

PRIZM® Premier Workplace | Segment Distribution



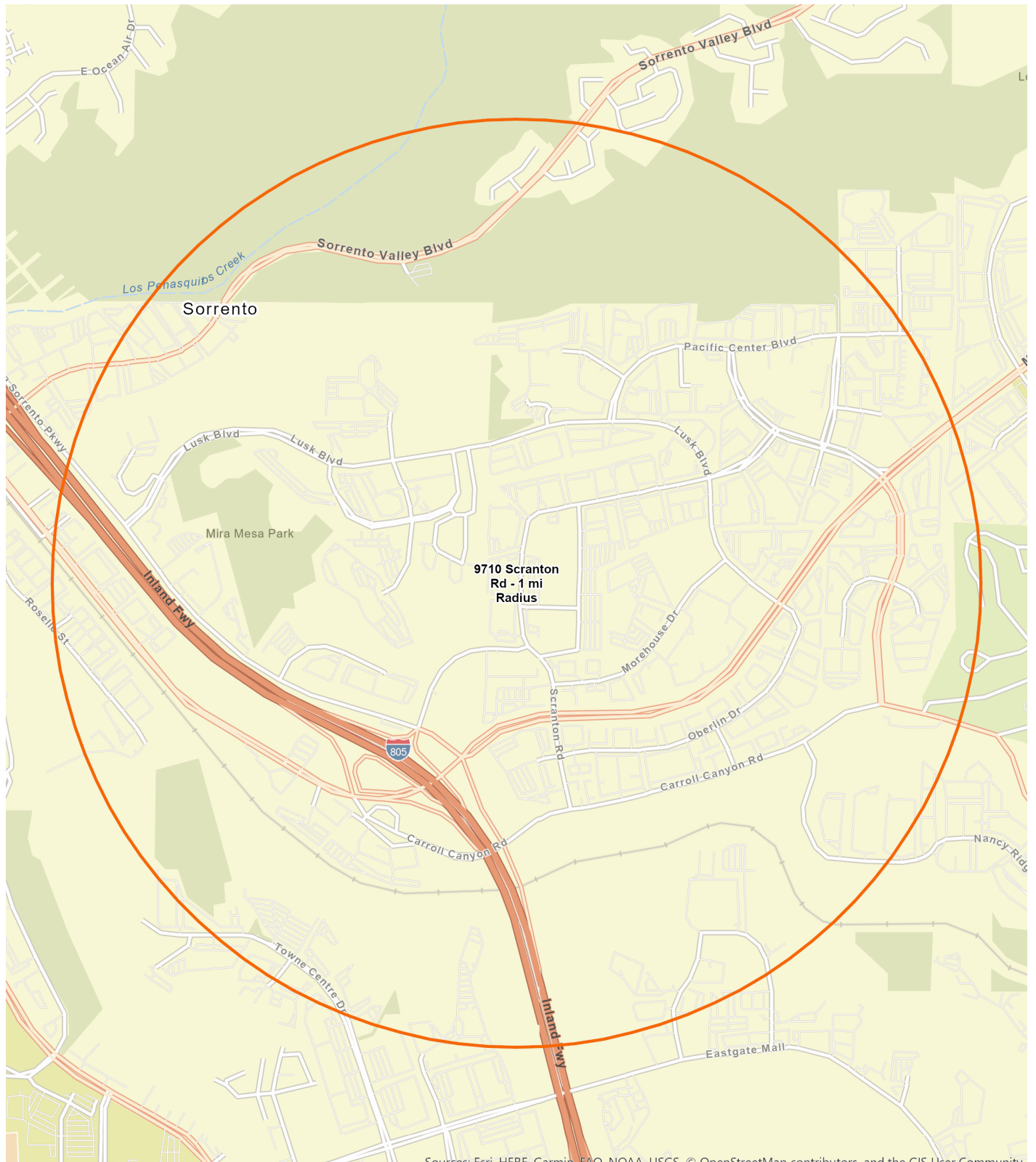
Trade Area: 9710 Scranton Rd - 1 mi Radius

Workplace Population: 15,873

Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Index
01	Upper Crust	669,049	0.42	274	1.73	414
02	Networked Neighbors	2,605,472	1.62	1,313	8.27	510
03	Movers & Shakers	2,358,159	1.47	1,291	8.13	554
04	Young Digerati	3,713,157	2.31	463	2.92	126
05	Country Squires	5,661,458	3.53	260	1.64	46
06	Winner's Circle	3,569,348	2.22	2,050	12.91	581
07	Money & Brains	1,555,723	0.97	176	1.11	114
08	Gray Power	1,090,328	0.68	270	1.70	250
09	Big Fish, Small Pond	1,054,864	0.66	63	0.40	60
10	Executive Suites	3,430,506	2.14	247	1.56	73
11	Fast-Track Families	4,965,436	3.09	61	0.38	12
12	Cruisin' to Retirement	2,945,555	1.83	494	3.11	170
13	Upward Bound	2,828,721	1.76	1,579	9.95	564
14	Kids & Cul-de-Sacs	2,785,821	1.74	216	1.36	78
15	New Homesteaders	3,124,711	1.95	25	0.16	8
16	Beltway Boomers	2,238,389	1.40	138	0.87	62
17	Urban Elders	1,727,989	1.08	197	1.24	115
18	Mayberry-ville	1,687,286	1.05	35	0.22	21
19	American Dreams	1,899,085	1.18	186	1.17	99
20	Empty Nests	1,158,665	0.72	84	0.53	73
21	The Cosmopolitans	2,377,785	1.48	374	2.36	159
22	Middleburg Managers	6,688,666	4.17	959	6.04	145
23	Township Travelers	2,194,150	1.37	11	0.07	5
24	Pickup Patriarchs	2,392,736	1.49	13	0.08	5
25	Up-and-Comers	3,276,325	2.04	674	4.25	208
26	Home Sweet Home	2,239,078	1.40	24	0.15	11
27	Big Sky Families	7,323,833	4.56	11	0.07	2
28	Country Casuals	2,197,272	1.37	1	0.01	0
29	White Picket Fences	3,130,684	1.95	18	0.11	6
30	Pools & Patios	3,106,290	1.94	52	0.33	17
31	Connected Bohemians	2,997,358	1.87	463	2.92	156
32	Traditional Times	867,562	0.54	14	0.09	16
33	Second City Startups	2,228,807	1.39	148	0.93	67
