

# PRIZM NE Household Distribution

100 HAY, FAYETTEVILLE, NC, 0.00 - 1.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1699636	1.51%	0.0
02	Blue Blood Estates	0	0.00%	1094703	0.98%	0.0
03	Movers and Shakers	0	0.00%	1807572	1.61%	0.0
04	Young Digerati	0	0.00%	1380251	1.23%	0.0
05	Country Squires	0	0.00%	2152742	1.92%	0.0
06	Winner's Circle	0	0.00%	1239200	1.10%	0.0
07	Money and Brains	0	0.00%	2264072	2.02%	0.0
08	Executive Suites	0	0.00%	1021522	0.91%	0.0
09	Big Fish, Small Pond	0	0.00%	2539806	2.26%	0.0
10	Second City Elite	13	0.91%	1324339	1.18%	76.9
11	God's Country	0	0.00%	1735899	1.55%	0.0
12	Brite Lites, Li'l City	19	1.32%	1684994	1.50%	88.3
13	Upward Bound	6	0.42%	1793920	1.60%	26.2
14	New Empty Nests	0	0.00%	1179812	1.05%	0.0
15	Pools and Patios	0	0.00%	1470884	1.31%	0.0
16	Bohemian Mix	0	0.00%	2011883	1.79%	0.0
17	Beltway Boomers	0	0.00%	1079269	0.96%	0.0
18	Kids and Cul-de-Sacs	1	0.07%	1828699	1.63%	4.3
19	Home Sweet Home	0	0.00%	2062147	1.84%	0.0
20	Fast-Track Families	0	0.00%	1950575	1.74%	0.0
21	Gray Power	0	0.00%	1027524	0.92%	0.0
22	Young Influentials	0	0.00%	1638017	1.46%	0.0
23	Greenbelt Sports	0	0.00%	1612141	1.44%	0.0
24	Up-and-Comers	8	0.56%	1360611	1.21%	46.0
25	Country Casuals	0	0.00%	1807787	1.61%	0.0
26	The Cosmopolitans	0	0.00%	1317884	1.17%	0.0
27	Middleburg Managers	58	4.04%	2079047	1.85%	218.4
28	Traditional Times	0	0.00%	3189627	2.84%	0.0
29	American Dreams	0	0.00%	2447099	2.18%	0.0
30	Suburban Sprawl	0	0.00%	1473003	1.31%	0.0
31	Urban Achievers	0	0.00%	1704362	1.52%	0.0
32	New Homesteaders	0	0.00%	2254616	2.01%	0.0
33	Big Sky Families	0	0.00%	2014484	1.79%	0.0
34	White Picket Fences	25	1.74%	1403531	1.25%	139.5
35	Boomtown Singles	49	3.42%	1454363	1.30%	263.8
36	Blue-Chip Blues	1	0.07%	1400592	1.25%	5.6
37	Mayberry-ville	0	0.00%	2794581	2.49%	0.0
38	Simple Pleasures	0	0.00%	2584759	2.30%	0.0
39	Domestic Duos	0	0.00%	1337428	1.19%	0.0
40	Close-In Couples	0	0.00%	1319983	1.18%	0.0
41	Sunset City Blues	111	7.74%	1878703	1.67%	462.6
42	Red, White and Blues	0	0.00%	1473881	1.31%	0.0
43	Heartlanders	0	0.00%	2247835	2.00%	0.0



