

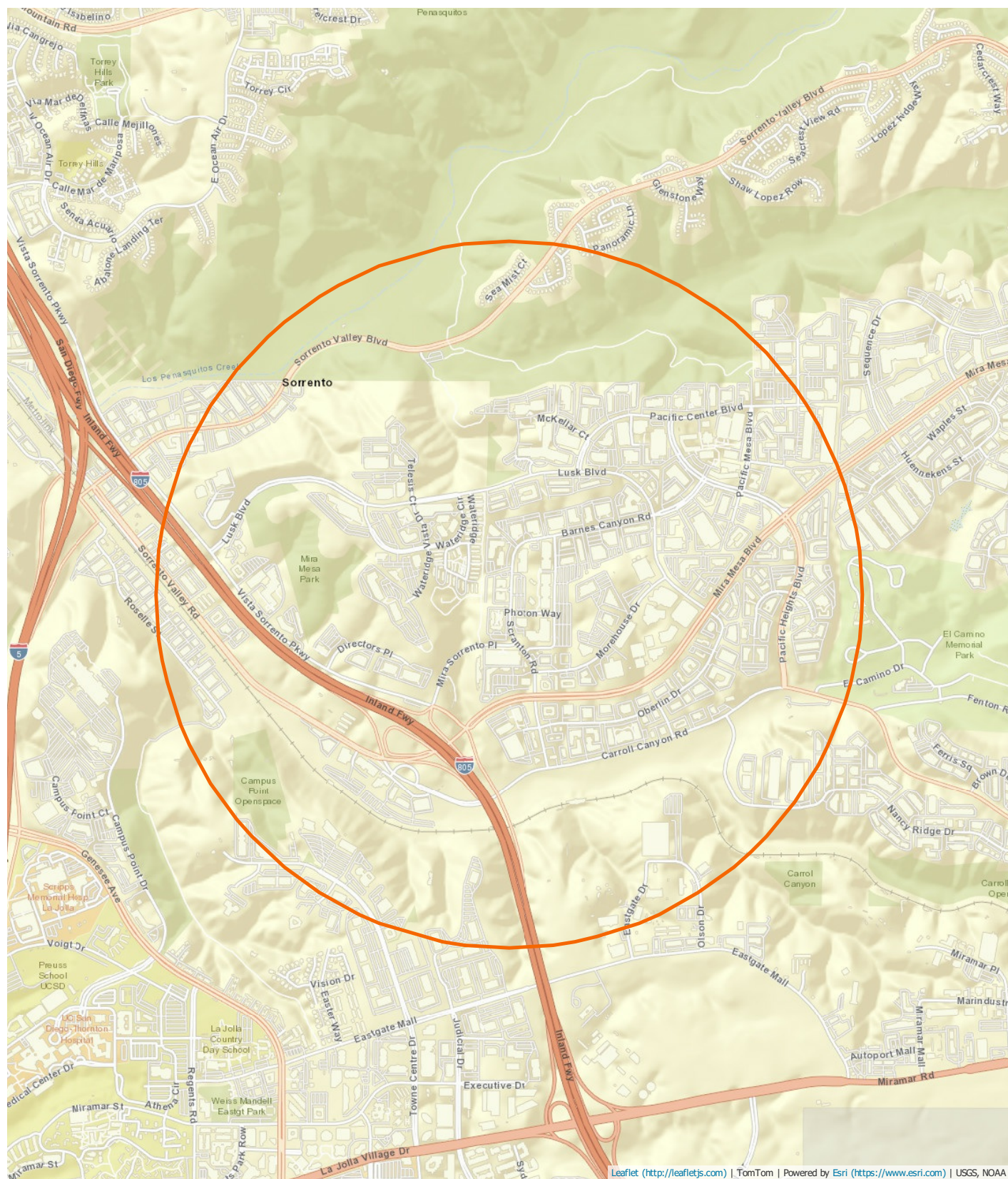
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 364

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,165,072	1.72	36	9.89	574
F1	02	Plugged-In Families	2,520,715	2.00	8	2.20	110
F1	03	Tech Nests	1,908,918	1.52	0	0.00	0
F1	04	Connected Country	1,964,278	1.56	0	0.00	0
F1	06	High-Tech Society	1,808,362	1.44	12	3.30	229
Young & Wireless							
Y1	05	You & I Tunes	2,368,799	1.88	68	18.68	992
Y1	07	Generation WiFi	2,247,958	1.79	0	0.00	0
Y1	12	Satellites & Silos	2,802,437	2.23	0	0.00	0
Y1	14	The Pragmatics	2,105,180	1.67	12	3.30	197
Y1	17	Time Shifters	1,894,837	1.51	3	0.82	55
Suburban Spenders							
F2	08	Calling Circles	1,690,869	1.34	2	0.55	41
F2	09	Dish Country	1,672,197	1.33	0	0.00	0
F2	10	Smart Gamers	1,693,556	1.35	0	0.00	0
F2	15	Bundled Burbs	1,496,803	1.19	0	0.00	0
F2	16	Kids & Keyboards	2,504,344	1.99	0	0.00	0
Wireless White-Collars							
M1	11	WiFi Warriors	2,111,459	1.68	35	9.62	573
M1	13	Cyber Sophisticates	2,286,329	1.82	166	45.60	2,508
Emerging Techies							
Y2	18	New Technorati	2,682,810	2.13	0	0.00	0
Y2	29	IM Nation	2,239,060	1.78	0	0.00	0
Y2	30	Techs and the City	3,125,276	2.49	0	0.00	0
Y2	31	Plug & Play	2,456,430	1.95	0	0.00	0
Y2	33	Digital Dreamers	3,605,452	2.87	0	0.00	0
Y2	34	Gearing Up	1,987,478	1.58	0	0.00	0
Frugal Folks							
F3	19	Gadgets Galore	1,673,375	1.33	0	0.00	0
F3	21	Multimedia Families	1,821,482	1.45	0	0.00	0
F3	23	Cyber Strivers	1,492,453	1.19	0	0.00	0
F3	27	Video Vistas	1,544,537	1.23	0	0.00	0
