

# PRIZM® Premier Workplace | Segment Distribution



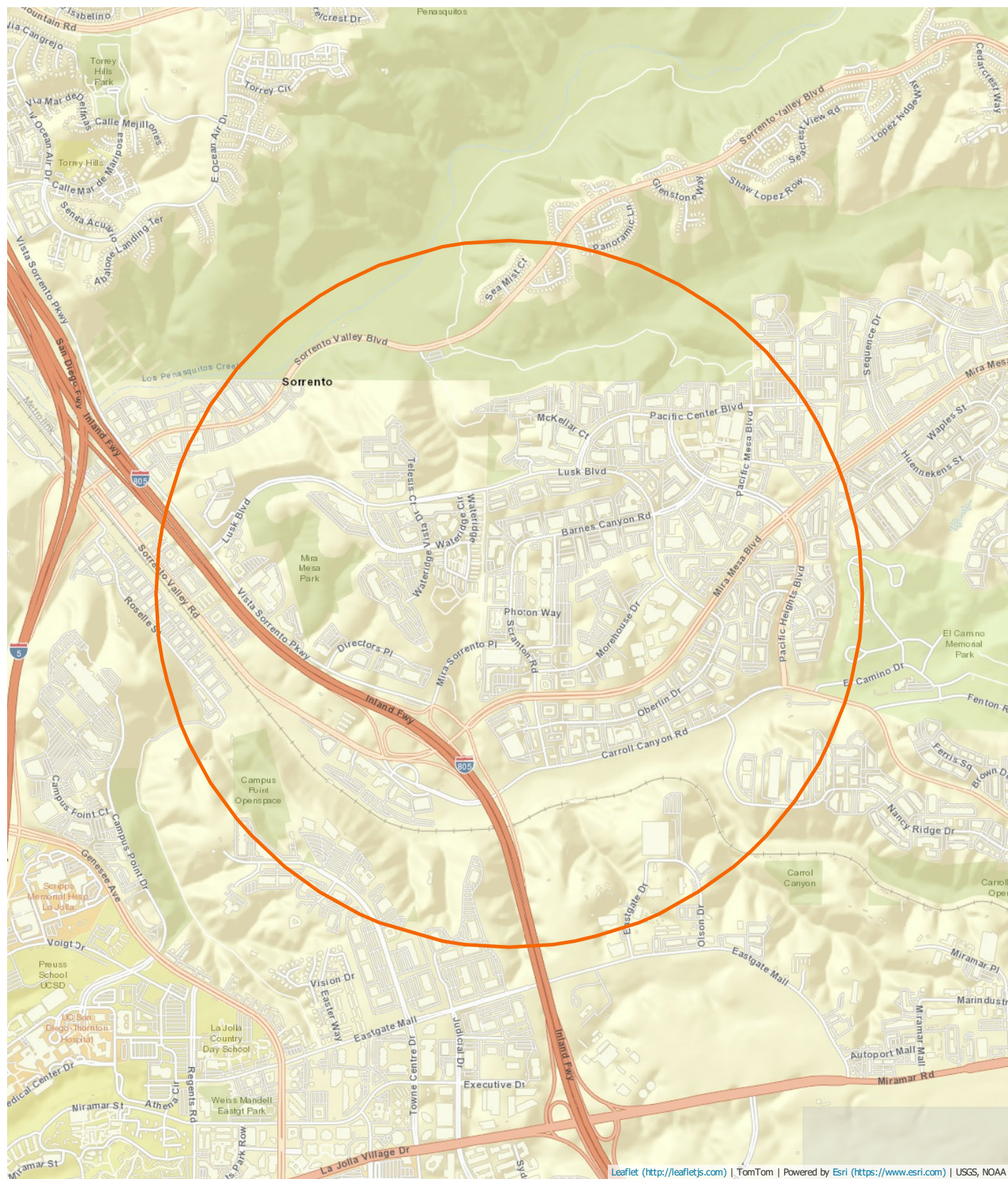
Trade Area: 9710 Scranton Rd - 1 mi Radius

