

P\$YCLE Premier | Household Distribution



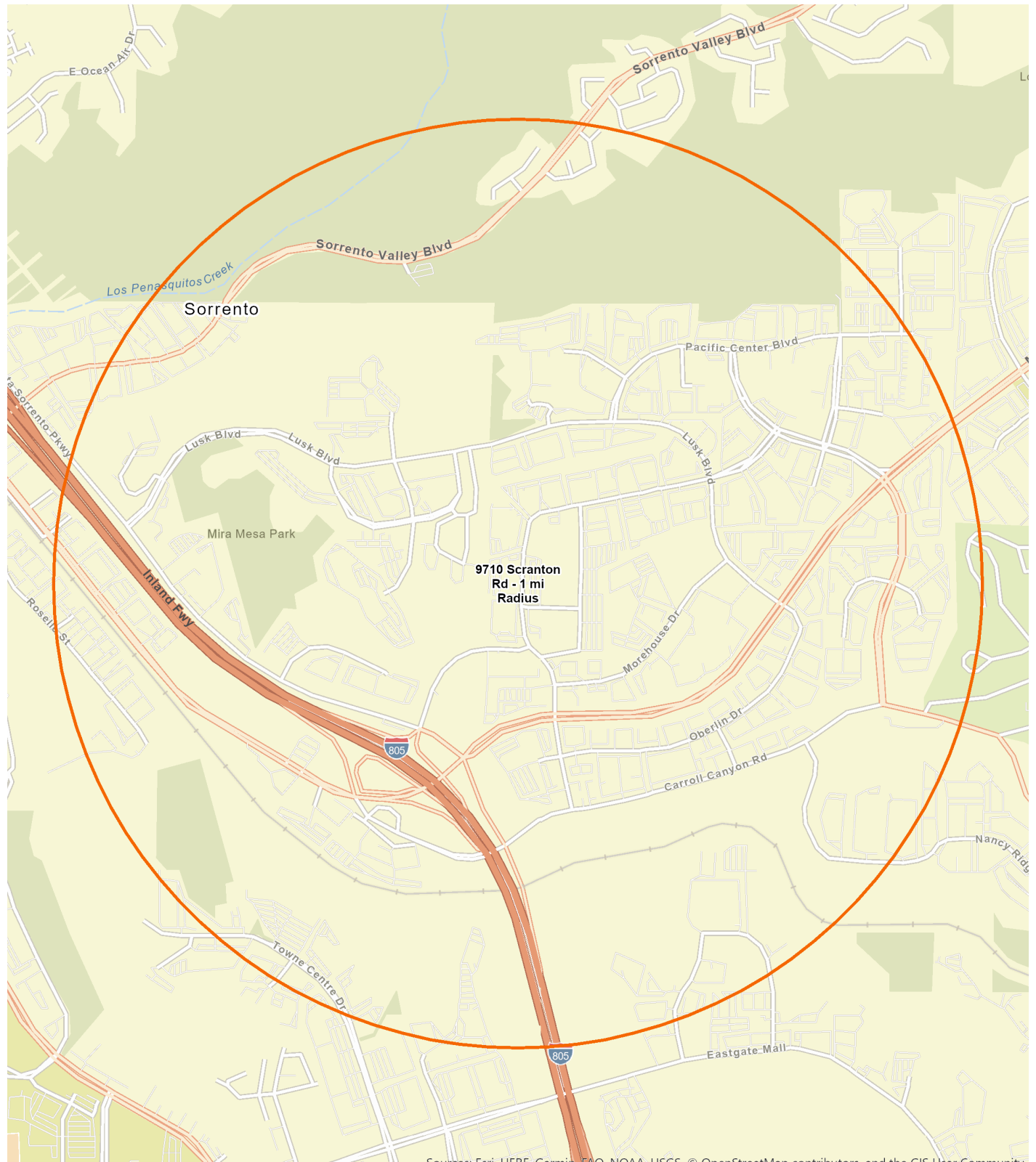
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 361

