

**PRIZM NE  
2007 DISTRIBUTION FOR 44107**

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PUBLIC LIBRARY**

**February 8, 2008**

Data and capsule summaries provided by Claritas



# 44107 PRIZM DISTRIBUTION 2006-2007 COMPARISON

	2007			2006					
	Code Name	Households	Pct.	Change	Code Name	Households	Pct.	Change	
1	U1-29 American Dreams	6363	25.27%	-107	U1-29 American Dreams	6470	25.38%	-3	
2	U2-31 Urban Achievers	4452	17.67%	-54	U2-31 Urban Achievers	4506	17.67%	-102	
3	U2-54 Multi-Culti Mosaic	3953	15.70%	770	U2-54 Multi-Culti Mosaic	3183	12.48%	-759	
4	U2-40 Close-In Couples	1978	7.86%	162	U1-16 Bohemian Mix	2476	9.71%	170	
5	U1-16 Bohemian Mix	1798	7.14%	-678	U3-59 Urban Elders	1913	7.50%	526	
6	U3-59 Urban Elders	1727	6.86%	24	U1-07 Money and Brains	1816	7.12%	-36	
7	U1-07 Money and Brains	1567	6.22%	-346	U2-40 Close-In Couples	1703	6.68%	227	
8	U1-26 The Cosmopolitans	1040	4.13%	-75	U1-26 The Cosmopolitans	1115	4.37%	-20	
9	U1-04 Young Digerati	742	2.95%	85	U1-04 Young Digerati	715	2.80%	85	
10	U3-61 City Roots	598	2.37%	144	U3-65 Big City Blues	657	2.47%	-133	
11	U3-65 Big City Blues	490	1.95%	-225	U3-61 City Roots	454	1.78%	27	
12	S1-01 Upper Crust	120	0.48%	15	S1-01 Upper Crust	105	0.41%	-45	
13	S1-02 Blue Blood Estates	79	0.31%	29	S1-02 Blue Blood Estates	93	0.36%	44	
14	S1-03 Movers and Shakers	71	0.28%	-22	S1-03 Movers and Shakers	68	0.27%	-48	
15	S2-08 Executive Suites	51	0.20%	3	S1-06 Winner's Circle	50	0.19%	22	
16	S2-15 Pools and Patios	42	0.17%	35	S2-08 Executive Suites	41	0.16%	12	
17	S1-06 Winner's Circle	28	0.11%	-13	S2-17 Beltway Boomers	33	0.13%	n/a	
18	S3-22 Young Influentials	23	0.09%	n/a	S2-18 Kids & Cul-de-sacs	24	0.09%	14	
19	S2-18 Kids & Cul-de-sacs	22	0.09%	6	S2-14 New Empty Nests	23	0.09%	13	
20	S2-17 Beltway Boomers	12	0.05%	n/a	S3-21 Gray Power	16	0.06%	9	
21	S2-14 New Empty Nests	11	0.04%	-5	S2-15 Pools and Patios	14	0.05%	9	
22	S3-21 Gray Power	6	0.02%	-8	S3-30 Suburban Sprawl	12	0.05%	-16	
23	S3-30 Suburban Sprawl	5	0.02%	-28	S3-22 Young Influentials	7	0.03%	n/a	
24	S4-49 American Classics	2	0.01%	-12	S4-49 American Classics	1	0.00%	-6	
	<b>Total</b>	<b>25495</b>			<b>Total</b>	<b>25495</b>			

**PRIZM NE SOCIAL GROUPS**

PRIZM NE's 14 social groups are based on urbanicity and affluence, two important variables used in the production of PRIZM NE.

First, segments are placed in one of four urbanicity (Urban, Second City, Suburbs, Town & Rural) categories. Urbanicity is determined by the population density of an area and its neighboring areas. A population density score ranging from one (low density) to 99 (high density) is assigned to each area.

Urban areas (U) have population density scores between 85 and 99. They include both the downtowns of major cities and surrounding neighborhoods. These areas often extend beyond the city limits and into surrounding jurisdictions.

Suburbs (S) have population density scores between 40 and 90, and are clearly dependent on urban areas or second cities. Population density rises as you approach the city, and decreases as you move away from it.

Finally, within each category, all the segments are sorted into groups based on affluence, another powerful demographic predictor of consumer behavior. All of the 66 segments are grouped into these 14 social groups and color-coded accordingly.

***U1 - Urban Uptown***

The five segments in Urban Uptown are home to the nation's wealthiest urban consumers. Members of this social group tend to be affluent to middle class, college educated and ethnically diverse, with above-average concentrations of Asian and Hispanic Americans. Although this group is diverse in terms of housing styles and family sizes, residents share an upscale urban perspective that's reflected in their marketplace choices. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad and spend heavily on computer and wireless technology.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
American Dreams	25.27%	25.38
Bohemian Mix	7.14%	9.71
Money & Brains	6.22%	7.12
The Cosmopolitans	4.13%	4.37
Young Digerati	2.95%	2.80
<b>Total Percent of U1</b>	<b>45.71%</b>	<b>49.38%</b>

