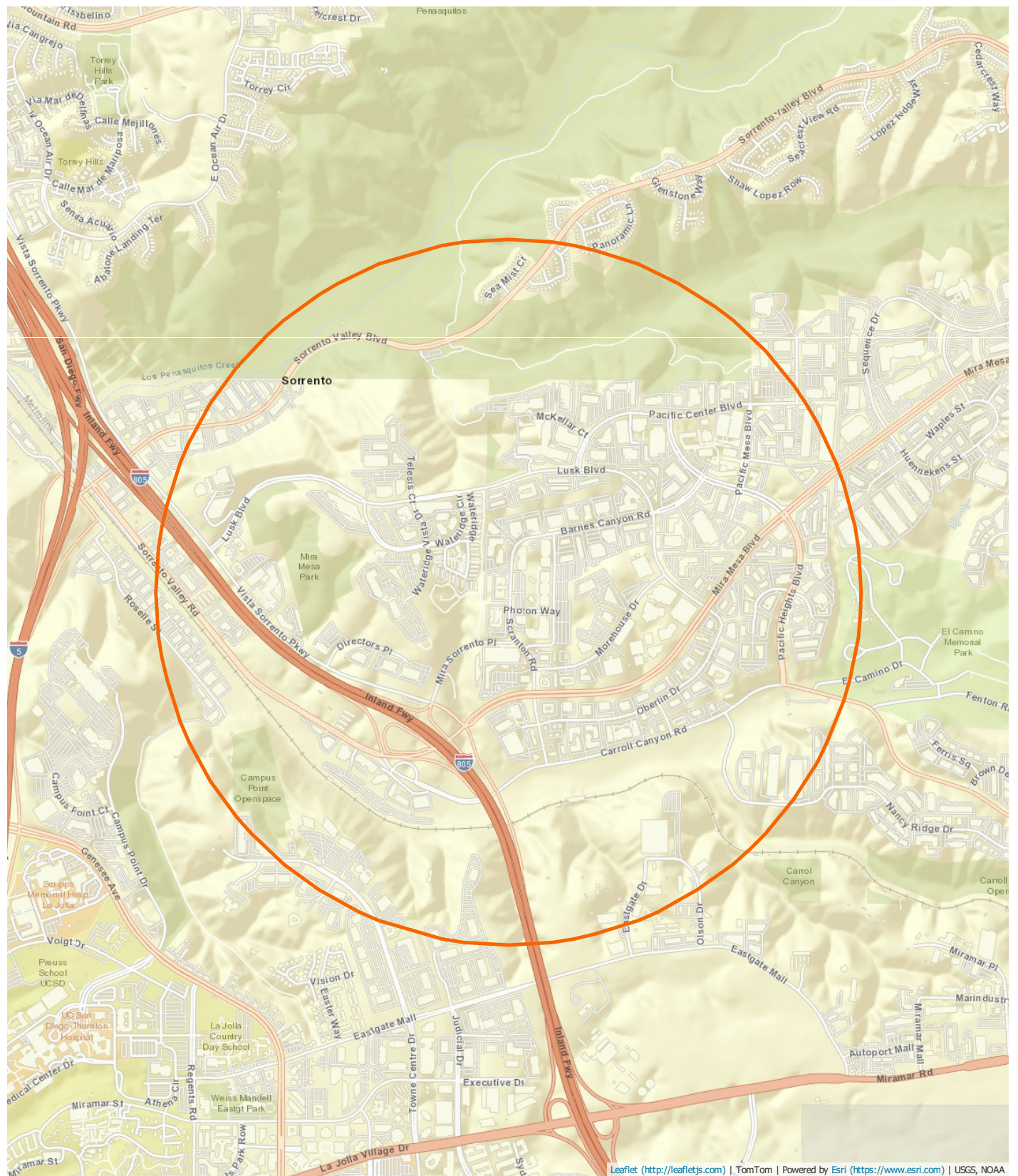


SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,304,444	1.04	10	2.75	266
S1	Networked Neighbors	02	1,247,881	0.99	132	36.36	3,664
S1	Movers & Shakers	03	1,772,960	1.41	93	25.62	1,817
Urban Uptown							
U1	Young Digerati	04	1,827,579	1.45	0	0.00	0
U1	Money & Brains	07	1,760,744	1.40	0	0.00	0
U1	American Dreams	19	1,406,158	1.12	0	0.00	0
U1	The Cosmopolitans	21	1,395,424	1.11	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,718,134	1.37	119	32.78	2,399
S2	Gray Power	08	1,444,357	1.15	2	0.55	48
S2	Executive Suites	10	1,631,366	1.30	0	0.00	0
S2	Cruisin' to Retirement	12	3,022,475	2.40	1	0.28	11
S2	Upward Bound	13	1,332,814	1.06	1	0.28	26
S2	Kids & Cul-de-Sacs	14	1,720,408	1.37	0	0.00	0
S2	Beltway Boomers	16	1,410,677	1.12	0	0.00	0
Landed Gentry							
T1	Country Squires	05	2,929,973	2.33	0	0.00	0
T1	Big Fish, Small Pond	09	2,071,368	1.65	0	0.00	0
T1	Fast-Track Families	11	2,350,468	1.87	0	0.00	0
T1	New Homesteaders	15	1,303,040	1.04	0	0.00	0
Middleburbs							
S3	Empty Nests	20	1,988,584	1.58	0	0.00	0
S3	Up-and-Comers	25	1,877,049	1.49	3	0.83	55
S3	Home Sweet Home	26	1,613,794	1.28	0	0.00	0
S3	Pools & Patios	30	1,816,522	1.45	0	0.00	0
Country Comfort							
T2	Mayberry-ville	18	2,063,842	1.64	0	0.00	0
T2	Township Travelers	23	1,384,531	1.10	0	0.00	0
T2	Pickup Patriarchs	24	1,286,616	1.02	0	0.00	0
T2	Big Sky Families	27	3,130,686	2.49	0	0.00	0
T2	Country Casuals	28	2,326,875	1.85	0	0.00	0
T2	White Picket Fences	29	1,971,663	1.57	0	0.00	0
Middle America							
T3	Traditional Times	32	1,770,255	1.41	0	0.00	0
T3	Hometown Retired	38	1,754,385	1.40	0	0.00	0
T3	Kid Country, USA	39	1,439,507	1.15	0	0.00	0
