

# PRIZM® Premier | Household Segment Distribution



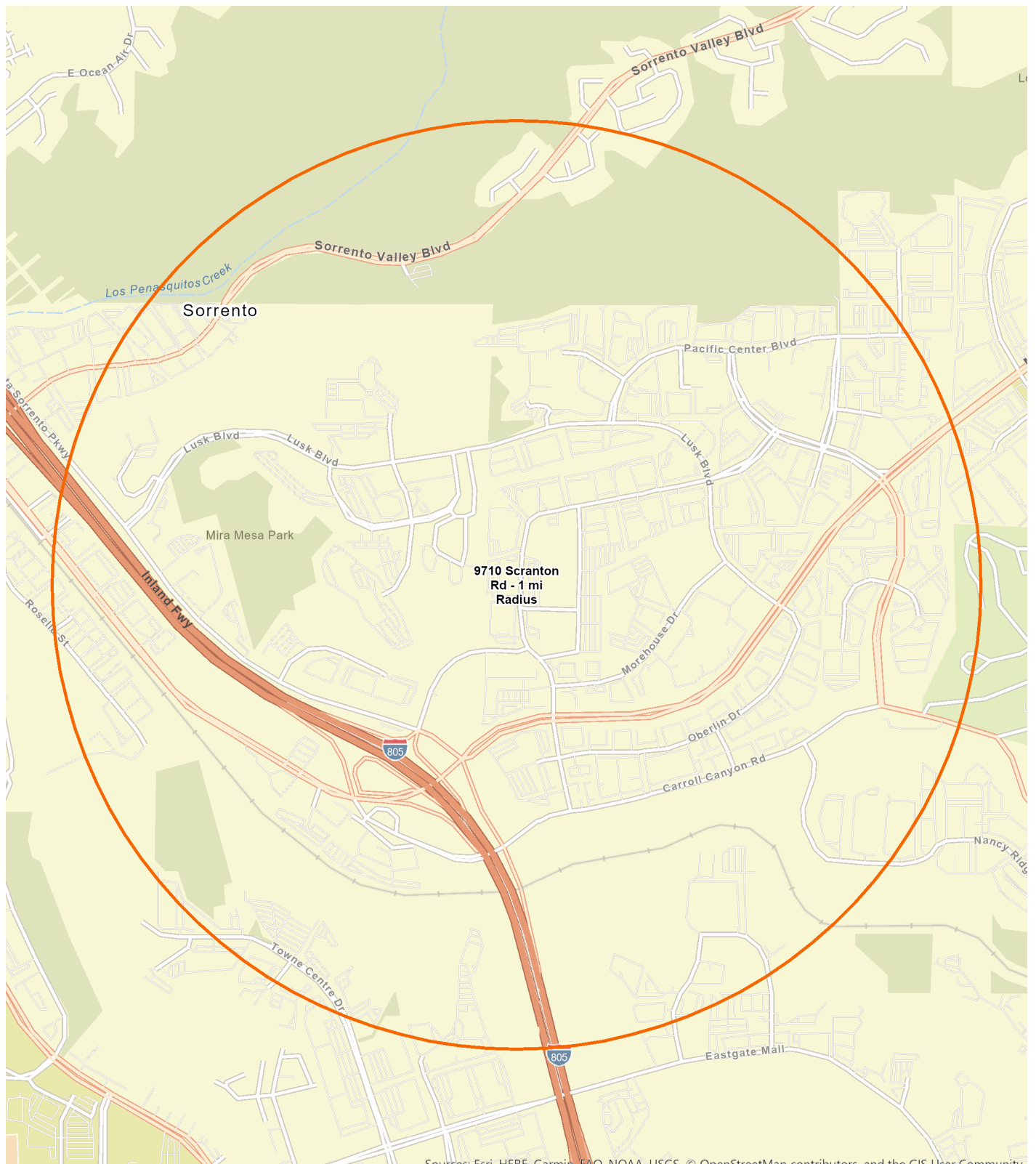
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 360

