## Profile Worksheet - Sample 2024

Data Version: 2024

Segmentation System PRIZM Premier

Profile Last Replaced Primary Cooling System 10+ Years Ago (H)

Email Notification NO

Subtotal Method Target Group

Sort Method Report Selection

Analysis Area Cincinnati, OH (515)

Sort Measure INDEX

Sort Direction Descending

Analysis Area Profile Projection YES

Output Type Interactive

Sort Profile Last Replaced Primary Cooling System 10+ Years Ago (H)

Projection Data Set Households (ZIP+4 Based)

Target Group LifeStage Group

## claritas 360

**Profile Worksheet** 

Energy Behavior Track Profiles 2023, PRIZM Premier Segment Distributions 2024

Report Generated: 2024-01-08 22:41:15

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## Profile Worksheet - Sample 2024

						Last Replaced Primary Cooling System 10+ Years Ago (H)					
Segment Code	Segment Name	Household Age Range	Household Income	Household Technology	Household Composition	Base Count E	Base % Comp		% Comp	Users/100	Index
34	Young & Influential	Age 25-44	Upper Midscale	1 Highest	Mostly w/o Kids	4,527	0.46%	176	0.13%	HHs 3.89	29
04	Young Digerati	Age 35-54	Wealthy	2 Above Average	Mostly w/ Kids	5,564	0.57%	794	0.60%	14.27	105
13	Upward Bound	Age 35-54	Upscale	2 Above Average	Family Mix	4,817	0.49%	465	0.35%	9.66	71
21	The Cosmopolitans	Age 25-44	Upscale	4 Below Average	Family Mix	7,976	0.82%	1,133	0.85%	14.20	104
25	Up-and-Comers	Age 25-44	Upper Midscale	2 Above Average	Family Mix	11,007	1.13%	1,082	0.82%	9.83	72
35 31	Urban Achievers	Age <55	Midscale Midscale	3 Average	Mostly w/o Kids	7,747	0.79% 1.25%	1,303	0.98% 0.42%	16.82	124 33
31	Connected Bohemians Midlife Success	Age 25-44	Midscale	1 Highest	Mostly w/o Kids	12,188 53,826	5.52%	553 5,506	4.15%	4.54 10.23	75
40	Aspiring A-Listers	Age 45-64	Lower Midscale	2 Above Average	Mostly w/o Kids	6,160	0.63%	351	0.26%	5.70	42
48	Generation Web	Age 25-44	Low Income	2 Above Average	Family Mix	23,902	2.45%	1,082	0.82%	4.53	33
50	Metro Grads	Age <55	Lower Midscale	3 Average	Mostly w/o Kids	18,585	1.91%	2,412	1.82%	12.98	95
54	Struggling Singles	Age <55	Low Income	3 Average	Mostly w/o Kids	18,137	1.86%	1,327	1.00%	7.31	54
47	Striving Selfies	Age <55	Lower Midscale	1 Highest	Mostly w/o Kids	10,799	1.11%	356	0.27%	3.30	24
	Young Achievers					77,583	7.96%	5,528	4.17%	7.13	52
64	Family Thrifts	Age <55	Low Income	3 Average	Mostly w/o Kids	11,160	1.14%	451	0.34%	4.04	30
63	Low-Rise Living	Age <55	Lower Midscale	2 Above Average	Mostly w/o Kids	25,057	2.57%	967	0.73%	3.86	28
60 59	Small-Town Collegiates New Melting Pot	Age 25-44 Age <55	Lower Midscale Lower Midscale	3 Average 3 Average	Family Mix Family Mix	8,160 12,835	0.84% 1.32%	457 629	0.34% 0.47%	5.60 4.90	41 36
