

Trade Area: 9710 Scranton Rd - 1 mi.

Households: 248

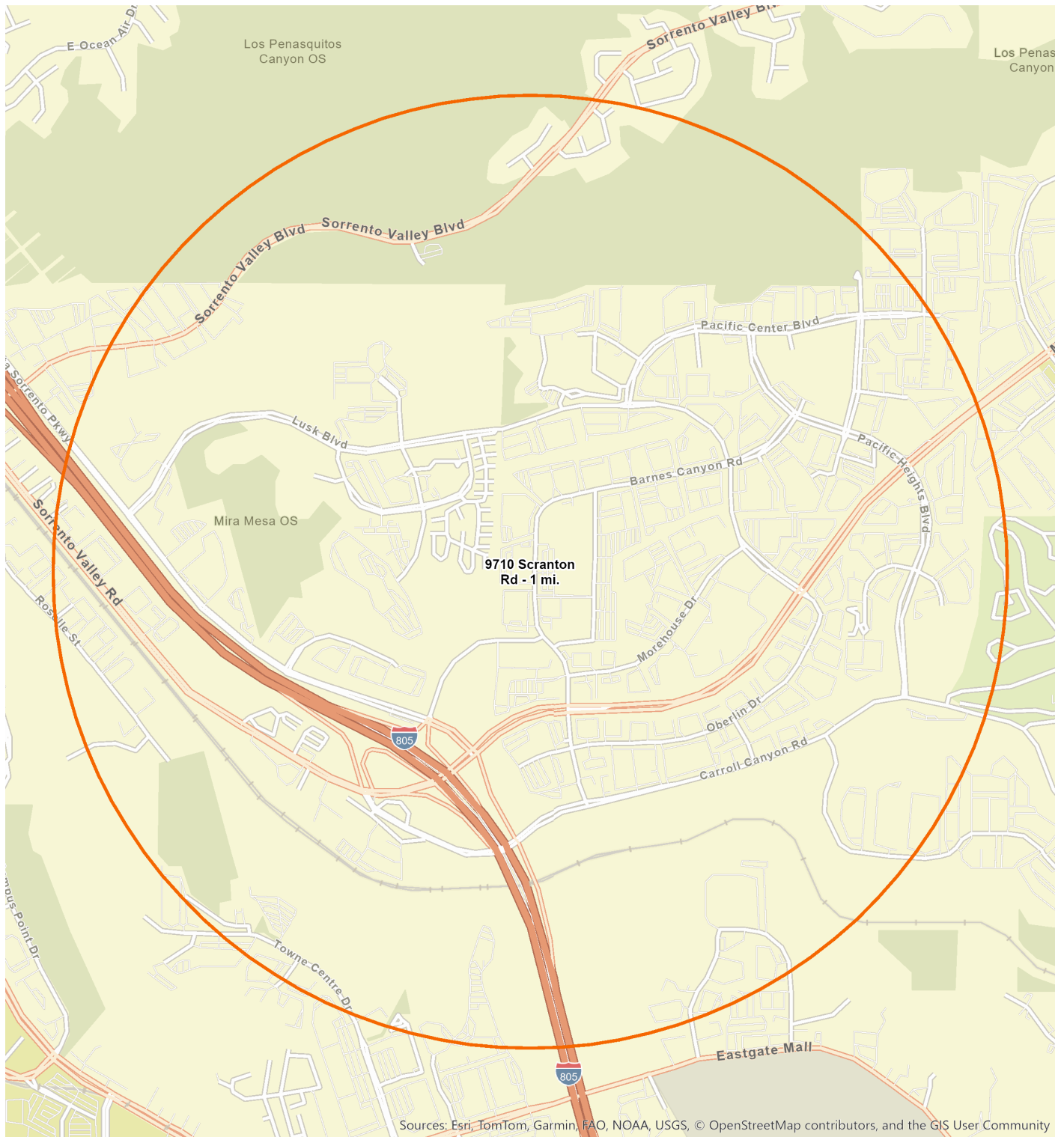
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,212,599	1.71	2	0.81	47
F1	02	Plugged-In Families	2,589,549	2.01	1	0.40	20
F1	03	Tech Nests	1,975,515	1.53	0	0.00	0
F1	04	Connected Country	2,016,809	1.56	0	0.00	0
F1	06	High-Tech Society	1,834,840	1.42	0	0.00	0
Young & Wireless							
Y1	05	You & I Tunes	2,462,958	1.91	82	33.06	1,733
Y1	07	Generation WiFi	2,387,429	1.85	0	0.00	0
Y1	12	Satellites & Silos	2,885,851	2.24	0	0.00	0
Y1	14	The Pragmatics	2,172,253	1.68	21	8.47	503
Y1	17	Time Shifters	1,969,579	1.53	0	0.00	0
Suburban Spenders							
F2	08	Calling Circles	1,747,538	1.35	17	6.86	506
F2	09	Dish Country	1,712,878	1.33	0	0.00	0
F2	10	Smart Gamers	1,723,896	1.34	4	1.61	121
F2	15	Bundled Burbs	1,525,380	1.18	0	0.00	0
F2	16	Kids & Keyboards	2,560,602	1.98	0	0.00	0
Wireless White-Collars							
M1	11	WiFi Warriors	2,172,342	1.68	34	13.71	815
M1	13	Cyber Sophisticates	2,332,601	1.81	55	22.18	1,227
Emerging Techies							
Y2	18	New Technorati	2,747,915	2.13	18	7.26	341
Y2	29	IM Nation	2,301,205	1.78	5	2.02	113
Y2	30	Techs and the City	3,242,664	2.51	0	0.00	0
Y2	31	Plug & Play	2,518,007	1.95	7	2.82	145
Y2	33	Digital Dreamers	3,715,299	2.88	0	0.00	0
Y2	34	Gearing Up	2,056,624	1.59	0	0.00	0
Frugal Folks							
F3	19	Gadgets Galore	1,699,507	1.32	0	0.00	0
F3	21	Multimedia Families	1,860,350	1.44	0	0.00	0
F3	23	Cyber Strivers	1,533,059	1.19	0	0.00	0
