

P\$YCLE Premier | Lifestage Distribution



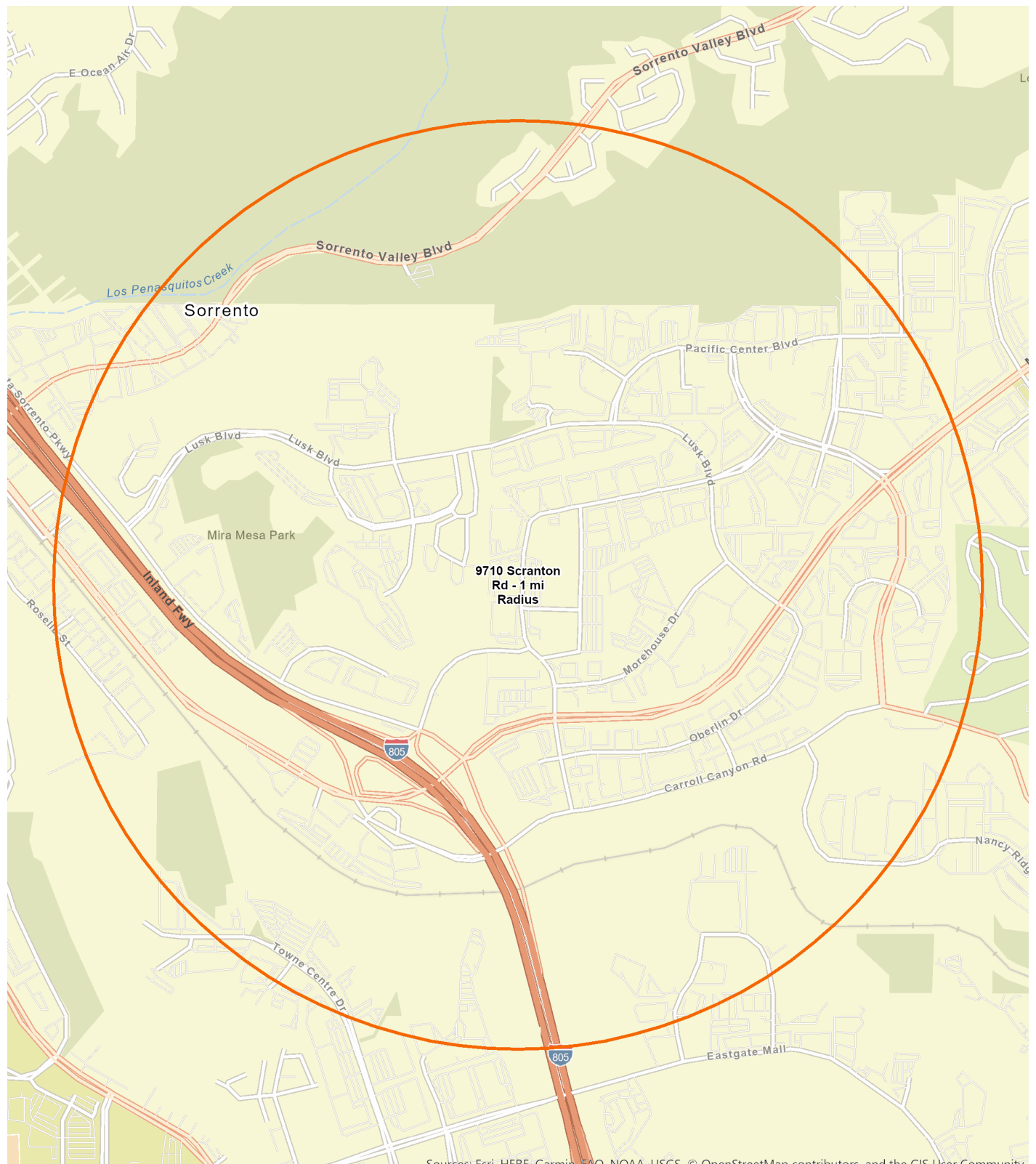
Trade Area: 9710 Scranton Rd - 1 mi Radius

Households: 361

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,785,687	1.41	114	31.58	2,247
Y1	12	New Money	1,350,170	1.06	33	9.14	860
Y1	19	Fiscal Rookies	2,047,256	1.61	7	1.94	120
Y1	24	Work Hard, Play Hard	1,352,678	1.06	1	0.28	26
Y1	28	Loan Rangers	1,757,277	1.38	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,298,324	1.02	0	0.00	0
Y2	30	Daily Grinders	1,338,093	1.05	0	0.00	0
Y2	31	Online Living	1,495,532	1.18	0	0.00	0
Y2	32	Credit Country	2,009,464	1.58	0	0.00	0
Y2	35	Striving & Thriving	1,344,943	1.06	0	0.00	0
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,861,121	2.25	1	0.28	12
Y3	43	Metropolitan Ease	2,163,593	1.70	0	0.00	0
Y3	44	Prudent Peak	2,910,204	2.29	0	0.00	0
Y3	48	Transient Leasers	2,112,198	1.66	0	0.00	0
Y3	54	Liquid Lessees	4,321,891	3.40	0	0.00	0
Y3	59	Counting Coins	5,321,898	4.19	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,040,029	1.60	26	7.20	449
F1	14	School Daze	2,061,144	1.62	3	0.83	51
F1	15	Family Funding	1,567,852	1.23	0	0.00	0
F1	18	Leveraged Life	2,161,978	1.70	0	0.00	0
Upscale Earners							
F2	23	Value Seekers	1,408,585	1.11	0	0.00	0
F2	27	Khakis & Credit	1,626,642	1.28	0	0.00	0
F2	36	Rural Roots	1,849,328	1.46	0	0.00	0
F2	37	Fiscally Fit Families	1,760,754	1.39	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,873,165	1.47	0	0.00	0
F3	40	Drive-Thru Debits	2,333,366	1.84	0	0.00	0
F3	41	Fast Cash Families	1,552,660	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,527,842	1.20	0	0.00	0
F3	50	Starter Homes	1,577,768	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,312,784	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,751,776	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,069,394	1.63	0	0.00	0
F4	55	City Strivers	1,782,076	1.40	0	0.00	0
F4	57	Minimum Wage	1,877,928	1.48	0	0.00	0
F4	58	Social Insecurity	3,239,720	2.55	0	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,040,855	1.61	74	20.50	1,276
