

Households: 360

Top 5 segments represent 98.9% of households in 9710 Scranton Rd - 1 mi Radius

Rank: Hhlds: Hhld % % in Benchmark: Index	1 136 37.78 1.36 2,777	Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at boutiques and online.
Rank: Hhlds: Hhld % % in Benchmark: Index	2 108 30.00 0.99 3,029	Networked Neighbors is a family portrait of suburban wealth, a place of expensive homes and manicured lawns, high-end cars, and ski vacations. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by corporate executives, managers, and business professionals.
Rank: Hhlds: Hhld % % in Benchmark: Index	3 100 27.78 1.41 1,972	Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.
Rank: Hhlds: Hhld % % in Benchmark: Index	4 10 2.78 1.03 268	The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning \$100,000+ a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequently eating at upscale restaurants, and traveling to Alaska.
Rank: Hhlds: Hhld % % in Benchmark: Index	5 2 0.56 2.40 23	With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They watch golf on television, listen to talk radio, and read the travel section of the weekend paper to determine where to visit on their frequent trips.
	Hhlds: Hhld % % in Benchmark: Index Rank: Hhlds: Hhld % % in Benchmark: Index Rank: Hhlds: Hhld % % in Benchmark: Index Rank: Hhlds: Hhld % % in Benchmark: Index	Hhlds: 136 Hhld % 37.78 % in Benchmark: 1.36 Index 2,777 Rank: 108 Hhlds: 108 Hhlds: 108 Hhlds: 108 Index 30.00 % in Benchmark: 0.99 Index 3,029 Rank: 3 Hhlds: 100 Hhlds: 100 Hhlds: 100 Hhlds: 1,972 Rank: 4 Hhlds: 10 Hhld % 2.78 % in Benchmark: 1.03 Index 268 Rank: 5 Hhlds: 2 Hhld% 0.56 % in Benchmark: 2.40