Workplace Population: 15,218

| Segment Code | Segment Name             | Base Count         | Base % Comp   | Count         | % Comp        | Index      |
|--------------|--------------------------|--------------------|---------------|---------------|---------------|------------|
| 01           | Upper Crust              | 678,416            | 0.43          | 276           | 1.81          | 419        |
| 02           | Networked Neighbors      | 2,522,214          | 1.61          | 1,213         | 7.97          | 496        |
| 03           | Movers & Shakers         | 2,432,942          | 1.55          | 1,314         | 8.63          | 557        |
| 04           | Young Digerati           | 3,604,316          | 2.30          | 438           | 2.88          | 125        |
| 05           | Country Squires          | 5,751,994          | 3.67          | 250           | 1.64          | 45         |
| 06           | Winner's Circle          | 3,436,682          | 2.19          | 1,834         | 12.05         | 550        |
| 07           | Money & Brains           | 1,600,011          | 1.02          | 173           | 1.14          | 111        |
| 08           | Gray Power               | 1,232,475          | 0.79          | 267           | 1.75          | 223        |
| 09           | Big Fish, Small Pond     | 1,207,746          | 0.77          | 52            | 0.34          | 44         |
| 10           | Executive Suites         | 3,367,144          | 2.15          | 242           | 1.59          | 74         |
| 11           | Fast-Track Families      | 4,984,133          | 3.18          | 59            | 0.39          | 12         |
| 12           | Cruisin' to Retirement   | 3,166,194          | 2.02          | 519           | 3.41          | 169        |
| 13           | Upward Bound             | 2,776,679          | 1.77          | 1,472         | 9.67          | 546        |
| 14           | Kids & Cul-de-Sacs       | 2,767,456          | 1.76          | 219           | 1.44          | 82         |
| 15           | New Homesteaders         | 3,020,581          | 1.93          | 21            | 0.14          | 7          |
| 16           | Beltway Boomers          | 2,133,309          | 1.36          | 130           | 0.85          | 63         |
| 17           | Urban Elders             | 1,738,792          | 1.11          | 191           | 1.25          | 113        |
| 18           | Mayberry-ville           | 1,699,290          | 1.08          | 34            | 0.22          | 21         |
| 19           | American Dreams          | 1,833,139          | 1.17          | 182           | 1.20          | 102        |
| 20           | Empty Nests              | 1,139,444          | 0.73          | 93            | 0.61          | 84         |
| 21           | The Cosmopolitans        | 2,304,310          | 1.47          | 359           | 2.36          | 161        |
| 22           | Middleburg Managers      | 6,483,078          | 4.13          | 906           | 5.95          | 144        |
| 23           | Township Travelers       | 1,991,023          | 1.27          | 10            | 0.07          | 5          |
| 24           | Pickup Patriarchs        | 2,362,902          | 1.51          | 14            | 0.09          | 6          |
| 25           | Up-and-Comers            | 3,191,352          | 2.04          | 693           | 4.55          | 224        |
| 26           | Home Sweet Home          | 2,236,345          | 1.43          | 25            | 0.16          | 12         |
| 27           | Big Sky Families         | 7,229,406          | 4.61          | 10            | 0.07          | 1          |
| 28           | Country Casuals          | 2,315,465          | 1.48          | 1             | 0.01          | 0          |
| 29           | White Picket Fences      | 3,111,029          | 1.98          | 18            | 0.12          | 6          |
| 30           | Pools & Patios           | 3,137,858          | 2.00          | 51            | 0.34          | 17         |
| 31           | Connected Bohemians      | 2,924,908          | 1.86          | 450           | 2.96          | 159        |
| 32           | Traditional Times        | 979,194            | 0.62          | 32            | 0.21          | 34         |
| 33           | Second City Startups     | 2,143,953          | 1.37          | 146           | 0.96          | 70         |
