

PRIZM NE Household Distribution 2005

Prepared For: BANGASSER AND ASSOC. INC.
Project Code: 2385435-ZIP CODE 98070

Order #: 964217119
Site: 03

Area ZIP Codes (see appendix for geographies), Total

PRIZM NE Code	Name	Area		US Base		Index
		Households	Pct.	Households	Pct.	
01	Upper Crust	0	0.00%	1690937	1.52%	0.0
02	Blue Blood Estates	0	0.00%	1059462	0.95%	0.0
03	Movers and Shakers	0	0.00%	1806132	1.63%	0.0
04	Young Digerati	0	0.00%	1374520	1.24%	0.0
05	Country Squires	378	8.94%	2050786	1.85%	483.7
06	Winner's Circle	0	0.00%	1134965	1.02%	0.0
07	Money and Brains	0	0.00%	2265564	2.04%	0.0
08	Executive Suites	0	0.00%	1208293	1.09%	0.0
09	Big Fish, Small Pond	388	9.17%	2451435	2.21%	415.4
10	Second City Elite	0	0.00%	1313684	1.18%	0.0
11	God's Country	767	18.13%	1813435	1.63%	1,109.9
12	Brite Lites, Li'l City	0	0.00%	1658799	1.49%	0.0
13	Upward Bound	0	0.00%	1689622	1.52%	0.0
14	New Empty Nests	0	0.00%	1171877	1.06%	0.0
15	Pools and Patios	0	0.00%	1372404	1.24%	0.0
16	Bohemian Mix	0	0.00%	2018548	1.82%	0.0
17	Beltway Boomers	0	0.00%	1031647	0.93%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1687777	1.52%	0.0
19	Home Sweet Home	0	0.00%	1980255	1.78%	0.0
20	Fast-Track Families	0	0.00%	1631409	1.47%	0.0
21	Gray Power	0	0.00%	1174575	1.06%	0.0
22	Young Influentials	0	0.00%	1632610	1.47%	0.0
23	Greenbelt Sports	657	15.53%	1885142	1.70%	914.6
24	Up-and-Comers	0	0.00%	1357887	1.22%	0.0
25	Country Casuals	21	0.50%	1556190	1.40%	35.4
26	The Cosmopolitans	0	0.00%	1322764	1.19%	0.0
27	Middleburg Managers	0	0.00%	2069213	1.86%	0.0
28	Traditional Times	671	15.86%	3015905	2.72%	583.9
29	American Dreams	0	0.00%	2434986	2.19%	0.0
30	Suburban Sprawl	0	0.00%	1467153	1.32%	0.0
31	Urban Achievers	0	0.00%	1852355	1.67%	0.0
32	New Homesteaders	312	7.38%	2131717	1.92%	384.1
33	Big Sky Families	115	2.72%	1853806	1.67%	162.8
34	White Picket Fences	0	0.00%	1367601	1.23%	0.0
35	Boomtown Singles	0	0.00%	1347018	1.21%	0.0
36	Blue-Chip Blues	0	0.00%	1354490	1.22%	0.0
37	Mayberry-ville	0	0.00%	2549084	2.30%	0.0
38	Simple Pleasures	256	6.05%	2802944	2.53%	239.7
39	Domestic Duos	0	0.00%	1188359	1.07%	0.0
40	Close-In Couples	0	0.00%	1295133	1.17%	0.0
41	Sunset City Blues	0	0.00%	1892142	1.70%	0.0
42	Red, White and Blues	136	3.22%	1019727	0.92%	350.0
43	Heartlanders	108	2.55%	2208891	1.99%	128.3
44	New Beginnings	0	0.00%	1697047	1.53%	0.0



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45	Blue Highways	65	1.54%	1316921	1.19%	129.5
46	Old Glories	0	0.00%	1092340	0.98%	0.0
47	City Startups	0	0.00%	1605824	1.45%	0.0
48	Young and Rustic	62	1.47%	3393228	3.06%	47.9
49	American Classics	0	0.00%	1137884	1.03%	0.0
50	Kid Country, USA	63	1.49%	1424706	1.28%	116.0
51	Shotguns and Pickups	29	0.69%	1761715	1.59%	43.2
52	Suburban Pioneers	0	0.00%	1161514	1.05%	0.0
53	Mobility Blues	0	0.00%	1169434	1.05%	0.0
54	Multi-Culti Mosaic	0	0.00%	1907241	1.72%	0.0
55	Golden Ponds	68	1.61%	1945151	1.75%	91.7
56	Crossroads Villagers	15	0.35%	1960469	1.77%	20.1
57	Old Milltowns	74	1.75%	1590835	1.43%	122.1
58	Back Country Folks	11	0.26%	2626222	2.37%	11.0
59	Urban Elders	0	0.00%	1495328	1.35%	0.0
60	Park Bench Seniors	0	0.00%	1215994	1.10%	0.0
61	City Roots	0	0.00%	1321286	1.19%	0.0
62	Hometown Retired	0	0.00%	1262715	1.14%	0.0
63	Family Thrifts	0	0.00%	1868599	1.68%	0.0
64	Bedrock America	34	0.80%	2111567	1.90%	42.3
65	Big City Blues	0	0.00%	1318897	1.19%	0.0
66	Low-Rise Living	0	0.00%	1430578	1.29%	0.0
67	Unclassified	0	0.00%	0		
Total		4230	100.00%	111006738	100.00%	100.0

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.



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Appendix: Area Listing

Area Name:

Type: List - Area ZIP Codes

Reporting Detail: Aggregate

Reporting Level: Area ZIP Codes

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
98070	Vashon		

