

PRIZM® Premier | Lifestage Segment Distribution



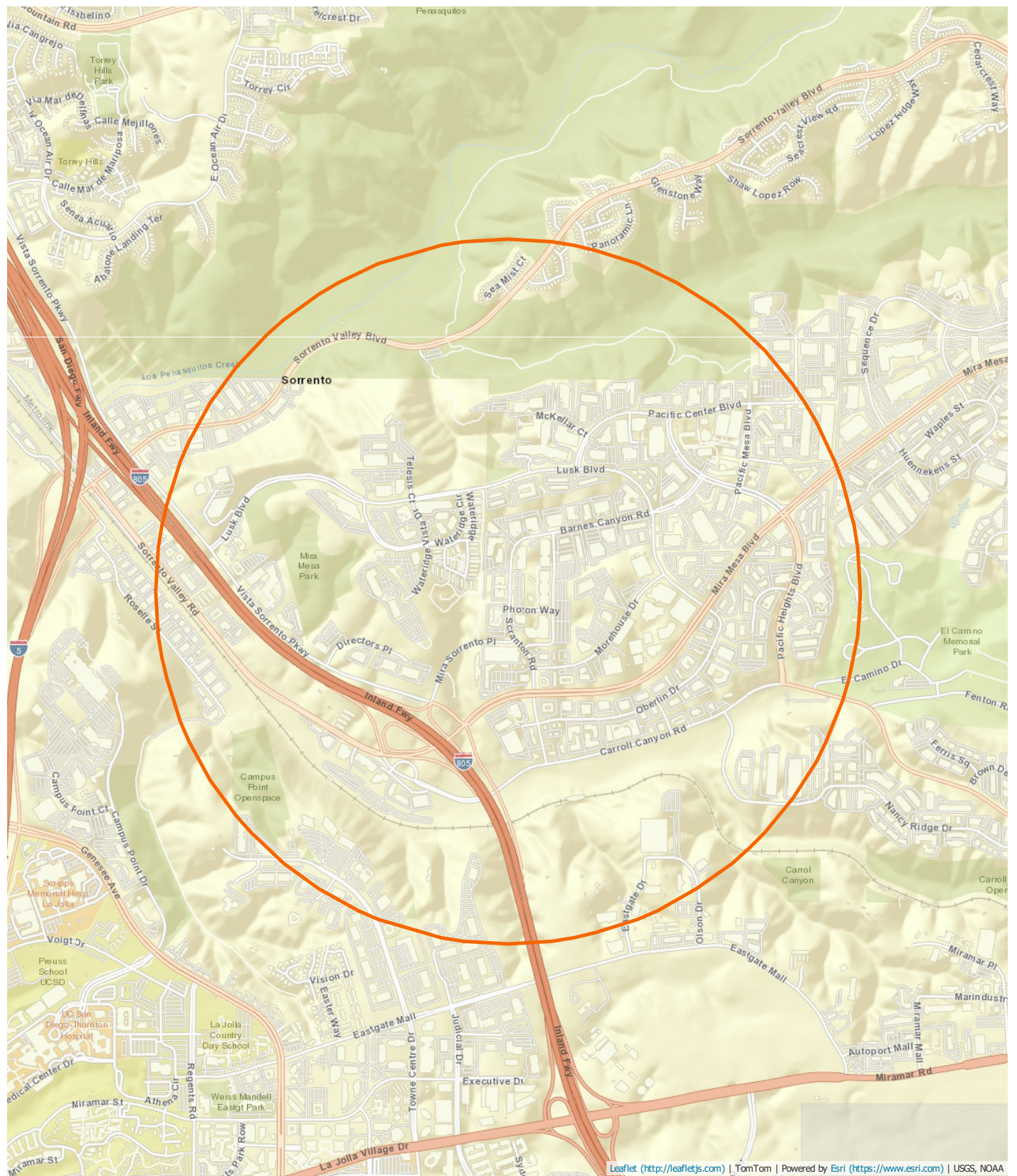
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 363

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,827,579	1.45	0	0.00	0.00	0
Y1	13	Upward Bound	1,332,814	1.06	1	0.28	0.00	26
Y1	21	The Cosmopolitans	1,395,424	1.11	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,877,049	1.49	3	0.83	0.00	55
Y1	31	Connected Bohemians	1,894,306	1.51	0	0.00	0.00	0
Y1	34	Young & Influential	1,150,797	0.92	1	0.28	0.00	30
Y1	35	Urban Achievers	1,619,967	1.29	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,394,804	1.11	0	0.00	0.00	0
Y2	47	Striving Selfies	1,813,148	1.44	0	0.00	0.00	0
Y2	48	Generation Web	2,143,689	1.71	0	0.00	0.00	0
Y2	50	Metro Grads	1,790,185	1.42	0	0.00	0.00	0
Y2	54	Struggling Singles	1,652,381	1.31	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,781,397	1.42	0	0.00	0.00	0
Y3	59	New Melting Pot	1,817,361	1.45	0	0.00	0.00	0
Y3	60	Small-Town Collegiates	1,248,515	0.99	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,591,606	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,188,824	0.95	0	0.00	0.00	0
Y3	65	Young & Rustic	2,590,472	2.06	0	0.00	0.00	0
Y3	66	New Beginnings	1,267,129	1.01	0	0.00	0.00	0
Accumulated Wealth								
F1	02	Networked Neighbors	1,247,881	0.99	132	36.36	0.01	3,664
F1	05	Country Squires	2,929,973	2.33	0	0.00	0.00	0
F1	06	Winner's Circle	1,718,134	1.37	119	32.78	0.01	2,399
F1	10	Executive Suites	1,631,366	1.30	0	0.00	0.00	0
F1	11	Fast-Track Families	2,350,468	1.87	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,720,408	1.37	0	0.00	0.00	0
F1	15	New Homesteaders	1,303,040	1.04	0	0.00	0.00	0
F1	16	Beltway Boomers	1,410,677	1.12	0	0.00	0.00	0
Young Accumulators								
F2	23	Township Travelers	1,384,531	1.10	0	0.00	0.00	0
