

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

<p>WINNER'S CIRCLE</p>	<p>Rank: 1 Hhlds: 136 Hhld %: 37.78 % in Benchmark: 1.36 Index: 2,777</p>	<p>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.</p>
<p>NETWORKED NEIGHBORS</p>	<p>Rank: 2 Hhlds: 108 Hhld %: 30.00 % in Benchmark: 0.99 Index: 3,029</p>	<p>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.</p>
<p>MOVERS & SHAKERS</p>	<p>Rank: 3 Hhlds: 100 Hhld %: 27.78 % in Benchmark: 1.41 Index: 1,972</p>	<p>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.</p>
<p>UPPER CRUST</p>	<p>Rank: 4 Hhlds: 10 Hhld %: 2.78 % in Benchmark: 1.03 Index: 268</p>	<p>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.</p>
<p>CRUISIN' TO RETIREMENT</p>	<p>Rank: 5 Hhlds: 2 Hhld %: 0.56 % in Benchmark: 2.40 Index: 23</p>	<p>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.</p>

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	10	2.78	1,314,956	1.03	0.00	268
S1	F1	02	Networked Neighbors	108	30.00	1,258,501	0.99	0.01	3,029
S1	M1	03	Movers & Shakers	100	27.78	1,789,892	1.41	0.01	1,972
U1	Y1	04	Young Digerati	0	0.00	1,840,956	1.45	0.00	0
T1	F1	05	Country Squires	0	0.00	2,956,365	2.33	0.00	0
S2	F1	06	Winner's Circle	136	37.78	1,728,980	1.36	0.01	2,777
U1	M1	07	Money & Brains	0	0.00	1,774,837	1.40	0.00	0
S2	M1	08	Gray Power	1	0.28	1,458,225	1.15	0.00	24
T1	M1	09	Big Fish, Small Pond	0	0.00	2,097,703	1.65	0.00	0
S2	F1	10	Executive Suites	0	0.00	1,644,584	1.29	0.00	0
T1	F1	11	Fast-Track Families	0	0.00	2,364,678	1.86	0.00	0
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	0.00	1,726,469	1.36	0.00	0
T1	F1	15	New Homesteaders	0	0.00	1,316,869	1.04	0.00	0
S2	F1	16	Belway Boomers	0	0.00	1,426,471	1.12	0.00	0
U2	M2	17	Urban Elders	0	0.00	1,454,983	1.15	0.00	0
T2	M2	18	Mayberry-ville	0	0.00	2,086,077	1.64	0.00	0
U1	M2	19	American Dreams	0	0.00	1,416,542	1.11	0.00	0
S3	M2	20	Empty Nests	0	0.00	2,007,995	1.58	0.00	0
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	Up-and-Comers	0	0.00	1,888,501	1.49	0.00	0
S3	F2	26	Home Sweet Home	0	0.00	1,629,658	1.28	0.00	0
T2	F2	27	Big Sky Families	0	0.00	3,171,453	2.50	0.00	0
T2	M2	28	Country Casuals	0	0.00	2,358,395	1.86	0.00	0
T2	F2	29	White Picket Fences	0	0.00	1,996,667	1.57	0.00	0
S3	F2	30	Pools & Patios	0	0.00	1,835,498	1.44	0.00	0
U2	Y1	31	Connected Bohemians	0	0.00	1,901,335	1.50	0.00	0
T3	M3	32	Traditional Times	0	0.00	1,792,454	1.41	0.00	0
C1	F3	33	Second City Startups	0	0.00	1,288,926	1.00	0.00	0
S4	Y1	34	Young & Influential	0	0.00	1,158,998	0.91	0.00	0
U2	Y1	35	Urban Achievers	0	0.00	1,635,260	1.29	0.00	0
S4	M3	36	Toolbelt Traditionalists	0	0.00	3,096,492	2.44	0.00	0
C1	F3	37	Bright Lights, L!l City	0	0.00	1,770,088	1.39	0.00	0
T3	M3	38	Hometown Retired	0	0.00	1,781,558	1.40	0.00	0
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	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	Urban Modern Mx	0	0.00	2,621,580	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	0	0.00	1,828,472	1.44	0.00	0
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	Simple Pleasures	0	0.00	1,662,894	1.31	0.00	0
C2	M3	53	Lo-Tech Singles	0	0.00	1,794,274	1.41	0.00	0
C2	Y2	54	Struggling Singles	0	0.00	1,672,254	1.32	0.00	0
T4	Y3	55	Red, White & Blue	0	0.00	1,805,239	1.42	0.00	0
U3	F4	56	Multi-Culti Families	0	0.00	1,464,401	1.15	0.00	0
T4	M4	57	Back Country Folks	0	0.00	3,292,010	2.59	0.00	0
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
T4	Y3	60	Small-Town Collegiates	0	0.00	1,265,401	1.00	0.00	0
C3	F4	61	Second City Generations	0	0.00	1,376,680	1.08	0.00	0
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	New Beginnings	0	0.00	1,282,491	1.01	0.00	0
C3	M4	67	Park Bench Seniors	0	0.00	1,179,070	0.93	0.00	0
T4	F4	68	Bedrock America	0	0.00	1,277,347	1.00	0.00	0

