

PRIZM® Premier | Household Segment Distribution



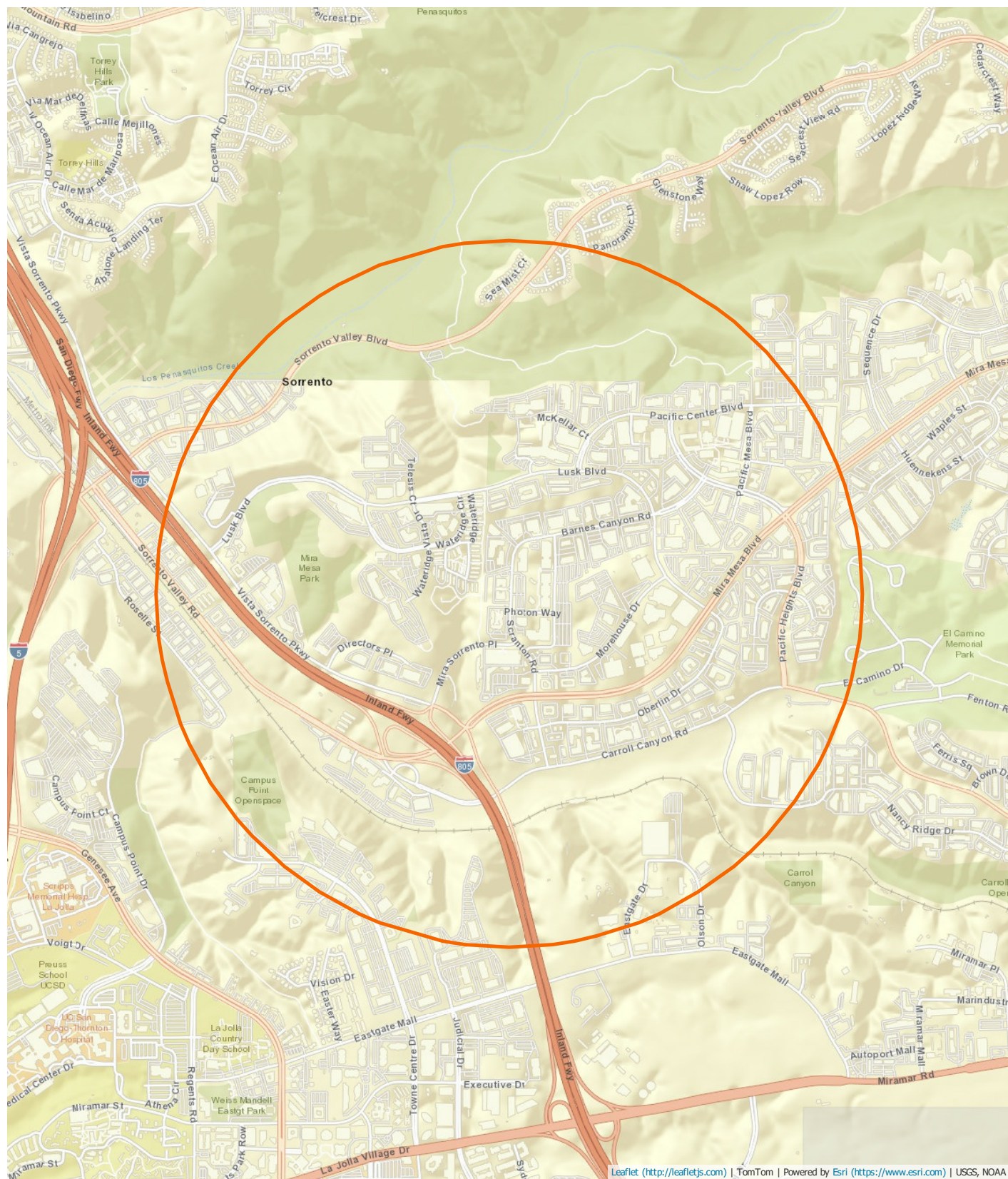
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 363

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,304,444	1.04	10	2.75	266
02	Networked Neighbors	1,247,881	0.99	132	36.36	3,664
03	Movers & Shakers	1,772,960	1.41	93	25.62	1,817
04	Young Digerati	1,827,579	1.45	0	0.00	0
05	Country Squires	2,929,973	2.33	0	0.00	0
06	Winner's Circle	1,718,134	1.37	119	32.78	2,399
07	Money & Brains	1,760,744	1.40	0	0.00	0
08	Gray Power	1,444,357	1.15	2	0.55	48
09	Big Fish, Small Pond	2,071,368	1.65	0	0.00	0
10	Executive Suites	1,631,366	1.30	0	0.00	0
11	Fast-Track Families	2,350,468	1.87	0	0.00	0
12	Cruisin' to Retirement	3,022,475	2.40	1	0.28	11
13	Upward Bound	1,332,814	1.06	1	0.28	26
14	Kids & Cul-de-Sacs	1,720,408	1.37	0	0.00	0
15	New Homesteaders	1,303,040	1.04	0	0.00	0
16	Beltway Boomers	1,410,677	1.12	0	0.00	0
17	Urban Elders	1,446,103	1.15	0	0.00	0
18	Mayberry-ville	2,063,842	1.64	0	0.00	0
19	American Dreams	1,406,158	1.12	0	0.00	0
20	Empty Nests	1,988,584	1.58	0	0.00	0
21	The Cosmopolitans	1,395,424	1.11	0	0.00	0
22	Middleburg Managers	3,074,029	2.44	1	0.28	11
23	Township Travelers	1,384,531	1.10	0	0.00	0
24	Pickup Patriarchs	1,286,616	1.02	0	0.00	0
25	Up-and-Comers	1,877,049	1.49	3	0.83	55
26	Home Sweet Home	1,613,794	1.28	0	0.00	0
27	Big Sky Families	3,130,686	2.49	0	0.00	0
28	Country Casuals	2,326,875	1.85	0	0.00	0
29	White Picket Fences	1,971,663	1.57	0	0.00	0
30	Pools & Patios	1,816,522	1.45	0	0.00	0
31	Connected Bohemians	1,894,306	1.51	0	0.00	0
32	Traditional Times	1,770,255	1.41	0	0.00	0
33	Second City Startups	1,252,131	1.00	0	0.00	0
34	Young & Influential	1,150,797	0.92	1	0.28	30
