

Trade Area: 9710 Scranton Rd - 1 mi.

Households: 247

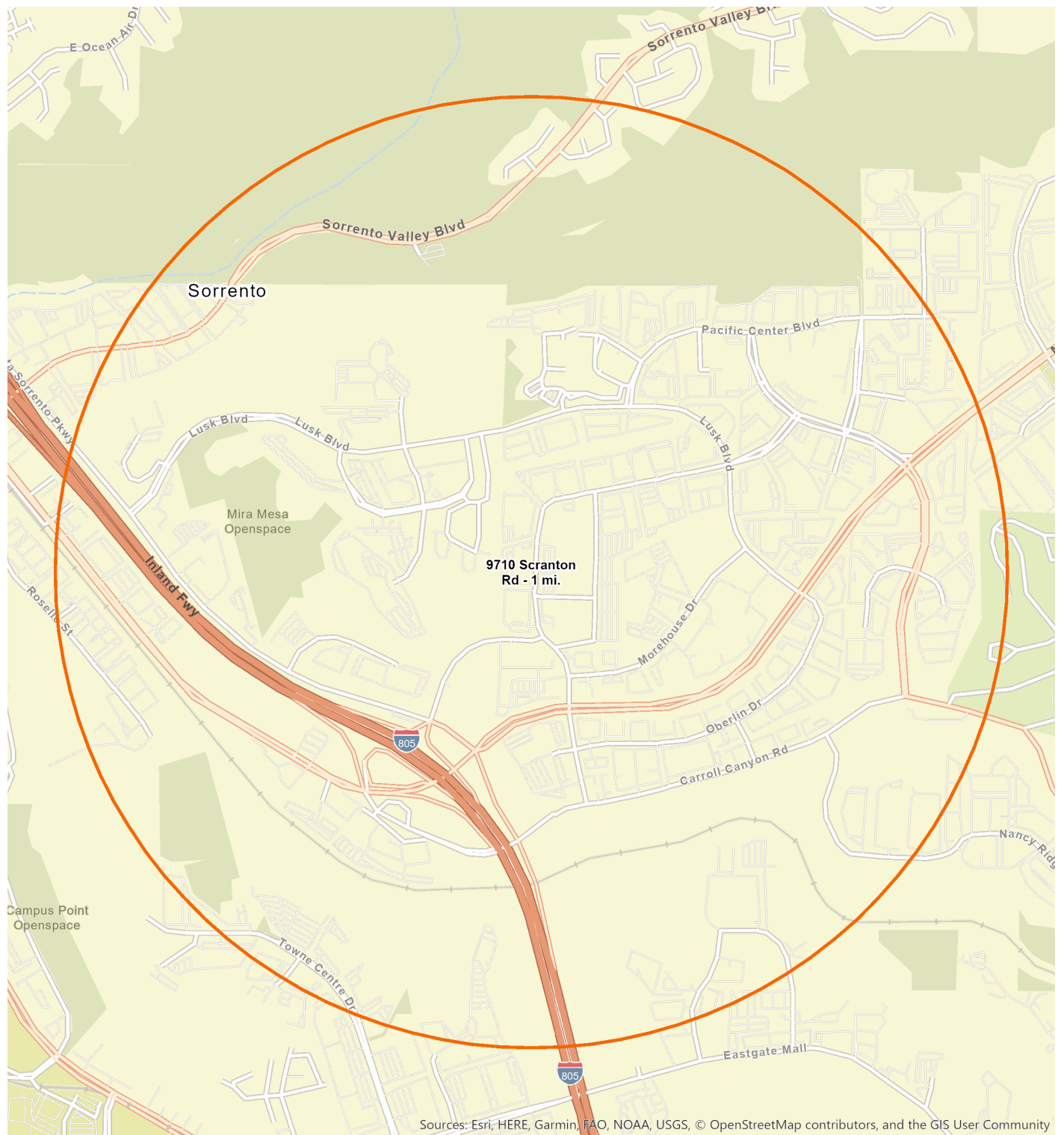
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,201,998	1.72	1	0.41	24
F1	02	Plugged-In Families	2,575,166	2.01	1	0.41	20
F1	03	Tech Nests	1,966,526	1.53	0	0.00	0
F1	04	Connected Country	1,996,730	1.56	0	0.00	0
F1	06	High-Tech Society	1,825,773	1.42	1	0.41	28
Young & Wireless							
Y1	05	You & I Tunes	2,449,416	1.91	83	33.60	1,760
Y1	07	Generation WiFi	2,376,479	1.85	0	0.00	0
Y1	12	Satellites & Silos	2,853,744	2.22	0	0.00	0
Y1	14	The Pragmatics	2,162,888	1.69	22	8.91	528
Y1	17	Time Shifters	1,962,255	1.53	3	1.22	79
Suburban Spenders							
F2	08	Calling Circles	1,738,580	1.35	16	6.48	478
F2	09	Dish Country	1,696,097	1.32	0	0.00	0
F2	10	Smart Gamers	1,714,928	1.34	0	0.00	0
F2	15	Bundled Burbs	1,519,268	1.18	0	0.00	0
F2	16	Kids & Keyboards	2,549,558	1.99	0	0.00	0
Wireless White-Collars							
M1	11	WiFi Warriors	2,162,138	1.69	49	19.84	1,177
M1	13	Cyber Sophisticates	2,321,364	1.81	42	17.00	940
Emerging Techies							
Y2	18	New Technorati	2,734,782	2.13	14	5.67	266
Y2	29	IM Nation	2,298,053	1.79	0	0.00	0
Y2	30	Techs and the City	3,220,475	2.51	0	0.00	0
Y2	31	Plug & Play	2,505,154	1.95	13	5.26	270
Y2	33	Digital Dreamers	3,698,166	2.88	0	0.00	0
Y2	34	Gearing Up	2,055,941	1.60	0	0.00	0
Frugal Folks							
F3	19	Gadgets Galore	1,691,782	1.32	0	0.00	0
F3	21	Multimedia Families	1,850,899	1.44	0	0.00	0