| 34           | Young & Influential      | 1,905,288          | 1.22          | 937           | 6.16          | 507        |
| 35           | Urban Achievers          | 2,095,472          | 1.34          | 295           | 1.94          | 145        |
| 36           | Toolbelt Traditionalists | 3,005,283          | 1.92          | 112           | 0.74          | 38         |
| 37           | Bright Lights, L'il City | 3,540,012          | 2.26          | 101           | 0.66          | 29         |
| 38           | Hometown Retired         | 1,761,656          | 1.12          | 5             | 0.03          | 3          |
| 39           | Kid Country, USA         | 2,729,785          | 1.74          | 12            | 0.08          | 5          |
| 40           | Aspiring A-Listers       | 972,015            | 0.62          | 165           | 1.08          | 175        |
| 41           | Domestic Duos            | 237,218            | 0.15          | 13            | 0.09          | 56         |
| 42           | Multi-Culti Mosaic       | 2,542,338          | 1.62          | 375           | 2.46          | 152        |
| 43           | City Roots               | 2,380,937          | 1.52          | 149           | 0.98          | 64         |
| 44           | Country Strong           | 6,708,416          | 4.28          | 17            | 0.11          | 3          |
| 45           | Urban Modern Mix         | 3,008,758          | 1.92          | 78            | 0.51          | 27         |
| 46           | Heartlanders             | 1,289,261          | 0.82          | 3             | 0.02          | 2          |
| 47           | Striving Selfies         | 2,065,870          | 1.32          | 220           | 1.45          | 110        |
| 48           | Generation Web           | 2,391,129          | 1.52          | 82            | 0.54          | 35         |
| 49           | American Classics        | 1,139,481          | 0.73          | 55            | 0.36          | 50         |
| 50           | Metro Grads              | 2,262,710          | 1.44          | 35            | 0.23          | 16         |
| 51           | Campers & Camo           | 3,253,936          | 2.08          | 6             | 0.04          | 2          |
| 52           | Simple Pleasures         | 406,574            | 0.26          | 2             | 0.01          | 5          |
| 53           | Lo-Tech Singles          | 490,662            | 0.31          | 5             | 0.03          | 11         |
| 54           | Struggling Singles       | 2,005,661          | 1.28          | 23            | 0.15          | 12         |
| 55           | Red, White & Blue        | 2,155,326          | 1.37          | 2             | 0.01          | 1          |
| 56           | Multi-Culti Families     | 1,906,339          | 1.22          | 327           | 2.15          | 177        |
| 57           | Back Country Folks       | 1,149,508          | 0.73          | 1             | 0.01          | 1          |
| 58           | Golden Ponds             | 1,239,099          | 0.79          | 3             | 0.02          | 2          |
| 59           | New Melting Pot          | 2,270,271          | 1.45          | 174           | 1.14          | 79         |
| 60           | Small-Town Collegiates   | 1,617,281          | 1.03          | 10            | 0.07          | 6          |
| 61           | Second City Generations  | 1,427,857          | 0.91          | 47            | 0.31          | 34         |
| 62           | Crossroad Villagers      | 257,837            | 0.16          | 1             | 0.01          | 4          |
| 63           | Low-Rise Living          | 2,561,896          | 1.63          | 159           | 1.04          | 64         |
| 64           | Family Thrifts           | 624,089            | 0.40          | 5             | 0.03          | 8          |
| 65           | Young & Rustic           | 1,674,812          | 1.07          | 4             | 0.03          | 2          |
| 66           | New Beginnings           | 1,275,003          | 0.81          | 92            | 0.60          | 74         |
| 67           | Park Bench Seniors       | 276,926            | 0.18          | 9             | 0.06          | 33         |
| 68           | Bedrock America          | 711,650            | 0.45          | 0             | 0.00          | 0          |
|              | <b>Total</b>             | <b>156,844,136</b> | <b>100.00</b> | <b>15,218</b> | <b>100.00</b> | <b>100</b> |

