





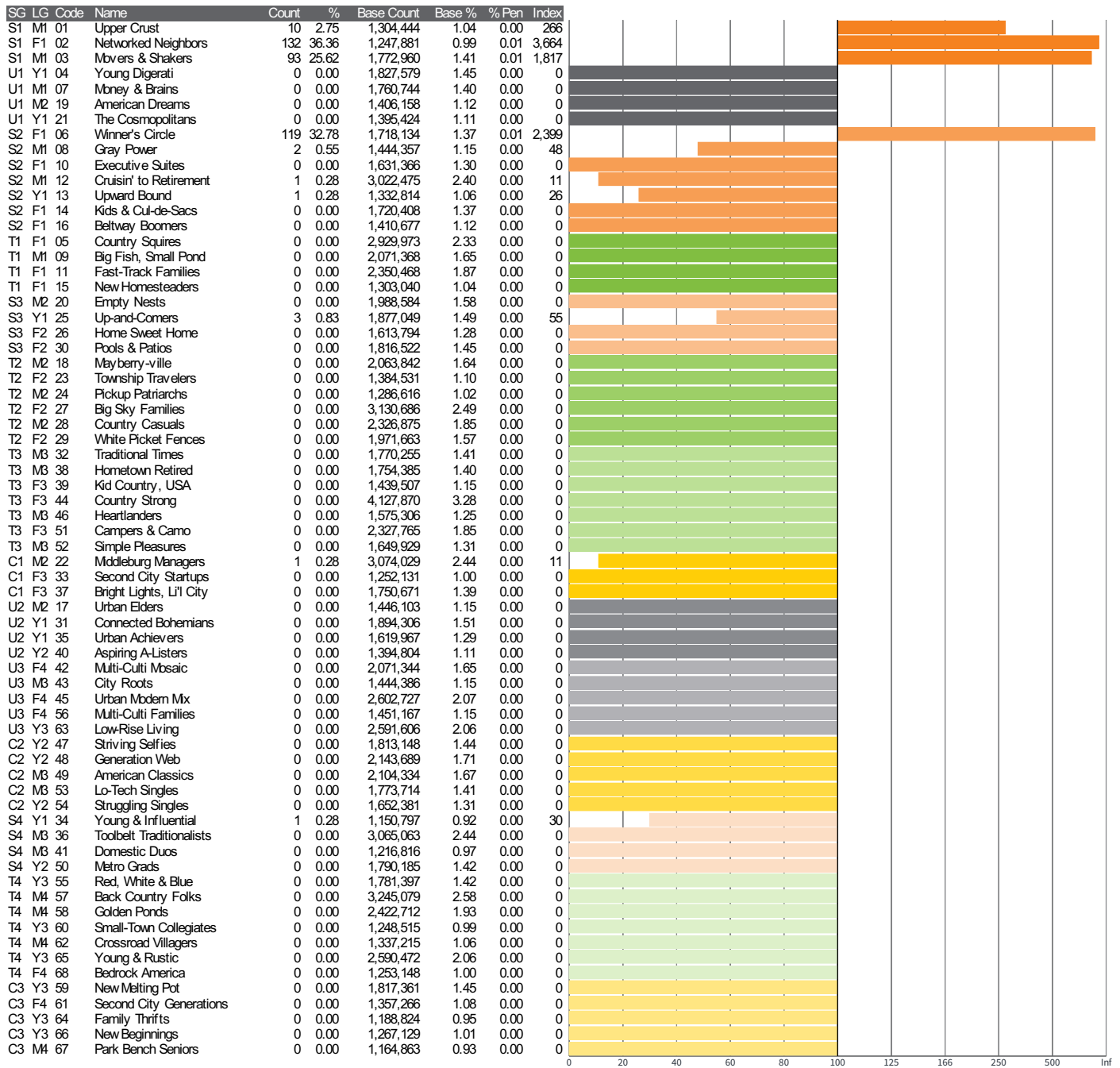
Top 5 segments represent **98.3%** of households in 9710 Scranton Rd - 1 mi Radius

