

P\$YCLE Premier | Lifestage Distribution



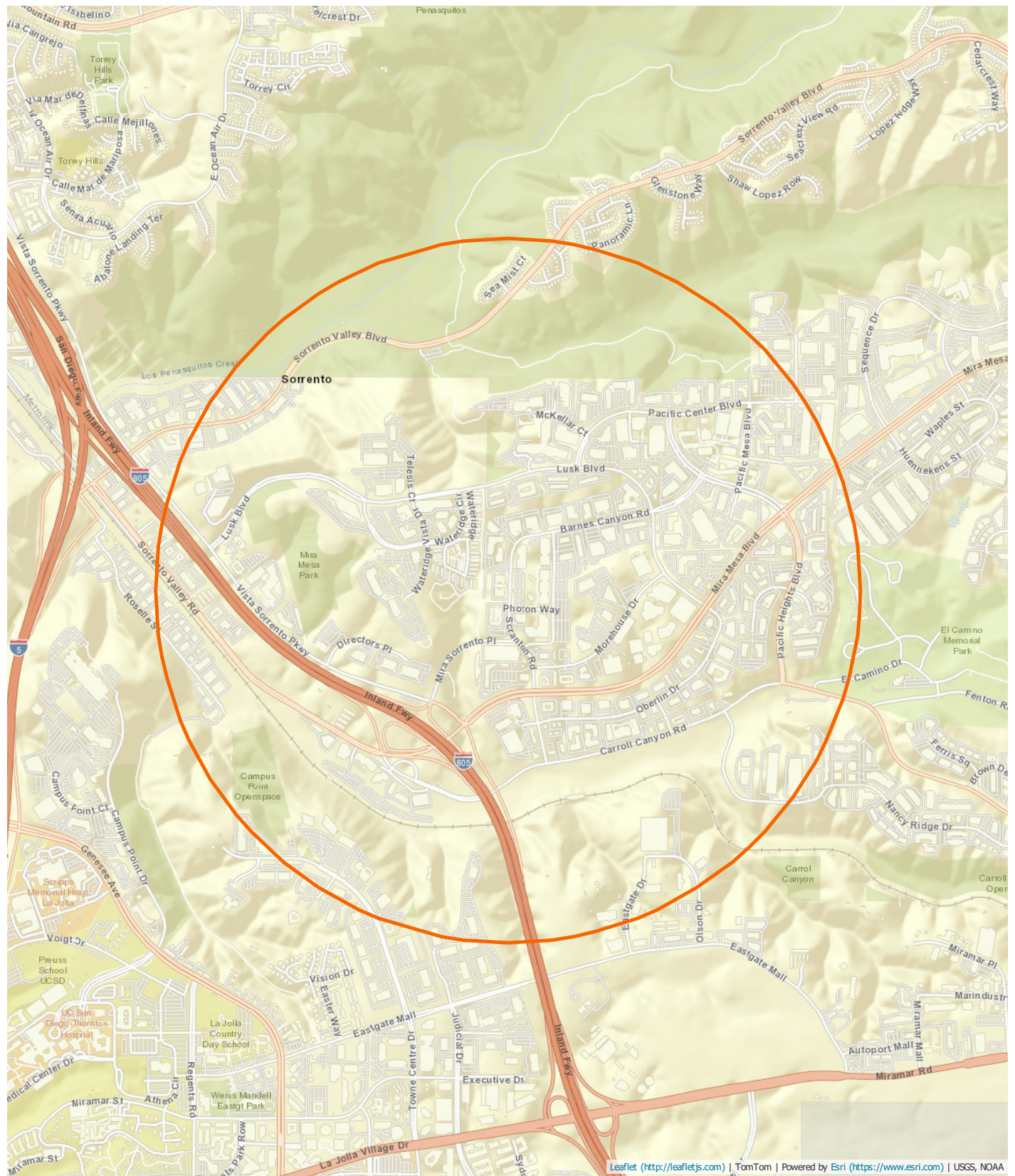
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 363

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,781,114	1.42	92	25.34	1,789
Y1	12	New Money	1,345,220	1.07	52	14.32	1,339
Y1	19	Fiscal Rookies	2,042,227	1.62	11	3.03	187
Y1	24	Work Hard, Play Hard	1,343,224	1.07	1	0.28	26
Y1	28	Loan Rangers	1,747,754	1.39	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,298,414	1.03	0	0.00	0
Y2	30	Daily Grinders	1,329,964	1.06	0	0.00	0
Y2	31	Online Living	1,486,146	1.18	0	0.00	0
Y2	32	Credit Country	1,992,080	1.58	0	0.00	0
Y2	35	Striving & Thriving	1,340,221	1.07	0	0.00	0
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,824,706	2.25	0	0.00	0
Y3	43	Metropolitan Ease	2,173,740	1.73	0	0.00	0
Y3	44	Prudent Peak	2,831,919	2.25	0	0.00	0
Y3	48	Transient Leasers	2,082,911	1.66	0	0.00	0
Y3	54	Liquid Lessees	4,251,398	3.38	0	0.00	0
Y3	59	Counting Coins	5,220,828	4.15	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,029,990	1.61	15	4.13	256
F1	14	School Daze	2,055,001	1.63	4	1.10	67
F1	15	Family Funding	1,557,197	1.24	0	0.00	0
F1	18	Leveraged Life	2,162,657	1.72	0	0.00	0
Upscale Earners							
F2	23	Value Seekers	1,398,933	1.11	0	0.00	0
F2	27	Khakis & Credit	1,615,347	1.28	0	0.00	0
F2	36	Rural Roots	1,823,646	1.45	0	0.00	0
F2	37	Fiscally Fit Families	1,742,443	1.39	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,856,822	1.48	0	0.00	0
F3	40	Drive-Thru Debts	2,297,849	1.83	0	0.00	0
F3	41	Fast Cash Families	1,526,401	1.21	0	0.00	0
F3	45	Cash Back Consumers	1,505,264	1.20	0	0.00	0
F3	50	Starter Homes	1,553,405	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,293,177	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,703,146	2.15	0	0.00	0
