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# Clusters: Claritas Prizm

## Standard PRIZM Social Groups

The 62 PRIZM Clusters are grouped into 15 social groups, indicated by the degree of urbanization, from the rural countryside to urban high-rises. The degree of affluence or socioeconomic status (e.g., income, education, home value and occupation) span the lower, middle and upscale markets. For example, at the top of the affluence and density scale are the U1 big-city urban clusters: Urban Gold Coast, Money & Brains, Young Literati, Bohemian Mix and American Dreams. At the bottom of the affluence and density scale are the R3 rural clusters: Blue Highways, Rustic Elders, Back Country Folks, Scrub Pine Flats and Hard Scrabble.

- S1 - Elite Suburbs
- U1 - Urban Uptown
- C1 - 2nd City Society
- T1 - Landed Gentry
- S2 - The Affluentials
- S3 - Inner Suburbs
- U2 - Urban Midscale
- C2 - 2nd City Centers
- T2 - Exurban Blues
- R1 Country Families
- U3 - Urban Cores
- C3 - 2nd City Blues
- T3 - Working Towns
- R2 - Heartlanders
- R3 - Rustic Living

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## S1 - Elite Suburbs

The five clusters of Group S1 rank in the first and second deciles of Claritas' education and affluence scale, making this one of the nation's most affluent social groups. S1 clusters have high incomes, educations, investments, and spending. High concentrations of wealthy Asian immigrants populate these clusters. Beyond these shared patterns, there are marked differences.

### 01 Blue Blood Estates

### *Elite, Super-Rich Families*

Established executives, professionals and "old money" heirs live in America's wealthiest suburbs. They are accustomed to privilege and live luxuriously. One-tenth of this group are multimillionaires.

- Elite (1)
- Age Groups: 45-54, 55-64
- Predominantly White, High Asian

### 02 Winner's Circle

#### *Executive Suburban Families*

These "new money" families live in expensive "mini-mansions" in major metropolitan suburbs. They are well-educated executives and professionals who are married with teenagers. Big producers and big spenders, Winner's Circle families enjoy globetrotting.

- Wealthy (2)
- Age Groups: 45-54, 55-64
- Predominantly White, High Asian

### 03 Executive Suites

#### *Upscale White-Collar Couples*

Executive Suites singles and married couples have bought their first houses and condos. They have more children than the other clusters in the S1 Social Group. They're less affluent than Winner's Circle, but equally ambitious, well-educated and competent, and ten years younger.

- Affluent (8)
- Age Groups: 45-54, 55-64
- Predominantly White, High Asian

### 04 Pools and Patios

#### *Established Empty Nesters*

Empty-nester executive and professional couples are living the good life in their "post-child" years. Their dual incomes support rich, active lives filled with travel, leisure activities and entertainment. Many live in the densely-populated Northeast corridor of the U.S.

- Affluent (9)

- Age Groups: 45-54, 55-64, 65+
- Predominantly White, High Asian

## 05 Kids and Cul-de-Sacs

### *Upscale Suburban Families*

Similar to Executive Suites and Pools and Patios, Cluster 05 ranks high on all affluence measures. Although married couples with children are still predominant in this cluster, some married couples without children are moving into Kids and Cul-de-Sacs. These suburban folks lead busy lives centered around family activities.

- Affluent (10)
- Age Groups: Under 18, 35-44, 45-54
- Predominantly White, High Asian

- Affluent (5)
- Age Groups: 55-64, 65+
- Predominantly White, High Asian

## 08 Young Literati

### *Upscale Urban Singles and Couples*

Although less affluent than Money and Brains, Cluster 08 is better educated. Young Literati executives, professionals and students live in apartments, condos and townhouses near private urban universities. They have few children, leaving them free to lead active lives filled with travel, art and fitness.

