

PRIZM® Premier | Household Segment Distribution



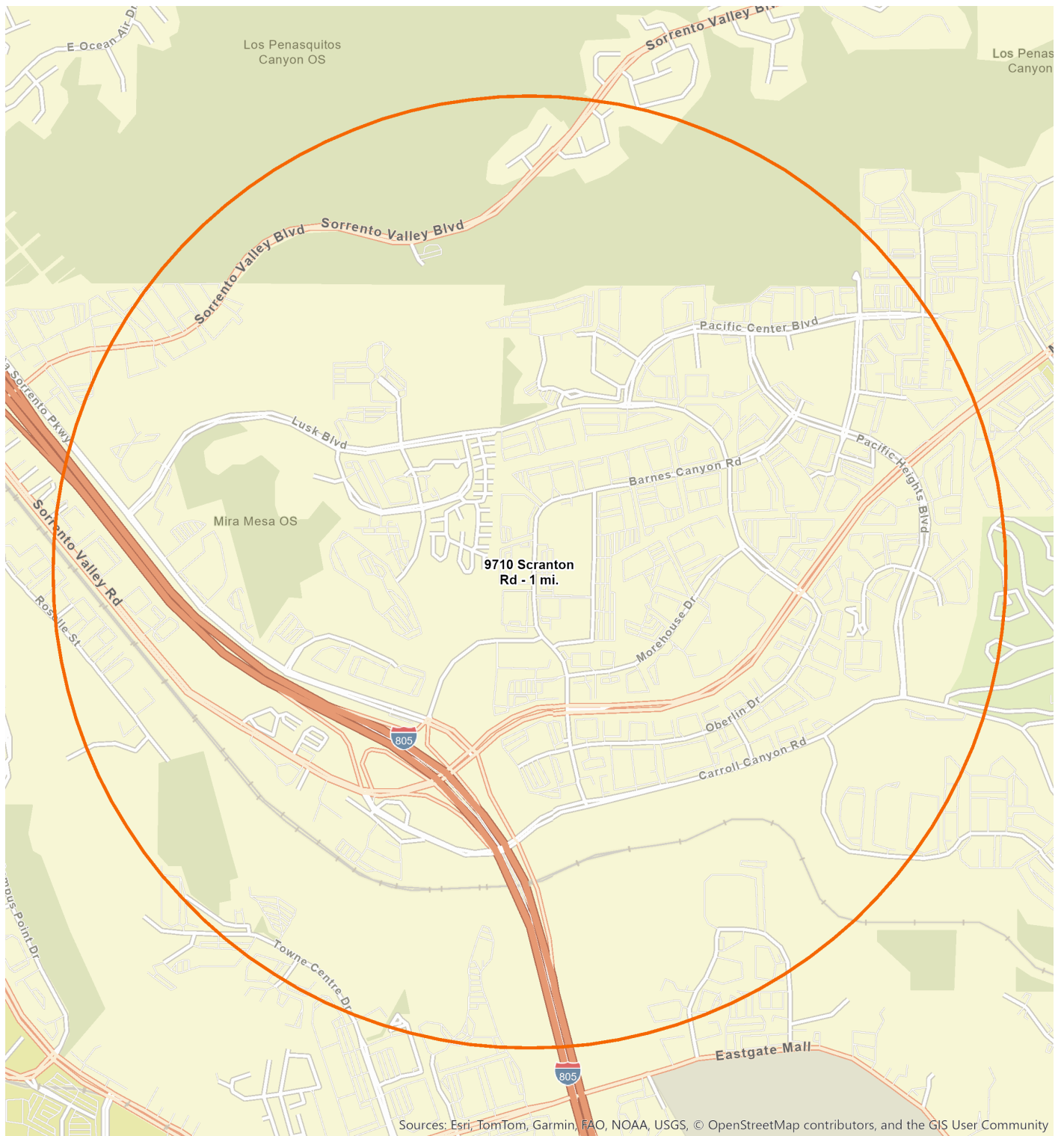
Trade Area: 9710 Scranton Rd - 1 mi.

