

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



Profile Worksheet

Energy Behavior Track Profiles 2023, PRIZM Premier Segment Distributions 2024

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Segment Code	Segment Name	Household Age Range	Household Income	Household Technology	Household Composition	Last Replaced Primary Cooling System 10+ Years Ago (H)					
						Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index
34	Young & Influential	Age 25-44	Upper Midscale	1 Highest	Mostly w/o Kids	4,527	0.46%	176	0.13%	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	Urban Achievers	Age <55	Midscale	3 Average	Mostly w/o Kids	7,747	0.79%	1,303	0.98%	16.82	124
31	Connected Bohemians	Age 25-44	Midscale	1 Highest	Mostly w/o Kids	12,188	1.25%	553	0.42%	4.54	33
Midlife Success						53,826	5.52%	5,506	4.15%	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	Small-Town Collegiates	Age 25-44	Lower Midscale	3 Average	Family Mix	8,160	0.84%	457	0.34%	5.60	41
59	New Melting Pot	Age <55	Lower Midscale	3 Average	Family Mix	12,835	1.32%	629	0.47%	4.90	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						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
Accumulated Wealth						122,895	12.60%	18,990	14.33%	15.45	114
27	Big Sky Families	Age 35-54	Upscale	3 Average	Mostly w/ Kids	30,269	3.10%	4,021	3.03%	13.28	98
30	Pools & Patios	Age 25-44	Upper Midscale	2 Above Average	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						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	Multi-Culti Mosaic	Age <55	Midscale	3 Average	Family Mix	13,234	1.36%	973	0.73%	7.35	54
68	Bedrock America	Age 25-44	Low Income	4 Below Average	Mostly w/o Kids	8,925	0.92%	374	0.28%	4.19	31
45	Urban Modern Mix	Age <55	Midscale	3 Average	Mostly w/o Kids	25,281	2.59%	2,182	1.85%	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						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
Affluent Empty Nests						81,882	8.40%	17,675	13.34%	21.59	159
18	Mayberry-ville	Age 65+	Upscale	4 Below Average	Mostly w/o Kids	8,272	0.85%	1,384	1.04%	16.73	123
24	Pickup Patriarchs	Age 45-64	Upscale	3 Average	Mostly w/o Kids	13,242	1.36%	2,277	1.72%	17.19	127
22	Middleburg Managers	Age <55	Wealthy	3 Average	Family Mix	32,582	3.34%	5,875	4.43%	18.03	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 Casuels	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	Age 65+	Lower Midscale	5 Lowest	w/o Kids	9,943	1.02%	1,444	1.62%	21.57	159
43	City Roots	Age <55	Upscale	3 Average	Family Mix	9,230	0.95%	1,442	1.09%	15.62	115
46	Heartlanders	Age 55+	Lower Midscale	5 Lowest	Mostly w/o Kids	9,632	0.99%	1,363	1.03%	14.15	104
49	American Classics	Age 55+	Lower Midscale	4 Below Average	w/o Kids	21,795	2.23%	4,363	3.29%	20.02	147
53	Lo-Tech Singles	Age 65+	Lower Midscale	4 Below Average	w/o Kids	17,732	1.82%	4,522	3.41%	25.50	188
32	Traditional Times	Age 65+	Upscale	4 Below Average	w/o Kids	12,455	1.28%	2,145	1.62%	17.22	127
Cautious Couples						136,510	14.00%	26,840	20.25%	19.66	145
58	Golden Ponds	Age 55+	Lower Midscale	4 Below Average	Mostly w/o Kids	16,802	1.72%	2,232	1.68%	13.28	98
57	Back Country Folks	Age 55+	Downscale	5 Lowest	Mostly w/o Kids	20,717	2.12%	3,225	2.43%	15.57	115
67	Park Bench Seniors	Age 65+	Downscale	4 Below Average	w/o Kids	13,726	1.41%	1,101	0.83%	8.02	59
62	Crossroad Villagers	Age 65+	Lower Midscale	5 Lowest	w/o Kids	7,626	0.78%	1,414	1.07%	18.54	136
Sustaining Seniors						58,871	6.04%	7,972	6.02%	13.54	100
99	Unassigned					0	0.00%	0	0.00%	0.00	0
Unassigned						0	0.00%	0	0.00%	0.00	0
Total						975,211	100.00%	132,531	100.00%	13.59	100