F2	26	Home Sweet Home	1,613,794	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,130,686	2.49	0	0.00	0.00	0
F2	29	White Picket Fences	1,971,663	1.57	0	0.00	0.00	0
F2	30	Pools & Patios	1,816,522	1.45	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,252,131	1.00	0	0.00	0.00	0
F3	37	Bright Lights, L!t City	1,750,671	1.39	0	0.00	0.00	0
F3	39	Kid Country, USA	1,439,507	1.15	0	0.00	0.00	0
F3	44	Country Strong	4,127,870	3.28	0	0.00	0.00	0
F3	51	Campers & Camo	2,327,765	1.85	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,071,344	1.65	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,602,727	2.07	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,451,167	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,357,266	1.08	0	0.00	0.00	0
F4	68	Bedrock America	1,253,148	1.00	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,304,444	1.04	10	2.75	0.00	266
M1	03	Movers & Shakers	1,772,960	1.41	93	25.62	0.01	1,817
M1	07	Money & Brains	1,760,744	1.40	0	0.00	0.00	0
M1	08	Gray Power	1,444,357	1.15	2	0.55	0.00	48
M1	09	Big Fish, Small Pond	2,071,368	1.65	0	0.00	0.00	0
M1	12	Cruisin' to Retirement	3,022,475	2.40	1	0.28	0.00	11
Conservative Classics								
M2	17	Urban Elders	1,446,103	1.15	0	0.00	0.00	0
M2	18	Mayberry-ville	2,063,842	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,406,158	1.12	0	0.00	0.00	0
M2	20	Empty Nests	1,988,584	1.58	0	0.00	0.00	0
M2	22	Middleburg Managers	3,074,029	2.44	1	0.28	0.00	11
M2	24	Pickup Patriarchs	1,286,616	1.02	0	0.00	0.00	0
M2	28	Country Casuals	2,326,875	1.85	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,770,255	1.41	0	0.00	0.00	0
M3	36	Toolbelt Traditionalists	3,065,063	2.44	0	0.00	0.00	0
M3	38	Hometown Retired	1,754,385	1.40	0	0.00	0.00	0
M3	41	Domestic Duos	1,216,816	0.97	0	0.00	0.00	0
M3	43	City Roots	1,444,386	1.15	0	0.00	0.00	0
M3	46	Heartlanders	1,575,306	1.25	0	0.00	0.00	0