F4	53	Off-the-Grid Grays	2,036,544	1.62	0	0.00	0
F4	55	City Strivers	1,750,141	1.39	0	0.00	0
F4	57	Minimum Wage	1,845,617	1.47	0	0.00	0
F4	58	Social Insecurity	3,184,980	2.53	0	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,021,616	1.61	102	28.10	1,748
M1	02	Business Class	2,478,755	1.97	79	21.76	1,104
M1	03	Power Couples	1,876,152	1.49	1	0.28	18
M1	04	Golden Agers	1,328,439	1.06	0	0.00	0
Wealthy Achievers							
M2	05	Capital Accumulators	1,385,860	1.10	3	0.83	75
M2	07	IRA Enthusiast	2,343,275	1.86	1	0.28	15
M2	08	Savvy Savers	1,482,800	1.18	0	0.00	0
M2	10	Leasing Luxury	3,006,565	2.39	2	0.55	23
M2	13	Ready, Set, Retire!	2,094,970	1.67	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,566,067	2.04	0	0.00	0
M3	16	Equity Earners	2,009,673	1.60	0	0.00	0
M3	17	Leisure Land	2,130,018	1.69	0	0.00	0
M3	20	Home Sweet Equity	2,439,628	1.94	0	0.00	0
M3	21	Comfortably Retired	2,051,730	1.63	0	0.00	0
M3	22	Early-Bird Specials	1,661,878	1.32	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,295,899	1.03	0	0.00	0
M4	26	Pensions & Ports	2,326,738	1.85	0	0.00	0
M4	33	Generation Save	2,383,737	1.90	0	0.00	0
M4	34	Rocker & Recliner Retirees	1,682,461	1.34	0	0.00	0
M4	38	Nesters & Investors	1,328,205	1.06	0	0.00	0
Retirement Blues							
M5	46	Unwired Retired	4,350,403	3.46	0	0.00	0
M5	47	Superstore Shoppers	3,551,581	2.83	0	0.00	0
M5	49	Penny Pinchers	1,818,277	1.45	0	0.00	0
M5	56	Fixed Finances	2,348,431	1.87	0	0.00	0
M5	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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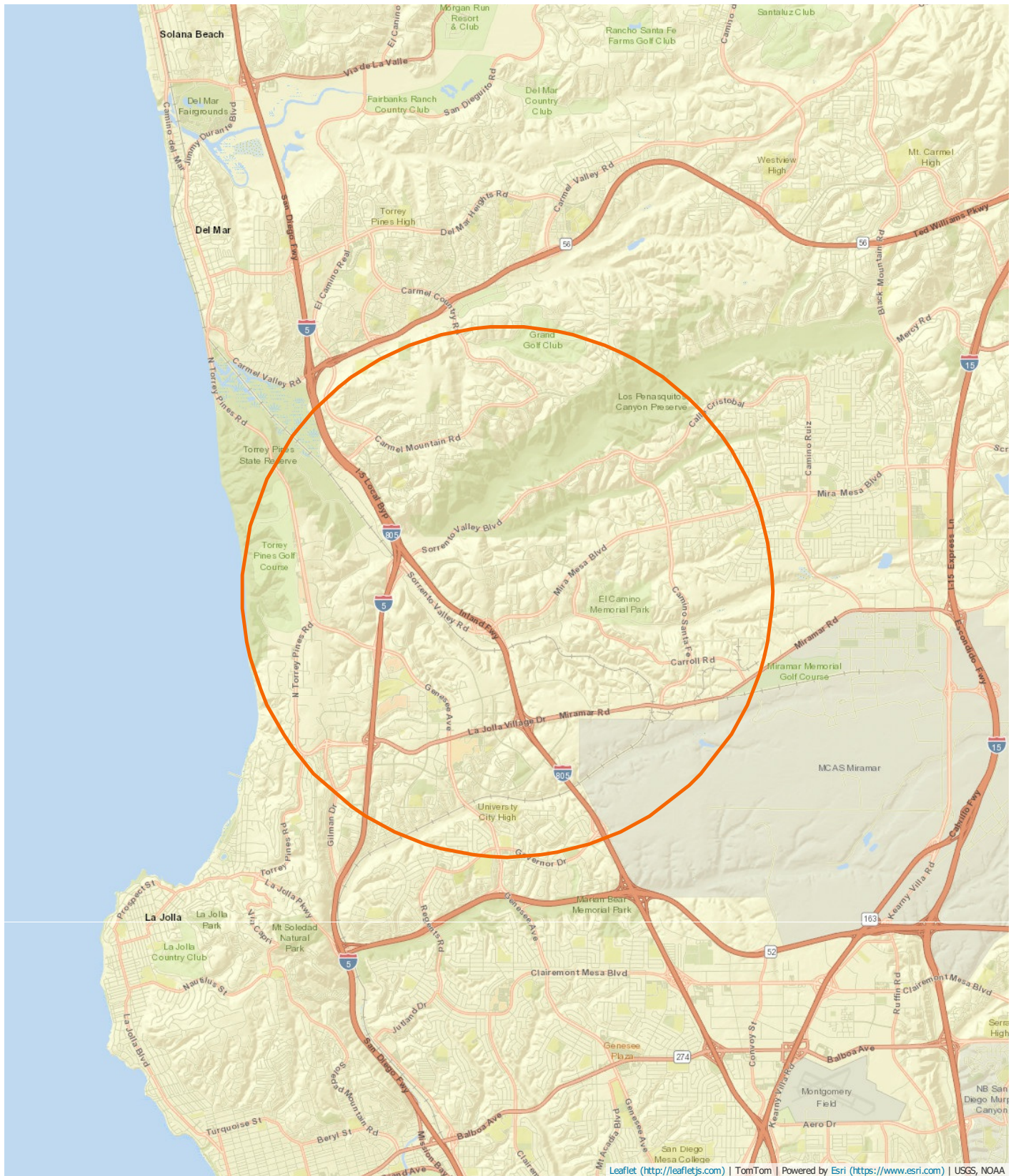
Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,659

