

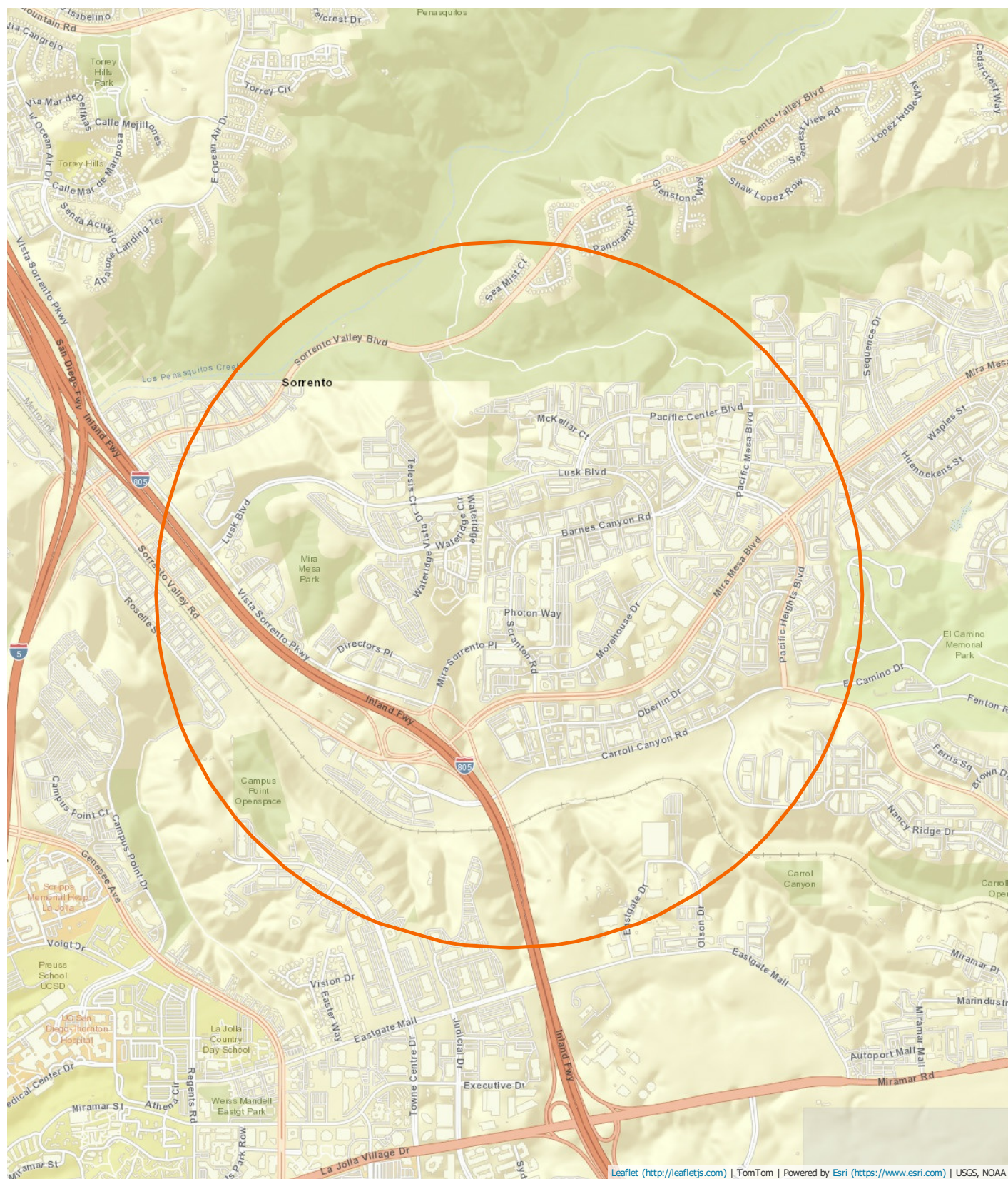
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 364

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,165,072	1.72	36	9.89	574
02	Plugged-In Families	2,520,715	2.00	8	2.20	110
03	Tech Nests	1,908,918	1.52	0	0.00	0
04	Connected Country	1,964,278	1.56	0	0.00	0
05	You & I Tunes	2,368,799	1.88	68	18.68	992
06	High-Tech Society	1,808,362	1.44	12	3.30	229
07	Generation WiFi	2,247,958	1.79	0	0.00	0
08	Calling Circles	1,690,869	1.34	2	0.55	41
09	Dish Country	1,672,197	1.33	0	0.00	0
10	Smart Gamers	1,693,566	1.35	0	0.00	0
11	WiFi Warriors	2,111,459	1.68	35	9.62	573
12	Satellites & Silos	2,802,437	2.23	0	0.00	0
13	Cyber Sophisticates	2,286,329	1.82	166	45.60	2,508
14	The Pragmatics	2,105,180	1.67	12	3.30	197
15	Bundled Burbs	1,496,803	1.19	0	0.00	0
16	Kids & Keyboards	2,504,344	1.99	0	0.00	0
17	Time Shifters	1,894,837	1.51	3	0.82	55
18	New Technorati	2,682,810	2.13	0	0.00	0
19	Gadgets Galore	1,673,375	1.33	0	0.00	0
20	Cinemaniacs	2,432,605	1.94	1	0.28	14
21	Multimedia Families	1,821,482	1.45	0	0.00	0
22	Analoggers	2,580,525	2.05	17	4.67	228
23	Cyber Strivers	1,492,453	1.19	0	0.00	0
24	Internet Hinterlands	2,330,439	1.85	0	0.00	0
25	Low-Speed Boomers	2,647,896	2.11	0	0.00	0
26	Rural Transmissions	2,633,409	2.09	0	0.00	0
27	Video Vistas	1,544,537	1.23	0	0.00	0
28	Big City, Small Tech	1,735,503	1.38	0	0.00	0
29	IMNation	2,239,060	1.78	0	0.00	0