F3	27	Video Vistas	1,575,456	1.22	0	0.00	0
F3	28	Big City, Small Tech	1,796,609	1.39	0	0.00	0
F3	32	Family Dishes	3,780,975	2.93	0	0.00	0
F3	39	Video Homebodies	1,766,159	1.37	0	0.00	0
Mature Mid-Techs							
M2	20	Cinemaniacs	2,488,285	1.93	0	0.00	0
M2	22	Analoggers	2,613,920	2.02	2	0.81	40
M2	24	Internet Hinterlands	2,379,491	1.84	0	0.00	0
M2	25	Low-Speed Boomers	2,703,841	2.10	0	0.00	0
M2	26	Rural Transmissions	2,694,721	2.09	0	0.00	0
M2	35	Broadband Boulevards	2,562,559	1.99	0	0.00	0
M2	36	Opting Out	2,295,699	1.78	0	0.00	0
Young Startups							
Y3	37	Techtown Lites	1,904,940	1.48	0	0.00	0
Y3	38	New Kids on the Grid	1,665,719	1.29	0	0.00	0
Y3	40	Low-Tech Country	1,804,382	1.40	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,564,528	3.54	0	0.00	0
M3	42	Tech Skeptics	2,779,884	2.15	0	0.00	0
M3	43	Bucolic Basics	2,861,136	2.22	0	0.00	0
M3	44	Leisurely Adopters	2,651,416	2.05	0	0.00	0
M3	45	Landline Living	1,785,738	1.38	0	0.00	0
M3	46	Old-Time Media	2,898,641	2.25	0	0.00	0
M3	47	Discounts & Deals	1,527,638	1.18	0	0.00	0
M3	48	Dial-Up Duos	3,001,003	2.33	0	0.00	0
M3	49	Satellite Seniors	1,607,449	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,860,789	2.22	0	0.00	0
M4	51	Tech-Free Frontier	3,715,094	2.88	0	0.00	0
M4	52	The Unconnected	4,713,921	3.65	0	0.00	0
M4	53	Last to Adopt	4,121,800	3.19	0	0.00	0
Total			129,079,042	100.00	248	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 1 mi.

