

PRIZM® Premier | Lifestage Segment Distribution



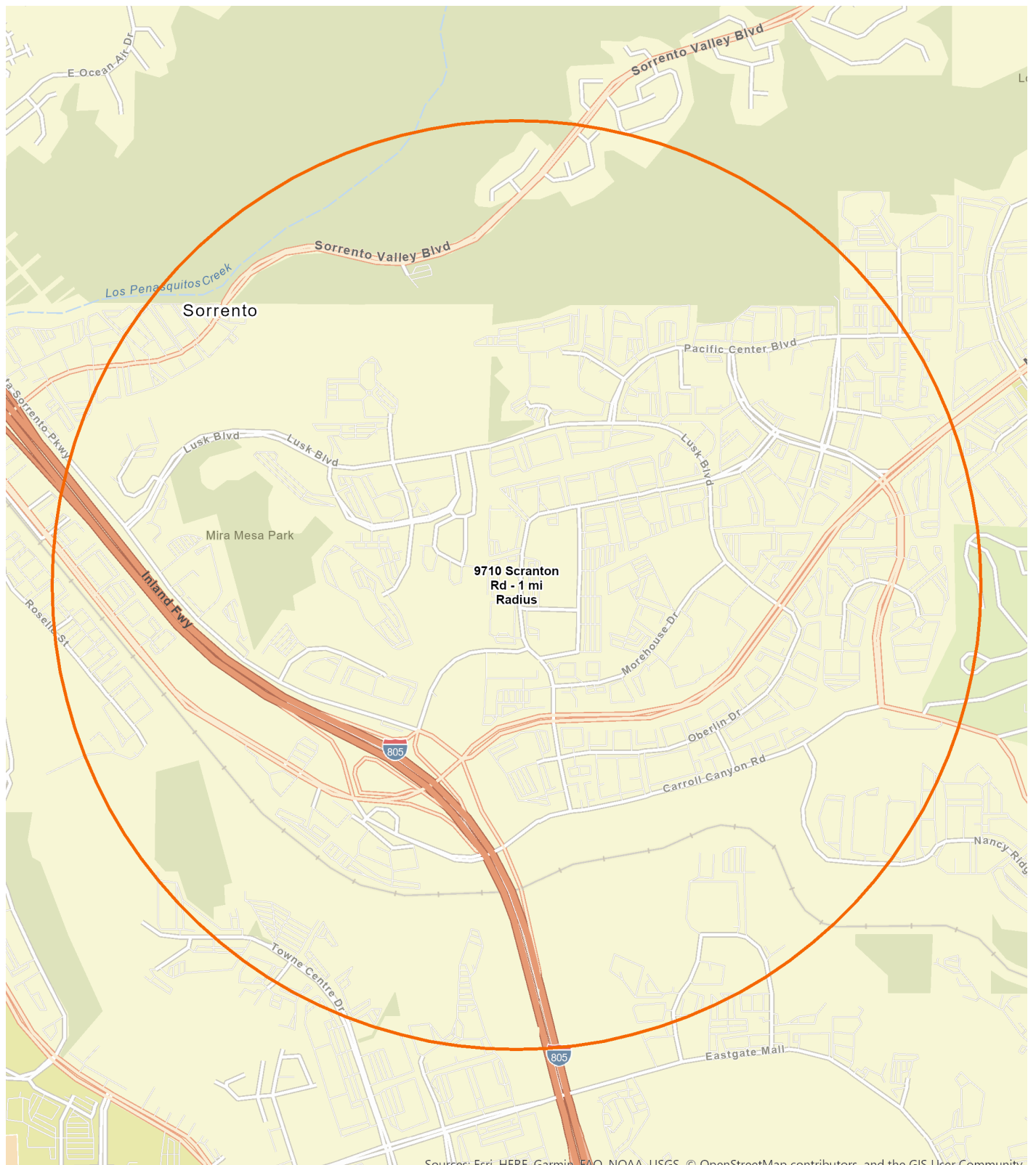
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 360

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,840,956	1.45	0	0.00	0.00	0
Y1	13	Upward Bound	1,341,262	1.05	1	0.28	0.00	26
Y1	21	The Cosmopolitans	1,406,882	1.11	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,888,501	1.49	0	0.00	0.00	0
Y1	31	Connected Bohemians	1,901,335	1.50	0	0.00	0.00	0
Y1	34	Young & Influential	1,158,998	0.91	0	0.00	0.00	0
Y1	35	Urban Achievers	1,635,260	1.29	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,405,594	1.11	0	0.00	0.00	0
Y2	47	Striving Selfies	1,828,472	1.44	0	0.00	0.00	0
Y2	48	Generation Web	2,166,917	1.71	0	0.00	0.00	0
Y2	50	Metro Grads	1,809,894	1.42	0	0.00	0.00	0
Y2	54	Struggling Singles	1,672,254	1.32	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,805,239	1.42	0	0.00	0.00	0
Y3	59	New Melting Pot	1,840,918	1.45	0	0.00	0.00	0
Y3	60	Small-Town Collegiates	1,265,401	1.00	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,614,042	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,202,904	0.95	0	0.00	0.00	0
Y3	65	Young & Rustic	2,629,674	2.07	0	0.00	0.00	0
Y3	66	New Beginnings	1,282,491	1.01	0	0.00	0.00	0
Accumulated Wealth								
F1	02	Networked Neighbors	1,258,501	0.99	108	30.00	0.01	3,029
F1	05	Country Squires	2,956,365	2.33	0	0.00	0.00	0
F1	06	Winner's Circle	1,728,980	1.36	136	37.78	0.01	2,777
F1	10	Executive Suites	1,644,584	1.29	0	0.00	0.00	0
F1	11	Fast-Track Families	2,364,678	1.86	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,726,469	1.36	0	0.00	0.00	0
F1	15	New Homesteaders	1,316,869	1.04	0	0.00	0.00	0
F1	16	Beltway Boomers	1,426,471	1.12	0	0.00	0.00	0
Young Accumulators								
F2	23	Township Travelers	1,392,299	1.10	0	0.00	0.00	0
F2	26	Home Sweet Home	1,629,658	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,171,453	2.50	0	0.00	0.00	0
F2	29	White Picket Fences	1,996,667	1.57	0	0.00	0.00	0
F2	30	Pools & Patios	1,835,498	1.44	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,268,926	1.00	0	0.00	0.00	0
F3	37	Bright Lights, Li'l City	1,770,088	1.39	0	0.00	0.00	0
F3	39	Kid Country, USA	1,462,269	1.15	0	0.00	0.00	0
F3	44	Country Strong	4,180,886	3.29	0	0.00	0.00	0
F3	51	Campers & Camo	2,361,073	1.86	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,085,590	1.64	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,621,580	2.06	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,464,401	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,376,680	1.08	0	0.00	0.00	0
