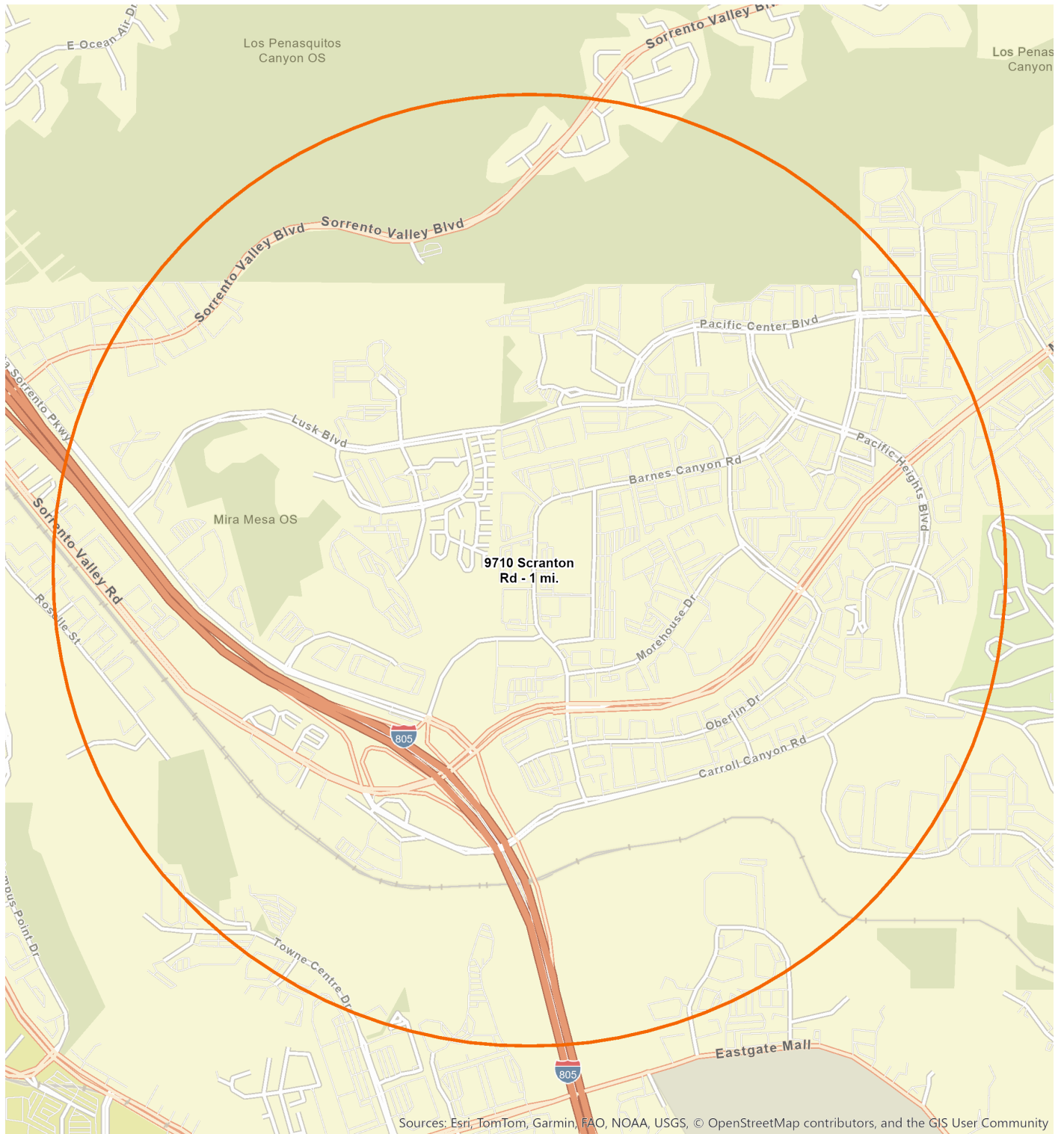


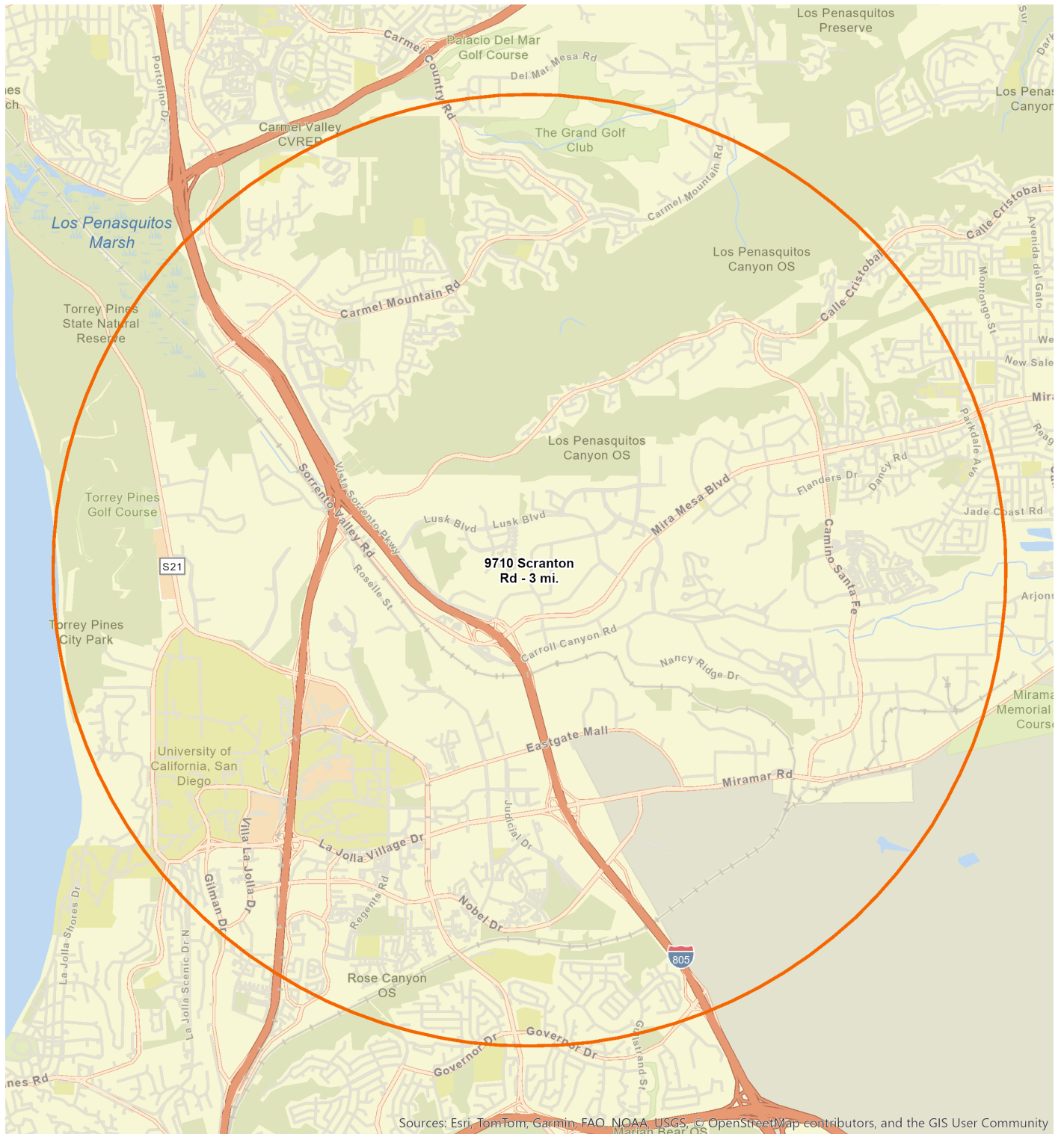
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,811,800	1.40	98	39.84	2,838
Y1	12	New Money	1,384,008	1.07	109	44.31	4,132
Y1	19	Fiscal Rookies	2,098,681	1.63	1	0.41	25
Y1	24	Work Hard, Play Hard	1,387,650	1.07	12	4.88	454
Y1	28	Loan Rangers	1,794,389	1.39	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,350,985	1.05	0	0.00	0
Y2	30	Daily Grinders	1,367,560	1.06	0	0.00	0
Y2	31	Online Living	1,515,888	1.17	0	0.00	0
Y2	32	Credit Country	2,030,573	1.57	0	0.00	0
Y2	35	Striving & Thriving	1,365,880	1.06	0	0.00	0
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,943,200	2.28	0	0.00	0
Y3	43	Metropolitan Ease	2,036,187	1.58	0	0.00	0
Y3	44	Prudent Peak	3,177,672	2.46	0	0.00	0
Y3	48	Transient Leasers	2,156,762	1.67	0	0.00	0
Y3	54	Liquid Lessees	4,413,677	3.42	0	0.00	0
Y3	59	Counting Coins	5,447,263	4.22	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,069,509	1.60	6	2.44	152
F1	14	School Daze	2,114,622	1.64	1	0.41	25
F1	15	Family Funding	1,582,810	1.23	0	0.00	0
F1	18	Leveraged Life	2,215,171	1.72	0	0.00	0
Upscale Earners							
F2	23	Value Seekers	1,429,418	1.11	0	0.00	0
F2	27	Khakis & Credit	1,650,062	1.28	0	0.00	0
F2	36	Rural Roots	1,872,832	1.45	0	0.00	0
F2	37	Fiscally Fit Families	1,801,418	1.40	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,926,581	1.49	0	0.00	0
F3	40	Drive-Thru Debits	2,372,471	1.84	0	0.00	0
F3	41	Fast Cash Families	1,570,737	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,548,689	1.20	0	0.00	0
