

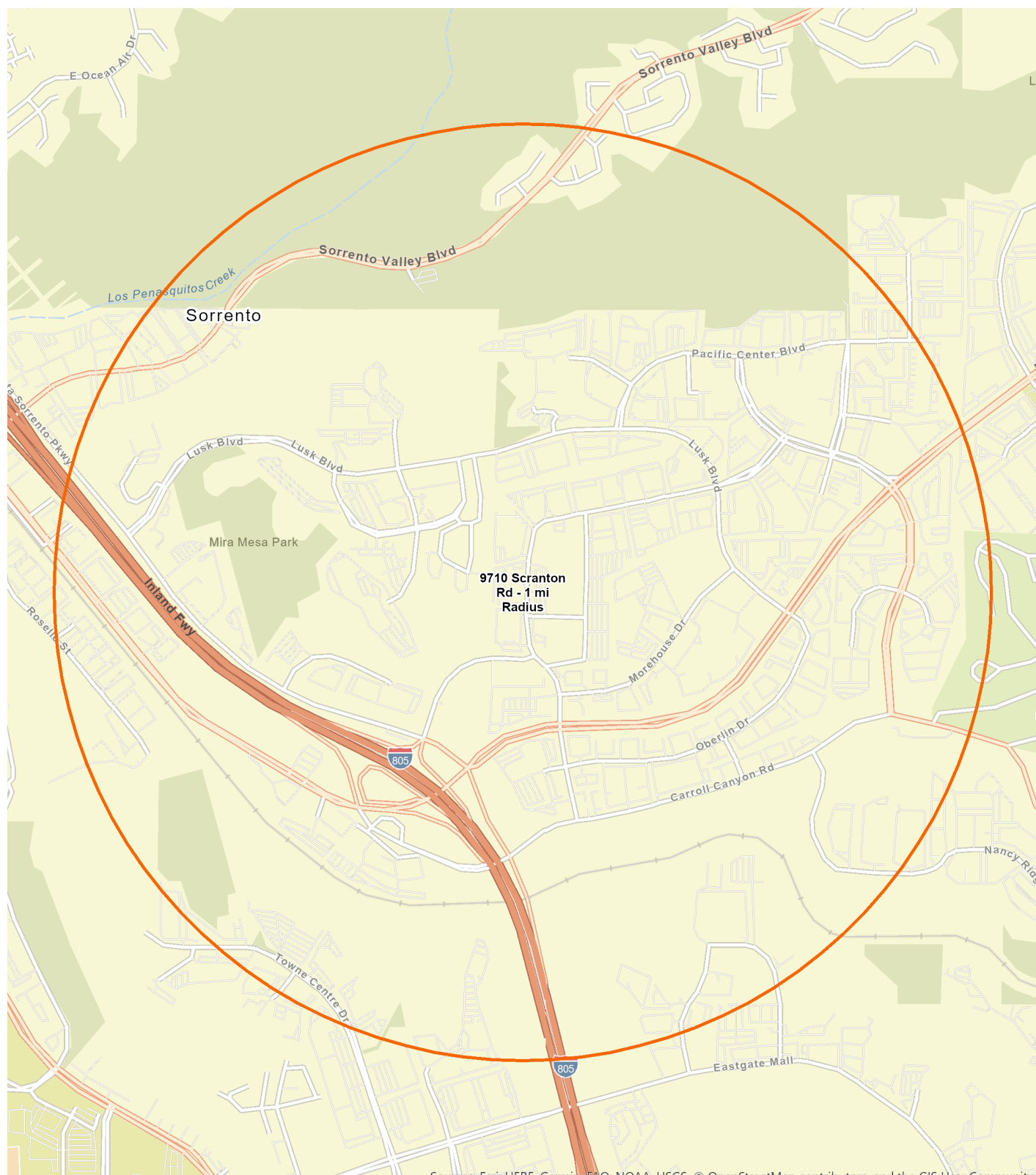
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 362