30	Techs and the City	3,125,276	2.49	0	0.00	0
31	Plug & Play	2,456,430	1.95	0	0.00	0
32	Family Dishes	3,687,328	2.93	0	0.00	0
33	Digital Dreamers	3,605,452	2.87	0	0.00	0
34	Gearing Up	1,987,478	1.58	0	0.00	0
35	Broadband Boulevards	2,510,133	2.00	3	0.82	41
36	Opting Out	2,241,285	1.78	0	0.00	0
37	Techtown Lites	1,852,107	1.47	0	0.00	0
38	New Kids on the Grid	1,609,109	1.28	0	0.00	0
39	Video Homebodies	1,704,463	1.36	0	0.00	0
40	Low-Tech Country	1,760,285	1.40	0	0.00	0
41	Antenna Land	4,437,918	3.53	0	0.00	0
42	Tech Skeptics	2,721,685	2.17	0	0.00	0
43	Bucolic Basics	2,793,445	2.22	0	0.00	0
44	Leisurely Adopters	2,560,529	2.04	0	0.00	0
45	Landline Living	1,738,407	1.38	0	0.00	0
46	Old-Time Media	2,837,407	2.26	1	0.28	12
47	Discounts & Deals	1,486,621	1.18	0	0.00	0
48	Dial-Up Duos	2,934,104	2.33	0	0.00	0
49	Satellite Seniors	1,567,394	1.25	0	0.00	0
50	Early-Bird TV	2,810,869	2.24	0	0.00	0
51	Tech-Free Frontier	3,631,171	2.89	0	0.00	0
52	The Unconnected	4,602,067	3.66	0	0.00	0
53	Last to Adopt	4,015,628	3.19	0	0.00	0
	Total	125,732,798	100.00	364	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,661

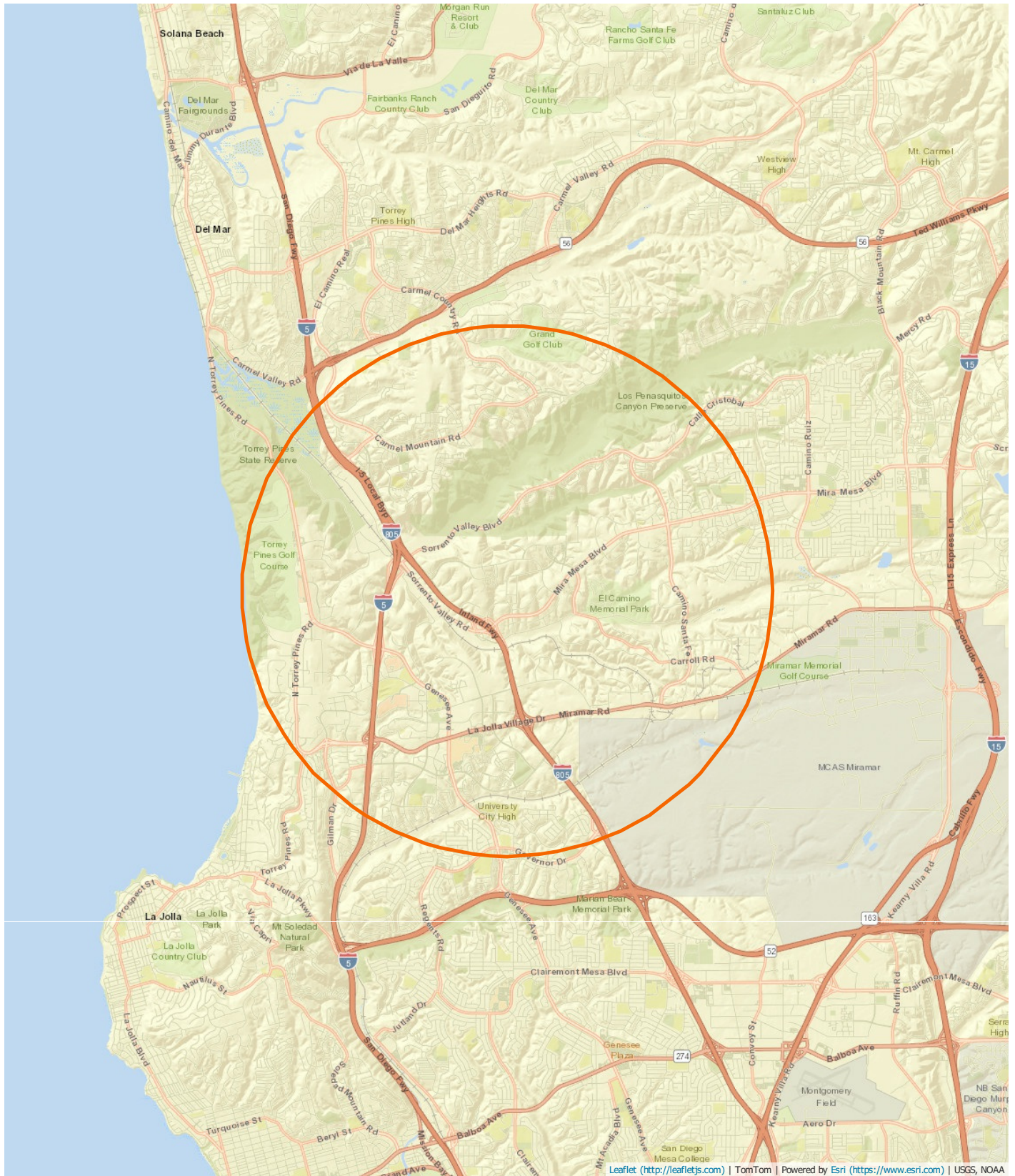
Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,165,072	1.72	1,707	5.07	294
02	Plugged-In Families	2,520,715	2.00	889	2.64	132
03	Tech Nests	1,908,918	1.52	62	0.18	12
04	Connected Country	1,964,278	1.56	0	0.00	0