M1	02	Business Class	2,504,353	1.97	92	25.48	1,293
M1	03	Power Couples	1,896,138	1.49	0	0.00	0
M1	04	Golden Agers	1,341,223	1.05	0	0.00	0
Wealthy Achievers							
M2	05	Capital Accumulators	1,394,739	1.10	4	1.11	101
M2	07	IRA Enthusiast	2,357,567	1.85	2	0.55	30
M2	08	Savvy Savers	1,490,445	1.17	0	0.00	0
M2	10	Leasing Luxury	3,028,074	2.38	2	0.55	23
M2	13	Ready, Set, Retire!	2,107,719	1.66	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,579,285	2.03	0	0.00	0
M3	16	Equity Earners	2,022,551	1.59	2	0.55	35
M3	17	Leisure Land	2,144,337	1.69	0	0.00	0
M3	20	Home Sweet Equity	2,456,986	1.93	0	0.00	0
M3	21	Comfortably Retired	2,064,963	1.63	0	0.00	0
M3	22	Early-Bird Specials	1,670,044	1.31	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,305,474	1.03	0	0.00	0
M4	26	Pensions & Ports	2,340,439	1.84	0	0.00	0
M4	33	Generation Save	2,400,160	1.89	0	0.00	0
M4	34	Rocker & Recliner Retirees	1,693,840	1.33	0	0.00	0
M4	38	Nesters & Investors	1,346,864	1.06	0	0.00	0
Retirement Blues							
M5	46	Unwired Retired	4,412,801	3.47	0	0.00	0
M5	47	Superstore Shoppers	3,607,358	2.84	0	0.00	0
M5	49	Penny Pinchers	1,847,557	1.45	0	0.00	0
M5	56	Fixed Finances	2,386,392	1.88	0	0.00	0
M5	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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Trade Area: 9710 Scranton Rd - 3 mi Radius

Households: 33,639

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,785,687	1.41	3,917	11.64	829
Y1	12	New Money	1,350,170	1.06	2,865	8.52	802
Y1	19	Fiscal Rookies	2,047,256	1.61	1,104	3.28	204
Y1	24	Work Hard, Play Hard	1,352,678	1.06	5,025	14.94	1,403
Y1	28	Loan Rangers	1,757,277	1.38	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,298,324	1.02	6,675	19.84	1,942
Y2	30	Daily Grinders	1,338,093	1.05	0	0.00	0
Y2	31	Online Living	1,495,532	1.18	24	0.07	6
Y2	32	Credit Country	2,009,464	1.58	0	0.00	0
Y2	35	Striving & Thriving	1,344,943	1.06	384	1.14	108
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,861,121	2.25	3,723	11.07	492
Y3	43	Metropolitan Ease	2,163,593	1.70	0	0.00	0
Y3	44	Prudent Peak	2,910,204	2.29	16	0.05	2
