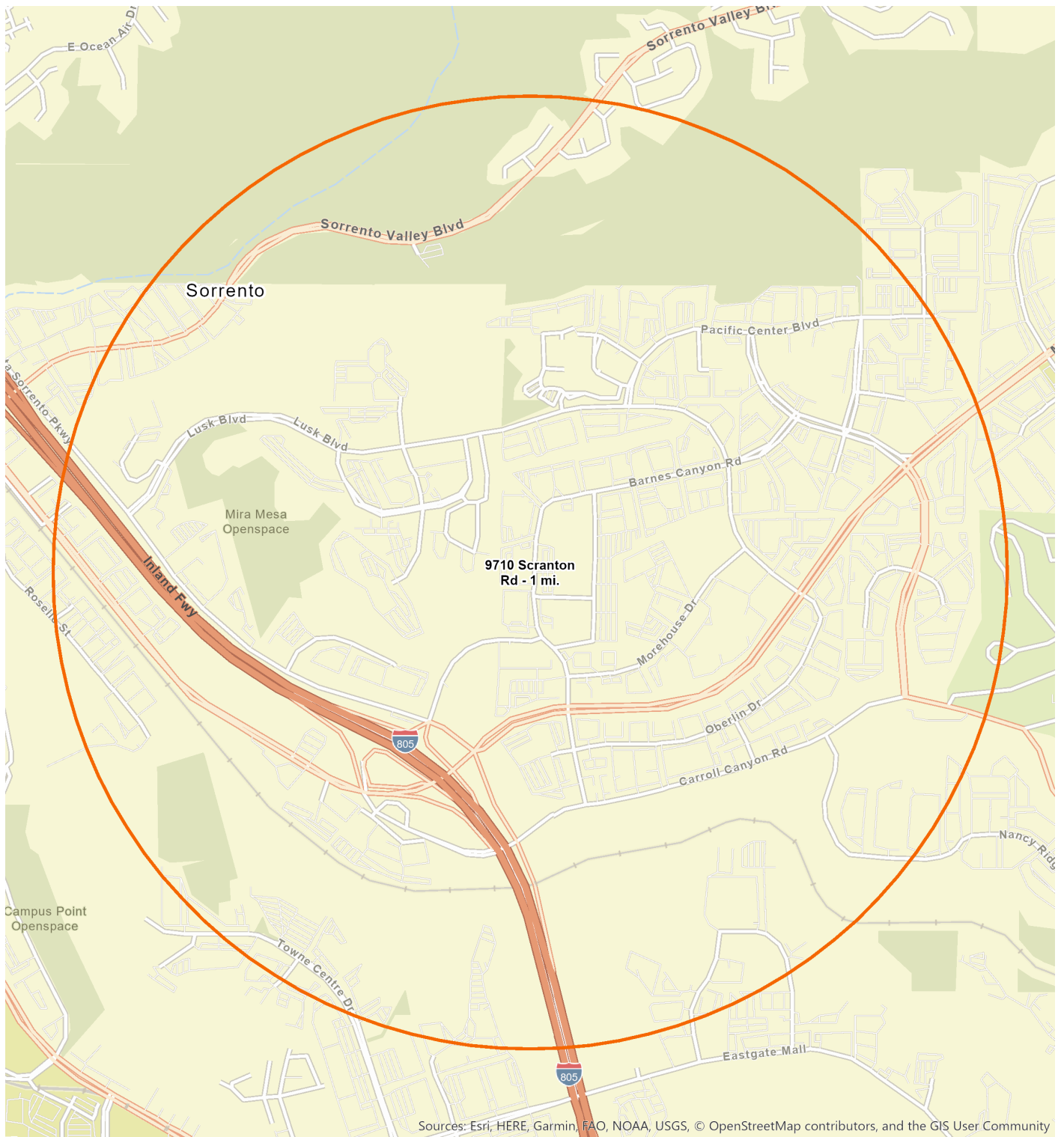


LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,800,471	1.40	125	50.61	3,606
Y1	12	New Money	1,377,766	1.07	84	34.01	3,167
Y1	19	Fiscal Rookies	2,083,607	1.62	14	5.67	349
Y1	24	Work Hard, Play Hard	1,372,389	1.07	1	0.41	38
Y1	28	Loan Rangers	1,783,857	1.39	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,345,482	1.05	0	0.00	0
Y2	30	Daily Grinders	1,354,297	1.06	0	0.00	0
Y2	31	Online Living	1,505,479	1.17	0	0.00	0
Y2	32	Credit Country	2,016,945	1.57	0	0.00	0
Y2	35	Striving & Thriving	1,361,265	1.06	0	0.00	0
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,935,094	2.29	0	0.00	0
Y3	43	Metropolitan Ease	2,149,308	1.68	0	0.00	0
Y3	44	Prudent Peak	3,033,825	2.37	0	0.00	0
Y3	48	Transient Leasers	2,138,791	1.67	0	0.00	0
Y3	54	Liquid Lessees	4,387,907	3.42	0	0.00	0
Y3	59	Counting Coins	5,395,967	4.21	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,063,696	1.61	7	2.83	176
F1	14	School Daze	2,097,619	1.64	0	0.00	0
F1	15	Family Funding	1,574,066	1.23	0	0.00	0
F1	18	Leveraged Life	2,213,234	1.73	0	0.00	0
Upscale Earners							
F2	23	Value Seekers	1,419,617	1.11	0	0.00	0
F2	27	Khakis & Credit	1,640,265	1.28	0	0.00	0
F2	36	Rural Roots	1,862,435	1.45	0	0.00	0
F2	37	Fiscally Fit Families	1,791,822	1.40	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,914,052	1.49	0	0.00	0
F3	40	Drive-Thru Debits	2,358,437	1.84	0	0.00	0
F3	41	Fast Cash Families	1,563,379	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,546,914	1.21	0	0.00	0