05	You & I Tunes	2,368,799	1.88	4,354	12.94	687
06	High-Tech Society	1,808,362	1.44	1,764	5.24	364
07	Generation WiFi	2,247,968	1.79	6,722	19.97	1,117
08	Calling Circles	1,690,869	1.34	1,405	4.17	310
09	Dish Country	1,672,197	1.33	0	0.00	0
10	Smart Gamers	1,693,566	1.35	428	1.27	94
11	WiFi Warriors	2,111,459	1.68	1,743	5.18	308
12	Satellites & Silos	2,802,437	2.23	0	0.00	0
13	Cyber Sophisticates	2,286,329	1.82	1,744	5.18	285
14	The Pragmatics	2,105,180	1.67	1,566	4.65	278
15	Bundled Burbs	1,496,803	1.19	159	0.47	40
16	Kids & Keyboards	2,504,344	1.99	100	0.30	15
17	Time Shifters	1,894,837	1.51	1,174	3.49	231
18	New Technorati	2,682,810	2.13	1,231	3.66	171
19	Gadgets Galore	1,673,375	1.33	216	0.64	48
20	Cinemaniacs	2,432,605	1.94	319	0.95	49
21	Multimedia Families	1,821,482	1.45	35	0.10	7
22	Analoggers	2,580,525	2.05	1,179	3.50	171
23	Cyber Strivers	1,492,453	1.19	21	0.06	5
24	Internet Hinterlands	2,330,439	1.85	0	0.00	0
25	Low-Speed Boomers	2,647,896	2.11	411	1.22	58
26	Rural Transmissions	2,633,409	2.09	0	0.00	0
27	Video Vistas	1,544,537	1.23	0	0.00	0
28	Big City, Small Tech	1,735,503	1.38	11	0.03	2
29	IM Nation	2,239,060	1.78	6	0.02	1
30	Techs and the City	3,125,276	2.49	2,960	8.79	354
31	Plug & Play	2,456,430	1.95	487	1.45	74
32	Family Dishes	3,687,328	2.93	0	0.00	0
33	Digital Dreamers	3,605,452	2.87	460	1.37	48
34	Gearing Up	1,987,478	1.58	152	0.45	29