***U2 - Midtown Mix***

Diversity is the hallmark of Midtown Mix, a group of midscale urban segments. It's the most ethnically diverse social group, besides containing a mix of singles and couples, homeowners and renters, college alumnae and high school graduates. In U2, the households are dominated by childless consumers who pursue active social lives—frequenting bars, health clubs and

restaurants at high rates—listen to progressive music, drive small imports and acquire the latest consumer electronics.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Urban Achievers	17.67	17.67
Multi-Culti Mosaic	15.70	12.48
Close-In Couples	7.86	6.68
<b>Total Percent of U2</b>	<b>41.23</b>	<b>36.83</b>

### ***U3 - Urban Cores***

Urban Cores segments are characterized by relatively modest incomes, educations and rental apartments, but affordable housing is part of the allure for the group's young singles and aging retirees. One of the least affluent social groups, U3 has a high concentration of Hispanics and African-Americans, and surveys indicate a fondness for both ethnic and mainstream media and products. Among the group's preferences: TV news and daytime programming, Spanish and black radio, telephony services and pagers, cheap fast food and high-end department stores.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Urban Elders	6.86	7.50
Big City Blues	2.37	1.78
City Roots	1.95	2.47
<b>Total Percent of U3</b>	<b>11.18</b>	<b>11.75</b>

### ***S1 - Elite Suburbs***

The most affluent suburban social group, Elite Suburbs is a world of six-figure incomes, post-graduate degrees, single-family homes and managerial and professional occupations. The segments here are predominantly white with significant concentrations of well-off Asian Americans. Befitting their lofty salaries, S1 members are big consumers of large homes, expensive clothes, luxury cars and foreign travel. Despite representing a small portion of the U.S. population, they hold a large share of the nation's personal net worth.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Upper Crust	0.48	0.41
Movers & Shakers	0.31	0.36
Blue Blood Estates	0.28	0.27
Winner's Circle	0.11	0.19
<b>Total Percent of S1</b>	<b>1.18</b>	<b>1.23</b>

**S2 - The Affluentials**

The six segments in The Affluentials are one socioeconomic rung down from the Elite Suburbs—with a 25 percent drop in median income—but their residents still enjoy comfortable, suburban lifestyles. The median income in S2 is nearly \$60,000, the median home value is about \$200,000, and the mostly couples in this social group tend to have college degrees and white-collar jobs. Asian Americans make up an important minority in these predominantly white segments. As consumers, The Affluentials are big fans of health foods, computer equipment, consumer electronics and the full range of big-box retailers.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Executive Suites	0.20	0.16
New Empty Nests	0.17	0.09
Kids & Cul-de-Sacs	0.09	0.09
Pools & Patios	0.04	0.05
<b>Total Percent of S2</b>	<b>0.5</b>	<b>0.39</b>

**S3 - Middleburbs**

The five segments that comprise Middleburbs share a middle-class, suburban perspective, but there the similarity ends. Two groups are filled with very young residents, two are filled with seniors and one is middle-aged. In addition, S3 includes a mix of both, homeowners and renters as well as high school graduates and college alums. With good jobs and money in their jeans, the members of Middleburbs tend to have plenty of discretionary income to visit nightclubs and casual-dining restaurants, shop at midscale department stores, buy dance and easy listening CDs by the dozen and travel across the U.S. and Canada.

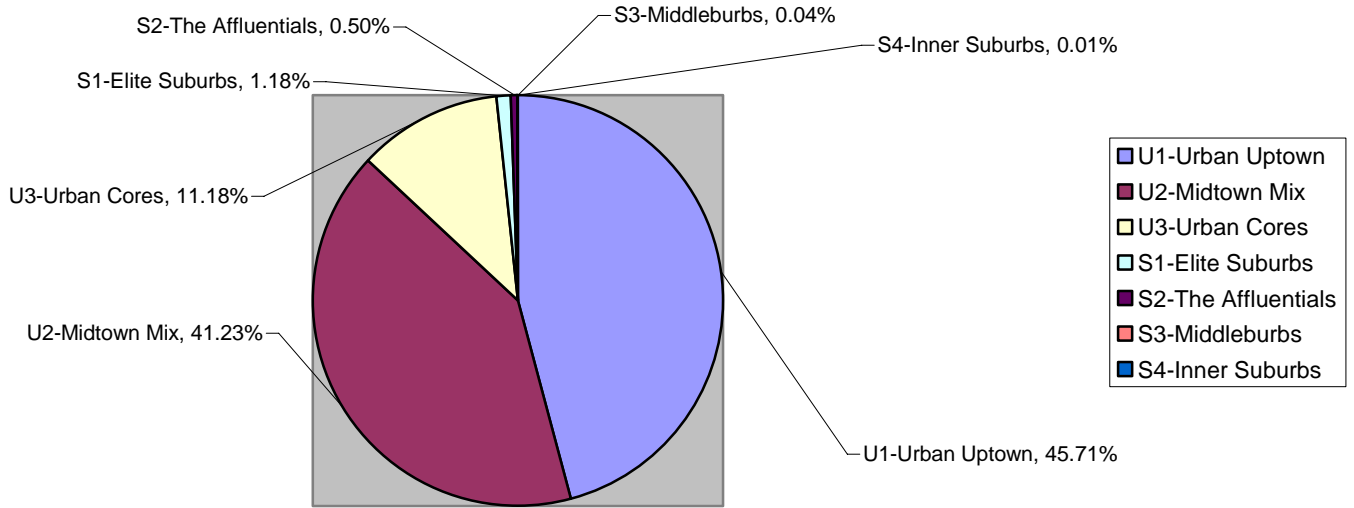
Cluster Name	Percent of Households in Lakewood	
	2007	2006
Suburban Sprawl	0.02	0.05
Gray Power	0.02	0.06
Blue-Chip Blues	0.00	0.00
<b>Total Percent of S3</b>	<b>0.04</b>	<b>0.11</b>

