

PRIZM[®] Premier | Lifestage Segment Distribution



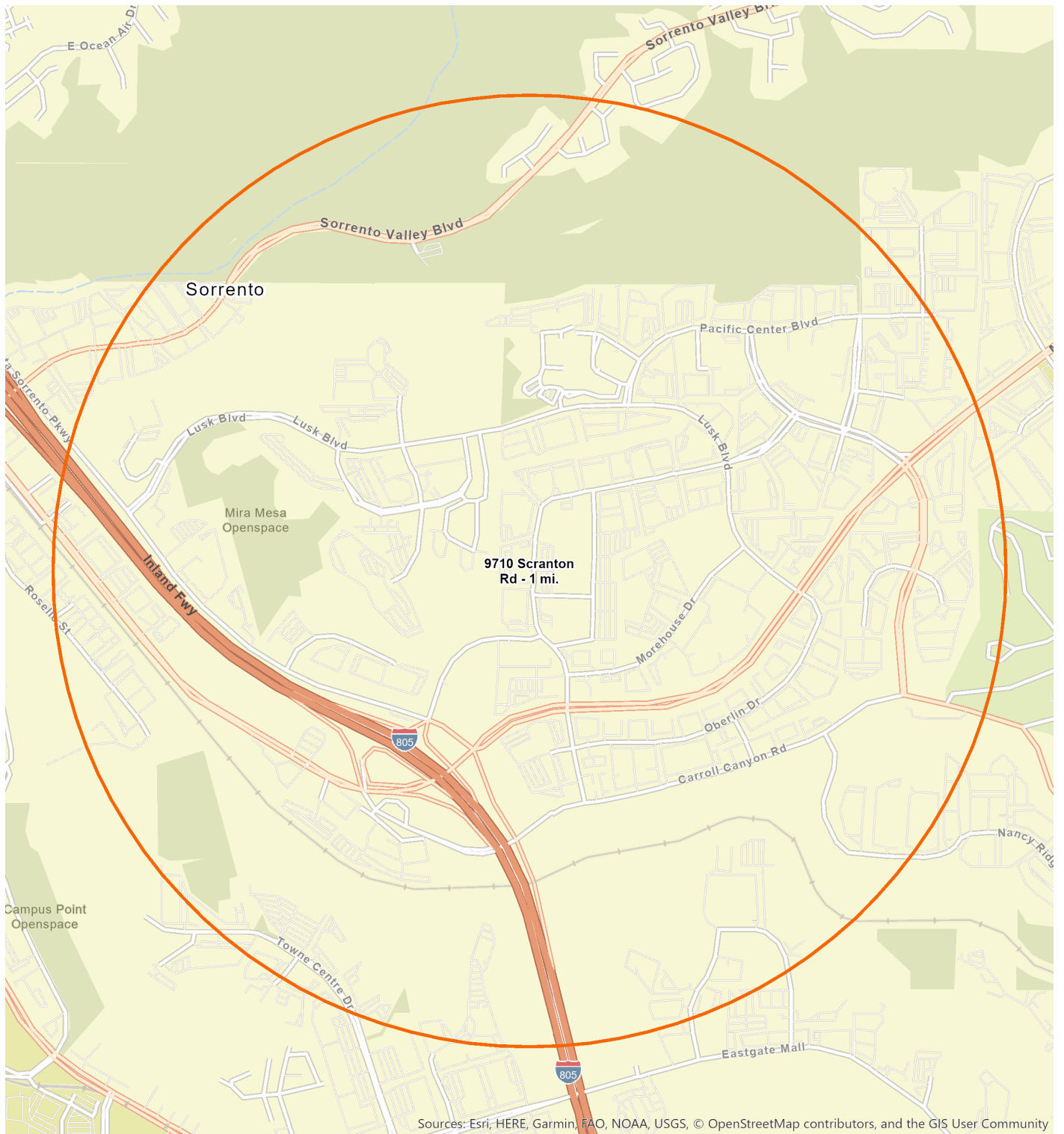
Trade Area: 9710 Scranton Rd - 1 mi.