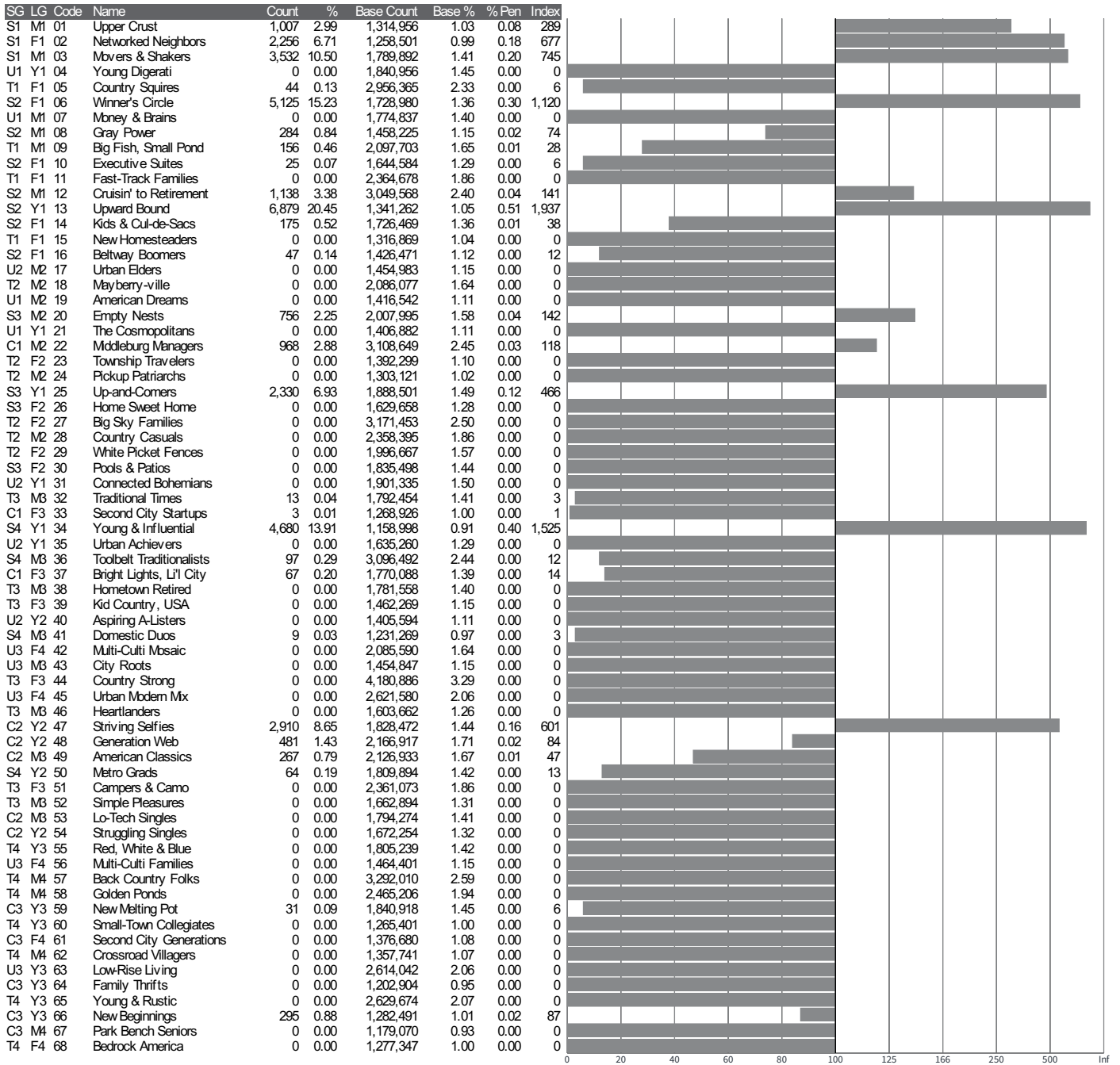
Top 5 segments represent **68.7%** of households in 9710 Scranton Rd - 3 mi Radius

	<p>Rank: 1 Hhlds: 6,879 Hhld %: 20.45 % in Benchmark: 1.05 Index: 1,937</p>	<p>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.</p>
	<p>Rank: 2 Hhlds: 5,125 Hhld %: 15.23 % in Benchmark: 1.36 Index: 1,120</p>	<p>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.</p>
	<p>Rank: 3 Hhlds: 4,680 Hhld %: 13.91 % in Benchmark: 0.91 Index: 1,525</p>	<p>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 savvy. 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.</p>
	<p>Rank: 4 Hhlds: 3,532 Hhld %: 10.50 % in Benchmark: 1.41 Index: 745</p>	<p>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.</p>
	<p>Rank: 5 Hhlds: 2,910 Hhld %: 8.65 % in Benchmark: 1.44 Index: 601</p>	<p>Striving Selfies is a segment of middle-aged singles and couples that show signs of greater potential. They are among the most tech savvy 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.</p>

