

Top 5 segments represent **99.2%** of households in 9710 Scranton Rd - 1 mi.

<p>WINNER'S CIRCLE 6</p>	<p>Rank: 1 Hhlds: 172 Hhld %: 69.36 % in Benchmark: 1.36 Index: 5,083</p>	<p>Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at boutiques and online.</p>
<p>NETWORKED NEIGHBORS 2</p>	<p>Rank: 2 Hhlds: 53 Hhld %: 21.37 % in Benchmark: 0.98 Index: 2,180</p>	<p>Networked Neighbors is a family portrait of suburban wealth, a place of expensive homes and manicured lawns, high-end cars, and ski vacations. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by corporate executives, managers, and business professionals.</p>
<p>MOVERS & SHAKERS 3</p>	<p>Rank: 3 Hhlds: 14 Hhld %: 5.64 % in Benchmark: 1.39 Index: 406</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.</p>
<p>METRO GRADS 50</p>	<p>Rank: 4 Hhlds: 6 Hhld %: 2.42 % in Benchmark: 1.43 Index: 170</p>	<p>Metro Grads are middle-aged singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending WWWE events and job recruitment fairs while also enjoying both sit-down and quick-service restaurants.</p>
<p>UPPER CRUST 1</p>	<p>Rank: 5 Hhlds: 1 Hhld %: 0.40 % in Benchmark: 1.02 Index: 40</p>	<p>The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning \$100,000+ a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequently eating at upscale restaurants, and traveling to Alaska.</p>

