

Trade Area: 9710 Scranton Rd - 1 mi.

Households: 247

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,201,998	1.72	1	0.41	24
02	Plugged-In Families	2,575,166	2.01	1	0.41	20
03	Tech Nests	1,966,526	1.53	0	0.00	0
04	Connected Country	1,996,730	1.56	0	0.00	0
05	You & I Tunes	2,449,416	1.91	83	33.60	1,760
06	High-Tech Society	1,825,773	1.42	1	0.41	28
07	Generation WiFi	2,376,479	1.85	0	0.00	0
08	Calling Circles	1,738,580	1.35	16	6.48	478
09	Dish Country	1,696,097	1.32	0	0.00	0
10	Smart Gamers	1,714,928	1.34	0	0.00	0
11	WiFi Warriors	2,162,138	1.69	49	19.84	1,177
12	Satellites & Silos	2,853,744	2.22	0	0.00	0
13	Cyber Sophisticates	2,321,364	1.81	42	17.00	940
14	The Pragmatics	2,162,888	1.69	22	8.91	528
15	Bundled Burbs	1,519,268	1.18	0	0.00	0
16	Kids & Keyboards	2,549,558	1.99	0	0.00	0
17	Time Shifters	1,962,255	1.53	3	1.22	79
18	New Technorati	2,734,782	2.13	14	5.67	266
19	Gadgets Galore	1,691,782	1.32	0	0.00	0
20	Cinemaniacs	2,477,379	1.93	0	0.00	0
21	Multimedia Families	1,850,899	1.44	0	0.00	0
22	Analoggers	2,601,501	2.03	2	0.81	40
23	Cyber Strivers	1,526,618	1.19	0	0.00	0
24	Internet Hinterlands	2,355,743	1.84	0	0.00	0
25	Low-Speed Boomers	2,690,415	2.10	0	0.00	0
26	Rural Transmissions	2,665,240	2.08	0	0.00	0
27	Video Vistas	1,568,235	1.22	0	0.00	0
28	Big City, Small Tech	1,786,172	1.39	0	0.00	0
29	IMNation	2,298,053	1.79	0	0.00	0
30	Techs and the City	3,220,475	2.51	0	0.00	0
31	Plug & Play	2,505,154	1.95	13	5.26	270
32	Family Dishes	3,740,016	2.92	0	0.00	0
33	Digital Dreamers	3,698,166	2.88	0	0.00	0
34	Gearing Up	2,055,941	1.60	0	0.00	0
35	Broadband Boulevards	2,553,677	1.99	0	0.00	0
36	Opting Out	2,284,531	1.78	0	0.00	0
37	Techtown Lites	1,898,165	1.48	0	0.00	0
38	New Kids on the Grid	1,651,937	1.29	0	0.00	0
39	Video Homebodies	1,757,115	1.37	0	0.00	0
40	Low-Tech Country	1,784,317	1.39	0	0.00	0
41	Antenna Land	4,531,634	3.53	0	0.00	0
42	Tech Skeptics	2,766,969	2.16	0	0.00	0
43	Bucolic Basics	2,827,008	2.20	0	0.00	0
44	Leisurely Adopters	2,633,043	2.05	0	0.00	0
45	Landline Living	1,776,596	1.39	0	0.00	0
46	Old-Time Media	2,885,201	2.25	0	0.00	0
47	Discounts & Deals	1,520,056	1.19	0	0.00	0
48	Dial-Up Duos	2,994,725	2.33	0	0.00	0
49	Satellite Seniors	1,588,515	1.24	0	0.00	0
50	Early-Bird TV	2,847,206	2.22	0	0.00	0
51	Tech-Free Frontier	3,671,759	2.86	0	0.00	0
52	The Unconnected	4,688,550	3.65	0	0.00	0
53	Last to Adopt	4,097,672	3.19	0	0.00	0
	Total	128,298,155	100.00	247	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,075

