: White  
Family Types: Singles/Couples  
Age Range: 25-44  
Education Level: H.S./College  
Employment Level: White Collar, Service, Blue Collar  
Housing Type: Homeowners  
Cluster Urbanacity: Suburban



*Suburban Sprawl*

## **Pools & Patios**

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, 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.

PRIZM NE Group: The Affluentials

Number of Households in Lakewood: 33  
Percent of Lakewood Households: 0.12%  
Percent of US Households: 1.24%

Lakewood Cluster Rank: 15

Income: Upper Middle  
Median Household Income: \$67,572

Ethnic Diversity: Mostly White  
Family Types: Couples  
Age Range: 45+  
Education Level: College Grad+  
Employment Level: Prof, White-Collar  
Housing Type: Homeowners  
Cluster Urbanacity: Suburban



*Pools & Patios*

## American Classics

They may be older, lower-middle class 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.

PRIZM NE Group: Inner Suburbs

Number of Households in Lakewood: 15  
Percent of Lakewood Households: 0.06%  
Percent of US Households: 1.03%

Lakewood Cluster Rank: 16

Income: Lower Middle  
Median Household Income: \$33,842

Ethnic Diversity: High Black, Hispanic  
Family Types: Singles/Couples  
Age Range: 65+  
Education Level: High School  
Employment Level: Blue Collar, White Collar, Service  
Housing Type: Homeowners  
Cluster Urbanacity: Suburban



*American Classics*

## New Empty Nests

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; the favorite destination is Italy.

PRIZM NE Group: The Affluentials

Number of Households in Lakewood: 9  
Percent of Lakewood Households: 0.03%  
Percent of US Households: 1.06%

Lakewood Cluster Rank: 17

Income: Upper Middle  
Median Household Income: \$67,295

Ethnic Diversity: Mostly White  
Family Types: Couples  
Age Range: 65+  
Education Level: College Grad+  
Employment Level: Prof, White-Collar  
Housing Type: Homeowners  
Cluster Urbanacity: Suburban



*New Empty Nests*

## **Suburban Pioneers**

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced 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 of whites, Hispanics and African-Americans - is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

PRIZM NE Group:

Number of Households in Lakewood: 9  
Percent of Lakewood Households: 0.03%  
Percent of US Households: 1.04%

Lakewood Cluster Rank: 18

Income: Lower Middle  
Median Household Income: \$33,355

Ethnic Diversity: High Black & Hispanic  
Family Types: Mix  
Age Range: <45  
Education Level: High School  
Employment Level: Blue Collar, White Collar, Service  
Housing Type: Mix  
Cluster Urbanacity: Suburban



*Suburban Pioneers*

## **Gray Power**

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, mid-scale singles and couples who live in quiet comfort.

PRIZM NE Group: Middleburbs

Number of Households in Lakewood: 7  
Percent of Lakewood Households: 0.03%  
Percent of US Households: 1.05%

Lakewood Cluster Rank: 19

Income: Midscale  
Median Household Income: \$50,195

Ethnic Diversity: Mostly White  
Family Types: Singles/Couples  
Age Range: 65+  
Education Level: H.S./College  
Employment Level: Prof, White-Collar  
Housing Type: Homeowners  
Cluster Urbanacity: Suburban



***Gray Power***

## **Big City Blues**

With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households 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. More than 40 percent haven't finished high school.

PRIZM NE Group: Urban Cores

Number of Households in Lakewood: 1098

Lakewood Cluster Rank: 20

Percent of Lakewood Households: 4.18%

Percent of US Households: 1.26%

Income: Downscale

Median Household Income: \$29,244

Ethnic Diversity: High Black, Asian & Hispanic

Family Types: Mix

Age Range: <45

Education Level: Elementary/H.S.

Employment Level: Service, Blue Collar, White Collar

Housing Type: Renters

Cluster Urbanacity: Urban



***Big City Blues***



### 2004 PRIZM NE Distribution Report for 44107