Households: 248



Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,096

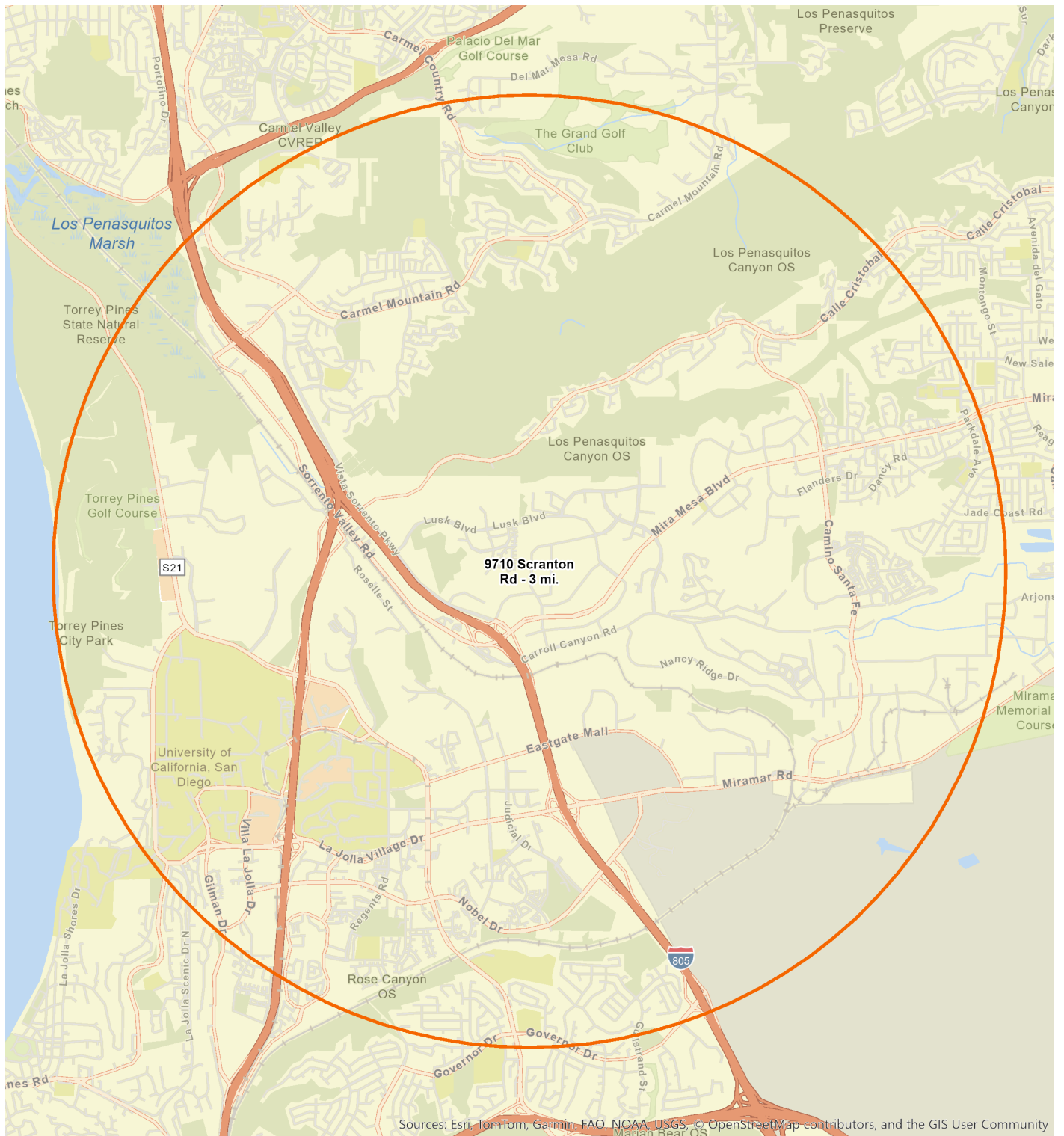
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,212,599	1.71	1,933	5.84	341
F1	02	Plugged-In Families	2,589,549	2.01	949	2.87	143
F1	03	Tech Nests	1,975,515	1.53	38	0.12	8
F1	04	Connected Country	2,016,809	1.56	0	0.00	0
F1	06	High-Tech Society	1,834,840	1.42	1,759	5.32	374
Young & Wireless							
Y1	05	You & I Tunes	2,462,958	1.91	3,637	10.99	576
Y1	07	Generation WiFi	2,387,429	1.85	4,578	13.83	748
Y1	12	Satellites & Silos	2,885,851	2.24	0	0.00	0
Y1	14	The Pragmatics	2,172,253	1.68	1,271	3.84	228
Y1	17	Time Shifters	1,969,579	1.53	1,185	3.58	235
Suburban Spenders							
F2	08	Calling Circles	1,747,538	1.35	2,287	6.91	510
F2	09	Dish Country	1,712,878	1.33	0	0.00	0
F2	10	Smart Gamers	1,723,896	1.34	512	1.55	116
F2	15	Bundled Burbs	1,525,380	1.18	155	0.47	40
F2	16	Kids & Keyboards	2,560,602	1.98	97	0.29	15
Wireless White-Collars							
M1	11	WiFi Warriors	2,172,342	1.68	1,413	4.27	254
M1	13	Cyber Sophisticates	2,332,601	1.81	1,580	4.77	264
Emerging Techies							
Y2	18	New Technorati	2,747,915	2.13	1,371	4.14	195
Y2	29	IM Nation	2,301,205	1.78	132	0.40	22
Y2	30	Techs and the City	3,242,664	2.51	3,148	9.51	379
Y2	31	Plug & Play	2,518,007	1.95	709	2.14	110
Y2	33	Digital Dreamers	3,715,299	2.88	466	1.41	49
Y2	34	Gearing Up	2,056,624	1.59	543	1.64	103
Frugal Folks							
F3	19	Gadgets Galore	1,699,507	1.32	377	1.14	87
F3	21	Multimedia Families	1,860,350	1.44	95	0.29	20