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	1	0.40	1,315,275	1.02	0.00	40
S1	F1	02	Networked Neighbors	53	21.37	1,265,415	0.98	0.00	2,180
S1	M1	03	Movers & Shakers	14	5.64	1,793,224	1.39	0.00	406
U1	Y1	04	Young Digerati	0	0.00	1,824,261	1.41	0.00	0
T1	F1	05	Country Squires	0	0.00	3,125,738	2.42	0.00	0
S2	F1	06	Winner's Circle	172	69.36	1,761,069	1.36	0.01	5,083
U1	M1	07	Money & Brains	0	0.00	1,748,169	1.35	0.00	0
S2	M1	08	Gray Power	0	0.00	1,461,262	1.13	0.00	0
T1	M1	09	Big Fish, Small Pond	0	0.00	2,170,283	1.68	0.00	0
S2	F1	10	Executive Suites	0	0.00	1,669,642	1.29	0.00	0
T1	F1	11	Fast-Track Families	0	0.00	2,420,617	1.88	0.00	0
S2	M1	12	Cruisin' to Retirement	1	0.40	3,062,448	2.37	0.00	17
S2	Y1	13	Upward Bound	1	0.40	1,368,812	1.06	0.00	38
S2	F1	14	Kids & Cul-de-Sacs	0	0.00	1,749,580	1.35	0.00	0
T1	F1	15	New Homesteaders	0	0.00	1,392,790	1.08	0.00	0
S2	F1	16	Belway Boomers	0	0.00	1,430,306	1.11	0.00	0
U2	M2	17	Urban Elders	0	0.00	1,447,795	1.12	0.00	0
T2	M2	18	Mayberry-ville	0	0.00	2,111,162	1.64	0.00	0
U1	M2	19	American Dreams	0	0.00	1,400,768	1.08	0.00	0
S3	M2	20	Empty Nests	0	0.00	2,015,127	1.56	0.00	0
U1	Y1	21	The Cosmopolitans	0	0.00	1,392,079	1.08	0.00	0
C1	M2	22	Middleburg Managers	0	0.00	3,125,014	2.42	0.00	0
T2	F2	23	Township Travelers	0	0.00	1,469,223	1.14	0.00	0
T2	M2	24	Pickup Patriarchs	0	0.00	1,359,130	1.05	0.00	0
S3	Y1	25	Up-and-Comers	0	0.00	1,925,903	1.49	0.00	0
S3	F2	26	Home Sweet Home	0	0.00	1,650,105	1.28	0.00	0
T2	F2	27	Big Sky Families	0	0.00	3,209,043	2.49	0.00	0
T2	M2	28	Country Casuals	0	0.00	2,383,243	1.85	0.00	0
T2	F2	29	White Picket Fences	0	0.00	2,115,892	1.64	0.00	0
S3	F2	30	Pools & Patios	0	0.00	1,851,217	1.43	0.00	0
U2	Y1	31	Connected Bohemians	0	0.00	1,939,321	1.50	0.00	0
T3	M3	32	Traditional Times	0	0.00	1,869,174	1.45	0.00	0
C1	F3	33	Second City Startups	0	0.00	1,267,914	0.98	0.00	0
S4	Y1	34	Young & Influential	0	0.00	1,207,722	0.94	0.00	0
U2	Y1	35	Urban Achievers	0	0.00	1,626,471	1.26	0.00	0
S4	M3	36	Toolbelt Traditionalists	0	0.00	3,116,151	2.41	0.00	0
C1	F3	37	Bright Lights, L!l City	0	0.00	1,789,131	1.39	0.00	0
T3	M3	38	Hometown Retired	0	0.00	1,854,709	1.44	0.00	0
T3	F3	39	Kid Country, USA	0	0.00	1,525,425	1.18	0.00	0
U2	Y2	40	Aspiring A-Listers	0	0.00	1,400,491	1.08	0.00	0
S4	M3	41	Domestic Duos	0	0.00	1,226,967	0.95	0.00	0
U3	F4	42	Multi-Culti Mosaic	0	0.00	2,085,451	1.62	0.00	0
U3	M3	43	City Roots	0	0.00	1,439,627	1.11	0.00	0
T3	F3	44	Country Strong	0	0.00	4,232,145	3.28	0.00	0
U3	F4	45	Urban Modern Mx	0	0.00	2,607,061	2.02	0.00	0
T3	M3	46	Heartlanders	0	0.00	1,636,359	1.27	0.00	0
C2	Y2	47	Striving Selfies	0	0.00	1,875,451	1.45	0.00	0
C2	Y2	48	Generation Web	0	0.00	2,214,958	1.72	0.00	0
C2	M3	49	American Classics	0	0.00	2,151,466	1.67	0.00	0
S4	Y2	50	Metro Grads	6	2.42	1,839,483	1.43	0.00	170
T3	F3	51	Campers & Camo	0	0.00	2,468,285	1.91	0.00	0
T3	M3	52	Simple Pleasures	0	0.00	1,657,675	1.28	0.00	0
C2	M3	53	Lo-Tech Singles	0	0.00	1,808,452	1.40	0.00	0
C2	Y2	54	Struggling Singles	0	0.00	1,689,880	1.31	0.00	0
T4	Y3	55	Red, White & Blue	0	0.00	1,824,692	1.41	0.00	0
U3	F4	56	Multi-Culti Families	0	0.00	1,458,909	1.13	0.00	0
T4	M4	57	Back Country Folks	0	0.00	3,320,007	2.57	0.00	0
T4	M4	58	Golden Ponds	0	0.00	2,569,038	1.99	0.00	0
C3	Y3	59	New Melting Pot	0	0.00	1,877,922	1.46	0.00	0
T4	Y3	60	Small-Town Collegiates	0	0.00	1,341,195	1.04	0.00	0
C3	F4	61	Second City Generations	0	0.00	1,381,770	1.07	0.00	0
T4	M4	62	Crossroad Villagers	0	0.00	1,411,874	1.09	0.00	0
U3	Y3	63	Low-Rise Living	0	0.00	2,619,669	2.03	0.00	0
C3	Y3	64	Family Thrifts	0	0.00	1,224,027	0.95	0.00	0
T4	Y3	65	Young & Rustic	0	0.00	2,663,097	2.06	0.00	0
C3	Y3	66	New Beginnings	0	0.00	1,308,931	1.01	0.00	0
C3	M4	67	Park Bench Seniors	0	0.00	1,201,258	0.93	0.00	0
T4	F4	68	Bedrock America	0	0.00	1,332,292	1.03	0.00	0

Benchmark: USA

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Top 5 segments represent **66.7%** of households in 9710 Scranton Rd - 3 mi.

