

P\$YCLE Premier | Household Distribution



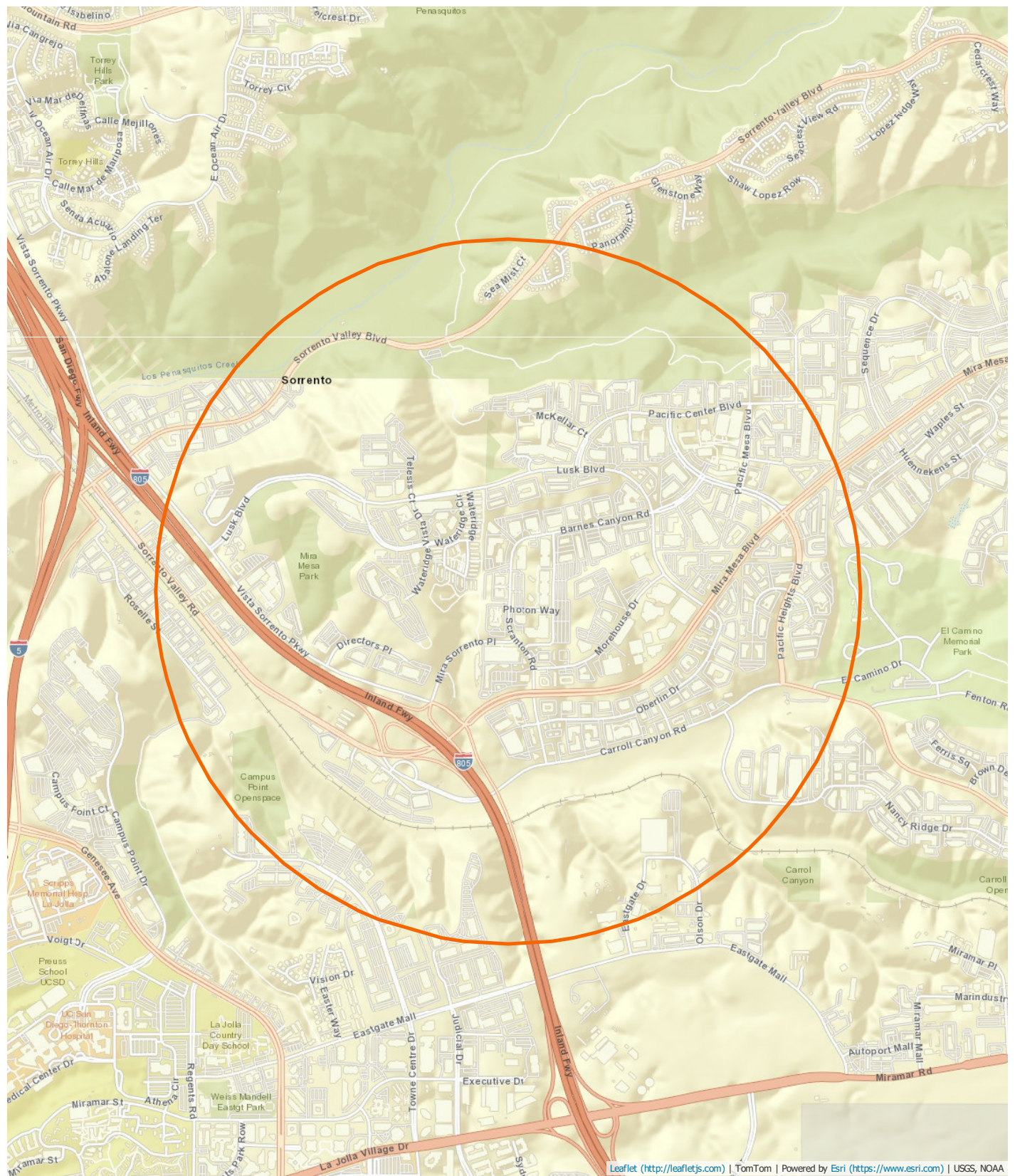
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 363