F3	50	Starter Homes	1,599,479	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,329,672	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,798,129	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,096,176	1.62	0	0.00	0
F4	55	City Strivers	1,822,790	1.41	0	0.00	0
F4	57	Minimum Way	1,898,415	1.47	0	0.00	0
F4	58	Social Insecurity	3,275,030	2.54	0	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,052,433	1.59	4	1.63	102
M1	02	Business Class	2,527,632	1.96	3	1.22	62
M1	03	Power Couples	1,908,670	1.48	0	0.00	0
M1	04	Golden Agers	1,361,337	1.05	0	0.00	0
Wealthy Achievers							
M2	05	Capital Accumulators	1,401,268	1.09	4	1.63	150
M2	07	IRA Enthusiast	2,374,299	1.84	0	0.00	0
M2	08	Savvy Savers	1,505,260	1.17	0	0.00	0
M2	10	Leasing Luxury	3,051,792	2.36	5	2.03	86
M2	13	Ready, Set, Retire!	2,124,552	1.65	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,600,820	2.02	0	0.00	0
M3	16	Equity Earners	2,042,159	1.58	3	1.22	77
M3	17	Leisure Land	2,172,629	1.68	0	0.00	0
M3	20	Home Sweet Equity	2,479,517	1.92	0	0.00	0
M3	21	Comfortably Retired	2,088,182	1.62	0	0.00	0
M3	22	Early-Bird Specials	1,663,938	1.29	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,313,900	1.02	0	0.00	0
M4	26	Pensions & Ports	2,369,899	1.84	0	0.00	0
M4	33	Generation Save	2,456,895	1.90	0	0.00	0
M4	34	Rocker & Recliner Retirees	1,715,332	1.33	0	0.00	0
M4	38	Nesters & Investors	1,362,506	1.06	0	0.00	0
Retirement Blues							
M5	46	Unwired Retired	4,465,102	3.46	0	0.00	0
M5	47	Superstore Shoppers	3,658,237	2.83	0	0.00	0
M5	49	Penny Pinchers	1,868,512	1.45	0	0.00	0
M5	56	Fixed Finances	2,415,101	1.87	0	0.00	0
M5	60	Foundational Occupant	2,842,884	2.20	0	0.00	0
Total			129,079,042	100.00	246	100.00	100



LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,811,800	1.40	4,142	12.51	891
Y1	12	New Money	1,384,008	1.07	3,409	10.30	961
Y1	19	Fiscal Rookies	2,098,681	1.63	718	2.17	133
Y1	24	Work Hard, Play Hard	1,387,650	1.07	4,315	13.04	1,213
Y1	28	Loan Rangers	1,794,389	1.39	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,350,985	1.05	6,402	19.34	1,848
Y2	30	Daily Grinders	1,367,560	1.06	320	0.97	91
Y2	31	Online Living	1,515,888	1.17	2	0.01	1
Y2	32	Credit Country	2,030,573	1.57	7	0.02	1
Y2	35	Striving & Thriving	1,365,880	1.06	48	0.14	14
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,943,200	2.28	4,372	13.21	579
Y3	43	Metropolitan Ease	2,036,187	1.58	0	0.00	0
Y3	44	Prudent Peak	3,177,672	2.46	42	0.13	5
Y3	48	Transient Leasers	2,156,762	1.67	137	0.41	25
Y3	54	Liquid Lessees	4,413,677	3.42	178	0.54	16
Y3	59	Counting Coins	5,447,263	4.22	30	0.09	2
Flourishing Families							
F1	06	Big Spenders	2,069,509	1.60	273	0.82	51
F1	14	School Daze	2,114,622	1.64	186	0.56	34
F1	15	Family Funding	1,582,810	1.23	2	0.01	0
F1	18	Leveraged Life	2,215,171	1.72	0	0.00	0
Upscale Earners							
F2	23	Value Seekers	1,429,418	1.11	73	0.22	20
F2	27	Khakis & Credit	1,650,062	1.28	0	0.00	0
F2	36	Rural Roots	1,872,832	1.45	0	0.00	0
F2	37	Fiscally Fit Families	1,801,418	1.40	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,926,581	1.49	11	0.03	2
F3	40	Drive-Thru Debits	2,372,471	1.84	3	0.01	0
F3	41	Fast Cash Families	1,570,737	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,548,689	1.20	61	0.18	15
F3	50	Starter Homes	1,599,479	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,329,672	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,798,129	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,086,176	1.62	0	0.00	0