55	Red, White & Blue	Age <55	Downscale	4 Below Average	Mostly w/o Kids	12,669	1.30%	804	0.61%	6.35	47
66	New Beginnings	Age 25-44	Low Income	3 Average	Family Mix	10,135	1.04%	299	0.23%	2.95	22
65	Young & Rustic	Age <55	Low Income	4 Below Average	Family Mix	18,501	1.90%	1,131	0.85%	6.11	45
	Striving Singles	<b>J</b>			,	98,517	10.10%	4,738	3.58%	4.81	35
14	Kids & Cul-de-Sacs	Age <55	Upscale	2 Above Average	Family Mix	12,214	1.25%	1,579	1.19%	12.93	95
05	Country Squires	Age 45-64	Wealthy	2 Above Average	Family Mix	26,468	2.71%	4,324	3.26%	16.33	120
02	Networked Neighbors	Age 35-54	Wealthy	1 Highest	Mostly w/ Kids	11,189	1.15%	2,000	1.51%	17.88	132
06	Winner's Circle	Age 35-54	Wealthy	2 Above Average	Mostly w/ Kids	13,450	1.38%	2,296	1.73%	17.07	126
16	Beltway Boomers	Age <55	Upscale	2 Above Average	Family Mix	15,305	1.57%	2,441	1.84%	15.95	117
15	New Homesteaders	Age 35-54	Wealthy	2 Above Average	Mostly w/ Kids	14,053	1.44%	1,819	1.37%	12.94	95
11	Fast-Track Families	Age 35-54	Wealthy	3 Average	Family Mix	11,158	1.14%	1,628	1.23%	14.59	107
10	Executive Suites	Age 35-54	Upscale	2 Above Average	Mostly w/ Kids	19,058	1.95%	2,904	2.19%	15.24	112
27	Accumulated Wealth	Ago 25 54	Upscale	3 Average	Mooth, w/ Kido	122,895 30,269	12.60% 3.10%	18,990 4,021	14.33% 3.03%	15.45 13.28	114 98
30	Big Sky Families Pools & Patios	Age 35-54 Age 25-44	Upper Midscale	2 Above Average	Mostly w/ Kids Mostly w/ Kids	18,881	1.94%	2,308	1.74%	12.23	90
29	White Picket Fences	Age <55	Upper Midscale	2 Above Average	Family Mix	11,469	1.18%	1,258	0.95%	10.96	81
23	Township Travelers	Age <55	Upper Midscale	3 Average	Family Mix	16,124	1.65%	3,047	2.30%	18.90	139
26	Home Sweet Home	Age 55+	Upper Midscale	2 Above Average	w/o Kids	14,639	1.50%	2,765	2.09%	18.89	139
	Young Accumulators		ор,			91,382	9.37%	13,399	10.11%	14.66	108
51	Campers & Camo	Age <55	Lower Midscale	4 Below Average	Family Mix	18,686	1.92%	1,883	1.42%	10.08	74
33	Second City Startups	Age 25-44	Upper Midscale	3 Average	Mostly w/ Kids	10,158	1.04%	821	0.62%	8.08	59
37	Bright Lights, Li'l City	Age 25-44	Upper Midscale	3 Average	Mostly w/ Kids	22,169	2.27%	1,881	1.42%	8.48	62
39	Kid Country, USA	Age 25-44	Upper Midscale	3 Average	Mostly w/ Kids	12,689	1.30%	1,017	0.77%	8.02	59
44	Country Strong	Age <55	Midscale	4 Below Average	Family Mix	32,268	3.31%	3,266	2.46%	10.12	74
	Mainstream Families					95,970	9.84%	8,868	6.69%	9.24	68
61	Second City Generations	Age 25-44	Low Income	3 Average	Family Mix	11,823	1.21%	946	0.71%	8.00	59
42 68	Multi-Culti Mosaic	Age <55	Midscale	3 Average	Family Mix	13,234	1.36% 0.92%	973 374	0.73% 0.28%	7.35	54 31