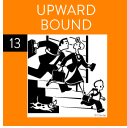




Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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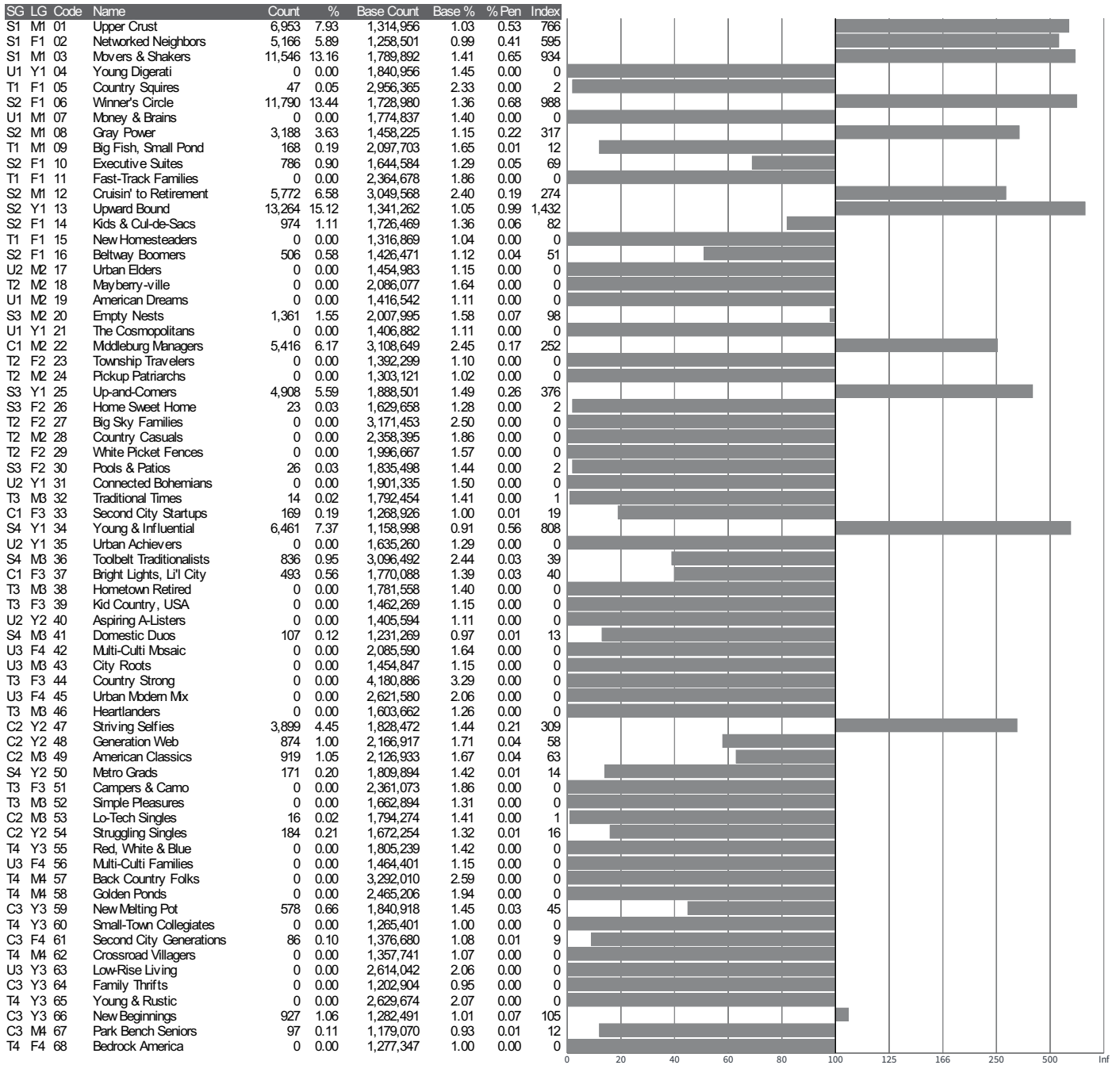
Top 5 segments represent **57.0%** of households in 9710 Scranton Rd - 5 mi Radius

	<p>Rank: 1 Hhlds: 13,264 Hhld %: 15.12 % in Benchmark: 1.05 Index: 1,432</p>	<p>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.</p>
	<p>Rank: 2 Hhlds: 11,790 Hhld %: 13.44 % in Benchmark: 1.36 Index: 988</p>	<p>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.</p>
	<p>Rank: 3 Hhlds: 11,546 Hhld %: 13.16 % in Benchmark: 1.41 Index: 934</p>	<p>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.</p>
	<p>Rank: 4 Hhlds: 6,953 Hhld %: 7.93 % in Benchmark: 1.03 Index: 766</p>	<p>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.</p>
	<p>Rank: 5 Hhlds: 6,461 Hhld %: 7.37 % in Benchmark: 0.91 Index: 808</p>	<p>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 savvy. 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.</p>

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Report Details

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

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Segmentation System

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