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,781,114	1.42	3,516	10.45	737
Y1	12	New Money	1,345,220	1.07	2,401	7.13	667
Y1	19	Fiscal Rookies	2,042,227	1.62	1,224	3.64	224
Y1	24	Work Hard, Play Hard	1,343,224	1.07	6,287	18.68	1,748
Y1	28	Loan Rangers	1,747,754	1.39	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,298,414	1.03	7,421	22.05	2,135
Y2	30	Daily Grinders	1,329,964	1.06	0	0.00	0
Y2	31	Online Living	1,486,146	1.18	7	0.02	2
Y2	32	Credit Country	1,992,080	1.58	0	0.00	0
Y2	35	Striving & Thriving	1,340,221	1.07	65	0.19	18
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,824,706	2.25	3,231	9.60	427
Y3	43	Metropolitan Ease	2,173,740	1.73	0	0.00	0
Y3	44	Prudent Peak	2,831,919	2.25	282	0.84	37
Y3	48	Transient Leasers	2,082,911	1.66	39	0.12	7
Y3	54	Liquid Lessees	4,251,398	3.38	99	0.29	9
Y3	59	Counting Coins	5,220,828	4.15	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,029,990	1.61	549	1.63	101
F1	14	School Daze	2,065,001	1.63	411	1.22	75
F1	15	Family Funding	1,557,197	1.24	0	0.00	0
F1	18	Leveraged Life	2,162,657	1.72	0	0.00	0
Upscale Earners							
F2	23	Value Seekers	1,398,933	1.11	0	0.00	0
F2	27	Khakis & Credit	1,615,347	1.28	0	0.00	0
F2	36	Rural Roots	1,823,646	1.45	0	0.00	0
F2	37	Fiscally Fit Families	1,742,443	1.39	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,856,822	1.48	0	0.00	0
F3	40	Drive-Thru Debts	2,297,849	1.83	1	0.00	0
F3	41	Fast Cash Families	1,526,401	1.21	0	0.00	0
F3	45	Cash Back Consumers	1,505,264	1.20	3	0.01	1
F3	50	Starter Homes	1,553,405	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,293,177	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,703,146	2.15	0	0.00	0
F4	53	Off-the-Grid Grays	2,036,544	1.62	0	0.00	0
F4	55	City Strivers	1,750,141	1.39	0	0.00	0
