

PRIZM NE Household Distribution 2006

Radius 1: 5737 S TRANSIT RD, LOCKPORT, NY, 0.00 - 5.00 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	159	0.85%	2152742	1.92%	44.5
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	334	1.79%	2539806	2.26%	79.3
10	Second City Elite	608	3.26%	1324339	1.18%	276.7
11	God's Country	131	0.70%	1735899	1.55%	45.5
12	Brite Lites, Li'l City	468	2.51%	1684994	1.50%	167.4
13	Upward Bound	656	3.52%	1793920	1.60%	220.4
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	0	0.00%	1828699	1.63%	0.0
19	Home Sweet Home	0	0.00%	2062147	1.84%	0.0
20	Fast-Track Families	561	3.01%	1950575	1.74%	173.4
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	413	2.22%	1612141	1.44%	154.4
24	Up-and-Comers	397	2.13%	1360611	1.21%	175.9
25	Country Casuals	481	2.58%	1807787	1.61%	160.4
26	The Cosmopolitans	0	0.00%	1317884	1.17%	0.0
27	Middleburg Managers	1147	6.16%	2079047	1.85%	332.5
28	Traditional Times	1003	5.38%	3189627	2.84%	189.5
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	745	4.00%	2254616	2.01%	199.2
33	Big Sky Families	216	1.16%	2014484	1.79%	64.6
34	White Picket Fences	577	3.10%	1403531	1.25%	247.8
35	Boomtown Singles	675	3.62%	1454363	1.30%	279.7
36	Blue-Chip Blues	0	0.00%	1400592	1.25%	0.0
37	Mayberry-ville	735	3.95%	2794581	2.49%	158.5
38	Simple Pleasures	310	1.66%	2584759	2.30%	72.3
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	1240	6.66%	1878703	1.67%	397.8
42	Red, White and Blues	585	3.14%	1473881	1.31%	239.2
43	Heartlanders	572	3.07%	2247835	2.00%	153.4



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Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	1	0.01%	1684207	1.50%	0.4
45	Blue Highways	38	0.20%	1644447	1.46%	13.9
46	Old Glories	0	0.00%	1084584	0.97%	0.0
47	City Startups	245	1.32%	1257189	1.12%	117.5
48	Young and Rustic	598	3.21%	2249481	2.00%	160.2
49	American Classics	0	0.00%	1130447	1.01%	0.0
50	Kid Country, USA	544	2.92%	1500755	1.34%	218.5
51	Shotguns and Pickups	27	0.14%	1805111	1.61%	9.0
52	Suburban Pioneers	0	0.00%	1163110	1.04%	0.0
53	Mobility Blues	750	4.03%	1314877	1.17%	343.8
54	Multi-Culti Mosaic	0	0.00%	1921080	1.71%	0.0
55	Golden Ponds	77	0.41%	1770346	1.58%	26.2
56	Crossroads Villagers	566	3.04%	2358347	2.10%	144.7
57	Old Milltowns	979	5.26%	1789513	1.59%	329.7
58	Back Country Folks	13	0.07%	2446399	2.18%	3.2
59	Urban Elders	0	0.00%	1476643	1.32%	0.0
60	Park Bench Seniors	748	4.02%	1197419	1.07%	376.5
61	City Roots	0	0.00%	1295631	1.15%	0.0
62	Hometown Retired	669	3.59%	1243011	1.11%	324.4
63	Family Thrifts	1063	5.71%	1896050	1.69%	337.9
64	Bedrock America	295	1.58%	2027896	1.81%	87.7
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		
Total		18626	100.00%	112267302	100.00%	100.0



