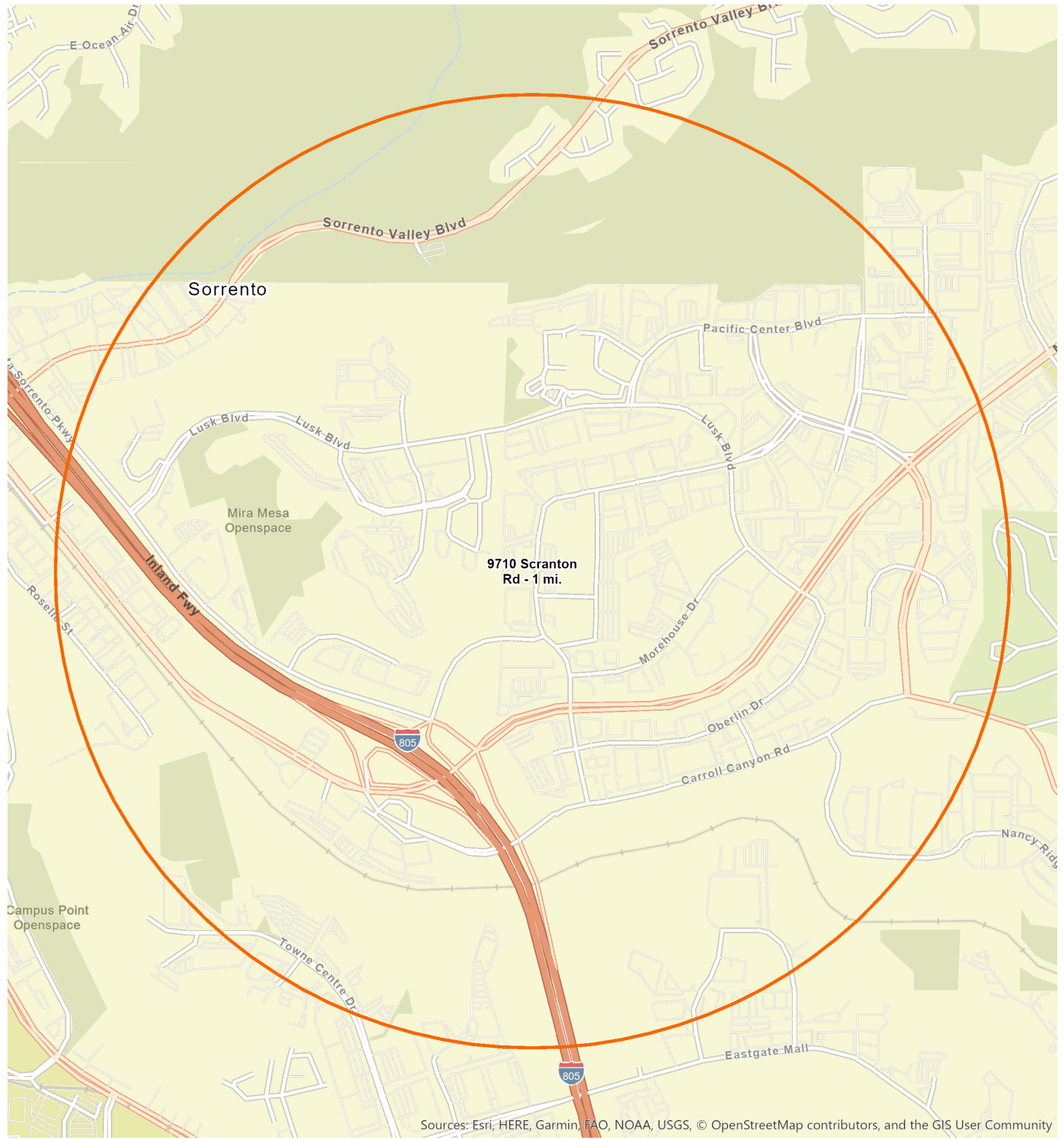


Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,308,422	1.02	1	0.41	40
02	Networked Neighbors	1,257,212	0.98	35	14.17	1,446
03	Movers & Shakers	1,781,923	1.39	19	7.69	554
04	Young Digerati	1,840,730	1.44	0	0.00	0
05	Country Squires	3,087,345	2.41	0	0.00	0
06	Winner's Circle	1,751,235	1.36	191	77.33	5,665
07	Money & Brains	1,763,757	1.38	0	0.00	0
08	Gray Power	1,453,413	1.13	0	0.00	0
09	Big Fish, Small Pond	2,146,019	1.67	0	0.00	0
10	Executive Suites	1,655,529	1.29	0	0.00	0
11	Fast-Track Families	2,396,113	1.87	0	0.00	0
12	Cruisin' to Retirement	3,038,474	2.37	1	0.41	17
13	Upward Bound	1,361,125	1.06	0	0.00	0
14	Kids & Cul-de-Sacs	1,738,760	1.35	0	0.00	0
15	New Homesteaders	1,375,585	1.07	0	0.00	0
16	Beltway Boomers	1,421,317	1.11	0	0.00	0
17	Urban Elders	1,459,801	1.14	0	0.00	0
18	Ivyberry-ville	2,088,670	1.63	0	0.00	0
19	American Dreams	1,414,855	1.10	0	0.00	0
20	Empty Nests	1,998,847	1.56	0	0.00	0
21	The Cosmopolitans	1,403,387	1.09	0	0.00	0
22	Middleburg Managers	3,103,413	2.42	0	0.00	0
23	Township Travelers	1,458,129	1.14	0	0.00	0
24	Pickup Patriarchs	1,342,578	1.05	0	0.00	0
25	Up-and-Comers	1,917,834	1.50	0	0.00	0
26	Home Sweet Home	1,638,833	1.28	0	0.00	0
27	Big Sky Families	3,173,782	2.47	0	0.00	0
28	Country Casuals	2,357,163	1.84	0	0.00	0
29	White Picket Fences	2,086,899	1.63	0	0.00	0
30	Pools & Patios	1,837,029	1.43	0	0.00	0
31	Connected Bohemians	1,961,809	1.53	0	0.00	0
32	Traditional Times	1,846,473	1.44	0	0.00	0
33	Second City Startups	1,259,722	0.98	0	0.00	0
34	Young & Influential	1,197,068	0.93	0	0.00	0