	<p>Rank: 1 Hhlds: 5,941 Hhld %: 17.95 % in Benchmark: 1.06 Index: 1,693</p>	<p>Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for shopping, scheduling appointments, and social networking.</p>
	<p>Rank: 2 Hhlds: 5,627 Hhld %: 17.00 % in Benchmark: 1.36 Index: 1,246</p>	<p>Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at boutiques and online.</p>
	<p>Rank: 3 Hhlds: 4,092 Hhld %: 12.36 % in Benchmark: 0.94 Index: 1,321</p>	<p>Young & Influential is a segment of college educated mainly 25-44-year-old adults who are influential in their communities and social networks and are very tech savvy. The segment is a common address for upper-middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.</p>
	<p>Rank: 4 Hhlds: 3,495 Hhld %: 10.56 % in Benchmark: 1.39 Index: 760</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.</p>
	<p>Rank: 5 Hhlds: 2,932 Hhld %: 8.86 % in Benchmark: 1.45 Index: 610</p>	<p>Striving Selfies is a segment of middle-aged singles and couples that show signs of greater potential. They are among the most tech savvy segments with high school diplomas under their belt. More often than not, they are renters who have not yet been able to purchase their first home.</p>

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Index Colors:	<80	80 - 110	110+
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SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	806	2.44	1,315,275	1.02	0.06	239
S1	F1	02	Networked Neighbors	2,718	8.21	1,265,415	0.98	0.21	838
S1	M1	03	Movers & Shakers	3,495	10.56	1,793,224	1.39	0.19	760
U1	Y1	04	Young Digerati	0	0.00	1,824,261	1.41	0.00	0
T1	F1	05	Country Squires	69	0.21	3,125,738	2.42	0.00	9
S2	F1	06	Winner's Circle	5,627	17.00	1,761,069	1.36	0.32	1,246
U1	M1	07	Money & Brains	0	0.00	1,748,169	1.35	0.00	0
S2	M1	08	Gray Power	185	0.56	1,461,262	1.13	0.01	49
T1	M1	09	Big Fish, Small Pond	158	0.48	2,170,283	1.68	0.01	28
S2	F1	10	Executive Suites	75	0.23	1,669,642	1.29	0.00	18
T1	F1	11	Fast-Track Families	0	0.00	2,420,617	1.88	0.00	0
S2	M1	12	Cruisin' to Retirement	1,472	4.45	3,062,448	2.37	0.05	187
S2	Y1	13	Upward Bound	5,941	17.95	1,368,812	1.06	0.43	1,693
S2	F1	14	Kids & Cul-de-Sacs	194	0.59	1,749,580	1.35	0.01	43
T1	F1	15	New Homesteaders	0	0.00	1,392,790	1.08	0.00	0
S2	F1	16	Beltway Boomers	70	0.21	1,430,306	1.11	0.00	19
U2	M2	17	Urban Elders	0	0.00	1,447,795	1.12	0.00	0
T2	M2	18	Mayberry-ville	0	0.00	2,111,162	1.64	0.00	0
U1	M2	19	American Dreams	0	0.00	1,400,768	1.08	0.00	0
S3	M2	20	Empty Nests	556	1.68	2,015,127	1.56	0.03	108
U1	Y1	21	The Cosmopolitans	0	0.00	1,392,079	1.08	0.00	0
C1	M2	22	Middleburg Managers	849	2.56	3,125,014	2.42	0.03	106