Households: 248

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,315,275	1.02	1	0.40	40
02	Networked Neighbors	1,265,415	0.98	53	21.37	2,180
03	Movers & Shakers	1,793,224	1.39	14	5.64	406
04	Young Digerati	1,824,261	1.41	0	0.00	0
05	Country Squires	3,125,738	2.42	0	0.00	0
06	Winner's Circle	1,761,069	1.36	172	69.36	5,083
07	Money & Brains	1,748,169	1.35	0	0.00	0
08	Gray Power	1,461,262	1.13	0	0.00	0
09	Big Fish, Small Pond	2,170,283	1.68	0	0.00	0
10	Executive Suites	1,669,642	1.29	0	0.00	0
11	Fast-Track Families	2,420,617	1.88	0	0.00	0
12	Cruisin' to Retirement	3,062,448	2.37	1	0.40	17
13	Upward Bound	1,368,812	1.06	1	0.40	38
14	Kids & Cul-de-Sacs	1,749,580	1.35	0	0.00	0
15	New Homesteaders	1,392,790	1.08	0	0.00	0
16	Beltway Boomers	1,430,306	1.11	0	0.00	0
17	Urban Elders	1,447,795	1.12	0	0.00	0
18	Mayberry-ville	2,111,162	1.64	0	0.00	0
19	American Dreams	1,400,768	1.08	0	0.00	0
20	Empty Nests	2,015,127	1.56	0	0.00	0
21	The Cosmopolitans	1,392,079	1.08	0	0.00	0
22	Middleburg Managers	3,125,014	2.42	0	0.00	0
23	Township Travelers	1,469,223	1.14	0	0.00	0
24	Pickup Patriarchs	1,359,130	1.05	0	0.00	0
25	Up-and-Comers	1,925,903	1.49	0	0.00	0
26	Home Sweet Home	1,650,105	1.28	0	0.00	0
27	Big Sky Families	3,209,043	2.49	0	0.00	0
28	Country Casuals	2,383,243	1.85	0	0.00	0
29	White Picket Fences	2,115,892	1.64	0	0.00	0
30	Pools & Patios	1,851,217	1.43	0	0.00	0
31	Connected Bohemians	1,939,321	1.50	0	0.00	0
32	Traditional Times	1,869,174	1.45	0	0.00	0
33	Second City Startups	1,267,914	0.98	0	0.00	0
34	Young & Influential	1,207,722	0.94	0	0.00	0
35	Urban Achievers	1,626,471	1.26	0	0.00	0
36	Toolbelt Traditionalists	3,116,151	2.41	0	0.00	0
37	Bright Lights, Li'l City	1,789,131	1.39	0	0.00	0
38	Hometown Retired	1,854,709	1.44	0	0.00	0
39	Kid Country, USA	1,525,425	1.18	0	0.00	0
40	Aspiring A-Listers	1,400,491	1.08	0	0.00	0
41	Domestic Duos	1,226,967	0.95	0	0.00	0
42	Multi-Culti Mosaic	2,085,451	1.62	0	0.00	0
43	City Roots	1,439,627	1.11	0	0.00	0
44	Country Strong	4,232,145	3.28	0	0.00	0
45	Urban Modern Mx	2,607,061	2.02	0	0.00	0
46	Heartlanders	1,636,359	1.27	0	0.00	0
47	Striving Selfies	1,875,451	1.45	0	0.00	0
48	Generation Web	2,214,958	1.72	0	0.00	0
49	American Classics	2,151,466	1.67	0	0.00	0
50	Metro Grads	1,839,483	1.43	6	2.42	170
51	Campers & Camo	2,468,285	1.91	0	0.00	0
52	Simple Pleasures	1,657,675	1.28	0	0.00	0
53	Lo-Tech Singles	1,808,452	1.40	0	0.00	0
54	Struggling Singles	1,689,880	1.31	0	0.00	0
55	Red, White & Blue	1,824,692	1.41	0	0.00	0
56	Multi-Culti Families	1,458,909	1.13	0	0.00	0
57	Back Country Folks	3,320,007	2.57	0	0.00	0
58	Golden Ponds	2,569,038	1.99	0	0.00	0
59	New Melting Pot	1,877,922	1.46	0	0.00	0
60	Small-Town Collegiates	1,341,195	1.04	0	0.00	0
61	Second City Generations	1,381,770	1.07	0	0.00	0
62	Crossroad Villagers	1,411,874	1.09	0	0.00	0
63	Low-Rise Living	2,619,669	2.03	0	0.00	0
64	Family Thrifts	1,224,027	0.95	0	0.00	0
65	Young & Rustic	2,663,097	2.06	0	0.00	0
66	New Beginnings	1,308,931	1.01	0	0.00	0
67	Park Bench Seniors	1,201,258	0.93	0	0.00	0
68	Bedrock America	1,332,292	1.03	0	0.00	0
	Total	129,079,042	100.00	248	100.00	100