34	Young & Influential	1,916,885	1.19	955	6.02	504
35	Urban Achievers	2,215,418	1.38	317	2.00	145
36	Toolbelt Traditionalists	3,137,804	1.96	105	0.66	34
37	Bright Lights, LI! City	3,663,810	2.28	93	0.59	26
38	Hometown Retired	1,935,603	1.21	6	0.04	3
39	Kid Country, USA	2,784,076	1.73	12	0.08	4
40	Aspiring A-Listers	1,035,300	0.65	181	1.14	177
41	Domestic Duos	237,572	0.15	14	0.09	60
42	Multi-Culti Mosaic	2,593,116	1.62	378	2.38	147
43	City Roots	2,397,143	1.49	165	1.04	70
44	Country Strong	6,904,312	4.30	22	0.14	3
45	Urban Modern Mix	3,141,726	1.96	84	0.53	27
46	Heartlanders	1,308,732	0.81	3	0.02	2
47	Striving Selfies	2,241,897	1.40	252	1.59	114
48	Generation Web	2,485,052	1.55	82	0.52	33
49	American Classics	1,155,380	0.72	59	0.37	52
50	Metro Grads	2,272,374	1.42	33	0.21	15
51	Campers & Camo	3,400,716	2.12	6	0.04	2
52	Simple Pleasures	565,570	0.35	3	0.02	5
53	Lo-Tech Singles	576,795	0.36	5	0.03	9
54	Struggling Singles	1,983,140	1.24	21	0.13	11
55	Red, White & Blue	2,163,202	1.35	2	0.01	1
56	Multi-Culti Families	1,992,247	1.24	344	2.17	175
57	Back Country Folks	1,183,013	0.74	1	0.01	1
58	Golden Ponds	1,248,182	0.78	3	0.02	2
59	New Melting Pot	2,446,027	1.52	185	1.17	76
60	Small-Town Collegiates	1,667,786	1.04	9	0.06	5
61	Second City Generations	1,523,444	0.95	55	0.35	37
62	Crossroad Villagers	235,021	0.15	0	0.00	0
63	Low-Rise Living	2,669,187	1.66	161	1.01	61
64	Family Thrifts	718,594	0.45	6	0.04	8
65	Young & Rustic	2,066,533	1.29	4	0.03	2
66	New Beginnings	1,408,970	0.88	112	0.71	80
67	Park Bench Seniors	288,895	0.18	10	0.06	35
68	Bedrock America	859,299	0.54	1	0.01	1
	Total	160,513,089	100.00	15,873	100.00	100

Benchmark: USA

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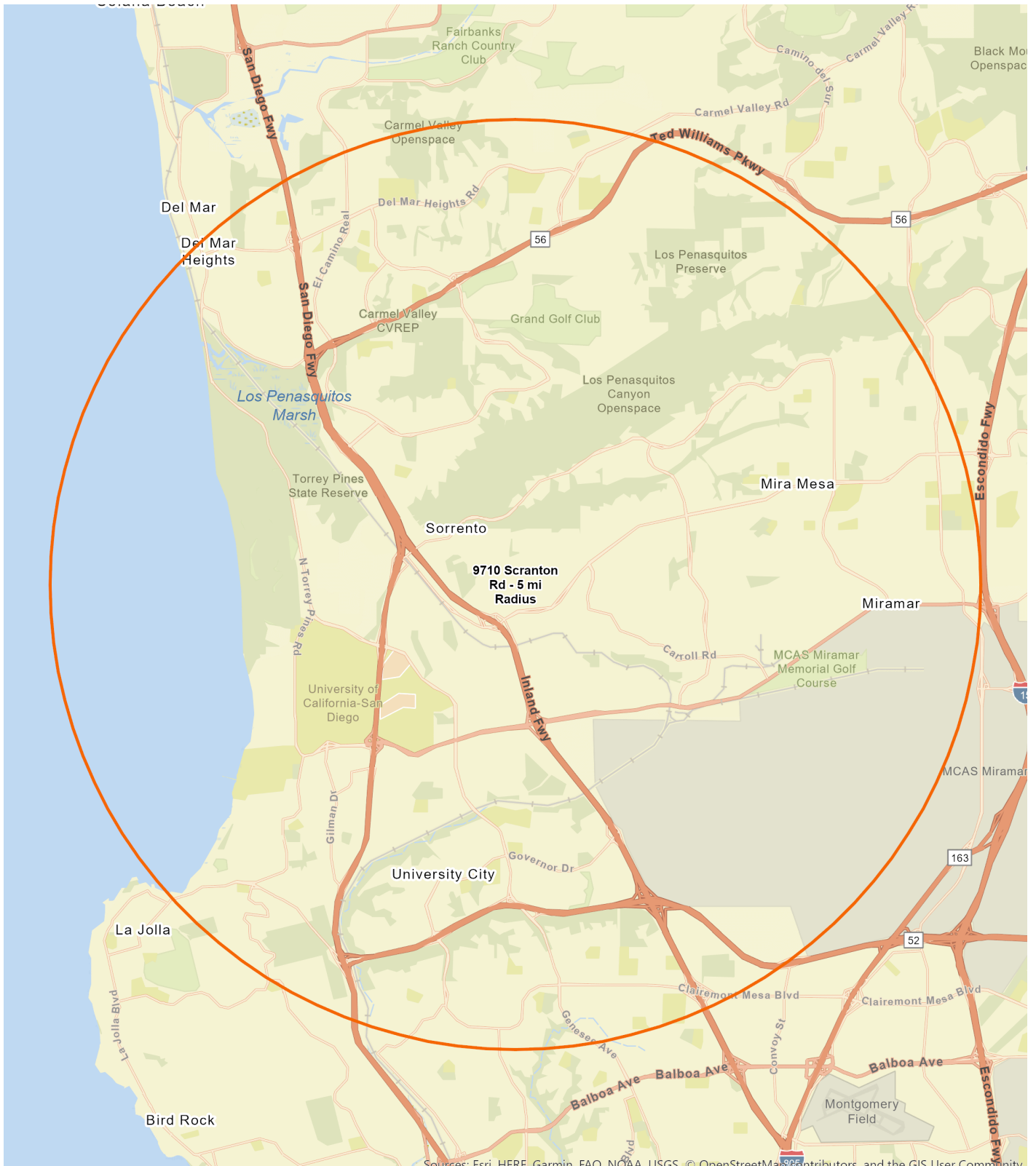