F3	23	Cyber Strivers	1,533,059	1.19	99	0.30	25
F3	27	Video Vistas	1,575,456	1.22	6	0.02	1
F3	28	Big City, Small Tech	1,796,609	1.39	106	0.32	23
F3	32	Family Dishes	3,780,975	2.93	0	0.00	0
F3	39	Video Homebodies	1,766,159	1.37	45	0.14	10
Mature Mid-Techs							
M2	20	Cinemaniacs	2,488,285	1.93	385	1.16	60
M2	22	Analoggers	2,613,920	2.02	1,173	3.54	175
M2	24	Internet Hinterlands	2,379,491	1.84	0	0.00	0
M2	25	Low-Speed Boomers	2,703,841	2.10	423	1.28	61
M2	26	Rural Transmissions	2,694,721	2.09	0	0.00	0
M2	35	Broadband Boulevards	2,562,559	1.99	409	1.24	62
M2	36	Opting Out	2,295,699	1.78	239	0.72	41
Young Startups							
Y3	37	Techtown Lites	1,904,940	1.48	12	0.04	2
Y3	38	New Kids on the Grid	1,665,719	1.29	286	0.86	67
Y3	40	Low-Tech Country	1,804,382	1.40	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,564,528	3.54	369	1.11	32
M3	42	Tech Skeptics	2,779,884	2.15	587	1.77	82
M3	43	Bucolic Basics	2,861,136	2.22	0	0.00	0
M3	44	Leisurely Adopters	2,651,416	2.05	166	0.50	24
M3	45	Landline Living	1,785,738	1.38	0	0.00	0
M3	46	Old-Time Media	2,898,641	2.25	100	0.30	13
M3	47	Discounts & Deals	1,527,638	1.18	4	0.01	1
M3	48	Dial-Up Duos	3,001,003	2.33	221	0.67	29
M3	49	Satellite Seniors	1,607,449	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,860,789	2.22	57	0.17	8
M4	51	Tech-Free Frontier	3,715,094	2.88	0	0.00	0
M4	52	The Unconnected	4,713,921	3.65	163	0.49	13
M4	53	Last to Adopt	4,121,800	3.19	11	0.03	1
Total			129,079,042	100.00	33,096	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,096



