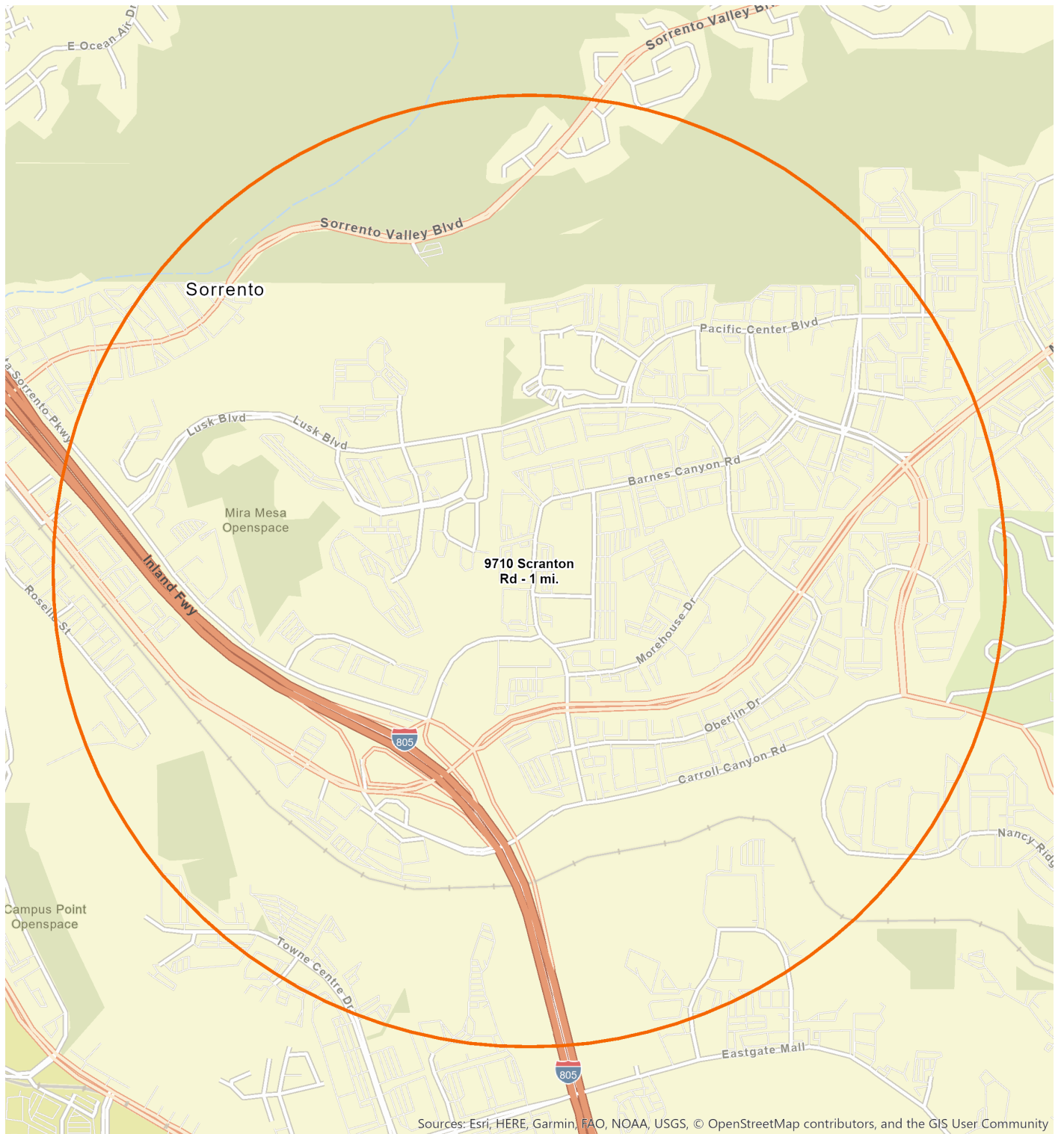


Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,039,524	1.59	3	1.22	76
02	Business Class	2,512,755	1.96	3	1.22	62
03	Power Couples	1,897,275	1.48	4	1.62	110
04	Golden Agers	1,351,265	1.05	0	0.00	0
05	Capital Accumulators	1,393,646	1.09	0	0.00	0
06	Big Spenders	2,063,696	1.61	7	2.83	176
07	IRA Enthusiast	2,362,804	1.84	0	0.00	0
08	Savvy Savers	1,498,107	1.17	0	0.00	0
09	Booming Nests	2,586,123	2.02	0	0.00	0
10	Leasing Luxury	3,037,027	2.37	6	2.43	103
11	McMansions & Merriment	1,800,471	1.40	125	50.61	3,606
12	New Money	1,377,766	1.07	84	34.01	3,167
13	Ready, Set, Retire!	2,114,776	1.65	0	0.00	0
14	School Daze	2,097,619	1.64	0	0.00	0
15	Family Funding	1,574,066	1.23	0	0.00	0
16	Equity Earners	2,029,079	1.58	0	0.00	0
17	Leisure Land	2,160,156	1.68	0	0.00	0
18	Leveraged Life	2,213,234	1.73	0	0.00	0
19	Fiscal Rookies	2,083,607	1.62	14	5.67	349
20	Home Sweet Equity	2,464,548	1.92	0	0.00	0
21	Comfortably Retired	2,074,999	1.62	0	0.00	0
22	Early-Bird Specials	1,654,073	1.29	0	0.00	0
23	Value Seekers	1,419,617	1.11	0	0.00	0
24	Work Hard, Play Hard	1,372,389	1.07	1	0.41	38
25	Annuity Street	1,306,773	1.02	0	0.00	0
26	Pensions & Ports	2,353,371	1.83	0	0.00	0
27	Khakis & Credit	1,640,265	1.28	0	0.00	0
28	Loan Rangers	1,783,857	1.39	0	0.00	0
29	ATM Nation	1,345,482	1.05	0	0.00	0
30	Daily Grinders	1,354,297	1.06	0	0.00	0