35	Urban Achievers	1,637,835	1.28	0	0.00	0
36	Toolbelt Traditionalists	3,094,706	2.41	0	0.00	0
37	Bright Lights, Li'l City	1,774,506	1.38	0	0.00	0
38	Hometown Retired	1,832,078	1.43	0	0.00	0
39	Kid Country, USA	1,507,016	1.18	0	0.00	0
40	Aspiring A-Listers	1,413,091	1.10	0	0.00	0
41	Domestic Duos	1,218,485	0.95	0	0.00	0
42	Multi-Culti Mosaic	2,105,234	1.64	0	0.00	0
43	City Roots	1,452,505	1.13	0	0.00	0
44	Country Strong	4,187,375	3.26	0	0.00	0
45	Urban Modern Mx	2,627,155	2.05	0	0.00	0
46	Heartlanders	1,616,742	1.26	0	0.00	0
47	Striving Selfies	1,863,759	1.45	0	0.00	0
48	Generation Web	2,200,708	1.72	0	0.00	0
49	American Classics	2,137,339	1.67	0	0.00	0
50	Metro Grads	1,828,234	1.43	0	0.00	0
51	Campers & Camo	2,438,224	1.90	0	0.00	0
52	Simple Pleasures	1,640,558	1.28	0	0.00	0
53	Lo-Tech Singles	1,795,545	1.40	0	0.00	0
54	Struggling Singles	1,681,301	1.31	0	0.00	0
55	Red, White & Blue	1,804,293	1.41	0	0.00	0
56	Multi-Culti Families	1,473,125	1.15	0	0.00	0
57	Back Country Folks	3,280,552	2.56	0	0.00	0
58	Golden Ponds	2,536,741	1.98	0	0.00	0
59	New Melting Pot	1,858,226	1.45	0	0.00	0
60	Small-Town Collegiates	1,324,053	1.03	0	0.00	0
61	Second City Generations	1,377,792	1.07	0	0.00	0
62	Crossroad Villagers	1,394,221	1.09	0	0.00	0
63	Low-Rise Living	2,636,788	2.06	0	0.00	0
64	Family Thrifts	1,206,104	0.94	0	0.00	0
65	Young & Rustic	2,633,544	2.05	0	0.00	0
66	New Beginnings	1,292,189	1.01	0	0.00	0
67	Park Bench Seniors	1,189,648	0.93	0	0.00	0
68	Bedrock America	1,315,232	1.02	0	0.00	0
	Total	128,298,155	100.00	247	100.00	100



PRIZM® Premier | Household Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,077