Benchmark: USA

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# PRIZM® Premier Workplace | Segment Distribution



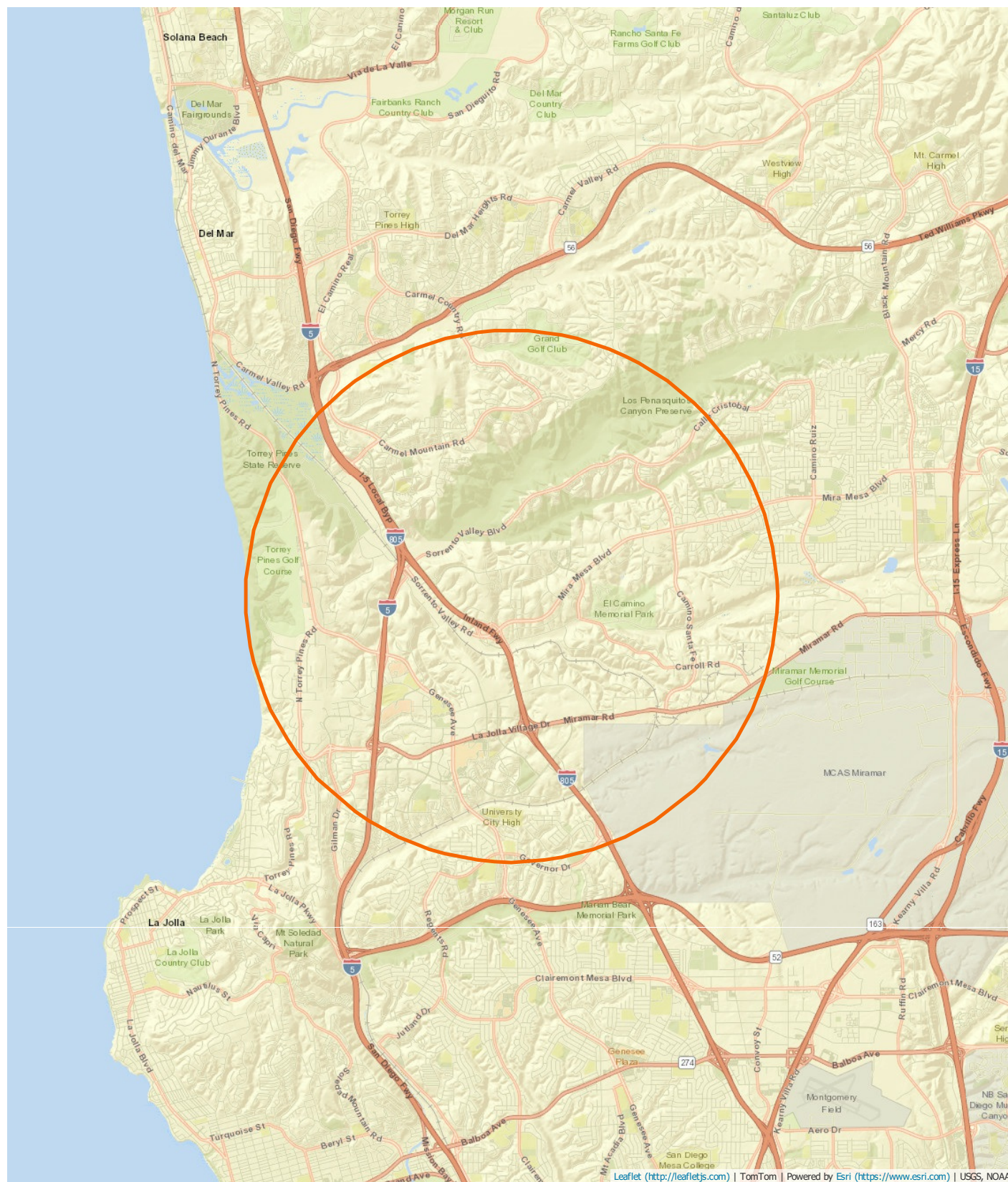
Trade Area: 9710 Scranton Rd - 3 mi Radius