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community
Marian Bear OS

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ConneXions® | Lifestage Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,265

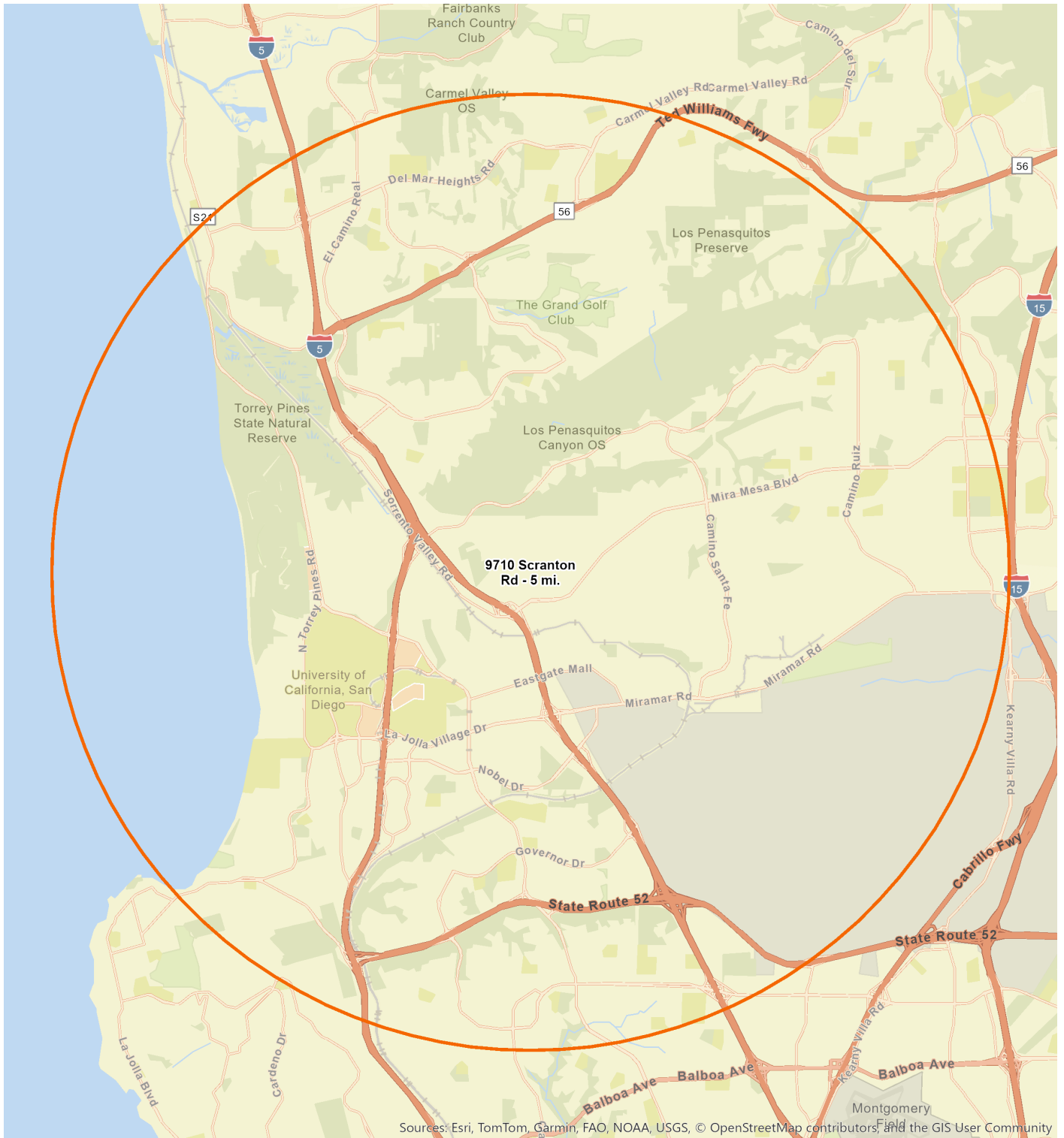
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,212,599	1.71	4,532	5.25	306
F1	02	Plugged-In Families	2,589,549	2.01	4,754	5.51	275
F1	03	Tech Nests	1,975,515	1.53	463	0.54	35
F1	04	Connected Country	2,016,809	1.56	0	0.00	0
F1	06	High-Tech Society	1,834,840	1.42	4,902	5.68	400
Young & Wireless							
Y1	05	You & I Tunes	2,462,958	1.91	4,692	5.44	285
Y1	07	Generation WiFi	2,387,429	1.85	5,065	5.87	317
Y1	12	Satellites & Silos	2,885,851	2.24	0	0.00	0
Y1	14	The Pragmatics	2,172,253	1.68	2,972	3.44	205
Y1	17	Time Shifters	1,969,579	1.53	2,010	2.33	153
Suburban Spenders							
F2	08	Calling Circles	1,747,538	1.35	6,752	7.83	578
F2	09	Dish Country	1,712,878	1.33	0	0.00	0
F2	10	Smart Gamers	1,723,896	1.34	2,458	2.85	213
F2	15	Bundled Burbs	1,525,380	1.18	1,654	1.92	162
F2	16	Kids & Keyboards	2,560,602	1.98	760	0.88	44
Wireless White-Collars							
M1	11	WiFi Warriors	2,172,342	1.68	3,838	4.45	264
M1	13	Cyber Sophisticates	2,332,601	1.81	3,893	4.51	250
Emerging Techies							
Y2	18	New Technorati	2,747,915	2.13	3,531	4.09	192
Y2	29	IM Nation	2,301,205	1.78	612	0.71	40
Y2	30	Techs and the City	3,242,664	2.51	4,050	4.70	187
Y2	31	Plug & Play	2,518,007	1.95	2,015	2.34	120
Y2	33	Digital Dreamers	3,715,299	2.88	1,551	1.80	62
Y2	34	Gearing Up	2,056,624	1.59	776	0.90	56
Frugal Folks							
F3	19	Gadgets Galore	1,699,507	1.32	2,320	2.69	204
F3	21	Multimedia Families	1,860,350	1.44	450	0.52	36
F3	23	Cyber Strivers	1,533,059	1.19	617	0.71	60
F3	27	Video Vistas	1,575,456	1.22	46	0.05	4
F3	28	Big City, Small Tech	1,796,609	1.39	310	0.36	26