F4	68	Bedrock America	1,277,347	1.00	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,314,956	1.03	10	2.78	0.00	268
M1	03	Movers & Shakers	1,789,892	1.41	100	27.78	0.01	1,972
M1	07	Money & Brains	1,774,837	1.40	0	0.00	0.00	0
M1	08	Gray Power	1,458,225	1.15	1	0.28	0.00	24
M1	09	Big Fish, Small Pond	2,097,703	1.65	0	0.00	0.00	0
M1	12	Cruisin' to Retirement	3,049,568	2.40	2	0.56	0.00	23
Conservative Classics								
M2	17	Urban Elders	1,454,983	1.15	0	0.00	0.00	0
M2	18	Mayberry-ville	2,086,077	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,416,542	1.11	0	0.00	0.00	0
M2	20	Empty Nests	2,007,995	1.58	0	0.00	0.00	0
M2	22	Middleburg Managers	3,108,649	2.45	2	0.56	0.00	23
M2	24	Pickup Patriarchs	1,303,121	1.02	0	0.00	0.00	0
M2	28	Country Casuals	2,358,395	1.86	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,792,454	1.41	0	0.00	0.00	0
M3	36	Toolbelt Traditionalists	3,096,492	2.44	0	0.00	0.00	0
M3	38	Hometown Retired	1,781,558	1.40	0	0.00	0.00	0
M3	41	Domestic Duos	1,231,269	0.97	0	0.00	0.00	0
M3	43	City Roots	1,454,847	1.15	0	0.00	0.00	0
M3	46	Heartlanders	1,603,662	1.26	0	0.00	0.00	0
M3	49	American Classics	2,126,933	1.67	0	0.00	0.00	0
M3	52	Simple Pleasures	1,662,894	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,794,274	1.41	0	0.00	0.00	0
Sustaining Seniors								
M4	57	Back Country Folks	3,292,010	2.59	0	0.00	0.00	0
M4	58	Golden Ponds	2,465,206	1.94	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,357,741	1.07	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,179,070	0.93	0	0.00	0.00	0
Total			127,073,679	100.00	360	100.00	0.00	100

Benchmark: USA

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LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,840,956	1.45	0	0.00	0.00	0
Y1	13	Upward Bound	1,341,262	1.05	6,879	20.45	0.51	1,937
Y1	21	The Cosmopolitans	1,406,882	1.11	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,888,501	1.49	2,330	6.93	0.12	466
Y1	31	Connected Bohemians	1,901,335	1.50	0	0.00	0.00	0
Y1	34	Young & Influential	1,158,998	0.91	4,680	13.91	0.40	1,525
Y1	35	Urban Achievers	1,635,260	1.29	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,405,594	1.11	0	0.00	0.00	0
Y2	47	Striving Selfies	1,828,472	1.44	2,910	8.65	0.16	601
Y2	48	Generation Web	2,166,917	1.71	481	1.43	0.02	84
Y2	50	Metro Grads	1,809,894	1.42	64	0.19	0.00	13
Y2	54	Struggling Singles	1,672,254	1.32	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,805,239	1.42	0	0.00	0.00	0
Y3	59	New Melting Pot	1,840,918	1.45	31	0.09	0.00	6
Y3	60	Small-Town Collegiates	1,265,401	1.00	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,614,042	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,202,904	0.95	0	0.00	0.00	0
