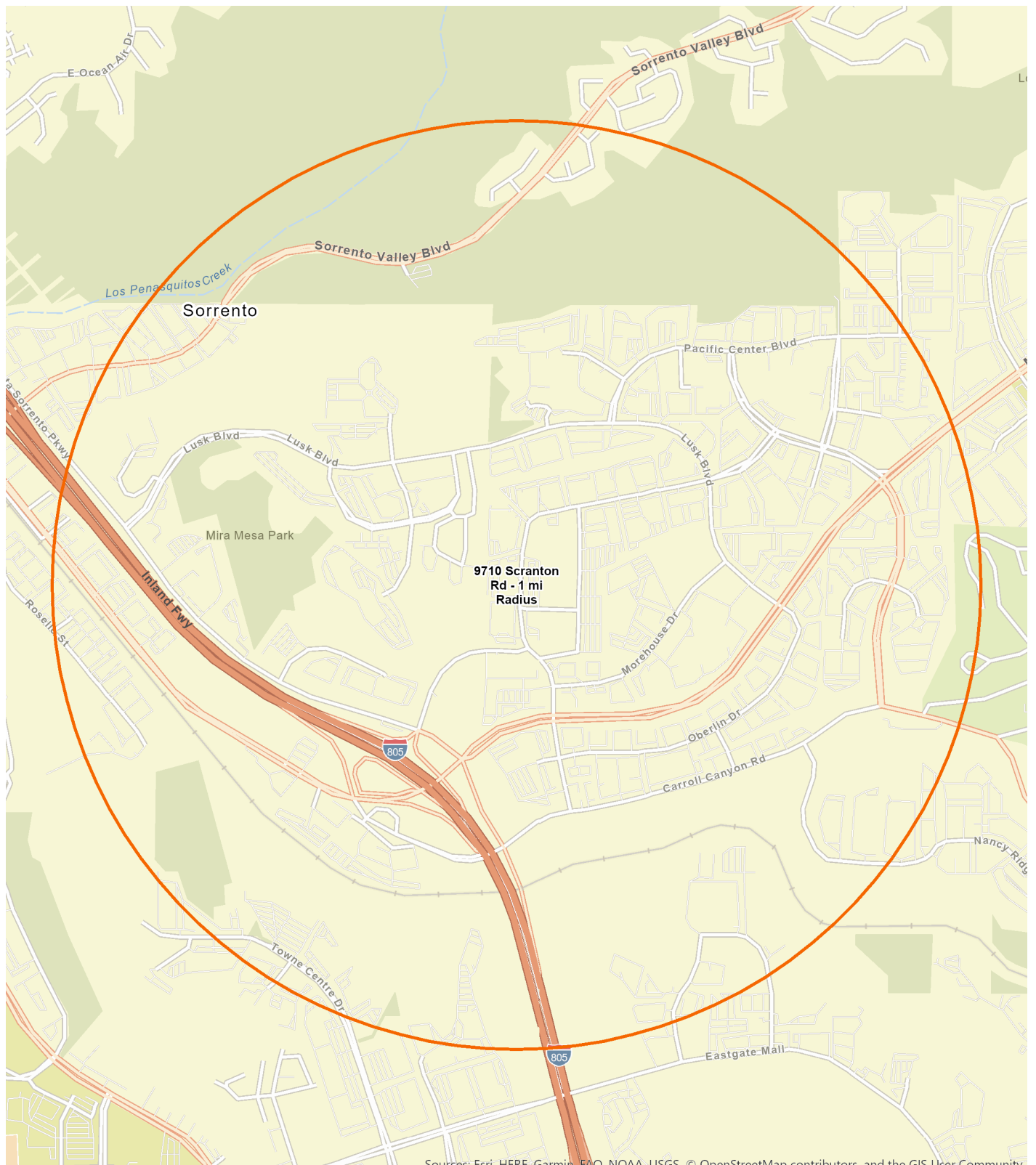


SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,314,956	1.03	10	2.78	268
S1	Networked Neighbors	02	1,258,501	0.99	108	30.00	3,029
S1	Movers & Shakers	03	1,789,892	1.41	100	27.78	1,972
Urban Uptown							
U1	Young Digerati	04	1,840,956	1.45	0	0.00	0
U1	Money & Brains	07	1,774,837	1.40	0	0.00	0
U1	American Dreams	19	1,416,542	1.11	0	0.00	0
U1	The Cosmopolitans	21	1,406,882	1.11	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,728,980	1.36	136	37.78	2,777
S2	Gray Power	08	1,458,225	1.15	1	0.28	24
S2	Executive Suites	10	1,644,584	1.29	0	0.00	0
S2	Cruisin' to Retirement	12	3,049,568	2.40	2	0.56	23
S2	Upward Bound	13	1,341,262	1.05	1	0.28	26
S2	Kids & Cul-de-Sacs	14	1,726,469	1.36	0	0.00	0
S2	Beltway Boomers	16	1,426,471	1.12	0	0.00	0
Landed Gentry							
T1	Country Squires	05	2,956,365	2.33	0	0.00	0
T1	Big Fish, Small Pond	09	2,097,703	1.65	0	0.00	0
T1	Fast-Track Families	11	2,364,678	1.86	0	0.00	0
T1	New Homesteaders	15	1,316,869	1.04	0	0.00	0
Middleburbs							
S3	Empty Nests	20	2,007,995	1.58	0	0.00	0
S3	Up-and-Comers	25	1,888,501	1.49	0	0.00	0
S3	Home Sweet Home	26	1,629,658	1.28	0	0.00	0
S3	Pools & Patios	30	1,835,498	1.44	0	0.00	0
Country Comfort							
T2	Mayberry-ville	18	2,086,077	1.64	0	0.00	0
T2	Township Travelers	23	1,392,299	1.10	0	0.00	0
T2	Pickup Patriarchs	24	1,303,121	1.02	0	0.00	0
T2	Big Sky Families	27	3,171,453	2.50	0	0.00	0
T2	Country Casuals	28	2,358,395	1.86	0	0.00	0
T2	White Picket Fences	29	1,996,667	1.57	0	0.00	0
Middle America							
T3	Traditional Times	32	1,792,454	1.41	0	0.00	0
T3	Hometown Retired	38	1,781,558	1.40	0	0.00	0
T3	Kid Country, USA	39	1,462,269	1.15	0	0.00	0
T3	Country Strong	44	4,180,886	3.29	0	0.00	0
T3	Heartlanders	46	1,603,662	1.26	0	0.00	0
T3	Campers & Camo	51	2,361,073	1.86	0	0.00	0