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,021,616	1.61	102	28.10	1,748
02	Business Class	2,478,755	1.97	79	21.76	1,104
03	Power Couples	1,876,152	1.49	1	0.28	18
04	Golden Agers	1,328,439	1.06	0	0.00	0
05	Capital Accumulators	1,385,860	1.10	3	0.83	75
06	Big Spenders	2,029,990	1.61	15	4.13	256
07	IRA Enthusiast	2,343,275	1.86	1	0.28	15
08	Savvy Savers	1,482,800	1.18	0	0.00	0
09	Booming Nests	2,566,067	2.04	0	0.00	0
10	Leasing Luxury	3,006,565	2.39	2	0.55	23
11	McMansions & Merriment	1,781,114	1.42	92	25.34	1,789
12	New Money	1,345,220	1.07	52	14.32	1,339
13	Ready, Set, Retire!	2,094,970	1.67	0	0.00	0
14	School Daze	2,055,001	1.63	4	1.10	67
15	Family Funding	1,557,197	1.24	0	0.00	0
16	Equity Earners	2,009,673	1.60	0	0.00	0
17	Leisure Land	2,130,018	1.69	0	0.00	0
18	Leveraged Life	2,162,657	1.72	0	0.00	0
19	Fiscal Rookies	2,042,227	1.62	11	3.03	187
20	Home Sweet Equity	2,439,628	1.94	0	0.00	0
21	Comfortably Retired	2,051,730	1.63	0	0.00	0
22	Early-Bird Specials	1,661,878	1.32	0	0.00	0
23	Value Seekers	1,398,933	1.11	0	0.00	0
24	Work Hard, Play Hard	1,343,224	1.07	1	0.28	26
25	Annuity Street	1,295,899	1.03	0	0.00	0
26	Pensions & Ports	2,326,738	1.85	0	0.00	0
27	Khakis & Credit	1,615,347	1.28	0	0.00	0
28	Loan Rangers	1,747,754	1.39	0	0.00	0
29	ATM Nation	1,298,414	1.03	0	0.00	0
30	Daily Grinders	1,329,964	1.06	0	0.00	0
31	Online Living	1,486,146	1.18	0	0.00	0
32	Credit Country	1,992,080	1.58	0	0.00	0
33	Generation Save	2,383,737	1.90	0	0.00	0
34	Rocker & Recliner Retirees	1,682,461	1.34	0	0.00	0
35	Striving & Thriving	1,340,221	1.07	0	0.00	0
36	Rural Roots	1,823,646	1.45	0	0.00	0
37	Fiscally Fit Families	1,742,443	1.39	0	0.00	0
38	Nesters & Investors	1,328,205	1.06	0	0.00	0
39	New Tech Traders	1,856,822	1.48	0	0.00	0
40	Drive-Thru Debits	2,297,849	1.83	0	0.00	0
41	Fast Cash Families	1,526,401	1.21	0	0.00	0
42	Frugal Fledglings	2,824,706	2.25	0	0.00	0
43	Metropolitan Ease	2,173,740	1.73	0	0.00	0
44	Prudent Peak	2,831,919	2.25	0	0.00	0
45	Cash Back Consumers	1,505,264	1.20	0	0.00	0
46	Unwired Retired	4,350,403	3.46	0	0.00	0
47	Superstore Shoppers	3,551,581	2.83	0	0.00	0
48	Transient Leasers	2,082,911	1.66	0	0.00	0
49	Penny Pinchers	1,818,277	1.45	0	0.00	0
50	Starter Homes	1,553,405	1.24	0	0.00	0
51	Digital & Dollar Stores	1,293,177	1.03	0	0.00	0
52	Family Steals & Deals	2,703,146	2.15	0	0.00	0
53	Off-the-Grid Grays	2,036,544	1.62	0	0.00	0
54	Liquid Lessees	4,251,398	3.38	0	0.00	0
55	City Strivers	1,750,141	1.39	0	0.00	0
56	Fixed Finances	2,348,431	1.87	0	0.00	0
57	Minimum Way	1,845,617	1.47	0	0.00	0
58	Social Insecurity	3,184,980	2.53	0	0.00	0
59	Counting Coins	5,220,828	4.15	0	0.00	0
60	Foundational Occupant	2,739,214	2.18	0	0.00	0
	Total	125,732,798	100.00	363	100.00	100