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 1 mi Radius

claritas
Households: 360

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SG LG Code S1 M1 01	Name Upper Crust	Count 10	% 2.78	Base Count 1,314,956	Base % 1.03	% Pen 0.00	Index 268	1 1	1	1				1	
S1 F1 02	Networked Neighbors	108		1,258,501	0.99	0.00									
S1 M1 03	Movers & Shakers	100	27.78	1,789,892	1.41	0.01	1,972								
U1 Y1 04	Young Digerati	0		1,840,956	1.45	0.00	0								
T1 F1 05	Country Squires	0		2,956,365	2.33	0.00	0								_
S2 F1 06	Winner's Circle	136		1,728,980	1.36	0.01									
U1 M1 07 S2 M1 08	Money & Brains	0	0.00 0.28	1,774,837 1,458,225	1.40 1.15	0.00	0 24								
T1 M1 09	Gray Power Big Fish, Small Pond	0		2,097,703	1.15	0.00 0.00	24								
S2 F1 10	Executive Suites	0	0.00	1,644,584	1.29	0.00	Ő								
T1 F1 11	Fast-Track Families	Ő		2.364.678	1.86	0.00	ŏ								
S2 M1 12	Cruisin' to Retirement	2	0.56	3,049,568	2.40	0.00	23								
S2 Y1 13	Upward Bound	1	0.28	1,341,262	1.05	0.00	26								
S2 F1 14	Kids & Cul-de-Sacs	0		1,726,469	1.36	0.00	0								
T1 F1 15	New Homesteaders	0		1,316,869	1.04	0.00	0								
S2 F1 16 U2 M2 17	Beltway Boomers Urban Elders	0 0	0.00 0.00	1,426,471 1.454.983	1.12 1.15	0.00 0.00	0								
T2 M2 18	Mayberry-ville	0	0.00	2,086,077	1.15	0.00	0								
U1 M2 19	American Dreams	0	0.00	1,416,542	1.04	0.00	ŏ								
S3 M2 20	Empty Nests	Ő	0.00	2,007,995	1.58	0.00	Ő	1							
U1 Y1 21	The Cosmopolitans	0	0.00	1,406,882	1.11	0.00	0								
C1 M2 22	Middleburg Managers	2	0.56	3,108,649	2.45	0.00	23								
T2 F2 23	Township Travelers	0	0.00	1,392,299	1.10	0.00	0								
T2 M2 24	Pickup Patriarchs	0	0.00	1,303,121	1.02	0.00	0								
S3 Y1 25 S3 F2 26	Up-and-Comers	0 0		1,888,501 1,629,658	1.49 1.28	0.00 0.00	0								
55 F2 26 T2 F2 27	Home Sweet Home Big Sky Families	0		3,171,453	2.50	0.00	0								
T2 M2 28	Country Casuals	0		2,358,395	1.86	0.00	0								
T2 F2 29	White Picket Fences	Ő		1,996,667	1.57	0.00	Ő								
S3 F2 30	Pools & Patios	0	0.00	1,835,498	1.44	0.00	0								
U2 Y1 31	Connected Bohemians	0		1,901,335	1.50	0.00	0								
T3 MB 32	Traditional Times	0		1,792,454	1.41	0.00	0								
C1 F3 33	Second City Startups	0		1,268,926	1.00	0.00	0								
S4 Y1 34 U2 Y1 35	Young & Influential Urban Achievers	0		1,158,998 1.635.260	0.91 1.29	0.00 0.00	0 0								
02 11 33 S4 M3 36	Toolbelt Traditionalists	0		3.096.492	2.44	0.00	0								
C1 F3 37	Bright Lights, Li'l City	0		1,770,088	1.39	0.00	0								
T3 M3 38	Hometown Retired	Ő		1,781,558	1.40	0.00	Ő								
T3 F3 39	Kid Country, USA	0	0.00	1,462,269	1.15	0.00	0								
U2 Y2 40	Aspiring A-Listers	0	0.00	1,405,594	1.11	0.00	0								
S4 M3 41	Domestic Duos	0	0.00	1,231,269	0.97	0.00	0								
U3 F4 42	Multi-Culti Mosaic	0	0.00	2,085,590	1.64	0.00	0								
U3 M3 43 T3 F3 44	City Roots	0 0	0.00 0.00	1,454,847 4,180,886	1.15	0.00 0.00	0 0								
U3 F4 45	Country Strong Urban Modern Mix	0	0.00	4, 100,000	3.29 2.06	0.00	0								
T3 M3 46	Heartlanders	0	0.00	1,603,662	1.26	0.00	0								
C2 Y2 47	Striving Selfies	õ	0.00	1.828.472	1.44	0.00	ŏ								
C2 Y2 48	Generation Web	0	0.00	2,166,917	1.71	0.00	0								
C2 M3 49	American Classics	0	0.00	2,126,933	1.67	0.00	0								
S4 Y2 50	Metro Grads	0	0.00	1,809,894	1.42	0.00	0								
T3 F3 51	Campers & Camo	0	0.00	2,361,073	1.86	0.00	0				_				
T3 M3 52 C2 M3 53	Simple Pleasures Lo-Tech Singles	0 0	0.00 0.00	1,662,894 1,794,274	1.31 1.41	0.00 0.00	0	· · · · ·							
C2 Y2 54	Struggling Singles	0		1,794,274	1.41	0.00	0	·							
T4 Y3 55	Red, White & Blue	0		1,805,239	1.42	0.00	0								
U3 F4 56	Multi-Culti Families	Ő		1,464,401	1.15	0.00	ŏ								
T4 M4 57	Back Country Folks	0		3,292,010	2.59	0.00	Ō								
T4 M4 58	Golden Ponds	0	0.00	2,465,206	1.94	0.00	0								
C3 Y3 59	New Melting Pot	0	0.00	1,840,918	1.45	0.00	0	1							
T4 Y3 60	Small-Town Collegiates	0		1,265,401	1.00	0.00	0								
C3 F4 61	Second City Generations	0		1,376,680	1.08	0.00	0								
T4 M4 62	Crossroad Villagers	0		1,357,741	1.07	0.00	0 0								
U3 Y3 63 C3 Y3 64	Low-Rise Living Family Thrifts	0 0		2,614,042 1,202,904	2.06 0.95	0.00 0.00	0								
T4 Y3 65	Young & Rustic	0	0.00	2,629,674	2.07	0.00	0								
C3 Y3 66	New Beginnings	0	0.00	1,282,491	1.01	0.00	0								
C3 M4 67	Park Bench Seniors	Ő	0.00	1,179,070	0.93	0.00	Ő								
T4 F4 68	Bedrock America	0	0.00	1,277,347	1.00	0.00	0								
								0 20	40 60	80	100 12	166	250	500	1