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,040,855	1.61	74	20.50	1,276
02	Business Class	2,504,353	1.97	92	25.48	1,293
03	Power Couples	1,896,138	1.49	0	0.00	0
04	Golden Agers	1,341,223	1.05	0	0.00	0
05	Capital Accumulators	1,394,739	1.10	4	1.11	101
06	Big Spenders	2,040,029	1.60	26	7.20	449
07	IRA Enthusiast	2,357,567	1.85	2	0.55	30
08	Savvy Savers	1,490,445	1.17	0	0.00	0
09	Booming Nests	2,579,285	2.03	0	0.00	0
10	Leasing Luxury	3,028,074	2.38	2	0.55	23
11	McMansions & Merriment	1,785,687	1.41	114	31.58	2,247
12	New Money	1,350,170	1.06	33	9.14	860
13	Ready, Set, Retire!	2,107,719	1.66	0	0.00	0
14	School Daze	2,061,144	1.62	3	0.83	51
15	Family Funding	1,567,852	1.23	0	0.00	0
16	Equity Earners	2,022,551	1.59	2	0.55	35
17	Leisure Land	2,144,337	1.69	0	0.00	0
18	Leveraged Life	2,161,978	1.70	0	0.00	0
19	Fiscal Rookies	2,047,256	1.61	7	1.94	120
20	Home Sweet Equity	2,456,986	1.93	0	0.00	0
21	Comfortably Retired	2,064,963	1.63	0	0.00	0
22	Early-Bird Specials	1,670,044	1.31	0	0.00	0
23	Value Seekers	1,408,585	1.11	0	0.00	0
24	Work Hard, Play Hard	1,352,678	1.06	1	0.28	26
25	Annuity Street	1,305,474	1.03	0	0.00	0
26	Pensions & Ports	2,340,439	1.84	0	0.00	0
27	Khakis & Credit	1,626,642	1.28	0	0.00	0
28	Loan Rangers	1,757,277	1.38	0	0.00	0
29	ATM Nation	1,298,324	1.02	0	0.00	0
30	Daily Grinders	1,338,093	1.05	0	0.00	0
31	Online Living	1,495,532	1.18	0	0.00	0
32	Credit Country	2,009,464	1.58	0	0.00	0
33	Generation Save	2,400,160	1.89	0	0.00	0
34	Rocker & Recliner Retirees	1,693,840	1.33	0	0.00	0
35	Striving & Thriving	1,344,943	1.06	0	0.00	0
36	Rural Roots	1,849,328	1.46	0	0.00	0
37	Fiscally Fit Families	1,760,754	1.39	0	0.00	0
38	Nesters & Investors	1,346,864	1.06	0	0.00	0
39	New Tech Traders	1,873,165	1.47	0	0.00	0
40	Drive-Thru Debits	2,333,366	1.84	0	0.00	0
41	Fast Cash Families	1,552,660	1.22	0	0.00	0
42	Frugal Fledglings	2,861,121	2.25	1	0.28	12
43	Metropolitan Ease	2,163,593	1.70	0	0.00	0
44	Prudent Peak	2,910,204	2.29	0	0.00	0
45	Cash Back Consumers	1,527,842	1.20	0	0.00	0
46	Unwired Retired	4,412,801	3.47	0	0.00	0
47	Superstore Shoppers	3,607,358	2.84	0	0.00	0
48	Transient Leasers	2,112,198	1.66	0	0.00	0
49	Penny Pinchers	1,847,557	1.45	0	0.00	0
50	Starter Homes	1,577,768	1.24	0	0.00	0
51	Digital & Dollar Stores	1,312,784	1.03	0	0.00	0
52	Family Steals & Deals	2,751,776	2.17	0	0.00	0
53	Off-the-Grid Grays	2,069,394	1.63	0	0.00	0
54	Liquid Lessees	4,321,891	3.40	0	0.00	0
55	City Strivers	1,782,076	1.40	0	0.00	0
56	Fixed Finances	2,386,392	1.88	0	0.00	0
57	Minimum Way	1,877,928	1.48	0	0.00	0
58	Social Insecurity	3,239,720	2.55	0	0.00	0
59	Counting Coins	5,321,898	4.19	0	0.00	0
60	Foundational Occupant	2,788,395	2.19	0	0.00	0
	Total	127,073,679	100.00	361	100.00	100

Benchmark: USA

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P\$YCLE Premier | Household Distribution



Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,639

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,040,855	1.61	2,849	8.47	527
02	Business Class	2,504,353	1.97	2,335	6.94	352
03	Power Couples	1,896,138	1.49	48	0.14	10
04	Golden Agers	1,341,223	1.05	54	0.16	15
05	Capital Accumulators	1,394,739	1.10	423	1.26	115
06	Big Spenders	2,040,029	1.60	705	2.10	131
07	IRA Enthusiast	2,357,567	1.85	533	1.58	85
08	Savvy Savers	1,490,445	1.17	0	0.00	0
09	Booming Nests	2,579,285	2.03	618	1.84	91
10	Leasing Luxury	3,028,074	2.38	680	2.02	85
11	McMansions & Merriment	1,785,687	1.41	3,917	11.64	829
12	New Money	1,350,170	1.06	2,865	8.52	802
13	Ready, Set, Retire!	2,107,719	1.66	0	0.00	0
14	School Daze	2,061,144	1.62	530	1.58	97
15	Family Funding	1,567,852	1.23	5	0.01	1
16	Equity Earners	2,022,551	1.59	425	1.26	79
17	Leisure Land	2,144,337	1.69	0	0.00	0
18	Leveraged Life	2,161,978	1.70	0	0.00	0
19	Fiscal Rookies	2,047,256	1.61	1,104	3.28	204
20	Home Sweet Equity	2,456,986	1.93	0	0.00	0
21	Comfortably Retired	2,064,963	1.63	0	0.00	0
22	Early-Bird Specials	1,670,044	1.31	0	0.00	0
23	Value Seekers	1,408,585	1.11	0	0.00	0
24	Work Hard, Play Hard	1,352,678	1.06	5,025	14.94	1,403
25	Annuity Street	1,305,474	1.03	165	0.49	48
26	Pensions & Ports	2,340,439	1.84	251	0.75	41
27	Khakis & Credit	1,626,642	1.28	0	0.00	0
28	Loan Rangers	1,757,277	1.38	0	0.00	0
29	ATM Nation	1,298,324	1.02	6,675	19.84	1,942
30	Daily Grinders	1,338,093	1.05	0	0.00	0
31	Online Living	1,495,532	1.18	24	0.07	6
32	Credit Country	2,009,464	1.58	0	0.00	0
33	Generation Save	2,400,160	1.89	0	0.00	0
34	Rocker & Recliner Retirees	1,693,840	1.33	0	0.00	0
35	Striving & Thriving	1,344,943	1.06	384	1.14	108
36	Rural Roots	1,849,328	1.46	0	0.00	0
37	Fiscally Fit Families	1,760,754	1.39	0	0.00	0
38	Nesters & Investors	1,346,864	1.06	1	0.00	0
39	New Tech Traders	1,873,165	1.47	0	0.00	0
40	Drive-Thru Debits	2,333,366	1.84	4	0.01	1
41	Fast Cash Families	1,552,660	1.22	0	0.00	0
42	Frugal Fledglings	2,861,121	2.25	3,723	11.07	492
43	Metropolitan Ease	2,163,593	1.70	0	0.00	0
44	Prudent Peak	2,910,204	2.29	16	0.05	2
45	Cash Back Consumers	1,527,842	1.20	27	0.08	7
46	Unwired Retired	4,412,801	3.47	0	0.00	0
47	Superstore Shoppers	3,607,358	2.84	0	0.00	0
48	Transient Leasers	2,112,198	1.66	61	0.18	11
49	Penny Pinchers	1,847,557	1.45	86	0.26	18
50	Starter Homes	1,577,768	1.24	0	0.00	0
51	Digital & Dollar Stores	1,312,784	1.03	0	0.00	0
52	Family Steals & Deals	2,751,776	2.17	0	0.00	0
53	Off-the-Grid Grays	2,069,394	1.63	0	0.00	0
54	Liquid Lessees	4,321,891	3.40	100	0.30	9
55	City Strivers	1,782,076	1.40	0	0.00	0
56	Fixed Finances	2,386,392	1.88	0	0.00	0
57	Minimum Way	1,877,928	1.48	0	0.00	0
58	Social Insecurity	3,239,720	2.55	0	0.00	0
59	Counting Coins	5,321,898	4.19	0	0.00	0
60	Foundational Occupant	2,788,395	2.19	6	0.02	1
	Total	127,073,679	100.00	33,639	100.00	100

Benchmark: USA

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P\$YCLE Premier | Household Distribution