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: © 2024 Claritas, LLC. All Rights Reserved. PRIZM is a registered trademark of Claritas, LLC. ©Claritas, LLC 2024. (<https://claritas.easptight.com/Spotlight/About/3/2024>)



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

©2006-2024 TomTom

PRIZM® Premier | Household Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,096

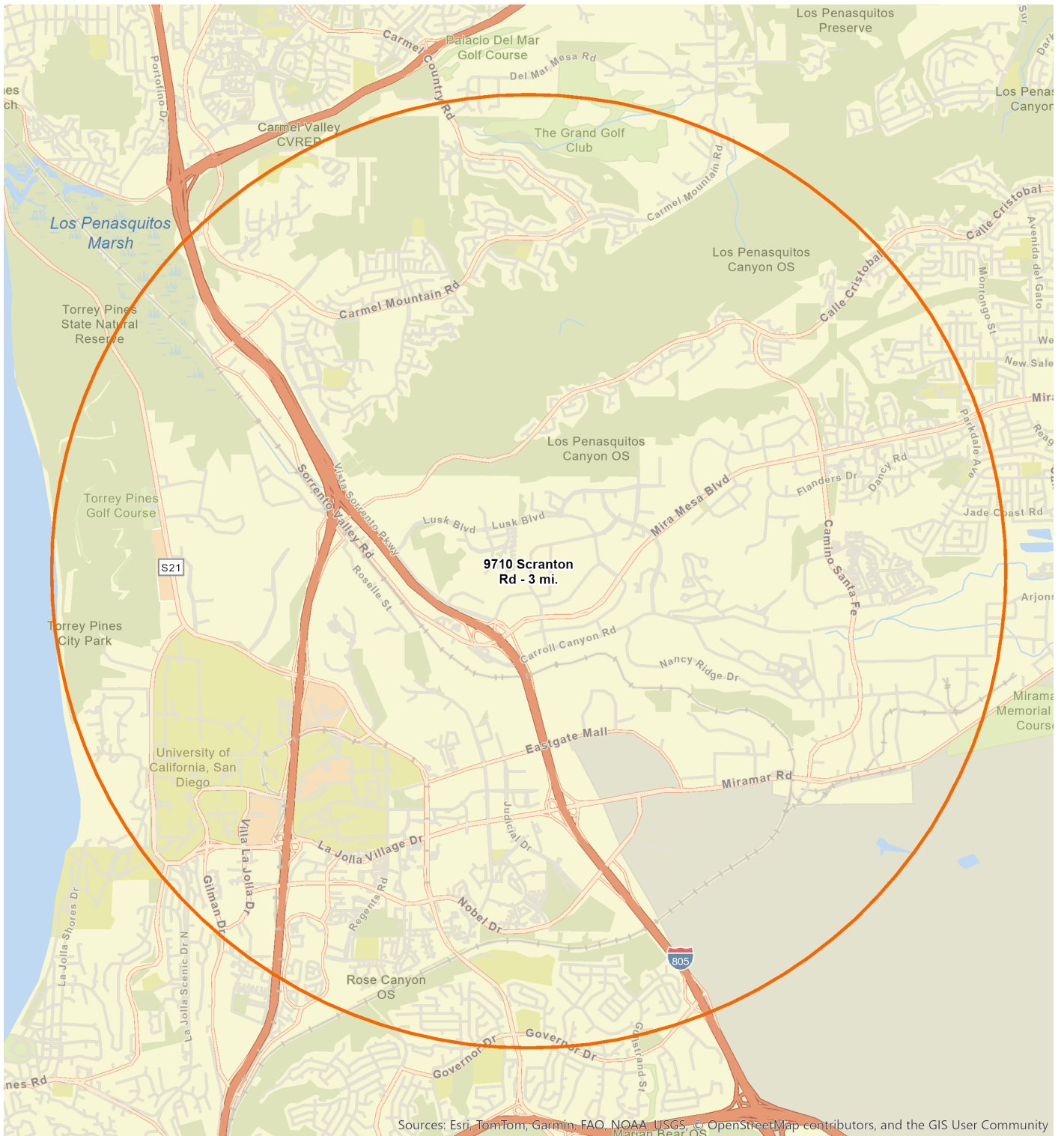
Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,315,275	1.02	806	2.44	239
02	Networked Neighbors	1,265,415	0.98	2,718	8.21	838
03	Movers & Shakers	1,793,224	1.39	3,495	10.56	760
04	Young Digerati	1,824,261	1.41	0	0.00	0
05	Country Squires	3,125,738	2.42	69	0.21	9
06	Winner's Circle	1,761,069	1.36	5,627	17.00	1,246
07	Money & Brains	1,748,169	1.35	0	0.00	0
08	Gray Power	1,461,262	1.13	185	0.56	49
09	Big Fish, Small Pond	2,170,283	1.68	158	0.48	28
10	Executive Suites	1,669,642	1.29	75	0.23	18
11	Fast-Track Families	2,420,617	1.88	0	0.00	0
12	Cruisin' to Retirement	3,062,448	2.37	1,472	4.45	187
13	Upward Bound	1,368,812	1.06	5,941	17.95	1,693
14	Kids & Cul-de-Sacs	1,749,580	1.35	194	0.59	43
15	New Homesteaders	1,392,790	1.08	0	0.00	0
16	Beltway Boomers	1,430,306	1.11	70	0.21	19
17	Urban Elders	1,447,795	1.12	0	0.00	0
18	Mayberry-ville	2,111,162	1.64	0	0.00	0
19	American Dreams	1,400,768	1.08	0	0.00	0
20	Empty Nests	2,015,127	1.56	566	1.68	108
21	The Cosmopolitans	1,392,079	1.08	0	0.00	0
22	Middleburg Managers	3,125,014	2.42	849	2.56	106
23	Township Travelers	1,469,223	1.14	0	0.00	0
24	Pickup Patriarchs	1,359,130	1.05	0	0.00	0
25	Up-and-Comers	1,925,903	1.49	1,982	5.99	401
26	Home Sweet Home	1,650,105	1.28	0	0.00	0
27	Big Sky Families	3,209,043	2.49	0	0.00	0
28	Country Casuals	2,383,243	1.85	0	0.00	0
29	White Picket Fences	2,115,892	1.64	0	0.00	0