45	Bedrock America Urban Modern Mix	Age 25-44 Age <55	Low Income Midscale	4 Below Average 3 Average	Mostly w/o Kids Mostly w/o Kids	8,925 25,281	2.59%	2,182	1.65%	4.19 8.63	63
56	Multi-Culti Families	Age 25-44	Midscale	3 Average	Mostly w/ Kids	1,630	0.17%	127	0.10%	7.77	57
	Sustaining Families	71g0 20 11	Midobalo	o / Wordgo	moday w rado	60,893	6.24%	4,601	3.47%	7.56	56
08	Gray Power	Age 65+	Wealthy	4 Below Average	w/o Kids	14,246	1.46%	2,700	2.04%	18.95	139
01	Upper Crust	Age 65+	Wealthy	2 Above Average	w/o Kids	6,533	0.67%	1,313	0.99%	20.10	148
07	Money & Brains	Age 55+	Wealthy	3 Average	Mostly w/o Kids	2,954	0.30%	547	0.41%	18.51	136
12	Cruisin' to Retirement	Age 55+	Upscale	3 Average	Mostly w/o Kids	31,303	3.21%	7,400	5.58%	23.64	174
09	Big Fish, Small Pond	Age 65+	Wealthy	3 Average	w/o Kids	15,496	1.59%	3,151	2.38%	20.34	150
03	Movers & Shakers	Age 45-64	Wealthy	2 Above Average	Mostly w/o Kids	11,350	1.16%	2,564	1.93%	22.59	166
10	Affluent Empty Nests	A == CE+	Unanala	4 Delevi Av	Marshamila IC	81,882	8.40%	17,675	13.34%	21.59	159
18 24	Mayberry-ville	Age 65+	Upscale Upscale	4 Below Average	Mostly w/o Kids Mostly w/o Kids	8,272 13,242	0.85% 1.36%	1,384 2,277	1.04% 1.72%	16.73 17.19	123 127
22	Pickup Patriarchs Middleburg Managers	Age 45-64 Age <55	Wealthy	3 Average 3 Average	Family Mix	13,242 32,582	1.36% 3.34%	2,277 5,875	1.72% 4.43%	17.19	133
20	Empty Nests	Age 65+	Upper Midscale	4 Below Average	w/o Kids	18,526	1.90%	4,086	3.08%	22.06	162
19	American Dreams	Age <55	Upper Midscale	3 Average	Mostly w/o Kids	2,150	0.22%	406	0.31%	18.86	139
28	Country Casuals	Age 55+	Upscale	4 Below Average	Mostly w/o Kids	19,831	2.03%	4,209	3.18%	21.22	156
17	Urban Elders	Age 55+	Upper Midscale	2 Above Average	Mostly w/o Kids	2,279	0.23%	179	0.13%	7.84	58
	Conservative Classics					96,882	9.93%	18,416	13.90%	19.01	140
36	Toolbelt Traditionalists	Age 55+	Upper Midscale	3 Average	Mostly w/o Kids	33,689	3.45%	6,922	5.22%	20.55	151
38	Hometown Retired	Age 55+	Upper Midscale	4 Below Average	Mostly w/o Kids	14,705	1.51%	2,669	2.01%	18.15	134
52	Simple Pleasures	Age 65+	Lower Midscale	5 Lowest	w/o Kids	7,329	0.75%	1,269	0.96%	17.31	127
41	Domestic Duos		Lower Midscale	5 Lowest	w/o Kids	9,943	1.02%	2,144	1.62%	21.57	159
		Age 65+								15.62	115
43	City Roots	Age <55	Upscale	3 Average	Family Mix	9,230	0.95%	1,442	1.09%		40:
43 46	City Roots Heartlanders	Age <55 Age 55+	Upscale Lower Midscale	5 Lowest	Mostly w/o Kids	9,632	0.99%	1,363	1.03%	14.15	104
43 46 49	City Roots Heartlanders American Classics	Age <55 Age 55+ Age 55+	Upscale Lower Midscale Lower Midscale	5 Lowest 4 Below Average	Mostly w/o Kids w/o Kids	9,632 21,795	0.99% 2.23%	1,363 4,363	1.03% 3.29%	14.15 20.02	147