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,314,956	1.03	10	2.78	268
02	Networked Neighbors	1,258,501	0.99	108	30.00	3,029
03	Movers & Shakers	1,789,892	1.41	100	27.78	1,972
04	Young Digerati	1,840,956	1.45	0	0.00	0
05	Country Squires	2,956,365	2.33	0	0.00	0
06	Winner's Circle	1,728,980	1.36	136	37.78	2,777
07	Money & Brains	1,774,837	1.40	0	0.00	0
08	Gray Power	1,458,225	1.15	1	0.28	24
09	Big Fish, Small Pond	2,097,703	1.65	0	0.00	0
10	Executive Suites	1,644,584	1.29	0	0.00	0
11	Fast-Track Families	2,364,678	1.86	0	0.00	0
12	Cruisin' to Retirement	3,049,568	2.40	2	0.56	23
13	Upward Bound	1,341,262	1.05	1	0.28	26
14	Kids & Cul-de-Sacs	1,726,469	1.36	0	0.00	0
15	New Homesteaders	1,316,869	1.04	0	0.00	0
16	Beltway Boomers	1,426,471	1.12	0	0.00	0
17	Urban Elders	1,454,983	1.15	0	0.00	0
18	Mayberry-ville	2,086,077	1.64	0	0.00	0
19	American Dreams	1,416,542	1.11	0	0.00	0
20	Empty Nests	2,007,995	1.58	0	0.00	0
21	The Cosmopolitans	1,406,882	1.11	0	0.00	0
22	Middleburg Managers	3,108,649	2.45	2	0.56	23
23	Township Travelers	1,392,299	1.10	0	0.00	0
24	Pickup Patriarchs	1,303,121	1.02	0	0.00	0
25	Up-and-Comers	1,888,501	1.49	0	0.00	0
26	Home Sweet Home	1,629,658	1.28	0	0.00	0
27	Big Sky Families	3,171,453	2.50	0	0.00	0
28	Country Casuals	2,358,395	1.86	0	0.00	0
29	White Picket Fences	1,996,667	1.57	0	0.00	0
30	Pools & Patios	1,835,498	1.44	0	0.00	0
31	Connected Bohemians	1,901,335	1.50	0	0.00	0
32	Traditional Times	1,792,454	1.41	0	0.00	0
33	Second City Startups	1,268,926	1.00	0	0.00	0
34	Young & Influential	1,158,998	0.91	0	0.00	0
35	Urban Achievers	1,635,260	1.29	0	0.00	0
36	Toolbelt Traditionalists	3,096,492	2.44	0	0.00	0
37	Bright Lights, Li'l City	1,770,088	1.39	0	0.00	0
38	Hometown Retired	1,781,558	1.40	0	0.00	0
39	Kid Country, USA	1,462,269	1.15	0	0.00	0
40	Aspiring A-Listers	1,405,594	1.11	0	0.00	0
41	Domestic Duos	1,231,269	0.97	0	0.00	0
42	Multi-Culti Mosaic	2,085,590	1.64	0	0.00	0
43	City Roots	1,454,847	1.15	0	0.00	0
44	Country Strong	4,180,886	3.29	0	0.00	0
45	Urban Modern Mx	2,621,580	2.06	0	0.00	0
46	Heartlanders	1,603,662	1.26	0	0.00	0
47	Striving Selfies	1,828,472	1.44	0	0.00	0
48	Generation Web	2,166,917	1.71	0	0.00	0
49	American Classics	2,126,933	1.67	0	0.00	0
50	Metro Grads	1,809,894	1.42	0	0.00	0
51	Campers & Camo	2,361,073	1.86	0	0.00	0
52	Simple Pleasures	1,662,894	1.31	0	0.00	0
53	Lo-Tech Singles	1,794,274	1.41	0	0.00	0
54	Struggling Singles	1,672,254	1.32	0	0.00	0
55	Red, White & Blue	1,805,239	1.42	0	0.00	0
56	Multi-Culti Families	1,464,401	1.15	0	0.00	0
57	Back Country Folks	3,292,010	2.59	0	0.00	0
58	Golden Ponds	2,465,206	1.94	0	0.00	0
59	New Melting Pot	1,840,918	1.45	0	0.00	0
60	Small-Town Collegiates	1,265,401	1.00	0	0.00	0
61	Second City Generations	1,376,680	1.08	0	0.00	0
62	Crossroad Villagers	1,357,741	1.07	0	0.00	0
63	Low-Rise Living	2,614,042	2.06	0	0.00	0
64	Family Thrifts	1,202,904	0.95	0	0.00	0
65	Young & Rustic	2,629,674	2.07	0	0.00	0
66	New Beginnings	1,282,491	1.01	0	0.00	0
67	Park Bench Seniors	1,179,070	0.93	0	0.00	0
68	Bedrock America	1,277,347	1.00	0	0.00	0
	<b>Total</b>	<b>127,073,679</b>	<b>100.00</b>	<b>360</b>	<b>100.00</b>	<b>100</b>