30	Pools & Patios	1,851,217	1.43	0	0.00	0
31	Connected Bohemians	1,939,321	1.50	0	0.00	0
32	Traditional Times	1,869,174	1.45	14	0.04	3
33	Second City Startups	1,267,914	0.98	4	0.01	1
34	Young & Influential	1,207,722	0.94	4,092	12.36	1,321
35	Urban Achievers	1,626,471	1.26	0	0.00	0
36	Toolbelt Traditionalists	3,116,151	2.41	76	0.23	10
37	Bright Lights, Li'l City	1,789,131	1.39	95	0.29	21
38	Hometown Retired	1,854,709	1.44	0	0.00	0
39	Kid Country, USA	1,525,425	1.18	0	0.00	0
40	Aspiring A-Listers	1,400,491	1.08	0	0.00	0
41	Domestic Duos	1,226,967	0.95	11	0.03	3
42	Multi-Culti Mosaic	2,085,451	1.62	0	0.00	0
43	City Roots	1,439,627	1.11	0	0.00	0
44	Country Strong	4,232,145	3.28	0	0.00	0
45	Urban Modern Mx	2,607,061	2.02	0	0.00	0
46	Heartlanders	1,636,359	1.27	0	0.00	0
47	Striving Selfies	1,875,451	1.45	2,932	8.86	610
48	Generation Web	2,214,958	1.72	314	0.95	55
49	American Classics	2,151,466	1.67	436	1.32	79
50	Metro Grads	1,839,483	1.43	192	0.58	41
51	Campers & Camo	2,468,285	1.91	0	0.00	0
52	Simple Pleasures	1,657,675	1.28	0	0.00	0
53	Lo-Tech Singles	1,808,452	1.40	3	0.01	1
54	Struggling Singles	1,689,880	1.31	0	0.00	0
55	Red, White & Blue	1,824,692	1.41	0	0.00	0
56	Multi-Culti Families	1,458,909	1.13	0	0.00	0
57	Back Country Folks	3,320,007	2.57	0	0.00	0
58	Golden Ponds	2,569,038	1.99	0	0.00	0
59	New Melting Pot	1,877,922	1.46	222	0.67	46
60	Small-Town Collegiates	1,341,195	1.04	0	0.00	0
61	Second City Generations	1,381,770	1.07	20	0.06	6
62	Crossroad Villagers	1,411,874	1.09	0	0.00	0
63	Low-Rise Living	2,619,669	2.03	0	0.00	0
64	Family Thrifts	1,224,027	0.95	0	0.00	0
65	Young & Rustic	2,663,097	2.06	0	0.00	0
66	New Beginnings	1,308,931	1.01	484	1.46	144
67	Park Bench Seniors	1,201,258	0.93	4	0.01	1
68	Bedrock America	1,332,292	1.03	0	0.00	0
	Total	129,079,042	100.00	33,096	100.00	100