T3	Country Strong	44	4,127,870	3.28	0	0.00	0
T3	Heartlanders	46	1,575,306	1.25	0	0.00	0
T3	Campers & Camp	51	2,327,765	1.85	0	0.00	0
T3	Simple Pleasures	52	1,649,929	1.31	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,074,029	2.44	1	0.28	11
C1	Second City Startups	33	1,252,131	1.00	0	0.00	0
C1	Bright Lights, Li'l City	37	1,750,671	1.39	0	0.00	0
Midtown Mix							
U2	Urban Elders	17	1,446,103	1.15	0	0.00	0
U2	Connected Bohemians	31	1,894,306	1.51	0	0.00	0
U2	Urban Achievers	35	1,619,967	1.29	0	0.00	0
U2	Aspiring A-Listers	40	1,394,804	1.11	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,071,344	1.65	0	0.00	0
U3	City Roots	43	1,444,386	1.15	0	0.00	0
U3	Urban Modern Mix	45	2,602,727	2.07	0	0.00	0
U3	Multi-Culti Families	56	1,451,167	1.15	0	0.00	0
U3	Low-Rise Living	63	2,591,606	2.06	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,813,148	1.44	0	0.00	0
C2	Generation Web	48	2,143,689	1.71	0	0.00	0
C2	American Classics	49	2,104,334	1.67	0	0.00	0
C2	Lo-Tech Singles	53	1,773,714	1.41	0	0.00	0
C2	Struggling Singles	54	1,652,381	1.31	0	0.00	0
Inner Suburbs							
S4	Young & Influential	34	1,150,797	0.92	1	0.28	30
S4	Toolbelt Traditionalists	36	3,065,063	2.44	0	0.00	0
S4	Domestic Duos	41	1,216,816	0.97	0	0.00	0
S4	Metro Grads	50	1,790,185	1.42	0	0.00	0
Rustic Living							
T4	Red, White & Blue	55	1,781,397	1.42	0	0.00	0
T4	Back Country Folks	57	3,245,079	2.58	0	0.00	0
T4	Golden Ponds	58	2,422,712	1.93	0	0.00	0
T4	Small-Town Collegiates	60	1,248,515	0.99	0	0.00	0
T4	Crossroad Villagers	62	1,337,215	1.06	0	0.00	0
T4	Young & Rustic	65	2,590,472	2.06	0	0.00	0