Benchmark: USA

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# PRIZM® Premier | Household Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,639

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,314,956	1.03	1,007	2.99	289
02	Networked Neighbors	1,258,501	0.99	2,256	6.71	677
03	Movers & Shakers	1,789,892	1.41	3,532	10.50	745
04	Young Digerati	1,840,956	1.45	0	0.00	0
05	Country Squires	2,956,365	2.33	44	0.13	6
06	Winner's Circle	1,728,980	1.36	5,125	15.23	1,120
07	Money & Brains	1,774,837	1.40	0	0.00	0
08	Gray Power	1,458,225	1.15	284	0.84	74
09	Big Fish, Small Pond	2,097,703	1.65	156	0.46	28
10	Executive Suites	1,644,584	1.29	25	0.07	6
11	Fast-Track Families	2,364,678	1.86	0	0.00	0
12	Cruisin' to Retirement	3,049,568	2.40	1,138	3.38	141
13	Upward Bound	1,341,262	1.05	6,879	20.45	1,937
14	Kids & Cul-de-Sacs	1,726,469	1.36	175	0.52	38
15	New Homesteaders	1,316,869	1.04	0	0.00	0
16	Beltway Boomers	1,426,471	1.12	47	0.14	12
17	Urban Elders	1,454,983	1.15	0	0.00	0
18	Mayberry-ville	2,086,077	1.64	0	0.00	0
19	American Dreams	1,416,542	1.11	0	0.00	0
20	Empty Nests	2,007,995	1.58	756	2.25	142
21	The Cosmopolitans	1,406,882	1.11	0	0.00	0
22	Middleburg Managers	3,108,649	2.45	968	2.88	118
23	Township Travelers	1,392,299	1.10	0	0.00	0
24	Pickup Patriarchs	1,303,121	1.02	0	0.00	0
25	Up-and-Comers	1,888,501	1.49	2,330	6.93	466
26	Home Sweet Home	1,629,658	1.28	0	0.00	0
27	Big Sky Families	3,171,453	2.50	0	0.00	0
28	Country Casuals	2,358,395	1.86	0	0.00	0
29	White Picket Fences	1,996,667	1.57	0	0.00	0
30	Pools & Patios	1,835,498	1.44	0	0.00	0
31	Connected Bohemians	1,901,335	1.50	0	0.00	0
32	Traditional Times	1,792,454	1.41	13	0.04	3
33	Second City Startups	1,268,926	1.00	3	0.01	1
34	Young & Influential	1,158,998	0.91	4,680	13.91	1,525
35	Urban Achievers	1,635,260	1.29	0	0.00	0
36	Toolbelt Traditionalists	3,096,492	2.44	97	0.29	12
37	Bright Lights, Li'l City	1,770,088	1.39	67	0.20	14
38	Hometown Retired	1,781,558	1.40	0	0.00	0
39	Kid Country, USA	1,462,269	1.15	0	0.00	0
40	Aspiring A-Listers	1,405,594	1.11	0	0.00	0
41	Domestic Duos	1,231,269	0.97	9	0.03	3
42	Multi-Culti Mosaic	2,085,590	1.64	0	0.00	0
43	City Roots	1,454,847	1.15	0	0.00	0
44	Country Strong	4,180,886	3.29	0	0.00	0
45	Urban Modern Mx	2,621,580	2.06	0	0.00	0
46	Heartlanders	1,603,662	1.26	0	0.00	0
47	Striving Selfies	1,828,472	1.44	2,910	8.65	601
48	Generation Web	2,166,917	1.71	481	1.43	84
49	American Classics	2,126,933	1.67	267	0.79	47
50	Metro Grads	1,809,894	1.42	64	0.19	13
51	Campers & Camo	2,361,073	1.86	0	0.00	0
52	Simple Pleasures	1,662,894	1.31	0	0.00	0
53	Lo-Tech Singles	1,794,274	1.41	0	0.00	0
54	Struggling Singles	1,672,254	1.32	0	0.00	0
55	Red, White & Blue	1,805,239	1.42	0	0.00	0
56	Multi-Culti Families	1,464,401	1.15	0	0.00	0
57	Back Country Folks	3,292,010	2.59	0	0.00	0
58	Golden Ponds	2,465,206	1.94	0	0.00	0
59	New Melting Pot	1,840,918	1.45	31	0.09	6
60	Small-Town Collegiates	1,265,401	1.00	0	0.00	0
61	Second City Generations	1,376,680	1.08	0	0.00	0
62	Crossroad Villagers	1,357,741	1.07	0	0.00	0
63	Low-Rise Living	2,614,042	2.06	0	0.00	0
64	Family Thrifts	1,202,904	0.95	0	0.00	0
65	Young & Rustic	2,629,674	2.07	0	0.00	0
66	New Beginnings	1,282,491	1.01	295	0.88	87
67	Park Bench Seniors	1,179,070	0.93	0	0.00	0
68	Bedrock America	1,277,347	1.00	0	0.00	0
	<b>Total</b>	<b>127,073,679</b>	<b>100.00</b>	<b>33,639</b>	<b>100.00</b>	<b>100</b>