	Rank: 1 Hhlds: 132 Hhld %: 36.36 % in Benchmark: 0.99 Index: 3,664	<p>Networked Neighbors is a family portrait of suburban wealth, a place of expensive homes and manicured lawns, high-end cars and vacations to tropical getaways. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by corporate executives, managers, and business professionals.</p>
	Rank: 2 Hhlds: 119 Hhld %: 32.78 % in Benchmark: 1.37 Index: 2,399	<p>Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, shop at clothing boutiques, and attend sporting events.</p>
	Rank: 3 Hhlds: 93 Hhld %: 25.62 % in Benchmark: 1.41 Index: 1,817	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications like the Wall Street Journal, visits to investment websites, and reading the business section of the newspaper via portable media devices.</p>
	Rank: 4 Hhlds: 10 Hhld %: 2.75 % in Benchmark: 1.04 Index: 266	<p>The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning over \$100,000 a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequently eating out at upscale restaurants, and traveling to destinations like Europe.</p>
	Rank: 5 Hhlds: 3 Hhld %: 0.83 % in Benchmark: 1.49 Index: 55	<p>Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who travel frequently for both work and pleasure, and also enjoy using the latest in technology. Many are planning for changes in the near future, including going back to school, buying a home, and paying off student loan debt.</p>






Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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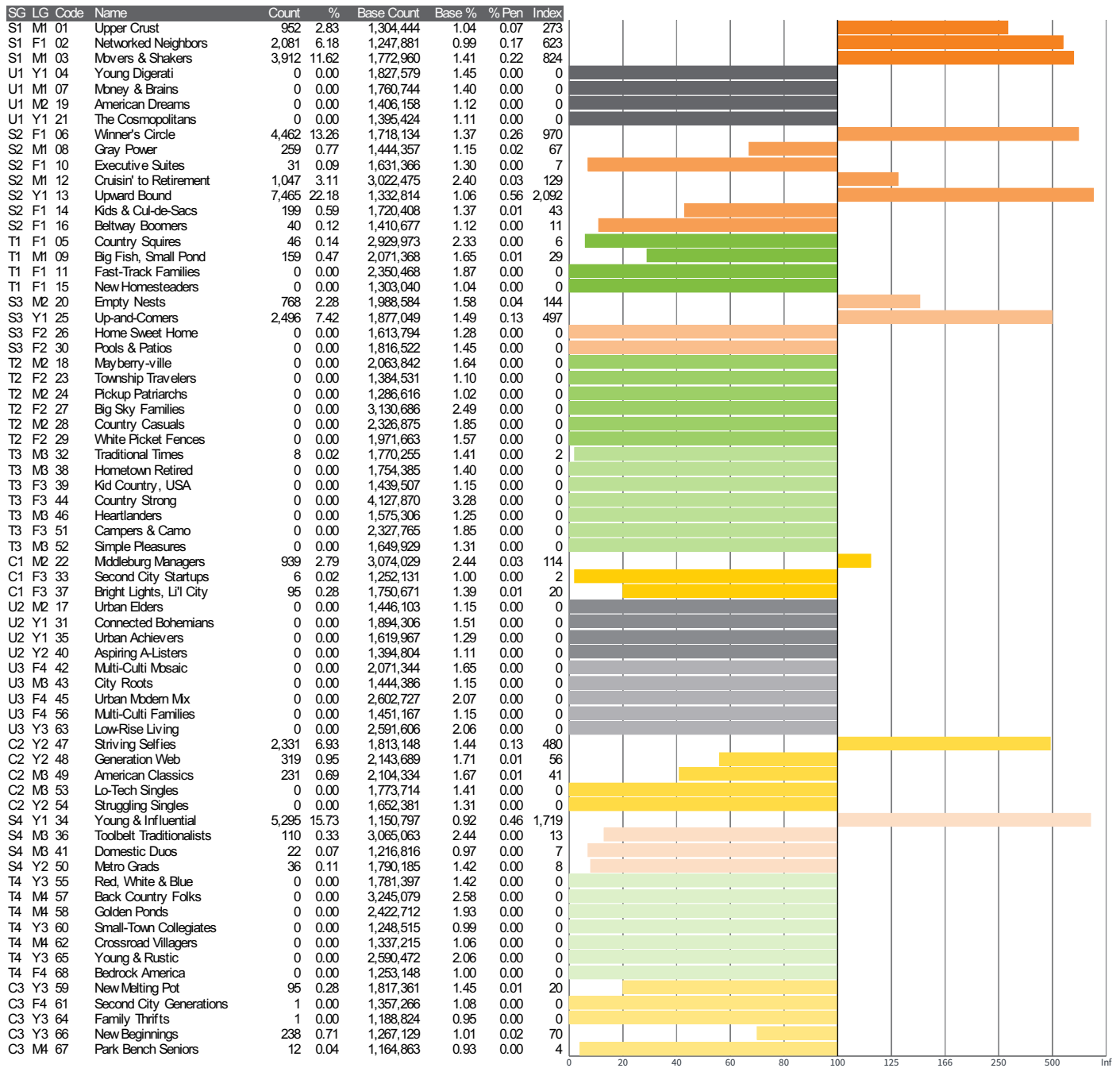
Top 5 segments represent **70.2%** of households in 9710 Scranton Rd - 3 mi Radius