Benchmark: USA

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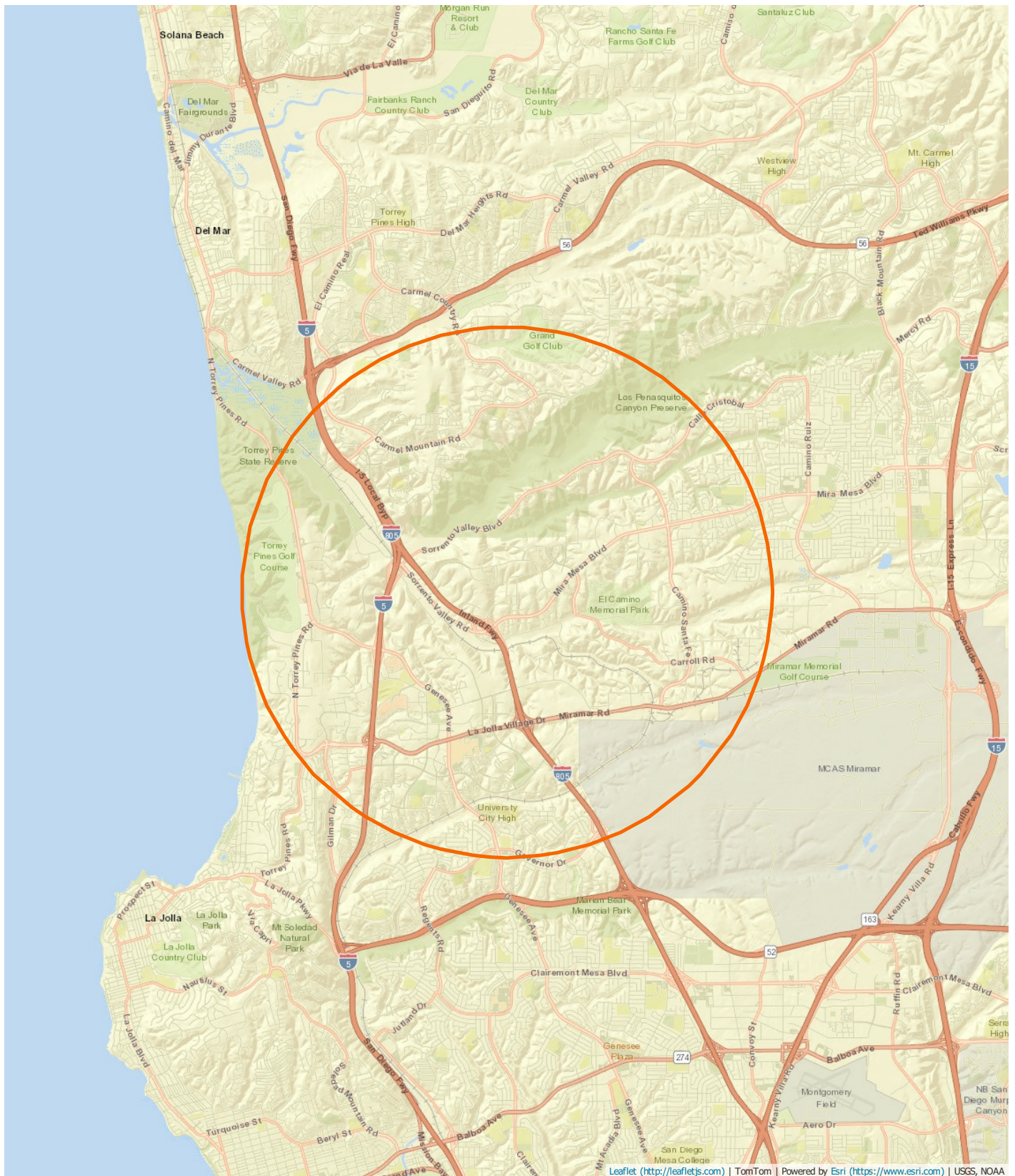
Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,659