F3	28	Big City, Small Tech	1,735,503	1.38	0	0.00	0
F3	32	Family Dishes	3,687,328	2.93	0	0.00	0
F3	39	Video Homebodies	1,704,463	1.36	0	0.00	0
Mature Mid-Techs							
M2	20	Cinemaniacs	2,432,605	1.94	1	0.28	14
M2	22	Analoggers	2,580,525	2.05	17	4.67	228
M2	24	Internet Hinterlands	2,330,439	1.85	0	0.00	0
M2	25	Low-Speed Boomers	2,647,896	2.11	0	0.00	0
M2	26	Rural Transmissions	2,633,409	2.09	0	0.00	0
M2	35	Broadband Boulevards	2,510,133	2.00	3	0.82	41
M2	36	Opting Out	2,241,285	1.78	0	0.00	0
Young Startups							
Y3	37	Techtown Lites	1,852,107	1.47	0	0.00	0
Y3	38	New Kids on the Grid	1,609,109	1.28	0	0.00	0
Y3	40	Low-Tech Country	1,760,285	1.40	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,437,918	3.53	0	0.00	0
M3	42	Tech Skeptics	2,721,685	2.17	0	0.00	0
M3	43	Bucolic Basics	2,793,445	2.22	0	0.00	0
M3	44	Leisurely Adopters	2,560,529	2.04	0	0.00	0
M3	45	Landline Living	1,738,407	1.38	0	0.00	0
M3	46	Old-Time Media	2,837,407	2.26	1	0.28	12
M3	47	Discounts & Deals	1,486,621	1.18	0	0.00	0
M3	48	Dial-Up Duos	2,934,104	2.33	0	0.00	0
M3	49	Satellite Seniors	1,567,394	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,810,869	2.24	0	0.00	0
M4	51	Tech-Free Frontier	3,631,171	2.89	0	0.00	0
M4	52	The Unconnected	4,602,067	3.66	0	0.00	0
M4	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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ConneXions® | Lifestage Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,661

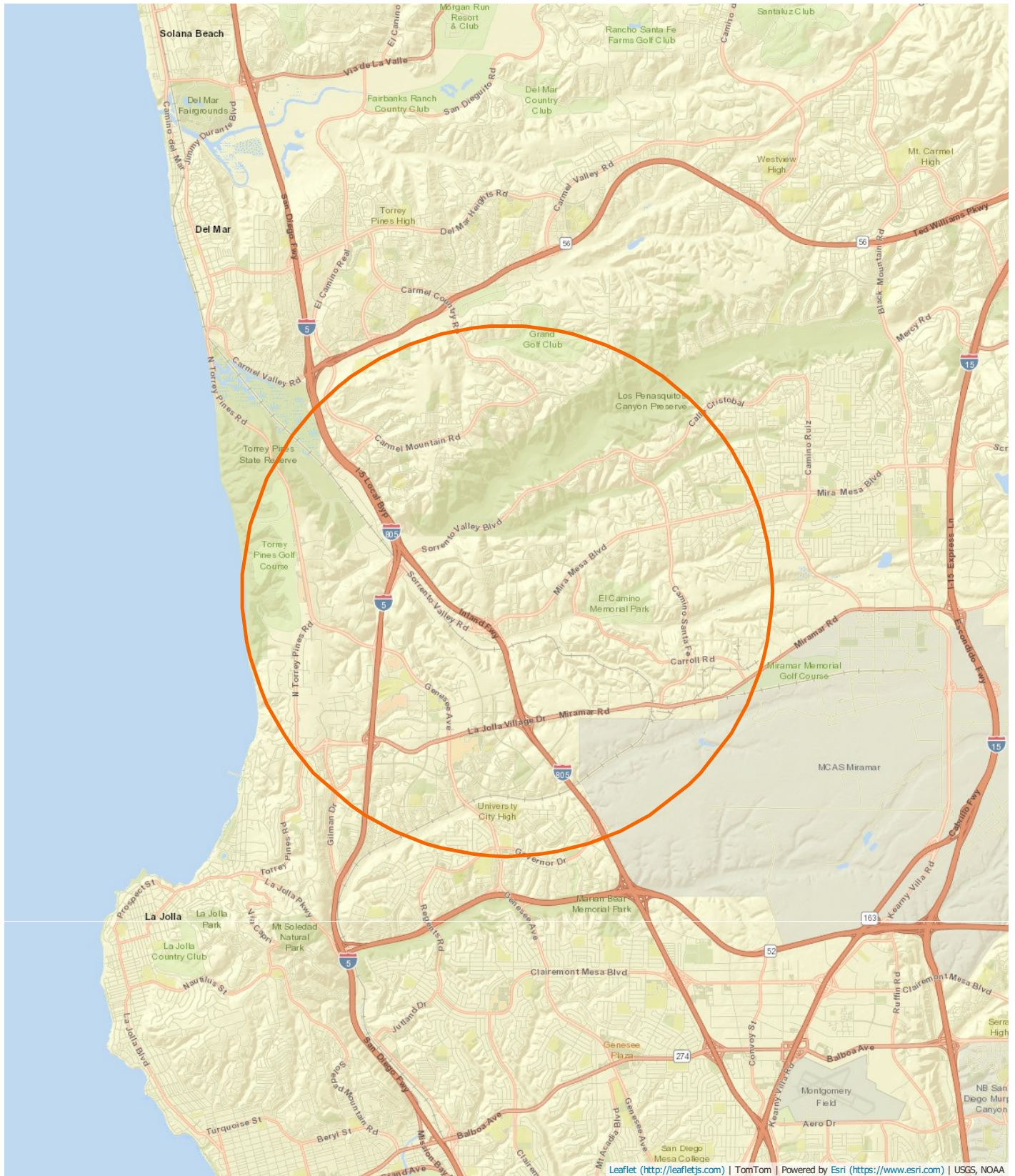