T3	Simple Pleasures	52	1,662,894	1.31	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,108,649	2.45	2	0.56	23
C1	Second City Startups	33	1,268,926	1.00	0	0.00	0
C1	Bright Lights, L'il City	37	1,770,088	1.39	0	0.00	0
Midtown Mix							
U2	Urban Elders	17	1,454,983	1.15	0	0.00	0
U2	Connected Bohemians	31	1,901,335	1.50	0	0.00	0
U2	Urban Achievers	35	1,635,260	1.29	0	0.00	0
U2	Aspiring A-Listers	40	1,405,594	1.11	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,085,590	1.64	0	0.00	0
U3	City Roots	43	1,454,847	1.15	0	0.00	0
U3	Urban Modern Mx	45	2,621,580	2.06	0	0.00	0
U3	Multi-Culti Families	56	1,464,401	1.15	0	0.00	0
U3	Low-Rise Living	63	2,614,042	2.06	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,828,472	1.44	0	0.00	0
C2	Generation Web	48	2,166,917	1.71	0	0.00	0
C2	American Classics	49	2,126,933	1.67	0	0.00	0
C2	Lo-Tech Singles	53	1,794,274	1.41	0	0.00	0
C2	Struggling Singles	54	1,672,254	1.32	0	0.00	0
Inner Suburbs							
S4	Young & Influential	34	1,158,998	0.91	0	0.00	0
S4	Toolbelt Traditionalists	36	3,096,492	2.44	0	0.00	0
S4	Domestic Duos	41	1,231,269	0.97	0	0.00	0
S4	Metro Grads	50	1,809,894	1.42	0	0.00	0
Rustic Living							
T4	Red, White & Blue	55	1,805,239	1.42	0	0.00	0
T4	Back Country Folks	57	3,292,010	2.59	0	0.00	0
T4	Golden Ponds	58	2,465,206	1.94	0	0.00	0
T4	Small-Town Collegiates	60	1,265,401	1.00	0	0.00	0
T4	Crossroad Villagers	62	1,357,741	1.07	0	0.00	0
T4	Young & Rustic	65	2,629,674	2.07	0	0.00	0
T4	Bedrock America	68	1,277,347	1.00	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,840,918	1.45	0	0.00	0
C3	Second City Generations	61	1,376,680	1.08	0	0.00	0
C3	Family Thrifts	64	1,202,904	0.95	0	0.00	0
C3	New Beginnings	66	1,282,491	1.01	0	0.00	0
C3	Park Bench Seniors	67	1,179,070	0.93	0	0.00	0
	Total		127,073,679	100.00	360	100.00	100