M3	49	American Classics	2,104,334	1.67	0	0.00	0.00	0
M3	52	Simple Pleasures	1,649,929	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,773,714	1.41	0	0.00	0.00	0
Sustaining Seniors								
M4	57	Back Country Folks	3,245,079	2.58	0	0.00	0.00	0
M4	58	Golden Ponds	2,422,712	1.93	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,337,215	1.06	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,164,863	0.93	0	0.00	0.00	0
Total			125,732,798	100.00	363	100.00	0.00	100

Benchmark: USA

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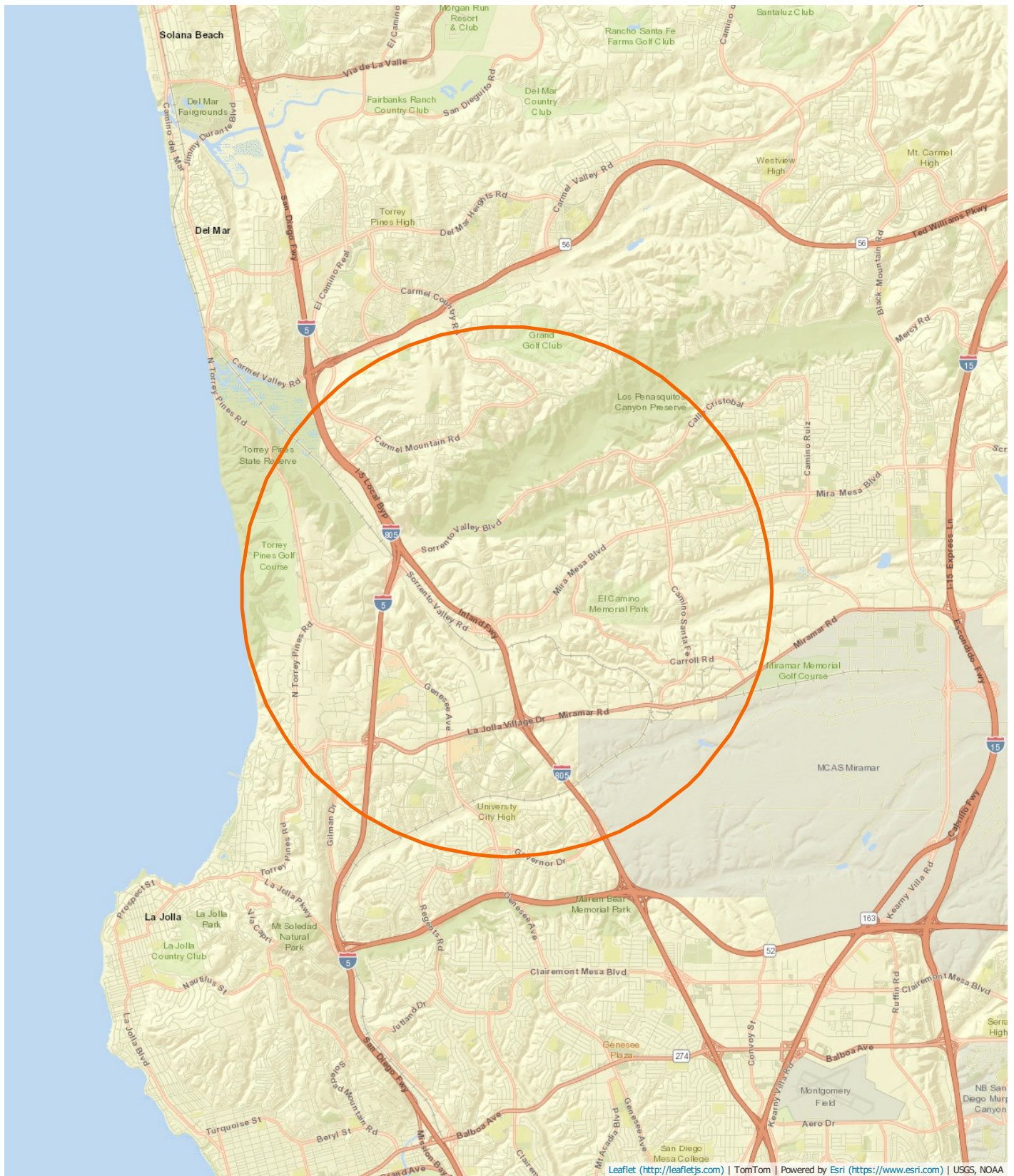
Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,656

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,827,579	1.45	0	0.00	0.00	0
Y1	13	Upward Bound	1,332,814	1.06	7,465	22.18	0.56	2,092
Y1	21	The Cosmopolitans	1,395,424	1.11	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,877,049	1.49	2,496	7.42	0.13	497
Y1	31	Connected Bohemians	1,894,306	1.51	0	0.00	0.00	0
Y1	34	Young & Influential	1,150,797	0.92	5,295	15.73	0.46	1,719
Y1	35	Urban Achievers	1,619,967	1.29	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,394,804	1.11	0	0.00	0.00	0
Y2	47	Striving Selfies	1,813,148	1.44	2,331	6.93	0.13	480
Y2	48	Generation Web	2,143,689	1.71	319	0.95	0.01	56
Y2	50	Metro Grads	1,790,185	1.42	36	0.11	0.00	8
Y2	54	Struggling Singles	1,652,381	1.31	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,781,397	1.42	0	0.00	0.00	0
Y3	59	New Melting Pot	1,817,361	1.45	95	0.28	0.01	20
Y3	60	Small-Town Collegiates	1,248,515	0.99	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,591,606	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,188,824	0.95	1	0.00	0.00	0
Y3	65	Young & Rustic	2,590,472	2.06	0	0.00	0.00	0
Y3	66	New Beginnings	1,267,129	1.01	238	0.71	0.02	70
Accumulated Wealth								
F1	02	Networked Neighbors	1,247,881	0.99	2,081	6.18	0.17	623