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,308,422	1.02	861	2.60	255
02	Networked Neighbors	1,257,212	0.98	2,316	7.00	715
03	Movers & Shakers	1,781,923	1.39	3,880	11.73	845
04	Young Digerati	1,840,730	1.44	0	0.00	0
05	Country Squires	3,087,345	2.41	76	0.23	10
06	Winner's Circle	1,751,235	1.36	4,511	13.64	999
07	Money & Brains	1,763,757	1.38	0	0.00	0
08	Gray Power	1,453,413	1.13	324	0.98	86
09	Big Fish, Small Pond	2,146,019	1.67	148	0.45	27
10	Executive Suites	1,655,529	1.29	60	0.18	14
11	Fast-Track Families	2,396,113	1.87	0	0.00	0
12	Cruisin' to Retirement	3,038,474	2.37	1,301	3.93	166
13	Upward Bound	1,361,125	1.06	7,239	21.89	2,063
14	Kids & Cul-de-Sacs	1,738,760	1.35	149	0.45	33
15	New Homesteaders	1,375,585	1.07	0	0.00	0
16	Beltway Boomers	1,421,317	1.11	88	0.27	24
17	Urban Elders	1,459,801	1.14	0	0.00	0
18	Mayberry-ville	2,088,670	1.63	0	0.00	0
19	American Dreams	1,414,855	1.10	0	0.00	0
20	Empty Nests	1,998,847	1.56	707	2.14	137
21	The Cosmopolitans	1,403,387	1.09	0	0.00	0
22	Middleburg Managers	3,103,413	2.42	947	2.86	118
23	Township Travelers	1,458,129	1.14	0	0.00	0
24	Pickup Patriarchs	1,342,578	1.05	0	0.00	0
25	Up-and-Comers	1,917,834	1.50	2,111	6.38	427
26	Home Sweet Home	1,638,833	1.28	0	0.00	0
27	Big Sky Families	3,173,782	2.47	0	0.00	0
28	Country Casuals	2,357,163	1.84	0	0.00	0
29	White Picket Fences	2,086,899	1.63	0	0.00	0
30	Pools & Patios	1,837,029	1.43	0	0.00	0
31	Connected Bohemians	1,961,809	1.53	0	0.00	0
32	Traditional Times	1,846,473	1.44	16	0.05	3
33	Second City Startups	1,259,722	0.98	19	0.06	6
34	Young & Influential	1,197,068	0.93	3,997	12.08	1,295
35	Urban Achievers	1,637,835	1.28	0	0.00	0
36	Toolbelt Traditionalists	3,094,706	2.41	93	0.28	12
37	Bright Lights, Li'l City	1,774,506	1.38	70	0.21	15
38	Hometown Retired	1,832,078	1.43	0	0.00	0
39	Kid Country, USA	1,507,016	1.18	0	0.00	0
40	Aspiring A-Listers	1,413,091	1.10	0	0.00	0
41	Domestic Duos	1,218,485	0.95	7	0.02	2
42	Multi-Culti Mosaic	2,105,234	1.64	0	0.00	0
43	City Roots	1,452,505	1.13	0	0.00	0
44	Country Strong	4,187,375	3.26	0	0.00	0
45	Urban Modern Mx	2,627,155	2.05	0	0.00	0
46	Heartlanders	1,616,742	1.26	0	0.00	0
47	Striving Selfies	1,863,759	1.45	2,945	8.90	613
48	Generation Web	2,200,708	1.72	392	1.19	69
49	American Classics	2,137,339	1.67	311	0.94	56
50	Metro Grads	1,828,234	1.43	82	0.25	17
51	Campers & Camo	2,438,224	1.90	0	0.00	0
52	Simple Pleasures	1,640,558	1.28	0	0.00	0
53	Lo-Tech Singles	1,795,545	1.40	0	0.00	0
54	Struggling Singles	1,681,301	1.31	0	0.00	0
55	Red, White & Blue	1,804,293	1.41	0	0.00	0
56	Multi-Culti Families	1,473,125	1.15	0	0.00	0
57	Back Country Folks	3,280,552	2.56	0	0.00	0
58	Golden Ponds	2,536,741	1.98	0	0.00	0
59	New Melting Pot	1,858,226	1.45	133	0.40	28
60	Small-Town Collegiates	1,324,053	1.03	0	0.00	0
61	Second City Generations	1,377,792	1.07	2	0.01	1
62	Crossroad Villagers	1,394,221	1.09	0	0.00	0
63	Low-Rise Living	2,636,788	2.06	0	0.00	0
64	Family Thrifts	1,206,104	0.94	0	0.00	0
65	Young & Rustic	2,633,544	2.05	0	0.00	0
66	New Beginnings	1,292,189	1.01	279	0.84	84
67	Park Bench Seniors	1,189,648	0.93	13	0.04	4
68	Bedrock America	1,315,232	1.02	0	0.00	0
	Total	128,298,155	100.00	33,077	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,077



PRIZM® Premier | Household Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,186

