

ConneXions® | Lifestage Segment Distribution



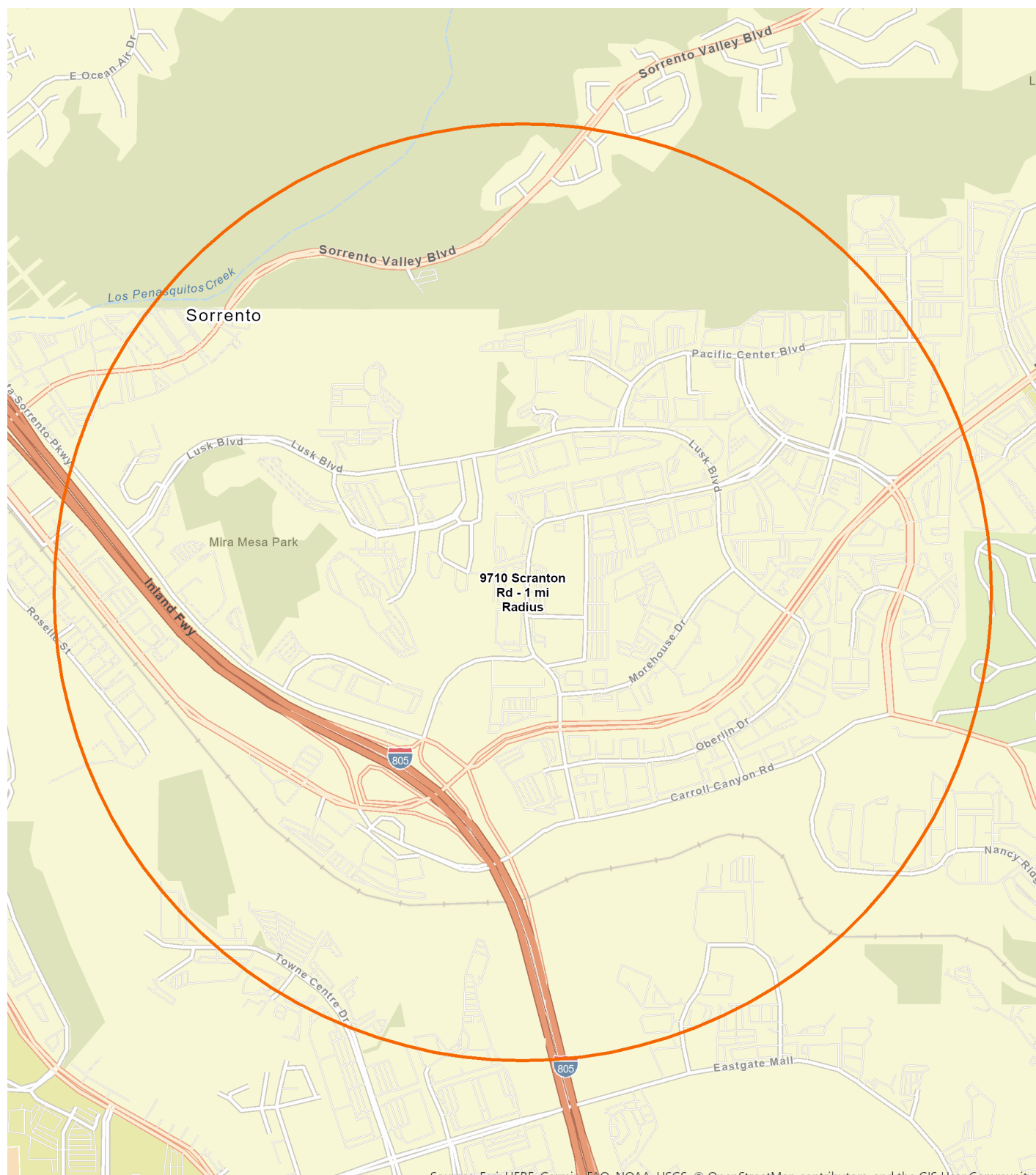
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 362

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,182,509	1.72	37	10.22	595
F1	02	Plugged-In Families	2,543,074	2.00	8	2.21	110
F1	03	Tech Nests	1,922,126	1.51	0	0.00	0
F1	04	Connected Country	1,981,912	1.56	0	0.00	0
F1	06	High-Tech Society	1,825,716	1.44	11	3.04	211
Young & Wireless							
Y1	05	You & I Tunes	2,374,260	1.87	51	14.09	754
Y1	07	Generation WiFi	2,253,301	1.77	0	0.00	0
Y1	12	Satellites & Silos	2,830,430	2.23	0	0.00	0
Y1	14	The Pragmatics	2,121,103	1.67	15	4.14	248
Y1	17	Time Shifters	1,905,715	1.50	5	1.38	92
Suburban Spenders							
F2	08	Calling Circles	1,704,169	1.34	3	0.83	62
F2	09	Dish Country	1,688,942	1.33	0	0.00	0
F2	10	Smart Gamers	1,711,182	1.35	1	0.28	21
F2	15	Bundled Burbs	1,509,623	1.19	0	0.00	0
F2	16	Kids & Keyboards	2,528,590	1.99	0	0.00	0
Wireless White-Collars							
M1	11	WiFi Warriors	2,128,896	1.68	57	15.75	940
M1	13	Cyber Sophisticates	2,299,119	1.81	144	39.78	2,199
Emerging Techies							
Y2	18	New Technorati	2,711,127	2.13	4	1.10	52
Y2	29	IM Nation	2,259,041	1.78	0	0.00	0
Y2	30	Techs and the City	3,155,328	2.48	0	0.00	0
Y2	31	Plug & Play	2,486,282	1.96	0	0.00	0
Y2	33	Digital Dreamers	3,642,784	2.87	0	0.00	0
Y2	34	Gearing Up	2,013,443	1.58	0	0.00	0
Frugal Folks							
F3	19	Gadgets Galore	1,692,150	1.33	0	0.00	0
F3	21	Multimedia Families	1,846,467	1.45	0	0.00	0
F3	23	Cyber Strivers	1,508,060	1.19	0	0.00	0
F3	27	Video Vistas	1,562,016	1.23	0	0.00	0
F3	28	Big City, Small Tech	1,761,802	1.39	0	0.00	0
F3	32	Family Dishes	3,739,895	2.94	0	0.00	0
F3	39	Video Homebodies	1,728,610	1.36	0	0.00	0
Mature Mid-Techs							
M2	20	Cinemaniacs	2,457,143	1.93	2	0.55	29
M2	22	Analoggers	2,601,728	2.05	21	5.80	283
