

# U.S. SUBURBAN PRESS

and the

## PRIZM CLUSTER SYSTEM



The beauty of USSPI Media is flexibility. The flexibility to target your best prospects in a way never before possible by newspaper or any combination of newspapers. Give us your demographics or specific ZIP codes of interest. Or, if you are a PRIZM licensee give us your target Clusters, and we will help you create a buy tailored to meet your specific needs.

Conceived and pioneered by CLARITAS in 1974, PRIZM is recognized as the premier source in geo-demographic consumer markets segmentation. The basis of the system relies on assigning every U.S. geography into one of sixty-six unique neighborhood cluster types according to their similarities over hundreds of precise census measures. Having identified a ZIP code's PRIZM cluster type one can then predict consumer behavior, lifestyle pursuits, etc. for that given area via interlock with primary syndications such as Nielsen Consumer profiles.

U.S. Suburban Press Media has taken the sixty-six PRIZM Clusters and has created three distinct cluster groupings which advertisers can now target via USSPI's network of suburban newspapers. These targets are the Affluentials, Greenbelt Families, and Middle America.

Target	% Comp. U.S. HH's	USSPI Circulation	% Comp. USSPI Circulation	Index
Affluentials	18.32	5,678,073	38.31	209
Greenbelt Families	13.23	3,138,206	21.18	160
Middle America	26.70	3,362,137	22.69	85
Total	58.25	12,178,416	82.18	141
All Others	41.75	2,641,463	17.82	43

### TARGET #1-AFFLUENTIALS CIRCULATION PROFILE BY PRIZM CLUSTER

CLUSTER NUMBER	CLUSTER NICKNAME	% U.S. HH'S	% USSPI CIRC.	INDEX
2	Blue Blood Estates	.93	3.08	333
6	Winner's Circle	1.06	3.09	292
1	Upper Crust	1.45	4.21	291
3	Movers & Shakers	1.55	3.88	250
10	Second City Elite	1.33	3.13	235
5	Country Squires	1.82	3.92	215
14	New Empty Nests	1.01	2.13	211
7	Money & Brains	2.11	4.31	204
9	Big Fish, Small Pond	2.16	3.84	178
15	Pools & Patios	1.26	2.14	170
8	Executive Suites	.86	1.19	138
11	God's Country	1.49	1.85	124
4	Young Digerati	<u>1.28</u>	<u>1.53</u>	<u>119</u>
		18.32	38.31	209

This target is composed of the top socio-economic clusters which include high-end educations and incomes, executive white collar occupations, expensive owner-occupied housing, and conspicuous consumption levels for many products, goods and services. People in this target range from elite suburban families to yuppies to double income families with mostly grown children in expensive houses to sophisticated consumers of adult luxuries in townhouses near universities. This target has enormous buying power.

### DEMOGRAPHIC & LIFESTYLE HIGHLIGHTS

	Index		Index
Household Income \$250,000+	450	Foreign Travel 3+ Trips in Last 3 Years	253
Home Value \$500,000+	361	Member of Frequent Flyer Program	250
Post Graduate Degree	256	Stay at Hyatt on Vacation in Last Year	221
Occupation, Professional	182	Go Golfing in Last Year	179
Own/Lease a New Luxury Car	274	Belong to a Country Club	273
Has Life Insurance \$250,000+	227	Go to Museum in Last Year	186
Own Stock Valued at \$50,000+	310	Visit CNN.com in Last Month	189



**TARGET #2-GREENBELT FAMILIES  
CIRCULATION PROFILE BY PRIZM CLUSTER**

CLUSTER NUMBER	CLUSTER NICKNAME	% U.S. HH'S	% USSPI CIRC.	INDEX
13	Upward Bound	1.80	4.21	234
18	Kids & Cul-de-Sacs	1.57	3.42	219
19	Home Sweet Home	1.79	3.06	171
21	Gray Power	.88	1.48	169
12	Brite Lites, Li'l City	1.70	2.58	152
20	Fast-Track Families	1.65	2.17	132
17	Beltway Boomers	.92	1.18	129
22	Young Influentials	1.40	1.53	109
25	Country Casuals	<u>1.54</u>	<u>1.55</u>	<u>101</u>
		13.23	21.18	160

This group occupies the comfortable suburban and boom town areas dedicated to family raising, good schools, scouting, soccer games, and home maintenance. This is a major packaged goods and apparel target with larger families, above average incomes and home values, dual wage earners, and owner-occupied single unit dwellings. Most families here have achieved the traditional "American Dream"

**DEMOGRAPHIC & LIFESTYLE HIGHLIGHTS**

	Index		Index
Household Income \$100,000+	249	Domestic Vacation Trip in Last Year	148
Home Value \$200,000-\$499,999	154	Place 3+ Stock Transactions in Last Year	130
Bachelor's Degree	153	Has American Express Charge Card	135
Occupation, Management	192	Play Racquetball in Last Year	160
Visit ESPN.com in Last Month	156	Own/Lease a New Imported Vehicle	144
Own a Valid Passport	139	Paid Bills Online	155

**TARGET #3-MIDDLE AMERICA  
CIRCULATION PROFILE BY PRIZM CLUSTER**

CLUSTER NUMBER	CLUSTER NICKNAME	% U.S. HH'S	% USSPI CIRC.	INDEX
26	The Cosmopolitans	1.23	1.94	158
40	Close-In Couples	1.22	1.65	135
39	Domestic Duos	1.14	1.29	113
27	Middleburg Managers	2.09	2.33	111
32	New Homesteaders	1.81	1.96	108
29	American Dreams	2.29	2.26	99
36	Blue-Chip Blues	1.19	1.17	98
34	White Picket Fences	1.41	1.38	98
16	Bohemian Mix	1.87	1.68	90
30	Suburban Sprawl	1.25	1.01	80
24	Up-and-Comers	1.37	1.08	79
28	Traditional Times	2.70	1.73	64
23	Greenbelt Sports	1.38	.85	62
31	Urban Achievers	1.58	.70	44
37	Mayberry-ville	2.36	.98	41
33	Big Sky Families	<u>1.80</u>	<u>.68</u>	<u>38</u>
		26.70	22.69	85

This target is the collection of mid and upper mid-suburban and older, denser neighborhoods with mixed age groups. There are relatively more foreign born residents here than in other suburban areas. Suburban neighborhoods in this target were built in the 50's. Consequently, these well-paid blue and white collar residents have good discretionary incomes due to high stable employment, dual incomes, and homes with small or no mortgages. Living is easy in this target.

**DEMOGRAPHIC & LIFESTYLE HIGHLIGHTS**

	Index		Index
Household Income \$75,000-\$99,999	212	Visit eBay.com in Last Month	114
Home Value \$150,000-\$199,999	133	Go To Movies 4+ Times/Mo. In Last 3 mo.	115
Use Paycheck Direct Deposit	110	Used ATM Machine in Last Year	110
Drive Motorcycle	109	Go Casino Gambling in Last Year	112
Bought Photo Printer in Last Year	122	Go Bowling in Last Year	113
Own Laptop/Notebook PC	111	Exercise at Club 2+ Times per Week	103