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,182,509	1.72	37	10.22	595
02	Plugged-In Families	2,543,074	2.00	8	2.21	110
03	Tech Nests	1,922,126	1.51	0	0.00	0
04	Connected Country	1,981,912	1.56	0	0.00	0
05	You & I Tunes	2,374,260	1.87	51	14.09	754
06	High-Tech Society	1,825,716	1.44	11	3.04	211
07	Generation WiFi	2,253,301	1.77	0	0.00	0
08	Calling Circles	1,704,169	1.34	3	0.83	62
09	Dish Country	1,688,942	1.33	0	0.00	0
10	Smart Gamers	1,711,182	1.35	1	0.28	21
11	WiFi Warriors	2,128,896	1.68	57	15.75	940
12	Satellites & Silos	2,830,430	2.23	0	0.00	0
13	Cyber Sophisticates	2,299,119	1.81	144	39.78	2,199
14	The Pragmatics	2,121,103	1.67	15	4.14	248
15	Bundled Burbs	1,509,623	1.19	0	0.00	0
16	Kids & Keyboards	2,528,590	1.99	0	0.00	0
17	Time Shifters	1,905,715	1.50	5	1.38	92
18	New Technorati	2,711,127	2.13	4	1.10	52
19	Gadgets Galore	1,692,150	1.33	0	0.00	0
20	Cinemaniacs	2,457,143	1.93	2	0.55	29
21	Multimedia Families	1,846,467	1.45	0	0.00	0
22	Analoggers	2,601,728	2.05	21	5.80	283
23	Cyber Strivers	1,508,060	1.19	0	0.00	0
24	Internet Hinterlands	2,358,341	1.86	0	0.00	0
25	Low-Speed Boomers	2,678,000	2.11	0	0.00	0
26	Rural Transmissions	2,665,330	2.10	0	0.00	0
27	Video Vistas	1,562,016	1.23	0	0.00	0
28	Big City, Small Tech	1,761,802	1.39	0	0.00	0
29	IMNation	2,259,041	1.78	0	0.00	0
30	Techs and the City	3,155,328	2.48	0	0.00	0
31	Plug & Play	2,486,282	1.96	0	0.00	0
32	Family Dishes	3,739,895	2.94	0	0.00	0
33	Digital Dreamers	3,642,784	2.87	0	0.00	0
34	Gearing Up	2,013,443	1.58	0	0.00	0
35	Broadband Boulevards	2,536,642	2.00	3	0.83	42
36	Opting Out	2,265,711	1.78	0	0.00	0
37	Techtown Lites	1,876,108	1.48	0	0.00	0
38	New Kids on the Grid	1,629,662	1.28	0	0.00	0
39	Video Homebodies	1,728,610	1.36	0	0.00	0
40	Low-Tech Country	1,786,122	1.41	0	0.00	0
41	Antenna Land	4,490,459	3.53	0	0.00	0
42	Tech Skeptics	2,748,537	2.16	0	0.00	0
43	Bucolic Basics	2,831,688	2.23	0	0.00	0
44	Leisurely Adopters	2,595,014	2.04	0	0.00	0
45	Landline Living	1,760,986	1.39	0	0.00	0
46	Old-Time Media	2,864,685	2.25	0	0.00	0
47	Discounts & Deals	1,505,910	1.19	0	0.00	0
48	Dial-Up Duos	2,966,895	2.33	0	0.00	0
49	Satellite Seniors	1,590,665	1.25	0	0.00	0
50	Early-Bird TV	2,835,718	2.23	0	0.00	0
51	Tech-Free Frontier	3,681,829	2.90	0	0.00	0
52	The Unconnected	4,659,947	3.67	0	0.00	0
53	Last to Adopt	4,068,887	3.20	0	0.00	0
	Total	127,073,679	100.00	362	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,637