Y3	65	Young & Rustic	2,629,674	2.07	0	0.00	0.00	0
Y3	66	New Beginnings	1,282,491	1.01	295	0.88	0.02	87
Accumulated Wealth								
F1	02	Networked Neighbors	1,258,501	0.99	2,256	6.71	0.18	677
F1	05	Country Squires	2,956,365	2.33	44	0.13	0.00	6
F1	06	Winner's Circle	1,728,980	1.36	5,125	15.23	0.30	1,120
F1	10	Executive Suites	1,644,584	1.29	25	0.07	0.00	6
F1	11	Fast-Track Families	2,364,678	1.86	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,726,469	1.36	175	0.52	0.01	38
F1	15	New Homesteaders	1,316,869	1.04	0	0.00	0.00	0
F1	16	Beltway Boomers	1,426,471	1.12	47	0.14	0.00	12
Young Accumulators								
F2	23	Township Travelers	1,392,299	1.10	0	0.00	0.00	0
F2	26	Home Sweet Home	1,629,658	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,171,453	2.50	0	0.00	0.00	0
F2	29	White Picket Fences	1,996,667	1.57	0	0.00	0.00	0
F2	30	Pools & Patios	1,835,498	1.44	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,268,926	1.00	3	0.01	0.00	1
F3	37	Bright Lights, Li'l City	1,770,088	1.39	67	0.20	0.00	14
F3	39	Kid Country, USA	1,462,269	1.15	0	0.00	0.00	0
F3	44	Country Strong	4,180,886	3.29	0	0.00	0.00	0
F3	51	Campers & Camo	2,361,073	1.86	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,085,590	1.64	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,621,580	2.06	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,464,401	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,376,680	1.08	0	0.00	0.00	0
F4	68	Bedrock America	1,277,347	1.00	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,314,956	1.03	1,007	2.99	0.08	289
M1	03	Movers & Shakers	1,789,892	1.41	3,532	10.50	0.20	745
M1	07	Money & Brains	1,774,837	1.40	0	0.00	0.00	0
M1	08	Gray Power	1,458,225	1.15	284	0.84	0.02	74
M1	09	Big Fish, Small Pond	2,097,703	1.65	156	0.46	0.01	28
M1	12	Cruisin' to Retirement	3,049,568	2.40	1,138	3.38	0.04	141
Conservative Classics								
M2	17	Urban Elders	1,454,983	1.15	0	0.00	0.00	0
M2	18	Mayberry-ville	2,086,077	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,416,542	1.11	0	0.00	0.00	0
M2	20	Empty Nests	2,007,995	1.58	756	2.25	0.04	142
M2	22	Middleburg Managers	3,108,649	2.45	968	2.88	0.03	118
M2	24	Pickup Patriarchs	1,303,121	1.02	0	0.00	0.00	0
M2	28	Country Casuals	2,358,395	1.86	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,792,454	1.41	13	0.04	0.00	3
M3	36	Toolbelt Traditionalists	3,096,492	2.44	97	0.29	0.00	12
M3	38	Hometown Retired	1,781,568	1.40	0	0.00	0.00	0
M3	41	Domestic Duos	1,231,269	0.97	9	0.03	0.00	3
M3	43	City Roots	1,454,847	1.15	0	0.00	0.00	0