43 46 49 53	City Roots Heartlanders American Classics Lo-Tech Singles	Age <55 Age 55+ Age 55+ Age 65+	Upscale Lower Midscale Lower Midscale Lower Midscale	5 Lowest 4 Below Average 4 Below Average	Mostly w/o Kids w/o Kids w/o Kids	9,632 21,795 17,732	0.99% 2.23% 1.82%	1,363 4,363 4,522	1.03% 3.29% 3.41%	14.15 20.02 25.50	147 188
43 46 49	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times	Age <55 Age 55+ Age 55+	Upscale Lower Midscale Lower Midscale	5 Lowest 4 Below Average	Mostly w/o Kids w/o Kids	9,632 21,795 17,732 12,455	0.99% 2.23% 1.82% 1.28%	1,363 4,363 4,522 2,145	1.03% 3.29% 3.41% 1.62%	14.15 20.02 25.50 17.22	147 188 127
43 46 49 53 32	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times Cautious Couples	Age <55 Age 55+ Age 55+ Age 65+ Age 65+	Upscale Lower Midscale Lower Midscale Lower Midscale Upscale	5 Lowest 4 Below Average 4 Below Average 4 Below Average	Mostly w/o Kids w/o Kids w/o Kids w/o Kids	9,632 21,795 17,732 12,455 136,510	0.99% 2.23% 1.82% 1.28% 14.00%	1,363 4,363 4,522 2,145 26,840	1.03% 3.29% 3.41% 1.62% 20.25%	14.15 20.02 25.50 17.22 19.66	147 188 127 145
43 46 49 53 32 58	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times Cautious Couples Golden Ponds	Age <55 Age 55+ Age 55+ Age 65+ Age 65+	Upscale Lower Midscale Lower Midscale Lower Midscale Upscale Lower Midscale	5 Lowest 4 Below Average 4 Below Average 4 Below Average 4 Below Average	Mostly w/o Kids w/o Kids w/o Kids w/o Kids Mostly w/o Kids	9,632 21,795 17,732 12,455 136,510 16,802	0.99% 2.23% 1.82% 1.28% 14.00%	1,363 4,363 4,522 2,145 26,840 2,232	1.03% 3.29% 3.41% 1.62% 20.25% 1.68%	14.15 20.02 25.50 17.22 19.66 13.28	147 188 127 145 98
43 46 49 53 32	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times Cautious Couples	Age <55 Age 55+ Age 55+ Age 65+ Age 65+ Age 55+ Age 55+	Upscale Lower Midscale Lower Midscale Lower Midscale Upscale	5 Lowest 4 Below Average 4 Below Average 4 Below Average	Mostly w/o Kids w/o Kids w/o Kids w/o Kids	9,632 21,795 17,732 12,455 136,510 16,802 20,717	0.99% 2.23% 1.82% 1.28% 14.00%	1,363 4,363 4,522 2,145 26,840	1.03% 3.29% 3.41% 1.62% 20.25%	14.15 20.02 25.50 17.22 19.66	147 188
43 46 49 53 32 58 57	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times Cautious Couples Golden Ponds Back Country Folks	Age <55 Age 55+ Age 55+ Age 65+ Age 65+	Upscale Lower Midscale Lower Midscale Lower Midscale Upscale Lower Midscale Downscale	5 Lowest 4 Below Average 4 Below Average 4 Below Average 4 Below Average 5 Lowest	Mostly w/o Kids w/o Kids w/o Kids w/o Kids Mostly w/o Kids Mostly w/o Kids	9,632 21,795 17,732 12,455 136,510 16,802	0.99% 2.23% 1.82% 1.28% 14.00% 1.72% 2.12%	1,363 4,363 4,522 2,145 26,840 2,232 3,225	1.03% 3.29% 3.41% 1.62% 20.25% 1.68% 2.43%	14.15 20.02 25.50 17.22 19.66 13.28 15.57	147 188 127 145 98 115