T4	Bedrock America	68	1,253,148	1.00	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,817,361	1.45	0	0.00	0
C3	Second City Generations	61	1,357,266	1.08	0	0.00	0
C3	Family Thrifts	64	1,188,824	0.95	0	0.00	0
C3	New Beginnings	66	1,267,129	1.01	0	0.00	0
C3	Park Bench Seniors	67	1,164,863	0.93	0	0.00	0
	Total		125,732,798	100.00	363	100.00	100



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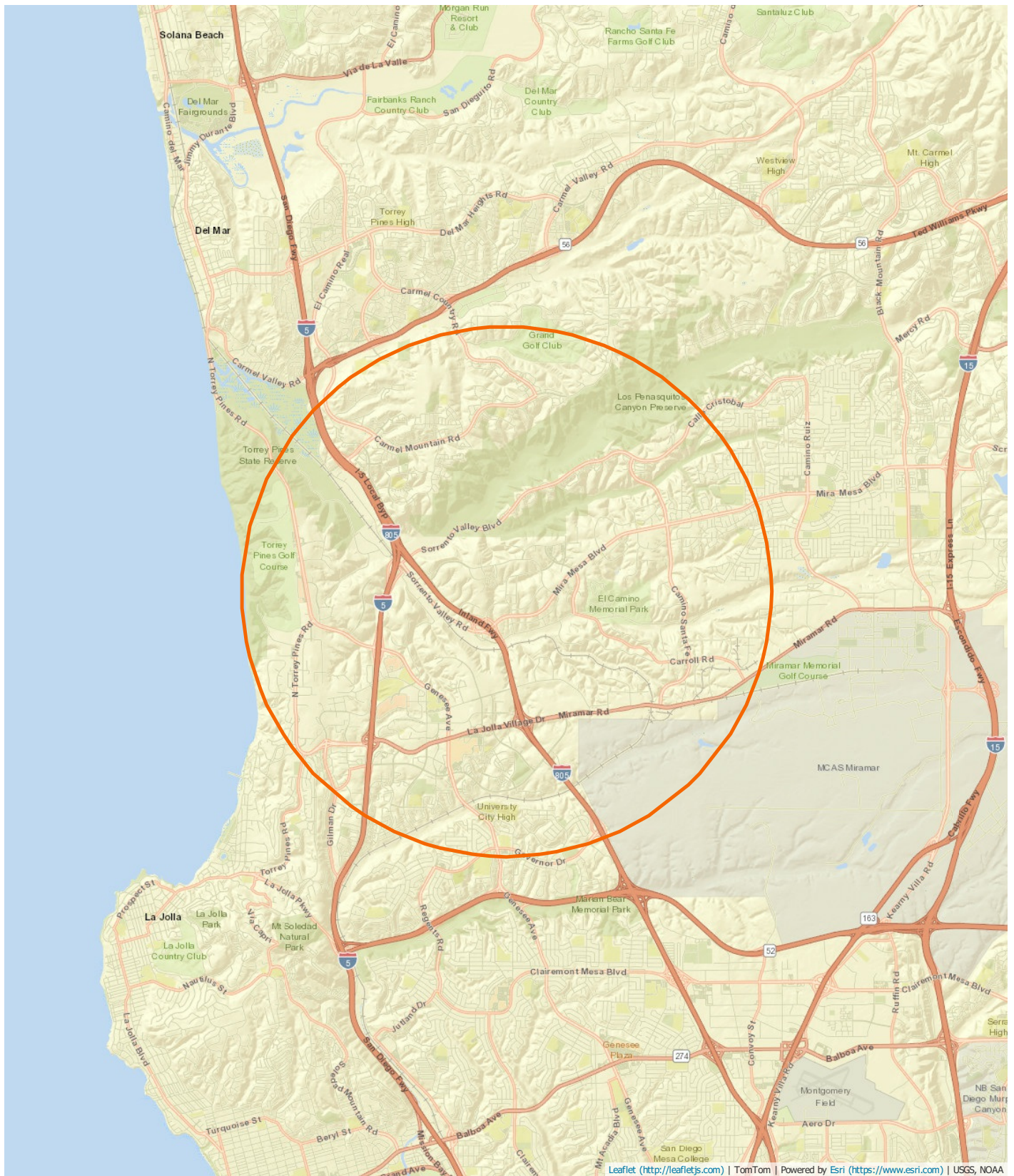
Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,656

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,304,444	1.04	952	2.83	273
S1	Networked Neighbors	02	1,247,881	0.99	2,081	6.18	623
S1	Movers & Shakers	03	1,772,960	1.41	3,912	11.62	824
Urban Uptown							
U1	Young Digerati	04	1,827,579	1.45	0	0.00	0
U1	Money & Brains	07	1,760,744	1.40	0	0.00	0
U1	American Dreams	19	1,406,158	1.12	0	0.00	0
U1	The Cosmopolitans	21	1,395,424	1.11	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,718,134	1.37	4,462	13.26	970
S2	Gray Power	08	1,444,357	1.15	259	0.77	67
S2	Executive Suites	10	1,631,366	1.30	31	0.09	7
S2	Cruisin' to Retirement	12	3,022,475	2.40	1,047	3.11	129
S2	Upward Bound	13	1,332,814	1.06	7,465	22.18	2,092
S2	Kids & Cul-de-Sacs	14	1,720,408	1.37	199	0.59	43
S2	Beltway Boomers	16	1,410,677	1.12	40	0.12	11
Landed Gentry							
T1	Country Squires	05	2,929,973	2.33	46	0.14	6
T1	Big Fish, Small Pond	09	2,071,368	1.65	159	0.47	29
T1	Fast-Track Families	11	2,350,468	1.87	0	0.00	0
T1	New Homesteaders	15	1,303,040	1.04	0	0.00	0
Middleburbs							
S3	Empty Nests	20	1,988,584	1.58	768	2.28	144
S3	Up-and-Comers	25	1,877,049	1.49	2,496	7.42	497
S3	Home Sweet Home	26	1,613,794	1.28	0	0.00	0
S3	Pools & Patios	30	1,816,522	1.45	0	0.00	0