35	Urban Achievers	1,619,967	1.29	0	0.00	0
36	Toolbelt Traditionalists	3,065,063	2.44	0	0.00	0
37	Bright Lights, L!t City	1,750,671	1.39	0	0.00	0
38	Hometown Retired	1,754,385	1.40	0	0.00	0
39	Kid Country, USA	1,439,507	1.15	0	0.00	0
40	Aspiring A-Listers	1,394,804	1.11	0	0.00	0
41	Domestic Duos	1,216,816	0.97	0	0.00	0
42	Multi-Culti Mosaic	2,071,344	1.65	0	0.00	0
43	City Roots	1,444,386	1.15	0	0.00	0
44	Country Strong	4,127,870	3.28	0	0.00	0
45	Urban Modern Mix	2,602,727	2.07	0	0.00	0
46	Heartlanders	1,575,306	1.25	0	0.00	0
47	Striving Selfies	1,813,148	1.44	0	0.00	0
48	Generation Web	2,143,689	1.71	0	0.00	0
49	American Classics	2,104,334	1.67	0	0.00	0
50	Metro Grads	1,790,185	1.42	0	0.00	0
51	Campers & Camo	2,327,765	1.85	0	0.00	0
52	Simple Pleasures	1,649,929	1.31	0	0.00	0
53	Lo-Tech Singles	1,773,714	1.41	0	0.00	0
54	Struggling Singles	1,652,381	1.31	0	0.00	0
55	Red, White & Blue	1,781,397	1.42	0	0.00	0
56	Multi-Culti Families	1,451,167	1.15	0	0.00	0
57	Back Country Folks	3,245,079	2.58	0	0.00	0
58	Golden Ponds	2,422,712	1.93	0	0.00	0
59	New Melting Pot	1,817,361	1.45	0	0.00	0
60	Small-Town Collegiates	1,248,515	0.99	0	0.00	0
61	Second City Generations	1,357,266	1.08	0	0.00	0
62	Crossroad Villagers	1,337,215	1.06	0	0.00	0
63	Low-Rise Living	2,591,606	2.06	0	0.00	0
64	Family Thrifts	1,188,824	0.95	0	0.00	0
65	Young & Rustic	2,590,472	2.06	0	0.00	0
66	New Beginnings	1,267,129	1.01	0	0.00	0
67	Park Bench Seniors	1,164,863	0.93	0	0.00	0
68	Bedrock America	1,253,148	1.00	0	0.00	0
	Total	125,732,798	100.00	363	100.00	100

Benchmark: USA

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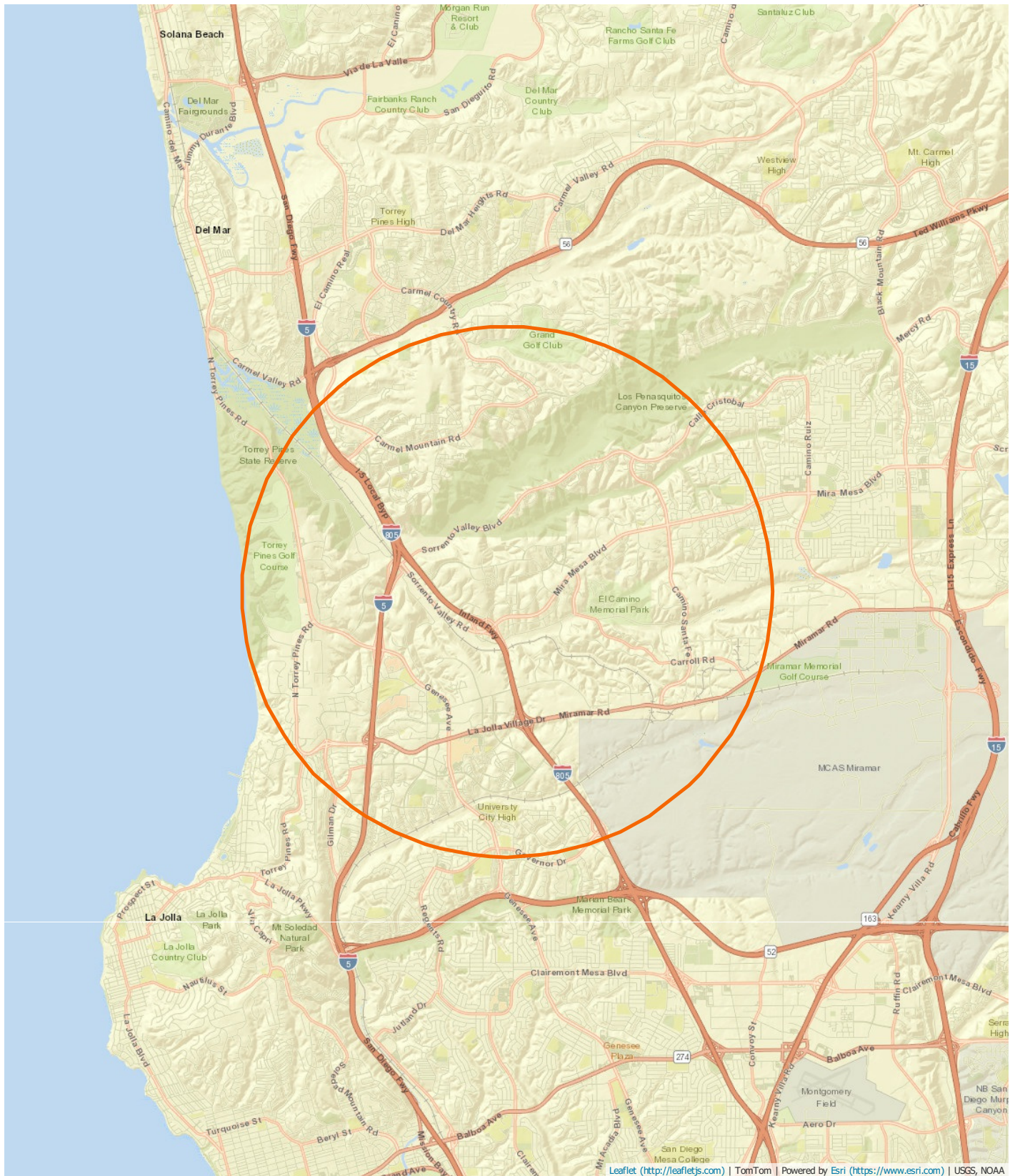
Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,656