**S4 - Inner Suburbs**

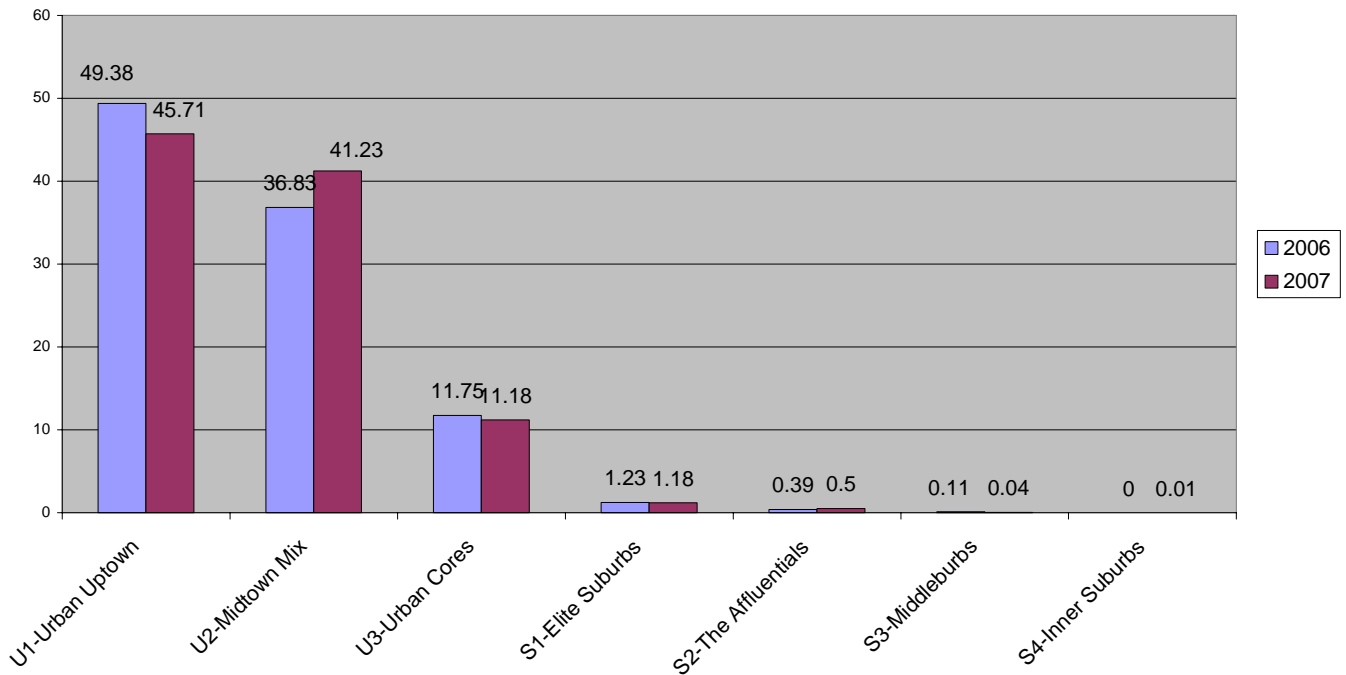
The four segments in the Inner Suburbs social group are concentrated in the inner-ring suburbs of major metros—areas where residents tend to be high school educated, unmarried and lower-middle class. There's diversity in this group, with segments that are racially mixed, divided evenly between homeowners and renters and filled with households that are either young or aging in place. However, the consumer behavior of the S4 segments are dominated by older Americans who enjoy social activities at veterans clubs and fraternal orders, TV news and talk shows, and shopping at discount department stores.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Suburban Pioneers	0.01	0.00
American Classics	0.00	0.00
Total Percent of S4	0.01	0.00

## 2007 PRIZM Social Group Distribution for 44107



## PRIZM Social Group Comparison for 44107



**PRIZM NE LIFESTAGE GROUPS**

The 11 Lifestage Groups are classified by three levels of affluence (low, moderate, high) and by one of three primary categories of age-and-children combinations: "Younger Years": Largely under age 35, these households have few-if any-children. Households tend to be singles, although there are also couples that fall into this Lifestage; "Family Life": Households with kids meet the primary criteria for this Lifestage. While the householder age range is broad-25 to 54-and there are some couples that fall into this Lifestage, the vast majority of households have at least one child under 18; "Mature Years": Largely over age 45, these are empty-nest households-mostly couples whose kids have flown the coop.