F3	23	Cyber Strivers	1,526,618	1.19	0	0.00	0
F3	27	Video Vistas	1,568,235	1.22	0	0.00	0
F3	28	Big City, Small Tech	1,786,172	1.39	0	0.00	0
F3	32	Family Dishes	3,740,016	2.92	0	0.00	0
F3	39	Video Homebodies	1,757,115	1.37	0	0.00	0
Mature Mid-Techs							
M2	20	Cinemaniacs	2,477,379	1.93	0	0.00	0
M2	22	Analoggers	2,601,501	2.03	2	0.81	40
M2	24	Internet Hinterlands	2,355,743	1.84	0	0.00	0
M2	25	Low-Speed Boomers	2,690,415	2.10	0	0.00	0
M2	26	Rural Transmissions	2,665,240	2.08	0	0.00	0
M2	35	Broadband Boulevards	2,553,677	1.99	0	0.00	0
M2	36	Opting Out	2,284,531	1.78	0	0.00	0
Young Startups							
Y3	37	Techtown Lites	1,898,165	1.48	0	0.00	0
Y3	38	New Kids on the Grid	1,651,937	1.29	0	0.00	0
Y3	40	Low-Tech Country	1,784,317	1.39	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,531,634	3.53	0	0.00	0
M3	42	Tech Skeptics	2,766,969	2.16	0	0.00	0
M3	43	Bucolic Basics	2,827,008	2.20	0	0.00	0
M3	44	Leisurely Adopters	2,633,043	2.05	0	0.00	0
M3	45	Landline Living	1,776,596	1.39	0	0.00	0
M3	46	Old-Time Media	2,885,201	2.25	0	0.00	0
M3	47	Discounts & Deals	1,520,056	1.19	0	0.00	0
M3	48	Dial-Up Duos	2,994,725	2.33	0	0.00	0
M3	49	Satellite Seniors	1,588,515	1.24	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,847,206	2.22	0	0.00	0
M4	51	Tech-Free Frontier	3,671,759	2.86	0	0.00	0
M4	52	The Unconnected	4,688,550	3.65	0	0.00	0
M4	53	Last to Adopt	4,097,672	3.19	0	0.00	0
Total			128,298,155	100.00	247	100.00	100