Workplace Population: 215,514

| Segment Code | Segment Name             | Base Count         | Base % Comp   | Count          | % Comp        | Index      |
|--------------|--------------------------|--------------------|---------------|----------------|---------------|------------|
| 01           | Upper Crust              | 678,416            | 0.43          | 3,969          | 1.84          | 426        |
| 02           | Networked Neighbors      | 2,522,214          | 1.61          | 11,457         | 5.32          | 331        |
| 03           | Movers & Shakers         | 2,432,942          | 1.55          | 15,664         | 7.27          | 469        |
| 04           | Young Digerati           | 3,604,316          | 2.30          | 6,638          | 3.08          | 134        |
| 05           | Country Squires          | 5,751,994          | 3.67          | 2,568          | 1.19          | 32         |
| 06           | Winner's Circle          | 3,436,682          | 2.19          | 21,516         | 9.98          | 456        |
| 07           | Money & Brains           | 1,600,011          | 1.02          | 2,466          | 1.14          | 112        |
| 08           | Gray Power               | 1,232,475          | 0.79          | 4,088          | 1.90          | 241        |
| 09           | Big Fish, Small Pond     | 1,207,746          | 0.77          | 538            | 0.25          | 32         |
| 10           | Executive Suites         | 3,367,144          | 2.15          | 3,333          | 1.55          | 72         |
| 11           | Fast-Track Families      | 4,984,133          | 3.18          | 839            | 0.39          | 12         |
| 12           | Cruisin' to Retirement   | 3,166,194          | 2.02          | 6,982          | 3.24          | 160        |
| 13           | Upward Bound             | 2,776,679          | 1.77          | 26,292         | 12.20         | 689        |
| 14           | Kids & Cul-de-Sacs       | 2,767,456          | 1.76          | 3,057          | 1.42          | 80         |
| 15           | New Homesteaders         | 3,020,581          | 1.93          | 228            | 0.11          | 5          |
| 16           | Beltway Boomers          | 2,133,309          | 1.36          | 1,775          | 0.82          | 61         |
| 17           | Urban Elders             | 1,738,792          | 1.11          | 3,426          | 1.59          | 143        |
| 18           | Mayberry-ville           | 1,699,290          | 1.08          | 555            | 0.26          | 24         |
| 19           | American Dreams          | 1,833,139          | 1.17          | 2,358          | 1.09          | 94         |
| 20           | Empty Nests              | 1,139,444          | 0.73          | 1,560          | 0.72          | 99         |
| 21           | The Cosmopolitans        | 2,304,310          | 1.47          | 5,810          | 2.70          | 183        |
| 22           | Middleburg Managers      | 6,483,078          | 4.13          | 13,448         | 6.24          | 151        |
| 23           | Township Travelers       | 1,991,023          | 1.27          | 103            | 0.05          | 4          |
| 24           | Pickup Patriarchs        | 2,362,902          | 1.51          | 160            | 0.07          | 5          |
| 25           | Up-and-Comers            | 3,191,352          | 2.04          | 10,452         | 4.85          | 238        |
| 26           | Home Sweet Home          | 2,236,345          | 1.43          | 319            | 0.15          | 10         |
| 27           | Big Sky Families         | 7,229,406          | 4.61          | 82             | 0.04          | 1          |
| 28           | Country Casuals          | 2,315,465          | 1.48          | 16             | 0.01          | 1          |
| 29           | White Picket Fences      | 3,111,029          | 1.98          | 221            | 0.10          | 5          |
| 30           | Pools & Patios           | 3,137,858          | 2.00          | 597            | 0.28          | 14         |
| 31           | Connected Bohemians      | 2,924,908          | 1.86          | 7,707          | 3.58          | 192        |
| 32           | Traditional Times        | 979,194            | 0.62          | 314            | 0.15          | 23         |
| 33           | Second City Startups     | 2,143,953          | 1.37          | 1,607          | 0.75          | 55         |