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,201,998	1.72	1,780	5.38	314
02	Plugged-In Families	2,575,166	2.01	1,177	3.56	177
03	Tech Nests	1,966,526	1.53	47	0.14	9
04	Connected Country	1,996,730	1.56	0	0.00	0
05	You & I Tunes	2,449,416	1.91	3,143	9.50	498
06	High-Tech Society	1,825,773	1.42	1,734	5.24	368
07	Generation WiFi	2,376,479	1.85	5,806	17.55	948
08	Calling Circles	1,738,580	1.35	2,099	6.35	468
09	Dish Country	1,696,097	1.32	0	0.00	0
10	Smart Gamers	1,714,928	1.34	504	1.52	114
11	WiFi Warriors	2,162,138	1.69	1,651	4.99	296
12	Satellites & Silos	2,853,744	2.22	0	0.00	0
13	Cyber Sophisticates	2,321,364	1.81	1,575	4.76	263
14	The Pragmatics	1,162,888	1.69	1,178	3.56	211
15	Bundled Burbs	1,519,268	1.18	113	0.34	29
16	Kids & Keyboards	2,549,568	1.99	140	0.42	21
17	Time Shifters	1,962,255	1.53	1,250	3.78	247
18	New Technorati	2,734,782	2.13	1,184	3.58	168
19	Gadgets Galore	1,691,782	1.32	338	1.02	77
20	Cinemaniacs	2,477,379	1.93	384	1.16	60
21	Multimedia Families	1,850,899	1.44	66	0.20	14
22	Analoggers	2,601,501	2.03	1,186	3.59	177
23	Cyber Strivers	1,526,618	1.19	41	0.12	10
24	Internet Hinterlands	2,355,743	1.84	0	0.00	0
25	Low-Speed Boomers	2,690,415	2.10	568	1.72	82
26	Rural Transmissions	2,665,240	2.08	0	0.00	0
27	Video Vistas	1,568,235	1.22	6	0.02	1
28	Big City, Small Tech	1,786,172	1.39	12	0.04	3
29	IM Nation	2,298,053	1.79	100	0.30	17
30	Techs and the City	3,220,475	2.51	2,738	8.28	330
31	Plug & Play	2,505,154	1.95	557	1.68	86
32	Family Dishes	3,740,016	2.92	0	0.00	0
33	Digital Dreamers	3,698,166	2.88	389	1.18	41
34	Gearing Up	2,055,941	1.60	710	2.15	134
35	Broadband Boulevards	2,553,677	1.99	455	1.38	69
36	Opting Out	2,284,531	1.78	203	0.61	34
37	Techtown Lites	1,898,165	1.48	12	0.04	2
38	New Kids on the Grid	1,651,937	1.29	190	0.57	45
39	Video Homebodies	1,757,115	1.37	0	0.00	0
40	Low-Tech Country	1,784,317	1.39	0	0.00	0
41	Antenna Land	4,531,634	3.53	302	0.91	26
42	Tech Skeptics	2,766,969	2.16	338	1.02	47
43	Bucolic Basics	2,827,008	2.20	0	0.00	0
44	Leisurely Adopters	2,633,043	2.05	65	0.20	10
45	Landline Living	1,776,596	1.39	0	0.00	0
46	Old-Time Media	2,885,201	2.25	641	1.94	86
47	Discounts & Deals	1,520,056	1.19	13	0.04	3
48	Dial-Up Duos	2,994,725	2.33	132	0.40	17
49	Satellite Seniors	1,588,515	1.24	0	0.00	0
50	Early-Bird TV	2,847,206	2.22	92	0.28	13
51	Tech-Free Frontier	3,671,759	2.86	0	0.00	0
52	The Unconnected	4,688,550	3.65	153	0.46	13
53	Last to Adopt	4,097,672	3.19	3	0.01	0
	Total	128,298,155	100.00	33,075	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,075



Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,185

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,201,998	1.72	4,309	5.00	291
02	Plugged-In Families	2,575,166	2.01	5,132	5.96	297
03	Tech Nests	1,966,526	1.53	453	0.53	34
04	Connected Country	1,996,730	1.56	0	0.00	0
05	You & I Tunes	2,449,416	1.91	4,056	4.71	247
06	High-Tech Society	1,825,773	1.42	4,736	5.50	386
07	Generation WiFi	2,376,479	1.85	6,436	7.47	403
08	Calling Circles	1,738,580	1.35	6,507	7.55	557
09	Dish Country	1,696,097	1.32	0	0.00	0
10	Smart Gamers	1,714,928	1.34	2,398	2.78	208
11	WiFi Warriors	2,162,138	1.69	4,092	4.75	282
12	Satellites & Silos	2,853,744	2.22	0	0.00	0
13	Cyber Sophisticates	2,321,364	1.81	3,779	4.38	242
14	The Pragmatics	2,162,888	1.69	3,082	3.58	212
15	Bundled Burbs	1,519,268	1.18	1,618	1.88	159
16	Kids & Keyboards	2,549,558	1.99	884	1.03	52
17	Time Shifters	1,962,255	1.53	2,244	2.60	170
18	New Technorati	2,734,782	2.13	3,394	3.94	185
19	Gadgets Galore	1,691,782	1.32	2,147	2.49	189
20	Cinemaniacs	2,477,379	1.93	2,375	2.76	143
21	Multimedia Families	1,850,899	1.44	393	0.46	32
22	Analoggers	2,601,501	2.03	6,466	7.50	370
23	Cyber Strivers	1,526,618	1.19	388	0.45	38
24	Internet Hinterlands	2,355,743	1.84	0	0.00	0
25	Low-Speed Boomers	2,690,415	2.10	2,472	2.87	137
26	Rural Transmissions	2,665,240	2.08	0	0.00	0
27	Video Vistas	1,568,235	1.22	19	0.02	2
28	Big City, Small Tech	1,786,172	1.39	155	0.18	13
29	IM Nation	2,298,053	1.79	467	0.54	30
30	Techs and the City	3,220,475	2.51	3,957	4.59	183
31	Plug & Play	2,505,154	1.95	1,870	2.17	111
32	Family Dishes	3,740,016	2.92	0	0.00	0
33	Digital Dreamers	3,698,166	2.88	1,456	1.69	59
34	Gearing Up	2,055,941	1.60	875	1.01	63
35	Broadband Boulevards	2,563,677	1.99	2,881	3.34	168
36	Opting Out	2,284,531	1.78	336	0.39	22
37	Techtown Lites	1,898,165	1.48	59	0.07	5
38	New Kids on the Grid	1,651,937	1.29	323	0.38	29
39	Video Homebodies	1,757,115	1.37	136	0.16	12
40	Low-Tech Country	1,784,317	1.39	0	0.00	0
41	Antenna Land	4,531,634	3.53	847	0.98	28
42	Tech Skeptics	2,766,969	2.16	1,485	1.72	80
43	Bucolic Basics	2,827,008	2.20	0	0.00	0
44	Leisurely Adopters	2,633,043	2.05	255	0.30	14
45	Landline Living	1,776,596	1.39	0	0.00	0
46	Old-Time Media	2,885,201	2.25	1,797	2.08	93
47	Discounts & Deals	1,520,056	1.19	83	0.10	8
48	Dial-Up Duos	2,994,725	2.33	820	0.95	41
49	Satellite Seniors	1,588,515	1.24	0	0.00	0
50	Early-Bird TV	2,847,206	2.22	437	0.51	23
51	Tech-Free Frontier	3,671,759	2.86	0	0.00	0
52	The Unconnected	4,688,550	3.65	545	0.63	17
53	Last to Adopt	4,097,672	3.19	21	0.02	1
	Total	128,298,155	100.00	86,185	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,185



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Report Details

Name: ConneXions® Household Segment Distribution 2023
Date / Time: 1/6/2023 11:24:14 AM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi.		N/A
9710 Scranton Rd - 3 mi.		N/A
9710 Scranton Rd - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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Segmentation System

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