M2	24	Internet Hinterlands	2,358,341	1.86	0	0.00	0
M2	25	Low-Speed Boomers	2,678,000	2.11	0	0.00	0
M2	26	Rural Transmissions	2,665,330	2.10	0	0.00	0
M2	35	Broadband Boulevards	2,536,642	2.00	3	0.83	42
M2	36	Opting Out	2,265,711	1.78	0	0.00	0
Young Startups							
Y3	37	Techtown Lites	1,876,108	1.48	0	0.00	0
Y3	38	New Kids on the Grid	1,629,662	1.28	0	0.00	0
Y3	40	Low-Tech Country	1,786,122	1.41	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,490,459	3.53	0	0.00	0
M3	42	Tech Skeptics	2,748,537	2.16	0	0.00	0
M3	43	Bucolic Basics	2,831,688	2.23	0	0.00	0
M3	44	Leisurely Adopters	2,595,014	2.04	0	0.00	0
M3	45	Landline Living	1,760,986	1.39	0	0.00	0
M3	46	Old-Time Media	2,864,685	2.25	0	0.00	0
M3	47	Discounts & Deals	1,505,910	1.19	0	0.00	0
M3	48	Dial-Up Duos	2,966,895	2.33	0	0.00	0
M3	49	Satellite Seniors	1,590,665	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,835,718	2.23	0	0.00	0
M4	51	Tech-Free Frontier	3,681,829	2.90	0	0.00	0
M4	52	The Unconnected	4,659,947	3.67	0	0.00	0
M4	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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ConneXions® | Lifestage Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,637

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,182,509	1.72	1,671	4.97	289
F1	02	Plugged-In Families	2,543,074	2.00	1,362	4.05	202
F1	03	Tech Nests	1,922,126	1.51	49	0.15	10
F1	04	Connected Country	1,981,912	1.56	0	0.00	0
F1	06	High-Tech Society	1,825,716	1.44	1,657	4.93	343
Young & Wireless							
Y1	05	You & I Tunes	2,374,260	1.87	3,810	11.33	606
Y1	07	Generation WiFi	2,253,301	1.77	6,966	20.71	1,168
Y1	12	Satellites & Silos	2,830,430	2.23	0	0.00	0
Y1	14	The Pragmatics	2,121,103	1.67	1,450	4.31	258
Y1	17	Time Shifters	1,905,715	1.50	1,378	4.10	273
Suburban Spenders							
F2	08	Calling Circles	1,704,169	1.34	1,779	5.29	394