F1	05	Country Squires	2,929,973	2.33	46	0.14	0.00	6
F1	06	Winner's Circle	1,718,134	1.37	4,462	13.26	0.26	970
F1	10	Executive Suites	1,631,366	1.30	31	0.09	0.00	7
F1	11	Fast-Track Families	2,350,468	1.87	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,720,408	1.37	199	0.59	0.01	43
F1	15	New Homesteaders	1,303,040	1.04	0	0.00	0.00	0
F1	16	Beltway Boomers	1,410,677	1.12	40	0.12	0.00	11
Young Accumulators								
F2	23	Township Travelers	1,384,531	1.10	0	0.00	0.00	0
F2	26	Home Sweet Home	1,613,794	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,130,686	2.49	0	0.00	0.00	0
F2	29	White Picket Fences	1,971,663	1.57	0	0.00	0.00	0
F2	30	Pools & Patios	1,816,522	1.45	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,252,131	1.00	6	0.02	0.00	2
F3	37	Bright Lights, L!l City	1,750,671	1.39	95	0.28	0.01	20
F3	39	Kid Country, USA	1,439,507	1.15	0	0.00	0.00	0
F3	44	Country Strong	4,127,870	3.28	0	0.00	0.00	0
F3	51	Campers & Camo	2,327,765	1.85	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,071,344	1.65	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,602,727	2.07	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,451,167	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,357,266	1.08	1	0.00	0.00	0
F4	68	Bedrock America	1,253,148	1.00	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,304,444	1.04	952	2.83	0.07	273
M1	03	Movers & Shakers	1,772,960	1.41	3,912	11.62	0.22	824
M1	07	Money & Brains	1,760,744	1.40	0	0.00	0.00	0
M1	08	Gray Power	1,444,357	1.15	259	0.77	0.02	67
M1	09	Big Fish, Small Pond	2,071,368	1.65	159	0.47	0.01	29
M1	12	Cruisin' to Retirement	3,022,475	2.40	1,047	3.11	0.03	129
Conservative Classics								
M2	17	Urban Elders	1,446,103	1.15	0	0.00	0.00	0
M2	18	Mayberry-ville	2,063,842	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,406,158	1.12	0	0.00	0.00	0