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Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Index
01	Upper Crust	669,049	0.42	3,834	1.75	419
02	Networked Neighbors	2,605,472	1.62	12,666	5.77	355
03	Movers & Shakers	2,358,159	1.47	15,085	6.87	468
04	Young Digerati	3,713,157	2.31	6,868	3.13	135
05	Country Squires	5,661,458	3.53	2,597	1.18	34
06	Winner's Circle	3,569,348	2.22	23,870	10.87	489
07	Money & Brains	1,555,723	0.97	2,475	1.13	116
08	Gray Power	1,090,328	0.68	3,985	1.81	267
09	Big Fish, Small Pond	1,054,864	0.66	644	0.29	45
10	Executive Suites	3,430,506	2.14	3,364	1.53	72
11	Fast-Track Families	4,965,436	3.09	857	0.39	13
12	Cruisin' to Retirement	2,945,555	1.83	6,537	2.98	162
13	Upward Bound	2,828,721	1.76	26,499	12.07	685
14	Kids & Cul-de-Sacs	2,785,821	1.74	3,003	1.37	79
15	New Homesteaders	3,124,711	1.95	259	0.12	6
16	Beltway Boomers	2,238,389	1.40	1,798	0.82	59
17	Urban Elders	1,727,989	1.08	3,454	1.57	146
18	Mayberry-ville	1,687,286	1.05	560	0.26	24
19	American Dreams	1,899,085	1.18	2,300	1.05	89
20	Empty Nests	1,158,665	0.72	1,364	0.62	86
21	The Cosmopolitans	2,377,785	1.48	5,940	2.71	183
22	Middleburg Managers	6,688,666	4.17	13,550	6.17	148
23	Township Travelers	2,194,150	1.37	119	0.05	4
24	Pickup Patriarchs	2,392,736	1.49	148	0.07	5
25	Up-and-Comers	3,276,325	2.04	10,110	4.60	226
26	Home Sweet Home	2,239,078	1.40	301	0.14	10
27	Big Sky Families	7,323,833	4.56	85	0.04	1
28	Country Casuals	2,197,272	1.37	14	0.01	0
29	White Picket Fences	3,130,684	1.95	220	0.10	5
30	Pools & Patios	3,106,290	1.94	630	0.29	15
31	Connected Bohemians	2,997,358	1.87	7,717	3.51	188
32	Traditional Times	867,562	0.54	123	0.06	10
33	Second City Startups	2,228,807	1.39	1,588	0.72	52