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PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1684207	1.50%	0.0
45	Blue Highways	0	0.00%	1644447	1.46%	0.0
46	Old Glories	0	0.00%	1084584	0.97%	0.0
47	City Startups	300	20.92%	1257189	1.12%	1,868.2
48	Young and Rustic	0	0.00%	2249481	2.00%	0.0
49	American Classics	0	0.00%	1130447	1.01%	0.0
50	Kid Country, USA	0	0.00%	1500755	1.34%	0.0
51	Shotguns and Pickups	0	0.00%	1805111	1.61%	0.0
52	Suburban Pioneers	1	0.07%	1163110	1.04%	6.7
53	Mobility Blues	55	3.84%	1314877	1.17%	327.5
54	Multi-Culti Mosaic	0	0.00%	1921080	1.71%	0.0
55	Golden Ponds	0	0.00%	1770346	1.58%	0.0
56	Crossroads Villagers	0	0.00%	2358347	2.10%	0.0
57	Old Milltowns	0	0.00%	1789513	1.59%	0.0
58	Back Country Folks	0	0.00%	2446399	2.18%	0.0
59	Urban Elders	0	0.00%	1476643	1.32%	0.0
60	Park Bench Seniors	323	22.52%	1197419	1.07%	2,111.8
61	City Roots	0	0.00%	1295631	1.15%	0.0
62	Hometown Retired	267	18.62%	1243011	1.11%	1,681.7
63	Family Thrifts	196	13.67%	1896050	1.69%	809.3
64	Bedrock America	0	0.00%	2027896	1.81%	0.0
65	Big City Blues	0	0.00%	1261453	1.12%	0.0
66	Low-Rise Living	0	0.00%	1605523	1.43%	0.0
67	Unclassified	0	0.00%	0		
<b>Total</b>		<b>1433</b>	<b>99.93%</b>	<b>112267302</b>	<b>100.00%</b>	<b>99.9</b>



## PRIZM NE Household Distribution

**100 HAY, FAYETTEVILLE, NC, 0.00 - 3.00 Miles, Total**

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1699636	1.51%	0.0
02	Blue Blood Estates	0	0.00%	1094703	0.98%	0.0
03	Movers and Shakers	1	0.01%	1807572	1.61%	0.4
04	Young Digerati	0	0.00%	1380251	1.23%	0.0
05	Country Squires	0	0.00%	2152742	1.92%	0.0
06	Winner's Circle	13	0.09%	1239200	1.10%	8.5
07	Money and Brains	0	0.00%	2264072	2.02%	0.0
08	Executive Suites	0	0.00%	1021522	0.91%	0.0
09	Big Fish, Small Pond	3	0.02%	2539806	2.26%	1.0
10	Second City Elite	971	7.03%	1324339	1.18%	595.6
11	God's Country	0	0.00%	1735899	1.55%	0.0
12	Brite Lites, Li'l City	462	3.34%	1684994	1.50%	222.7
13	Upward Bound	792	5.73%	1793920	1.60%	358.6
14	New Empty Nests	0	0.00%	1179812	1.05%	0.0
15	Pools and Patios	4	0.03%	1470884	1.31%	2.2
16	Bohemian Mix	0	0.00%	2011883	1.79%	0.0
17	Beltway Boomers	4	0.03%	1079269	0.96%	3.0
18	Kids and Cul-de-Sacs	22	0.16%	1828699	1.63%	9.8
19	Home Sweet Home	19	0.14%	2062147	1.84%	7.5
20	Fast-Track Families	7	0.05%	1950575	1.74%	2.9
21	Gray Power	0	0.00%	1027524	0.92%	0.0
22	Young Influentials	11	0.08%	1638017	1.46%	5.5
23	Greenbelt Sports	0	0.00%	1612141	1.44%	0.0
24	Up-and-Comers	281	2.03%	1360611	1.21%	167.8
25	Country Casuals	11	0.08%	1807787	1.61%	4.9
26	The Cosmopolitans	0	0.00%	1317884	1.17%	0.0
27	Middleburg Managers	1034	7.48%	2079047	1.85%	404.0
28	Traditional Times	37	0.27%	3189627	2.84%	9.4
29	American Dreams	0	0.00%	2447099	2.18%	0.0
30	Suburban Sprawl	57	0.41%	1473003	1.31%	31.4
31	Urban Achievers	0	0.00%	1704362	1.52%	0.0
32	New Homesteaders	15	0.11%	2254616	2.01%	5.4
33	Big Sky Families	38	0.27%	2014484	1.79%	15.3
34	White Picket Fences	477	3.45%	1403531	1.25%	276.1
35	Boomtown Singles	858	6.21%	1454363	1.30%	479.2
36	Blue-Chip Blues	140	1.01%	1400592	1.25%	81.2
37	Mayberry-ville	35	0.25%	2794581	2.49%	10.2
38	Simple Pleasures	69	0.50%	2584759	2.30%	21.7
39	Domestic Duos	124	0.90%	1337428	1.19%	75.3
40	Close-In Couples	0	0.00%	1319983	1.18%	0.0
41	Sunset City Blues	1568	11.35%	1878703	1.67%	678.0
42	Red, White and Blues	100	0.72%	1473881	1.31%	55.1
43	Heartlanders	124	0.90%	2247835	2.00%	44.8