F4	57	Minimum Wage	1,845,617	1.47	0	0.00	0
F4	58	Social Insecurity	3,184,980	2.53	0	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,021,616	1.61	2,992	8.89	553
M1	02	Business Class	2,478,755	1.97	2,372	7.05	357
M1	03	Power Couples	1,876,152	1.49	32	0.10	6
M1	04	Golden Agers	1,328,439	1.06	23	0.07	6
Wealthy Achievers							
M2	05	Capital Accumulators	1,385,860	1.10	356	1.06	96
M2	07	IRA Enthusiast	2,343,275	1.86	357	1.06	57
M2	08	Savvy Savers	1,482,800	1.18	4	0.01	1
M2	10	Leasing Luxury	3,006,565	2.39	673	2.00	84
M2	13	Ready, Set, Retire!	2,094,970	1.67	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,566,067	2.04	628	1.87	91
M3	16	Equity Earners	2,009,673	1.60	316	0.94	59
M3	17	Leisure Land	2,130,018	1.69	0	0.00	0
M3	20	Home Sweet Equity	2,439,628	1.94	0	0.00	0
M3	21	Comfortably Retired	2,051,730	1.63	0	0.00	0
M3	22	Early-Bird Specials	1,661,878	1.32	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,295,899	1.03	165	0.49	48
M4	26	Pensions & Ports	2,326,738	1.85	162	0.48	26
M4	33	Generation Save	2,383,737	1.90	0	0.00	0
M4	34	Rocker & Recliner Retirees	1,682,461	1.34	0	0.00	0
M4	38	Nesters & Investors	1,328,205	1.06	0	0.00	0
Retirement Blues							
M5	46	Unwired Retired	4,350,403	3.46	0	0.00	0
M5	47	Superstore Shoppers	3,551,581	2.83	0	0.00	0
M5	49	Penny Pinchers	1,818,277	1.45	42	0.13	9
M5	56	Fixed Finances	2,348,431	1.87	0	0.00	0
M5	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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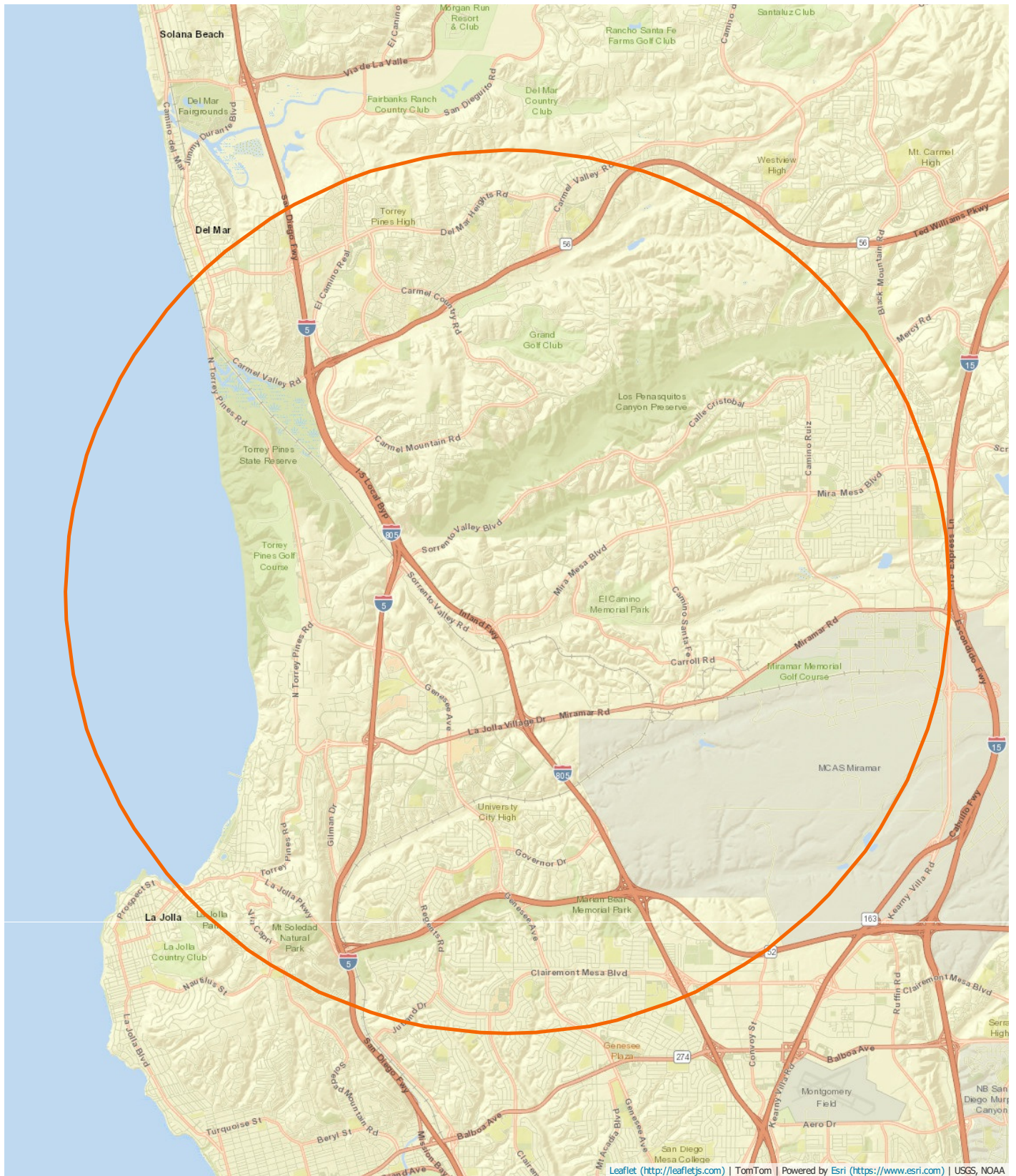
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,662

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,781,114	1.42	11,740	13.39	945
Y1	12	New Money	1,345,220	1.07	3,995	4.56	426
Y1	19	Fiscal Rookies	2,042,227	1.62	5,249	5.99	369