F4	55	City Strivers	1,822,790	1.41	0	0.00	0
F4	57	Minimum Way	1,898,415	1.47	0	0.00	0
F4	58	Social Insecurity	3,275,030	2.54	1	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,052,433	1.59	3,407	10.29	647
M1	02	Business Class	2,527,632	1.96	2,129	6.43	328
M1	03	Power Couples	1,908,670	1.48	35	0.11	7
M1	04	Golden Agers	1,361,337	1.05	84	0.25	24
Wealthy Achievers							
M2	05	Capital Accumulators	1,401,288	1.09	230	0.69	64
M2	07	IRA Enthusiast	2,374,299	1.84	582	1.76	96
M2	08	Savvy Savers	1,505,260	1.17	3	0.01	1
M2	10	Leasing Luxury	3,051,792	2.36	271	0.82	35
M2	13	Ready, Set, Retire!	2,124,552	1.65	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,600,820	2.02	538	1.63	81
M3	16	Equity Earners	2,042,159	1.58	508	1.53	97
M3	17	Leisure Land	2,172,629	1.68	0	0.00	0
M3	20	Home Sweet Equity	2,479,517	1.92	0	0.00	0
M3	21	Comfortably Retired	2,088,182	1.62	0	0.00	0
M3	22	Early-Bird Specials	1,663,938	1.29	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,313,900	1.02	111	0.34	33
M4	26	Pensions & Ports	2,369,899	1.84	346	1.04	57
M4	33	Generation Save	2,456,895	1.90	3	0.01	0
M4	34	Rocker & Recliner Retirees	1,715,332	1.33	3	0.01	1
M4	38	Nesters & Investors	1,362,506	1.06	0	0.00	0
Retirement Blues							
M5	46	Unwired Retired	4,465,102	3.46	0	0.00	0
M5	47	Superstore Shoppers	3,658,237	2.83	0	0.00	0
M5	49	Penny Pinchers	1,868,512	1.45	119	0.36	25
M5	56	Fixed Finances	2,415,101	1.87	0	0.00	0
M5	60	Foundational Occupant	2,842,884	2.20	0	0.00	0
Total			129,079,042	100.00	33,101	100.00	100

Trade Area: 9710 Scranton Rd - 3 mi.