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: © 2024 Claritas, LLC. All Rights Reserved. PRIZM is a registered trademark of Claritas, LLC. ©Claritas, LLC 2024. (<https://claritas.easptight.com/Spotlight/About/3/2024>)

Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,096



©2006-2024 TomTom

PRIZM® Premier | Household Segment Distribution



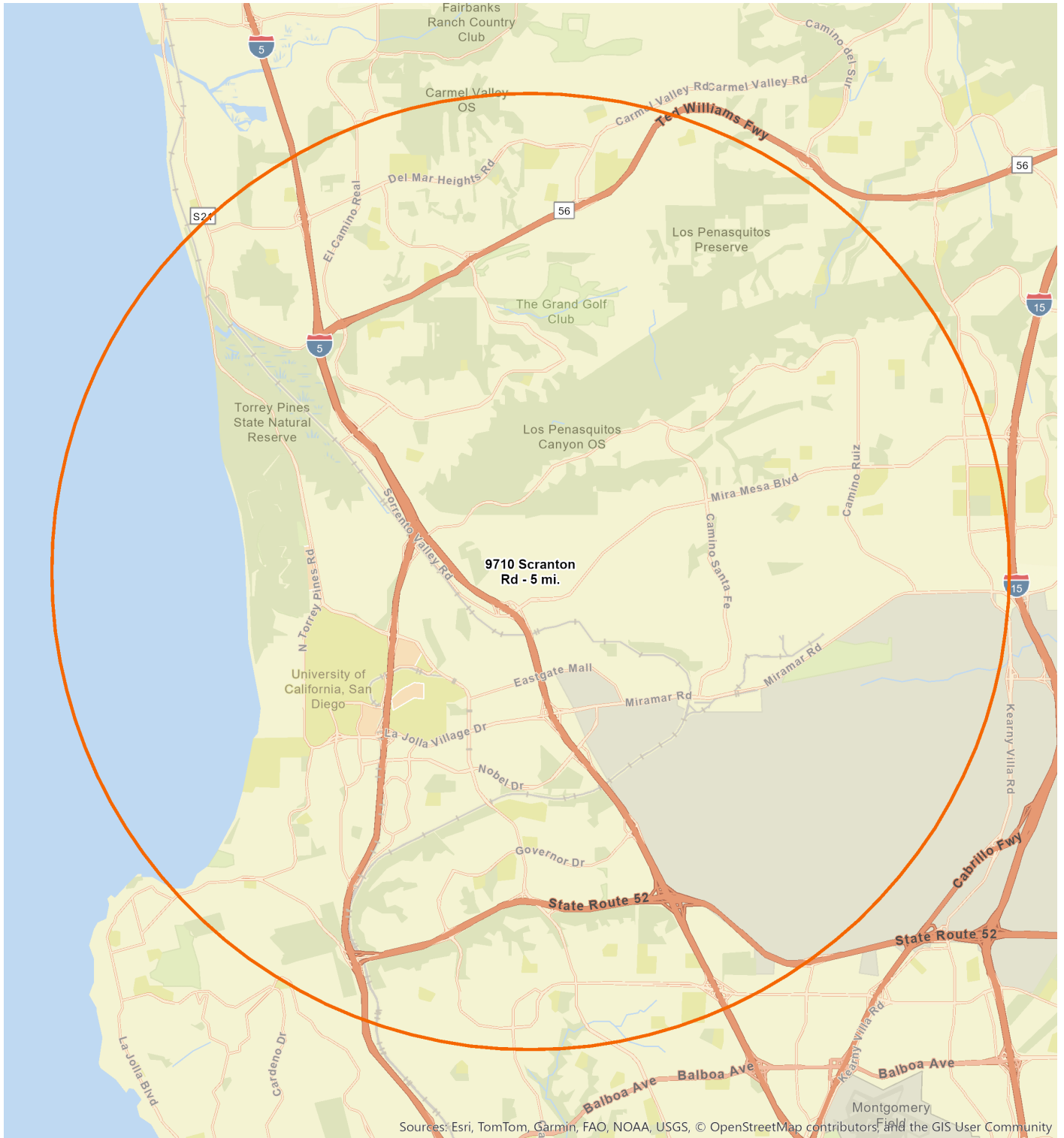
Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,265

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,315,275	1.02	6,096	7.07	694
02	Networked Neighbors	1,265,415	0.98	5,758	6.67	681
03	Movers & Shakers	1,793,224	1.39	11,892	13.79	992
04	Young Digerati	1,824,261	1.41	0	0.00	0
05	Country Squires	3,125,738	2.42	70	0.08	3
06	Winner's Circle	1,761,069	1.36	14,185	16.44	1,205
07	Money & Brains	1,748,169	1.35	0	0.00	0
08	Gray Power	1,461,262	1.13	2,553	2.96	261
09	Big Fish, Small Pond	2,170,283	1.68	159	0.18	11
10	Executive Suites	1,669,642	1.29	470	0.55	42
11	Fast-Track Families	2,420,617	1.88	0	0.00	0
12	Cruisin' to Retirement	3,062,448	2.37	5,352	6.20	261
13	Upward Bound	1,368,812	1.06	11,758	13.63	1,285
14	Kids & Cul-de-Sacs	1,749,580	1.35	983	1.14	84
15	New Homesteaders	1,392,790	1.08	0	0.00	0
16	Beltway Boomers	1,430,306	1.11	578	0.67	60
17	Urban Elders	1,447,795	1.12	0	0.00	0
18	Mayberry-ville	2,111,162	1.64	0	0.00	0
19	American Dreams	1,400,768	1.08	0	0.00	0
20	Empty Nests	2,015,127	1.56	1,131	1.31	84
21	The Cosmopolitans	1,392,079	1.08	0	0.00	0
22	Middleburg Managers	3,125,014	2.42	4,965	5.76	238
23	Township Travelers	1,469,223	1.14	0	0.00	0
24	Pickup Patriarchs	1,359,130	1.05	0	0.00	0
25	Up-and-Comers	1,925,903	1.49	4,097	4.75	318
26	Home Sweet Home	1,650,105	1.28	35	0.04	3
27	Big Sky Families	3,209,043	2.49	0	0.00	0
28	Country Casuals	2,383,243	1.85	0	0.00	0
29	White Picket Fences	2,115,892	1.64	0	0.00	0
30	Pools & Patios	1,851,217	1.43	16	0.02	1
31	Connected Bohemians	1,939,321	1.50	0	0.00	0
32	Traditional Times	1,869,174	1.45	14	0.02	1
33	Second City Startups	1,267,914	0.98	287	0.33	34
34	Young & Influential	1,207,722	0.94	5,738	6.65	711
35	Urban Achievers	1,626,471	1.26	0	0.00	0
36	Toolbelt Traditionalists	3,116,151	2.41	687	0.80	33
37	Bright Lights, Li'l City	1,789,131	1.39	434	0.50	36
38	Hometown Retired	1,854,709	1.44	0	0.00	0
39	Kid Country, USA	1,525,425	1.18	0	0.00	0
40	Aspiring A-Listers	1,400,491	1.08	0	0.00	0
41	Domestic Duos	1,226,967	0.95	94	0.11	11
42	Multi-Culti Mosaic	2,085,451	1.62	0	0.00	0
43	City Roots	1,439,627	1.11	0	0.00	0
44	Country Strong	4,232,145	3.28	0	0.00	0
45	Urban Modern Mx	2,607,061	2.02	0	0.00	0
46	Heartlanders	1,636,359	1.27	0	0.00	0
47	Striving Selfies	1,875,451	1.45	3,766	4.37	300
48	Generation Web	2,214,958	1.72	610	0.71	41
49	American Classics	2,151,466	1.67	1,468	1.70	102
50	Metro Grads	1,839,483	1.43	384	0.45	31
51	Campers & Camo	2,468,285	1.91	0	0.00	0
52	Simple Pleasures	1,657,675	1.28	0	0.00	0
53	Lo-Tech Singles	1,808,452	1.40	27	0.03	2
54	Struggling Singles	1,689,880	1.31	117	0.14	10
55	Red, White & Blue	1,824,692	1.41	0	0.00	0
56	Multi-Culti Families	1,458,909	1.13	0	0.00	0
57	Back Country Folks	3,320,007	2.57	0	0.00	0
58	Golden Ponds	2,569,038	1.99	0	0.00	0
59	New Melting Pot	1,877,922	1.46	1,012	1.17	81
60	Small-Town Collegiates	1,341,195	1.04	0	0.00	0
61	Second City Generations	1,381,770	1.07	275	0.32	30
62	Crossroad Villagers	1,411,874	1.09	0	0.00	0
63	Low-Rise Living	2,619,669	2.03	0	0.00	0
64	Family Thrifts	1,224,027	0.95	0	0.00	0
65	Young & Rustic	2,663,097	2.06	0	0.00	0
66	New Beginnings	1,308,931	1.01	1,143	1.32	131
67	Park Bench Seniors	1,201,258	0.93	111	0.13	14
68	Bedrock America	1,332,292	1.03	0	0.00	0
	Total	129,079,042	100.00	86,265	100.00	100

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: © 2024 Claritas, LLC. All Rights Reserved. PRIZM is a registered trademark of Claritas, LLC. © Claritas, LLC 2024. (<https://claritas.easptight.com/Spotlight/About/3/2024>)



Report Details

Name: PRIZM® Premier Household Segment Distribution 2024
Date / Time: 3/6/2024 8:39:29 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 PRIZM® Premier - 2024 Distributions and 2029 Projections	Claritas	© 2024 Claritas, LLC. All Rights Reserved. PRIZM is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

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