35	Broadband Boulevards	2,510,133	2.00	326	0.97	49
36	Opting Out	2,241,285	1.78	312	0.93	52
37	Techtown Lites	1,852,107	1.47	0	0.00	0
38	New Kids on the Grid	1,609,109	1.28	141	0.42	33
39	Video Homebodies	1,704,463	1.36	0	0.00	0
40	Low-Tech Country	1,760,285	1.40	0	0.00	0
41	Antenna Land	4,437,918	3.53	183	0.54	15
42	Tech Skeptics	2,721,685	2.17	287	0.85	39
43	Bucolic Basics	2,793,445	2.22	0	0.00	0
44	Leisurely Adopters	2,560,529	2.04	34	0.10	5
45	Landline Living	1,738,407	1.38	0	0.00	0
46	Old-Time Media	2,837,407	2.26	644	1.91	85
47	Discounts & Deals	1,486,621	1.18	3	0.01	1
48	Dial-Up Duos	2,934,104	2.33	174	0.52	22
49	Satellite Seniors	1,567,394	1.25	0	0.00	0
50	Early-Bird TV	2,810,869	2.24	152	0.45	20
51	Tech-Free Frontier	3,631,171	2.89	0	0.00	0
52	The Unconnected	4,602,067	3.66	97	0.29	8
53	Last to Adopt	4,015,628	3.19	3	0.01	0
	Total	125,732,798	100.00	33,661	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,661



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,663

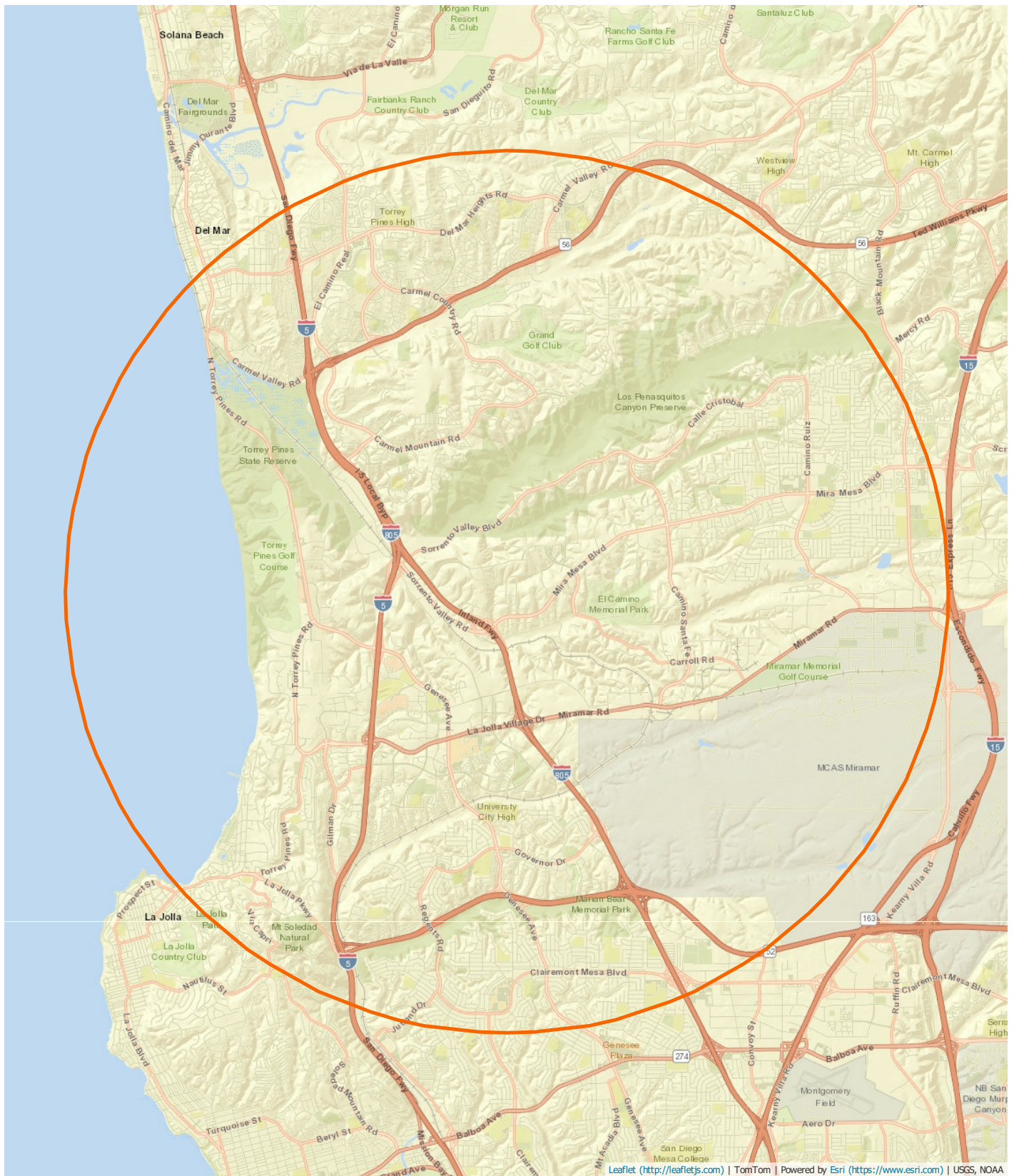
Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,165,072	1.72	4,093	4.67	271
02	Plugged-In Families	2,520,715	2.00	3,921	4.47	223
03	Tech Nests	1,908,918	1.52	431	0.49	32
04	Connected Country	1,964,278	1.56	0	0.00	0
05	You & I Tunes	2,368,799	1.88	5,893	6.72	357
06	High-Tech Society	1,808,362	1.44	5,495	6.27	436
07	Generation WiFi	2,247,958	1.79	7,716	8.80	492