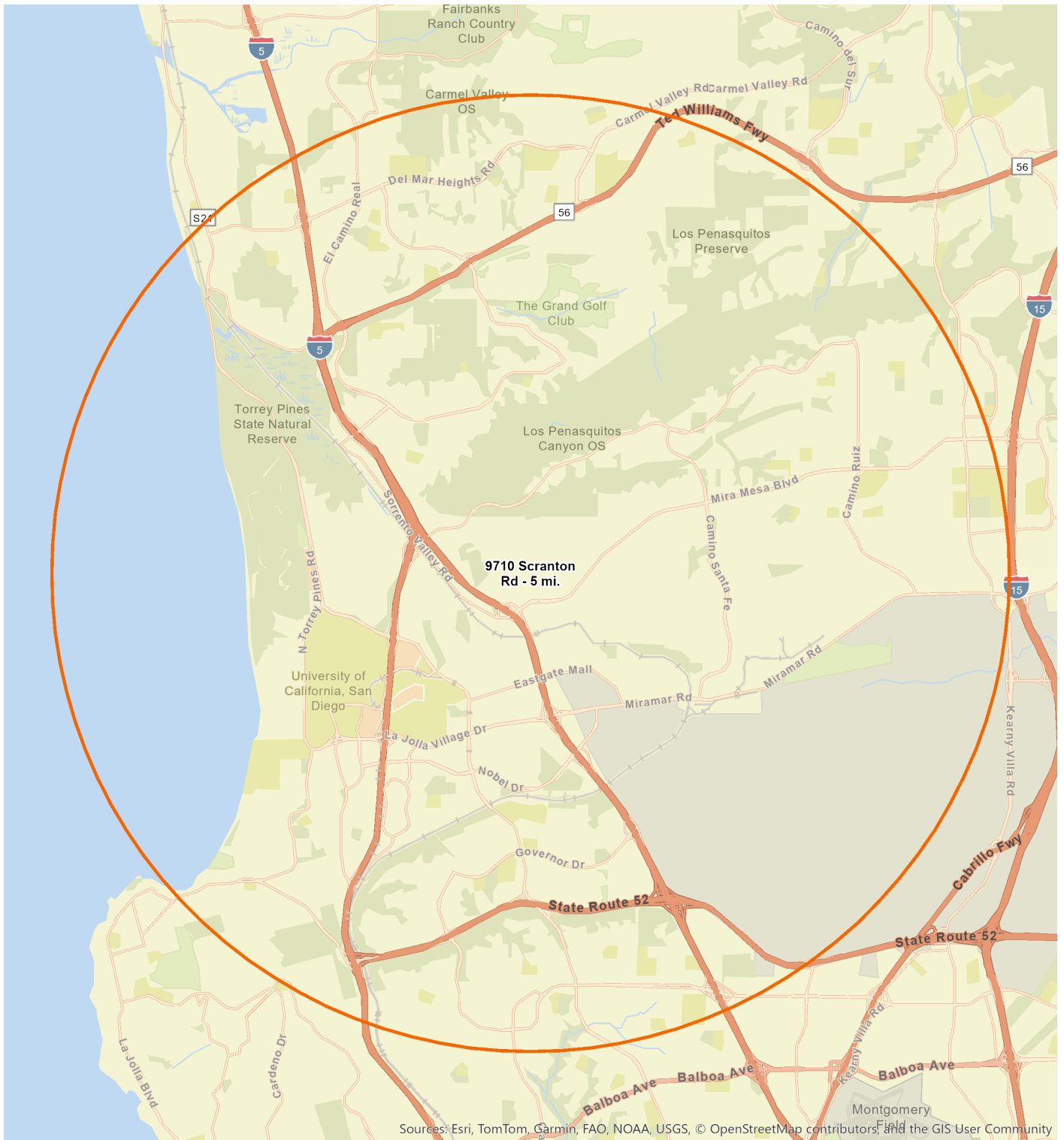
Households: 33,101



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

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LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,811,800	1.40	14,210	16.47	1,174
Y1	12	New Money	1,384,008	1.07	5,855	6.79	633
Y1	19	Fiscal Rookies	2,098,681	1.63	2,694	3.12	192
Y1	24	Work Hard, Play Hard	1,387,650	1.07	6,430	7.45	693
Y1	28	Loan Rangers	1,794,389	1.39	9	0.01	1
Metro Mainstream							
Y2	29	ATM Nation	1,350,985	1.05	7,908	9.17	876
Y2	30	Daily Grinders	1,367,560	1.06	2,637	3.06	289
Y2	31	Online Living	1,515,888	1.17	27	0.03	3
Y2	32	Credit Country	2,030,573	1.57	9	0.01	1
Y2	35	Striving & Thriving	1,365,880	1.06	228	0.26	25
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,943,200	2.28	4,944	5.73	251
Y3	43	Metropolitan Ease	2,036,187	1.58	0	0.00	0
Y3	44	Prudent Peak	3,177,672	2.46	2,957	3.43	139
Y3	48	Transient Leasers	2,156,762	1.67	807	0.94	56
Y3	54	Liquid Lessees	4,413,677	3.42	982	1.14	33
Y3	59	Counting Coins	5,447,263	4.22	30	0.04	1
Flourishing Families							
F1	06	Big Spenders	2,069,509	1.60	1,949	2.26	141
F1	14	School Daze	2,114,622	1.64	1,037	1.20	73
F1	15	Family Funding	1,582,810	1.23	6	0.01	1
F1	18	Leveraged Life	2,215,171	1.72	15	0.02	1
Upscale Earners							
F2	23	Value Seekers	1,429,418	1.11	696	0.81	73
F2	27	Khakis & Credit	1,650,062	1.28	0	0.00	0
F2	36	Rural Roots	1,872,832	1.45	13	0.01	1
F2	37	Fiscally Fit Families	1,801,418	1.40	21	0.02	2
Mass Middle Class							
F3	39	New Tech Traders	1,926,581	1.49	57	0.07	4
F3	40	Drive-Thru Debits	2,372,471	1.84	74	0.09	5
F3	41	Fast Cash Fanfilies	1,570,737	1.22	15	0.02	1
F3	45	Cash Back Consumers	1,548,689	1.20	470	0.55	45
F3	50	Starter Homes	1,599,479	1.24	9	0.01	1
Working-Class USA							
F4	51	Digital & Dollar Stores	1,329,672	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,798,129	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,086,176	1.62	0	0.00	0
