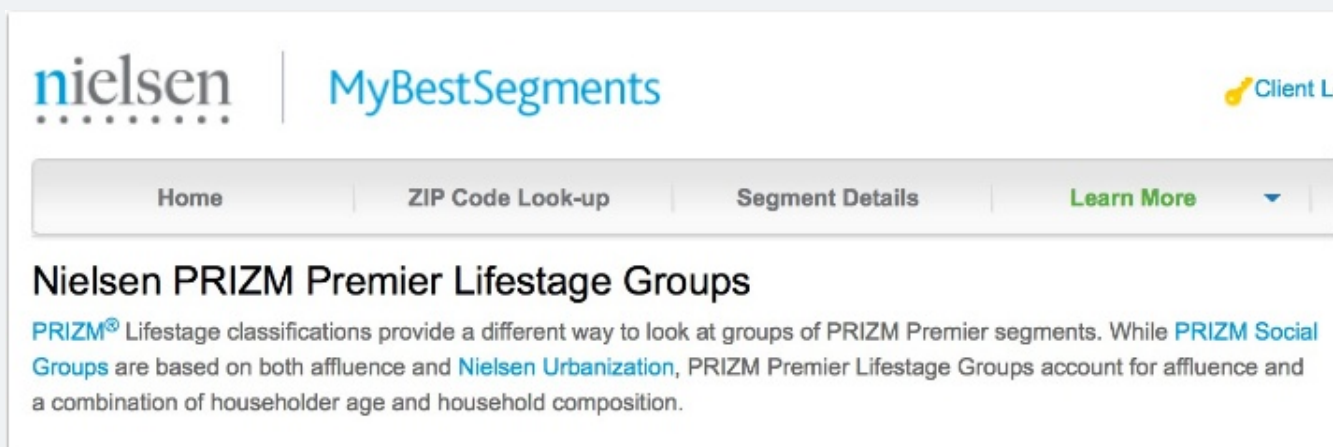


# Finding your people: a Nielsen Prizm Premier Tutorial

An Ashford University BUS 330 Production

## 1. Visit Nielsen's Prizm Premier lifestyle group page

<http://tinyurl.com/zsow7rt>



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## 2. Identify and click on the Prizm Premier income/ life stage “quadrant” that best describes you

For this example, we’ve selected Striving Singles



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## 3. Explore each of the segments within your Prizm Premier lifestage group

After clicking on your lifestyle group, you'll be brought to a page where you can explore each of the segments within. Click on each segment to learn more.



The screenshot shows the Nielsen PRIZM Premier Lifestage Group page for the '03 Y3 Striving Singles' segment. The page features a navigation bar with links: Home, ZIP Code Look-up, Segment Details, Learn More, Consumer Activation, and Contact Us. Below the navigation bar, the title 'Nielsen PRIZM Premier Lifestage Group' is displayed. The main heading is '03 Y3 Striving Singles'. A descriptive paragraph states: 'The seven segments in Striving Singles make up the most downscale of the Younger Years class. Found in both cities and rural settings, these households typically have low incomes--often under \$30,000 a year--from service jobs or part-time work they take on while going to college. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food, and inexpensive cars.' Below this, '2015 Statistics' are listed: 'US Households: 11,857,871' and 'Median Household Income: \$25,000'. A large illustration of a man sitting at a desk with a laptop and a coffee cup is shown. Below the statistics, a section titled 'Segments in the group are:' lists seven segments, each with an icon and a title: '55 Red, White & Blue', '59 New Melting Pot', '60 Small-Town Collegiates', '63 Low-Rise Living', '64 Family Thrifts', '65 Young & Rustic', and '66 New Beginnings'. Arrows point from the 'Segments in the group are:' text to each of the seven segment icons.






## 4. Identify the segment that best matches you.

Skim the summaries and snapshots that cover lifestyle, demographic and media traits (other tabs are reserved for paying clients). Seek to determine which segment is most like you. Note the characteristic(s) that drove your choice. If no segment is a good match, return to the lifestyle group page (step 2) and explore an adjacent group.

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For our example, we've chosen Small-Town Collegiates as we are a younger family starting out, we do like to occasionally horseback ride and do shop at True Value. Note that none of the segments will be a perfect match. Not everyone who is a Small-Town Collegiate reads baby magazines, but they are, on a whole, significantly more likely to do so than your average segment.