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius

Top 5 segments represent 68.7% of households in 9710 Scranton Rd - 3 mi Radius

UPWARD BOUND 13	Rank: Hhlds: Hhld % % in Benchmark: Index	1 6,879 20.45 1.05 1,937	Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for shopping, scheduling appointments, and social networking.
WINNER'S CIRCLE	Rank: Hhlds: Hhld % % in Benchmark: Index	2 5,125 15.23 1.36 1,120	Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at boutiques and online.
YOUNG & INFLUENTIAL	Rank: Hhlds: Hhld % % in Benchmark: Index	3 4,680 13.91 0.91 1,525	Young & Influential is a segment of college educated mainly 25-44-year-old adults who are influential in their communities and social networks and are very tech sawy. The segment is a common address for upper-middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.
MOVERS & SHAKERS	Rank: Hhlds: Hhld % % in Benchmark: Index	4 3,532 10.50 1.41 745	Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.
STRIVING SELFIES	Rank: Hhlds: Hhld % % in Benchmark: Index	5 2,910 8.65 1.44 601	Striving Selfies is a segment of middle-aged singles and couples that show signs of greater potential. They are among the most tech sawy segments with high school diplomas under their belt. More often than not, they are renters who have not yet been able to purchase their first home.
Benchmark: LISA			© 2002 Claritae II.C. All rights reserved Source: @Claritae II.C. 2002