43 46 49 53 32 58 57 67	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times Cautious Couples Golden Ponds Back Country Folks Park Bench Seniors	Age <55 Age 55+ Age 55+ Age 65+ Age 65+ Age 55+ Age 65+	Upscale Lower Midscale Lower Midscale Lower Midscale Upscale  Lower Midscale Upscale  Downscale Downscale	5 Lowest 4 Below Average 4 Below Average 4 Below Average  4 Below Average 5 Lowest 4 Below Average	Mostly w/o Kids w/o Kids w/o Kids w/o Kids Mostly w/o Kids Mostly w/o Kids w/o Kids	9,632 21,795 17,732 12,455 136,510 16,802 20,717 13,726	0.99% 2.23% 1.82% 1.28% 14.00% 1.72% 2.12% 1.41%	1,363 4,363 4,522 2,145 26,840 2,232 3,225 1,101	1.03% 3.29% 3.41% 1.62% 20.25% 1.68% 2.43% 0.83% 1.07% 6.02%	14.15 20.02 25.50 17.22 19.66 13.28 15.57 8.02 18.54	147 188 127 145 98 115 59
43 46 49 53 32 58 57 67	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times Cautious Couples Golden Ponds Back Country Folks Park Bench Seniors Crossroad Villagers Sustaining Seniors Unassigned	Age <55 Age 55+ Age 55+ Age 65+ Age 65+ Age 55+ Age 65+	Upscale Lower Midscale Lower Midscale Lower Midscale Upscale  Lower Midscale Upscale  Downscale Downscale	5 Lowest 4 Below Average 4 Below Average 4 Below Average  4 Below Average 5 Lowest 4 Below Average	Mostly w/o Kids w/o Kids w/o Kids w/o Kids Mostly w/o Kids Mostly w/o Kids w/o Kids	9,632 21,795 17,732 12,455 136,510 16,802 20,717 13,726 7,626 58,871	0.99% 2.23% 1.82% 1.28% 14.00% 1.72% 2.12% 1.41% 0.78% 6.04% 0.00%	1,363 4,363 4,522 2,145 26,840 2,232 3,225 1,101 1,414 7,972	1.03% 3.29% 3.41% 1.62% 20.25% 1.68% 2.43% 0.83% 1.07% 6.02% 0.00%	14.15 20.02 25.50 17.22 19.66 13.28 15.57 8.02 18.54 13.54	147 188 127 145 98 115 59 136 100
43 46 49 53 32 58 57 67 62	City Roots Heartlanders American Classics Lo-Tech Singles Traditional Times Cautious Couples Golden Ponds Back Country Folks Park Bench Seniors Crossroad Villagers Sustaining Seniors	Age <55 Age 55+ Age 55+ Age 65+ Age 65+ Age 55+ Age 65+	Upscale Lower Midscale Lower Midscale Lower Midscale Upscale  Lower Midscale Upscale  Downscale Downscale	5 Lowest 4 Below Average 4 Below Average 4 Below Average  4 Below Average 5 Lowest 4 Below Average	Mostly w/o Kids w/o Kids w/o Kids w/o Kids Mostly w/o Kids Mostly w/o Kids w/o Kids	9,632 21,795 17,732 12,455 136,510 16,802 20,717 13,726 7,626 58,871	0.99% 2.23% 1.82% 1.28% 1.28% 1.72% 2.12% 1.41% 0.78% 6.04%	1,363 4,363 4,522 2,145 26,840 2,232 3,225 1,101 1,414 7,972	1.03% 3.29% 3.41% 1.62% 20.25% 1.68% 2.43% 0.83% 1.07% 6.02%	14.15 20.02 25.50 17.22 19.66 13.28 15.57 8.02 18.54	147 188 127 145 98 115 59 136