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,182,509	1.72	1,671	4.97	289
02	Plugged-In Families	2,543,074	2.00	1,362	4.05	202
03	Tech Nests	1,922,126	1.51	49	0.15	10
04	Connected Country	1,981,912	1.56	0	0.00	0
05	You & I Tunes	2,374,260	1.87	3,810	11.33	606
06	High-Tech Society	1,825,716	1.44	1,657	4.93	343
07	Generation WiFi	2,253,301	1.77	6,966	20.71	1,168
08	Calling Circles	1,704,169	1.34	1,779	5.29	394
09	Dish Country	1,688,942	1.33	0	0.00	0
10	Smart Gamers	1,711,182	1.35	548	1.63	121
11	WiFi Warriors	2,128,896	1.68	1,542	4.58	274
12	Satellites & Silos	2,830,430	2.23	0	0.00	0
13	Cyber Sophisticates	2,299,119	1.81	1,415	4.21	233
14	The Pragmatics	2,121,103	1.67	1,450	4.31	258
15	Bundled Burbs	1,509,623	1.19	155	0.46	39
16	Kids & Keyboards	2,528,590	1.99	91	0.27	14
17	Time Shifters	1,905,715	1.50	1,378	4.10	273
18	New Technorati	2,711,127	2.13	983	2.92	137
19	Gadgets Galore	1,692,150	1.33	328	0.97	73
20	Cinemaniacs	2,457,143	1.93	391	1.16	60
21	Multimedia Families	1,846,467	1.45	39	0.12	8
22	Analoggers	2,601,728	2.05	1,365	4.06	198
23	Cyber Strivers	1,508,060	1.19	8	0.02	2
24	Internet Hinterlands	2,358,341	1.86	0	0.00	0
25	Low-Speed Boomers	2,678,000	2.11	303	0.90	43
26	Rural Transmissions	2,665,330	2.10	0	0.00	0
27	Video Vistas	1,562,016	1.23	0	0.00	0
28	Big City, Small Tech	1,761,802	1.39	27	0.08	6
29	IM Nation	2,259,041	1.78	27	0.08	5
30	Techs and the City	3,155,328	2.48	2,590	7.70	310
31	Plug & Play	2,486,282	1.96	424	1.26	64
32	Family Dishes	3,739,895	2.94	0	0.00	0
33	Digital Dreamers	3,642,784	2.87	366	1.09	38
34	Gearing Up	2,013,443	1.58	472	1.40	89
35	Broadband Boulevards	2,536,642	2.00	383	1.14	57
36	Opting Out	2,265,711	1.78	295	0.88	49
37	Techtown Lites	1,876,108	1.48	4	0.01	1
38	New Kids on the Grid	1,629,662	1.28	150	0.45	35
39	Video Homebodies	1,728,610	1.36	0	0.00	0
40	Low-Tech Country	1,786,122	1.41	0	0.00	0
41	Antenna Land	4,490,459	3.53	223	0.66	19
42	Tech Skeptics	2,748,537	2.16	267	0.79	37
43	Bucolic Basics	2,831,688	2.23	0	0.00	0
44	Leisurely Adopters	2,595,014	2.04	62	0.18	9
45	Landline Living	1,760,986	1.39	0	0.00	0
46	Old-Time Media	2,864,685	2.25	658	1.96	87
47	Discounts & Deals	1,505,910	1.19	4	0.01	1
48	Dial-Up Duos	2,966,895	2.33	149	0.44	19
49	Satellite Seniors	1,590,665	1.25	0	0.00	0
50	Early-Bird TV	2,835,718	2.23	130	0.39	17
51	Tech-Free Frontier	3,681,829	2.90	0	0.00	0
52	The Unconnected	4,659,947	3.67	106	0.32	9
53	Last to Adopt	4,068,887	3.20	10	0.03	1
	Total	127,073,679	100.00	33,637	100.00	100