- Upper Middle (6)
- Age Groups: 25-34, 35-44
- Predominantly White, High Asian

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## U1 - Urban Uptown

Group U1 ranks as the nation's second most affluent social group. Major market concentrations are dense with over 94 percent of total households in the top 10 TV markets. For over two decades, these clusters have had high concentrations of executives and professionals in business, finance, entertainment and education. More recently, U1 clusters have absorbed a wave of upscale immigrants from Eastern Europe, Asia and the Middle East.

## 06 Urban Gold Coast

### *Elite Urban Singles*

The highly educated professional couples and singles of Cluster 6 live in large urban apartment and condo complexes. They're found in densely populated areas such as New York City. Very few of these busy, affluent Urban Gold Coast-ers have children or own cars.

- Affluent (3)
- Age Groups: 45-54, 55-64
- Predominantly White, High Asian

## 07 Money and Brains

### *Sophisticated Urban Fringe Couples*

Cluster 07 is a mix of family types: singles, married couples with children and married couples without children. These families own their homes in upscale neighborhoods near cities. Dual incomes provide luxuries, travel and entertainment.

## 09 American Dreams

### *Established Urban Immigrant Families*

These immigrants and descendants of multi-cultural backgrounds in multi-racial, multi-lingual neighborhoods typify the American Dream. Married couples with and without children and single parents are affluent from working hard at multiple trades and public service jobs. They are high school graduates with some college education. Their big families are unusual for Social Group U1.

- Upper Middle (14)
- Age Groups: Mixed
- Ethnically Diverse

## 10 Bohemian Mix

### *Bohemian Singles*

Dominated by mobile, high educated singles, Bohemian Mix is an eclectic group of executives, students, artists and writers who prefer to live in rented high-rises. Very few children are found in this multi-racial cluster.

- Middle (17)
- Age Groups: 25-34, 35-44
- Ethnically Diverse

- Predominantly White

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## C1 - 2nd City Society

The three clusters of the C1 Social Group top the economic scale in hundreds of America's "second" and "satellite" cities. They are highly educated with big incomes. Most own their homes and are executives and professionals in local business, finance, health, law, communications and wholesale. They are far more conservative than their upscale S1 peers who live in the suburbs of major metropolitan areas.

### 11 Second City Elite

#### *Upscale Executive Families*

The movers and shakers of America's smaller cities are the prototypes for Second City Elite. Although most are married without children, some have teenagers. They hold professional and white-collar management positions, and many have attended college or are college graduates.

- Affluent (7)
- Age Groups: 45-54, 55-64, 65+
- Predominantly White

### 12 Upward Bound

#### *Young, Upscale White-Collar Families*

Upward Bound families are computer literate, earn dual incomes and fly frequently. Most are married with kids and live in new, single-family homes. These high school and college graduates work in management or professional occupations.

- Upper Middle (13)
- Age Groups: Under 18, 35-44, 45-54
- Predominantly White, High Asian

### 13 Gray Power

#### *Affluent Retirees in Sunbelt Cities*

As the population ages, this cluster is increasing. Found in retirement communities across the U.S., these affluent retirees are playing golf, monitoring their health, and tending their hefty investment portfolios. They are married couples or singles with high school and college educations.

- Middle (16)
- Age Groups: 55-64, 65+

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## T1 - Landed Gentry

The four clusters of the T1 Social Group cover a vast amount of American geography. T1 is the fourth most affluent group. Large, multi-income families with school-age kids, headed by well-educated executives, professionals and "techies" dominate this group. These clusters are found far outside the major metropolitan areas in America's most spectacular coastal areas and uplands.

### 14 Country Squires

#### *Elite Exurban Families*

Yearning to escape urban stress, Country Squires have moved away from our major cities to the outer suburbs to find tranquility in the country. They are well-educated professionals and white-collar managers, married with children. Fourth in affluence, this cluster has "big bucks in the boondocks."

- Wealthy (4)
- Age Groups: 45-54, 55-64
- Predominantly White

### 15 God's Country

#### *Executive Exurban Families*

Like Country Squires, the large families of Cluster 15 prefer to live away from the city. They are well-educated professionals or white-collar managers. Dual incomes support an active lifestyle that is centered around family and outdoor activities.