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius



Households: 33,639

SG LG Code S1 M1 01	Name Upper Crust		e Count Base % 314,956 1.03	% Pen Index 0.08 289						
S1 F1 02 S1 M1 03 U1 Y1 04	Networked Neighbors Movers & Shakers Young Digerati	3,532 10.50 1,	258,5010.99789,8921.41840,9561.45	0.18 677 0.20 745 0.00 0						
T1 F1 05 S2 F1 06	Country Squires Winner's Circle	44 0.13 2,	956,365 2.33 728,980 1.36	0.00 6 0.30 1,120						
U1 M1 07 S2 M1 08	Money & Brains Gray Power	284 0.84 1,4	774,837 1.40 458,225 1.15	0.00 0 0.02 74						
T1 M1 09 S2 F1 10 T1 F1 11	Big Fish, Small Pond Executive Suites Fast-Track Families	25 0.07 1,0	097,703 1.65 644,584 1.29 364.678 1.86	0.01 28 0.00 6 0.00 0						
S2 M1 12 S2 Y1 13	Cruisin' to Retirement	1,138 3.38 3,	049,568 2.40 341,262 1.05	0.04 141 0.51 1,937						
S2 F1 14 T1 F1 15	Kids & Cul-de-Sacs New Homesteaders	0 0.00 1,	726,469 1.36 316,869 1.04	0.01 38 0.00 0						
S2 F1 16 U2 M2 17 T2 M2 18	Beltway Boomers Urban Elders	0 0.00 1,	426,471 1.12 454,983 1.15 086.077 1.64	0.00 12 0.00 0 0.00 0						
U1 M2 19 S3 M2 20	Mayberry-ville American Dreams Empty Nests	0 0.00 1,4	416,542 1.11 007,995 1.58	0.00 0 0.00 0 0.04 142						
U1 Y1 21 C1 M2 22	The Cosmopolitans Mddleburg Managers	0 0.00 1, 968 2.88 3,	406,882 1.11 108,649 2.45	0.00 0 0.03 118						
T2 F2 23 T2 M2 24	Township Travelers Pickup Patriarchs	0 0.00 1,	392,299 1.10 303,121 1.02 999,591 1.40	0.00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0						
S3 Y1 25 S3 F2 26 T2 F2 27	Up-and-Comers Home Sweet Home Big Sky Families	0 0.00 1,	888,5011.49629,6581.28171,4532.50	0.12 466 0.00 0 0.00 0						
T2 M2 28 T2 F2 29	Country Casuals White Picket Fences	0 0.00 2, 0 0.00 1,9	358,3951.86996,6671.57	0.00 0 0.00 0						
S3 F2 30 U2 Y1 31 T3 M3 32	Pools & Patios Connected Bohemians Traditional Times	0 0.00 1,9	835,498 1.44 901,335 1.50 792,454 1.41	0.00 0 0.00 0 0.00 3						
C1 F3 33 S4 Y1 34	Second City Startups Young & Influential	3 0.01 1,2	752,454 1.41 268,926 1.00 158,998 0.91	0.00 3						
U2 Y1 35 S4 M3 36	Urban Achievers Toolbelt Traditionalists	97 0.29 3,	635,260 1.29 096,492 2.44	0.00 0 0.00 12						
C1 F3 37 T3 MB 38 T3 F3 39	Bright Lights, Li'l City Hometown Retired Kid Country, USA	0 0.00 1,	770,088 1.39 781,558 1.40 462,269 1.15	0.00 14 0.00 0 0.00 0						
U2 Y2 40 S4 M3 41	Aspiring A-Listers Domestic Duos	0 0.00 1,4	405,594 1.11 231,269 0.97	0.00 0						
U3 F4 42 U3 M3 43	Multi-Culti Mosaic City Roots	0 0.00 2,0 0 0.00 1,4	085,590 1.64 454,847 1.15	0.00 0 0.00 0						
T3 F3 44 U3 F4 45 T3 M3 46	Country Strong Urban Modern Mix Heartlanders	0 0.00 2,	180,886 3.29 621,580 2.06 603,662 1.26	0.00 0 0.00 0 0.00 0						
C2 Y2 47 C2 Y2 48	Striving Selfies Generation Web	2,910 8.65 1,	828,472 1.44 166,917 1.71	0.16 601 0.02 84						
C2 M3 49 S4 Y2 50	American Classics Metro Grads	267 0.79 2, 64 0.19 1,	126,933 1.67 809,894 1.42	0.01 47 0.00 13						
T3 F3 51 T3 M3 52 C2 M3 53	Campers & Camo Simple Pleasures Lo-Tech Singles	0 0.00 1,0	361,0731.86662,8941.31794,2741.41	0.00 0 0.00 0 0.00 0						
C2 Y2 54 T4 Y3 55	Struggling Singles Red, White & Blue	0 0.00 1,	672,254 1.32 805,239 1.42	0.00 0						
U3 F4 56 T4 M4 57	Multi-Culti Families Back Country Folks	0 0.00 1,- 0 0.00 3,:	464,401 1.15 292,010 2.59	0.00 0 0.00 0						
T4 M4 58 C3 Y3 59 T4 Y3 60	Golden Ponds New Melting Pot	31 0.09 1,	465,206 1.94 840,918 1.45 265.401 1.00	0.00 0 0.00 6 0.00 0						
C3 F4 61 T4 M4 62	Small-Town Collegiates Second City Generations Crossroad Villagers	0 0.00 1,	265,401 1.00 376,680 1.08 357,741 1.07	0.00 0						
U3 Y3 63 C3 Y3 64	Low-Rise Living Family Thrifts	0 0.00 2,0 0 0.00 1,3	614,042 2.06 202,904 0.95	0.00 0 0.00 0						
T4 Y3 65 C3 Y3 66	Young & Rustic New Beginnings	295 0.88 1,2	629,674 2.07 282,491 1.01	0.00 0						
C3 M4 67 T4 F4 68	Park Bench Seniors Bedrock America		179,070 0.93 277,347 1.00	0.00 0 0.00 0	0 20	40 6	 50 80 1	100 125	166 250) 500