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,165,072	1.72	1,707	5.07	294
F1	02	Plugged-In Families	2,520,715	2.00	889	2.64	132
F1	03	Tech Nests	1,908,918	1.52	62	0.18	12
F1	04	Connected Country	1,964,278	1.56	0	0.00	0
F1	06	High-Tech Society	1,808,362	1.44	1,764	5.24	364
Young & Wireless							
Y1	05	You & I Tunes	2,368,799	1.88	4,354	12.94	687
Y1	07	Generation WiFi	2,247,958	1.79	6,722	19.97	1,117
Y1	12	Satellites & Silos	2,802,437	2.23	0	0.00	0
Y1	14	The Pragmatics	2,105,180	1.67	1,566	4.65	278
Y1	17	Time Shifters	1,894,837	1.51	1,174	3.49	231
Suburban Spenders							
F2	08	Calling Circles	1,690,869	1.34	1,405	4.17	310
F2	09	Dish Country	1,672,197	1.33	0	0.00	0
F2	10	Smart Gamers	1,693,556	1.35	428	1.27	94
F2	15	Bundled Burbs	1,496,803	1.19	159	0.47	40
F2	16	Kids & Keyboards	2,504,344	1.99	100	0.30	15
Wireless White-Collars							
M1	11	WiFi Warriors	2,111,459	1.68	1,743	5.18	308
M1	13	Cyber Sophisticates	2,286,329	1.82	1,744	5.18	285
Emerging Techies							
Y2	18	New Technorati	2,682,810	2.13	1,231	3.66	171
Y2	29	IM Nation	2,239,060	1.78	6	0.02	1
Y2	30	Techs and the City	3,125,276	2.49	2,960	8.79	354
Y2	31	Plug & Play	2,456,430	1.95	487	1.45	74
Y2	33	Digital Dreamers	3,605,452	2.87	460	1.37	48
Y2	34	Gearing Up	1,987,478	1.58	152	0.45	29
Frugal Folks							
F3	19	Gadgets Galore	1,673,375	1.33	216	0.64	48
F3	21	Multimedia Families	1,821,482	1.45	35	0.10	7
F3	23	Cyber Strivers	1,492,453	1.19	21	0.06	5
F3	27	Video Vistas	1,544,537	1.23	0	0.00	0
F3	28	Big City, Small Tech	1,735,503	1.38	11	0.03	2