Benchmark: USA

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# PRIZM® Premier | Household Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,725

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,314,956	1.03	6,953	7.93	766
02	Networked Neighbors	1,258,501	0.99	5,166	5.89	595
03	Movers & Shakers	1,789,892	1.41	11,546	13.16	934
04	Young Digerati	1,840,956	1.45	0	0.00	0
05	Country Squires	2,956,365	2.33	47	0.05	2
06	Winner's Circle	1,728,980	1.36	11,790	13.44	988
07	Money & Brains	1,774,837	1.40	0	0.00	0
08	Gray Power	1,458,225	1.15	3,188	3.63	317
09	Big Fish, Small Pond	2,097,703	1.65	168	0.19	12
10	Executive Suites	1,644,584	1.29	786	0.90	69
11	Fast-Track Families	2,364,678	1.86	0	0.00	0
12	Cruisin' to Retirement	3,049,568	2.40	5,772	6.58	274
13	Upward Bound	1,341,262	1.05	13,264	15.12	1,432
14	Kids & Cul-de-Sacs	1,726,469	1.36	974	1.11	82
15	New Homesteaders	1,316,869	1.04	0	0.00	0
16	Beltway Boomers	1,426,471	1.12	506	0.58	51
17	Urban Elders	1,454,983	1.15	0	0.00	0
18	Mayberry-ville	2,086,077	1.64	0	0.00	0
19	American Dreams	1,416,542	1.11	0	0.00	0
20	Empty Nests	2,007,995	1.58	1,361	1.55	98
21	The Cosmopolitans	1,406,882	1.11	0	0.00	0
22	Middleburg Managers	3,108,649	2.45	5,416	6.17	252
23	Township Travelers	1,392,299	1.10	0	0.00	0
24	Pickup Patriarchs	1,303,121	1.02	0	0.00	0
25	Up-and-Comers	1,888,501	1.49	4,908	5.59	376
26	Home Sweet Home	1,629,658	1.28	23	0.03	2
27	Big Sky Families	3,171,453	2.50	0	0.00	0
28	Country Casuals	2,358,395	1.86	0	0.00	0
29	White Picket Fences	1,996,667	1.57	0	0.00	0
30	Pools & Patios	1,835,498	1.44	26	0.03	2
31	Connected Bohemians	1,901,335	1.50	0	0.00	0
32	Traditional Times	1,792,454	1.41	14	0.02	1
33	Second City Startups	1,268,926	1.00	169	0.19	19
34	Young & Influential	1,158,998	0.91	6,461	7.37	808
35	Urban Achievers	1,635,260	1.29	0	0.00	0
36	Toolbelt Traditionalists	3,096,492	2.44	836	0.95	39
37	Bright Lights, Li'l City	1,770,088	1.39	493	0.56	40
38	Hometown Retired	1,781,558	1.40	0	0.00	0
39	Kid Country, USA	1,462,269	1.15	0	0.00	0