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: © 2023 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC., ©Claritas, LLC 2023. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 9710 Scranton Rd - 1 mi.

Households: 247



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

©2006-2023 TomTom

Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,075

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,201,998	1.72	1,780	5.38	314
F1	02	Plugged-In Families	2,575,166	2.01	1,177	3.56	177
F1	03	Tech Nests	1,966,526	1.53	47	0.14	9
F1	04	Connected Country	1,996,730	1.56	0	0.00	0
F1	06	High-Tech Society	1,825,773	1.42	1,734	5.24	368
Young & Wireless							
Y1	05	You & I Tunes	2,449,416	1.91	3,143	9.50	498
Y1	07	Generation WiFi	2,376,479	1.85	5,806	17.55	948
Y1	12	Satellites & Silos	2,853,744	2.22	0	0.00	0
Y1	14	The Pragmatics	2,162,888	1.69	1,178	3.56	211
Y1	17	Time Shifters	1,962,255	1.53	1,250	3.78	247
Suburban Spenders							
F2	08	Calling Circles	1,738,580	1.35	2,099	6.35	468
F2	09	Dish Country	1,696,097	1.32	0	0.00	0
F2	10	Smart Gamers	1,714,928	1.34	504	1.52	114
F2	15	Bundled Burbs	1,519,268	1.18	113	0.34	29
F2	16	Kids & Keyboards	2,549,558	1.99	140	0.42	21
Wireless White-Collars							
M1	11	WiFi Warriors	2,162,138	1.69	1,651	4.99	296
M1	13	Cyber Sophisticates	2,321,364	1.81	1,575	4.76	263
Emerging Techies							
Y2	18	New Technorati	2,734,782	2.13	1,184	3.58	168
Y2	29	IM Nation	2,298,053	1.79	100	0.30	17
Y2	30	Techs and the City	3,220,475	2.51	2,738	8.28	330
Y2	31	Plug & Play	2,505,154	1.95	557	1.68	86
Y2	33	Digital Dreamers	3,698,166	2.88	389	1.18	41
Y2	34	Gearing Up	2,055,941	1.60	710	2.15	134
Frugal Folks							
F3	19	Gadgets Galore	1,691,782	1.32	338	1.02	77
F3	21	Multimedia Families	2,850,899	1.44	66	0.20	14
F3	23	Cyber Strivers	1,526,618	1.19	41	0.12	10
F3	27	Video Vistas	1,568,235	1.22	6	0.02	1
F3	28	Big City, Small Tech	1,786,172	1.39	12	0.04	3
F3	32	Family Dishes	3,740,016	2.92	0	0.00	0
F3	39	Video Homebodies	1,757,115	1.37	0	0.00	0
Mature Mid-Techs							
M2	20	Cinemaniacs	2,477,379	1.93	384	1.16	60
M2	22	Analoggers	2,601,501	2.03	1,186	3.59	177
M2	24	Internet Hinterlands	2,355,743	1.84	0	0.00	0
M2	25	Low-Speed Boomers	2,690,415	2.10	568	1.72	82
M2	26	Rural Transmissions	2,665,240	2.08	0	0.00	0
M2	35	Broadband Boulevards	2,553,677	1.99	455	1.38	69
M2	36	Opting Out	2,284,531	1.78	203	0.61	34
Young Startups							
Y3	37	Techtown Lites	1,898,165	1.48	12	0.04	2
Y3	38	New Kids on the Grid	1,651,937	1.29	190	0.57	45
Y3	40	Low-Tech Country	1,784,317	1.39	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,531,634	3.53	302	0.91	26
M3	42	Tech Skeptics	2,766,969	2.16	338	1.02	47
M3	43	Bucolic Basics	2,827,008	2.20	0	0.00	0
M3	44	Leisurely Adopters	2,633,043	2.05	65	0.20	10
M3	45	Landline Living	1,776,596	1.39	0	0.00	0
M3	46	Old-Time Media	2,885,201	2.25	641	1.94	86
M3	47	Discounts & Deals	1,520,056	1.19	13	0.04	3
M3	48	Dial-Up Duos	2,994,725	2.33	132	0.40	17
M3	49	Satellite Seniors	1,588,515	1.24	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,847,206	2.22	92	0.28	13
M4	51	Tech-Free Frontier	3,671,759	2.86	0	0.00	0
M4	52	The Unconnected	4,688,550	3.65	153	0.46	13
M4	53	Last to Adopt	4,097,672	3.19	3	0.01	0
Total			128,298,155	100.00	33,075	100.00	100

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: © 2023 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC., ©Claritas, LLC 2023. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,075



Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,185

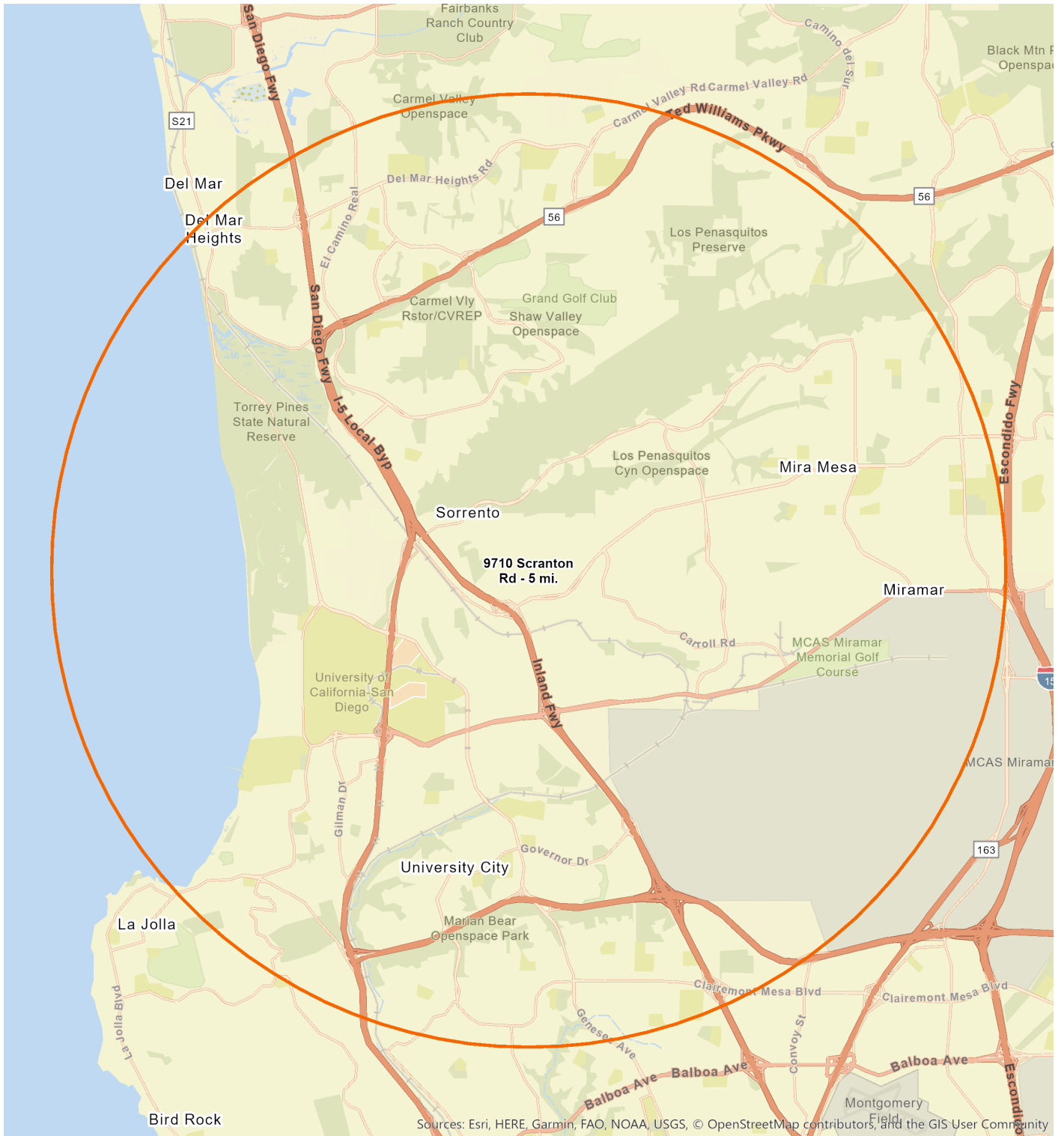
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,201,998	1.72	4,309	5.00	291
F1	02	Plugged-In Families	2,575,166	2.01	5,132	5.96	297
F1	03	Tech Nests	1,966,526	1.53	453	0.53	34
F1	04	Connected Country	1,996,730	1.56	0	0.00	0
F1	06	High-Tech Society	1,825,773	1.42	4,736	5.50	386
Young & Wireless							
Y1	05	You & I Tunes	2,449,416	1.91	4,056	4.71	247
Y1	07	Generation WiFi	2,376,479	1.85	6,436	7.47	403
Y1	12	Satellites & Silos	2,853,744	2.22	0	0.00	0
Y1	14	The Pragmatics	2,162,888	1.69	3,082	3.58	212
Y1	17	Time Shifters	1,962,255	1.53	2,244	2.60	170
Suburban Spenders							
F2	08	Calling Circles	1,738,580	1.35	6,507	7.55	557
F2	09	Dish Country	1,696,097	1.32	0	0.00	0
F2	10	Smart Gamers	1,714,928	1.34	2,398	2.78	208
F2	15	Bundled Burbs	1,519,268	1.18	1,618	1.88	159
F2	16	Kids & Keyboards	2,549,558	1.99	884	1.03	52
Wireless White-Collars							
M1	11	WiFi Warriors	2,162,138	1.69	4,092	4.75	282
M1	13	Cyber Sophisticates	2,321,364	1.81	3,779	4.38	242
Emerging Techies							
Y2	18	New Technorati	2,734,782	2.13	3,394	3.94	185
Y2	29	IM Nation	2,298,053	1.79	467	0.54	30
Y2	30	Techs and the City	3,220,475	2.51	3,957	4.59	183
Y2	31	Plug & Play	2,505,154	1.95	1,870	2.17	111
Y2	33	Digital Dreamers	3,698,166	2.88	1,456	1.69	59
Y2	34	Gearing Up	2,055,941	1.60	875	1.01	63
Frugal Folks							
F3	19	Gadgets Galore	1,691,782	1.32	2,147	2.49	189
F3	21	Multimedia Families	1,850,899	1.44	393	0.46	32
F3	23	Cyber Strivers	1,526,618	1.19	388	0.45	38
F3	27	Video Vistas	1,568,235	1.22	19	0.02	2
F3	28	Big City, Small Tech	1,786,172	1.39	155	0.18	13
F3	32	Family Dishes	3,740,016	2.92	0	0.00	0
F3	39	Video Homebodies	1,757,115	1.37	136	0.16	12
Mature Mid-Techs							
M2	20	Cinemaniacs	2,477,379	1.93	2,375	2.76	143