- Affluent (11)
- Age Groups: 35-44, 45-54, 55-64
- Predominantly White

### 16 Big Fish, Small Pond

#### *Small-Town Executive Families*

Married couples with and without children dominate this conservative, family-oriented cluster. They are very similar to God's Country, just slightly less affluent. Most are high school graduates and have taken some college classes. These captains of local industry enjoy investing in their homes and vacationing by car in the U.S.

- Upper Middle (18)
- Age Groups: 45-54, 55-64
- Predominantly White

## 17 Greenbelt Families

### *Small-Town Executive Families*

Cluster 17 families are younger and less affluent than some of the other clusters living in America's smaller cities. These heavily mortgaged married couples have lots of children. Because of their heavy debt, they depend on family entertainment and outdoor sports for recreation.

- Upper Middle (19)
- Age Groups: 35-44, 45-54
- Predominantly White

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## S2 - The Affluentials

The five clusters of the S2 Social Group represent the upper-middle income suburbs of major metropolitan areas. S2 is the fifth most affluent group. These clusters have above-average incomes and rentals, an eclectic mix of homes, condos and apartments; a broad spectrum of business, technical and public service jobs; and daily commuting, but otherwise are very different.

## 18 Young Influentials

### *Upwardly Mobile Singles and Couples*

The high-tech educated folks of Cluster 18 have managerial and professional jobs and live in urban high-rises. Although many of their contemporaries have married and settled down, these childless, live-together couples prefer their sophisticated urban lifestyle, supported by dual incomes. They are the last of the Yuppies.

- Upper Middle (12)
- Age Groups: 25-34, 35-44
- Predominantly White, High Asian

## 19 New Empty Nests

### *Upscale Suburban Fringe Couples*

Hard work in professions and industries has rewarded New Empty Nest-ers with the affluence that comes from double incomes. Most of these married couples are in their "post-child" years, are far more conservative than Young Influentials, and

live in the Northeastern and Northwestern United States.

- Upper Middle (15)
- Age Groups: 45-54, 55-64, 65+
- Predominantly White

## 20 Boomers and Babies

### *Young White-Collar Suburban Families*

Cluster 20 ranks second of all PRIZM clusters for married couples with children and first in total households with children, most of whom are pre-schoolers. Boomers and Babies folks are found mostly in the Western United States, where they are executives and "techies" in various fields.

- Upper Middle (21)
- Age Groups: Under 18, 25-34, 35-44
- Predominantly White, High Asian, High Hispanic

## 21 Suburban Sprawl

### *Young Mid-Scale Suburban Couples & Singles*

The native and foreign-born people in Cluster 21 have educated themselves and are now working as executives, administrators and technicians. Their diligence has enabled them to leave their multi-racial, multi-lingual neighborhoods in America's major metropolitan areas and move to the suburbs.

- Middle (24)
- Age Groups: 25-34, 35-44
- Ethnically Diverse

## 22 Blue Chip Blues

### *Upscale Blue-Collar Families*

Topping the blue-collar ladder, the dual income, high school-educated Blue Chip Blues parents head large suburban families. During the past two decades, their kids grew up and left, and blue-collar employment opportunities declined sharply. A small core of Blue Chip Blues remains, concentrated in the Great Lakes area.

- Middle (30)
- Age Groups: 35-44, 45-54, 55-64
- Predominantly White

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## S3 - Inner Suburbs

The four clusters of the S3 Social Group comprise the middle income suburbs of major metropolitan areas, straddling the United States average. Otherwise, the clusters are markedly different. Two clusters have more college-educated, white-collar workers; two have more high school-educated blue-collar workers; two are young; one is old; one is mixed; but all show distinct, variant patterns of employment, lifestyle and regional concentration

## 23 Upstarts and Seniors

### *Middle-Income Empty Nesters*

Cluster 23 shows that young people and seniors are very similar if they are employable, single and childless. Upstarts and Seniors have average educations and incomes in business, finance, retail, health and public service. Preferring condos and apartments, they live in the Sunbelt and the West.