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,021,616	1.61	2,992	8.89	553
02	Business Class	2,478,755	1.97	2,372	7.05	357
03	Power Couples	1,876,152	1.49	32	0.10	6
04	Golden Agers	1,328,439	1.06	23	0.07	6
05	Capital Accumulators	1,385,860	1.10	356	1.06	96
06	Big Spenders	2,029,990	1.61	549	1.63	101
07	IRA Enthusiast	2,343,275	1.86	357	1.06	57
08	Savvy Savers	1,482,800	1.18	4	0.01	1
09	Booming Nests	2,566,067	2.04	628	1.87	91
10	Leasing Luxury	3,006,565	2.39	673	2.00	84
11	McMansions & Merriment	1,781,114	1.42	3,516	10.45	737
12	New Money	1,345,220	1.07	2,401	7.13	667
13	Ready, Set, Retire!	2,094,970	1.67	0	0.00	0
14	School Daze	2,055,001	1.63	411	1.22	75
15	Family Funding	1,557,197	1.24	0	0.00	0
16	Equity Earners	2,009,673	1.60	316	0.94	59
17	Leisure Land	2,130,018	1.69	0	0.00	0
18	Leveraged Life	2,162,657	1.72	0	0.00	0
19	Fiscal Rookies	2,042,227	1.62	1,224	3.64	224
20	Home Sweet Equity	2,439,628	1.94	0	0.00	0
21	Comfortably Retired	2,051,730	1.63	0	0.00	0
22	Early-Bird Specials	1,661,878	1.32	0	0.00	0
23	Value Seekers	1,398,933	1.11	0	0.00	0
24	Work Hard, Play Hard	1,343,224	1.07	6,287	18.68	1,748
25	Annuity Street	1,295,899	1.03	165	0.49	48
26	Pensions & Ports	2,326,738	1.85	162	0.48	26
27	Khakis & Credit	1,615,347	1.28	0	0.00	0
28	Loan Rangers	1,747,754	1.39	0	0.00	0
29	ATM Nation	1,298,414	1.03	7,421	22.05	2,135
30	Daily Grinders	1,329,964	1.06	0	0.00	0
31	Online Living	1,486,146	1.18	7	0.02	2
32	Credit Country	1,992,080	1.58	0	0.00	0
33	Generation Save	2,383,737	1.90	0	0.00	0
34	Rocker & Recliner Retirees	1,682,461	1.34	0	0.00	0
35	Striving & Thriving	1,340,221	1.07	65	0.19	18
36	Rural Roots	1,823,646	1.45	0	0.00	0
37	Fiscally Fit Families	1,742,443	1.39	0	0.00	0
38	Nesters & Investors	1,328,205	1.06	0	0.00	0
39	New Tech Traders	1,856,822	1.48	0	0.00	0
40	Drive-Thru Debits	2,297,849	1.83	1	0.00	0
41	Fast Cash Families	1,526,401	1.21	0	0.00	0
42	Frugal Fledglings	2,824,706	2.25	3,231	9.60	427
43	Metropolitan Ease	2,173,740	1.73	0	0.00	0
44	Prudent Peak	2,831,919	2.25	282	0.84	37
45	Cash Back Consumers	1,505,264	1.20	3	0.01	1
46	Unwired Retired	4,350,403	3.46	0	0.00	0
47	Superstore Shoppers	3,551,581	2.83	0	0.00	0
48	Transient Leasers	2,082,911	1.66	39	0.12	7
49	Penny Pinchers	1,818,277	1.45	42	0.13	9
50	Starter Homes	1,553,405	1.24	0	0.00	0
51	Digital & Dollar Stores	1,293,177	1.03	0	0.00	0
52	Family Steals & Deals	2,703,146	2.15	0	0.00	0
53	Off-the-Grid Grays	2,036,544	1.62	0	0.00	0
54	Liquid Lessees	4,251,398	3.38	99	0.29	9
55	City Strivers	1,750,141	1.39	0	0.00	0
56	Fixed Finances	2,348,431	1.87	0	0.00	0
57	Minimum Way	1,845,617	1.47	0	0.00	0
58	Social Insecurity	3,184,980	2.53	0	0.00	0
59	Counting Coins	5,220,828	4.15	0	0.00	0
60	Foundational Occupant	2,739,214	2.18	1	0.00	0
	Total	125,732,798	100.00	33,659	100.00	100

