PRIZM® Premier is the newest lifestyle segmentation system from Nielsen yielding rich and comprehensive consumer insights to help you reveal your customers’ preferences. PRIZM Premier’s 68 segments provide the “common language” for marketers in an increasingly diverse and complex American marketplace with enhanced insights addressing technology use and new measures of wealth. PRIZM Premier combines demographic, consumer behavior, and geographic data to help marketers understand, find, and activate upon their best customers and prospects.

Captured by catchy nicknames, images and behavioral snapshots, these segments are brought to life for marketers. PRIZM Premier segments are memorable and summarize complex consumer profiles in a way that is intuitive and easy to communicate.

**LIFESTAGE GROUPS**

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<th>Younger Years</th>
<th>Family Life</th>
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**DEMOGRAPHIC DESCRIPTION**

Lifestyle Description: Here’s a quick rundown on income, age and presence of kids for each segment. For example, Sidedoor Railers are in their late teens, away at college or rebounding back to mom and dad’s home.

- **ACCENTUED HEALTH**
  - **F4**
  - **F6**
  - **F8**
- **MATURE SINGLES**
  - **F5**
  - **F7**
  - **F9**
- **WITHOUT CHILDREN**
  - **F1**
  - **F3**
  - **F5**
- **AFFLUENT EMPTY NESTS**
  - **F2**
  - **F4**
  - **F6**

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Call 800-234-5973 or visit mybestsegments.com to learn more.

**PRIZM® Premier**

**Groups are based on age, socioeconomic rank, and the presence of children at home.**

**Groups are based on urbanization and socioeconomic rank. PRIZM Premier Lifestage and are grouped into 11 Lifestage Groups and 14 Social Groups.**

**PRIZM® Premier's 68 segments are numbered according to socioeconomic rank (which marketers can craft advertising messaging to reach consumers based on virtually any purchase and media behavior.**

**including leisure time preferences like shopping, dining, favorite magazines and TV shows. With these valuable insights from PRIZM Premier, data and is available on a wide network of leading survey, panel, marketing measurement and list databases in the U.S. In short, it is everywhere.**

**DEMOGRAPHIC DESCRIPTORS**

- INCOME (7)
- PRODUCING ASSETS (7)
- TENURE/HOME OWNERSHIP (5)
- AGE RANGE (4)
- INCOME

Highest, Above Average, Average, Below Average and Lowest

Mature, Older, Middle Age and Younger

35-50, Under 50, 50+ and 65+

**HOW CAN I REACH THEM?**

Accurate geographic information is essential for effective segment group creation, site selection, product distribution, media planning and more.

**WHERE CAN I FIND THEM?**

Once you have identified and defined your best segments, you can use PRIZM Premier to generate a thorough behavioral profile that points to your greatest efficiency and reach.

It reveals exactly what types of consumers are most likely to use your products or services, and allows you to group similar segments to realize the greatest efficiencies of campaigns.

**WHO ARE MY BEST CUSTOMERS?**

Suburban expansions and into surrounding business district, these areas often extend beyond city limits. Urban (U) Social Groups have population centers or malls that typically are influenced by the downtown central business district. As such, many Urban (U) Social Groups have population centers that are dependent on urban areas or segments live among higher densities and are more affluent than their rural counterparts. Although urban affluence than their small city neighborhoods.

**SOCIAL GROUPS**

- LANDED GENTRY
- MIDDLE AMERICA
- RUSTIC LIVING
- FAMILY THRIFTS
- SECOND CITY SOCIETY
- METROPOLITAN AREAS
- SURROUNDING THE NEIGHBORHOODS
- SUBURBAN
- SECOND CITY
- TOWN & RURAL

**PRIZM® Premier enables marketers to make a complete picture of their customers, allowing three major best questions.**

**WHAT ARE MY BEST CUSTOMERS?**

Marketers can ask their clients what types of consumers are most likely to use their products or services, and use customer group segment metrics to make the decision effectively.

**WHAT ARE MY BEST CUSTOMER'S BEST?**

Once the target consumer is identified, you can use PRIZM Premier to analyze different profiles and identify the best elements for your company's segment marketing campaigns.

**WHERE CAN I FIND THEM?**

PRIZM Premier provides accurate, up-to-date information on a wide network of leading survey, panel, marketing measurement and list databases in the U.S.