F3	32	Family Dishes	3,687,328	2.93	0	0.00	0
F3	39	Video Homebodies	1,704,463	1.36	0	0.00	0
Mature Mid-Techs							
M2	20	Cinemaniacs	2,432,605	1.94	319	0.95	49
M2	22	Analoggers	2,580,525	2.05	1,179	3.50	171
M2	24	Internet Hinterlands	2,330,439	1.85	0	0.00	0
M2	25	Low-Speed Boomers	2,647,896	2.11	411	1.22	58
M2	26	Rural Transmissions	2,633,409	2.09	0	0.00	0
M2	35	Broadband Boulevards	2,510,133	2.00	326	0.97	49
M2	36	Opting Out	2,241,285	1.78	312	0.93	52
Young Startups							
Y3	37	Techtown Lites	1,852,107	1.47	0	0.00	0
Y3	38	New Kids on the Grid	1,609,109	1.28	141	0.42	33
Y3	40	Low-Tech Country	1,760,285	1.40	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,437,918	3.53	183	0.54	15
M3	42	Tech Skeptics	2,721,685	2.17	287	0.85	39
M3	43	Bucolic Basics	2,793,445	2.22	0	0.00	0
M3	44	Leisurely Adopters	2,560,529	2.04	34	0.10	5
M3	45	Landline Living	1,738,407	1.38	0	0.00	0
M3	46	Old-Time Media	2,837,407	2.26	644	1.91	85
M3	47	Discounts & Deals	1,486,621	1.18	3	0.01	1
M3	48	Dial-Up Duos	2,934,104	2.33	174	0.52	22
M3	49	Satellite Seniors	1,567,394	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,810,869	2.24	152	0.45	20
M4	51	Tech-Free Frontier	3,631,171	2.89	0	0.00	0
M4	52	The Unconnected	4,602,067	3.66	97	0.29	8
M4	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



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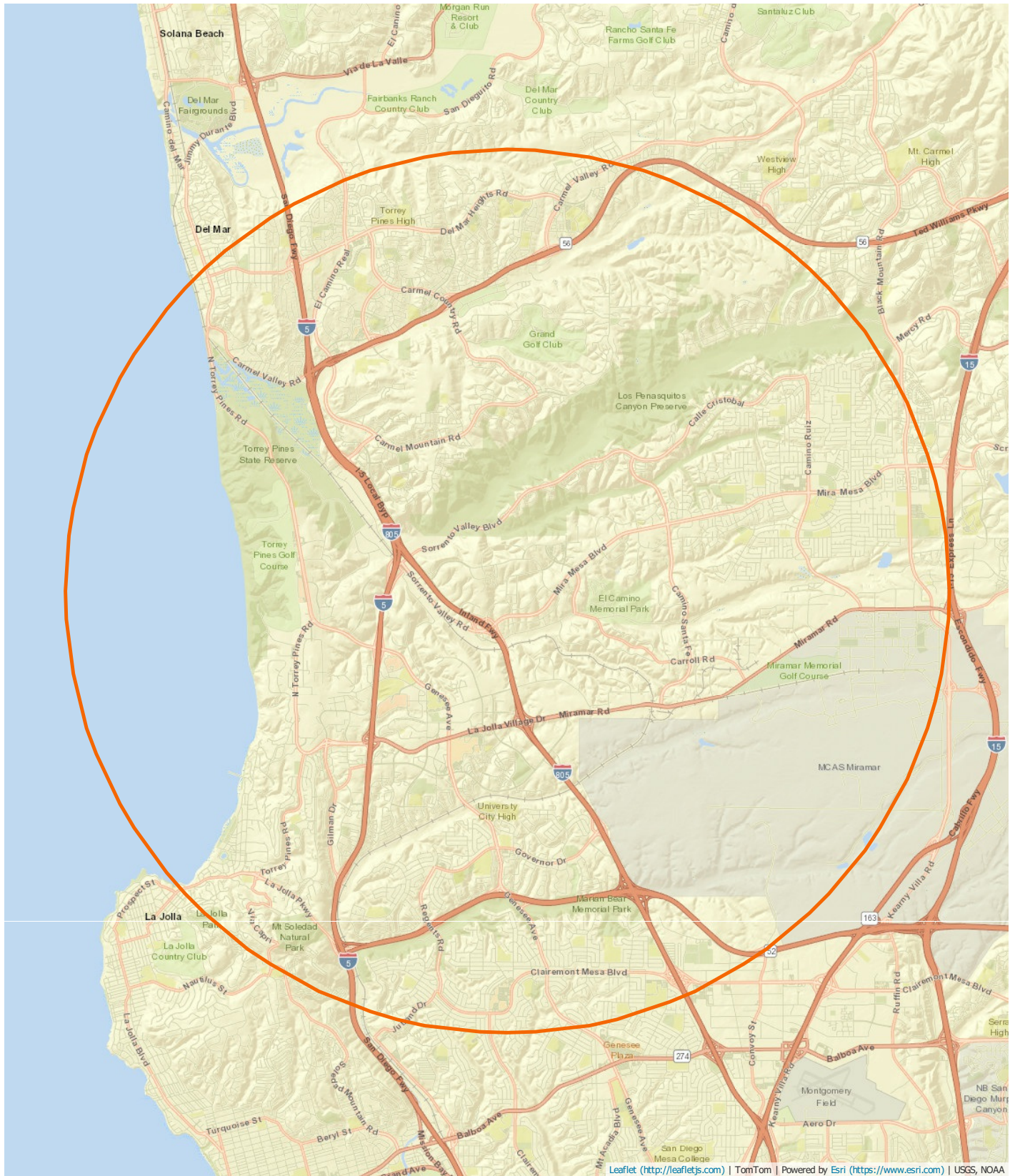
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,663

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,165,072	1.72	4,093	4.67	271