| 34           | Young & Influential      | 1,905,288          | 1.22          | 13,806         | 6.41          | 527        |
| 35           | Urban Achievers          | 2,085,472          | 1.34          | 4,728          | 2.19          | 164        |
| 36           | Toolbelt Traditionalists | 3,005,283          | 1.92          | 1,623          | 0.75          | 39         |
| 37           | Bright Lights, Li'l City | 3,540,012          | 2.26          | 1,438          | 0.67          | 30         |
| 38           | Hometown Retired         | 1,761,656          | 1.12          | 65             | 0.03          | 3          |
| 39           | Kid Country, USA         | 2,729,785          | 1.74          | 153            | 0.07          | 4          |
| 40           | Aspiring A-Listers       | 972,015            | 0.62          | 2,794          | 1.30          | 209        |
| 41           | Domestic Duos            | 237,218            | 0.15          | 180            | 0.08          | 55         |
| 42           | Multi-Culti Mosaic       | 2,542,338          | 1.62          | 5,361          | 2.49          | 153        |
| 43           | City Roots               | 2,380,937          | 1.52          | 2,543          | 1.18          | 78         |
| 44           | Country Strong           | 6,708,416          | 4.28          | 165            | 0.08          | 2          |
| 45           | Urban Modern Mix         | 3,008,758          | 1.92          | 1,239          | 0.57          | 30         |
| 46           | Heartlanders             | 1,289,261          | 0.82          | 29             | 0.01          | 2          |
| 47           | Striving Selfies         | 2,065,870          | 1.32          | 4,733          | 2.20          | 167        |
| 48           | Generation Web           | 2,391,129          | 1.52          | 1,352          | 0.63          | 41         |
| 49           | American Classics        | 1,139,481          | 0.73          | 861            | 0.40          | 55         |
| 50           | Metro Grads              | 2,262,710          | 1.44          | 548            | 0.25          | 18         |
| 51           | Campers & Camo           | 3,253,936          | 2.08          | 86             | 0.04          | 2          |
| 52           | Simple Pleasures         | 406,574            | 0.26          | 28             | 0.01          | 5          |
| 53           | Lo-Tech Singles          | 490,662            | 0.31          | 62             | 0.03          | 9          |
| 54           | Struggling Singles       | 2,005,661          | 1.28          | 345            | 0.16          | 13         |
| 55           | Red, White & Blue        | 2,155,326          | 1.37          | 19             | 0.01          | 1          |
| 56           | Multi-Culti Families     | 1,906,339          | 1.22          | 6,078          | 2.82          | 232        |
| 57           | Back Country Folks       | 1,149,508          | 0.73          | 10             | 0.01          | 1          |
| 58           | Golden Ponds             | 1,239,099          | 0.79          | 35             | 0.02          | 2          |
| 59           | New Melting Pot          | 2,270,271          | 1.45          | 2,354          | 1.09          | 75         |
| 60           | Small-Town Collegiates   | 1,617,281          | 1.03          | 120            | 0.06          | 5          |
| 61           | Second City Generations  | 1,427,857          | 0.91          | 501            | 0.23          | 26         |
| 62           | Crossroad Villagers      | 257,837            | 0.16          | 8              | 0.00          | 2          |
| 63           | Low-Rise Living          | 2,561,896          | 1.63          | 2,518          | 1.17          | 72         |
| 64           | Family Thrifts           | 624,089            | 0.40          | 50             | 0.02          | 6          |
| 65           | Young & Rustic           | 1,674,812          | 1.07          | 20             | 0.01          | 1          |
| 66           | New Beginnings           | 1,275,003          | 0.81          | 1,394          | 0.65          | 80         |
| 67           | Park Bench Seniors       | 276,926            | 0.18          | 123            | 0.06          | 32         |
| 68           | Bedrock America          | 711,650            | 0.45          | 10             | 0.01          | 1          |
|              | <b>Total</b>             | <b>156,844,136</b> | <b>100.00</b> | <b>215,514</b> | <b>100.00</b> | <b>100</b> |