***Y1 - Midlife Success***

The eight segments in Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise and travel.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
<b>Movers &amp; Shakers</b>	0.28	0.27
<b>Executive Suites</b>	0.20	0.16
<b>Suburban Sprawl</b>	0.02	0.05
<b>Total Percent of Y1</b>	0.5	0.48

***Y2 - Young Achievers***

Young, hip singles are the prime residents of Young Achievers, a lifestage group of twentysomethings who've recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. These seven segments contain a high percentage of Asian singles, and there's a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music and lively nightlife. Young Achievers segments are twice as likely as the general population to include college students living in group quarters.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
<b>Urban Achievers</b>	17.68	17.67
<b>Bohemian Mix</b>	7.14	9.71
<b>Young Digerati</b>	2.95	2.80
<b>Total Percent of Y2</b>	27.77	30.18

**Y3 - Striving Singles**

The seven segments in Striving Singles make up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twentysomething singles typically have low incomes—often under \$25,000 a year—from service jobs or part-time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food and inexpensive cars.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
NO CLUSTERS IN 44107	-	-
<b>Total Percent of Y3</b>	0	0

**F1 - Accumulated Wealth**

The presence of children is the defining characteristic of the segments in the Family Life class. The three segments in Accumulated Wealth contain the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals—the group's median income is nearly six figures—who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games and top-of-the-line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars and frequent vacations—often to theme parks as well as European destinations.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Blue Blood Estates	0.31	0.36
Winner's Circle	0.11	0.19
<b>Total Percent of F1</b>	0.42	0.55

**F2 - Young Accumulators**

Compared to the Accumulated Wealth group, the five segments in Young Accumulators are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above-average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
American Dreams	25.27	25.38
Kids & Cul de Sacs	0.09	0.09
<b>Total Percent of F2</b>	25.36	25.47

**F3 - Mainstream Families**

Mainstream Families refers to a collection of seven segments of middle- and working-class child-filled households. While the age range of adults is broad—from 25 to 54—most families have at least one child under 18. And residents in this exurban group share similar consumption patterns, living in modestly priced homes—including mobile homes—and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk and televised media.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Multi Culti Mosaic	15.70	12.48
Suburban Pioneers	0.00	0.00
Blue Chip Blues	0.00	0.00
<b>Total Percent of F3</b>	15.70	12.48

**F4 - Sustaining Families**

Sustaining Families is the least affluent of Family Life groups, an assortment of segments that range from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian and Hispanic families, these segments also display geographic diversity—from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: Households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Big City Blues	1.95	2.47
<b>Total Percent of F4</b>	1.95	2.47

**M1 - Affluent Empty Nests**

While those on the "MTV side" of fifty may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. The four wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes—from urban to small-town areas—they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment and business media. These folks are also community activists who write politicians, volunteer for environmental groups and vote heavily in elections.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Money & Brains	6.22	7.12
Upper Crust	0.48	0.41
<b>Total Percent of M1</b>	<b>6.7</b>	<b>7.43</b>

### ***M2 - Conservative Classics***

College educated, over 55 years old and upper-middle-class, the six segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
The Cosmopolitans	4.13	4.37
New Empty Nests	0.17	0.09
Gray Power	0.04	0.06
Pools & Patios	0.02	0.05
<b>Total Percent of M2</b>	<b>4.36</b>	<b>4.57</b>

### ***M3 - Cautious Couples***

Another large group of Mature Years segments is Cautious Couples, featuring an over-55-year-old mix of singles, couples and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working-class and white, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants and pursuing home-based hobbies like coin collecting and gardening.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
Close-In Couples	7.86	6.68
American Classics	0.01	0.00
<b>Total Percent of M3</b>	<b>7.87</b>	<b>6.68</b>

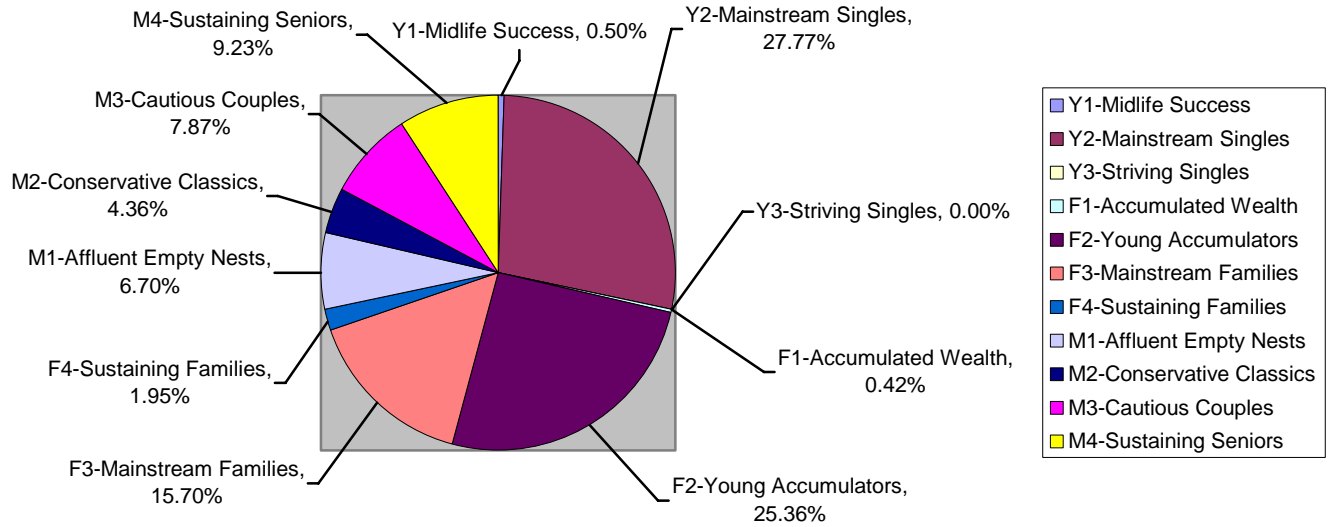
### ***M4 - Sustaining Seniors***

Sustaining Seniors consists of nine segments filled with older, economically challenged Americans. Racially mixed and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under \$25,000. Many are single or widowed, have modest educational achievement and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. They're big on watching TV, gardening, sewing and