M3	46	Heartlanders	1,603,662	1.26	0	0.00	0.00	0
M3	49	American Classics	2,126,933	1.67	267	0.79	0.01	47
M3	52	Simple Pleasures	1,662,894	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,794,274	1.41	0	0.00	0.00	0
Sustaining Seniors								
M4	57	Back Country Folks	3,292,010	2.59	0	0.00	0.00	0
M4	58	Golden Ponds	2,465,206	1.94	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,357,741	1.07	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,179,070	0.93	0	0.00	0.00	0
Total			127,073,679	100.00	33,639	100.00	0.03	100



PRIZM® Premier | Lifestage Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,725

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,840,956	1.45	0	0.00	0.00	0
Y1	13	Upward Bound	1,341,262	1.05	13,264	15.12	0.99	1,432
Y1	21	The Cosmopolitans	1,406,882	1.11	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,888,501	1.49	4,908	5.59	0.26	376
Y1	31	Connected Bohemians	1,901,335	1.50	0	0.00	0.00	0
Y1	34	Young & Influential	1,158,998	0.91	6,461	7.37	0.56	808
Y1	35	Urban Achievers	1,635,260	1.29	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,405,594	1.11	0	0.00	0.00	0
Y2	47	Striving Selfies	1,828,472	1.44	3,899	4.45	0.21	309
Y2	48	Generation Web	2,166,917	1.71	874	1.00	0.04	58
Y2	50	Metro Grads	1,809,894	1.42	171	0.20	0.01	14
Y2	54	Struggling Singles	1,672,254	1.32	184	0.21	0.01	16
Striving Singles								
Y3	55	Red, White & Blue	1,805,239	1.42	0	0.00	0.00	0
Y3	59	New Melting Pot	1,840,918	1.45	578	0.66	0.03	45
Y3	60	Small-Town Collegiates	1,265,401	1.00	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,614,042	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,202,904	0.95	0	0.00	0.00	0
Y3	65	Young & Rustic	2,629,674	2.07	0	0.00	0.00	0
Y3	66	New Beginnings	1,282,491	1.01	927	1.06	0.07	105
Accumulated Wealth								
F1	02	Networked Neighbors	1,258,501	0.99	5,166	5.89	0.41	585
F1	05	Country Squires	2,956,365	2.33	47	0.05	0.00	2
F1	06	Winner's Circle	1,728,980	1.36	11,790	13.44	0.68	988
F1	10	Executive Suites	1,644,584	1.29	786	0.90	0.05	69
F1	11	Fast-Track Families	2,364,678	1.86	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,726,469	1.36	974	1.11	0.06	82
F1	15	New Homesteaders	1,316,869	1.04	0	0.00	0.00	0
F1	16	Beltway Boomers	1,426,471	1.12	506	0.58	0.04	51
Young Accumulators								
F2	23	Township Travelers	1,392,299	1.10	0	0.00	0.00	0
F2	26	Home Sweet Home	1,629,658	1.28	23	0.03	0.00	2
F2	27	Big Sky Families	3,171,453	2.50	0	0.00	0.00	0
F2	29	White Picket Fences	1,996,667	1.57	0	0.00	0.00	0
F2	30	Pools & Patios	1,835,498	1.44	26	0.03	0.00	2
Mainstream Families								