Y1	24	Work Hard, Play Hard	1,343,224	1.07	8,744	9.97	934
Y1	28	Loan Rangers	1,747,754	1.39	21	0.02	2
Metro Mainstream							
Y2	29	ATM Nation	1,298,414	1.03	8,465	9.66	935
Y2	30	Daily Grinders	1,329,964	1.06	1,384	1.58	149
Y2	31	Online Living	1,486,146	1.18	11	0.01	1
Y2	32	Credit Country	1,992,080	1.58	0	0.00	0
Y2	35	Striving & Thriving	1,340,221	1.07	215	0.24	23
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,824,706	2.25	4,111	4.69	209
Y3	43	Metropolitan Ease	2,173,740	1.73	0	0.00	0
Y3	44	Prudent Peak	2,831,919	2.25	3,780	4.31	191
Y3	48	Transient Leasers	2,082,911	1.66	461	0.53	32
Y3	54	Liquid Lessees	4,251,398	3.38	733	0.84	25
Y3	59	Counting Coins	5,220,828	4.15	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,029,990	1.61	2,200	2.51	155
F1	14	School Daze	2,065,001	1.63	1,958	2.23	137
F1	15	Family Funding	1,557,197	1.24	6	0.01	1
F1	18	Leveraged Life	2,162,657	1.72	120	0.14	8
Upscale Earners							
F2	23	Value Seekers	1,398,933	1.11	190	0.22	19
F2	27	Khakis & Credit	1,615,347	1.28	0	0.00	0
F2	36	Rural Roots	1,823,646	1.45	2	0.00	0
F2	37	Fiscally Fit Families	1,742,443	1.39	9	0.01	1
Mass Middle Class							
F3	39	New Tech Traders	1,856,822	1.48	33	0.04	3
F3	40	Drive-Thru Debts	2,297,849	1.83	76	0.09	5
F3	41	Fast Cash Families	1,526,401	1.21	0	0.00	0
F3	45	Cash Back Consumers	1,505,264	1.20	216	0.25	21
F3	50	Starter Homes	1,553,405	1.24	6	0.01	1
Working-Class USA							
F4	51	Digital & Dollar Stores	1,293,177	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,703,146	2.15	0	0.00	0
F4	53	Off-the-Grid Grays	2,036,544	1.62	0	0.00	0
F4	55	City Strivers	1,750,141	1.39	0	0.00	0
F4	57	Minimum Wage	1,845,617	1.47	0	0.00	0
F4	58	Social Insecurity	3,184,980	2.53	37	0.04	2