31	Online Living	1,505,479	1.17	0	0.00	0
32	Credit Country	2,016,945	1.57	0	0.00	0
33	Generation Save	2,441,542	1.90	0	0.00	0
34	Rocker & Recliner Retirees	1,704,603	1.33	0	0.00	0
35	Striving & Thriving	1,361,265	1.06	0	0.00	0
36	Rural Roots	1,862,435	1.45	0	0.00	0
37	Fiscally Fit Families	1,791,822	1.40	0	0.00	0
38	Nesters & Investors	1,353,534	1.05	0	0.00	0
39	New Tech Traders	1,914,052	1.49	0	0.00	0
40	Drive-Thru Debits	2,358,437	1.84	0	0.00	0
41	Fast Cash Families	1,563,379	1.22	0	0.00	0
42	Frugal Fledglings	2,935,094	2.29	0	0.00	0
43	Metropolitan Ease	2,149,308	1.68	0	0.00	0
44	Prudent Peak	3,033,825	2.37	0	0.00	0
45	Cash Back Consumers	1,546,914	1.21	0	0.00	0
46	Unwired Retired	4,436,207	3.46	0	0.00	0
47	Superstore Shoppers	3,636,671	2.83	0	0.00	0
48	Transient Leasers	2,138,791	1.67	0	0.00	0
49	Penny Pinchers	1,854,874	1.45	0	0.00	0
50	Starter Homes	1,587,568	1.24	0	0.00	0
51	Digital & Dollar Stores	1,322,574	1.03	0	0.00	0
52	Family Steals & Deals	2,781,060	2.17	0	0.00	0
53	Off-the-Grid Grays	2,082,808	1.62	0	0.00	0
54	Liquid Lessees	4,387,907	3.42	0	0.00	0
55	City Strivers	1,812,929	1.41	0	0.00	0
56	Fixed Finances	2,399,659	1.87	0	0.00	0
57	Minimum Way	1,885,779	1.47	0	0.00	0
58	Social Insecurity	3,264,732	2.54	0	0.00	0
59	Counting Coins	5,395,967	4.21	0	0.00	0
60	Foundational Occupant	2,809,328	2.19	0	0.00	0
	Total	128,298,155	100.00	247	100.00	100



Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,039,524	1.59	3,130	9.46	595
02	Business Class	2,512,755	1.96	2,314	7.00	357
03	Power Couples	1,897,275	1.48	29	0.09	6
04	Golden Agers	1,351,265	1.05	71	0.21	20
05	Capital Accumulators	1,393,646	1.09	345	1.04	96
06	Big Spenders	2,063,696	1.61	572	1.73	108
07	IRA Enthusiast	2,362,804	1.84	640	1.94	105
08	Savvy Savers	1,498,107	1.17	0	0.00	0
09	Booming Nests	2,586,123	2.02	579	1.75	87
10	Leasing Luxury	3,037,027	2.37	379	1.15	48
11	McMansions & Merriment	1,800,471	1.40	4,100	12.39	883
12	New Money	1,377,766	1.07	2,982	9.02	839
13	Ready, Set, Retire!	2,114,776	1.65	0	0.00	0
14	School Daze	2,097,619	1.64	309	0.93	57
15	Family Funding	1,574,066	1.23	13	0.04	3
16	Equity Earners	2,029,079	1.58	510	1.54	97
17	Leisure Land	2,160,156	1.68	0	0.00	0
18	Leveraged Life	2,213,234	1.73	14	0.04	2
19	Fiscal Rookies	2,083,607	1.62	852	2.58	159
20	Home Sweet Equity	2,464,548	1.92	0	0.00	0
21	Comfortably Retired	2,074,999	1.62	0	0.00	0
22	Early-Bird Specials	1,654,073	1.29	0	0.00	0
23	Value Seekers	1,419,617	1.11	0	0.00	0
24	Work Hard, Play Hard	1,372,389	1.07	4,477	13.54	1,265
25	Annuity Street	1,306,773	1.02	101	0.30	30
26	Pensions & Ports	2,353,371	1.83	290	0.88	48
27	Khakis & Credit	1,640,265	1.28	0	0.00	0
28	Loan Rangers	1,783,857	1.39	0	0.00	0
29	ATM Nation	1,345,482	1.05	7,328	22.15	2,112
30	Daily Grinders	1,354,297	1.06	4	0.01	1
31	Online Living	1,505,479	1.17	15	0.04	4
32	Credit Country	2,016,945	1.57	0	0.00	0
33	Generation Save	2,441,542	1.90	0	0.00	0
34	Rocker & Recliner Retirees	1,704,603	1.33	0	0.00	0
35	Striving & Thriving	1,361,265	1.06	41	0.12	12
36	Rural Roots	1,862,435	1.45	0	0.00	0
37	Fiscally Fit Families	1,791,822	1.40	0	0.00	0
38	Nesters & Investors	1,353,534	1.05	4	0.01	1
39	New Tech Traders	1,914,052	1.49	7	0.02	1
40	Drive-Thru Debits	2,358,437	1.84	3	0.01	0
41	Fast Cash Families	1,563,379	1.22	0	0.00	0
42	Frugal Fledglings	2,935,094	2.29	3,290	9.95	435
43	Metropolitan Ease	2,149,308	1.68	0	0.00	0
44	Prudent Peak	3,033,825	2.37	230	0.69	29
45	Cash Back Consumers	1,546,914	1.21	50	0.15	13
46	Unwired Retired	4,436,207	3.46	0	0.00	0
47	Superstore Shoppers	3,636,671	2.83	0	0.00	0
48	Transient Leasers	2,138,791	1.67	145	0.44	26
49	Penny Pinchers	1,854,874	1.45	88	0.27	18
50	Starter Homes	1,587,568	1.24	0	0.00	0
51	Digital & Dollar Stores	1,322,574	1.03	0	0.00	0
52	Family Steals & Deals	2,781,060	2.17	0	0.00	0
53	Off-the-Grid Grays	2,082,808	1.62	0	0.00	0
54	Liquid Lessees	4,387,907	3.42	127	0.38	11
55	City Strivers	1,812,929	1.41	0	0.00	0
56	Fixed Finances	2,399,659	1.87	0	0.00	0
57	Minimum Way	1,885,779	1.47	0	0.00	0
58	Social Insecurity	3,264,732	2.54	0	0.00	0
59	Counting Coins	5,395,967	4.21	30	0.09	2
60	Foundational Occupant	2,809,328	2.19	9	0.03	1
	Total	128,298,155	100.00	33,078	100.00	100

Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,078



Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,039,524	1.59	7,999	9.28	584
02	Business Class	2,512,755	1.96	11,542	13.39	684
03	Power Couples	1,897,275	1.48	106	0.12	8
04	Golden Agers	1,351,265	1.05	174	0.20	19
05	Capital Accumulators	1,393,646	1.09	1,446	1.68	154
06	Big Spenders	2,063,696	1.61	2,374	2.75	171
07	IRA Enthusiast	2,362,804	1.84	2,864	3.32	180
08	Savvy Savers	1,498,107	1.17	0	0.00	0
09	Booming Nests	2,586,123	2.02	1,313	1.52	76
10	Leasing Luxury	3,037,027	2.37	2,485	2.88	122
11	McMansions & Merriment	1,800,471	1.40	13,617	15.80	1,126
12	New Money	1,377,766	1.07	4,433	5.14	479
13	Ready, Set, Retire!	2,114,776	1.65	20	0.02	1
14	School Daze	2,097,619	1.64	1,663	1.93	118
15	Family Funding	1,574,066	1.23	40	0.05	4
16	Equity Earners	2,029,079	1.58	2,368	2.75	174
17	Leisure Land	2,160,156	1.68	25	0.03	2
18	Leveraged Life	2,213,234	1.73	264	0.31	18
19	Fiscal Rookies	2,083,607	1.62	3,193	3.71	228
20	Home Sweet Equity	2,464,548	1.92	16	0.02	1
21	Comfortably Retired	2,074,999	1.62	25	0.03	2
22	Early-Bird Specials	1,654,073	1.29	24	0.03	2
23	Value Seekers	1,419,617	1.11	529	0.61	55
24	Work Hard, Play Hard	1,372,389	1.07	6,862	7.96	744
25	Annuity Street	1,306,773	1.02	662	0.77	75
26	Pensions & Ports	2,353,371	1.83	1,325	1.54	84
27	Khakis & Credit	1,640,265	1.28	0	0.00	0
28	Loan Rangers	1,783,857	1.39	7	0.01	1
29	ATM Nation	1,345,482	1.05	8,228	9.55	910
30	Daily Grinders	1,354,297	1.06	2,123	2.46	233
31	Online Living	1,505,479	1.17	53	0.06	5
32	Credit Country	2,016,945	1.57	4	0.01	0
33	Generation Save	2,441,542	1.90	46	0.05	3
34	Rocker & Recliner Retirees	1,704,603	1.33	130	0.15	11
35	Striving & Thriving	1,361,265	1.06	309	0.36	34
36	Rural Roots	1,862,435	1.45	1	0.00	0
37	Fiscally Fit Families	1,791,822	1.40	11	0.01	1
38	Nesters & Investors	1,353,534	1.05	5	0.01	1
39	New Tech Traders	1,914,052	1.49	75	0.09	6
40	Drive-Thru Debits	2,358,437	1.84	43	0.05	3
41	Fast Cash Families	1,563,379	1.22	25	0.03	2
42	Frugal Fledglings	2,935,094	2.29	3,652	4.24	185
43	Metropolitan Ease	2,149,308	1.68	0	0.00	0
44	Prudent Peak	3,033,825	2.37	3,320	3.85	163
45	Cash Back Consumers	1,546,914	1.21	330	0.38	32
46	Unwired Retired	4,436,207	3.46	47	0.06	2
47	Superstore Shoppers	3,636,671	2.83	8	0.01	0
48	Transient Leasers	2,138,791	1.67	788	0.91	55
49	Penny Pinchers	1,854,874	1.45	397	0.46	32
50	Starter Homes	1,587,568	1.24	1	0.00	0
51	Digital & Dollar Stores	1,322,574	1.03	5	0.01	1
52	Family Steals & Deals	2,781,060	2.17	0	0.00	0
53	Off-the-Grid Grays	2,082,808	1.62	0	0.00	0
54	Liquid Lessees	4,387,907	3.42	984	1.14	33
55	City Strivers	1,812,929	1.41	104	0.12	9
56	Fixed Finances	2,399,659	1.87	4	0.01	0
57	Minimum Way	1,885,779	1.47	0	0.00	0
58	Social Insecurity	3,264,732	2.54	21	0.02	1
59	Counting Coins	5,395,967	4.21	30	0.04	1
60	Foundational Occupant	2,809,328	2.19	64	0.07	3
	Total	128,298,155	100.00	86,184	100.00	100

Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,184



Report Details

Name: P\$YCLE® Premier Household Segment Distribution 2023
Date / Time: 1/26/2023 2:36:03 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi.		N/A
9710 Scranton Rd - 3 mi.		N/A
9710 Scranton Rd - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
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Segmentation System

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