F1	02	Plugged-In Families	2,520,715	2.00	3,921	4.47	223
F1	03	Tech Nests	1,908,918	1.52	431	0.49	32
F1	04	Connected Country	1,964,278	1.56	0	0.00	0
F1	06	High-Tech Society	1,808,362	1.44	5,495	6.27	436
Young & Wireless							
Y1	05	You & I Tunes	2,368,799	1.88	5,893	6.72	357
Y1	07	Generation WiFi	2,247,958	1.79	7,716	8.80	492
Y1	12	Satellites & Silos	2,802,437	2.23	0	0.00	0
Y1	14	The Pragmatics	2,105,180	1.67	3,970	4.53	270
Y1	17	Time Shifters	1,894,837	1.51	2,600	2.97	197
Suburban Spenders							
F2	08	Calling Circles	1,690,869	1.34	4,923	5.62	418
F2	09	Dish Country	1,672,197	1.33	0	0.00	0
F2	10	Smart Gamers	1,693,556	1.35	2,207	2.52	187
F2	15	Bundled Burbs	1,496,803	1.19	1,392	1.59	133
F2	16	Kids & Keyboards	2,504,344	1.99	862	0.98	49
Wireless White-Collars							
M1	11	WiFi Warriors	2,111,459	1.68	4,279	4.88	291
M1	13	Cyber Sophisticates	2,286,329	1.82	4,641	5.29	291
Emerging Techies							
Y2	18	New Technorati	2,682,810	2.13	3,116	3.56	167
Y2	29	IM Nation	2,239,060	1.78	637	0.73	41
Y2	30	Techs and the City	3,125,276	2.49	4,110	4.69	189
Y2	31	Plug & Play	2,456,430	1.95	1,793	2.04	105
Y2	33	Digital Dreamers	3,605,452	2.87	1,325	1.51	53
Y2	34	Gearing Up	1,987,478	1.58	224	0.26	16
Frugal Folks							
F3	19	Gadgets Galore	1,673,375	1.33	1,883	2.15	161
F3	21	Multimedia Families	1,821,482	1.45	233	0.27	18
F3	23	Cyber Strivers	1,492,453	1.19	294	0.34	28
F3	27	Video Vistas	1,544,537	1.23	16	0.02	1
F3	28	Big City, Small Tech	1,735,503	1.38	151	0.17	12