Financial Elite							
M1	01	The Wealth Market	2,021,616	1.61	9,268	10.57	658
M1	02	Business Class	2,478,755	1.97	11,278	12.87	653
M1	03	Power Couples	1,876,152	1.49	126	0.14	10
M1	04	Golden Agers	1,328,439	1.06	125	0.14	13
Wealthy Achievers							
M2	05	Capital Accumulators	1,385,860	1.10	1,485	1.69	154
M2	07	IRA Enthusiast	2,343,275	1.86	2,305	2.63	141
M2	08	Savvy Savers	1,482,800	1.18	4	0.01	0
M2	10	Leasing Luxury	3,006,565	2.39	3,617	4.13	173
M2	13	Ready, Set, Retire!	2,094,970	1.67	5	0.01	0
Upscale Empty Nests							
M3	09	Booming Nests	2,566,067	2.04	1,337	1.52	75
M3	16	Equity Earners	2,009,673	1.60	1,824	2.08	130
M3	17	Leisure Land	2,130,018	1.69	15	0.02	1
M3	20	Home Sweet Equity	2,439,628	1.94	5	0.01	0
M3	21	Comfortably Retired	2,051,730	1.63	20	0.02	1
M3	22	Early-Bird Specials	1,661,878	1.32	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,295,899	1.03	546	0.62	60
M4	26	Pensions & Ports	2,326,738	1.85	1,497	1.71	92
M4	33	Generation Save	2,383,737	1.90	19	0.02	1
M4	34	Rocker & Recliner Retirees	1,682,461	1.34	119	0.14	10
M4	38	Nesters & Investors	1,328,205	1.06	14	0.02	2
Retirement Blues							
M5	46	Unwired Retired	4,350,403	3.46	39	0.04	1
M5	47	Superstore Shoppers	3,551,581	2.83	14	0.02	1
M5	49	Penny Pinchers	1,818,277	1.45	179	0.20	14
M5	56	Fixed Finances	2,348,431	1.87	4	0.01	0
M5	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 Lifestage Segment Distribution 2021
Date / Time: 3/9/2021 9:33:43 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
PSYCLE Premier - 2021 Distributions and 2026 Projections	Claritas	©Claritas, LLC 2021 (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Claritas P\$YCLE® Premier	Claritas	©Claritas, LLC 2021 (https://claritas.easpotlight.com/Spotlight/About)