F3	50	Starter Homes	1,587,568	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,322,574	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,781,060	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,082,808	1.62	0	0.00	0
F4	55	City Strivers	1,812,929	1.41	0	0.00	0
F4	57	Minimum Way	1,885,779	1.47	0	0.00	0
F4	58	Social Insecurity	3,264,732	2.54	0	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,039,524	1.59	3	1.22	76
M1	02	Business Class	2,512,755	1.96	3	1.22	62
M1	03	Power Couples	1,897,275	1.48	4	1.62	110
M1	04	Golden Agers	1,351,265	1.05	0	0.00	0
Wealthy Achievers							
M2	05	Capital Accumulators	1,393,646	1.09	0	0.00	0
M2	07	IRA Enthusiast	2,362,804	1.84	0	0.00	0
M2	08	Savvy Savers	1,498,107	1.17	0	0.00	0
M2	10	Leasing Luxury	3,037,027	2.37	6	2.43	103
M2	13	Ready, Set, Retire!	2,114,776	1.65	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,586,123	2.02	0	0.00	0
M3	16	Equity Earners	2,029,079	1.58	0	0.00	0
M3	17	Leisure Land	2,160,156	1.68	0	0.00	0
M3	20	Home Sweet Equity	2,464,548	1.92	0	0.00	0
M3	21	Comfortably Retired	2,074,999	1.62	0	0.00	0
M3	22	Early-Bird Specials	1,654,073	1.29	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,306,773	1.02	0	0.00	0
M4	26	Pensions & Ports	2,353,371	1.83	0	0.00	0
M4	33	Generation Save	2,441,542	1.90	0	0.00	0
M4	34	Rocker & Recliner Retirees	1,704,603	1.33	0	0.00	0
M4	38	Nesters & Investors	1,353,534	1.05	0	0.00	0
Retirement Blues							
M5	46	Unwired Retired	4,436,207	3.46	0	0.00	0
M5	47	Superstore Shoppers	3,636,671	2.83	0	0.00	0
M5	49	Penny Pinchers	1,854,874	1.45	0	0.00	0
M5	56	Fixed Finances	2,399,659	1.87	0	0.00	0
M5	60	Foundational Occupant	2,809,328	2.19	0	0.00	0
Total			128,298,155	100.00	247	100.00	100



LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,800,471	1.40	4,100	12.39	883
Y1	12	New Money	1,377,766	1.07	2,982	9.02	839
Y1	19	Fiscal Rookies	2,083,607	1.62	852	2.58	159
Y1	24	Work Hard, Play Hard	1,372,389	1.07	4,477	13.54	1,265
Y1	28	Loan Rangers	1,783,857	1.39	0	0.00	0
Metro Mainstream							
Y2	29	ATM Nation	1,345,482	1.05	7,328	22.15	2,112
Y2	30	Daily Grinders	1,354,297	1.06	4	0.01	1
Y2	31	Online Living	1,505,479	1.17	15	0.04	4
Y2	32	Credit Country	2,016,945	1.57	0	0.00	0
Y2	35	Striving & Thriving	1,361,265	1.06	41	0.12	12
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,935,094	2.29	3,290	9.95	435
Y3	43	Metropolitan Ease	2,149,308	1.68	0	0.00	0
Y3	44	Prudent Peak	3,033,825	2.37	230	0.69	29
Y3	48	Transient Leasers	2,138,791	1.67	145	0.44	26
Y3	54	Liquid Lessees	4,387,907	3.42	127	0.38	11
Y3	59	Counting Coins	5,395,967	4.21	30	0.09	2
Flourishing Families							
F1	06	Big Spenders	2,063,696	1.61	572	1.73	108
F1	14	School Daze	2,097,619	1.64	309	0.93	57
F1	15	Family Funding	1,574,066	1.23	13	0.04	3
F1	18	Leveraged Life	2,213,234	1.73	14	0.04	2
Upscale Earners							
F2	23	Value Seekers	1,419,617	1.11	0	0.00	0
F2	27	Khakis & Credit	1,640,265	1.28	0	0.00	0
F2	36	Rural Roots	1,862,435	1.45	0	0.00	0
F2	37	Fiscally Fit Families	1,791,822	1.40	0	0.00	0
Mass Middle Class							
F3	39	New Tech Traders	1,914,052	1.49	7	0.02	1
F3	40	Drive-Thru Debits	2,358,437	1.84	3	0.01	0
F3	41	Fast Cash Families	1,563,379	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,546,914	1.21	50	0.15	13
F3	50	Starter Homes	1,587,568	1.24	0	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,322,574	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,781,060	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,082,808	1.62	0	0.00	0
F4	55	City Strivers	1,812,929	1.41	0	0.00	0
F4	57	Minimum Way	1,885,779	1.47	0	0.00	0
F4	58	Social Insecurity	3,264,732	2.54	0	0.00	0
Financial Elite							
M1	01	The Wealth Market	2,039,524	1.59	3,130	9.46	595
M1	02	Business Class	2,512,755	1.96	2,314	7.00	357
M1	03	Power Couples	1,897,275	1.48	29	0.09	6
M1	04	Golden Agers	1,351,265	1.05	71	0.21	20
Wealthy Achievers							
M2	05	Capital Accumulators	1,393,646	1.09	345	1.04	96
M2	07	IRA Enthusiast	2,362,804	1.84	640	1.94	105
M2	08	Savvy Savers	1,498,107	1.17	0	0.00	0
M2	10	Leasing Luxury	3,037,027	2.37	379	1.15	48
M2	13	Ready, Set, Retire!	2,114,776	1.65	0	0.00	0
Upscale Empty Nests							
M3	09	Booming Nests	2,586,123	2.02	579	1.75	87
M3	16	Equity Earners	2,029,079	1.58	510	1.54	97
M3	17	Leisure Land	2,160,156	1.68	0	0.00	0
M3	20	Home Sweet Equity	2,464,548	1.92	0	0.00	0
M3	21	Comfortably Retired	2,074,999	1.62	0	0.00	0
M3	22	Early-Bird Specials	1,654,073	1.29	0	0.00	0
Midscale Matures							
M4	25	Annuity Street	1,306,773	1.02	101	0.30	30
M4	26	Pensions & Ports	2,353,371	1.83	290	0.88	48
M4	33	Generation Save	2,441,542	1.90	0	0.00	0
M4	34	Rocker & Recliner Retirees	1,704,603	1.33	0	0.00	0
M4	38	Nesters & Investors	1,353,534	1.05	4	0.01	1
Retirement Blues							
M5	46	Unwired Retired	4,436,207	3.46	0	0.00	0
M5	47	Superstore Shoppers	3,636,671	2.83	0	0.00	0
M5	49	Penny Pinchers	1,854,874	1.45	88	0.27	18
M5	56	Fixed Finances	2,399,659	1.87	0	0.00	0
M5	60	Foundational Occupant	2,809,328	2.19	9	0.03	1
Total			128,298,155	100.00	33,078	100.00	100



LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,800,471	1.40	13,617	15.80	1,126
Y1	12	New Money	1,377,766	1.07	4,433	5.14	479
Y1	19	Fiscal Rookies	2,083,607	1.62	3,193	3.71	228
Y1	24	Work Hard, Play Hard	1,372,389	1.07	6,862	7.96	744
Y1	28	Loan Rangers	1,783,857	1.39	7	0.01	1
Metro Mainstream							
Y2	29	ATM Nation	1,345,482	1.05	8,228	9.55	910
Y2	30	Daily Grinders	1,354,297	1.06	2,123	2.46	233
Y2	31	Online Living	1,505,479	1.17	53	0.06	5
Y2	32	Credit Country	2,016,945	1.57	4	0.01	0
Y2	35	Striving & Thriving	1,361,265	1.06	309	0.36	34
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,935,094	2.29	3,652	4.24	185
Y3	43	Metropolitan Ease	2,149,308	1.68	0	0.00	0
Y3	44	Prudent Peak	3,033,825	2.37	3,320	3.85	163
Y3	48	Transient Leasers	2,138,791	1.67	788	0.91	55
Y3	54	Liquid Lessees	4,387,907	3.42	984	1.14	33
Y3	59	Counting Coins	5,395,967	4.21	30	0.04	1
Flourishing Families							
F1	06	Big Spenders	2,063,696	1.61	2,374	2.75	171
F1	14	School Daze	2,097,619	1.64	1,663	1.93	118
F1	15	Family Funding	1,574,066	1.23	40	0.05	4
F1	18	Leveraged Life	2,213,234	1.73	264	0.31	18
Upscale Earners							
F2	23	Value Seekers	1,419,617	1.11	529	0.61	55
F2	27	Khakis & Credit	1,640,265	1.28	0	0.00	0
F2	36	Rural Roots	1,862,435	1.45	1	0.00	0
F2	37	Fiscally Fit Families	1,791,822	1.40	11	0.01	1
Mass Middle Class							
F3	39	New Tech Traders	1,914,052	1.49	75	0.09	6
F3	40	Drive-Thru Debits	2,358,437	1.84	43	0.05	3
F3	41	Fast Cash Families	1,563,379	1.22	25	0.03	2
F3	45	Cash Back Consumers	1,546,914	1.21	330	0.38	32
F3	50	Starter Homes	1,587,568	1.24	1	0.00	0
Working-Class USA							
F4	51	Digital & Dollar Stores	1,322,574	1.03	5	0.01	1
F4	52	Family Steals & Deals	2,781,060	2.17	0	0.00	0
F4	53	Off-the-Grid Grays	2,082,808	1.62	0	0.00	0
F4	55	City Strivers	1,812,929	1.41	104	0.12	9
F4	57	Minimum Wage	1,885,779	1.47	0	0.00	0
F4	58	Social Insecurity	3,264,732	2.54	21	0.02	1
Financial Elite							
M1	01	The Wealth Market	2,039,524	1.59	7,999	9.28	584
M1	02	Business Class	2,512,755	1.96	11,542	13.39	684
M1	03	Power Couples	1,897,275	1.48	106	0.12	8
M1	04	Golden Agers	1,351,265	1.05	174	0.20	19
Wealthy Achievers							
M2	05	Capital Accumulators	1,393,646	1.09	1,446	1.68	154
M2	07	IRA Enthusiast	2,362,804	1.84	2,864	3.32	180
M2	08	Savvy Savers	1,498,107	1.17	0	0.00	0
M2	10	Leasing Luxury	3,037,027	2.37	2,485	2.88	122
M2	13	Ready, Set, Retire!	2,114,776	1.65	20	0.02	1
Upscale Empty Nests							
M3	09	Booming Nests	2,586,123	2.02	1,313	1.52	76
M3	16	Equity Earners	2,029,079	1.58	2,368	2.75	174
M3	17	Leisure Land	2,160,156	1.68	25	0.03	2
M3	20	Home Sweet Equity	2,464,548	1.92	16	0.02	1
M3	21	Comfortably Retired	2,074,999	1.62	25	0.03	2
M3	22	Early-Bird Specials	1,654,073	1.29	24	0.03	2
Midscale Matures							
M4	25	Annuity Street	1,306,773	1.02	662	0.77	75
M4	26	Pensions & Ports	2,353,371	1.83	1,325	1.54	84
M4	33	Generation Save	2,441,542	1.90	46	0.05	3
M4	34	Rocker & Recliner Retirees	1,704,603	1.33	130	0.15	11
M4	38	Nesters & Investors	1,353,534	1.05	5	0.01	1
Retirement Blues							
M5	46	Unwired Retired	4,436,207	3.46	47	0.06	2
M5	47	Superstore Shoppers	3,636,671	2.83	8	0.01	0
M5	49	Penny Pinchers	1,854,874	1.45	397	0.46	32
M5	56	Fixed Finances	2,399,659	1.87	4	0.01	0
M5	60	Foundational Occupant	2,809,328	2.19	64	0.07	3
Total			128,298,155	100.00	86,184	100.00	100



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

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Report Details

Name: P\$YCLE® Premier Lifestage Segment Distribution 2023
Date / Time: 1/26/2023 2:35:27 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

Product	Provider	Copyright
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