Benchmark: USA

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# PRIZM® Premier Workplace | Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi Radius

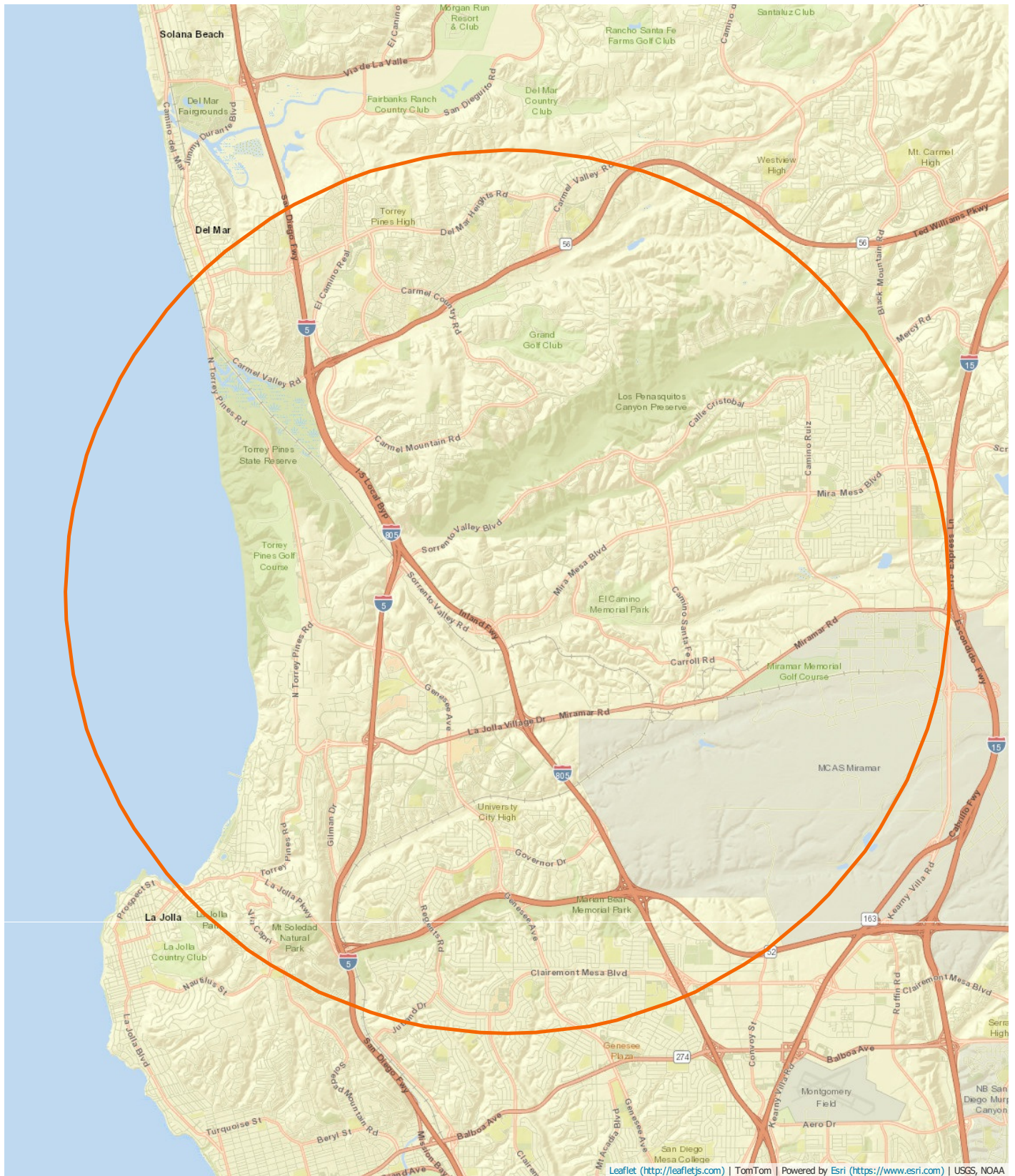
Workplace Population: 289,220

| Segment Code | Segment Name             | Base Count         | Base % Comp   | Count          | % Comp        | Index      |
|--------------|--------------------------|--------------------|---------------|----------------|---------------|------------|
| 01           | Upper Crust              | 678,416            | 0.43          | 5,687          | 1.97          | 455        |
| 02           | Networked Neighbors      | 2,522,214          | 1.61          | 15,730         | 5.44          | 338        |
| 03           | Movers & Shakers         | 2,432,942          | 1.55          | 21,829         | 7.55          | 487        |
| 04           | Young Digerati           | 3,604,316          | 2.30          | 8,833          | 3.05          | 133        |
| 05           | Country Squires          | 5,751,994          | 3.67          | 3,404          | 1.18          | 32         |
| 06           | Winner's Circle          | 3,436,682          | 2.19          | 30,215         | 10.45         | 477        |
| 07           | Money & Brains           | 1,600,011          | 1.02          | 3,374          | 1.17          | 114        |
| 08           | Gray Power               | 1,232,475          | 0.79          | 5,759          | 1.99          | 253        |
| 09           | Big Fish, Small Pond     | 1,207,746          | 0.77          | 718            | 0.25          | 32         |
| 10           | Executive Suites         | 3,367,144          | 2.15          | 4,592          | 1.59          | 74         |
| 11           | Fast-Track Families      | 4,984,133          | 3.18          | 1,091          | 0.38          | 12         |
| 12           | Cruisin' to Retirement   | 3,166,194          | 2.02          | 9,818          | 3.40          | 168        |
| 13           | Upward Bound             | 2,776,679          | 1.77          | 33,008         | 11.41         | 645        |
| 14           | Kids & Cul-de-Sacs       | 2,767,456          | 1.76          | 4,239          | 1.47          | 83         |
| 15           | New Homesteaders         | 3,020,581          | 1.93          | 342            | 0.12          | 6          |
| 16           | Beltway Boomers          | 2,133,309          | 1.36          | 2,471          | 0.85          | 63         |
| 17           | Urban Elders             | 1,738,792          | 1.11          | 4,385          | 1.52          | 137        |
| 18           | Mayberry-ville           | 1,699,290          | 1.08          | 712            | 0.25          | 23         |
| 19           | American Dreams          | 1,833,139          | 1.17          | 3,234          | 1.12          | 96         |
| 20           | Empty Nests              | 1,139,444          | 0.73          | 1,990          | 0.69          | 95         |
| 21           | The Cosmopolitans        | 2,304,310          | 1.47          | 7,662          | 2.65          | 180        |
| 22           | Middleburg Managers      | 6,483,078          | 4.13          | 18,608         | 6.43          | 156        |
| 23           | Township Travelers       | 1,991,023          | 1.27          | 137            | 0.05          | 4          |
| 24           | Pickup Patriarchs        | 2,362,902          | 1.51          | 231            | 0.08          | 5          |
| 25           | Up-and-Comers            | 3,191,352          | 2.04          | 14,011         | 4.84          | 238        |
| 26           | Home Sweet Home          | 2,236,345          | 1.43          | 434            | 0.15          | 11         |
| 27           | Big Sky Families         | 7,229,406          | 4.61          | 119            | 0.04          | 1          |
| 28           | Country Casuals          | 2,315,465          | 1.48          | 24             | 0.01          | 1          |
| 29           | White Picket Fences      | 3,111,029          | 1.98          | 322            | 0.11          | 6          |
| 30           | Pools & Patios           | 3,137,858          | 2.00          | 786            | 0.27          | 14         |
| 31           | Connected Bohemians      | 2,924,908          | 1.86          | 9,883          | 3.42          | 183        |
| 32           | Traditional Times        | 979,194            | 0.62          | 433            | 0.15          | 24         |
| 33           | Second City Startups     | 2,143,953          | 1.37          | 2,208          | 0.76          | 56         |
| 34           | Young & Influential      | 1,905,288          | 1.22          | 17,640         | 6.10          | 502        |