	Rank: 1 Hhlds: 7,465 Hhld %: 22.18 % in Benchmark: 1.06 Index: 2,092	Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for banking, TV and music streaming services, and online research.
	Rank: 2 Hhlds: 5,295 Hhld %: 15.73 % in Benchmark: 0.92 Index: 1,719	Young & Influential is a segment of college educated mainly 25-44-year-old adults who are influential in their communities and social networks and are very tech savvy. The segment is a common address for middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.
	Rank: 3 Hhlds: 4,462 Hhld %: 13.26 % in Benchmark: 1.37 Index: 970	Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, shop at clothing boutiques, and attend sporting events.
	Rank: 4 Hhlds: 3,912 Hhld %: 11.62 % in Benchmark: 1.41 Index: 824	Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications like the Wall Street Journal, visits to investment websites, and reading the business section of the newspaper via portable media devices.
	Rank: 5 Hhlds: 2,496 Hhld %: 7.42 % in Benchmark: 1.49 Index: 497	Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who travel frequently for both work and pleasure, and also enjoy using the latest in technology. Many are planning for changes in the near future, including going back to school, buying a home, and paying off student loan debt.

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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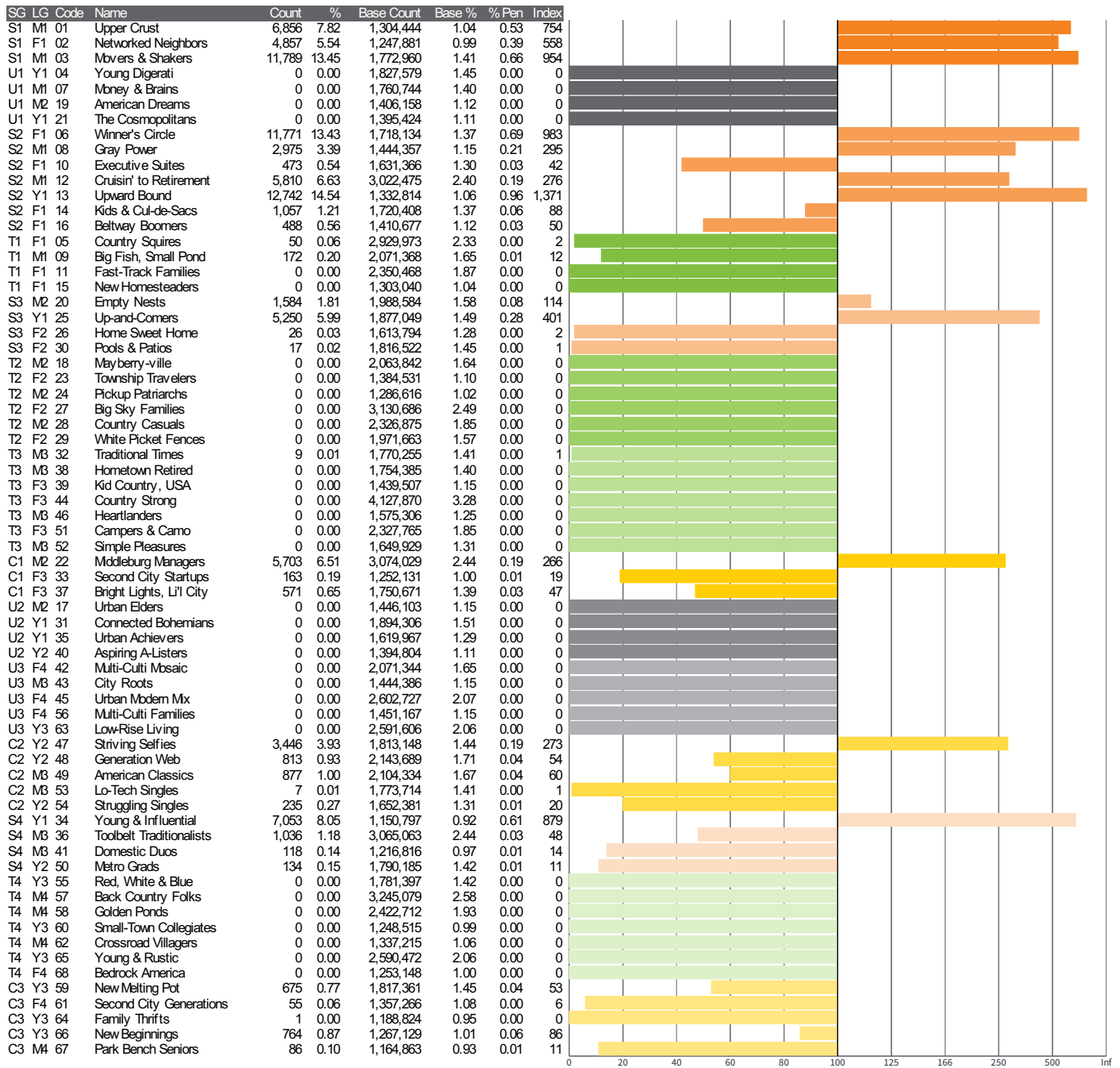
Top 5 segments represent **57.3%** of households in 9710 Scranton Rd - 5 mi Radius