Y3	48	Transient Leasers	2,112,198	1.66	61	0.18	11
Y3	54	Liquid Lessees	4,321,891	3.40	100	0.30	9
Y3	59	Counting Coins	5,321,898	4.19	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,040,029	1.60	705	2.10	131
F1	14	School Daze	2,061,144	1.62	530	1.58	97
F1	15	Family Funding	1,567,852	1.23	5	0.01	1
F1	18	Leveraged Life	2,161,978	1.70	0	0.00	0
Upscale Earners							
F2	23	Value Seekers	1,408,585	1.11	0	0.00	0
F2	27	Khakis & Credit	1,626,642	1.28	0	0.00	0
F2	36	Rural Roots	1,849,328	1.46	0	0.00	0
F2	37	Fiscally Fit Families	1,760,754	1.39	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,873,165	1.47	0	0.00	0
F3	40	Drive-Thru Debts	2,333,366	1.84	4	0.01	1
F3	41	Fast Cash Families	1,552,660	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,527,842	1.20	27	0.08	7
F3	50	Starter Homes	1,577,768	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,312,784	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,751,776	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,069,394	1.63	0	0.00	0
F4	55	City Strivers	1,782,076	1.40	0	0.00	0
F4	57	Minimum Wage	1,877,928	1.48	0	0.00	0
F4	58	Social Insecurity	3,239,720	2.55	0	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,040,855	1.61	2,849	8.47	527
M1	02	Business Class	2,504,353	1.97	2,335	6.94	352
M1	03	Power Couples	1,896,138	1.49	48	0.14	10
M1	04	Golden Agers	1,341,223	1.05	54	0.16	15
Wealthy Achievers							
M2	05	Capital Accumulators	1,394,739	1.10	423	1.26	115
M2	07	IRA Enthusiast	2,357,567	1.85	533	1.58	85
M2	08	Savvy Savers	1,490,445	1.17	0	0.00	0
M2	10	Leasing Luxury	3,028,074	2.38	680	2.02	85
M2	13	Ready, Set, Retire!	2,107,719	1.66	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,579,285	2.03	618	1.84	91
M3	16	Equity Earners	2,022,551	1.59	425	1.26	79
M3	17	Leisure Land	2,144,337	1.69	0	0.00	0
M3	20	Home Sweet Equity	2,456,986	1.93	0	0.00	0
M3	21	Comfortably Retired	2,064,963	1.63	0	0.00	0
M3	22	Early-Bird Specials	1,670,044	1.31	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,305,474	1.03	165	0.49	48
M4	26	Pensions & Ports	2,340,439	1.84	251	0.75	41