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,304,444	1.04	952	2.83	273
02	Networked Neighbors	1,247,881	0.99	2,081	6.18	623
03	Movers & Shakers	1,772,960	1.41	3,912	11.62	824
04	Young Digerati	1,827,579	1.45	0	0.00	0
05	Country Squires	2,929,973	2.33	46	0.14	6
06	Winner's Circle	1,718,134	1.37	4,462	13.26	970
07	Money & Brains	1,760,744	1.40	0	0.00	0
08	Gray Power	1,444,357	1.15	259	0.77	67
09	Big Fish, Small Pond	2,071,368	1.65	159	0.47	29
10	Executive Suites	1,631,366	1.30	31	0.09	7
11	Fast-Track Families	2,350,468	1.87	0	0.00	0
12	Cruisin' to Retirement	3,022,475	2.40	1,047	3.11	129
13	Upward Bound	1,332,814	1.06	7,465	22.18	2,092
14	Kids & Cul-de-Sacs	1,720,408	1.37	199	0.59	43
15	New Homesteaders	1,303,040	1.04	0	0.00	0
16	Beltway Boomers	1,410,677	1.12	40	0.12	11
17	Urban Elders	1,446,103	1.15	0	0.00	0
18	Mayberry-ville	2,063,842	1.64	0	0.00	0
19	American Dreams	1,406,158	1.12	0	0.00	0
20	Empty Nests	1,988,584	1.58	768	2.28	144
21	The Cosmopolitans	1,395,424	1.11	0	0.00	0
22	Middleburg Managers	3,074,029	2.44	939	2.79	114
23	Township Travelers	1,384,531	1.10	0	0.00	0
24	Pickup Patriarchs	1,286,616	1.02	0	0.00	0
25	Up-and-Comers	1,877,049	1.49	2,496	7.42	497
26	Home Sweet Home	1,613,794	1.28	0	0.00	0
27	Big Sky Families	3,130,686	2.49	0	0.00	0
28	Country Casuals	2,326,875	1.85	0	0.00	0
29	White Picket Fences	1,971,663	1.57	0	0.00	0
30	Pools & Patios	1,816,522	1.45	0	0.00	0
31	Connected Bohemians	1,894,306	1.51	0	0.00	0
32	Traditional Times	1,770,255	1.41	8	0.02	2
33	Second City Startups	1,252,131	1.00	6	0.02	2
34	Young & Influential	1,150,797	0.92	5,295	15.73	1,719
35	Urban Achievers	1,619,967	1.29	0	0.00	0
36	Toolbelt Traditionalists	3,065,063	2.44	110	0.33	13
37	Bright Lights, L'il City	1,750,671	1.39	95	0.28	20