M2	22	Analoggers	2,601,501	2.03	6,466	7.50	370
M2	24	Internet Hinterlands	2,355,743	1.84	0	0.00	0
M2	25	Low-Speed Boomers	2,690,415	2.10	2,472	2.87	137
M2	26	Rural Transmissions	2,665,240	2.08	0	0.00	0
M2	35	Broadband Boulevards	2,553,677	1.99	2,881	3.34	168
M2	36	Opting Out	2,284,531	1.78	336	0.39	22
Young Startups							
Y3	37	Techtown Lites	1,898,165	1.48	59	0.07	5
Y3	38	New Kids on the Grid	1,651,937	1.29	323	0.38	29
Y3	40	Low-Tech Country	1,784,317	1.39	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,531,634	3.53	847	0.98	28
M3	42	Tech Skeptics	2,766,969	2.16	1,485	1.72	80
M3	43	Bucolic Basics	2,827,008	2.20	0	0.00	0
M3	44	Leisurely Adopters	2,633,043	2.05	255	0.30	14
M3	45	Landline Living	1,776,596	1.39	0	0.00	0
M3	46	Old-Time Media	2,885,201	2.25	1,797	2.08	93
M3	47	Discounts & Deals	1,520,056	1.19	83	0.10	8
M3	48	Dial-Up Duos	2,994,725	2.33	820	0.95	41
M3	49	Satellite Seniors	1,588,515	1.24	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,847,206	2.22	437	0.51	23
M4	51	Tech-Free Frontier	3,671,759	2.86	0	0.00	0
M4	52	The Unconnected	4,688,550	3.65	545	0.63	17
M4	53	Last to Adopt	4,097,672	3.19	21	0.02	1
Total			128,298,155	100.00	86,185	100.00	100

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: © 2023 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC., ©Claritas, LLC 2023. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,185



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

©2006-2023 TomTom

Report Details

Name: ConneXions® Lifestage Segment Distribution 2023
Date / Time: 1/6/2023 11:23:49 AM
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
Claritas ConneXions®	Claritas	© 2023 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Claritas ConneXions®	Claritas	©Claritas, LLC 2023 (https://claritas.easpotlight.com/Spotlight/About)