- Middle (28)
- Age Groups: 25-54, 65+
- Predominantly White

## 24 New Beginnings

### *Young Mobile City Singles*

Concentrated in the boomtowns of the Southeast, the Southwest, and the Pacific coast, New Beginnings is a magnet for many young, well-educated minorities who are making fresh starts. Some are divorced, and many are single parents. They live in multi-unit rentals and work in a variety of low-level, white-collar jobs.

- Middle (29)
- Age Groups: 18-44
- Ethnically Diverse

## 25 Mobility Blues

### *Young Blue-Collar/Service Families*

These blue-collar counterparts of New Beginnings are young, ethnically mixed and very mobile. Many are Hispanics and have large families with children. These breadwinners work in transportation, industry, public service and the military.

- Middle (41)
- Age Groups: Under 18, 25-34
- Ethnically Diverse, High Hispanic

## 26 Gray Collars

### *Aging Couples in Inner Suburbs*

The highly skilled blue-collar workers of Cluster 26 weathered the economic downturn of America's industrial areas and now enjoy a resurgence of employment. Their kids grew up and left, but the Gray Collars stayed in the Great Lakes "Rust Belt."

- Middle (42)
- Age Groups: 65+
- Ethnically Diverse

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## U2 - Urban Midscale

The five clusters of the U2 Social Group are the backbone of the middle-income, urban-fringe neighborhoods in America's major metropolitan areas. Group U2 is also highly concentrated, with 75 percent of the total households in the top five TV markets and 96 percent in the top 25. Group U2 averages below the affluence mean. The U2 clusters have high potential densities and ethnic diversity, use public transportation and survive all the perks and risks of urban life.

## 27 Urban Achievers

### *Mid-Level, White-Collar Urban Couples*

Cluster 27 is the most affluent of the U2 Clusters. Often found near urban public universities, these neighborhoods are ethnically diverse with a blend of youth and age. Single students mix easily with older professionals who work in business, finance and public service.

- Middle (22)
- Age Groups: 25-44, 65+
- Predominantly White, High Asian, High Hispanic

## 28 Big City Blend

### *Middle-Income Immigrant Families*

The most ethnically mixed of the U2 Clusters, Big City Blend has many Hispanics, Asians and other foreign-born immigrants. Less affluent than Urban Achievers, Cluster 29 folks have large families and work in white- and blue-collar jobs. They live in older, stable, high-density urban rowhouse neighborhoods.

- Middle (32)
- Age Groups: Under 14, 25-44

- Ethnically Diverse

## 29 Old Yankee Rows

### *Empty-Nest, Middle-Class Families*

More languages are spoken in Cluster 29 than in the other U2 Clusters. New Asian and Latin American immigrants live in these "magnet" neighborhoods concentrated in the Northeast. Although they have the same mix of white- and blue-collar jobs as Big City Blend, they are less affluent. They tend to be single and live in rental multi-unit apartment complexes.

- Middle (37)
- Age Groups: 25-44, 65+
- Ethnically Diverse

## 30 Mid-City Mix

### *African-American Singles and Families*

Like the other clusters in U2, Mid-City Mix is above-average in ethnic diversity with a similar mix of service, white- and blue-collar employment. Living in urban rowhouse neighborhoods, they are found in the Northeast and around the Great Lakes. Cluster 30 three-quarters Black and has a high incidence of college enrollment.

- Middle (46)
- Age Groups: Under 18, 25-34
- Predominantly Black, High Hispanic

## 31 Latino America

### *Hispanic Middle-Class Families*

With the nation's highest index for foreign-born immigrants, Cluster 31 represents a giant step in achievement for the young families of Latino America. They have many children and are concentrated in New York, Miami, Chicago and the Southwest. Although they live in rented houses and have blue-collar jobs, they are moving up and are college-bound.