[Client Login](#)     

[Home](#) | [ZIP Code Look-up](#) | [Segment Details](#) | [Learn More](#) | [Consumer Activation](#) | [Contact Us](#)


## 2015 Nielsen PRIZM Premier Segmentation System

### 60 Small-Town Collegiates

#### Downscale Younger Family Mix

The residents of Small-Town Collegiates are **younger families and singles who are just starting out**. They are often students - full or part-time - focused on building a better life for themselves and their growing families.

**Social Group:** [14 Rustic Living](#)  
**Lifestage Group:** [03 Striving Singles](#)



[SnapShot](#) | [Neighborhood Demographics](#) | [Household Demographics](#) | [Lifestyles](#) | [Media](#) | [Premium](#)

#### 2015 Statistics

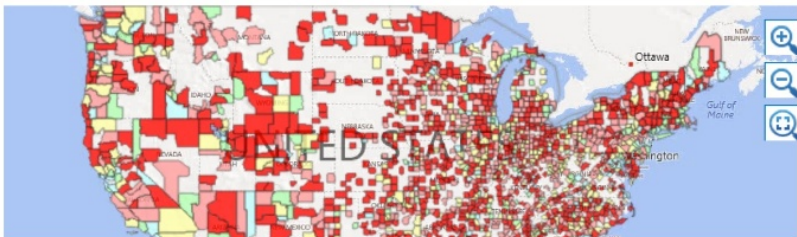
**US Households:** 1,154,577 (0.95%)  
**Median Household Income:** \$35,000

#### Lifestyle & Media Traits

- [Shop at True Value](#)
- [Go horseback riding](#)
- Read baby magazines
- Watch Women's Entertainment (WE)
- [Eat at Ben & Jerry's](#)

#### US by County

This map highlights each County where Small-Town Collegiates are found.

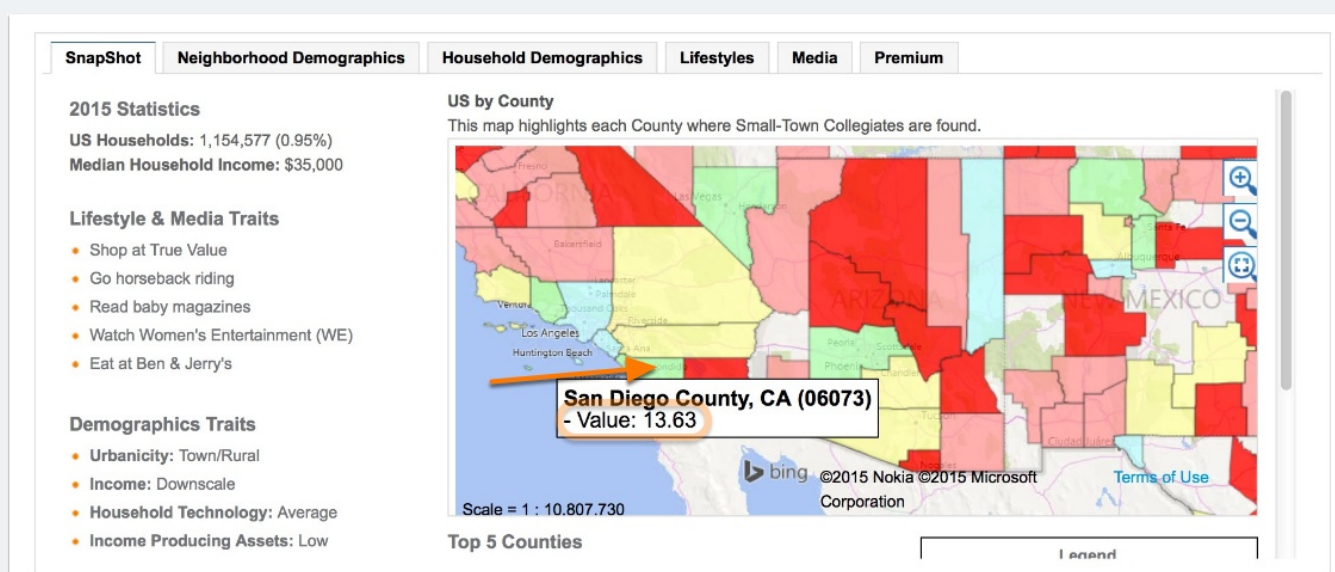




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## 5. Use the map on your chosen segment's page to find where you live

Use the zoom (+/- button) to locate the county where you live. In this example, we've chosen San Diego county.