Country Comfort							
T2	Mayberry-ville	18	2,063,842	1.64	0	0.00	0
T2	Township Travelers	23	1,384,531	1.10	0	0.00	0
T2	Pickup Patriarchs	24	1,286,616	1.02	0	0.00	0
T2	Big Sky Families	27	3,130,686	2.49	0	0.00	0
T2	Country Casuals	28	2,326,875	1.85	0	0.00	0
T2	White Picket Fences	29	1,971,663	1.57	0	0.00	0
Middle America							
T3	Traditional Times	32	1,770,255	1.41	8	0.02	2
T3	Hometown Retired	38	1,754,385	1.40	0	0.00	0
T3	Kid Country, USA	39	1,439,507	1.15	0	0.00	0
T3	Country Strong	44	4,127,870	3.28	0	0.00	0
T3	Heartlanders	46	1,575,306	1.25	0	0.00	0
T3	Campers & Camo	51	2,327,765	1.85	0	0.00	0
T3	Simple Pleasures	52	1,649,929	1.31	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,074,029	2.44	939	2.79	114
C1	Second City Startups	33	1,252,131	1.00	6	0.02	2
C1	Bright Lights, Li'l City	37	1,750,671	1.39	95	0.28	20
Midtown Mix							
U2	Urban Elders	17	1,446,103	1.15	0	0.00	0
U2	Connected Bohemians	31	1,894,306	1.51	0	0.00	0
U2	Urban Achievers	35	1,619,967	1.29	0	0.00	0
U2	Aspiring A-Listers	40	1,394,804	1.11	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,071,344	1.65	0	0.00	0
U3	City Roots	43	1,444,386	1.15	0	0.00	0
U3	Urban Modern Mix	45	2,602,727	2.07	0	0.00	0
U3	Multi-Culti Families	56	1,451,167	1.15	0	0.00	0
U3	Low-Rise Living	63	2,591,606	2.06	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,813,148	1.44	2,331	6.93	480
C2	Generation Web	48	2,143,689	1.71	319	0.95	56
C2	American Classics	49	2,104,334	1.67	231	0.69	41
C2	Lo-Tech Singles	53	1,773,714	1.41	0	0.00	0
C2	Struggling Singles	54	1,652,381	1.31	0	0.00	0
Inner Suburbs							
S4	Young & Influential	34	1,150,797	0.92	5,295	15.73	1,719