F2	09	Dish Country	1,688,942	1.33	0	0.00	0
F2	10	Smart Gamers	1,711,182	1.35	548	1.63	121
F2	15	Bundled Burbs	1,509,623	1.19	155	0.46	39
F2	16	Kids & Keyboards	2,528,590	1.99	91	0.27	14
Wireless White-Collars							
M1	11	WiFi Warriors	2,128,896	1.68	1,542	4.58	274
M1	13	Cyber Sophisticates	2,299,119	1.81	1,415	4.21	233
Emerging Techies							
Y2	18	New Technorati	2,711,127	2.13	983	2.92	137
Y2	29	IM Nation	2,259,041	1.78	27	0.08	5
Y2	30	Techs and the City	3,155,328	2.48	2,590	7.70	310
Y2	31	Plug & Play	2,486,282	1.96	424	1.26	64
Y2	33	Digital Dreamers	3,642,784	2.87	366	1.09	38
Y2	34	Gearing Up	2,013,443	1.58	472	1.40	89
Frugal Folks							
F3	19	Gadgets Galore	1,692,150	1.33	328	0.97	73
F3	21	Multimedia Families	1,846,467	1.45	39	0.12	8
F3	23	Cyber Strivers	1,508,060	1.19	8	0.02	2
F3	27	Video Vistas	1,562,016	1.23	0	0.00	0
F3	28	Big City, Small Tech	1,761,802	1.39	27	0.08	6
F3	32	Family Dishes	3,739,895	2.94	0	0.00	0
F3	39	Video Homebodies	1,728,610	1.36	0	0.00	0
Mature Mid-Techs							
M2	20	Cinemaniacs	2,457,143	1.93	391	1.16	60
M2	22	Analoggers	2,601,728	2.05	1,365	4.06	198
M2	24	Internet Hinterlands	2,358,341	1.86	0	0.00	0
M2	25	Low-Speed Boomers	2,678,000	2.11	303	0.90	43
M2	26	Rural Transmissions	2,665,330	2.10	0	0.00	0
M2	35	Broadband Boulevards	2,536,642	2.00	383	1.14	57
M2	36	Opting Out	2,265,711	1.78	295	0.88	49
Young Startups							
Y3	37	Techtown Lites	1,876,108	1.48	4	0.01	1
Y3	38	New Kids on the Grid	1,629,662	1.28	150	0.45	35
Y3	40	Low-Tech Country	1,786,122	1.41	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,490,459	3.53	223	0.66	19
M3	42	Tech Skeptics	2,748,537	2.16	267	0.79	37
M3	43	Bucolic Basics	2,831,688	2.23	0	0.00	0
M3	44	Leisurely Adopters	2,595,014	2.04	62	0.18	9
M3	45	Landline Living	1,760,986	1.39	0	0.00	0
M3	46	Old-Time Media	2,864,685	2.25	658	1.96	87
