



## The Political PRIZM

Using its PRIZM lifestyle segmentation system, Nielsen Claritas analyzed 2008 Presidential Campaign contributions to Sen. John McCain and Sen. Barack Obama based on data obtained from the Federal Elections Commission website ([fec.gov](http://fec.gov)) website, which includes all individual donations over \$200 through August 1, 2008. PRIZM classifies the U.S. population into 66 segments based on various socio-economic data, such as income, age, occupation, education and household composition, as well as lifestyle attributes. For descriptions of the top ten contributing segments see the Addendum, and for descriptions of all 66 PRIZM segments visit [www.mybestsegments.com](http://www.mybestsegments.com).

### Top 10 PRIZM Donor Segment for 2008 Presidential Race

The analysis found that just as it was during the 2007 presidential primary season when Nielsen Claritas last looked at campaign contributions through PRIZM data, the same 10 segments (shown below) continue to predominate in terms of political donations. These 10 segments make up 16% of the U.S. population, but account for nearly 60% of political donations.

“Households in these top 10 donor segments are the financial engines for political campaigns, because they are over four times more likely to contribute than the average household,” said Mike Mancini, Vice President of Data Product Management for Nielsen Claritas, The Nielsen Company’s marketing information provider that pioneered the segmentation system.

Top 10 Segments By Dollars Donated							
Segment No.	Segment Name	Segment Pop	% Pop	# of Donations	% Donations	Donation Dollars	% Donation Dollars
4	Young Digerati	1,374,532	1.20	54,977	10.07%	\$ 39,873,550	11.55%
1	Upper Crust	1,742,531	1.52	52,392	9.60%	\$ 39,825,852	11.53%
7	Money & Brains	2,276,044	1.98	42,115	7.71%	\$ 29,265,838	8.48%
9	Big Fish, Small Pond	2,650,000	2.31	30,074	5.51%	\$ 19,558,712	5.66%
16	Bohemian Mix	2,020,210	1.76	31,016	5.68%	\$ 19,276,725	5.58%
3	Movers & Shakers	1,829,996	1.60	22,912	4.20%	\$ 15,548,815	4.50%
31	Urban Achievers	1,707,456	1.49	18,348	3.36%	\$ 11,275,048	3.27%
2	Blue Blood Estates	1,120,513	0.98	14,529	2.66%	\$ 10,390,544	3.01%
5	Country Squires	2,228,864	1.94	15,778	2.89%	\$ 9,822,474	2.84%
10	Second City Elite	1,334,738	1.16	11,879	2.18%	\$ 7,368,921	2.13%
<b>Total</b>		<b>18,284,884</b>	<b>15.94%</b>	<b>294,020</b>	<b>53.85%</b>	<b>\$ 202,206,479</b>	<b>58.56%</b>

## How the Candidates Fare Among Top 10 PRIZM Segments

The analysis showed that Sen. Obama leads both in donations and donation dollars among the top 10 segments, and in all but three segments by double digits. Those segments where Sen. McCain's numbers are inside 10 percent of Sen. Obama's fall under the percentage of donations column and include: *Big Fish, Small Pond* at 7.7 percent, *Country Squires* at 8 percent and *Second City Elite* at 8.8 percent.

Segment No.	Segment Name	McCain		Obama	
		% Donations	% Donation Dollars	% Donations	% Donation Dollars
4	Young Digerati	17.14%	22.98%	82.86%	77.02%
1	Upper Crust	34.13%	41.41%	65.87%	58.59%
7	Money & Brains	18.83%	25.02%	81.17%	74.98%
9	Big Fish, Small Pond	38.36%	46.03%	61.64%	53.97%
16	Bohemian Mix	14.92%	20.48%	85.08%	79.52%
3	Movers & Shakers	35.50%	44.33%	64.50%	55.67%
31	Urban Achievers	17.92%	25.53%	82.08%	74.47%
2	Blue Blood Estates	37.02%	43.15%	62.98%	56.85%
5	Country Squires	38.24%	46.20%	61.76%	53.80%
10	Second City Elite	37.93%	46.66%	62.07%	53.34%

## The Rest of America

Of the remaining 56 PRIZM segments, Sen. McCain leads in only 12 as far as donations, but is ahead in 27 segments based on donation dollars, meaning his contributors have higher donation averages than Sen. Obama's contributors.