M4	33	Generation Save	2,400,160	1.89	0	0.00	0
M4	34	Rocker & Recliner Retirees	1,693,840	1.33	0	0.00	0
M4	38	Nesters & Investors	1,346,864	1.06	1	0.00	0
Retirement Blues							
M5	46	Unwired Retired	4,412,801	3.47	0	0.00	0
M5	47	Superstore Shoppers	3,607,358	2.84	0	0.00	0
M5	49	Penny Pinchers	1,847,557	1.45	86	0.26	18
M5	56	Fixed Finances	2,386,392	1.88	0	0.00	0
M5	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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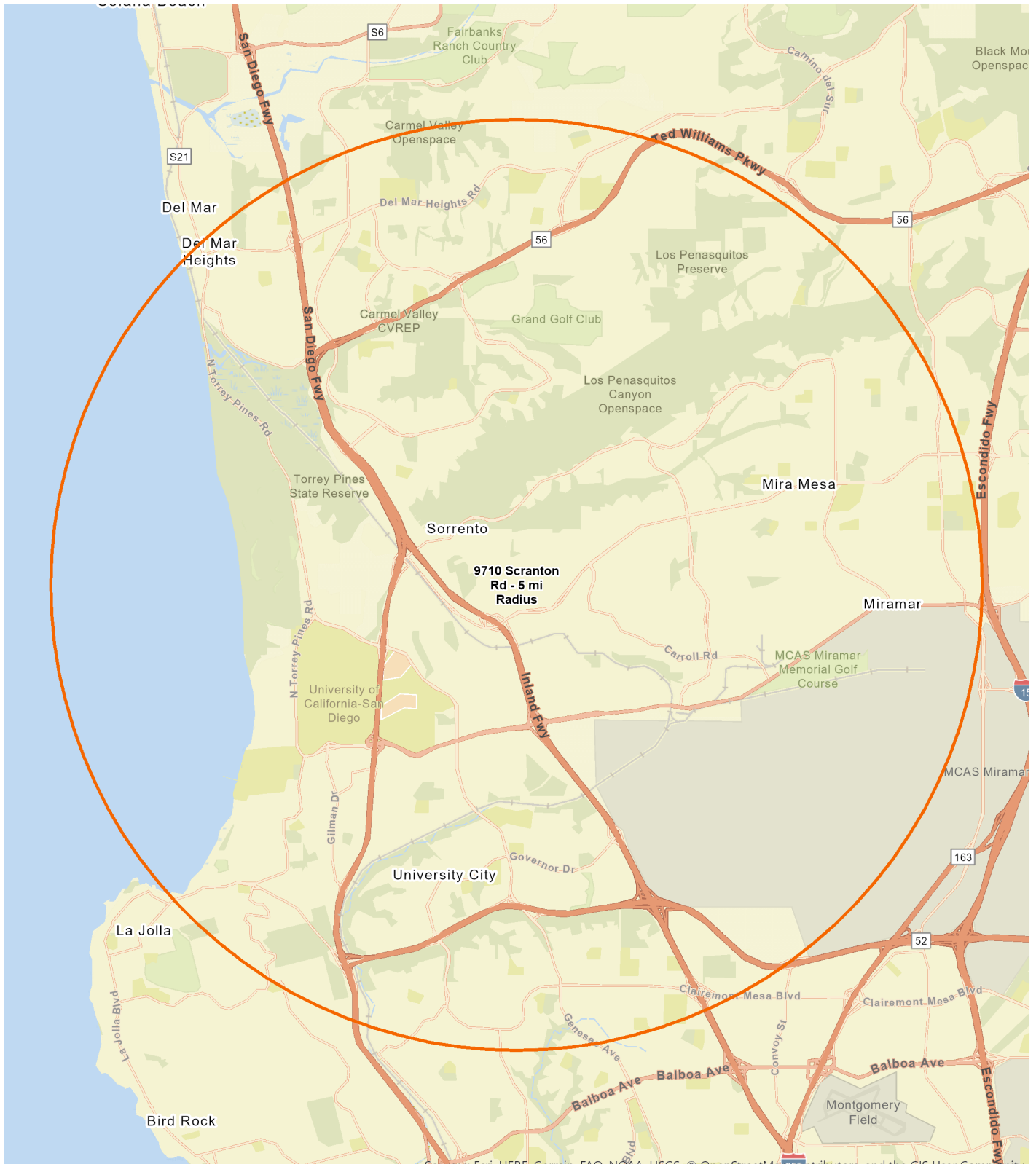
Trade Area: 9710 Scranton Rd - 5 mi Radius

Households: 87,726

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,785,687	1.41	12,604	14.37	1,022
Y1	12	New Money	1,350,170	1.06	4,119	4.70	442
Y1	19	Fiscal Rookies	2,047,256	1.61	4,560	5.20	323
Y1	24	Work Hard, Play Hard	1,352,678	1.06	7,066	8.05	757
Y1	28	Loan Rangers	1,757,277	1.38	14	0.02	1
Metro Mainstream							
Y2	29	ATM Nation	1,298,324	1.02	7,778	8.87	868
Y2	30	Daily Grinders	1,338,093	1.05	1,761	2.01	191
Y2	31	Online Living	1,495,532	1.18	54	0.06	5
Y2	32	Credit Country	2,009,464	1.58	2	0.00	0
Y2	35	Striving & Thriving	1,344,943	1.06	635	0.72	68
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,861,121	2.25	4,060	4.63	206
Y3	43	Metropolitan Ease	2,163,593	1.70	0	0.00	0
Y3	44	Prudent Peak	2,910,204	2.29	3,505	4.00	174
Y3	48	Transient Leasers	2,112,198	1.66	537	0.61	37
Y3	54	Liquid Lessees	4,321,891	3.40	824	0.94	28
Y3	59	Counting Coins	5,321,898	4.19	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,040,029	1.60	2,648	3.02	188
F1	14	School Daze	2,061,144	1.62	2,681	3.06	188
F1	15	Family Funding	1,567,852	1.23	33	0.04	3
F1	18	Leveraged Life	2,161,978	1.70	167	0.19	11
Upscale Earners							
F2	23	Value Seekers	1,408,585	1.11	252	0.29	26
F2	27	Khakis & Credit	1,626,642	1.28	0	0.00	0
F2	36	Rural Roots	1,849,328	1.46	2	0.00	0
F2	37	Fiscally Fit Families	1,760,754	1.39	7	0.01	1
Mass Middle Class							
F3	39	New Tech Traders	1,873,165	1.47	44	0.05	3
F3	40	Drive-Thru Debts	2,333,366	1.84	41	0.05	3
F3	41	Fast Cash Families	1,552,660	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,527,842	1.20	267	0.30	25