F3	32	Family Dishes	3,687,328	2.93	0	0.00	0
F3	39	Video Homebodies	1,704,463	1.36	67	0.08	6
Mature Mid-Techs							
M2	20	Cinemaniacs	2,432,605	1.94	2,241	2.56	132
M2	22	Analoggers	2,580,525	2.05	6,839	7.80	380
M2	24	Internet Hinterlands	2,330,439	1.85	0	0.00	0
M2	25	Low-Speed Boomers	2,647,896	2.11	2,383	2.72	129
M2	26	Rural Transmissions	2,633,409	2.09	0	0.00	0
M2	35	Broadband Boulevards	2,510,133	2.00	2,710	3.09	155
M2	36	Opting Out	2,241,285	1.78	591	0.67	38
Young Startups							
Y3	37	Techtown Lites	1,852,107	1.47	48	0.06	4
Y3	38	New Kids on the Grid	1,609,109	1.28	270	0.31	24
Y3	40	Low-Tech Country	1,760,285	1.40	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,437,918	3.53	818	0.93	26
M3	42	Tech Skeptics	2,721,685	2.17	1,421	1.62	75
M3	43	Bucolic Basics	2,793,445	2.22	0	0.00	0
M3	44	Leisurely Adopters	2,560,529	2.04	213	0.24	12
M3	45	Landline Living	1,738,407	1.38	0	0.00	0
M3	46	Old-Time Media	2,837,407	2.26	1,974	2.25	100
M3	47	Discounts & Deals	1,486,621	1.18	27	0.03	3
M3	48	Dial-Up Duos	2,934,104	2.33	818	0.93	40
M3	49	Satellite Seniors	1,567,394	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,810,869	2.24	587	0.67	30
M4	51	Tech-Free Frontier	3,631,171	2.89	0	0.00	0
M4	52	The Unconnected	4,602,067	3.66	422	0.48	13
M4	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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Report Details

Name: ConneXions® Lifestage Segment Distribution 2021
Date / Time: 3/9/2021 9:23:10 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)