	Rank: 1 Hhlds: 12,742 Hhld %: 14.54 % in Benchmark: 1.06 Index: 1,371	Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for banking, TV and music streaming services, and online research.
	Rank: 2 Hhlds: 11,789 Hhld %: 13.45 % in Benchmark: 1.41 Index: 954	Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications like the Wall Street Journal, visits to investment websites, and reading the business section of the newspaper via portable media devices.
	Rank: 3 Hhlds: 11,771 Hhld %: 13.43 % in Benchmark: 1.37 Index: 983	Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, shop at clothing boutiques, and attend sporting events.
	Rank: 4 Hhlds: 7,053 Hhld %: 8.05 % in Benchmark: 0.92 Index: 879	Young & Influential is a segment of college educated mainly 25-44-year-old adults who are influential in their communities and social networks and are very tech savvy. The segment is a common address for middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.
	Rank: 5 Hhlds: 6,856 Hhld %: 7.82 % in Benchmark: 1.04 Index: 754	The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning over \$100,000 a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequently eating out at upscale restaurants, and traveling to destinations like Europe.

Benchmark: USA

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Report Details

Name: PRIZM® Premier Segmentation Executive Report 2021
Date / Time: 3/9/2021 9:33:07 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
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Segmentation System

Product	Provider	Copyright
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