T2	F2	23	Township Travelers	0	0.00	1,469,223	1.14	0.00	0
T2	M2	24	Pickup Patriarchs	0	0.00	1,359,130	1.05	0.00	0
S3	Y1	25	Up-and-Comers	1,982	5.99	1,925,903	1.49	0.10	401
S3	F2	26	Home Sweet Home	0	0.00	1,650,105	1.28	0.00	0
T2	F2	27	Big Sky Families	0	0.00	3,209,043	2.49	0.00	0
T2	M2	28	Country Casuals	0	0.00	2,383,243	1.85	0.00	0
T2	F2	29	White Picket Fences	0	0.00	2,115,892	1.64	0.00	0
S3	F2	30	Pools & Patios	0	0.00	1,851,217	1.43	0.00	0
U2	Y1	31	Connected Bohemians	0	0.00	1,939,321	1.50	0.00	0
T3	M3	32	Traditional Times	14	0.04	1,869,174	1.45	0.00	3
C1	F3	33	Second City Startups	4	0.01	1,267,914	0.98	0.00	1
S4	Y1	34	Young & Influential	4,092	12.36	1,207,722	0.94	0.34	1,321
U2	Y1	35	Urban Achievers	0	0.00	1,626,471	1.26	0.00	0
S4	M3	36	Toolbelt Traditionalists	76	0.23	3,116,151	2.41	0.00	10
C1	F3	37	Bright Lights, L'il City	95	0.29	1,789,131	1.39	0.01	21
T3	M3	38	Hometown Retired	0	0.00	1,854,709	1.44	0.00	0
T3	F3	39	Kid Country, USA	0	0.00	1,525,425	1.18	0.00	0
U2	Y2	40	Aspiring A-Listers	0	0.00	1,400,491	1.08	0.00	0
S4	M3	41	Domestic Duos	11	0.03	1,226,967	0.95	0.00	3
U3	F4	42	Multi-Culti Mosaic	0	0.00	2,085,451	1.62	0.00	0
U3	M3	43	City Roots	0	0.00	1,439,627	1.11	0.00	0
T3	F3	44	Country Strong	0	0.00	4,232,145	3.28	0.00	0
U3	F4	45	Urban Modern Mx	0	0.00	2,607,061	2.02	0.00	0
T3	M3	46	Heartlanders	0	0.00	1,636,359	1.27	0.00	0
C2	Y2	47	Striving Selfies	2,932	8.86	1,875,451	1.45	0.16	610
C2	Y2	48	Generation Web	314	0.95	2,214,958	1.72	0.01	55
C2	M3	49	American Classics	436	1.32	2,151,466	1.67	0.02	79
S4	Y2	50	Metro Grads	192	0.58	1,839,483	1.43	0.01	41
T3	F3	51	Campers & Camo	0	0.00	2,468,285	1.91	0.00	0
T3	M3	52	Simple Pleasures	0	0.00	1,657,675	1.28	0.00	0
C2	M3	53	Lo-Tech Singles	3	0.01	1,808,452	1.40	0.00	1
C2	Y2	54	Struggling Singles	0	0.00	1,689,880	1.31	0.00	0
T4	Y3	55	Red, White & Blue	0	0.00	1,824,692	1.41	0.00	0
U3	F4	56	Multi-Culti Families	0	0.00	1,458,909	1.13	0.00	0
T4	M4	57	Back Country Folks	0	0.00	3,320,007	2.57	0.00	0
T4	M4	58	Golden Ponds	0	0.00	2,569,038	1.99	0.00	0
C3	Y3	59	New Melting Pot	222	0.67	1,877,922	1.46	0.01	46
T4	Y3	60	Small-Town Collegiates	0	0.00	1,341,195	1.04	0.00	0
C3	F4	61	Second City Generations	20	0.06	1,381,770	1.07	0.00	6
T4	M4	62	Crossroad Villagers	0	0.00	1,411,874	1.09	0.00	0
U3	Y3	63	Low-Rise Living	0	0.00	2,619,669	2.03	0.00	0
C3	Y3	64	Family Thrifts	0	0.00	1,224,027	0.95	0.00	0
T4	Y3	65	Young & Rustic	0	0.00	2,663,097	2.06	0.00	0
C3	Y3	66	New Beginnings	484	1.46	1,308,931	1.01	0.04	144
C3	M4	67	Park Bench Seniors	4	0.01	1,201,258	0.93	0.00	1
T4	F4	68	Bedrock America	0	0.00	1,332,292	1.03	0.00	0