38	Hometown Retired	1,754,385	1.40	0	0.00	0
39	Kid Country, USA	1,439,507	1.15	0	0.00	0
40	Aspiring A-Listers	1,394,804	1.11	0	0.00	0
41	Domestic Duos	1,216,816	0.97	22	0.07	7
42	Multi-Culti Mosaic	2,071,344	1.65	0	0.00	0
43	City Roots	1,444,386	1.15	0	0.00	0
44	Country Strong	4,127,870	3.28	0	0.00	0
45	Urban Modern Mix	2,602,727	2.07	0	0.00	0
46	Heartlanders	1,575,306	1.25	0	0.00	0
47	Striving Selfies	1,813,148	1.44	2,331	6.93	480
48	Generation Web	2,143,689	1.71	319	0.95	56
49	American Classics	2,104,334	1.67	231	0.69	41
50	Metro Grads	1,790,185	1.42	36	0.11	8
51	Campers & Camo	2,327,765	1.85	0	0.00	0
52	Simple Pleasures	1,649,929	1.31	0	0.00	0
53	Lo-Tech Singles	1,773,714	1.41	0	0.00	0
54	Struggling Singles	1,652,381	1.31	0	0.00	0
55	Red, White & Blue	1,781,397	1.42	0	0.00	0
56	Multi-Culti Families	1,451,167	1.15	0	0.00	0
57	Back Country Folks	3,245,079	2.58	0	0.00	0
58	Golden Ponds	2,422,712	1.93	0	0.00	0
59	New Melting Pot	1,817,361	1.45	95	0.28	20
60	Small-Town Collegiates	1,248,515	0.99	0	0.00	0
61	Second City Generations	1,357,266	1.08	1	0.00	0
62	Crossroad Villagers	1,337,215	1.06	0	0.00	0
63	Low-Rise Living	2,591,606	2.06	0	0.00	0
64	Family Thrifts	1,188,824	0.95	1	0.00	0
65	Young & Rustic	2,590,472	2.06	0	0.00	0
66	New Beginnings	1,267,129	1.01	238	0.71	70
67	Park Bench Seniors	1,164,863	0.93	12	0.04	4
68	Bedrock America	1,253,148	1.00	0	0.00	0
	Total	125,732,798	100.00	33,656	100.00	100

Benchmark: USA

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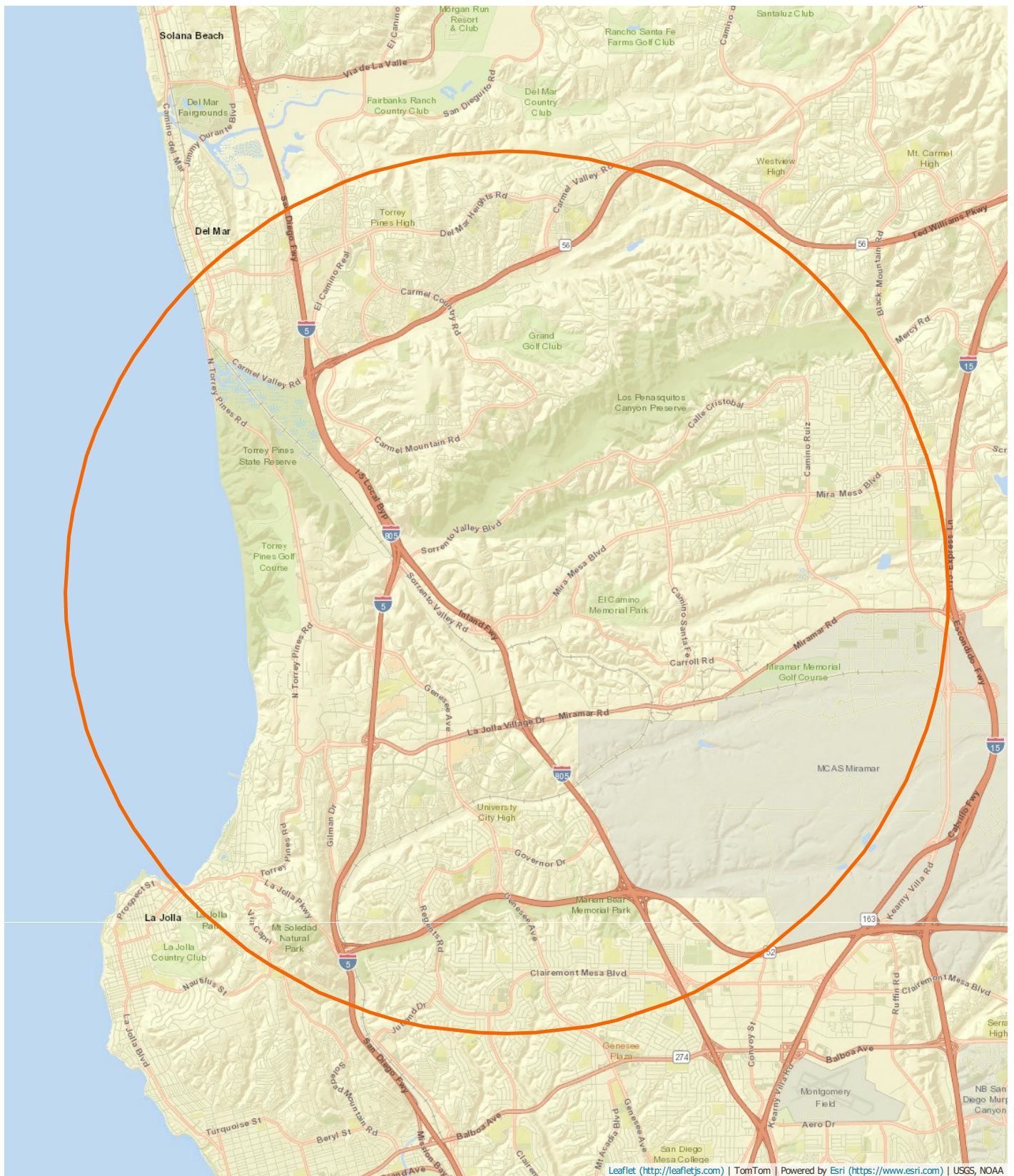
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,663

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,304,444	1.04	6,856	7.82	754
02	Networked Neighbors	1,247,881	0.99	4,857	5.54	558