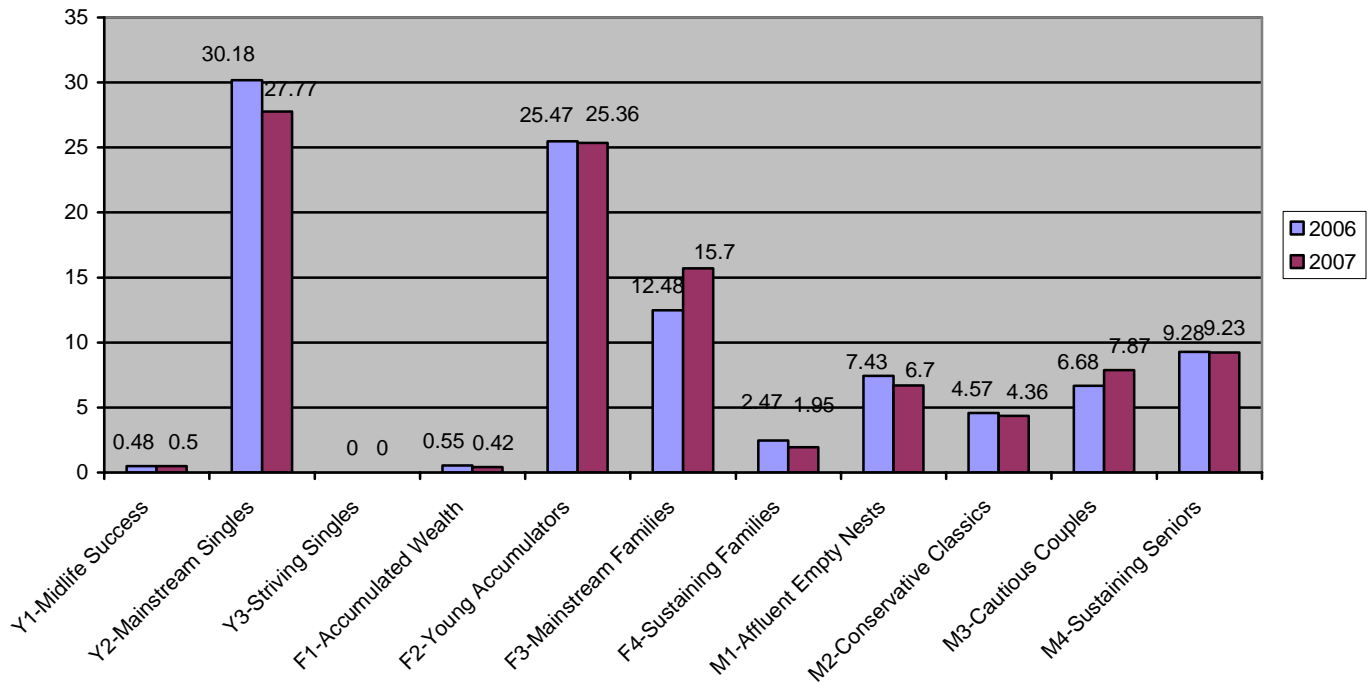
woodworking. Their social life often revolves around activities at veterans clubs and fraternal organizations.

Cluster Name	Percent of Households in Lakewood	
	2007	2006
City Roots	6.86	1.78
Urban Elders	2.37	7.50
<b>Total Percent of M4</b>	9.23	9.28

## 2007 PRIZM Lifestage Group Comparison for 44107



## Prizm Lifestage Group Comparison for 44107



## American Dreams



Description: 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.

Lakewood Rank (2007): 1                      Lakewood Rank (2006): 1

Social Group: Urban Uptown (U1)

Lifestage Group: Young Accumulators (F2)

Number of Households in Lakewood: 6363

Percent of Lakewood Households: 25.27%

Percent of US Households: 2.15%

Income: Midscale

Median Household Income: \$51,850

Ethnic Diversity: Black, high Asian & Hispanic

Family Types: Mix

Age Range: 25-44

Education Level: High school/college

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: White collar, Service

### Lifestyle Traits

- o Go mountain biking
- o Buy Spanish/Latin music
- o Read Ebony
- o Listen to Spanish radio
- o Drive a Toyota Sienna minivan

## Urban Achievers



Description: 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.

Lakewood Rank (2007): 2                      Lakewood Rank (2006): 2

Social Group: Midtown Mix (U2)

Lifestage Group: Young Achievers (Y2)

Number of Households in Lakewood: 4452

Percent of Lakewood Households: 17.68%

Percent of US Households: 1.51%

Income: Lower Middle

Median Household Income: \$34,157

Ethnic Diversity: High Black, Asian and Hispanic

Family Types: Singles

Age Range: under 35

Education Level: High school/college

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: White collar, Service

### Lifestyle Traits

- o Go to the movies
- o Shop at Banana Republic
- o Read Fitness
- o Listen to Black/Spanish radio
- o Drive a VW Jetta

## Multi-Culti Mosaic



Description: 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.