Households: 247

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,840,730	1.44	0	0.00	0.00	0
Y1	13	Upward Bound	1,361,125	1.06	0	0.00	0.00	0
Y1	21	The Cosmopolitans	1,403,387	1.09	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,917,834	1.50	0	0.00	0.00	0
Y1	31	Connected Bohemians	1,961,809	1.53	0	0.00	0.00	0
Y1	34	Young & Influential	1,197,068	0.93	0	0.00	0.00	0
Y1	35	Urban Achievers	1,637,835	1.28	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,413,091	1.10	0	0.00	0.00	0
Y2	47	Striving Selfies	1,863,759	1.45	0	0.00	0.00	0
Y2	48	Generation Web	2,200,708	1.72	0	0.00	0.00	0
Y2	50	Metro Grads	1,828,234	1.43	0	0.00	0.00	0
Y2	54	Struggling Singles	1,681,301	1.31	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,804,293	1.41	0	0.00	0.00	0
Y3	59	New Melting Pot	1,858,226	1.45	0	0.00	0.00	0
Y3	60	Small-Town Collegiates	1,324,053	1.03	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,636,788	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,206,104	0.94	0	0.00	0.00	0
Y3	65	Young & Rustic	2,633,544	2.05	0	0.00	0.00	0
Y3	66	New Beginnings	1,292,189	1.01	0	0.00	0.00	0
Accumulated Wealth								
F1	02	Networked Neighbors	1,257,212	0.98	35	14.17	0.00	1,446
F1	05	Country Squires	3,087,345	2.41	0	0.00	0.00	0
F1	06	Winner's Circle	1,751,235	1.36	191	77.33	0.01	5,665
F1	10	Executive Suites	1,655,529	1.29	0	0.00	0.00	0
F1	11	Fast-Track Families	2,396,113	1.87	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,738,760	1.35	0	0.00	0.00	0
F1	15	New Homesteaders	1,375,585	1.07	0	0.00	0.00	0
F1	16	Beltway Boomers	1,421,317	1.11	0	0.00	0.00	0
Young Accumulators								
F2	23	Township Travelers	1,458,129	1.14	0	0.00	0.00	0
F2	26	Home Sweet Home	1,638,833	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,173,782	2.47	0	0.00	0.00	0
F2	29	White Picket Fences	2,086,899	1.63	0	0.00	0.00	0
F2	30	Pools & Patios	1,837,029	1.43	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,259,722	0.98	0	0.00	0.00	0
F3	37	Bright Lights, Li'l City	1,774,506	1.38	0	0.00	0.00	0
F3	39	Kid Country, USA	1,507,016	1.18	0	0.00	0.00	0
F3	44	Country Strong	4,187,375	3.26	0	0.00	0.00	0
F3	51	Campers & Camo	2,438,224	1.90	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,105,234	1.64	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,627,155	2.05	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,473,125	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,377,792	1.07	0	0.00	0.00	0
F4	68	Bedrock America	1,315,232	1.02	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,308,422	1.02	1	0.41	0.00	40
M1	03	Movers & Shakers	1,781,923	1.39	19	7.69	0.00	554
M1	07	Money & Brains	1,763,757	1.38	0	0.00	0.00	0
M1	08	Gray Power	1,453,413	1.13	0	0.00	0.00	0
M1	09	Big Fish, Small Pond	2,146,019	1.67	0	0.00	0.00	0
M1	12	Cruisin' to Retirement	3,038,474	2.37	1	0.41	0.00	17
Conservative Classics								
M2	17	Urban Elders	1,459,801	1.14	0	0.00	0.00	0
M2	18	Mayberry-ville	2,088,670	1.63	0	0.00	0.00	0
M2	19	American Dreams	1,414,855	1.10	0	0.00	0.00	0
M2	20	Empty Nests	1,998,847	1.56	0	0.00	0.00	0
M2	22	Middleburg Managers	3,103,413	2.42	0	0.00	0.00	0
M2	24	Pickup Patriarchs	1,342,578	1.05	0	0.00	0.00	0
M2	28	Country Casuals	2,357,163	1.84	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,846,473	1.44	0	0.00	0.00	0
M3	36	Toolbelt Traditionalists	3,094,706	2.41	0	0.00	0.00	0
M3	38	Hometown Retired	1,832,078	1.43	0	0.00	0.00	0
M3	41	Domestic Duos	1,218,485	0.95	0	0.00	0.00	0
M3	43	City Roots	1,452,505	1.13	0	0.00	0.00	0
M3	46	Heartlanders	1,616,742	1.26	0	0.00	0.00	0
M3	49	American Classics	2,137,339	1.67	0	0.00	0.00	0
M3	52	Simple Pleasures	1,640,558	1.28	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,795,545	1.40	0	0.00	0.00	0
Sustaining Seniors								
M4	57	Back Country Folks	3,280,552	2.56	0	0.00	0.00	0
M4	58	Golden Ponds	2,536,741	1.98	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,394,221	1.09	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,189,648	0.93	0	0.00	0.00	0
Total			128,298,155	100.00	247	100.00	0.00	100