08	Calling Circles	1,690,869	1.34	4,923	5.62	418
09	Dish Country	1,672,197	1.33	0	0.00	0
10	Smart Gamers	1,693,556	1.35	2,207	2.52	187
11	WiFi Warriors	2,111,459	1.68	4,279	4.88	291
12	Satellites & Silos	2,802,437	2.23	0	0.00	0
13	Cyber Sophisticates	2,286,329	1.82	4,641	5.29	291
14	The Pragmatics	2,105,180	1.67	3,970	4.53	270
15	Bundled Burbs	1,496,803	1.19	1,392	1.59	133
16	Kids & Keyboards	2,504,344	1.99	862	0.98	49
17	Time Shifters	1,894,837	1.51	2,600	2.97	197
18	New Technorati	2,682,810	2.13	3,116	3.56	167
19	Gadgets Galore	1,673,375	1.33	1,883	2.15	161
20	Cinemaniacs	2,432,605	1.94	2,241	2.56	132
21	Multimedia Families	1,821,482	1.45	233	0.27	18
22	Analoggers	2,580,525	2.05	6,839	7.80	380
23	Cyber Strivers	1,492,453	1.19	294	0.34	28
24	Internet Hinterlands	2,330,439	1.85	0	0.00	0
25	Low-Speed Boomers	2,647,896	2.11	2,383	2.72	129
26	Rural Transmissions	2,633,409	2.09	0	0.00	0
27	Video Vistas	1,544,537	1.23	16	0.02	1
28	Big City, Small Tech	1,735,503	1.38	151	0.17	12
29	IM Nation	2,239,060	1.78	637	0.73	41
30	Techs and the City	3,125,276	2.49	4,110	4.69	189
31	Plug & Play	2,456,430	1.95	1,793	2.04	105
32	Family Dishes	3,687,328	2.93	0	0.00	0
33	Digital Dreamers	3,605,452	2.87	1,325	1.51	53
34	Gearing Up	1,987,478	1.58	224	0.26	16
35	Broadband Boulevards	2,510,133	2.00	2,710	3.09	155
36	Opting Out	2,241,285	1.78	591	0.67	38
37	Techtown Lites	1,852,107	1.47	48	0.06	4