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community ©2006-2022 TomTom

PRIZM® Premier | Social Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,639

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,314,956	1.03	1,007	2.99	289
S1	Networked Neighbors	02	1,258,501	0.99	2,256	6.71	677
S1	Movers & Shakers	03	1,789,892	1.41	3,532	10.50	745
Urban Uptown							
U1	Young Digerati	04	1,840,956	1.45	0	0.00	0
U1	Money & Brains	07	1,774,837	1.40	0	0.00	0
U1	American Dreams	19	1,416,542	1.11	0	0.00	0
U1	The Cosmopolitans	21	1,406,882	1.11	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,728,980	1.36	5,125	15.23	1,120
S2	Gray Power	08	1,458,225	1.15	284	0.84	74
S2	Executive Suites	10	1,644,584	1.29	25	0.07	6
S2	Cruisin' to Retirement	12	3,049,568	2.40	1,138	3.38	141
S2	Upward Bound	13	1,341,262	1.05	6,879	20.45	1,937
S2	Kids & Cul-de-Sacs	14	1,726,469	1.36	175	0.52	38
S2	Beltway Boomers	16	1,426,471	1.12	47	0.14	12
Landed Gentry							
T1	Country Squires	05	2,956,365	2.33	44	0.13	6
T1	Big Fish, Small Pond	09	2,097,703	1.65	156	0.46	28
T1	Fast-Track Families	11	2,364,678	1.86	0	0.00	0
T1	New Homesteaders	15	1,316,869	1.04	0	0.00	0
Middleburbs							
S3	Empty Nests	20	2,007,995	1.58	756	2.25	142
S3	Up-and-Comers	25	1,888,501	1.49	2,330	6.93	466
S3	Home Sweet Home	26	1,629,658	1.28	0	0.00	0
S3	Pools & Patios	30	1,835,498	1.44	0	0.00	0
Country Comfort							
T2	Mayberry-ville	18	2,086,077	1.64	0	0.00	0
T2	Township Travelers	23	1,392,299	1.10	0	0.00	0
T2	Pickup Patriarchs	24	1,303,121	1.02	0	0.00	0
T2	Big Sky Families	27	3,171,453	2.50	0	0.00	0
T2	Country Casuals	28	2,358,395	1.86	0	0.00	0
T2	White Picket Fences	29	1,996,667	1.57	0	0.00	0
Middle America							
T3	Traditional Times	32	1,792,454	1.41	13	0.04	3
T3	Hometown Retired	38	1,781,558	1.40	0	0.00	0
T3	Kid Country, USA	39	1,462,269	1.15	0	0.00	0
T3	Country Strong	44	4,180,886	3.29	0	0.00	0
T3	Heartlanders	46	1,603,662	1.26	0	0.00	0
T3	Campers & Camo	51	2,361,073	1.86	0	0.00	0
T3	Simple Pleasures	52	1,662,894	1.31	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,108,649	2.45	968	2.88	118
C1	Second City Startups	33	1,268,926	1.00	3	0.01	1
C1	Bright Lights, L'il City	37	1,770,088	1.39	67	0.20	14
Midtown Mix							
U2	Urban Elders	17	1,454,983	1.15	0	0.00	0
U2	Connected Bohemians	31	1,901,335	1.50	0	0.00	0
U2	Urban Achievers	35	1,635,260	1.29	0	0.00	0
U2	Aspiring A-Listers	40	1,405,594	1.11	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,085,590	1.64	0	0.00	0
U3	City Roots	43	1,454,847	1.15	0	0.00	0
U3	Urban Modern Mx	45	2,621,580	2.06	0	0.00	0
U3	Multi-Culti Families	56	1,464,401	1.15	0	0.00	0
U3	Low-Rise Living	63	2,614,042	2.06	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,828,472	1.44	2,910	8.65	601
C2	Generation Web	48	2,166,917	1.71	481	1.43	84
C2	American Classics	49	2,126,933	1.67	267	0.79	47
C2	Lo-Tech Singles	53	1,794,274	1.41	0	0.00	0
C2	Struggling Singles	54	1,672,254	1.32	0	0.00	0
Inner Suburbs							
S4	Young & Influential	34	1,158,998	0.91	4,680	13.91	1,525
S4	Toolbelt Traditionalists	36	3,096,492	2.44	97	0.29	12
S4	Domestic Duos	41	1,231,269	0.97	9	0.03	3
S4	Metro Grads	50	1,809,894	1.42	64	0.19	13
Rustic Living							
T4	Red, White & Blue	55	1,805,239	1.42	0	0.00	0
T4	Back Country Folks	57	3,292,010	2.59	0	0.00	0
T4	Golden Ponds	58	2,465,206	1.94	0	0.00	0
T4	Small-Town Collegiates	60	1,265,401	1.00	0	0.00	0
T4	Crossroad Villagers	62	1,357,741	1.07	0	0.00	0
T4	Young & Rustic	65	2,629,674	2.07	0	0.00	0
T4	Bedrock America	68	1,277,347	1.00	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,840,918	1.45	31	0.09	6
C3	Second City Generations	61	1,376,680	1.08	0	0.00	0
C3	Family Thrifts	64	1,202,904	0.95	0	0.00	0
C3	New Beginnings	66	1,282,491	1.01	295	0.88	87
C3	Park Bench Seniors	67	1,179,070	0.93	0	0.00	0
	Total		127,073,679	100.00	33,639	100.00	100