Benchmark: USA

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PRIZM[®] Premier | Lifestage Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,077

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,840,730	1.44	0	0.00	0.00	0
Y1	13	Upward Bound	1,361,125	1.06	7,239	21.89	0.53	2,063
Y1	21	The Cosmopolitans	1,403,387	1.09	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,917,834	1.50	2,111	6.38	0.11	427
Y1	31	Connected Bohemians	1,961,809	1.53	0	0.00	0.00	0
Y1	34	Young & Influential	1,197,068	0.93	3,997	12.08	0.33	1,295
Y1	35	Urban Achievers	1,637,835	1.28	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,413,091	1.10	0	0.00	0.00	0
Y2	47	Striving Selfies	1,863,759	1.45	2,945	8.90	0.16	613
Y2	48	Generation Web	2,200,708	1.72	392	1.19	0.02	69
Y2	50	Metro Grads	1,828,234	1.43	82	0.25	0.00	17
Y2	54	Struggling Singles	1,681,301	1.31	0	0.00	0.00	0
Striving Singles								
Y3	55	Red, White & Blue	1,804,293	1.41	0	0.00	0.00	0
Y3	59	New Melting Pot	1,858,226	1.45	133	0.40	0.01	28
Y3	60	Small-Town Collegiates	1,324,053	1.03	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,636,788	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,206,104	0.94	0	0.00	0.00	0
Y3	65	Young & Rustic	2,633,544	2.05	0	0.00	0.00	0
Y3	66	New Beginnings	1,292,189	1.01	279	0.84	0.02	84
Accumulated Wealth								
F1	02	Networked Neighbors	1,257,212	0.98	2,316	7.00	0.18	715
F1	05	Country Squires	3,087,345	2.41	76	0.23	0.00	10
F1	06	Winner's Circle	1,751,235	1.36	4,511	13.64	0.26	999
F1	10	Executive Suites	1,655,529	1.29	60	0.18	0.00	14
F1	11	Fast-Track Families	2,396,113	1.87	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,738,760	1.35	149	0.45	0.01	33
F1	15	New Homesteaders	1,375,585	1.07	0	0.00	0.00	0
F1	16	Beltway Boomers	1,421,317	1.11	88	0.27	0.01	24
Young Accumulators								
F2	23	Township Travelers	1,458,129	1.14	0	0.00	0.00	0
F2	26	Home Sweet Home	1,638,833	1.28	0	0.00	0.00	0
F2	27	Big Sky Families	3,173,782	2.47	0	0.00	0.00	0
F2	29	White Picket Fences	2,086,899	1.63	0	0.00	0.00	0
F2	30	Pools & Patios	1,837,029	1.43	0	0.00	0.00	0
Mainstream Families								
F3	33	Second City Startups	1,259,722	0.98	19	0.06	0.00	6
F3	37	Bright Lights, LI! City	1,774,506	1.38	70	0.21	0.00	15
F3	39	Kid Country, USA	1,507,016	1.18	0	0.00	0.00	0
F3	44	Country Strong	4,187,375	3.26	0	0.00	0.00	0
F3	51	Campers & Camo	2,438,224	1.90	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,105,234	1.64	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,627,155	2.05	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,473,125	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,377,792	1.07	2	0.01	0.00	1
F4	68	Bedrock America	1,315,232	1.02	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,308,422	1.02	861	2.60	0.07	255
M1	03	Movers & Shakers	1,781,923	1.39	3,880	11.73	0.22	845
M1	07	Money & Brains	1,763,757	1.38	0	0.00	0.00	0
M1	08	Gray Power	1,453,413	1.13	324	0.98	0.02	86
M1	09	Big Fish, Small Pond	2,146,019	1.67	148	0.45	0.01	27
M1	12	Cruisin' to Retirement	3,038,474	2.37	1,301	3.93	0.04	166
Conservative Classics								
M2	17	Urban Elders	1,459,801	1.14	0	0.00	0.00	0
M2	18	Mayberry-ville	2,088,670	1.63	0	0.00	0.00	0
M2	19	American Dreams	1,414,855	1.10	0	0.00	0.00	0
M2	20	Empty Nests	1,998,847	1.56	707	2.14	0.04	137
M2	22	Middleburg Managers	3,103,413	2.42	947	2.86	0.03	118
M2	24	Pickup Patriarchs	1,342,578	1.05	0	0.00	0.00	0
M2	28	Country Casuals	2,357,163	1.84	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,846,473	1.44	16	0.05	0.00	3
M3	36	Toolbelt Traditionalists	3,094,706	2.41	93	0.28	0.00	12
M3	38	Hometown Retired	1,832,078	1.43	0	0.00	0.00	0
M3	41	Domestic Duos	1,218,485	0.95	7	0.02	0.00	2
M3	43	City Roots	1,452,505	1.13	0	0.00	0.00	0
M3	46	Heartlanders	1,616,742	1.26	0	0.00	0.00	0
M3	49	American Classics	2,137,339	1.67	311	0.94	0.01	56
M3	52	Simple Pleasures	1,640,558	1.28	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,795,545	1.40	0	0.00	0.00	0
Sustaining Seniors								
M4	57	Back Country Folks	3,280,552	2.56	0	0.00	0.00	0
M4	58	Golden Ponds	2,536,741	1.98	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,394,221	1.09	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,189,648	0.93	13	0.04	0.00	4
Total			128,298,155	100.00	33,077	100.00	0.03	100