In looking at donation share by segment, Sen. Obama does very well with less affluent, Urban segments such as *City Roots*, *Urban Elders* and *Big City Blues*. Sen. McCain does very well with less affluent rural segments such as *Kid Country USA*, *Bedrock America* and *Shotguns & Pickups*.

## Upper Midscale Class Donors

In this social class, Sen. Obama leads handily in both the total number of donations and the donation dollar amount. His strongest Upper Midscale supporters come from urban segments such as *Bohemian Mix*, *The Cosmopolitans* and *American Dreams*.

As for Sen. McCain's key Upper Midscale supporters, they are *New Homesteaders*, *Big Sky Families* and *Mayberry-Ville*.

Interestingly, Sen. McCain's top segments here tend to be younger, while Sen. Obama's are either middle-aged or older.

Segment No.	Segment Name	Age Descriptor	Total		McCain		Obama	
			Donations	Donation Amount	% Donations	% Donation Dollars	% Donations	% Donation Dollars
33	<b>Big Sky Families</b>	Younger	1,875	\$ 1,039,274	50.88%	60.77%	49.12%	39.23%
32	<b>New Homesteaders</b>	Younger	3,108	\$ 1,645,561	49.20%	60.11%	50.80%	39.89%
37	<b>Mayberry-ville</b>	Younger	3,011	\$ 1,518,597	49.35%	57.75%	50.65%	42.25%
17	Beltway Boomers	Older	3,530	\$ 1,993,051	44.11%	53.39%	55.89%	46.61%
34	White Picket Fences	Younger	2,225	\$ 1,126,856	41.44%	49.82%	58.56%	50.18%
18	Kids & Cul-de-sacs	Younger	4,346	\$ 2,351,311	39.48%	49.63%	60.52%	50.37%
27	Middleburg Managers	Older	8,661	\$ 4,965,794	40.20%	48.27%	59.80%	51.73%
19	Home Sweet Home	Middle Age	7,063	\$ 3,704,253	36.87%	46.79%	63.13%	53.21%
28	Traditional Times	Older	11,729	\$ 6,323,886	40.56%	46.48%	59.44%	53.52%
14	New Empty Nests	Mature	9,500	\$ 5,576,088	37.53%	45.64%	62.47%	54.36%
15	Pools & Patios	Older	9,250	\$ 5,713,524	36.75%	45.01%	63.25%	54.99%
23	Greenbelt Sports	Middle Age	5,778	\$ 3,045,346	35.81%	42.98%	64.19%	57.02%
24	Up-and-Comers	Younger	5,675	\$ 3,141,287	34.24%	42.74%	65.76%	57.26%
08	Executive Suites	Middle Age	11,191	\$ 6,535,764	31.45%	38.91%	68.55%	61.09%
29	<b>American Dreams</b>	Middle Age	9,020	\$ 4,951,260	27.41%	37.22%	72.59%	62.78%
26	<b>The Cosmopolitans</b>	Older	7,112	\$ 4,249,433	25.22%	31.42%	74.78%	68.58%
16	<b>Bohemian Mix</b>	Middle Age	31,016	\$ 19,276,725	14.92%	20.48%	85.08%	79.52%
<b>Total</b>	<b>Upper Middle Class</b>		134,090	\$ 77,158,010	31.62%	38.62%	68.38%	61.38%

### Midscale Class Donors

Among the Midscale segments, the race for donation dollars is a virtually a dead heat with Sen. McCain at 51 percent and Sen. Obama at 49 percent. In fact, all the segments but *Gray Power*, where Sen. McCain was up by double digits, is separated by just a few percentages points. However, in looking at the percentage of donations column Sen. Obama is ahead by a margin of 60 percent to 40 percent, which follows the national trend where Sen. Obama receives the lion's share of the number of donations and Sen. McCain tends to receive the larger donation dollar amount.