- Middle (44)
- Age Groups: Under 18, 25-34
- Predominantly Hispanic

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## C2 - 2nd City Centers

The five clusters of the C2 Social Group describe the midscale, middle-density satellite cities sur-

rounding major metropolitan areas, as well as many smaller second-tier cities. The C2 clusters have a lower cost of living and are generally better off than their peers in the U2 Social Group. With some exceptions, these clusters are predominantly white. Otherwise, they differ in age, marriage, education, occupation and lifestyle.

## 32 Middleburg Managers

### *Mid-Level White-Collar Families*

These business executives, professionals, city officials, bankers and retailers are the solid citizens of America's smaller cities. Half of Middleburg Managers are older and married with grown children. The other half are young and single with no children. Thanks to their above-average incomes, they can pursue sports and leisure activities in clubs.

- Middle (20)
- Age Groups: 35-44, 65+
- Predominantly White

## 33 Boomtown Singles

### *Middle-Income Young Singles*

Young people in the fast-growing smaller cities in the South, Midwest and West fall into Cluster 33. They are young professionals and "techie" in public service and private industries who live in multi-unit rentals. They like music and outdoor activities such as boating and skiing.

- Middle (27)
- Age Groups: 18-24, 25-34, 35-44
- Predominantly White

## 34 Starter Families

### *Young, Middle-Class Families*

Unlike most of their contemporaries, Starter Families opted for early marriage and parenthood. Cluster 34 folks have large families and work in blue-collar jobs. The solo parents in this cluster have young children. They prefer living in the natural beauty of the Pacific coast areas, the Rockies and the states bordering Canada.

- Middle (36)
- Age Groups: Under 18, 25-34
- Mixed, High Hispanic

## 35 Sunset City Blues

### *Empty Nests in Aging Industrial Cities*

Cluster 35 is just as affluent as Starter Families, they're just older. At the end of their careers in police work, fire fighting and other blue-collar occupations, Sunset City Blues are ready to retire. A few relocate to the mountains or to Florida, but most stick close to home near the Great Lakes and the Mohawk Valley.

- Lower Middle (39)
- Age Groups: 55-64, 65+
- Predominantly White

## 36 Towns and Gowns

### *College Town Singles*

Many college towns and university campus neighborhoods are divided into half locals (Towns) and half students (Gowns). Cluster 36 is primarily composed of 18-24 year-olds on limited budgets and highly-educated, but perhaps underpaid, professionals. Both of these groups have a taste for prestige products that are beyond their means.

- Lower Middle (31)
- Age Groups: 18-24, 25-34
- Predominantly White, High Asian

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## T2 - Exurban Blues

The five clusters of the T2 Social Group cover the midscale, low-density towns on the outskirts of all major metropolitan areas and second cities. Group T2 is comparable to the S3, U2 and C2 Social Groups. Three of these clusters are predominantly white, show an even age distribution, own their homes, are married and raising kids.

## 37 New Homesteaders

### *Young Middle-Class Families*

More highly educated than the other clusters in the T2 Social Group, the New Homesteaders professionals and executives work in local service fields of administration, communications, health and retail. Younger, married couples with children. Life is homespun with crafts, camping and sports.

- Middle (26)
- Age Groups: 35-44, 45-54, 65+
- Predominantly White

## 38 Middle America

### *Midscale Families in Midsize Towns*

Sitting just above the U.S. median household income, Cluster 38 is aptly named. These are family neighbor hoods with many married couples. Busy with kids and dogs, they enjoy fast food, sports, fishing, camping and watching TV. Middle America families are found across the U.S.

- Middle (33)
- Age Groups: Under 18, 35-44, 45-54
- Predominantly White

## 39 Red, White and Blues

### *Small Town Blue-Collar Families*

Cluster 39 is more blue-collar and industrial and less affluent than Middle America. They are skilled workers in mining, milling, manufacturing and construction jobs. Concentrated in the industrial areas around the Great Lakes, the Appalachians and the Western highlands, these folks love the outdoors.

- Middle (35)
- Age Groups: Mixed
- Predominantly White

## 40 Military Quarters

### *GI's and Surrounding Off-Base Families*

Located on or near military bases, Cluster 40 appears around our principal harbors and other defense installations. Composed of military personnel living in group quarters, the demographics of Cluster 40 are atypical. Fully integrated with the highest index for adults under 35, Military Quarters folks like fast cars, action sports and bars.

- Lower Middle (40)
- Age Groups: Under 14, 18-24, 25-34
- Ethnically Diverse

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## R1- Country Families

Group R1 now rivals Social Groups S3, U2, C2 and T2 in midscale affluence and, thanks to lower living costs, suffers less poverty. Found in hundreds of small towns and remote exurbs, the group covers all but a few television markets. Composed of white, married couples with children, country families work in industrial and agrarian occupations. They own their houses and mobile homes.

## 41 Big Sky Families

### *Midscale Couples, Kids and Families*

Cluster 41 are well-paid craftsmen, machinists and builders who live in scenic locales in New England, the Tidewater, the Great Lakes region and the Rockies. Their family-centered lifestyles focus on hobbies, hunting and boating. Most are high-school graduates or have attended college.

- Upper Middle (23)
- Age Groups: Under 18, 35-64
- Predominantly White

## 43 New Eco-topia

### *Rural White-Blue-Collar/Farm Families*

Found in the pristine areas of the Northern Pacific, the Rockies and northern New England, Cluster 42 is the only R1 Cluster with above-average educations. New Eco-topia has an even mix of white- and blue-collar jobs. A high index of personal computers reflects the high-tech industries in those pristine areas.

- Middle (25)
- Age Groups: 45-54, 55-64, 65+
- Predominantly White

## 43 River City, USA

### *Middle-Class Rural Families*

These solid, blue-collar folks in New England and the Mohawk Valley through the corn, grain and dairy belts to the Pacific orchards are raising their children in single-family homes. Fourth of July parades and front porches are important to River City, USA. Most are high-school graduates or have attended college.

- Middle (34)
- Age Groups: Under 18, 45-54
- Predominantly White

## 44 Shotguns and Pickups

### *Rural Blue-Collar Workers and Families*

Found in the Northeast, the Southeast, the Great Lakes and the Piedmont industrial regions of the U.S., Cluster 44 is the least affluent of the R1 Clusters. They lead the group in blue-collar jobs. Most are married with school-age children. They are church-goers who also enjoy hunting, bowling, sewing and attending auto races.

- Middle (43)

- Age Groups: Mixed
- Predominantly White

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## U3 - Urban Cores

With the nation's lowest incomes and highest poverty ratios, U3 is the least affluent social group. These clusters live in multi-racial, multi-lingual communities of dense, rented rowhouses and high-rise apartments. They have high indices for singles, solo parents with pre-school children and unemployment.

## 45 Single City Blues

### *Ethnically Mixed Urban Singles*

Cluster 45 is found mostly in Eastern mega-cities and in the West, and includes many singles. Often found near urban universities, Single City Blues hosts a fair number of students. With few children, it is a mixture of races, transients, and night trades and is best described as a "poor man's Bohemia."

- Lower Middle (51)
- Age Groups: 25-34, 65+
- Ethnically Diverse

## 46 Hispanic Mix

### *Urban Hispanic Singles and Families*

The bilingual barrios concentrated in the Southwest, the Atlantic metro corridor, Texas, Chicago, Miami and Los Angeles, are home to Cluster 46. Large families with lots of small children live in these neighborhoods. They rank second in the percentage of foreign-born and first in transient immigration.

- Poor (60)
- Age Groups: Under 18, 18-24, 25-34
- Predominantly Hispanic, High Black, High Asian

## 47 Inner Cities

### *Inner-City, Single Parent Families*

Concentrated in America's poorest neighborhoods in large eastern U.S. cities, these young, African-American single parents live in multi-unit rental complexes. High unemployment and public assistance are prevalent here. When work is available, they have service and blue-collar jobs. They have

grade school and high school educations.

- Poor (61)
- Age Groups: Under 18, 18-24, 25-34
- Predominantly Black

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## C3 - 2nd City Blues

The four clusters of the C3 Social Group cover downtown neighborhoods of hundreds of second cities on the fringe of major metropolitan areas. With lower living costs, these are more affluent than their big-city cousins in the U3 Social Group. Coupled with pockets of unemployment, broken homes and solo parents, there is a wide range of jobs, including agrarian, clerical, retail, labor, transportation, public and private sector services.

### 48 Smalltown Downtown

#### *Older Renters and Young Families*

Cluster 48 is made up of students and those looking for fresh starts and first employment. Smalltown Downtown neighborhoods are found mostly west of the Mississippi. These young singles often live near city colleges and work in low-level, white-collar sales and technical jobs.

- Lower Middle (49)
- Age Groups: 18-24/25-34/35-44
- Predominantly White/Some Hispanic

### 49 Hometown Retired

#### *Low-Income, Older Singles and Couples*

At opposite ends of America and the age scale, Cluster 49 is found mostly in the Appalachians and central Florida, with a few pockets in the West. Hometown Retired is third in singles, second in ages 65+ and first in retirement. They take bus tours, collect stamps and enjoy playing cards and chess.

- Lower Middle (52)
- Age Groups: 65+
- Predominantly White

### 50 Family Scramble

#### *Low-Income Hispanic Families*

Although Cluster 50 is found in many markets, it is centered across the Southwest and Pacific areas. It

ranks third in Hispanic population and has an above-average number of Native Americans. Ranked 62nd in higher education, Cluster 50 shows all of the scars of poverty, but they are managing by working in transport, labor and service jobs.

- Lower Middle (52)
- Age Groups: Under 18, 25-34
- Predominantly Hispanic

### 51 Southside City

#### *African-American Service Workers*

The neighborhoods of Cluster 51 are scattered throughout the Southeast, the smaller Mississippi delta cities, the Gulf Coast and the Atlantic states. Over 80 percent of its households are African-American. Ranked 61st in median household income, their low cost of living and jobs in labor and service keep these families afloat.

- Poor (62)
- Age Groups: Under 18, 18-24, 25-34
- Predominantly Black

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## T3 - Working Towns

The four clusters in the T3 Social Group with thousands of remote exurbs and satellite towns, are found outside major metropolitan areas and second cities. T3 is considerably better off than the U3 and C3 Social Groups. The T3 clusters have lower education levels and incomes and work in blue-collar occupations. They own or rent single-family homes amid awesome scenery. They enjoy crafts and going to church. Otherwise, they are distinctly different.

### 52 Golden Ponds

#### *Retirement Town Seniors*

The scenic rustic towns and villages near coastal, mountain, valley and lake areas coast to coast are where the Cluster 52 neighborhoods are found. Golden Ponds seniors have retired here to live in cottages among their country neighbors. They are not as urban or affluent as other retirees.

- Lower Middle (38)
- Age Groups: 65+
- Predominantly White

## 53 Rural Industrial

### *Low Income, Blue-Collar Families*

Low-cost, non-union labor proliferates in Cluster 53, the most industrial cluster of the T3 group. Hundreds of blue-collar mill towns on America's back roads are home to Rural Industrial folks. This predominantly white cluster has an above-average index of Hispanic ancestry.

- Lower Middle (50)
- Age Groups: Under 18
- Predominantly White, High Hispanic

## 54 Norma Rea-Ville

### *Young Families, Bi-Racial Mill Towns*

Centered in the South, the Mississippi delta and in the Gulf Coast and Atlantic states, Cluster 54 is the blue-collar labor pool for the nations clothing and home furnishing industries. With grade school and high school educations, many families in this bi-racial cluster live below the poverty level.