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,308,422	1.02	6,007	6.97	683
02	Networked Neighbors	1,257,212	0.98	5,359	6.22	635
03	Movers & Shakers	1,781,923	1.39	12,159	14.11	1,016
04	Young Digerati	1,840,730	1.44	0	0.00	0
05	Country Squires	3,087,345	2.41	77	0.09	4
06	Winner's Circle	1,751,235	1.36	12,484	14.48	1,061
07	Money & Brains	1,763,757	1.38	0	0.00	0
08	Gray Power	1,453,413	1.13	2,754	3.19	282
09	Big Fish, Small Pond	2,146,019	1.67	149	0.17	10
10	Executive Suites	1,655,529	1.29	428	0.50	38
11	Fast-Track Families	2,396,113	1.87	0	0.00	0
12	Cruisin' to Retirement	3,038,474	2.37	5,676	6.59	278
13	Upward Bound	1,361,125	1.06	12,879	14.94	1,409
14	Kids & Cul-de-Sacs	1,738,760	1.35	1,269	1.47	109
15	New Homesteaders	1,375,585	1.07	0	0.00	0
16	Beltway Boomers	1,421,317	1.11	847	0.98	89
17	Urban Elders	1,459,801	1.14	0	0.00	0
18	Mayberry-ville	2,088,670	1.63	0	0.00	0
19	American Dreams	1,414,855	1.10	0	0.00	0
20	Empty Nests	1,998,847	1.56	1,400	1.62	104
21	The Cosmopolitans	1,403,387	1.09	0	0.00	0
22	Middleburg Managers	3,103,413	2.42	5,084	5.90	244
23	Township Travelers	1,458,129	1.14	0	0.00	0
24	Pickup Patriarchs	1,342,578	1.05	0	0.00	0
25	Up-and-Comers	1,917,834	1.50	4,060	4.71	315
26	Home Sweet Home	1,638,833	1.28	18	0.02	2
27	Big Sky Families	3,173,782	2.47	0	0.00	0
28	Country Casuals	2,357,163	1.84	0	0.00	0
29	White Picket Fences	2,086,899	1.63	0	0.00	0
30	Pools & Patios	1,837,029	1.43	20	0.02	2
31	Connected Bohemians	1,961,809	1.53	0	0.00	0
32	Traditional Times	1,846,473	1.44	16	0.02	1
33	Second City Startups	1,259,722	0.98	279	0.32	33
34	Young & Influential	1,197,068	0.93	5,781	6.71	719
35	Urban Achievers	1,637,835	1.28	0	0.00	0
36	Toolbelt Traditionalists	3,094,706	2.41	986	1.14	47
37	Bright Lights, Li'l City	1,774,506	1.38	522	0.61	44
38	Hometown Retired	1,832,078	1.43	0	0.00	0
39	Kid Country, USA	1,507,016	1.18	0	0.00	0
40	Aspiring A-Listers	1,413,091	1.10	0	0.00	0
41	Domestic Duos	1,218,485	0.95	120	0.14	15
42	Multi-Culti Mosaic	2,105,234	1.64	0	0.00	0
43	City Roots	1,452,505	1.13	0	0.00	0
44	Country Strong	4,187,375	3.26	0	0.00	0
45	Urban Modern Mx	2,627,155	2.05	0	0.00	0
46	Heartlanders	1,616,742	1.26	0	0.00	0
47	Striving Selfies	1,863,759	1.45	3,792	4.40	303
48	Generation Web	2,200,708	1.72	567	0.66	38
49	American Classics	2,137,339	1.67	1,158	1.34	81
50	Metro Grads	1,828,234	1.43	210	0.24	17
51	Campers & Camo	2,438,224	1.90	0	0.00	0
52	Simple Pleasures	1,640,558	1.28	0	0.00	0
53	Lo-Tech Singles	1,795,545	1.40	35	0.04	3
54	Struggling Singles	1,681,301	1.31	146	0.17	13
55	Red, White & Blue	1,804,293	1.41	0	0.00	0
56	Multi-Culti Families	1,473,125	1.15	0	0.00	0
57	Back Country Folks	3,280,552	2.56	0	0.00	0
58	Golden Ponds	2,536,741	1.98	0	0.00	0
59	New Melting Pot	1,858,226	1.45	833	0.97	67
60	Small-Town Collegiates	1,324,053	1.03	0	0.00	0
61	Second City Generations	1,377,792	1.07	90	0.10	10
62	Crossroad Villagers	1,394,221	1.09	0	0.00	0
63	Low-Rise Living	2,636,788	2.06	0	0.00	0
64	Family Thrifts	1,206,104	0.94	0	0.00	0
65	Young & Rustic	2,633,544	2.05	0	0.00	0
66	New Beginnings	1,292,189	1.01	898	1.04	103
67	Park Bench Seniors	1,189,648	0.93	83	0.10	10
68	Bedrock America	1,315,232	1.02	0	0.00	0
	Total	128,298,155	100.00	86,186	100.00	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Household Segment Distribution 2023
Date / Time: 1/6/2023 11:23:17 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

Product	Provider	Copyright
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Segmentation System

Product	Provider	Copyright
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