## PRIZM NE Household Distribution

**100 HAY, FAYETTEVILLE, NC, 0.00 - 3.00 Miles, Total**

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	147	1.06%	1684207	1.50%	70.9
45	Blue Highways	75	0.54%	1644447	1.46%	37.0
46	Old Glories	263	1.90%	1084584	0.97%	197.0
47	City Startups	733	5.30%	1257189	1.12%	473.6
48	Young and Rustic	161	1.16%	2249481	2.00%	58.1
49	American Classics	217	1.57%	1130447	1.01%	155.9
50	Kid Country, USA	105	0.76%	1500755	1.34%	56.8
51	Shotguns and Pickups	47	0.34%	1805111	1.61%	21.2
52	Suburban Pioneers	184	1.33%	1163110	1.04%	128.5
53	Mobility Blues	469	3.39%	1314877	1.17%	289.8
54	Multi-Culti Mosaic	0	0.00%	1921080	1.71%	0.0
55	Golden Ponds	52	0.38%	1770346	1.58%	23.9
56	Crossroads Villagers	142	1.03%	2358347	2.10%	48.9
57	Old Milltowns	224	1.62%	1789513	1.59%	101.7
58	Back Country Folks	43	0.31%	2446399	2.18%	14.3
59	Urban Elders	0	0.00%	1476643	1.32%	0.0
60	Park Bench Seniors	1225	8.86%	1197419	1.07%	831.1
61	City Roots	0	0.00%	1295631	1.15%	0.0
62	Hometown Retired	1508	10.91%	1243011	1.11%	985.5
63	Family Thrifts	852	6.16%	1896050	1.69%	365.0
64	Bedrock America	94	0.68%	2027896	1.81%	37.7
65	Big City Blues	0	0.00%	1261453	1.12%	0.0
66	Low-Rise Living	0	0.00%	1605523	1.43%	0.0
67	Unclassified	0	0.00%	0		
<b>Total</b>		<b>13818</b>	<b>99.99%</b>	<b>112267302</b>	<b>100.00%</b>	<b>100.0</b>



# PRIZM NE Household Distribution

100 HAY, FAYETTEVILLE, NC, 0.00 - 5.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	5	0.01%	1699636	1.51%	0.9
02	Blue Blood Estates	7	0.02%	1094703	0.98%	2.0
03	Movers and Shakers	30	0.08%	1807572	1.61%	5.2
04	Young Digerati	0	0.00%	1380251	1.23%	0.0
05	Country Squires	0	0.00%	2152742	1.92%	0.0
06	Winner's Circle	75	0.21%	1239200	1.10%	18.9
07	Money and Brains	0	0.00%	2264072	2.02%	0.0
08	Executive Suites	0	0.00%	1021522	0.91%	0.0
09	Big Fish, Small Pond	45	0.12%	2539806	2.26%	5.5
10	Second City Elite	1757	4.88%	1324339	1.18%	413.4
11	God's Country	0	0.00%	1735899	1.55%	0.0
12	Brite Lites, Li'l City	1421	3.94%	1684994	1.50%	262.8
13	Upward Bound	2063	5.73%	1793920	1.60%	358.4
14	New Empty Nests	11	0.03%	1179812	1.05%	2.9
15	Pools and Patios	35	0.10%	1470884	1.31%	7.4
16	Bohemian Mix	0	0.00%	2011883	1.79%	0.0
17	Beltway Boomers	49	0.14%	1079269	0.96%	14.1
18	Kids and Cul-de-Sacs	164	0.46%	1828699	1.63%	27.9
19	Home Sweet Home	114	0.32%	2062147	1.84%	17.2
20	Fast-Track Families	94	0.26%	1950575	1.74%	15.0
21	Gray Power	0	0.00%	1027524	0.92%	0.0
22	Young Influentials	109	0.30%	1638017	1.46%	20.7
23	Greenbelt Sports	0	0.00%	1612141	1.44%	0.0
24	Up-and-Comers	925	2.57%	1360611	1.21%	211.9
25	Country Casuals	72	0.20%	1807787	1.61%	12.4
26	The Cosmopolitans	0	0.00%	1317884	1.17%	0.0
27	Middleburg Managers	2156	5.98%	2079047	1.85%	323.2
28	Traditional Times	135	0.37%	3189627	2.84%	13.2
29	American Dreams	0	0.00%	2447099	2.18%	0.0
30	Suburban Sprawl	279	0.77%	1473003	1.31%	59.0
31	Urban Achievers	0	0.00%	1704362	1.52%	0.0
32	New Homesteaders	60	0.17%	2254616	2.01%	8.3
33	Big Sky Families	133	0.37%	2014484	1.79%	20.6
34	White Picket Fences	1579	4.38%	1403531	1.25%	350.6
35	Boomtown Singles	2676	7.43%	1454363	1.30%	573.4
36	Blue-Chip Blues	711	1.97%	1400592	1.25%	158.2
37	Mayberry-ville	105	0.29%	2794581	2.49%	11.7
38	Simple Pleasures	212	0.59%	2584759	2.30%	25.6
39	Domestic Duos	492	1.37%	1337428	1.19%	114.6
40	Close-In Couples	0	0.00%	1319983	1.18%	0.0
41	Sunset City Blues	3863	10.72%	1878703	1.67%	640.8
42	Red, White and Blues	178	0.49%	1473881	1.31%	37.6
43	Heartlanders	270	0.75%	2247835	2.00%	37.4



## PRIZM NE Household Distribution

**100 HAY, FAYETTEVILLE, NC, 0.00 - 5.00 Miles, Total**

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	1092	3.03%	1684207	1.50%	202.0
45	Blue Highways	253	0.70%	1644447	1.46%	47.9
46	Old Glories	847	2.35%	1084584	0.97%	243.4
47	City Startups	2029	5.63%	1257189	1.12%	502.9
48	Young and Rustic	280	0.78%	2249481	2.00%	38.8
49	American Classics	899	2.50%	1130447	1.01%	247.8
50	Kid Country, USA	174	0.48%	1500755	1.34%	36.1
51	Shotguns and Pickups	178	0.49%	1805111	1.61%	30.7
52	Suburban Pioneers	1295	3.59%	1163110	1.04%	347.0
53	Mobility Blues	1212	3.36%	1314877	1.17%	287.2
54	Multi-Culti Mosaic	0	0.00%	1921080	1.71%	0.0
55	Golden Ponds	104	0.29%	1770346	1.58%	18.3
56	Crossroads Villagers	249	0.69%	2358347	2.10%	32.9
57	Old Milltowns	299	0.83%	1789513	1.59%	52.1
58	Back Country Folks	216	0.60%	2446399	2.18%	27.5
59	Urban Elders	0	0.00%	1476643	1.32%	0.0
60	Park Bench Seniors	1771	4.92%	1197419	1.07%	460.9
61	City Roots	0	0.00%	1295631	1.15%	0.0
62	Hometown Retired	2284	6.34%	1243011	1.11%	572.6
63	Family Thrifts	2864	7.95%	1896050	1.69%	470.7
64	Bedrock America	153	0.42%	2027896	1.81%	23.5
65	Big City Blues	0	0.00%	1261453	1.12%	0.0
66	Low-Rise Living	0	0.00%	1605523	1.43%	0.0
67	Unclassified	0	0.00%	0		
<b>Total</b>		<b>36024</b>	<b>99.99%</b>	<b>112267302</b>	<b>100.00%</b>	<b>100.0</b>

PRIZM NE Clusters and 2005 Estimates are Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Households Base Percent" for the cluster, times 100.



# PRIZM NE Household Distribution

## Appendix: Area Listing

### Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

#### Radius Definition:

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100 HAY Latitude/Longitude 35.052800 -78.878600  
Radius 0.00 - 1.00

### Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

#### Radius Definition:

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100 HAY Latitude/Longitude 35.052800 -78.878600  
Radius 0.00 - 3.00

### Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

#### Radius Definition:

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100 HAY Latitude/Longitude 35.052800 -78.878600  
Radius 0.00 - 5.00

### Project Information:

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Site: 1

Order Number: 965036587