34	Young & Influential	1,916,885	1.19	13,031	5.93	497
35	Urban Achievers	2,215,418	1.38	4,892	2.23	161
36	Toolbelt Traditionalists	3,137,804	1.96	1,511	0.69	35
37	Bright Lights, LI! City	3,663,810	2.28	1,271	0.58	25
38	Hometown Retired	1,935,603	1.21	69	0.03	3
39	Kid Country, USA	2,784,076	1.73	150	0.07	4
40	Aspiring A-Listers	1,035,300	0.65	3,033	1.38	214
41	Domestic Duos	237,572	0.15	180	0.08	55
42	Multi-Culti Mosaic	2,593,116	1.62	5,472	2.49	154
43	City Roots	2,397,143	1.49	2,789	1.27	85
44	Country Strong	6,904,312	4.30	193	0.09	2
45	Urban Modern Mix	3,141,726	1.96	1,334	0.61	31
46	Heartlanders	1,308,732	0.81	29	0.01	2
47	Striving Selfies	2,241,897	1.40	5,804	2.64	189
48	Generation Web	2,485,052	1.55	1,414	0.64	42
49	American Classics	1,155,380	0.72	962	0.44	61
50	Metro Grads	2,272,374	1.42	547	0.25	18
51	Campers & Camo	3,400,716	2.12	91	0.04	2
52	Simple Pleasures	565,570	0.35	44	0.02	6
53	Lo-Tech Singles	576,795	0.36	63	0.03	8
54	Struggling Singles	1,983,140	1.24	338	0.15	12
55	Red, White & Blue	2,163,202	1.35	22	0.01	1
56	Multi-Culti Families	1,992,247	1.24	6,307	2.87	231
57	Back Country Folks	1,183,013	0.74	13	0.01	1
58	Golden Ponds	1,248,182	0.78	35	0.02	2
59	New Melting Pot	2,446,027	1.52	2,411	1.10	72
60	Small-Town Collegiates	1,667,786	1.04	117	0.05	5
61	Second City Generations	1,523,444	0.95	567	0.26	27
62	Crossroad Villagers	235,021	0.15	7	0.00	2
63	Low-Rise Living	2,669,187	1.66	2,446	1.11	67
64	Family Thrifts	718,594	0.45	61	0.03	6
65	Young & Rustic	2,066,533	1.29	22	0.01	1
66	New Beginnings	1,408,970	0.88	1,655	0.75	86
67	Park Bench Seniors	288,895	0.18	127	0.06	32
68	Bedrock America	859,299	0.54	19	0.01	2
	Total	160,513,089	100.00	219,590	100.00	100



Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Index