03	Movers & Shakers	1,772,960	1.41	11,789	13.45	954
04	Young Digerati	1,827,579	1.45	0	0.00	0
05	Country Squires	2,929,973	2.33	50	0.06	2
06	Winner's Circle	1,718,134	1.37	11,771	13.43	983
07	Money & Brains	1,760,744	1.40	0	0.00	0
08	Gray Power	1,444,357	1.15	2,975	3.39	295
09	Big Fish, Small Pond	2,071,368	1.65	172	0.20	12
10	Executive Suites	1,631,366	1.30	473	0.54	42
11	Fast-Track Families	2,350,468	1.87	0	0.00	0
12	Cruisin' to Retirement	3,022,475	2.40	5,810	6.63	276
13	Upward Bound	1,332,814	1.06	12,742	14.54	1,371
14	Kids & Cul-de-Sacs	1,720,408	1.37	1,057	1.21	88
15	New Homesteaders	1,303,040	1.04	0	0.00	0
16	Beltway Boomers	1,410,677	1.12	488	0.56	50
17	Urban Elders	1,446,103	1.15	0	0.00	0
18	Mayberry-ville	2,063,842	1.64	0	0.00	0
19	American Dreams	1,406,158	1.12	0	0.00	0
20	Empty Nests	1,988,584	1.58	1,584	1.81	114
21	The Cosmopolitans	1,395,424	1.11	0	0.00	0
22	Middleburg Managers	3,074,029	2.44	5,703	6.51	266
23	Township Travelers	1,384,531	1.10	0	0.00	0
24	Pickup Patriarchs	1,286,616	1.02	0	0.00	0
25	Up-and-Comers	1,877,049	1.49	5,250	5.99	401
26	Home Sweet Home	1,613,794	1.28	26	0.03	2
27	Big Sky Families	3,130,686	2.49	0	0.00	0
28	Country Casuals	2,326,875	1.85	0	0.00	0
29	White Picket Fences	1,971,663	1.57	0	0.00	0
30	Pools & Patios	1,816,522	1.45	17	0.02	1
31	Connected Bohemians	1,894,306	1.51	0	0.00	0
32	Traditional Times	1,770,255	1.41	9	0.01	1
33	Second City Startups	1,252,131	1.00	163	0.19	19
34	Young & Influential	1,150,797	0.92	7,053	8.05	879
35	Urban Achievers	1,619,967	1.29	0	0.00	0
36	Toolbelt Traditionalists	3,065,063	2.44	1,036	1.18	48
37	Bright Lights, L'il City	1,750,671	1.39	571	0.65	47
38	Hometown Retired	1,754,385	1.40	0	0.00	0
39	Kid Country, USA	1,439,507	1.15	0	0.00	0