Lakewood Rank (2007): 3                      Lakewood Rank (2006): 3

Social Group: Midtown Mix (U2)

Lifestage Group: Mainstream Families (F3)

Number of Households in Lakewood: 3953

Percent of Lakewood Households: 15.70%

Percent of US Households: 1.68%

Income: Lower Middle

Median Household Income: \$33,833

Ethnic Diversity: High Black, Hispanic and Asian

Family Types: Mix

Age Range: 25-44

Education Level: High School

Housing Type: Mix

Cluster Urbanicity: Urban

Employment Levels: Blue Collar, White Collar, Service

### Lifestyle Traits

- o Eat at family restaurants
- o Shop at Footlocker
- o Read Car & Driver
- o Watch BET
- o Drive a Toyota Echo

## Close-In Couples



Description: 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.

Lakewood Rank (2007): 4                      Lakewood Rank (2006): 7

Social Group: Midtown Mix (U2)

Lifestage Group: Cautious Couples (M3)

Number of Households in Lakewood: 1978

Percent of Lakewood Households: 7.86%

Percent of US Households: 1.16%

Income: Lower Middle

Median Household Income: \$38,613

Ethnic Diversity: High Black, Asian and Hispanic

Family Types: Singles/Couples

Age Range: 55 and older

Education Level: High School

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: White Collar, Service

Lifestyle Traits:

- o Go dancing monthly
- o Take a cruise
- o Read Prevention
- o Watch Court TV
- o Drive a Acura TL

## Bohemian Mix



Description: 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 rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

Lakewood Rank (2007): 5                      Lakewood Rank (2006): 4

Social Group: Urban Uptown (U1)

Lifestage Group: Young Achievers (Y2)

Number of Households in Lakewood: 1798

Percent of Lakewood Households: 7.14%

Percent of US Households: 1.77%

Income: Midscale

Median Household Income: \$51,108

Ethnic Diversity: High Black, Hispanic and Asian

Family Types: Singles

Age Range: under 35

Education Level: College Graduate and above

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: Professional, White Collar

Lifestyle Traits:

- o Shop at Banana Republic
- o Go jogging
- o Read Vanity Fair
- o Watch Friends in syndication
- o Drive a Audi A4/S4

## Urban Elders



Description: 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 have high concentrations of Hispanics and African-Americans, and tend to be downscale, with singles living in older apartment rentals.

Lakewood Rank (2007): 6                      Lakewood Rank (2006): 5

Social Group: Urban Cores (U3)

Lifestage Group: Sustaining Seniors (M4)

Number of Households in Lakewood: 1727

Percent of Lakewood Households: 6.86%

Percent of US Households: 1.31%

Income: Poor

Median Household Income: \$22,577

Ethnic Diversity: High Black, Asian and Hispanic

Family Types: Singles

Age Range: 55 and older

Education Level: Elementary School and High School

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: Service, Blue Collar, White Collar

### Lifestyle Traits

- o Shop at Banana Republic
- o Collect stamps
- o Watch Steve Harvey show
- o Watch Daytime TV
- o Drive a Dodge Neon

## Money and Brains



Description: 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.

Lakewood Rank (2007): 7                      Lakewood Rank (2006): 6

Social Group: Urban Uptown (U1)

Lifestage Group: Affluent Empty Nests (M1)

Number of Households in Lakewood: 1567

Percent of Lakewood Households: 6.22%

Percent of US Households: 2.00%

Income: Upscale

Median Household Income: \$82,750

Ethnic Diversity: High Asian

Family Types: Mix

Age Range: 45 and over

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: Professional

### Lifestyle Traits

- o Shop at Nordstrom
- o Support the arts
- o Read Business Week
- o Listen to all-news radio
- o Drive a Jaguar

## The Cosmopolitans



Description: Educated, midscale 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 home-owners, 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.

Lakewood Rank (2007): 8                      Lakewood Rank (2006): 8

Social Group: Urban Uptown (U1)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 1040

Percent of Lakewood Households: 4.13%

Percent of US Households: 1.17%

Income: Midscale

Median Household Income: \$52,916

Ethnic Diversity: High Black, Asian and Hispanic

Family Types: Singles/Couples

Age Range: 55 and older

Education Level: High School, College

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: Professional, White Collar

Lifestyle Traits:

- o Go to the theatre
- o Play the lottery
- o Read Time
- o Watch People's Court
- o Drive a Lincoln Town Car

## Young Digerati



Description: 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.

Lakewood Rank (2007): 9                      Lakewood Rank (2006): 9

Social Group: Urban Uptown (U1)

Lifestage Group: Young Achievers (Y2)

Number of Households in Lakewood: 742

Percent of Lakewood Households: 2.95%

Percent of US Households: 1.22%

Income: Upscale

Median Household Income: \$81,006

Ethnic Diversity: High Asian

Family Types: Mix

Age Range: 25-44

Education Level: College Graduate and above

Housing Type: Mix

Cluster Urbanicity: Urban

Employment Levels: Professional

Lifestyle Traits:

- o Buy wireless phones
- o Own a DVD player
- o Read Wall Street Journal
- o Listen to National Public Radio
- o Drive a Saab

## City Roots



Description: 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.