## 6. Identify the value for your segment

A 100 value means that the % of the population represented by your segment in your county is equal to its national average. A value of 300 indicates your segment is three times more likely to be found in your county than on average. Similarly, a value of 50 mean your segment is only half as likely to be found in your county.

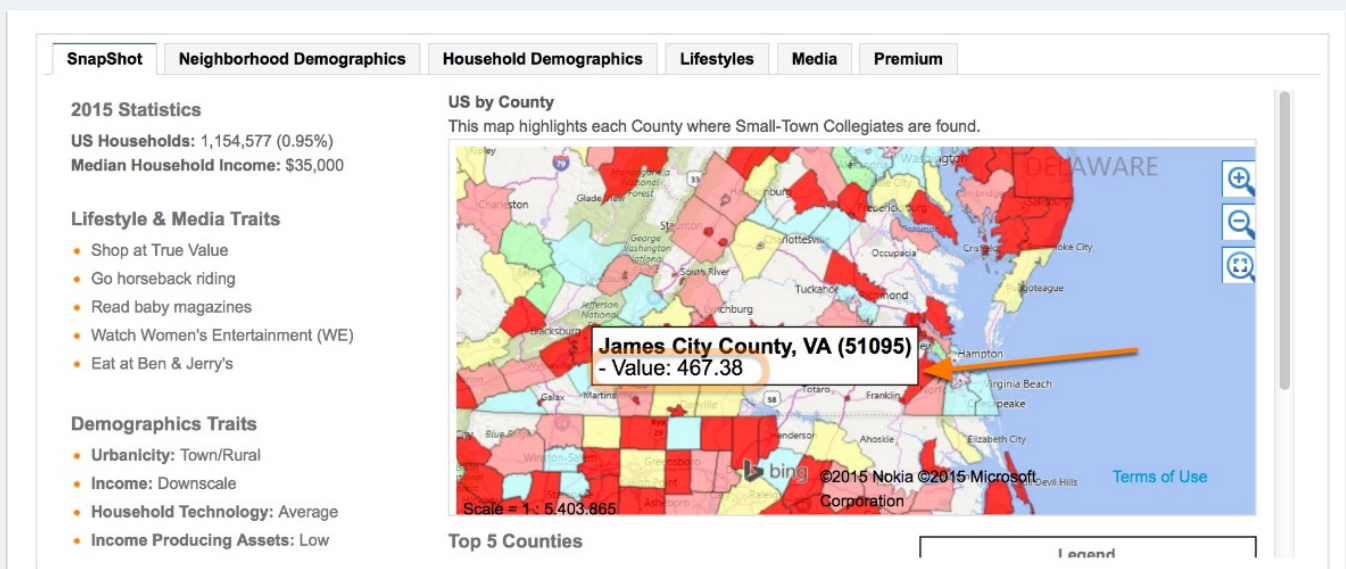
In our example, the value for Small-Town Collegiates in San Diego county is very low at 13.6. So if you were looking to bond with other Small Town Collegiates, San Diego County would not be the place to find them.

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## 7. Determine where you could find more of “your people”

Use the map to find a place where your segment is at least 3 times (index > 300) more likely than average to be found. Look for red colored counties. There's also a top 5 list on the page. But don't just grab the first county you see; find a place where you might actually envision living. See what town or other attraction is there that we might have heard of. Note your selected locale and its value.

In our example, we selected James City County in Virginia. It has a 468 value for Small Town Collegiates and is where you'll find colonial Williamsburg and the Loch Ness Monster roller coaster!



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## **8. Make sure you note your lifestyle group, your segment, your segment value and your high indexing potential new home and its segment value.**

As you'll need this for your discussion post. To review, in our example: Striving Singles, Small Town Collegiates, San Diego County (13.6), James City County (467).