S4	Toolbelt Traditionalists	36	3,065,063	2.44	110	0.33	13
S4	Domestic Duos	41	1,216,816	0.97	22	0.07	7
S4	Metro Grads	50	1,790,185	1.42	36	0.11	8
Rustic Living							
T4	Red, White & Blue	55	1,781,397	1.42	0	0.00	0
T4	Back Country Folks	57	3,245,079	2.58	0	0.00	0
T4	Golden Ponds	58	2,422,712	1.93	0	0.00	0
T4	Small-Town Collegiates	60	1,248,515	0.99	0	0.00	0
T4	Crossroad Villagers	62	1,337,215	1.06	0	0.00	0
T4	Young & Rustic	65	2,590,472	2.06	0	0.00	0
T4	Bedrock America	68	1,253,148	1.00	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,817,361	1.45	95	0.28	20
C3	Second City Generations	61	1,357,266	1.08	1	0.00	0
C3	Family Thrifts	64	1,188,824	0.95	1	0.00	0
C3	New Beginnings	66	1,267,129	1.01	238	0.71	70
C3	Park Bench Seniors	67	1,164,863	0.93	12	0.04	4
Total			125,732,798	100.00	33,656	100.00	100

Benchmark: USA

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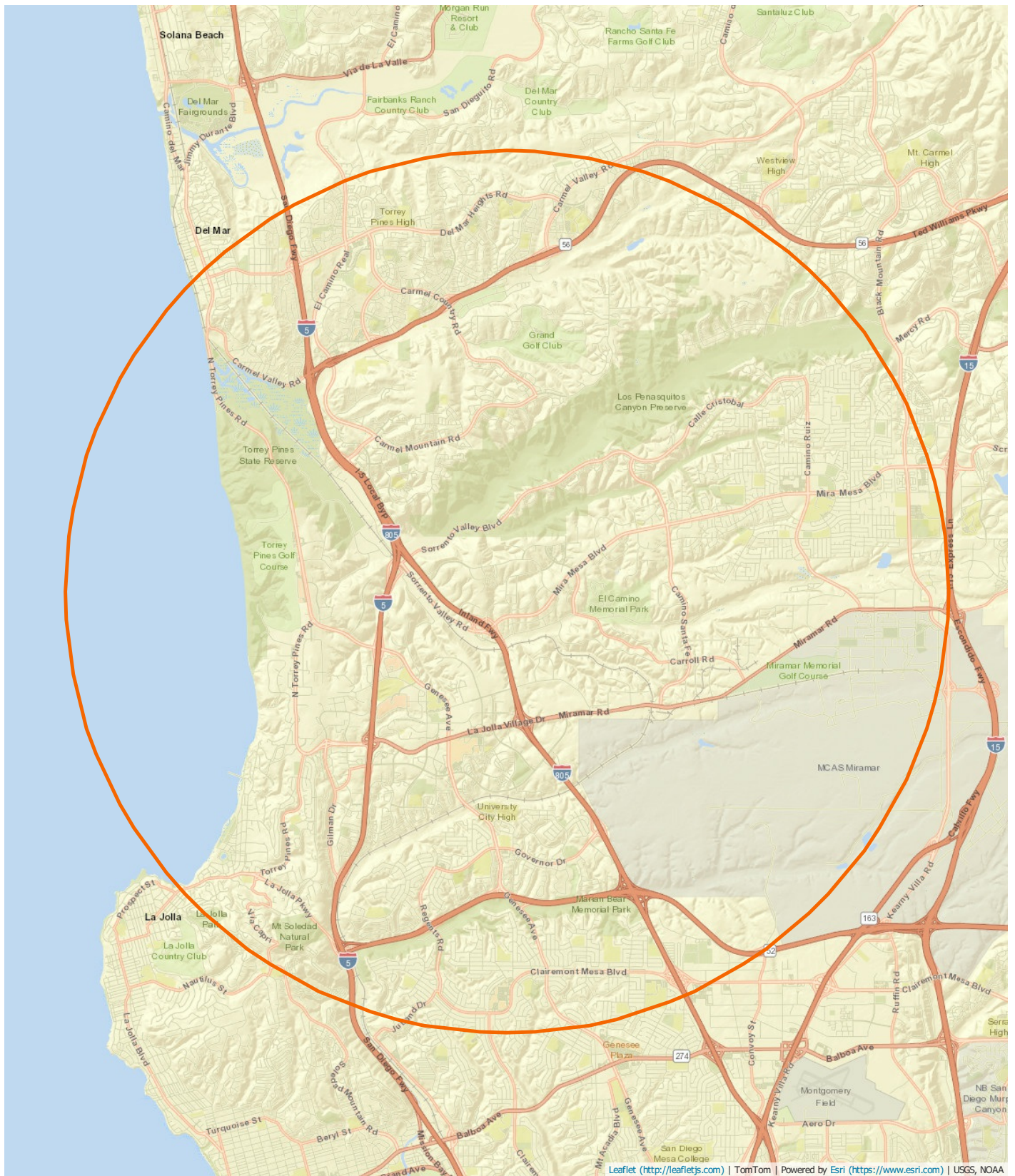
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,663

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,304,444	1.04	6,856	7.82	754
S1	Networked Neighbors	02	1,247,881	0.99	4,857	5.54	558
S1	Movers & Shakers	03	1,772,960	1.41	11,789	13.45	954
Urban Uptown							
U1	Young Digerati	04	1,827,579	1.45	0	0.00	0
U1	Money & Brains	07	1,760,744	1.40	0	0.00	0
U1	American Dreams	19	1,406,158	1.12	0	0.00	0
U1	The Cosmopolitans	21	1,395,424	1.11	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,718,134	1.37	11,771	13.43	983
S2	Gray Power	08	1,444,357	1.15	2,975	3.39	295
S2	Executive Suites	10	1,631,366	1.30	473	0.54	42
S2	Cruisin' to Retirement	12	3,022,475	2.40	5,810	6.63	276
S2	Upward Bound	13	1,332,814	1.06	12,742	14.54	1,371