01	Upper Crust	669,049	0.42	5,516	1.87	448
02	Networked Neighbors	2,605,472	1.62	17,343	5.87	362
03	Movers & Shakers	2,358,159	1.47	21,034	7.12	485
04	Young Digerati	3,713,157	2.31	9,163	3.10	134
05	Country Squires	5,661,458	3.53	3,458	1.17	33
06	Winner's Circle	3,569,348	2.22	33,081	11.20	504
07	Money & Brains	1,555,723	0.97	3,376	1.14	118
08	Gray Power	1,090,328	0.68	5,604	1.90	279
09	Big Fish, Small Pond	1,054,864	0.66	871	0.29	45
10	Executive Suites	3,430,506	2.14	4,722	1.60	75
11	Fast-Track Families	4,965,436	3.09	1,110	0.38	12
12	Cruisin' to Retirement	2,945,555	1.83	9,210	3.12	170
13	Upward Bound	2,828,721	1.76	33,825	11.45	690
14	Kids & Cul-de-Sacs	2,785,821	1.74	4,172	1.41	81
15	New Homesteaders	3,124,711	1.95	393	0.13	7
16	Beltway Boomers	2,238,389	1.40	2,504	0.85	61
17	Urban Elders	1,727,989	1.08	4,418	1.50	139
18	Mayberry-ville	1,687,286	1.05	719	0.24	23
19	American Dreams	1,899,085	1.18	3,143	1.06	90
20	Empty Nests	1,158,665	0.72	1,754	0.59	82
21	The Cosmopolitans	2,377,785	1.48	7,843	2.65	179
22	Middleburg Managers	6,688,666	4.17	18,779	6.36	153
23	Township Travelers	2,194,150	1.37	157	0.05	4
24	Pickup Patriarchs	2,392,736	1.49	215	0.07	5
25	Up-and-Comers	3,276,325	2.04	13,653	4.62	226
26	Home Sweet Home	2,239,078	1.40	411	0.14	10
27	Big Sky Families	7,323,833	4.56	124	0.04	1
28	Country Casuals	2,197,272	1.37	23	0.01	1
29	White Picket Fences	3,130,684	1.95	326	0.11	6
30	Pools & Patios	3,106,290	1.94	849	0.29	15
31	Connected Bohemians	2,997,358	1.87	9,917	3.36	180
32	Traditional Times	867,562	0.54	165	0.06	10
33	Second City Startups	2,228,807	1.39	2,185	0.74	53
34	Young & Influential	1,916,885	1.19	16,964	5.74	481
35	Urban Achievers	2,215,418	1.38	6,687	2.26	164
36	Toolbelt Traditionalists	3,137,804	1.96	2,076	0.70	36