Benchmark:USA

© 2022 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2022. (<https://claritas.easptight.com/Spotlight/About/3/2022>)



PRIZM® Premier | Social Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,725

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,314,956	1.03	6,953	7.93	766
S1	Networked Neighbors	02	1,258,501	0.99	5,166	5.89	595
S1	Movers & Shakers	03	1,789,892	1.41	11,546	13.16	934
Urban Uptown							
U1	Young Digerati	04	1,840,956	1.45	0	0.00	0
U1	Money & Brains	07	1,774,837	1.40	0	0.00	0
U1	American Dreams	19	1,416,542	1.11	0	0.00	0
U1	The Cosmopolitans	21	1,406,882	1.11	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,728,980	1.36	11,790	13.44	988
S2	Gray Power	08	1,458,225	1.15	3,188	3.63	317
S2	Executive Suites	10	1,644,584	1.29	786	0.90	69
S2	Cruisin' to Retirement	12	3,049,568	2.40	5,772	6.58	274
S2	Upward Bound	13	1,341,262	1.05	13,264	15.12	1,432
S2	Kids & Cul-de-Sacs	14	1,726,469	1.36	974	1.11	82
S2	Beltway Boomers	16	1,426,471	1.12	506	0.58	51
Landed Gentry							
T1	Country Squires	05	2,956,365	2.33	47	0.05	2
T1	Big Fish, Small Pond	09	2,097,703	1.65	168	0.19	12
T1	Fast-Track Families	11	2,364,678	1.86	0	0.00	0
T1	New Homesteaders	15	1,316,869	1.04	0	0.00	0
Middleburbs							
S3	Empty Nests	20	2,007,995	1.58	1,361	1.55	96
S3	Up-and-Comers	25	1,888,501	1.49	4,908	5.59	376
S3	Home Sweet Home	26	1,629,658	1.28	23	0.03	2
S3	Pools & Patios	30	1,835,498	1.44	26	0.03	2
Country Comfort							
T2	Mayberry-ville	18	2,086,077	1.64	0	0.00	0
T2	Township Travelers	23	1,392,299	1.10	0	0.00	0
T2	Pickup Patriarchs	24	1,303,121	1.02	0	0.00	0
T2	Big Sky Families	27	3,171,453	2.50	0	0.00	0
T2	Country Casuals	28	2,358,395	1.86	0	0.00	0
T2	White Picket Fences	29	1,996,667	1.57	0	0.00	0
Middle America							
T3	Traditional Times	32	1,792,454	1.41	14	0.02	1
T3	Hometown Retired	38	1,781,558	1.40	0	0.00	0
T3	Kid Country, USA	39	1,462,269	1.15	0	0.00	0
T3	Country Strong	44	4,180,886	3.29	0	0.00	0
T3	Heartlanders	46	1,603,662	1.26	0	0.00	0
T3	Campers & Camo	51	2,361,073	1.86	0	0.00	0
T3	Simple Pleasures	52	1,662,894	1.31	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,108,649	2.45	5,416	6.17	252
