

# U.S. SUBURBAN PRESS and the PRIZM CLUSTER SYSTEM

The beauty of USSPI and PRIZM 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 market 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 MRI (Mediamark Research Inc.).

U. S. Suburban Press 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	18.74	5,531,111	38.59	206
Greenbelt Families	13.55	3,086,696	21.53	159
Middle America	26.43	3,274,476	22.84	86
Total	58.72	11,892,283	82.97	141
All Others	41.28	2,441,744	17.03	41

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

CLUSTER NUMBER	CLUSTER NICKNAME	% U.S. HH's	% USSPI CIRC.	INDEX
6	Winner's Circle	1.16	4.25	365
2	Blue Blood Estates	.99	3.58	361
1	Upper Crust	1.59	4.58	287
3	Movers & Shakers	1.70	4.54	267
10	Second City Elite	1.24	2.75	221
14	New Empty Nests	1.11	2.08	188
5	Country Squires	1.74	3.23	185
9	Big Fish, Small Pond	2.04	3.40	167
8	Executive Suites	.96	1.58	165
7	Money & Brains	2.10	3.25	155
11	God's Country	1.42	2.10	148
15	Pools & Patios	1.38	1.84	133
4	Young Digerati	<u>1.31</u>	<u>1.42</u>	<u>109</u>
		18.74	38.59	206

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

Household Income \$250,000+ . . . . .	Index	350	Foreign Travel \$3,000+ in Last Year . . . . .	Index	244
Home Value \$500,000+ . . . . .		327	Member of 2+ Frequent Flyer Programs . . . . .		249
College Degree, 4+ Years . . . . .		189	Stay at Hilton on Vacation in Last Year . . . . .		201
Work at Home . . . . .		160	Go Golfing in Last Year . . . . .		169
Own/Lease a New European Luxury Vehicle . . . . .		285	Belong to a Country Club . . . . .		235
Gold/Premium Credit Cards . . . . .		155	Attended Museum in Last Year . . . . .		179
Own Stock Valued at \$10,000+ . . . . .		215	Visit CNN.com in Last Month . . . . .		172

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

CLUSTER NUMBER	CLUSTER NICKNAME	% U.S. HH's	% USSPI CIRC.	INDEX
19	Home Sweet Home	1.96	4.28	218
12	Brite Lites, Li'l City	1.63	3.45	211
13	Upward Bound	1.69	3.22	191
17	Beltway Boomers	1.01	1.85	183
25	Country Casuals	1.46	2.08	142
20	Fast-Track Families	1.56	2.12	136
21	Gray Power	.96	1.19	124
18	Kids & Cul-de-Sacs	1.70	1.95	114
22	Young Influentials	<u>1.58</u>	<u>1.40</u>	<u>89</u>
		13.55	21.53	159

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**

Household Income \$100,000+ . . . . .	Index 141	Domestic Vacation Trip in Last Year . . . . .	Index 131
Home Value \$200,000+ . . . . .	124	Place 3+ Stock Transactions in Last Year . . . . .	129
College Degree, 4+ Years . . . . .	124	Has American Express Charge Card . . . . .	137
White Collar Workers . . . . .	112	Play Raquetball in Last Year . . . . .	172
Visit ESPN.com in Last Month. . . . .	169	Own/Lease a New Imported Vehicle . . . . .	137
Own a Valid Passport . . . . .	117	Own Handheld/Palmheld PDA . . . . .	162

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

CLUSTER NUMBER	CLUSTER NICKNAME	% U.S. HH's	% USSPI CIRC.	INDEX
40	Close-In Couples	1.22	2.12	174
26	The Cosmopolitans	1.22	1.95	160
30	Suburban Sprawl	1.39	2.10	151
39	Domestic Duos	1.27	1.84	145
29	American Dreams	2.29	2.84	124
24	Up-and-Comers	1.33	1.36	102
27	Middleburg Managers	2.02	1.93	95
36	Blue-Chip Blues	1.31	1.13	86
32	New Homesteaders	1.86	1.29	70
28	Traditional Times	2.57	1.60	63
16	Bohemian Mix	1.89	1.16	61
34	White Picket Fences	1.34	.77	57
23	Greenbelt Sports	1.31	.75	57
31	Urban Achievers	1.60	.65	40
37	Mayberry-ville	2.24	.88	39
33	Big Sky Families	<u>1.58</u>	<u>.48</u>	<u>30</u>
		26.43	22.84	86

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**

Household Income \$75,000-\$99,999 . . . . .	Index 109	Order from eBay.com in Last Year . . . . .	Index 119
Home Value \$150,000-\$199,999 . . . . .	115	Rent 6+ Videos in Last Month . . . . .	106
Has Personal Education Loan. . . . .	132	Used ATM Machine in Last Year . . . . .	111
Drive Motorcycle. . . . .	127	Go Casino Gambling in Last Year. . . . .	110
Own Pagers/Beepers . . . . .	117	Go Bowling in Last Year. . . . .	108
Own Laptop/Notebook PC. . . . .	114	Exercise at Club 2+ Times per Week . . . . .	105