S2	Kids & Cul-de-Sacs	14	1,720,408	1.37	1,057	1.21	88
S2	Beltway Boomers	16	1,410,677	1.12	488	0.56	50
Landed Gentry							
T1	Country Squires	05	2,929,973	2.33	50	0.06	2
T1	Big Fish, Small Pond	09	2,071,368	1.65	172	0.20	12
T1	Fast-Track Families	11	2,350,468	1.87	0	0.00	0
T1	New Homesteaders	15	1,303,040	1.04	0	0.00	0
Middleburbs							
S3	Empty Nests	20	1,988,584	1.58	1,584	1.81	114
S3	Up-and-Comers	25	1,877,049	1.49	5,250	5.99	401
S3	Home Sweet Home	26	1,613,794	1.28	26	0.03	2
S3	Pools & Patios	30	1,816,522	1.45	17	0.02	1
Country Comfort							
T2	Mayberry-ville	18	2,063,842	1.64	0	0.00	0
T2	Township Travelers	23	1,384,531	1.10	0	0.00	0
T2	Pickup Patriarchs	24	1,286,616	1.02	0	0.00	0
T2	Big Sky Families	27	3,130,686	2.49	0	0.00	0
T2	Country Casuals	28	2,326,875	1.85	0	0.00	0
T2	White Picket Fences	29	1,971,663	1.57	0	0.00	0
Middle America							
T3	Traditional Times	32	1,770,255	1.41	9	0.01	1
T3	Hometown Retired	38	1,754,385	1.40	0	0.00	0
T3	Kid Country, USA	39	1,439,507	1.15	0	0.00	0
T3	Country Strong	44	4,127,870	3.28	0	0.00	0
T3	Heartlanders	46	1,575,306	1.25	0	0.00	0
T3	Campers & Camo	51	2,327,765	1.85	0	0.00	0
T3	Simple Pleasures	52	1,649,929	1.31	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,074,029	2.44	5,703	6.51	266
C1	Second City Startups	33	1,252,131	1.00	163	0.19	19
C1	Bright Lights, Li'l City	37	1,750,671	1.39	571	0.65	47
Midtown Mix							
U2	Urban Elders	17	1,446,103	1.15	0	0.00	0
U2	Connected Bohemians	31	1,894,306	1.51	0	0.00	0
U2	Urban Achievers	35	1,619,967	1.29	0	0.00	0
U2	Aspiring A-Listers	40	1,394,804	1.11	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,071,344	1.65	0	0.00	0
U3	City Roots	43	1,444,386	1.15	0	0.00	0