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,637



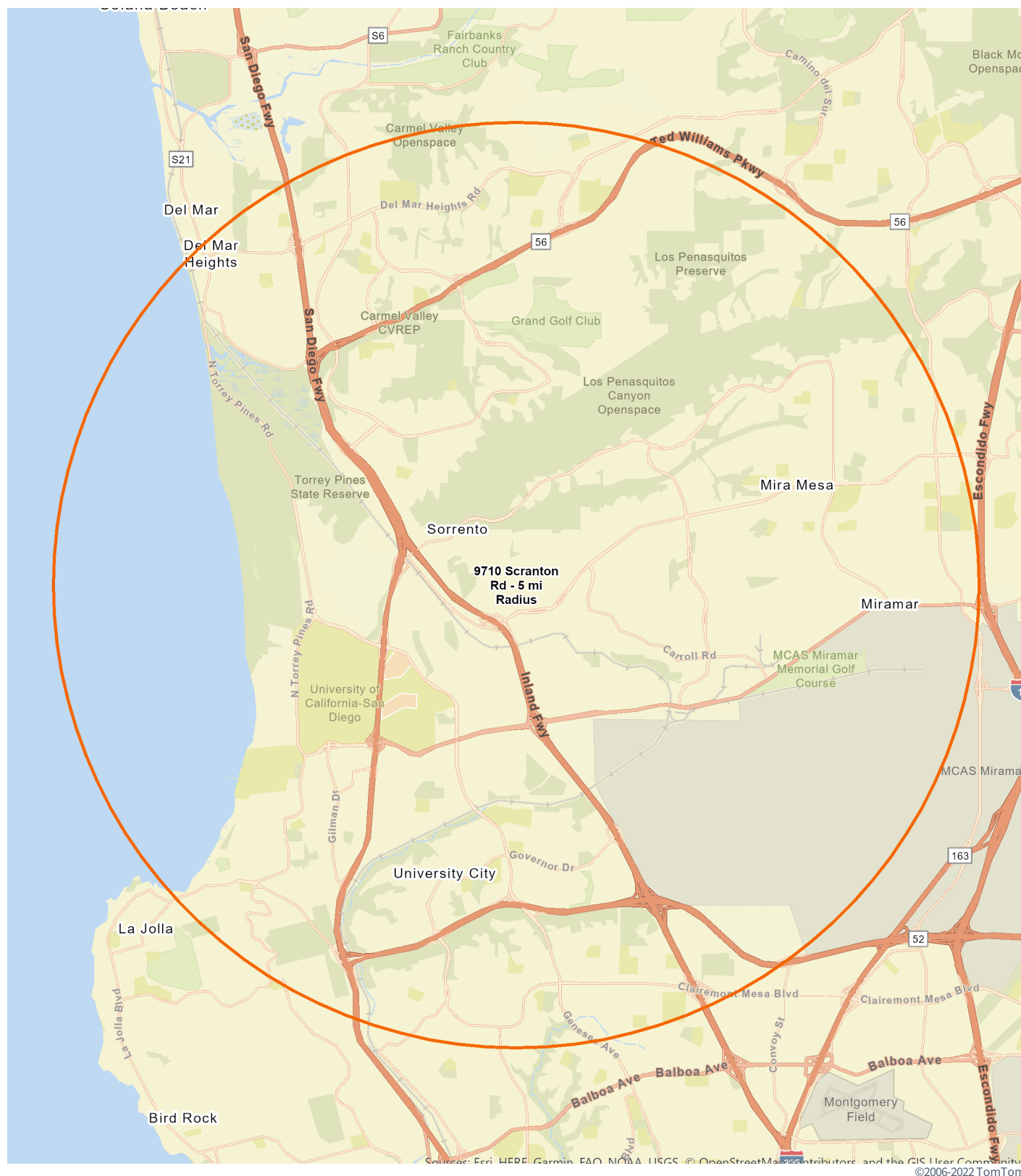
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,728