M2	20	Empty Nests	1,988,584	1.58	768	2.28	0.04	144
M2	22	Middleburg Managers	3,074,029	2.44	939	2.79	0.03	114
M2	24	Pickup Patriarchs	1,286,616	1.02	0	0.00	0.00	0
M2	28	Country Casuals	2,326,875	1.85	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,770,255	1.41	8	0.02	0.00	2
M3	36	Toolbelt Traditionalists	3,065,063	2.44	110	0.33	0.00	13
M3	38	Hometown Retired	1,754,385	1.40	0	0.00	0.00	0
M3	41	Domestic Duos	1,216,816	0.97	22	0.07	0.00	7
M3	43	City Roots	1,444,386	1.15	0	0.00	0.00	0
M3	46	Heartlanders	1,575,306	1.25	0	0.00	0.00	0
M3	49	American Classics	2,104,334	1.67	231	0.69	0.01	41
M3	52	Simple Pleasures	1,649,929	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,773,714	1.41	0	0.00	0.00	0
Sustaining Seniors								
M4	57	Back Country Folks	3,245,079	2.58	0	0.00	0.00	0
M4	58	Golden Ponds	2,422,712	1.93	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,337,215	1.06	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,164,863	0.93	12	0.04	0.00	4
Total			125,732,798	100.00	33,656	100.00	0.03	100

Benchmark: USA

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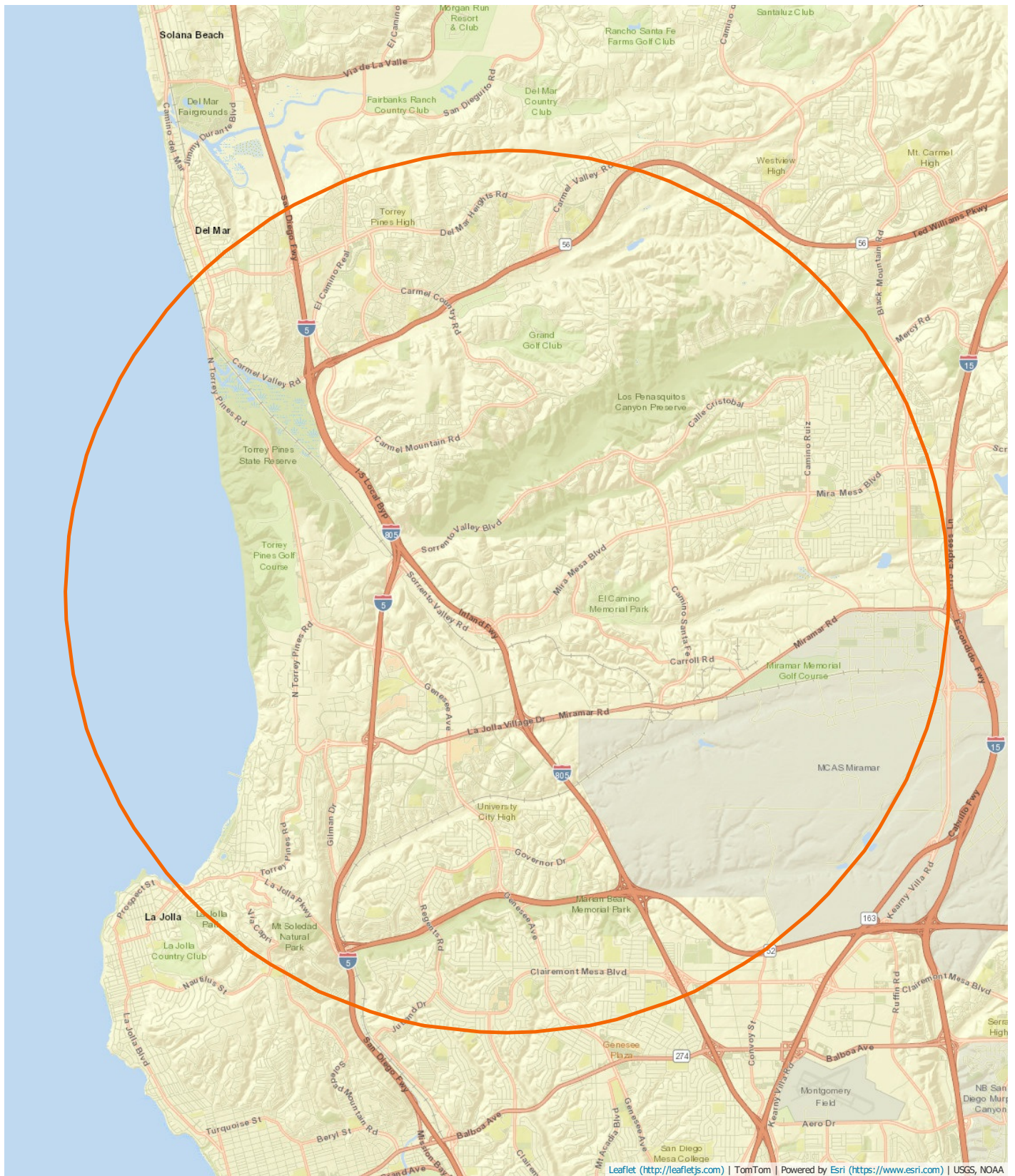
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,663

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,827,579	1.45	0	0.00	0.00	0
Y1	13	Upward Bound	1,332,814	1.06	12,742	14.54	0.96	1,371
Y1	21	The Cosmopolitans	1,395,424	1.11	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,877,049	1.49	5,250	5.99	0.28	401
Y1	31	Connected Bohemians	1,894,306	1.51	0	0.00	0.00	0
Y1	34	Young & Influential	1,150,797	0.92	7,053	8.05	0.61	879
Y1	35	Urban Achievers	1,619,967	1.29	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,394,804	1.11	0	0.00	0.00	0
Y2	47	Striving Selfies	1,813,148	1.44	3,446	3.93	0.19	273
Y2	48	Generation Web	2,143,689	1.71	813	0.93	0.04	54