37	Bright Lights, LI! City	3,663,810	2.28	1,793	0.61	27
38	Hometown Retired	1,935,603	1.21	101	0.03	3
39	Kid Country, USA	2,784,076	1.73	208	0.07	4
40	Aspiring A-Listers	1,035,300	0.65	3,869	1.31	203
41	Domestic Duos	237,572	0.15	238	0.08	54
42	Multi-Culti Mosaic	2,593,116	1.62	7,290	2.47	153
43	City Roots	2,397,143	1.49	3,732	1.26	85
44	Country Strong	6,904,312	4.30	277	0.09	2
45	Urban Modern Mix	3,141,726	1.96	1,741	0.59	30
46	Heartlanders	1,308,732	0.81	41	0.01	2
47	Striving Selfies	2,241,897	1.40	6,976	2.36	169
48	Generation Web	2,485,052	1.55	1,855	0.63	41
49	American Classics	1,155,380	0.72	1,266	0.43	60
50	Metro Grads	2,272,374	1.42	715	0.24	17
51	Campers & Camo	3,400,716	2.12	126	0.04	2
52	Simple Pleasures	565,570	0.35	68	0.02	7
53	Lo-Tech Singles	576,795	0.36	84	0.03	8
54	Struggling Singles	1,983,140	1.24	472	0.16	13
55	Red, White & Blue	2,163,202	1.35	30	0.01	1
56	Multi-Culti Families	1,992,247	1.24	8,584	2.90	234
57	Back Country Folks	1,183,013	0.74	26	0.01	1
58	Golden Ponds	1,248,182	0.78	45	0.01	2
59	New Melting Pot	2,446,027	1.52	3,377	1.14	75
60	Small-Town Collegiates	1,667,786	1.04	167	0.06	5
61	Second City Generations	1,523,444	0.95	761	0.26	27
62	Crossroad Villagers	235,021	0.15	10	0.00	2
63	Low-Rise Living	2,669,187	1.66	3,245	1.10	66
64	Family Thrifts	718,594	0.45	89	0.03	7
65	Young & Rustic	2,066,533	1.29	29	0.01	1
66	New Beginnings	1,408,970	0.88	2,251	0.76	87
67	Park Bench Seniors	288,895	0.18	169	0.06	32
68	Bedrock America	859,299	0.54	20	0.01	1
	Total	160,513,089	100.00	295,445	100.00	100



Report Details

Name: PRIZM® Premier Workplace Segment Distribution 2022
Date / Time: 3/16/2022 4:52:06 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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