Benchmark: USA

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PRIZM[®] Premier | Lifestage Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,186

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,840,730	1.44	0	0.00	0.00	0
Y1	13	Upward Bound	1,361,125	1.06	12,879	14.94	0.95	1,409
Y1	21	The Cosmopolitans	1,403,387	1.09	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,917,834	1.50	4,060	4.71	0.21	315
Y1	31	Connected Bohemians	1,961,809	1.53	0	0.00	0.00	0
Y1	34	Young & Influential	1,197,068	0.93	5,781	6.71	0.48	719
Y1	35	Urban Achievers	1,637,835	1.28	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,413,091	1.10	0	0.00	0.00	0
Y2	47	Striving Selfies	1,863,759	1.45	3,792	4.40	0.20	303
Y2	48	Generation Web	2,200,708	1.72	567	0.66	0.03	38
Y2	50	Metro Grads	1,828,234	1.43	210	0.24	0.01	17
Y2	54	Struggling Singles	1,681,301	1.31	146	0.17	0.01	13
Striving Singles								
Y3	55	Red, White & Blue	1,804,293	1.41	0	0.00	0.00	0
Y3	59	New Melting Pot	1,858,226	1.45	833	0.97	0.04	67
Y3	60	Small-Town Collegiates	1,324,053	1.03	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,636,788	2.06	0	0.00	0.00	0
Y3	64	Family Thrifts	1,206,104	0.94	0	0.00	0.00	0
Y3	65	Young & Rustic	2,633,544	2.05	0	0.00	0.00	0
Y3	66	New Beginnings	1,292,189	1.01	898	1.04	0.07	103
Accumulated Wealth								
F1	02	Networked Neighbors	1,257,212	0.98	5,359	6.22	0.43	635
F1	05	Country Squires	3,087,345	2.41	77	0.09	0.00	4
F1	06	Winner's Circle	1,751,235	1.36	12,484	14.48	0.71	1,061
F1	10	Executive Suites	1,655,529	1.29	428	0.50	0.03	38
F1	11	Fast-Track Families	2,396,113	1.87	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,738,760	1.35	1,269	1.47	0.07	109
F1	15	New Homesteaders	1,375,585	1.07	0	0.00	0.00	0
F1	16	Beltway Boomers	1,421,317	1.11	847	0.98	0.06	89
Young Accumulators								
F2	23	Township Travelers	1,458,129	1.14	0	0.00	0.00	0
F2	26	Home Sweet Home	1,638,833	1.28	18	0.02	0.00	2
F2	27	Big Sky Families	3,173,782	2.47	0	0.00	0.00	0
F2	29	White Picket Fences	2,086,899	1.63	0	0.00	0.00	0
F2	30	Pools & Patios	1,837,029	1.43	20	0.02	0.00	2
Mainstream Families								
F3	33	Second City Startups	1,259,722	0.98	279	0.32	0.02	33
F3	37	Bright Lights, LI! City	1,774,506	1.38	522	0.61	0.03	44
F3	39	Kid Country, USA	1,507,016	1.18	0	0.00	0.00	0
F3	44	Country Strong	4,187,375	3.26	0	0.00	0.00	0
F3	51	Campers & Camo	2,438,224	1.90	0	0.00	0.00	0