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius

Top 5 segments represent 57.0% of households in 9710 Scranton Rd - 5 mi Radius

UPWARD BOUND 13	Rank: Hhlds: Hhld % % in Benchmark: Index	1 13,264 15.12 1.05 1,432	Upward Bound are often upscale families boasting dual incomes, college degrees, and newer homes. Residents of Upward Bound are above average technology users who use computers and mobile devices for shopping, scheduling appointments, and social networking.
WINNER'S CIRCLE	Rank: Hhlds: Hhld % % in Benchmark: Index	2 11,790 13.44 1.36 988	Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living - recreational parks, golf courses, and upscale malls. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing at boutiques and online.
MOVERS & SHAKERS	Rank: Hhlds: Hhld % % in Benchmark: Index	3 11,546 13.16 1.41 934	Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy visiting investment websites, reading business publications like the Wall Street Journal, and perusing the business section of the newspaper via an iPad.
UPPER CRUST	Rank: Hhlds: Hhld % % in Benchmark: Index	4 6,953 7.93 1.03 766	The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning \$100,000+ a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequently eating at upscale restaurants, and traveling to Alaska.
YOUNG & INFLUENTIAL	Rank: Hhlds: Hhld % % in Benchmark: Index	5 6,461 7.37 0.91 808	Young & Influential is a segment of college educated mainly 25-44-year-old adults who are influential in their communities and social networks and are very tech sawy. The segment is a common address for upper-middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.
Benchmark: USA			© 2022 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2022.

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Trade Area: 9710 Scranton Rd - 5 mi Radius