Further, all five of these segments come from suburban areas and can play a vital role in key battleground states such as Virginia, North Carolina and Florida, which have large swaths of suburbs.

Segment No.	Segment Name	Age Descriptor	Total		McCain		Obama	
			Donations	Donation Amount	% Donations	% Donation Dollars	% Donations	% Donation Dollars
21	<b>Gray Power</b>	Mature	6,056	\$ 3,733,967	45.21%	56.61%	54.79%	43.39%
22	Young Influentials	Younger	8,992	\$ 5,222,012	36.78%	46.89%	63.22%	53.11%
30	Suburban Sprawl	Older	3,068	\$ 1,648,847	39.90%	52.00%	60.10%	48.00%
36	Blue-Chip Blues	Younger	2,114	\$ 1,076,362	38.27%	48.54%	61.73%	51.46%
39	Domestic Duos	Mature	2,018	\$ 1,053,136	40.34%	49.46%	59.66%	50.54%
<b>Total</b>	<b>Midscale</b>		22,248	\$ 12,734,324	39.97%	50.75%	60.03%	49.25%

### Lower-Midscale Class Donors

Among the lower-midscale segments, Sen. Obama is well ahead with 67 percent of donations and 58 percent of donation dollars compared to Sen. McCain with 33 percent of donations and 42 percent of donation dollars.

Sen. Obama's support among lower-midscale segments is pronounced with *Urban Achievers*, *Close-In Couples* and *Big City Blues*, all urban segments.

Conversely, Sen. McCain's support comes from the more rural and exurban segments like *Red, White & Blues*, *Kid Country USA* and *Shotguns & Pickups*.

Segment No.	Segment Name	Total		McCain		Obama	
		Count	Value	% Donations	% Donation Dollars	% Donations	% Donation Dollars
31	<b>Urban Achievers</b>	18,348	\$11,275,048	17.92%	25.53%	82.08%	74.47%
35	Boomtown Singles	6,150	\$3,613,091	34.18%	44.93%	65.82%	55.07%
38	Simple Pleasures	5,450	\$2,654,590	47.69%	53.74%	52.31%	46.26%
40	<b>Close-In Couples</b>	3,323	\$1,863,535	28.38%	39.20%	71.62%	60.80%
41	Sunset City Blues	3,194	\$1,810,855	51.57%	62.15%	48.43%	37.85%
42	<b>Red, White &amp; Blues</b>	1,775	\$928,022	56.28%	64.60%	43.72%	35.40%
43	Heartlanders	2,793	\$1,406,988	48.66%	57.72%	51.34%	42.28%
45	Blue Highways	1,172	\$628,707	48.81%	54.59%	51.19%	45.41%
48	Young & Rustic	5,071	\$2,554,973	40.76%	48.75%	59.24%	51.25%
50	<b>Kid Country, USA</b>	1,624	\$911,922	62.81%	74.36%	37.19%	25.64%
51	<b>Shotguns &amp; Pickups</b>	967	\$567,386	62.87%	71.88%	37.13%	28.12%
54	Multi-Culti Mosaic	3,475	\$2,019,159	29.84%	42.37%	70.16%	57.63%
63	Family Thrifts	2,523	\$1,570,186	46.61%	58.21%	53.39%	41.79%
65	<b>Big City Blues</b>	4,898	\$2,956,945	19.03%	27.70%	80.97%	72.30%
<b>Total</b>	<b>Lower Mid-Scale</b>	60,763	\$34,761,407	33.49%	41.60%	66.51%	58.40%

## Addendum

### Descriptions of Top 10 Voter Segments:

*Young Digerati* – Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars--from juice to coffee to microbrew.

*Upper Crust* – The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

*Money & Brains* – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.

*Big Fish, Small Pond* – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.

*Bohemian Mix* – A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

*Movers & Shakers* – Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often without children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.

*Urban Achievers* – Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

*Blue Blood Estates* – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

*Country Squires* – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.

*Second City Elite* – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance.