

PRIZM[®] Premier | Lifestage Segment Distribution



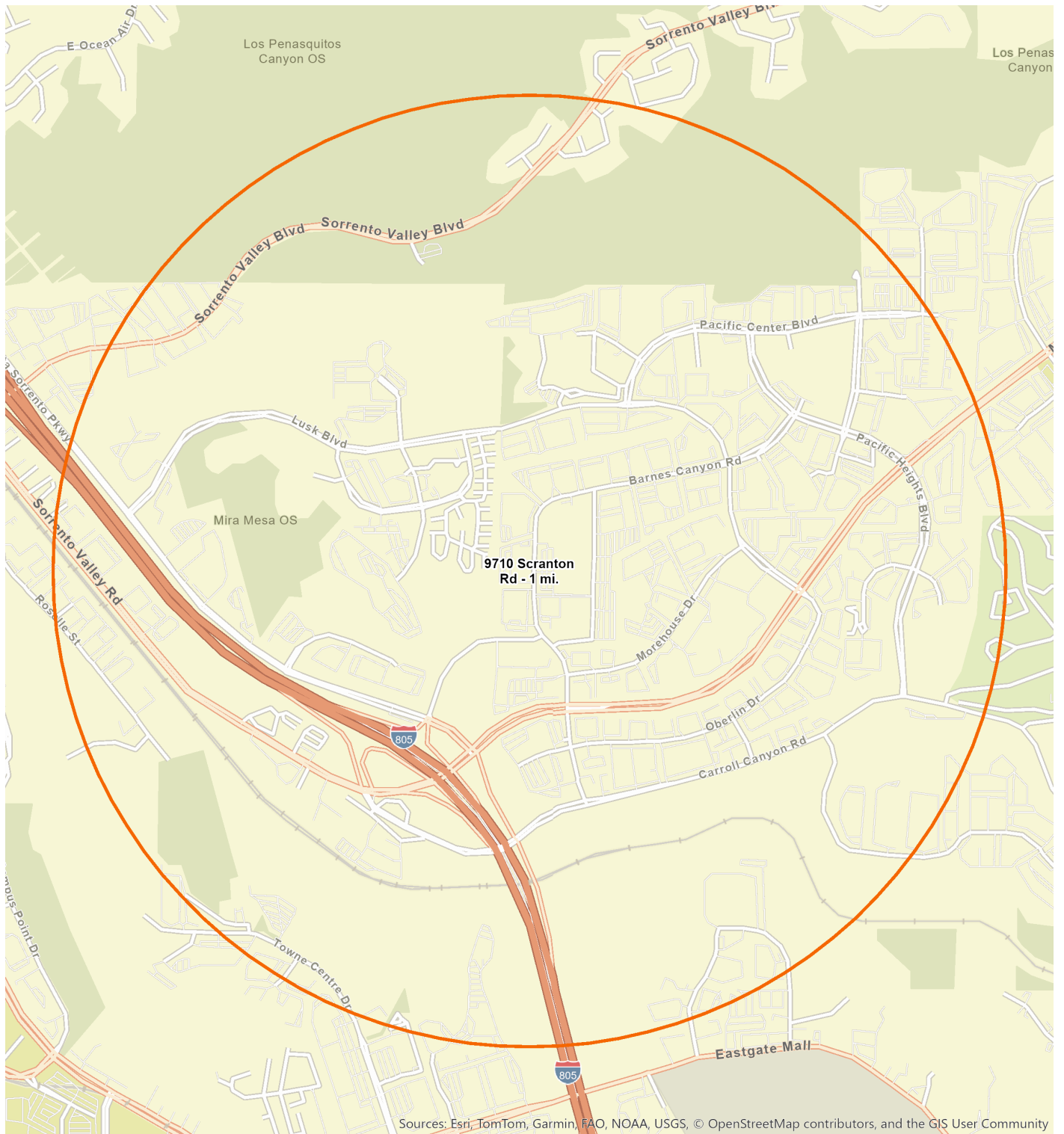
Trade Area: 9710 Scranton Rd - 1 mi.

Households: 248

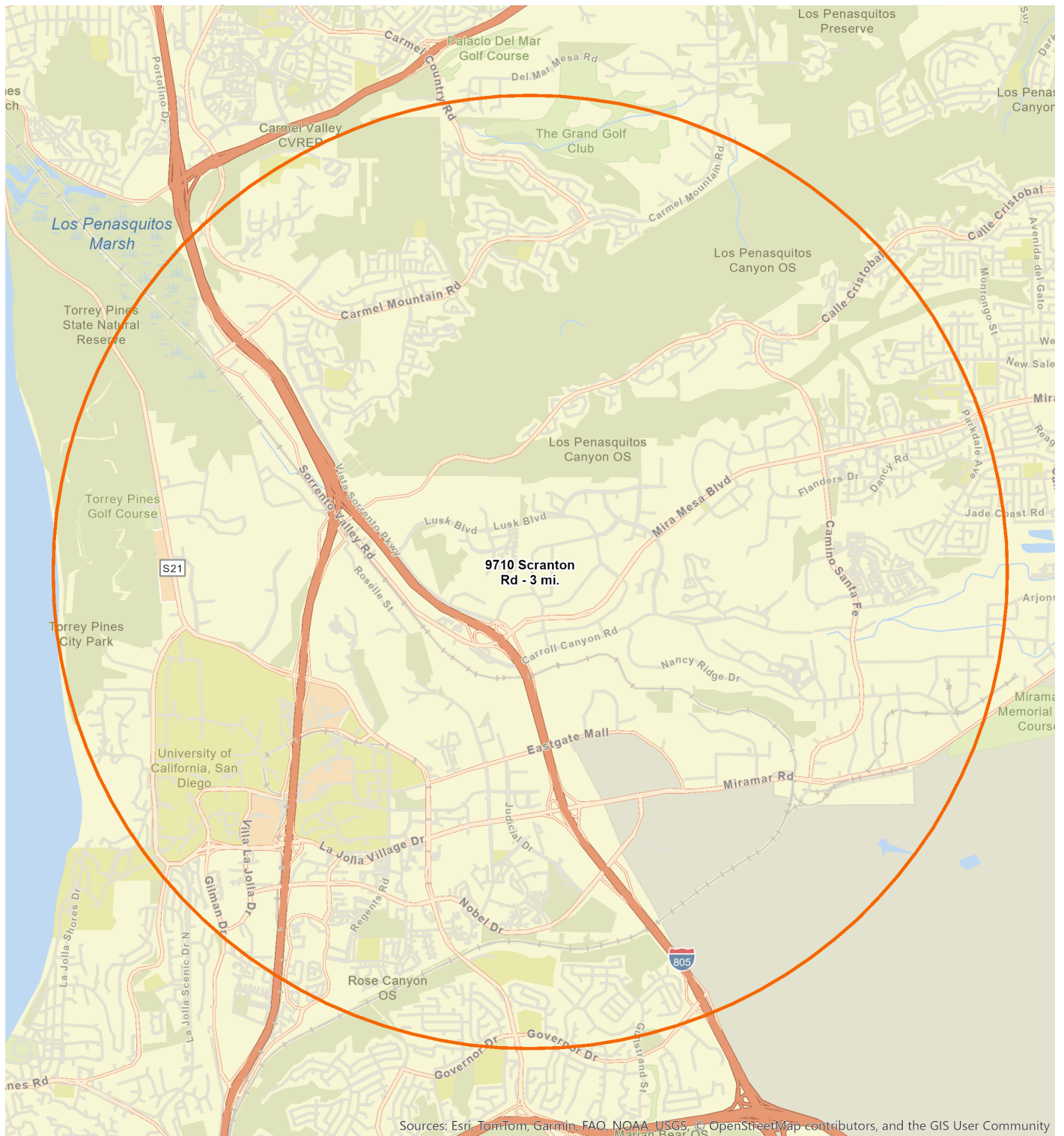
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,824,261	1.41	0	0.00	0.00	0
Y1	13	Upward Bound	1,368,812	1.06	1	0.40	0.00	38
Y1	21	The Cosmopolitans	1,392,079	1.08	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,925,903	1.49	0	0.00	0.00	0
Y1	31	Connected Bohemians	1,939,321	1.50	0	0.00	0.00	0
Y1	34	Young & Influential	1,207,722	0.94	0	0.00	0.00	0
Y1	35	Urban Achievers	1,626,471	1.26	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,400,491	1.08	0	0.00	0.00	0
Y2	47	Striving Selfies	1,875,451	1.45	0	0.00	0.00	0
Y2	48	Generation Web	2,214,958	1.72	0	0.00	0.00	0
Y2	50	Metro Grads	1,839,483	1.43	6	2.42	0.00	170
Y2	54	Struggling Singles	1,689,880	1.31	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,824,692	1.41	0	0.00	0.00	0
Y3	59	New Melting Pot	1,877,922	1.46	0	0.00	0.00	0
Y3	60	Small-Town Collegiates	1,341,195	1.04	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,619,669	2.03	0	0.00	0.00	0
Y3	64	Family Thrifts	1,224,027	0.95	0	0.00	0.00	0
Y3	65	Young & Rustic	2,663,097	2.06	0	0.00	0.00	0
Y3	66	New Beginnings	1,308,931	1.01	0	0.00	0.00	0
Accumulated Wealth								
F1	02	Networked Neighbors	1,265,415	0.98	53	21.37	0.00	2,180
F1	05	Country Squires	3,125,738	2.42	0	0.00	0.00	0
F1	06	Winner's Circle	1,761,069	1.36	172	69.36	0.01	5,083
F1	10	Executive Suites	1,669,642	1.29	0	0.00	0.00	0
F1	11	Fast-Track Families	2,420,617	1.88	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,749,580	1.35	0	0.00	0.00	0
F1	15	New Homesteaders	1,392,790	1.08	0	0.00	0.00	0
F1	16	Beltway Boomers	1,430,306	1.11	0	0.00	0.00	0
Young Accumulators								
F2	23	Township Travelers	1,469,223	1.14	0	0.00	0.00	0
F2	26	Home Sweet Home	1,650,105	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,209,043	2.49	0	0.00	0.00	0
F2	29	White Picket Fences	2,115,892	1.64	0	0.00	0.00	0
F2	30	Pools & Patios	1,851,217	1.43	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,267,914	0.98	0	0.00	0.00	0
F3	37	Bright Lights, Li'l City	1,789,131	1.39	0	0.00	0.00	0
F3	39	Kid Country, USA	1,525,425	1.18	0	0.00	0.00	0
F3	44	Country Strong	4,232,145	3.28	0	0.00	0.00	0
F3	51	Campers & Camo	2,468,285	1.91	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,085,451	1.62	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,607,061	2.02	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,458,909	1.13	0	0.00	0.00	0
F4	61	Second City Generations	1,381,770	1.07	0	0.00	0.00	0
F4	68	Bedrock America	1,332,292	1.03	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,315,275	1.02	1	0.40	0.00	40
M1	03	Movers & Shakers	1,793,224	1.39	14	5.64	0.00	406
M1	07	Money & Brains	1,748,169	1.35	0	0.00	0.00	0
M1	08	Gray Power	1,461,262	1.13	0	0.00	0.00	0
M1	09	Big Fish, Small Pond	2,170,283	1.68	0	0.00	0.00	0
M1	12	Cruisin' to Retirement	3,062,448	2.37	1	0.40	0.00	17
Conservative Classics								
M2	17	Urban Elders	1,447,795	1.12	0	0.00	0.00	0
M2	18	Mayberry-ville	2,111,162	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,400,768	1.08	0	0.00	0.00	0
M2	20	Empty Nests	2,015,127	1.56	0	0.00	0.00	0
M2	22	Middleburg Managers	3,125,014	2.42	0	0.00	0.00	0
M2	24	Pickup Patriarchs	1,359,130	1.05	0	0.00	0.00	0
M2	28	Country Casuals	2,383,243	1.85	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,869,174	1.45	0	0.00	0.00	0
M3	36	Toolbelt Traditionalists	3,116,151	2.41	0	0.00	0.00	0
M3	38	Hometown Retired	1,854,709	1.44	0	0.00	0.00	0
M3	41	Domestic Duos	1,226,967	0.95	0	0.00	0.00	0
M3	43	City Roots	1,439,627	1.11	0	0.00	0.00	0
M3	46	Heartlanders	1,636,359	1.27	0	0.00	0.00	0
M3	49	American Classics	2,151,466	1.67	0	0.00	0.00	0
M3	52	Simple Pleasures	1,657,675	1.28	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,808,452	1.40	0	0.00	0.00	0
Sustaining Seniors								
M4	57	Back Country Folks	3,320,007	2.57	0	0.00	0.00	0
M4	58	Golden Ponds	2,569,038	1.99	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,411,874	1.09	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,201,258	0.93	0	0.00	0.00	0
Total			129,079,042	100.00	248	100.00	0.00	100

Benchmark: USA

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LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,824,261	1.41	0	0.00	0.00	0
Y1	13	Upward Bound	1,368,812	1.06	5,941	17.95	0.43	1,693
Y1	21	The Cosmopolitans	1,392,079	1.08	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,925,903	1.49	1,982	5.99	0.10	401
Y1	31	Connected Bohemians	1,939,321	1.50	0	0.00	0.00	0
Y1	34	Young & Influential	1,207,722	0.94	4,092	12.36	0.34	1,321
Y1	35	Urban Achievers	1,626,471	1.26	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,400,491	1.08	0	0.00	0.00	0
Y2	47	Striving Selfies	1,875,451	1.45	2,932	8.86	0.16	610
Y2	48	Generation Web	2,214,958	1.72	314	0.95	0.01	55
Y2	50	Metro Grads	1,839,483	1.43	192	0.58	0.01	41
Y2	54	Struggling Singles	1,689,880	1.31	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,824,692	1.41	0	0.00	0.00	0
Y3	59	New Melting Pot	1,877,922	1.46	222	0.67	0.01	46
Y3	60	Small-Town Collegiates	1,341,195	1.04	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,619,669	2.03	0	0.00	0.00	0
Y3	64	Family Thrifts	1,224,027	0.95	0	0.00	0.00	0
Y3	65	Young & Rustic	2,663,097	2.06	0	0.00	0.00	0
Y3	66	New Beginnings	1,308,931	1.01	484	1.46	0.04	144
Accumulated Wealth								
F1	02	Networked Neighbors	1,265,415	0.98	2,718	8.21	0.21	838
F1	05	Country Squires	3,125,738	2.42	69	0.21	0.00	9
F1	06	Winner's Circle	1,761,069	1.36	5,627	17.00	0.32	1,246
F1	10	Executive Suites	1,669,642	1.29	75	0.23	0.00	18
F1	11	Fast-Track Families	2,420,617	1.88	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,749,580	1.35	194	0.59	0.01	43
F1	15	New Homesteaders	1,392,790	1.08	0	0.00	0.00	0
F1	16	Beltway Boomers	1,430,306	1.11	70	0.21	0.00	19
Young Accumulators								
F2	23	Township Travelers	1,469,223	1.14	0	0.00	0.00	0
F2	26	Home Sweet Home	1,650,105	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,209,043	2.49	0	0.00	0.00	0
F2	29	White Picket Fences	2,115,892	1.64	0	0.00	0.00	0
F2	30	Pools & Patios	1,851,217	1.43	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,267,914	0.98	4	0.01	0.00	1
F3	37	Bright Lights, LI! City	1,789,131	1.39	95	0.29	0.01	21
F3	39	Kid Country, USA	1,525,425	1.18	0	0.00	0.00	0
F3	44	Country Strong	4,232,145	3.28	0	0.00	0.00	0
F3	51	Campers & Camo	2,468,285	1.91	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,085,451	1.62	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,607,061	2.02	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,458,909	1.13	0	0.00	0.00	0
F4	61	Second City Generations	1,381,770	1.07	20	0.06	0.00	6
F4	68	Bedrock America	1,332,292	1.03	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,315,275	1.02	806	2.44	0.06	239
M1	03	Movers & Shakers	1,793,224	1.39	3,495	10.56	0.19	760
M1	07	Money & Brains	1,748,169	1.35	0	0.00	0.00	0
M1	08	Gray Power	1,461,262	1.13	185	0.56	0.01	49
M1	09	Big Fish, Small Pond	2,170,283	1.68	158	0.48	0.01	28
M1	12	Cruisin' to Retirement	3,062,448	2.37	1,472	4.45	0.05	187
Conservative Classics								
M2	17	Urban Elders	1,447,795	1.12	0	0.00	0.00	0
M2	18	Mayberry-ville	2,111,162	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,400,768	1.08	0	0.00	0.00	0
M2	20	Empty Nests	2,015,127	1.56	556	1.68	0.03	108
M2	22	Middleburg Managers	3,125,014	2.42	849	2.56	0.03	106
M2	24	Pickup Patriarchs	1,359,130	1.05	0	0.00	0.00	0
M2	28	Country Casuals	2,383,243	1.85	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,869,174	1.45	14	0.04	0.00	3
M3	36	Toolbelt Traditionalists	3,116,151	2.41	76	0.23	0.00	10
M3	38	Hometown Retired	1,854,709	1.44	0	0.00	0.00	0
M3	41	Domestic Duos	1,226,967	0.95	11	0.03	0.00	3
M3	43	City Roots	1,439,627	1.11	0	0.00	0.00	0
M3	46	Heartlanders	1,636,359	1.27	0	0.00	0.00	0
M3	49	American Classics	2,151,466	1.67	436	1.32	0.02	79
M3	52	Simple Pleasures	1,657,675	1.28	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,808,452	1.40	3	0.01	0.00	1
Sustaining Seniors								
M4	57	Back Country Folks	3,320,007	2.57	0	0.00	0.00	0
M4	58	Golden Ponds	2,569,038	1.99	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,411,874	1.09	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,201,258	0.93	4	0.01	0.00	1
Total			129,079,042	100.00	33,096	100.00	0.03	100



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

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PRIZM[®] Premier | Lifestage Segment Distribution



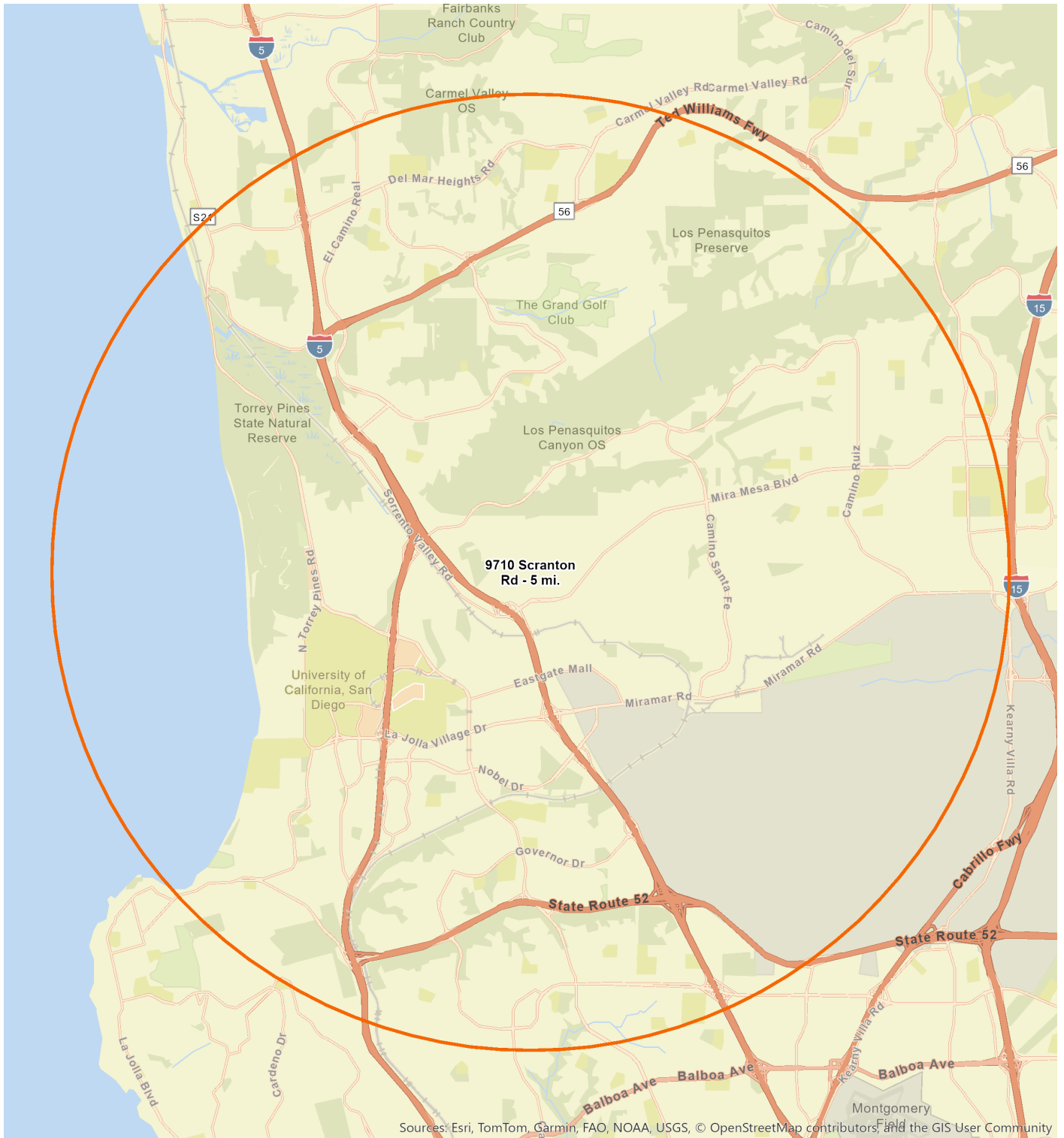
Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,265

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,824,261	1.41	0	0.00	0.00	0
Y1	13	Upward Bound	1,368,812	1.06	11,758	13.63	0.86	1,285
Y1	21	The Cosmopolitans	1,392,079	1.08	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,925,903	1.49	4,097	4.75	0.21	318
Y1	31	Connected Bohemians	1,939,321	1.50	0	0.00	0.00	0
Y1	34	Young & Influential	1,207,722	0.94	5,738	6.65	0.48	711
Y1	35	Urban Achievers	1,626,471	1.26	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,400,491	1.08	0	0.00	0.00	0
Y2	47	Striving Selfies	1,875,451	1.45	3,766	4.37	0.20	300
Y2	48	Generation Web	2,214,958	1.72	610	0.71	0.03	41
Y2	50	Metro Grads	1,839,483	1.43	384	0.45	0.02	31
Y2	54	Struggling Singles	1,689,880	1.31	117	0.14	0.01	10
Striving Singles								
Y3	55	Red, White & Blue	1,824,692	1.41	0	0.00	0.00	0
Y3	59	New Melting Pot	1,877,922	1.46	1,012	1.17	0.05	81
Y3	60	Small-Town Collegiates	1,341,195	1.04	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,619,669	2.03	0	0.00	0.00	0
Y3	64	Family Thrifts	1,224,027	0.95	0	0.00	0.00	0
Y3	65	Young & Rustic	2,663,097	2.06	0	0.00	0.00	0
Y3	66	New Beginnings	1,308,931	1.01	1,143	1.32	0.09	131
Accumulated Wealth								
F1	02	Networked Neighbors	1,265,415	0.98	5,758	6.67	0.46	681
F1	05	Country Squires	3,125,738	2.42	70	0.08	0.00	3
F1	06	Winner's Circle	1,761,069	1.36	14,185	16.44	0.81	1,205
F1	10	Executive Suites	1,669,642	1.29	470	0.55	0.03	42
F1	11	Fast-Track Families	2,420,617	1.88	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,749,580	1.35	983	1.14	0.06	84
F1	15	New Homesteaders	1,392,790	1.08	0	0.00	0.00	0
F1	16	Beltway Boomers	1,430,306	1.11	578	0.67	0.04	60
Young Accumulators								
F2	23	Township Travelers	1,469,223	1.14	0	0.00	0.00	0
F2	26	Home Sweet Home	1,650,105	1.28	35	0.04	0.00	3
F2	27	Big Sky Families	3,209,043	2.49	0	0.00	0.00	0
F2	29	White Picket Fences	2,115,892	1.64	0	0.00	0.00	0
F2	30	Pools & Patios	1,851,217	1.43	16	0.02	0.00	1
Mainstream Families								
F3	33	Second City Startups	1,267,914	0.98	287	0.33	0.02	34
F3	37	Bright Lights, LI! City	1,789,131	1.39	434	0.50	0.02	36
F3	39	Kid Country, USA	1,525,425	1.18	0	0.00	0.00	0
F3	44	Country Strong	4,232,145	3.28	0	0.00	0.00	0
F3	51	Campers & Camo	2,468,285	1.91	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,085,451	1.62	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,607,061	2.02	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,458,909	1.13	0	0.00	0.00	0
F4	61	Second City Generations	1,381,770	1.07	275	0.32	0.02	30
F4	68	Bedrock America	1,332,292	1.03	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,315,275	1.02	6,096	7.07	0.46	694
M1	03	Movers & Shakers	1,793,224	1.39	11,892	13.79	0.66	992
M1	07	Money & Brains	1,748,169	1.35	0	0.00	0.00	0
M1	08	Gray Power	1,461,262	1.13	2,553	2.96	0.17	261
M1	09	Big Fish, Small Pond	2,170,283	1.68	159	0.18	0.01	11
M1	12	Cruisin' to Retirement	3,062,448	2.37	5,352	6.20	0.17	261
Conservative Classics								
M2	17	Urban Elders	1,447,795	1.12	0	0.00	0.00	0
M2	18	Mayberry-ville	2,111,162	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,400,768	1.08	0	0.00	0.00	0
M2	20	Empty Nests	2,015,127	1.56	1,131	1.31	0.06	84
M2	22	Middleburg Managers	3,125,014	2.42	4,965	5.76	0.16	238
M2	24	Pickup Patriarchs	1,359,130	1.05	0	0.00	0.00	0
M2	28	Country Casuals	2,383,243	1.85	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,869,174	1.45	14	0.02	0.00	1
M3	36	Toolbelt Traditionalists	3,116,151	2.41	687	0.80	0.02	33
M3	38	Hometown Retired	1,854,709	1.44	0	0.00	0.00	0
M3	41	Domestic Duos	1,226,967	0.95	94	0.11	0.01	11
M3	43	City Roots	1,439,627	1.11	0	0.00	0.00	0
M3	46	Heartlanders	1,636,359	1.27	0	0.00	0.00	0
M3	49	American Classics	2,151,466	1.67	1,468	1.70	0.07	102
M3	52	Simple Pleasures	1,657,675	1.28	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,808,452	1.40	27	0.03	0.00	2
Sustaining Seniors								
M4	57	Back Country Folks	3,320,007	2.57	0	0.00	0.00	0
M4	58	Golden Ponds	2,569,038	1.99	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,411,874	1.09	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,201,258	0.93	111	0.13	0.01	14
Total			129,079,042	100.00	86,265	100.00	0.07	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Lifestage Segment Distribution 2024
Date / Time: 3/6/2024 8:38:01 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)