PRIZM NE Household Distribution 2006

Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY, 0.00 - 7.00 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	0.00%	1807572	1.61%	0.3
04	Young Digerati	0	0.00%	1380251	1.23%	0.0
05	Country Squires	462	1.97%	2152742	1.92%	102.6
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	641	2.73%	2539806	2.26%	120.7
10	Second City Elite	608	2.59%	1324339	1.18%	219.5
11	God's Country	354	1.51%	1735899	1.55%	97.5
12	Brite Lites, Li'l City	468	1.99%	1684994	1.50%	132.8
13	Upward Bound	656	2.79%	1793920	1.60%	174.8
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	0	0.00%	1828699	1.63%	0.0
19	Home Sweet Home	0	0.00%	2062147	1.84%	0.0
20	Fast-Track Families	866	3.69%	1950575	1.74%	212.3
21	Gray Power	1	0.00%	1027524	0.92%	0.5
22	Young Influentials	3	0.01%	1638017	1.46%	0.9
23	Greenbelt Sports	865	3.68%	1612141	1.44%	256.5
24	Up-and-Comers	397	1.69%	1360611	1.21%	139.5
25	Country Casuals	812	3.46%	1807787	1.61%	214.8
26	The Cosmopolitans	0	0.00%	1317884	1.17%	0.0
27	Middleburg Managers	1147	4.89%	2079047	1.85%	263.8
28	Traditional Times	1830	7.79%	3189627	2.84%	274.3
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	872	3.71%	2254616	2.01%	184.9
33	Big Sky Families	827	3.52%	2014484	1.79%	196.3
34	White Picket Fences	577	2.46%	1403531	1.25%	196.6
35	Boomtown Singles	675	2.87%	1454363	1.30%	221.9
36	Blue-Chip Blues	0	0.00%	1400592	1.25%	0.0
37	Mayberry-ville	1174	5.00%	2794581	2.49%	200.9
38	Simple Pleasures	485	2.07%	2584759	2.30%	89.7
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	1240	5.28%	1878703	1.67%	315.6
42	Red, White and Blues	615	2.62%	1473881	1.31%	199.5
43	Heartlanders	782	3.33%	2247835	2.00%	166.3



PRIZM NE Household Distribution 2006

Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY, 0.00 - 7.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	3	0.01%	1684207	1.50%	0.9
45	Blue Highways	184	0.78%	1644447	1.46%	53.5
46	Old Glories	0	0.00%	1084584	0.97%	0.0
47	City Startups	245	1.04%	1257189	1.12%	93.2
48	Young and Rustic	660	2.81%	2249481	2.00%	140.3
49	American Classics	0	0.00%	1130447	1.01%	0.0
50	Kid Country, USA	562	2.39%	1500755	1.34%	179.1
51	Shotguns and Pickups	153	0.65%	1805111	1.61%	40.5
52	Suburban Pioneers	0	0.00%	1163110	1.04%	0.0
53	Mobility Blues	750	3.19%	1314877	1.17%	272.7
54	Multi-Culti Mosaic	0	0.00%	1921080	1.71%	0.0
55	Golden Ponds	114	0.49%	1770346	1.58%	30.8
56	Crossroads Villagers	603	2.57%	2358347	2.10%	122.3
57	Old Milltowns	1011	4.31%	1789513	1.59%	270.1
58	Back Country Folks	48	0.20%	2446399	2.18%	9.4
59	Urban Elders	0	0.00%	1476643	1.32%	0.0
60	Park Bench Seniors	748	3.19%	1197419	1.07%	298.7
61	City Roots	0	0.00%	1295631	1.15%	0.0
62	Hometown Retired	669	2.85%	1243011	1.11%	257.3
63	Family Thrifts	1063	4.53%	1896050	1.69%	268.1
64	Bedrock America	308	1.31%	2027896	1.81%	72.6
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		
Total		23479	100.00%	112267302	100.00%	100.0