Benchmark: USA

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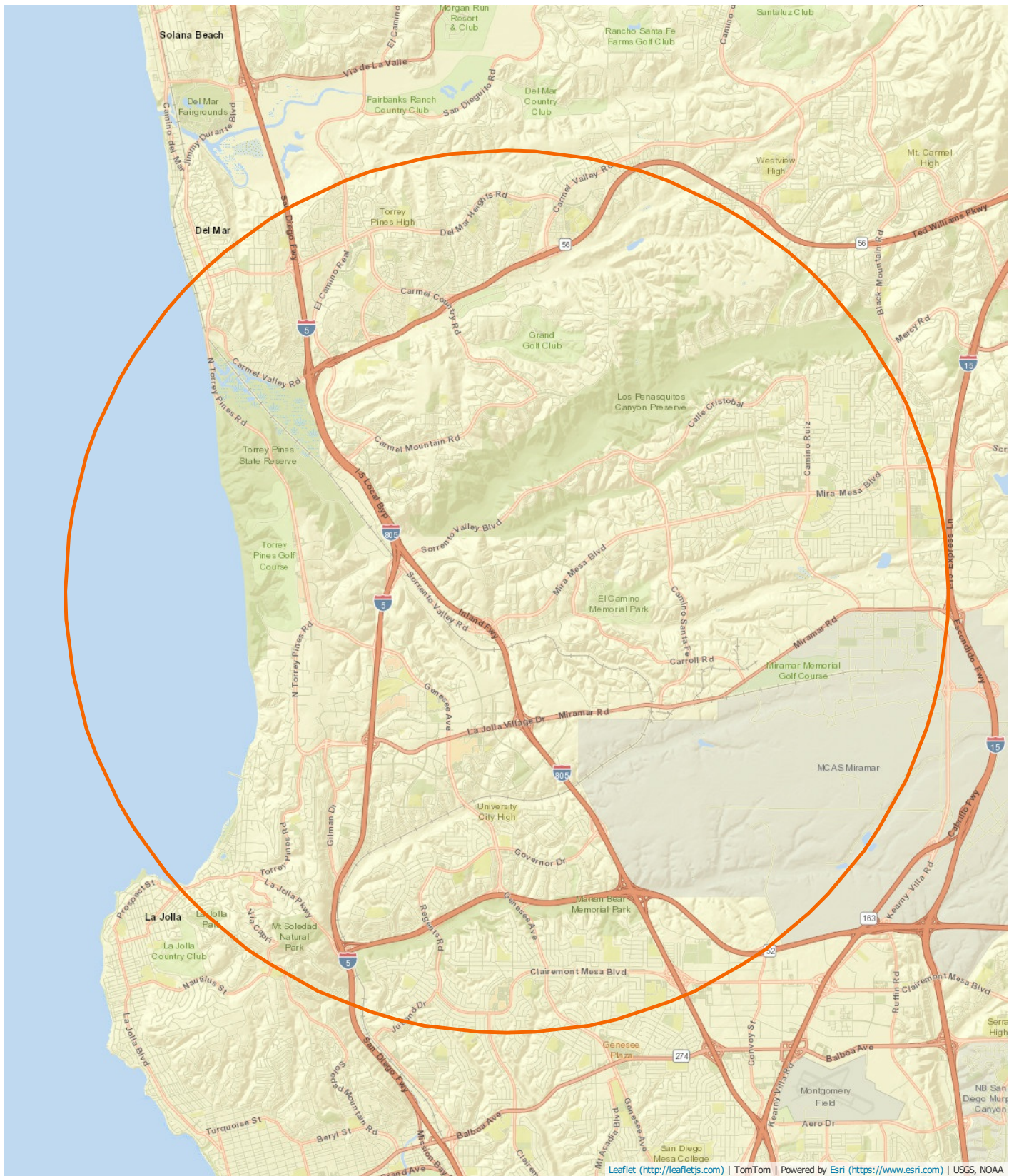
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,662