F3	32	Family Dishes	3,780,975	2.93	0	0.00	0
F3	39	Video Homebodies	1,766,159	1.37	238	0.28	20
Mature Mid-Techs							
M2	20	Cinemaniacs	2,488,285	1.93	2,258	2.62	136
M2	22	Analoggers	2,613,920	2.02	6,761	7.84	387
M2	24	Internet Hinterlands	2,379,491	1.84	0	0.00	0
M2	25	Low-Speed Boomers	2,703,841	2.10	1,796	2.08	99
M2	26	Rural Transmissions	2,694,721	2.09	0	0.00	0
M2	35	Broadband Boulevards	2,562,559	1.99	2,769	3.21	162
M2	36	Opting Out	2,295,699	1.78	522	0.60	34
Young Startups							
Y3	37	Techtown Lites	1,904,940	1.48	65	0.07	5
Y3	38	New Kids on the Grid	1,665,719	1.29	466	0.54	42
Y3	40	Low-Tech Country	1,804,382	1.40	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,564,528	3.54	1,120	1.30	37
M3	42	Tech Skeptics	2,779,884	2.15	1,706	1.98	92
M3	43	Bucolic Basics	2,861,136	2.22	0	0.00	0
M3	44	Leisurely Adopters	2,651,416	2.05	410	0.47	23
M3	45	Landline Living	1,785,738	1.38	0	0.00	0
M3	46	Old-Time Media	2,898,641	2.25	1,131	1.31	58
M3	47	Discounts & Deals	1,527,638	1.18	118	0.14	12
M3	48	Dial-Up Duos	3,001,003	2.33	822	0.95	41
M3	49	Satellite Seniors	1,607,449	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,860,789	2.22	371	0.43	19
M4	51	Tech-Free Frontier	3,715,094	2.88	0	0.00	0
M4	52	The Unconnected	4,713,921	3.65	656	0.76	21
M4	53	Last to Adopt	4,121,800	3.19	33	0.04	1
Total			129,079,042	100.00	86,265	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,265



Report Details

Name: ConneXions® Lifestage Segment Distribution 2024
Date / Time: 3/6/2024 8:45:15 PM
Workspace Vintage: 2024

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
Claritas ConneXions®	Claritas	© 2024 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Claritas ConneXions®	Claritas	©Claritas, LLC 2024 (https://claritas.easpotlight.com/Spotlight/About)