40	Aspiring A-Listers	1,394,804	1.11	0	0.00	0
41	Domestic Duos	1,216,816	0.97	118	0.14	14
42	Multi-Culti Mosaic	2,071,344	1.65	0	0.00	0
43	City Roots	1,444,386	1.15	0	0.00	0
44	Country Strong	4,127,870	3.28	0	0.00	0
45	Urban Modern Mix	2,602,727	2.07	0	0.00	0
46	Heartlanders	1,575,306	1.25	0	0.00	0
47	Striving Selfies	1,813,148	1.44	3,446	3.93	273
48	Generation Web	2,143,689	1.71	813	0.93	54
49	American Classics	2,104,334	1.67	877	1.00	60
50	Metro Grads	1,790,185	1.42	134	0.15	11
51	Campers & Camo	2,327,765	1.85	0	0.00	0
52	Simple Pleasures	1,649,929	1.31	0	0.00	0
53	Lo-Tech Singles	1,773,714	1.41	7	0.01	1
54	Struggling Singles	1,652,381	1.31	235	0.27	20
55	Red, White & Blue	1,781,397	1.42	0	0.00	0
56	Multi-Culti Families	1,451,167	1.15	0	0.00	0
57	Back Country Folks	3,245,079	2.58	0	0.00	0
58	Golden Ponds	2,422,712	1.93	0	0.00	0
59	New Melting Pot	1,817,361	1.45	675	0.77	53
60	Small-Town Collegiates	1,248,515	0.99	0	0.00	0
61	Second City Generations	1,357,266	1.08	55	0.06	6
62	Crossroad Villagers	1,337,215	1.06	0	0.00	0
63	Low-Rise Living	2,591,606	2.06	0	0.00	0
64	Family Thrifts	1,188,824	0.95	1	0.00	0
65	Young & Rustic	2,590,472	2.06	0	0.00	0
66	New Beginnings	1,267,129	1.01	764	0.87	86
67	Park Bench Seniors	1,164,863	0.93	86	0.10	11
68	Bedrock America	1,253,148	1.00	0	0.00	0
	Total	125,732,798	100.00	87,663	100.00	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Household Segment Distribution 2021
Date / Time: 3/9/2021 9:32:31 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
Claritas PRIZM® Premier - 2021 Distributions and 2026 Projections	Claritas	©Claritas, LLC 2021 (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

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