Lakewood Rank (2007): 10            Lakewood Rank (2006): 11

Social Group: Urban Cores (U3)

Lifestage Group: Sustaining Seniors (M4)

Number of Households in Lakewood: 598

Percent of Lakewood Households: 2.37%

Percent of US Households: 1.14%

Income: Downscale

Median Household Income: \$26,471

Ethnic Diversity: High Black and Hispanic

Family Types: Singles/Couples

Age Range: 65 and older

Education Level: Elementary School and High School

Housing Type: Homeowners

Cluster Urbanicity: Urban

Employment Levels: Service, Blue Collar, White Collar

Lifestyle Traits:

- o Go to dance clubs
- o Eat at IHOP
- o Read Reader's Digest
- o Watch NBC Sun Night Movie
- o Drive a Hyundai Accent

## Big City Blues



Description: 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.

Lakewood Rank (2007): 11      Lakewood Rank (2006): 10

Social Group: Urban Cores (U3)

Lifestage Group: Sustaining Families (F4)

Number of Households in Lakewood: 490

Percent of Lakewood Households: 1.95%

Percent of US Households: 1.11%

Income: Downscale

Median Household Income: \$29,998

Ethnic Diversity: High Black, Asian and Hispanic

Family Types: Mix

Age Range: Under 45

Education Level: Elementary School and High School

Housing Type: Renters

Cluster Urbanicity: Urban

Employment Levels: Service, Blue Collar, White Collar

### Lifestyle Traits

- o Rent videos
- o Eat at Sizzler Steakhouse
- o Read Essence
- o Watch All My Children
- o Drive a Nissan Sentra

## Upper Crust



Description: 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.

Lakewood Rank (2007): 12                      Lakewood Rank (2006): 12

Social Group: Elite Suburbs (S1)

Lifestage Group: Affluent Empty Nests (M1)

Number of Households in Lakewood: 120

Percent of Lakewood Households: 0.48%

Percent of US Households: 1.52%

Income: Wealthy

Median Household Income: \$106,364

Ethnic Diversity: White, High Asian

Family Types: Couples

Age Range: 45 and older

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional

Lifestyle Traits:

- o Spend \$3,000+ foreign travel
- o Contribute to PBS
- o Read Architectural Digest
- o Watch Wall Street Week
- o Drive a Lexus ES300

## Blue Blood Estates



Description: 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, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

Lakewood Rank (2007): 13                      Lakewood Rank (2006): 13

Social Group: Elite Suburbs (S1)

Lifestage Group: Accumulated Wealth (F1)

Number of Households in Lakewood: 79

Percent of Lakewood Households: 0.31%

Percent of US Households: 0.98%

Income: Wealthy

Median Household Income: \$113,903

Ethnic Diversity: White, High Asian

Family Types: Families

Age Range: 35-64

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional

Lifestyle Traits:

- o Took a golf vacation
- o Eat at fast food picked by kids
- o Read Fortune
- o Watch Major league soccer
- o Drive a Acura SUV

## Movers and Shakers



Description: 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.

Lakewood Rank (2007): 14            Lakewood Rank (2006): 14

Social Group: Elite Suburbs (S1)

Lifestage Group: Midlife Success (Y1)

Number of Households in Lakewood: 71

Percent of Lakewood Households: 0.28%

Percent of US Households: 1.62%

Income: Wealthy

Median Household Income: \$98,031

Ethnic Diversity: White, High Asian

Family Types: Couples

Age Range: 35-64

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional

Lifestyle Traits:

- o Go scuba diving/snorkeling
- o Plan travel on the Internet
- o Read PC Magazine
- o Listen to adult contemporary radio
- o Drive a Porsche

## Executive Suites



Description: 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.

Lakewood Rank (2007): 15            Lakewood Rank (2006): 16

Social Group: The Affluentials (S2)

Lifestage Group: Midlife Success (Y1)

Number of Households in Lakewood: 51

Percent of Lakewood Households: 0.20%

Percent of US Households: 0.91%

Income: Upper Middle

Median Household Income: \$71,196

Ethnic Diversity: White, High Asian

Family Types: Singles/Couples

Age Range: 25-44

Education Level: College Graduate and above

Housing Type: Mix

Cluster Urbanicity: Suburban

Employment Levels: Professional

Lifestyle Traits:

- o Exercise at health clubs
- o Research Internet real estate
- o Read GQ
- o Watch Will & Grace
- o Drive a BMW 3 Series

## Pools & Patios



Description: 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.

Lakewood Rank (2007): 16                      Lakewood Rank (2006): 21

Social Group: The Affluentials (S2)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 42

Percent of Lakewood Households: 0.17%

Percent of US Households: 1.31%

Income: Upper Middle

Median Household Income: \$68,260

Ethnic Diversity: Mostly White

Family Types: Couples

Age Range: 45 and older

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional, White Collar

Lifestyle Traits:

- o Own a timeshare
- o Eat at Boston Market
- o Read Consumer Digest
- o Listen to jazz radio
- o Drive a VW New Beetle

## Winner's Circle



Description: Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, 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.

Lakewood Rank (2007): 17            Lakewood Rank (2006): 15

Social Group: Elite Suburbs (S1)

Lifestage Group: Accumulated Wealth (F1)

Number of Households in Lakewood: 28

Percent of Lakewood Households: 0.11%

Percent of US Households: 1.11%

Income: Wealthy

Median Household Income: \$102,472

Ethnic Diversity: White, High Asian

Family Types: Families

Age Range: 25-54

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional

Lifestyle Traits:

- o Go downhill skiing
- o Own a home theatre system
- o Read Parents Magazine
- o Watch The Cartoon Network
- o Drive a Chrysler Town & Country

## Young Influentials



Description: Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, 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.