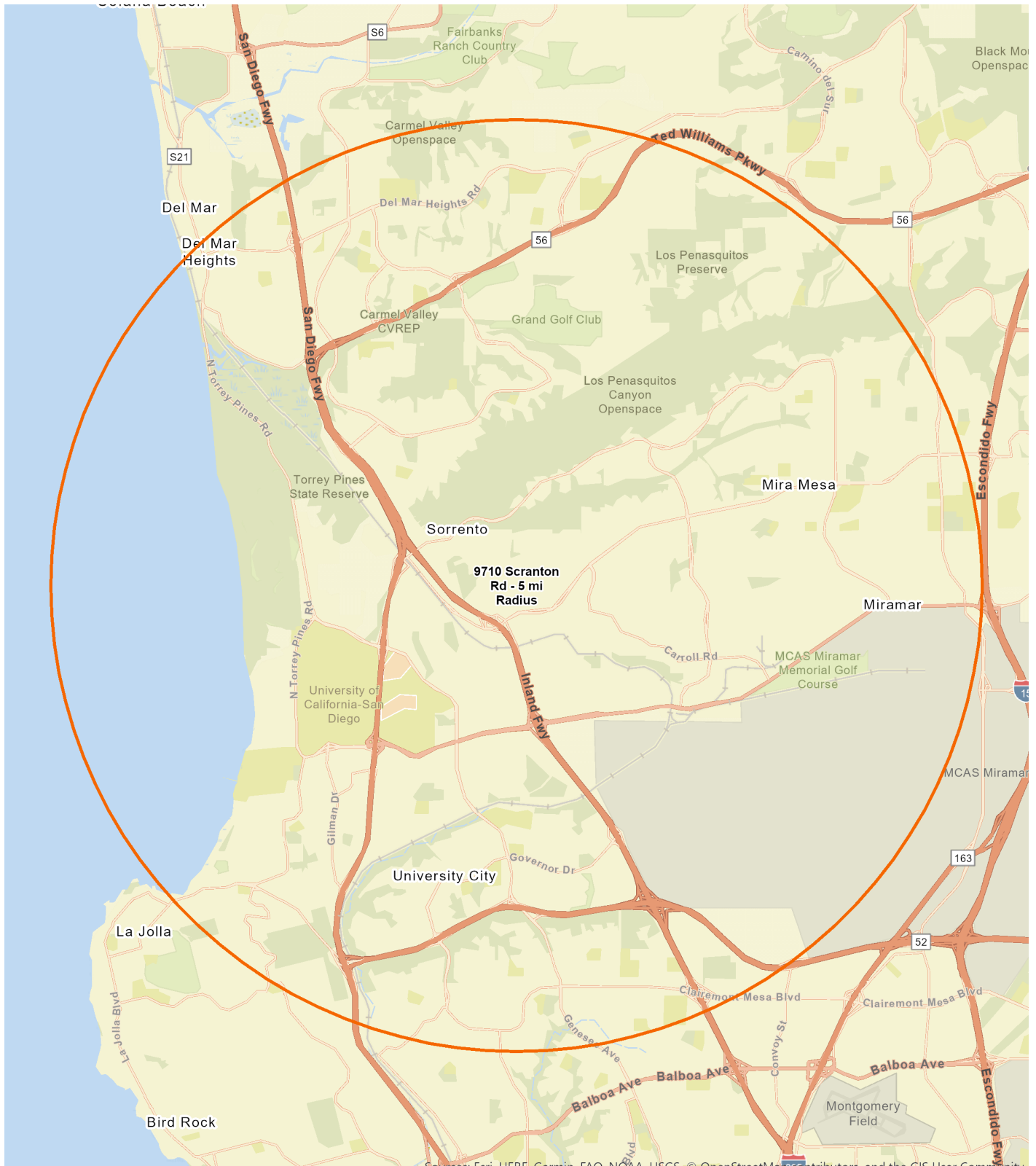
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,726