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,182,509	1.72	3,818	4.35	253
02	Plugged-In Families	2,543,074	2.00	4,991	5.69	284
03	Tech Nests	1,922,126	1.51	607	0.69	46
04	Connected Country	1,981,912	1.56	0	0.00	0
05	You & I Tunes	2,374,260	1.87	5,042	5.75	308
06	High-Tech Society	1,825,716	1.44	4,642	5.29	368
07	Generation WiFi	2,253,301	1.77	7,935	9.04	510
08	Calling Circles	1,704,169	1.34	5,890	6.71	501
09	Dish Country	1,688,942	1.33	0	0.00	0
10	Smart Gamers	1,711,182	1.35	2,612	2.98	221
11	WiFi Warriors	2,128,896	1.68	3,942	4.49	268
12	Satellites & Silos	2,830,430	2.23	0	0.00	0
13	Cyber Sophisticates	2,299,119	1.81	4,118	4.69	259
14	The Pragmatics	2,121,103	1.67	3,739	4.26	255
15	Bundled Burbs	1,509,623	1.19	1,487	1.70	143
16	Kids & Keyboards	2,528,590	1.99	796	0.91	46
17	Time Shifters	1,905,715	1.50	2,498	2.85	190
18	New Technorati	2,711,127	2.13	3,288	3.75	176
19	Gadgets Galore	1,692,150	1.33	2,448	2.79	210
20	Cinemaniacs	2,457,143	1.93	2,519	2.87	148
21	Multimedia Families	1,846,467	1.45	277	0.32	22
22	Analoggers	2,601,728	2.05	7,145	8.14	398
23	Cyber Strivers	1,508,060	1.19	220	0.25	21
24	Internet Hinterlands	2,358,341	1.86	0	0.00	0
25	Low-Speed Boomers	2,678,000	2.11	1,865	2.13	101
26	Rural Transmissions	2,665,330	2.10	0	0.00	0
27	Video Vistas	1,562,016	1.23	6	0.01	1
28	Big City, Small Tech	1,761,802	1.39	182	0.21	15
29	IM Nation	2,259,041	1.78	429	0.49	28
30	Techs and the City	3,155,328	2.48	3,740	4.26	172
31	Plug & Play	2,486,282	1.96	1,711	1.95	100
32	Family Dishes	3,739,895	2.94	0	0.00	0
33	Digital Dreamers	3,642,784	2.87	1,299	1.48	52
34	Gearing Up	2,013,443	1.58	567	0.65	41
35	Broadband Boulevards	2,536,642	2.00	3,080	3.51	176
36	Opting Out	2,265,711	1.78	437	0.50	28
37	Techtown Lites	1,876,108	1.48	33	0.04	3
38	New Kids on the Grid	1,629,662	1.28	331	0.38	29
39	Video Homebodies	1,728,610	1.36	91	0.10	8
40	Low-Tech Country	1,786,122	1.41	0	0.00	0
41	Antenna Land	4,490,459	3.53	727	0.83	23
42	Tech Skeptics	2,748,537	2.16	1,391	1.59	73
43	Bucolic Basics	2,831,688	2.23	0	0.00	0
44	Leisurely Adopters	2,595,014	2.04	224	0.26	13
45	Landline Living	1,760,986	1.39	0	0.00	0
46	Old-Time Media	2,864,685	2.25	1,817	2.07	92
47	Discounts & Deals	1,505,910	1.19	23	0.03	2
48	Dial-Up Duos	2,966,895	2.33	732	0.83	36
49	Satellite Seniors	1,590,665	1.25	0	0.00	0
50	Early-Bird TV	2,835,718	2.23	550	0.63	28
51	Tech-Free Frontier	3,681,829	2.90	0	0.00	0
52	The Unconnected	4,659,947	3.67	455	0.52	14
53	Last to Adopt	4,068,887	3.20	24	0.03	1
	Total	127,073,679	100.00	87,728	100.00	100

Benchmark: USA

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Report Details

Name: ConneXions® Household Segment Distribution 2022
Date / Time: 4/22/2022 12:39:56 PM
Workspace Vintage: 2022

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 5 mi Radius	5 mi Radius	N/A
9710 Scranton Rd - 3 mi Radius	3 mi Radius	N/A
9710 Scranton Rd - 1 mi Radius	1 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 ConneXions®	Claritas	©Claritas, LLC 2022 (https://claritas.easpotlight.com/Spotlight/About)