M3	47	Discounts & Deals	1,505,910	1.19	4	0.01	1
M3	48	Dial-Up Duos	2,966,895	2.33	149	0.44	19
M3	49	Satellite Seniors	1,590,665	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,835,718	2.23	130	0.39	17
M4	51	Tech-Free Frontier	3,681,829	2.90	0	0.00	0
M4	52	The Unconnected	4,659,947	3.67	106	0.32	9
M4	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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ConneXions® | Lifestage Segment Distribution



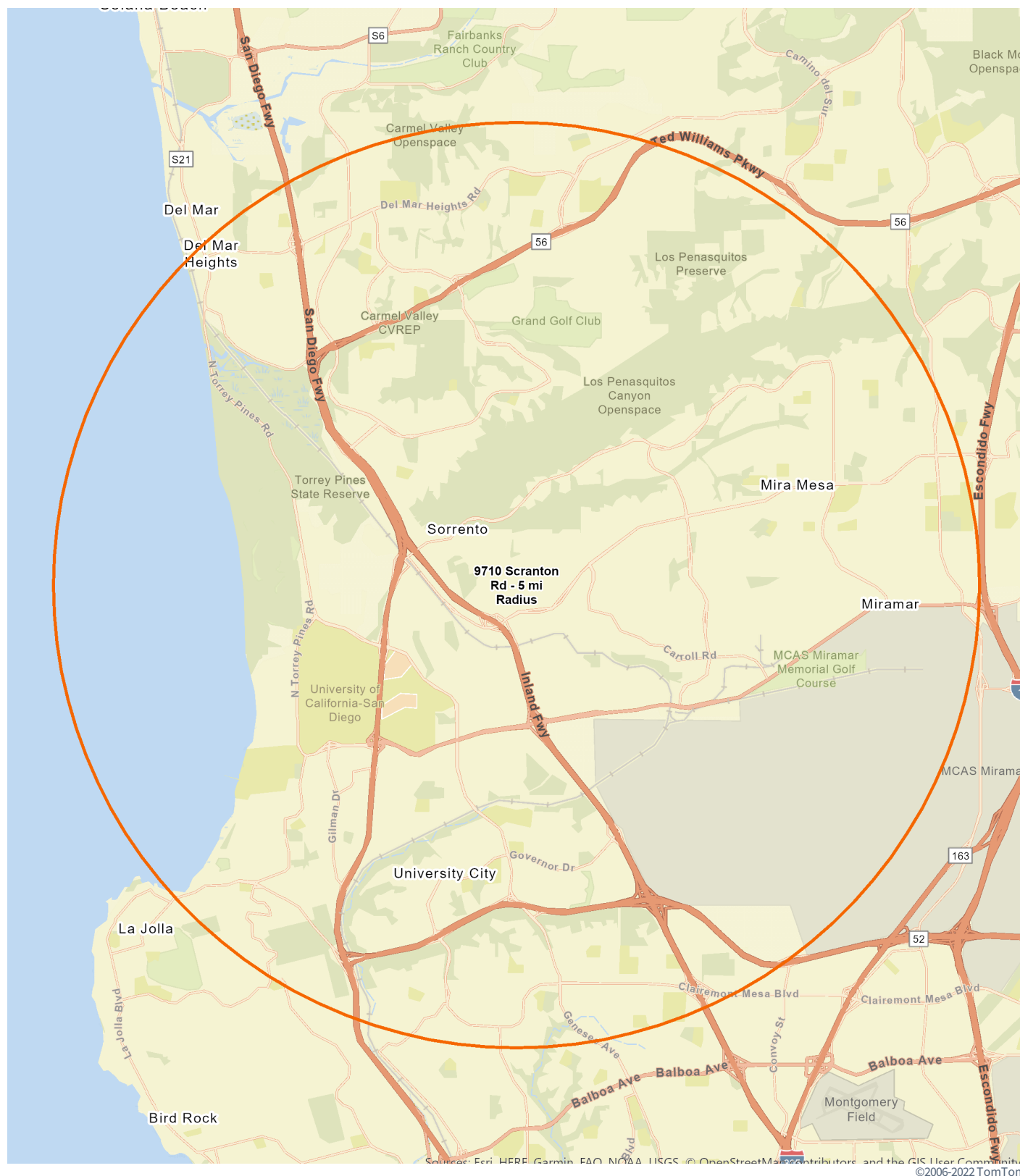
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,728

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,182,509	1.72	3,818	4.35	253
F1	02	Plugged-In Families	2,543,074	2.00	4,991	5.69	284
F1	03	Tech Nests	1,922,126	1.51	607	0.69	46
F1	04	Connected Country	1,981,912	1.56	0	0.00	0
F1	06	High-Tech Society	1,825,716	1.44	4,642	5.29	368
Young & Wireless							
Y1	05	You & I Tunes	2,374,260	1.87	5,042	5.75	308
Y1	07	Generation WiFi	2,253,301	1.77	7,935	9.04	510
Y1	12	Satellites & Silos	2,830,430	2.23	0	0.00	0
Y1	14	The Pragmatics	2,121,103	1.67	3,739	4.26	255
Y1	17	Time Shifters	1,905,715	1.50	2,498	2.85	190
Suburban Spenders							
F2	08	Calling Circles	1,704,169	1.34	5,890	6.71	501
F2	09	Dish Country	1,688,942	1.33	0	0.00	0
F2	10	Smart Gamers	1,711,182	1.35	2,612	2.98	221
F2	15	Bundled Burbs	1,509,623	1.19	1,487	1.70	143
F2	16	Kids & Keyboards	2,528,590	1.99	796	0.91	46
Wireless White-Collars							
M1	11	WiFi Warriors	2,128,896	1.68	3,942	4.49	268
M1	13	Cyber Sophisticates	2,299,119	1.81	4,118	4.69	259
Emerging Techies							
Y2	18	New Technorati	2,711,127	2.13	3,288	3.75	176
Y2	29	IM Nation	2,259,041	1.78	429	0.49	28
Y2	30	Techs and the City	3,155,328	2.48	3,740	4.26	172
Y2	31	Plug & Play	2,486,282	1.96	1,711	1.95	100
Y2	33	Digital Dreamers	3,642,784	2.87	1,299	1.48	52