F3	33	Second City Startups	1,268,926	1.00	169	0.19	0.01	19
F3	37	Bright Lights, Li'l City	1,770,088	1.39	493	0.56	0.03	40
F3	39	Kid Country, USA	1,462,269	1.15	0	0.00	0.00	0
F3	44	Country Strong	4,180,886	3.29	0	0.00	0.00	0
F3	51	Campers & Camo	2,361,073	1.86	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,085,590	1.64	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,621,580	2.06	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,464,401	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,376,680	1.08	86	0.10	0.01	9
F4	68	Bedrock America	1,277,347	1.00	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,314,956	1.03	6,953	7.93	0.53	766
M1	03	Movers & Shakers	1,789,892	1.41	11,546	13.16	0.65	934
M1	07	Money & Brains	1,774,837	1.40	0	0.00	0.00	0
M1	08	Gray Power	1,458,225	1.15	3,188	3.63	0.22	317
M1	09	Big Fish, Small Pond	2,097,703	1.65	168	0.19	0.01	12
M1	12	Cruisin' to Retirement	3,049,568	2.40	5,772	6.58	0.19	274
Conservative Classics								
M2	17	Urban Elders	1,454,983	1.15	0	0.00	0.00	0
M2	18	Mayberry-ville	2,086,077	1.64	0	0.00	0.00	0
M2	19	American Dreams	1,416,542	1.11	0	0.00	0.00	0
M2	20	Empty Nests	2,007,995	1.58	1,361	1.55	0.07	98
M2	22	Middleburg Managers	3,108,649	2.45	5,416	6.17	0.17	252
M2	24	Pickup Patriarchs	1,303,121	1.02	0	0.00	0.00	0
M2	28	Country Casuals	2,358,395	1.86	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,792,454	1.41	14	0.02	0.00	1
M3	36	Toolbelt Traditionalists	3,096,492	2.44	836	0.95	0.03	39
M3	38	Hometown Retired	1,781,568	1.40	0	0.00	0.00	0
M3	41	Domestic Duos	1,231,269	0.97	107	0.12	0.01	13
M3	43	City Roots	1,454,847	1.15	0	0.00	0.00	0
M3	46	Heartlanders	1,603,662	1.26	0	0.00	0.00	0
M3	49	American Classics	2,126,933	1.67	919	1.05	0.04	63
M3	52	Simple Pleasures	1,662,894	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,794,274	1.41	16	0.02	0.00	1
Sustaining Seniors								
M4	57	Back Country Folks	3,292,010	2.59	0	0.00	0.00	0
M4	58	Golden Ponds	2,465,206	1.94	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,357,741	1.07	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,179,070	0.93	97	0.11	0.01	12
Total			127,073,679	100.00	87,725	100.00	0.07	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Lifestage Segment Distribution 2022
Date / Time: 4/22/2022 12:43:27 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
Claritas PRIZM® Premier - 2022 Distributions and 2027 Projections	Claritas	©Claritas, LLC 2022 (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Claritas PRIZM® Premier	Claritas	©Claritas, LLC 2022 (https://claritas.easpotlight.com/Spotlight/About)