40	Aspiring A-Listers	1,405,594	1.11	0	0.00	0
41	Domestic Duos	1,231,269	0.97	107	0.12	13
42	Multi-Culti Mosaic	2,085,590	1.64	0	0.00	0
43	City Roots	1,454,847	1.15	0	0.00	0
44	Country Strong	4,180,886	3.29	0	0.00	0
45	Urban Modern Mx	2,621,580	2.06	0	0.00	0
46	Heartlanders	1,603,662	1.26	0	0.00	0
47	Striving Selfies	1,828,472	1.44	3,899	4.45	309
48	Generation Web	2,166,917	1.71	874	1.00	58
49	American Classics	2,126,933	1.67	919	1.05	63
50	Metro Grads	1,809,894	1.42	171	0.20	14
51	Campers & Camo	2,361,073	1.86	0	0.00	0
52	Simple Pleasures	1,662,894	1.31	0	0.00	0
53	Lo-Tech Singles	1,794,274	1.41	16	0.02	1
54	Struggling Singles	1,672,254	1.32	184	0.21	16
55	Red, White & Blue	1,805,239	1.42	0	0.00	0
56	Multi-Culti Families	1,464,401	1.15	0	0.00	0
57	Back Country Folks	3,292,010	2.59	0	0.00	0
58	Golden Ponds	2,465,206	1.94	0	0.00	0
59	New Melting Pot	1,840,918	1.45	578	0.66	45
60	Small-Town Collegiates	1,265,401	1.00	0	0.00	0
61	Second City Generations	1,376,680	1.08	86	0.10	9
62	Crossroad Villagers	1,357,741	1.07	0	0.00	0
63	Low-Rise Living	2,614,042	2.06	0	0.00	0
64	Family Thrifts	1,202,904	0.95	0	0.00	0
65	Young & Rustic	2,629,674	2.07	0	0.00	0
66	New Beginnings	1,282,491	1.01	927	1.06	105
67	Park Bench Seniors	1,179,070	0.93	97	0.11	12
68	Bedrock America	1,277,347	1.00	0	0.00	0
	<b>Total</b>	<b>127,073,679</b>	<b>100.00</b>	<b>87,725</b>	<b>100.00</b>	<b>100</b>

Benchmark: USA

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# Report Details

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**Name:** PRIZM® Premier Household Segment Distribution 2022  
**Date / Time:** 4/22/2022 12:44:57 PM  
**Workspace Vintage:** 2022

## Trade Area

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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

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
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## Segmentation System

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Product	Provider	Copyright
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