- Poor (54)
- Age Groups: Under 18, 18-24, 25-34
- Predominantly Black

## 55 Mines and Mills

### *Older Families, Mine and Mill Towns*

As its name implies, Cluster 55 folks live in scenic splendor and work in America's mines and mills. Mines and Mills neighborhoods are in the Appalachians, across the Ozarks to Arizona, up the Missouri River to the Montana coal fields. The population is older, mostly single with few children.

- Poor (56)
- Age Groups: 65+
- Predominantly White

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## R2 - Heartlanders

The two clusters of the R2 Social Group describe the nation's agrarian heartland that is centered in the Great Plains, South Central, Mountains and Pacific regions, with a few pockets in the East. These clusters are comparatively self-sufficient with a low cost of living. They are large, multi-generation families living in low-density houses and mobile homes. They are a mix of fiercely independent Hispanics and Native Americans.

## 56 Agri-Business

### *Rural Farm Town and Ranch Families*

Famous for very large families with lots of kids, countless animals, apple pie and going fishing, Cluster 56 stretches from from Lake Michigan to the Pacific. Agri-Business occupations are farming, forestry, fishing, ranching, mining and other blue-collar employment. Most are high school graduates and have attended college.

- Middle (45)
- Age Groups: Under 18, 45-64
- Predominantly White

## 57 Grain Belt

### *Farm Owners and Tenants*

Centered in the Great Plains and South Central U.S. in America's bread basket, life is tied to the land and ruled by the weather. Mostly self-sufficient, family- and home-centered, these families are poor only in money.

- Lower Middle (57)
- Age Groups: Under 18, 55+
- Predominantly White, High Hispanic, Some Native American

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## R3 - Rustic Living

The five clusters of the R3 Social Group describe thousands of remote country towns, villages, hamlets and reservations scattered across the U.S. Because these five clusters have lower-middle incomes and a low cost of living, they are a promising market. These married couples and elders share mobile homes, kids and carpools. They work as craftsmen and laborers in agriculture, mining, transport and construction.

## 58 Blue Highways

### *Moderate Blue-Collar/Farm Families*

On most maps, the interstates are colored red and the older highways are blue. Cluster 58 follows these remote roads through the mountains and along the coasts, deserts and lake shores. Blue Highways families are young with lots of children. They hunt and fish, attend tractor pulls, and love country music and camping.

- Lower Middle (47)

- Age Groups: Under 18
- Predominantly White, High Native American

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## 59 Rustic Elders

### *Low-Income, Older Rural Couples*

Cluster 59 is the third oldest cluster in the U.S. with the lowest incidence of children in Social Group R3. Rustic Elders are concentrated in the Great Plains and along the West Coast. Although the life is pure country, there is a surprisingly high index for health walks, golf, boating and volleyball.

- Lower Middle (48)
- Age Groups: 55-64, 65+
- Predominantly White

## 60 Back Country Folks

### *Remote Rural/town Families*

Centered in the Eastern uplands, Cluster 60 cuts a wide swath from the Pennsylvania Poconos to the Arkansas Ozarks. These are the most blue-collar neighborhoods in America. Centered in the Bible Belt, they enjoy Christian and country music.

- Lower Middle (53)
- Age Groups: 6-17, 55-64, 65+
- Predominantly White

## 61 Scrub Pines Flats

### *Older African-American Farm Families*

Cluster 61 is found mainly in the coastal flatlands of the Atlantic and Gulf states from the James to the Mississippi rivers. These humid, sleepy rural communities with their mix of African-Americans and whites exist in a timeless agrarian rhythm.

- Poor (35)
- Age Groups: Under 18, 18-24
- Predominantly Black

## 62 Hard Scrabble

### *Older Families in Poor Isolated Areas*

Scratching a living from hard soil describes those who live in our poorest rural areas. Reaching from Appalachia to the Colorado Rockies and from the Texas border to the Dakota badlands, life is hard for Cluster 62 folks. Mining occupations and chewing tobacco show the highest indices in Hard Scrabble.

- Poor (58)
- Age Groups: 6-17, 65+