Households: 87,725

SG LG Code		Count %				Index							
S1 M1 01	Upper Crust	6,953 7.93	1,314,956	1.03	0.53	766							
S1 F1 02	Networked Neighbors	5,166 5.89	1,258,501 1,789,892	0.99	0.41	595 934							
S1 M1 03 U1 Y1 04	Movers & Shakers Young Digerati	11,546 13.16 0 0.00	1,769,692	1.41 1.45	0.65 0.00	934 0							
T1 F1 05	Country Squires	47 0.05	2.956.365	2.33	0.00	2							
S2 F1 06	Winner's Circle	11,790 13.44	1,728,980	1.36	0.68	988							
U1 M1 07	Money & Brains	0 0.00	1,774,837	1.40	0.00	0							
S2 M1 08	Gray Power	3,188 3.63	1,458,225	1.15	0.22	317							
T1 M1 09	Big Fish, Small Pond	168 0.19	2,097,703	1.65	0.01	12		· · ·					_
S2 F1 10	Executive Suites	786 0.90	1,644,584	1.29	0.05	69							
T1 F1 11	Fast-Track Families	0 0.00	2,364,678	1.86	0.00	0			_				
S2 M1 12	Cruisin' to Retirement	5,772 6.58	3,049,568	2.40	0.19	274							
S2 Y1 13	Upward Bound	13,264 15.12	1,341,262	1.05		1,432							
S2 F1 14 T1 F1 15	Kids & Cul-de-Sacs New Homesteaders	974 1.11 0 0.00	1,726,469 1.316.869	1.36 1.04	0.06 0.00	82 0							
S2 F1 16	Beltway Boomers	506 0.58	1,426,471	1.04	0.00	51				-			
U2 M2 17	Urban Elders	0 0.00	1,454,983	1.12	0.04	0							
T2 M2 18	Mayberry-ville	0 0.00	2,086,077	1.64	0.00	ŏ							
U1 M2 19	American Dreams	0 0.00	1,416,542	1.11	0.00	Ō							
S3 M2 20	Empty Nests	1,361 1.55	2,007,995	1.58	0.07	98							
U1 Y1 21	The Cosmopolitans	0 0.00	1,406,882	1.11	0.00	0							
C1 M2 22	Middleburg Managers	5,416 6.17	3,108,649	2.45	0.17	252					1		
T2 F2 23	Township Travelers	0 0.00	1,392,299	1.10	0.00	0							
T2 M2 24	Pickup Patriarchs	0 0.00	1,303,121	1.02	0.00	0							_
S3 Y1 25 S3 F2 26	Up-and-Comers Home Sweet Home	4,908 5.59 23 0.03	1,888,501 1,629,658	1.49 1.28	0.26 0.00	376 2							
53 F2 26 T2 F2 27	Big Sky Families	23 0.03	3,171,453	2.50	0.00	2							
T2 M2 28	Country Casuals	0 0.00	2.358.395	1.86	0.00	Ő							
T2 F2 29	White Picket Fences	0 0.00	1,996,667	1.57	0.00	ŏ							
S3 F2 30	Pools & Patios	26 0.03	1,835,498	1.44	0.00	2							
U2 Y1 31	Connected Bohemians	0 0.00	1,901,335	1.50	0.00	0							
T3 M3 32	Traditional Times	14 0.02	1,792,454	1.41	0.00	1							
C1 F3 33	Second City Startups	169 0.19	1,268,926	1.00	0.01	19				_			
S4 Y1 34	Young & Influential	6,461 7.37	1,158,998	0.91	0.56	808							
U2 Y1 35	Urban Achievers	0 0.00	1,635,260	1.29 2.44	0.00	0 39							
S4 M3 36 C1 F3 37	Toolbelt Traditionalists Bright Lights, Li'l City	836 0.95 493 0.56	3,096,492 1,770,088	1.39	0.03 0.03	39 40		1					
T3 M3 38	Hometown Retired	493 0.30	1,781,558	1.39	0.00	40							
T3 F3 39	Kid Country, USA	0 0.00	1,462,269	1.15	0.00	ŏ							
U2 Y2 40	Aspiring A-Listers	0 0.00	1,405,594	1.11	0.00	0							
S4 M3 41	Domestic Duos	107 0.12	1,231,269	0.97	0.01	13							
U3 F4 42	Multi-Culti Mosaic	0 0.00	2,085,590	1.64	0.00	0							
U3 M3 43	City Roots	0 0.00	1,454,847	1.15	0.00	0							
T3 F3 44	Country Strong	0 0.00	4,180,886	3.29	0.00	0							
U3 F4 45 T3 M3 46	Urban Modern Mix Heartlanders	0 0.00 0 0.00	2,621,580 1.603.662	2.06 1.26	0.00 0.00	0 0							
C2 Y2 47	Striving Selfies	3,899 4.45	1,828,472	1.20	0.00	309							
C2 Y2 48	Generation Web	874 1.00	2,166,917	1.71	0.04	58							-
C2 M3 49	American Classics	919 1.05	2,126,933	1.67	0.04	63							
S4 Y2 50	Metro Grads	171 0.20	1,809,894	1.42	0.01	14							
T3 F3 51	Campers & Camo	0 0.00	2,361,073	1.86	0.00	0							
T3 M3 52	Simple Pleasures	0 0.00	1,662,894	1.31	0.00	0							
C2 M3 53	Lo-Tech Singles	16 0.02	1,794,274	1.41	0.00	1							
C2 Y2 54 T4 Y3 55	Struggling Singles	184 0.21 0 0.00	1,672,254	1.32 1.42	0.01	16 0							
U3 F4 56	Red, White & Blue Multi-Culti Families	0 0.00	1,805,239 1.464.401	1.42	0.00 0.00	0							
T4 M4 57	Back Country Folks	0 0.00	3,292,010	2.59	0.00	Ő	· · · ·						
T4 M4 58	Golden Ponds	0 0.00	2.465.206	1.94	0.00	ŏ							
C3 Y3 59	New Melting Pot	578 0.66	1,840,918	1.45	0.03	45				1			
T4 Y3 60	Small-Town Collegiates	0 0.00	1,265,401	1.00	0.00	0							
C3 F4 61	Second City Generations	86 0.10	1,376,680	1.08	0.01	9							
T4 M4 62	Crossroad Villagers	0 0.00	1,357,741	1.07	0.00	0							
U3 Y3 63	Low-Rise Living	0 0.00	2,614,042	2.06	0.00	0							
C3 Y3 64	Family Thrifts	0 0.00	1,202,904	0.95	0.00	0							
T4 Y3 65	Young & Rustic	0 0.00	2,629,674	2.07	0.00	0							
C3 Y3 66 C3 M4 67	New Beginnings Park Bench Seniors	927 1.06 97 0.11	1,282,491 1,179,070	1.01 0.93	0.07 0.01	105 12							
T4 F4 68	Bedrock America	0 0.00	1,277,347	1.00	0.01	0							
		5 0.00	.,,,011		0.00	U U	D 20 ·	40 60	80 1	100 1	25 160	6 250	500 Ir

Benchmark: USA

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Report Details

Name: Date / Time: Workspace Vintage: PRIZM® Premier Segmentation Executive Report 2022 4/22/2022 12:45:34 PM 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

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Segmentation System		
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