PRIZM NE Household Distribution 2006

Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY, 0.00 - 10.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	1449	3.04%	1699636	1.51%	201.0
02	Blue Blood Estates	873	1.83%	1094703	0.98%	188.0
03	Movers and Shakers	1233	2.59%	1807572	1.61%	160.8
04	Young Digerati	0	0.00%	1380251	1.23%	0.0
05	Country Squires	2121	4.45%	2152742	1.92%	232.3
06	Winner's Circle	817	1.72%	1239200	1.10%	155.4
07	Money and Brains	0	0.00%	2264072	2.02%	0.0
08	Executive Suites	428	0.90%	1021522	0.91%	98.8
09	Big Fish, Small Pond	1620	3.40%	2539806	2.26%	150.4
10	Second City Elite	608	1.28%	1324339	1.18%	108.2
11	God's Country	1083	2.27%	1735899	1.55%	147.1
12	Brite Lites, Li'l City	468	0.98%	1684994	1.50%	65.5
13	Upward Bound	656	1.38%	1793920	1.60%	86.2
14	New Empty Nests	458	0.96%	1179812	1.05%	91.5
15	Pools and Patios	755	1.59%	1470884	1.31%	121.0
16	Bohemian Mix	0	0.00%	2011883	1.79%	0.0
17	Beltway Boomers	451	0.95%	1079269	0.96%	98.5
18	Kids and Cul-de-Sacs	616	1.29%	1828699	1.63%	79.4
19	Home Sweet Home	456	0.96%	2062147	1.84%	52.1
20	Fast-Track Families	1501	3.15%	1950575	1.74%	181.4
21	Gray Power	750	1.57%	1027524	0.92%	172.1
22	Young Influentials	1092	2.29%	1638017	1.46%	157.2
23	Greenbelt Sports	1854	3.89%	1612141	1.44%	271.1
24	Up-and-Comers	397	0.83%	1360611	1.21%	68.8
25	Country Casuals	1441	3.03%	1807787	1.61%	187.9
26	The Cosmopolitans	0	0.00%	1317884	1.17%	0.0
27	Middleburg Managers	1149	2.41%	2079047	1.85%	130.3
28	Traditional Times	3776	7.93%	3189627	2.84%	279.1
29	American Dreams	0	0.00%	2447099	2.18%	0.0
30	Suburban Sprawl	484	1.02%	1473003	1.31%	77.5
31	Urban Achievers	0	0.00%	1704362	1.52%	0.0
32	New Homesteaders	1782	3.74%	2254616	2.01%	186.3
33	Big Sky Families	1576	3.31%	2014484	1.79%	184.4
34	White Picket Fences	577	1.21%	1403531	1.25%	96.9
35	Boomtown Singles	675	1.42%	1454363	1.30%	109.4
36	Blue-Chip Blues	363	0.76%	1400592	1.25%	61.1
37	Mayberry-ville	2205	4.63%	2794581	2.49%	186.0
38	Simple Pleasures	852	1.79%	2584759	2.30%	77.7
39	Domestic Duos	242	0.51%	1337428	1.19%	42.7
40	Close-In Couples	0	0.00%	1319983	1.18%	0.0
41	Sunset City Blues	1241	2.61%	1878703	1.67%	155.7
42	Red, White and Blues	826	1.73%	1473881	1.31%	132.1
43	Heartlanders	1403	2.95%	2247835	2.00%	147.1



PRIZM NE Household Distribution 2006

Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY, 0.00 - 10.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	284	0.60%	1684207	1.50%	39.8
45	Blue Highways	483	1.01%	1644447	1.46%	69.2
46	Old Glories	438	0.92%	1084584	0.97%	95.2
47	City Startups	245	0.51%	1257189	1.12%	45.9
48	Young and Rustic	757	1.59%	2249481	2.00%	79.3
49	American Classics	114	0.24%	1130447	1.01%	23.8
50	Kid Country, USA	832	1.75%	1500755	1.34%	130.7
51	Shotguns and Pickups	310	0.65%	1805111	1.61%	40.5
52	Suburban Pioneers	132	0.28%	1163110	1.04%	26.8
53	Mobility Blues	750	1.57%	1314877	1.17%	134.5
54	Multi-Culti Mosaic	0	0.00%	1921080	1.71%	0.0
55	Golden Ponds	206	0.43%	1770346	1.58%	27.4
56	Crossroads Villagers	733	1.54%	2358347	2.10%	73.3
57	Old Milltowns	1097	2.30%	1789513	1.59%	144.5
58	Back Country Folks	128	0.27%	2446399	2.18%	12.3
59	Urban Elders	0	0.00%	1476643	1.32%	0.0
60	Park Bench Seniors	748	1.57%	1197419	1.07%	147.3
61	City Roots	0	0.00%	1295631	1.15%	0.0
62	Hometown Retired	669	1.40%	1243011	1.11%	126.9
63	Family Thrifts	1063	2.23%	1896050	1.69%	132.2
64	Bedrock America	352	0.74%	2027896	1.81%	40.9
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		
Total		47619	100.00%	112267302	100.00%	100.0

PRIZM NE Clusters and 2006 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 2006

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

5737 S TRANSIT RD Latitude/Longitude 43.147200 -78.696700
Radius 0.00 - 5.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

5737 S TRANSIT RD Latitude/Longitude 43.147200 -78.696700
Radius 0.00 - 7.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

5737 S TRANSIT RD Latitude/Longitude 43.147200 -78.696700
Radius 0.00 - 10.00

Project Information:

Site: 3

Order Number: 965694971