U3	Urban Modern Mix	45	2,602,727	2.07	0	0.00	0
U3	Multi-Culti Families	56	1,451,167	1.15	0	0.00	0
U3	Low-Rise Living	63	2,591,606	2.06	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,813,148	1.44	3,446	3.93	273
C2	Generation Web	48	2,143,689	1.71	813	0.93	54
C2	American Classics	49	2,104,334	1.67	877	1.00	60
C2	Lo-Tech Singles	53	1,773,714	1.41	7	0.01	1
C2	Struggling Singles	54	1,652,381	1.31	235	0.27	20
Inner Suburbs							
S4	Young & Influential	34	1,150,797	0.92	7,053	8.05	879
S4	Toolbelt Traditionalists	36	3,065,063	2.44	1,036	1.18	48
S4	Domestic Duos	41	1,216,816	0.97	118	0.14	14
S4	Metro Grads	50	1,790,185	1.42	134	0.15	11
Rustic Living							
T4	Red, White & Blue	55	1,781,397	1.42	0	0.00	0
T4	Back Country Folks	57	3,245,079	2.58	0	0.00	0
T4	Golden Ponds	58	2,422,712	1.93	0	0.00	0
T4	Small-Town Collegiates	60	1,248,515	0.99	0	0.00	0
T4	Crossroad Villagers	62	1,337,215	1.06	0	0.00	0
T4	Young & Rustic	65	2,590,472	2.06	0	0.00	0
T4	Bedrock America	68	1,253,148	1.00	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,817,361	1.45	675	0.77	53
C3	Second City Generations	61	1,357,266	1.08	55	0.06	6
C3	Family Thrifts	64	1,188,824	0.95	1	0.00	0
C3	New Beginnings	66	1,267,129	1.01	764	0.87	86
C3	Park Bench Seniors	67	1,164,863	0.93	86	0.10	11
	Total		125,732,798	100.00	87,663	100.00	100

Benchmark:USA

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Report Details

Name: PRIZM® Premier Social Segment Distribution 2021
Date / Time: 3/9/2021 9:31:58 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
Claritas PRIZM® Premier	Claritas	©Claritas, LLC 2021 (https://claritas.easpotlight.com/Spotlight/About)