Y2	50	Metro Grads	1,790,185	1.42	134	0.15	0.01	11
Y2	54	Struggling Singles	1,652,381	1.31	235	0.27	0.01	20
Striving Singles								
Y3	55	Red, White & Blue	1,781,397	1.42	0	0.00	0.00	0
Y3	59	New Melting Pot	1,817,361	1.45	675	0.77	0.04	53
Y3	60	Small-Town Collegiates	1,248,515	0.99	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,591,606	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,188,824	0.95	1	0.00	0.00	0
Y3	65	Young & Rustic	2,590,472	2.06	0	0.00	0.00	0
Y3	66	New Beginnings	1,267,129	1.01	764	0.87	0.06	86
Accumulated Wealth								
F1	02	Networked Neighbors	1,247,881	0.99	4,857	5.54	0.39	558
F1	05	Country Squires	2,929,973	2.33	50	0.06	0.00	2
F1	06	Winner's Circle	1,718,134	1.37	11,771	13.43	0.69	983
F1	10	Executive Suites	1,631,366	1.30	473	0.54	0.03	42
F1	11	Fast-Track Families	2,350,468	1.87	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,720,408	1.37	1,057	1.21	0.06	88
F1	15	New Homesteaders	1,303,040	1.04	0	0.00	0.00	0
F1	16	Beltway Boomers	1,410,677	1.12	488	0.56	0.03	50
Young Accumulators								
F2	23	Township Travelers	1,384,531	1.10	0	0.00	0.00	0
F2	26	Home Sweet Home	1,613,794	1.28	26	0.03	0.00	2
F2	27	Big Sky Families	3,130,686	2.49	0	0.00	0.00	0
F2	29	White Picket Fences	1,971,663	1.57	0	0.00	0.00	0
F2	30	Pools & Patios	1,816,522	1.45	17	0.02	0.00	1
Mainstream Families								
F3	33	Second City Startups	1,252,131	1.00	163	0.19	0.01	19
F3	37	Bright Lights, L!l City	1,750,671	1.39	571	0.65	0.03	47
F3	39	Kid Country, USA	1,439,507	1.15	0	0.00	0.00	0
F3	44	Country Strong	4,127,870	3.28	0	0.00	0.00	0
F3	51	Campers & Camo	2,327,765	1.85	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,071,344	1.65	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,602,727	2.07	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,451,167	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,357,266	1.08	55	0.06	0.00	6