Y2	34	Gearing Up	2,013,443	1.58	567	0.65	41
Frugal Folks							
F3	19	Gadgets Galore	1,692,150	1.33	2,448	2.79	210
F3	21	Multimedia Families	1,846,467	1.45	277	0.32	22
F3	23	Cyber Strivers	1,508,060	1.19	220	0.25	21
F3	27	Video Vistas	1,562,016	1.23	6	0.01	1
F3	28	Big City, Small Tech	1,761,802	1.39	182	0.21	15
F3	32	Family Dishes	3,739,895	2.94	0	0.00	0
F3	39	Video Homebodies	1,728,610	1.36	91	0.10	8
Mature Mid-Techs							
M2	20	Cinemaniacs	2,457,143	1.93	2,519	2.87	148
M2	22	Analoggers	2,601,728	2.05	7,145	8.14	398
M2	24	Internet Hinterlands	2,358,341	1.86	0	0.00	0
M2	25	Low-Speed Boomers	2,678,000	2.11	1,865	2.13	101
M2	26	Rural Transmissions	2,665,330	2.10	0	0.00	0
M2	35	Broadband Boulevards	2,536,642	2.00	3,080	3.51	176
M2	36	Opting Out	2,265,711	1.78	437	0.50	28
Young Startups							
Y3	37	Techtown Lites	1,876,108	1.48	33	0.04	3
Y3	38	New Kids on the Grid	1,629,662	1.28	331	0.38	29
Y3	40	Low-Tech Country	1,786,122	1.41	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,490,459	3.53	727	0.83	23
M3	42	Tech Skeptics	2,748,537	2.16	1,391	1.59	73
M3	43	Bucolic Basics	2,831,688	2.23	0	0.00	0
M3	44	Leisurely Adopters	2,595,014	2.04	224	0.26	13
M3	45	Landline Living	1,760,986	1.39	0	0.00	0
M3	46	Old-Time Media	2,864,685	2.25	1,817	2.07	92
M3	47	Discounts & Deals	1,505,910	1.19	23	0.03	2
M3	48	Dial-Up Duos	2,966,895	2.33	732	0.83	36
M3	49	Satellite Seniors	1,590,665	1.25	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,835,718	2.23	550	0.63	28
M4	51	Tech-Free Frontier	3,681,829	2.90	0	0.00	0
M4	52	The Unconnected	4,659,947	3.67	455	0.52	14
M4	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® Lifestage Segment Distribution 2022
Date / Time: 4/22/2022 12:40:44 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
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