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,021,616	1.61	9,268	10.57	658
02	Business Class	2,478,755	1.97	11,278	12.87	653
03	Power Couples	1,876,152	1.49	126	0.14	10
04	Golden Agers	1,328,439	1.06	125	0.14	13
05	Capital Accumulators	1,385,860	1.10	1,485	1.69	154
06	Big Spenders	2,029,990	1.61	2,200	2.51	155
07	IRA Enthusiast	2,343,275	1.86	2,305	2.63	141
08	Savvy Savers	1,482,800	1.18	4	0.01	0
09	Booming Nests	2,566,067	2.04	1,337	1.52	75
10	Leasing Luxury	3,006,565	2.39	3,617	4.13	173
11	McMansions & Merriment	1,781,114	1.42	11,740	13.39	945
12	New Money	1,345,220	1.07	3,995	4.56	426
13	Ready, Set, Retire!	2,094,970	1.67	5	0.01	0
14	School Daze	2,055,001	1.63	1,958	2.23	137
15	Family Funding	1,557,197	1.24	6	0.01	1
16	Equity Earners	2,009,673	1.60	1,824	2.08	130
17	Leisure Land	2,130,018	1.69	15	0.02	1
18	Leveraged Life	2,162,657	1.72	120	0.14	8
19	Fiscal Rookies	2,042,227	1.62	5,249	5.99	369
20	Home Sweet Equity	2,439,628	1.94	5	0.01	0
21	Comfortably Retired	2,051,730	1.63	20	0.02	1
22	Early-Bird Specials	1,661,878	1.32	0	0.00	0
23	Value Seekers	1,398,933	1.11	190	0.22	19
24	Work Hard, Play Hard	1,343,224	1.07	8,744	9.97	934
25	Annuity Street	1,295,899	1.03	546	0.62	60
26	Pensions & Ports	2,326,738	1.85	1,497	1.71	92
27	Khakis & Credit	1,615,347	1.28	0	0.00	0
28	Loan Rangers	1,747,754	1.39	21	0.02	2
29	ATM Nation	1,298,414	1.03	8,465	9.66	935
30	Daily Grinders	1,329,964	1.06	1,384	1.58	149
31	Online Living	1,486,146	1.18	11	0.01	1
32	Credit Country	1,992,080	1.58	0	0.00	0
33	Generation Save	2,383,737	1.90	19	0.02	1
34	Rocker & Recliner Retirees	1,682,461	1.34	119	0.14	10
35	Striving & Thriving	1,340,221	1.07	215	0.24	23
36	Rural Roots	1,823,646	1.45	2	0.00	0
37	Fiscally Fit Families	1,742,443	1.39	9	0.01	1
38	Nesters & Investors	1,328,205	1.06	14	0.02	2
39	New Tech Traders	1,856,822	1.48	33	0.04	3
40	Drive-Thru Debits	2,297,849	1.83	76	0.09	5
41	Fast Cash Families	1,526,401	1.21	0	0.00	0
42	Frugal Fledglings	2,824,706	2.25	4,111	4.69	209
43	Metropolitan Ease	2,173,740	1.73	0	0.00	0
44	Prudent Peak	2,831,919	2.25	3,780	4.31	191
45	Cash Back Consumers	1,505,264	1.20	216	0.25	21
46	Unwired Retired	4,350,403	3.46	39	0.04	1
47	Superstore Shoppers	3,551,581	2.83	14	0.02	1
48	Transient Leasers	2,082,911	1.66	461	0.53	32
49	Penny Pinchers	1,818,277	1.45	179	0.20	14
50	Starter Homes	1,553,405	1.24	6	0.01	1
51	Digital & Dollar Stores	1,293,177	1.03	0	0.00	0
52	Family Steals & Deals	2,703,146	2.15	0	0.00	0
53	Off-the-Grid Grays	2,036,544	1.62	0	0.00	0
54	Liquid Lessees	4,251,398	3.38	733	0.84	25
55	City Strivers	1,750,141	1.39	0	0.00	0
56	Fixed Finances	2,348,431	1.87	4	0.01	0
57	Minimum Way	1,845,617	1.47	0	0.00	0
58	Social Insecurity	3,184,980	2.53	37	0.04	2
59	Counting Coins	5,220,828	4.15	0	0.00	0
60	Foundational Occupant	2,739,214	2.18	55	0.06	3
	Total	125,732,798	100.00	87,662	100.00	100

Benchmark: USA

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Report Details

Name: P\$YCLE Premier Household Segment Distribution 2021
Date / Time: 3/9/2021 9:34:19 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 P\$YCLE® Premier	Claritas	©Claritas, LLC 2021 (https://claritas.easpotlight.com/Spotlight/About)