F4	55	City Strivers	1,822,790	1.41	0	0.00	0
F4	57	Minimum Way	1,898,415	1.47	0	0.00	0
F4	58	Social Insecurity	3,275,030	2.54	54	0.06	2
Financial Elite							
M1	01	The Wealth Market	2,052,433	1.59	8,655	10.03	631
M1	02	Business Class	2,527,632	1.96	11,160	12.94	661
M1	03	Power Couples	1,908,670	1.48	158	0.18	12
M1	04	Golden Agers	1,361,337	1.05	146	0.17	16
Wealthy Achievers							
M2	05	Capital Accumulators	1,401,288	1.09	1,285	1.49	137
M2	07	IRA Enthusiast	2,374,299	1.84	2,788	3.23	176
M2	08	Savvy Savers	1,505,260	1.17	8	0.01	1
M2	10	Leasing Luxury	3,051,792	2.36	1,436	1.67	70
M2	13	Ready, Set, Retire!	2,124,552	1.65	7	0.01	0
Upscale Empty Nests							
M3	09	Booming Nests	2,600,820	2.02	1,232	1.43	71
M3	16	Equity Earners	2,042,159	1.58	2,356	2.73	173
M3	17	Leisure Land	2,172,629	1.68	31	0.04	2
M3	20	Home Sweet Equity	2,479,517	1.92	9	0.01	1
M3	21	Comfortably Retired	2,088,182	1.62	54	0.06	4
M3	22	Early-Bird Specials	1,663,938	1.29	19	0.02	2
Midscale Matures							
M4	25	Annuity Street	1,313,900	1.02	507	0.59	58
M4	26	Pensions & Ports	2,369,899	1.84	1,625	1.88	103
M4	33	Generation Save	2,456,895	1.90	8	0.01	0
M4	34	Rocker & Recliner Retirees	1,715,332	1.33	21	0.02	2
M4	38	Nesters & Investors	1,362,506	1.06	35	0.04	4
Retirement Blues							
M5	46	Unwired Retired	4,465,102	3.46	46	0.05	2
M5	47	Superstore Shoppers	3,658,237	2.83	0	0.00	0
M5	49	Penny Pinchers	1,868,512	1.45	491	0.57	39
M5	56	Fixed Finances	2,415,101	1.87	4	0.01	0
M5	60	Foundational Occupant	2,842,884	2.20	41	0.05	2
		Total	129,079,042	100.00	86,265	100.00	100



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

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Report Details

Name: P\$YCLE® Premier Lifestage Segment Distribution 2024
Date / Time: 3/6/2024 8:50:02 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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