| 35           | Urban Achievers          | 2,085,472          | 1.34          | 6,282          | 2.17          | 163        |
| 36           | Toolbelt Traditionalists | 3,005,283          | 1.92          | 2,210          | 0.76          | 40         |
| 37           | Bright Lights, Li'l City | 3,540,012          | 2.26          | 2,017          | 0.70          | 31         |
| 38           | Hometown Retired         | 1,761,656          | 1.12          | 92             | 0.03          | 3          |
| 39           | Kid Country, USA         | 2,729,785          | 1.74          | 210            | 0.07          | 4          |
| 40           | Aspiring A-Listers       | 972,015            | 0.62          | 3,560          | 1.23          | 199        |
| 41           | Domestic Duos            | 237,218            | 0.15          | 234            | 0.08          | 53         |
| 42           | Multi-Culti Mosaic       | 2,542,338          | 1.62          | 7,312          | 2.53          | 156        |
| 43           | City Roots               | 2,380,937          | 1.52          | 3,334          | 1.15          | 76         |
| 44           | Country Strong           | 6,708,416          | 4.28          | 232            | 0.08          | 2          |
| 45           | Urban Modern Mix         | 3,008,758          | 1.92          | 1,613          | 0.56          | 29         |
| 46           | Heartlanders             | 1,289,261          | 0.82          | 41             | 0.01          | 2          |
| 47           | Striving Selfies         | 2,065,870          | 1.32          | 5,805          | 2.01          | 152        |
| 48           | Generation Web           | 2,391,129          | 1.52          | 1,790          | 0.62          | 41         |
| 49           | American Classics        | 1,139,481          | 0.73          | 1,158          | 0.40          | 55         |
| 50           | Metro Grads              | 2,262,710          | 1.44          | 728            | 0.25          | 17         |
| 51           | Campers & Camo           | 3,253,936          | 2.08          | 121            | 0.04          | 2          |
| 52           | Simple Pleasures         | 406,574            | 0.26          | 45             | 0.02          | 6          |
| 53           | Lo-Tech Singles          | 490,662            | 0.31          | 82             | 0.03          | 9          |
| 54           | Struggling Singles       | 2,005,661          | 1.28          | 479            | 0.17          | 13         |
| 55           | Red, White & Blue        | 2,155,326          | 1.37          | 26             | 0.01          | 1          |
| 56           | Multi-Culti Families     | 1,906,339          | 1.22          | 8,247          | 2.85          | 235        |
| 57           | Back Country Folks       | 1,149,508          | 0.73          | 21             | 0.01          | 1          |
| 58           | Golden Ponds             | 1,239,099          | 0.79          | 47             | 0.02          | 2          |
| 59           | New Melting Pot          | 2,270,271          | 1.45          | 3,294          | 1.14          | 79         |
| 60           | Small-Town Collegiates   | 1,617,281          | 1.03          | 167            | 0.06          | 6          |
| 61           | Second City Generations  | 1,427,857          | 0.91          | 671            | 0.23          | 25         |
| 62           | Crossroad Villagers      | 257,837            | 0.16          | 12             | 0.00          | 3          |
| 63           | Low-Rise Living          | 2,561,896          | 1.63          | 3,289          | 1.14          | 70         |
| 64           | Family Thrifts           | 624,089            | 0.40          | 69             | 0.02          | 6          |
| 65           | Young & Rustic           | 1,674,812          | 1.07          | 27             | 0.01          | 1          |
| 66           | New Beginnings           | 1,275,003          | 0.81          | 1,898          | 0.66          | 81         |
| 67           | Park Bench Seniors       | 276,926            | 0.18          | 166            | 0.06          | 33         |
| 68           | Bedrock America          | 711,650            | 0.45          | 12             | 0.00          | 1          |
|              | <b>Total</b>             | <b>156,844,136</b> | <b>100.00</b> | <b>289,220</b> | <b>100.00</b> | <b>100</b> |

Benchmark: USA

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(<https://claritas.easpotlight.com/Spotlight/About/3/2021>)





# Report Details

**Name:** PRIZM® Premier Workplace Segment Distribution 2021  
**Date / Time:** 3/9/2021 9:35:12 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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