C1	Second City Startups	33	1,268,926	1.00	169	0.19	19
C1	Bright Lights, Li'l City	37	1,770,088	1.39	493	0.56	40
Midtown Mix							
U2	Urban Elders	17	1,454,983	1.15	0	0.00	0
U2	Connected Bohemians	31	1,901,335	1.50	0	0.00	0
U2	Urban Achievers	35	1,635,260	1.29	0	0.00	0
U2	Aspiring A-Listers	40	1,405,594	1.11	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,085,590	1.64	0	0.00	0
U3	City Roots	43	1,454,847	1.15	0	0.00	0
U3	Urban Modern Mx	45	2,621,580	2.06	0	0.00	0
U3	Multi-Culti Families	56	1,464,401	1.15	0	0.00	0
U3	Low-Rise Living	63	2,614,042	2.06	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,828,472	1.44	3,899	4.45	309
C2	Generation Web	48	2,166,917	1.71	874	1.00	58
C2	American Classics	49	2,126,933	1.67	919	1.05	63
C2	Lo-Tech Singles	53	1,794,274	1.41	16	0.02	1
C2	Struggling Singles	54	1,672,254	1.32	184	0.21	16
Inner Suburbs							
S4	Young & Influential	34	1,158,998	0.91	6,461	7.37	808
S4	Toolbelt Traditionalists	36	3,096,492	2.44	836	0.95	39
S4	Domestic Duos	41	1,231,269	0.97	107	0.12	13
S4	Metro Grads	50	1,809,894	1.42	171	0.20	14
Rustic Living							
T4	Red, White & Blue	55	1,805,239	1.42	0	0.00	0
T4	Back Country Folks	57	3,292,010	2.59	0	0.00	0
T4	Golden Ponds	58	2,465,206	1.94	0	0.00	0
T4	Small-Town Collegiates	60	1,265,401	1.00	0	0.00	0
T4	Crossroad Villagers	62	1,357,741	1.07	0	0.00	0
T4	Young & Rustic	65	2,629,674	2.07	0	0.00	0
T4	Bedrock America	68	1,277,347	1.00	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,840,918	1.45	578	0.66	45
C3	Second City Generations	61	1,376,680	1.08	86	0.10	9
C3	Family Thrifts	64	1,202,904	0.95	0	0.00	0
C3	New Beginnings	66	1,282,491	1.01	927	1.06	105
C3	Park Bench Seniors	67	1,179,070	0.93	97	0.11	12
Total			127,073,679	100.00	87,725	100.00	100

Benchmark: USA

© 2022 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2022. (<https://claritas.easptight.com/Spotlight/About/3/2022>)



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community ©2006-2022 TomTom

Report Details

Name: PRIZM® Premier Social Segment Distribution 2022
Date / Time: 4/22/2022 12:44:17 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)