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,040,855	1.61	8,104	9.24	575
02	Business Class	2,504,353	1.97	11,256	12.83	651
03	Power Couples	1,896,138	1.49	99	0.11	8
04	Golden Agers	1,341,223	1.05	185	0.21	20
05	Capital Accumulators	1,394,739	1.10	1,756	2.00	182
06	Big Spenders	2,040,029	1.60	2,648	3.02	188
07	IRA Enthusiast	2,357,567	1.85	2,805	3.20	172
08	Savvy Savers	1,490,445	1.17	0	0.00	0
09	Booming Nests	2,579,285	2.03	1,197	1.36	67
10	Leasing Luxury	3,028,074	2.38	3,550	4.05	170
11	McMansions & Merriment	1,785,687	1.41	12,604	14.37	1,022
12	New Money	1,350,170	1.06	4,119	4.70	442
13	Ready, Set, Retire!	2,107,719	1.66	4	0.01	0
14	School Daze	2,061,144	1.62	2,681	3.06	188
15	Family Funding	1,567,852	1.23	33	0.04	3
16	Equity Earners	2,022,551	1.59	2,308	2.63	165
17	Leisure Land	2,144,337	1.69	25	0.03	2
18	Leveraged Life	2,161,978	1.70	167	0.19	11
19	Fiscal Rookies	2,047,256	1.61	4,560	5.20	323
20	Home Sweet Equity	2,456,986	1.93	14	0.02	1
21	Comfortably Retired	2,064,963	1.63	22	0.03	2
22	Early-Bird Specials	1,670,044	1.31	9	0.01	1
23	Value Seekers	1,408,585	1.11	252	0.29	26
24	Work Hard, Play Hard	1,352,678	1.06	7,066	8.05	757
25	Annuity Street	1,305,474	1.03	649	0.74	72
26	Pensions & Ports	2,340,439	1.84	1,503	1.71	93
27	Khakis & Credit	1,626,642	1.28	0	0.00	0
28	Loan Rangers	1,757,277	1.38	14	0.02	1
29	ATM Nation	1,298,324	1.02	7,778	8.87	868
30	Daily Grinders	1,338,093	1.05	1,761	2.01	191
31	Online Living	1,495,532	1.18	54	0.06	5
32	Credit Country	2,009,464	1.58	2	0.00	0
33	Generation Save	2,400,160	1.89	16	0.02	1
34	Rocker & Recliner Retirees	1,693,840	1.33	108	0.12	9
35	Striving & Thriving	1,344,943	1.06	635	0.72	68
36	Rural Roots	1,849,328	1.46	2	0.00	0
37	Fiscally Fit Families	1,760,754	1.39	7	0.01	1
38	Nesters & Investors	1,346,864	1.06	11	0.01	1
39	New Tech Traders	1,873,165	1.47	44	0.05	3
40	Drive-Thru Debits	2,333,366	1.84	41	0.05	3
41	Fast Cash Families	1,552,660	1.22	0	0.00	0
42	Frugal Fledglings	2,861,121	2.25	4,060	4.63	206
43	Metropolitan Ease	2,163,593	1.70	0	0.00	0
44	Prudent Peak	2,910,204	2.29	3,505	4.00	174
45	Cash Back Consumers	1,527,842	1.20	267	0.30	25
46	Unwired Retired	4,412,801	3.47	35	0.04	1
47	Superstore Shoppers	3,607,358	2.84	12	0.01	0
48	Transient Leasers	2,112,198	1.66	537	0.61	37
49	Penny Pinchers	1,847,557	1.45	292	0.33	23
50	Starter Homes	1,577,768	1.24	0	0.00	0
51	Digital & Dollar Stores	1,312,784	1.03	0	0.00	0
52	Family Steals & Deals	2,751,776	2.17	0	0.00	0
53	Off-the-Grid Grays	2,069,394	1.63	0	0.00	0
54	Liquid Lessees	4,321,891	3.40	824	0.94	28
55	City Strivers	1,782,076	1.40	0	0.00	0
56	Fixed Finances	2,386,392	1.88	4	0.01	0
57	Minimum Way	1,877,928	1.48	0	0.00	0
58	Social Insecurity	3,239,720	2.55	29	0.03	1
59	Counting Coins	5,321,898	4.19	0	0.00	0
60	Foundational Occupant	2,788,395	2.19	72	0.08	4
	Total	127,073,679	100.00	87,726	100.00	100

Benchmark: USA

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Report Details

Name: P\$YCLE Premier Household Segment Distribution 2022
Date / Time: 4/22/2022 12:41:54 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
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Segmentation System

Product	Provider	Copyright
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