Lakewood Rank (2007): 18            Lakewood Rank (2006): 23

Social Group: Middleburbs (S3)

Lifestage Group: Young Achievers

Number of Households in Lakewood: 23

Percent of Lakewood Households: 0.09%

Percent of US Households: 1.46%

Income: Midscale

Median Household Income: \$47,717

Ethnic Diversity: White, Black, Asian, Mix

Family Types: Singles; no kids

Age Range: under 45

Education Level: College Graduate

Housing Type: Renters

Cluster Urbanicity: Suburban

Employment Levels: White collar, mix

Lifestyle Traits:

- o Play racquetball
- o Buy rap music
- o Vibe magazine
- o King of the Hill in syndication

## Kids and Cul-de-Sacs



Description: Upscale, suburban, married couples with children -that's the skinny on 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 is a refuge 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.

Lakewood Rank (2007): 19                      Lakewood Rank (2006): 18

Social Group: The Affluentials (S2)

Lifestage Group: Young Accumulators (F2)

Number of Households in Lakewood: 22

Percent of Lakewood Households: 0.09%

Percent of US Households: 1.63%

Income: Upper Middle

Median Household Income: \$70,223

Ethnic Diversity: High Asian, Hispanic

Family Types: Families

Age Range: 25-54

Education Level: High School and College

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional, White Collar

Lifestyle Traits:

- o Buy children's video games
- o Go to Chuck E. Cheese
- o Read Parenting
- o Watch Nickelodeon
- o Drive a Honda Odyssey

## Beltway Boomers



Description: The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and 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.

Lakewood Rank (2007): 20            Lakewood Rank (2006): 17

Social Group: The Affluentials (S2)

Lifestage Group: Young Accumulators (F2)

Number of Households in Lakewood: 12

Percent of Lakewood Households: 0.05%

Percent of US Households: 0.96%

Income: Upper Middle

Median Household Income: \$72,626

Ethnic Diversity: White, Black, Asian mix

Family Types: Families

Age Range: 45-64

Education Level: College grad

Housing Type: Mostly homeowners

Cluster Urbanicity: Suburban

Employment Levels: White collar, mix

Lifestyle Traits:

- o Order from Gevalia Kaffe
- o Buy collectables online
- o Seventeen magazine
- o The Disney Channel TV
- o Isuzu Ascender

## New Empty Nests



Description: 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.

Lakewood Rank (2007): 21            Lakewood Rank (2006): 19

Social Group: The Affluentials (S2)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 11

Percent of Lakewood Households: 0.04%

Percent of US Households: 1.06%

Income: Upper Middle

Median Household Income: \$67,261

Ethnic Diversity: Mostly white

Family Types: Couples

Age Range: 65 and older

Education Level: College Graduate and above

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional, White Collar

Lifestyle Traits:

- o Choose all-inclusive travel pkg
- o Belong to a fraternal order
- o Read Smithsonian
- o Watch Meet the Press
- o Drive a Buick Park Avenue

## Gray Power



Description: 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.

Lakewood Rank (2007): 22            Lakewood Rank (2006): 20

Social Group: Middleburbs (S3)

Lifestage Group: Conservative Classics (M2)

Number of Households in Lakewood: 6

Percent of Lakewood Households: 0.02%

Percent of US Households: 0.92%

Income: Midscale

Median Household Income: \$50,222

Ethnic Diversity: Mostly White

Family Types: Singles/Couples

Age Range: 65 and older

Education Level: High School; College

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Professional, White Collar

Lifestyle Traits:

- o Go to museums
- o Own a vacation/weekend home
- o Read Wheel of Fortune
- o Watch Live with Regis & Kelly
- o Drive a Mercury Sable

## Suburban Sprawl



Description: 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 cocooning versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

Lakewood Rank (2007): 23                      Lakewood Rank (2006): 22

Social Group: Middleburbs (S3)

Lifestage Group: Midlife Success (Y1)

Number of Households in Lakewood: 5

Percent of Lakewood Households: 0.02%

Percent of US Households: 1.31%

Income: Midscale

Median Household Income: \$48,742

Ethnic Diversity: White

Family Types: Singles/Couples

Age Range: 25-44

Education Level: High School and College

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: White Collar, Service, Blue Collar

Lifestyle Traits:

- o Order home-delivery meals
- o Research Internet car purchase
- o Read Jet
- o Watch TVLand
- o Drive a Nissan Xterra

## American Classics



Description: 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.

Lakewood Rank (2007): 24            Lakewood Rank (2006): 24

Social Group: Inner Suburbs (S4)

Lifestage Group: Cautious Couples (M3)

Number of Households in Lakewood: 2

Percent of Lakewood Households: 0.01%

Percent of US Households: 1.02%

Income: Lower Middle

Median Household Income: \$34,025

Ethnic Diversity: High Black, Hispanic

Family Types: Singles/Couples

Age Range: 65 and older

Education Level: High School

Housing Type: Homeowners

Cluster Urbanicity: Suburban

Employment Levels: Blue Collar, White Collar, Service

Lifestyle Traits:

- o Do woodworking
- o Belong to a fraternal order
- o Listen to adults standards radio
- o Watch The View
- o Drive a Lincoln Town Car



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