F3	50	Starter Homes	1,577,768	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,312,784	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,751,776	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,069,394	1.63	0	0.00	0
F4	55	City Strivers	1,782,076	1.40	0	0.00	0
F4	57	Minimum Wage	1,877,928	1.48	0	0.00	0
F4	58	Social Insecurity	3,239,720	2.55	29	0.03	1
Financial Elite							
M1	01	The Wealth Market	2,040,855	1.61	8,104	9.24	575
M1	02	Business Class	2,504,353	1.97	11,256	12.83	651
M1	03	Power Couples	1,896,138	1.49	99	0.11	8
M1	04	Golden Agers	1,341,223	1.05	185	0.21	20
Wealthy Achievers							
M2	05	Capital Accumulators	1,394,739	1.10	1,756	2.00	182
M2	07	IRA Enthusiast	2,357,567	1.85	2,805	3.20	172
M2	08	Savvy Savers	1,490,445	1.17	0	0.00	0
M2	10	Leasing Luxury	3,028,074	2.38	3,550	4.05	170
M2	13	Ready, Set, Retire!	2,107,719	1.66	4	0.01	0
Upscale Empty Nests							
M3	09	Booming Nests	2,579,285	2.03	1,197	1.36	67
M3	16	Equity Earners	2,022,551	1.59	2,308	2.63	165
M3	17	Leisure Land	2,144,337	1.69	25	0.03	2
M3	20	Home Sweet Equity	2,456,986	1.93	14	0.02	1
M3	21	Comfortably Retired	2,064,963	1.63	22	0.03	2
M3	22	Early-Bird Specials	1,670,044	1.31	9	0.01	1
Midscale Matures							
M4	25	Annuity Street	1,305,474	1.03	649	0.74	72
M4	26	Pensions & Ports	2,340,439	1.84	1,503	1.71	93
M4	33	Generation Save	2,400,160	1.89	16	0.02	1
M4	34	Rocker & Recliner Retirees	1,693,840	1.33	108	0.12	9
M4	38	Nesters & Investors	1,346,864	1.06	11	0.01	1
Retirement Blues							
M5	46	Unwired Retired	4,412,801	3.47	35	0.04	1
M5	47	Superstore Shoppers	3,607,358	2.84	12	0.01	0
M5	49	Penny Pinchers	1,847,557	1.45	292	0.33	23
M5	56	Fixed Finances	2,386,392	1.88	4	0.01	0
M5	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 Lifestage Segment Distribution 2022
Date / Time: 4/22/2022 12:42:35 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 P\$YCLE® Premier	Claritas	©Claritas, LLC 2022 (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
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