Benchmark: USA

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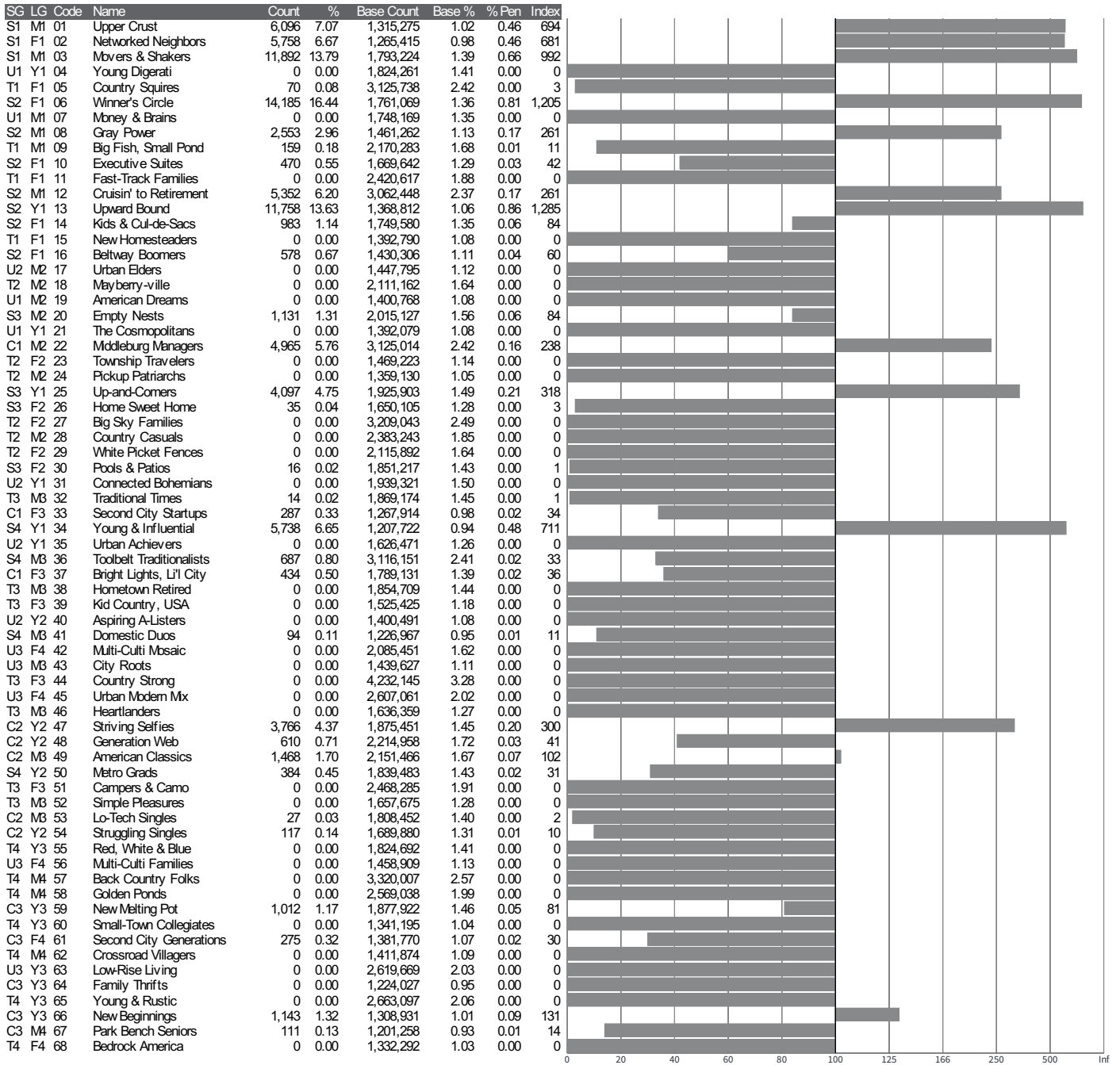
Top 5 segments represent **57.6%** of households in 9710 Scranton Rd - 5 mi.

	<p>Rank: 1 Hhlds: 14,185 Hhld %: 16.44 % in Benchmark: 1.36 Index: 1,205</p>	<p>Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at boutiques and online.</p>
	<p>Rank: 2 Hhlds: 11,892 Hhld %: 13.79 % in Benchmark: 1.39 Index: 992</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.</p>
	<p>Rank: 3 Hhlds: 11,758 Hhld %: 13.63 % in Benchmark: 1.06 Index: 1,285</p>	<p>Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for shopping, scheduling appointments, and social networking.</p>
	<p>Rank: 4 Hhlds: 6,096 Hhld %: 7.07 % in Benchmark: 1.02 Index: 694</p>	<p>The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning \$100,000+ a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequently eating at upscale restaurants, and traveling to Alaska.</p>
	<p>Rank: 5 Hhlds: 5,758 Hhld %: 6.67 % in Benchmark: 0.98 Index: 681</p>	<p>Networked Neighbors is a family portrait of suburban wealth, a place of expensive homes and manicured lawns, high-end cars, and ski vacations. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by corporate executives, managers, and business professionals.</p>

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Report Details

Name: PRIZM® Premier Segmentation Executive Report 2024
Date / Time: 3/6/2024 8:40:41 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
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Segmentation System

Product	Provider	Copyright
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