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,105,234	1.64	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,627,155	2.05	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,473,125	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,377,792	1.07	90	0.10	0.01	10
F4	68	Bedrock America	1,315,232	1.02	0	0.00	0.00	0
Affluent Empty Nests								
M1	01	Upper Crust	1,308,422	1.02	6,007	6.97	0.46	683
M1	03	Movers & Shakers	1,781,923	1.39	12,159	14.11	0.68	1,016
M1	07	Money & Brains	1,763,757	1.38	0	0.00	0.00	0
M1	08	Gray Power	1,453,413	1.13	2,754	3.19	0.19	282
M1	09	Big Fish, Small Pond	2,146,019	1.67	149	0.17	0.01	10
M1	12	Cruisin' to Retirement	3,038,474	2.37	5,676	6.59	0.19	278
Conservative Classics								
M2	17	Urban Elders	1,459,801	1.14	0	0.00	0.00	0
M2	18	Mayberry-ville	2,088,670	1.63	0	0.00	0.00	0
M2	19	American Dreams	1,414,855	1.10	0	0.00	0.00	0
M2	20	Empty Nests	1,998,847	1.56	1,400	1.62	0.07	104
M2	22	Middleburg Managers	3,103,413	2.42	5,084	5.90	0.16	244
M2	24	Pickup Patriarchs	1,342,578	1.05	0	0.00	0.00	0
M2	28	Country Casuals	2,357,163	1.84	0	0.00	0.00	0
Cautious Couples								
M3	32	Traditional Times	1,846,473	1.44	16	0.02	0.00	1
M3	36	Toolbelt Traditionalists	3,094,706	2.41	986	1.14	0.03	47
M3	38	Hometown Retired	1,832,078	1.43	0	0.00	0.00	0
M3	41	Domestic Duos	1,218,485	0.95	120	0.14	0.01	15
M3	43	City Roots	1,452,505	1.13	0	0.00	0.00	0
M3	46	Heartlanders	1,616,742	1.26	0	0.00	0.00	0
M3	49	American Classics	2,137,339	1.67	1,158	1.34	0.05	81
M3	52	Simple Pleasures	1,640,558	1.28	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,795,545	1.40	35	0.04	0.00	3
Sustaining Seniors								
M4	57	Back Country Folks	3,280,552	2.56	0	0.00	0.00	0
M4	58	Golden Ponds	2,536,741	1.98	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,394,221	1.09	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,189,648	0.93	83	0.10	0.01	10
Total			128,298,155	100.00	86,186	100.00	0.07	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Lifestage Segment Distribution 2023
Date / Time: 1/6/2023 11:20:27 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 PRIZM® Premier - 2023 Distributions and 2028 Projections	Claritas	© 2023 Claritas, LLC. All Rights Reserved. PRIZM is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

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