F4	68	Bedrock America	1,253,148	1.00	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,304,444	1.04	6,856	7.82	0.53	754
M1	03	Movers & Shakers	1,772,960	1.41	11,789	13.45	0.66	954
M1	07	Money & Brains	1,760,744	1.40	0	0.00	0.00	0
M1	08	Gray Power	1,444,357	1.15	2,975	3.39	0.21	295
M1	09	Big Fish, Small Pond	2,071,368	1.65	172	0.20	0.01	12
M1	12	Cruisin' to Retirement	3,022,475	2.40	5,810	6.63	0.19	276
Conservative Classics								
M2	17	Urban Elders	1,446,103	1.15	0	0.00	0.00	0
M2	18	Mayberry-ville	2,063,842	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,406,158	1.12	0	0.00	0.00	0
M2	20	Empty Nests	1,988,584	1.58	1,584	1.81	0.08	114
M2	22	Middleburg Managers	3,074,029	2.44	5,703	6.51	0.19	266
M2	24	Pickup Patriarchs	1,286,616	1.02	0	0.00	0.00	0
M2	28	Country Casuals	2,326,875	1.85	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,770,255	1.41	9	0.01	0.00	1
M3	36	Toolbelt Traditionalists	3,065,063	2.44	1,036	1.18	0.03	48
M3	38	Hometown Retired	1,754,385	1.40	0	0.00	0.00	0
M3	41	Domestic Duos	1,216,816	0.97	118	0.14	0.01	14
M3	43	City Roots	1,444,386	1.15	0	0.00	0.00	0
M3	46	Heartlanders	1,575,306	1.25	0	0.00	0.00	0
M3	49	American Classics	2,104,334	1.67	877	1.00	0.04	60
M3	52	Simple Pleasures	1,649,929	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,773,714	1.41	7	0.01	0.00	1
Sustaining Seniors								
M4	57	Back Country Folks	3,245,079	2.58	0	0.00	0.00	0
M4	58	Golden Ponds	2,422,712	1.93	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,337,215	1.06	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,164,863	0.93	86	0.10	0.01	11
Total			125,732,798	100.00	87,663	100.00	0.07	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Lifestage Segment Distribution 2021
Date / Time: 3/9/2021 9:31:24 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)