38	New Kids on the Grid	1,609,109	1.28	270	0.31	24
39	Video Homebodies	1,704,463	1.36	67	0.08	6
40	Low-Tech Country	1,760,285	1.40	0	0.00	0
41	Antenna Land	4,437,918	3.53	818	0.93	26
42	Tech Skeptics	2,721,685	2.17	1,421	1.62	75
43	Bucolic Basics	2,793,445	2.22	0	0.00	0
44	Leisurely Adopters	2,560,529	2.04	213	0.24	12
45	Landline Living	1,738,407	1.38	0	0.00	0
46	Old-Time Media	2,837,407	2.26	1,974	2.25	100
47	Discounts & Deals	1,486,621	1.18	27	0.03	3
48	Dial-Up Duos	2,934,104	2.33	818	0.93	40
49	Satellite Seniors	1,567,394	1.25	0	0.00	0
50	Early-Bird TV	2,810,869	2.24	587	0.67	30
51	Tech-Free Frontier	3,631,171	2.89	0	0.00	0
52	The Unconnected	4,602,067	3.66	422	0.48	13
53	Last to Adopt	4,015,628	3.19	29	0.03	1
	Total	125,732,798	100.00	87,663	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,663



Report Details

Name: ConneXions® Household Segment Distribution 2021
Date / Time: 3/9/2021 9:23:53 AM
Workspace Vintage: 2021

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi Radius	1 mi Radius	N/A
9710 Scranton Rd - 3 mi Radius	3 mi Radius	N/A
9710 Scranton Rd - 5 mi Radius	5 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
ConneXions - 2021 Distributions and 2026 Projections	Claritas	©Claritas, LLC 2021 (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Claritas ConneXions®	Claritas	©Claritas, LLC 2021 (https://claritas.easpotlight.com/Spotlight/About)