

PRIZM® Premier Workplace | Segment Distribution



Trade Area: 9710 Scranton Rd - 1 mi.

Workplace Population: 22,808

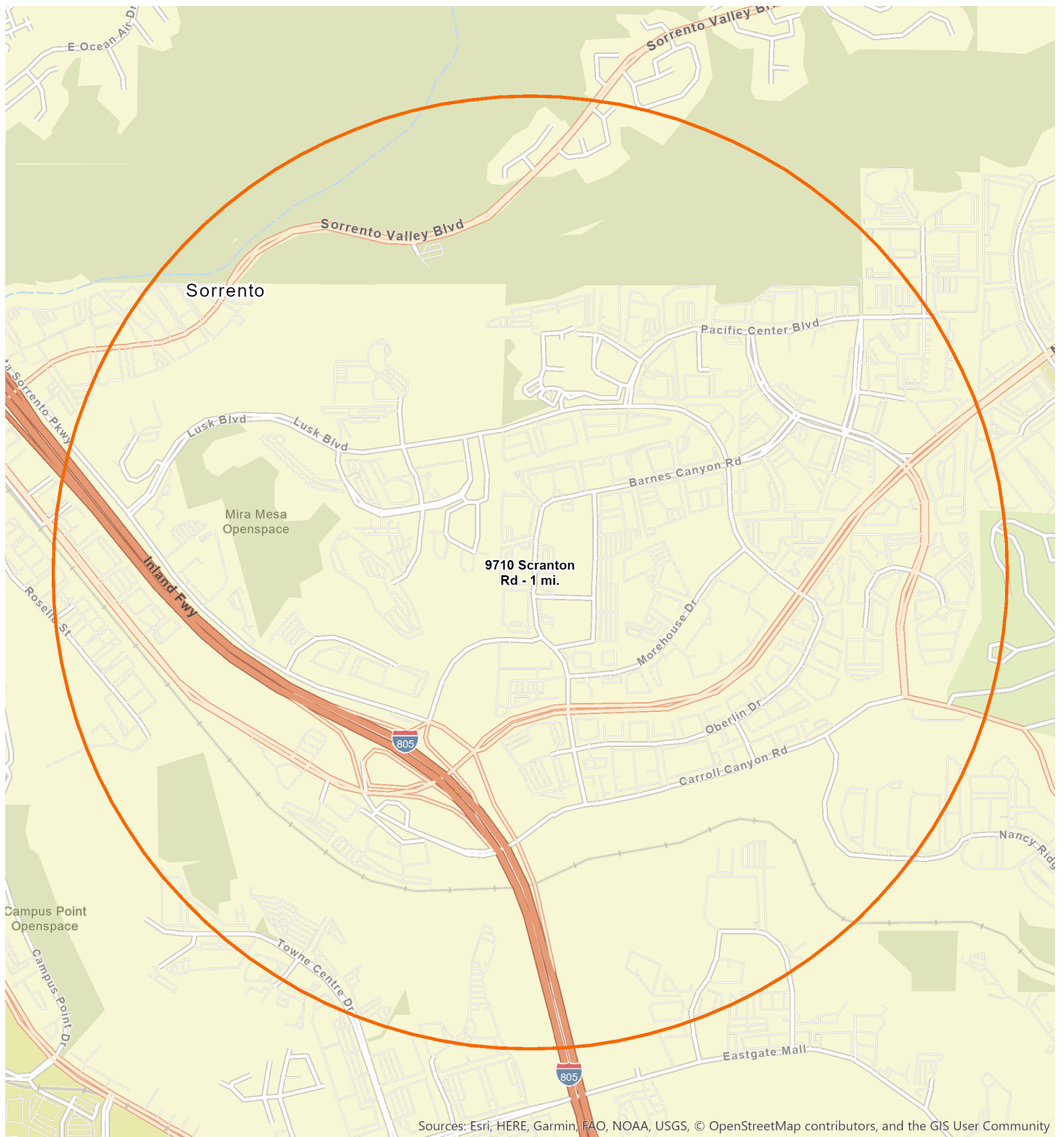
Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Index
01	Upper Crust	637,274	0.39	337	1.48	380
02	Networked Neighbors	2,619,787	1.60	1,865	8.18	511
03	Movers & Shakers	2,307,872	1.41	1,768	7.75	550
04	Young Digerati	3,764,214	2.30	641	2.81	122
05	Country Squires	5,795,532	3.54	385	1.69	48
06	Winner's Circle	3,686,099	2.25	2,996	13.14	583
07	Money & Brains	1,474,053	0.90	225	0.99	110
08	Gray Power	986,711	0.60	291	1.28	212
09	Big Fish, Small Pond	1,089,083	0.67	66	0.29	44
10	Executive Suites	3,446,694	2.10	370	1.62	77
11	Fast-Track Families	5,012,533	3.06	85	0.37	12
12	Cruisin' to Retirement	2,816,103	1.72	670	2.94	171
13	Upward Bound	2,859,438	1.75	2,407	10.55	604
14	Kids & Cul-de-Sacs	2,895,048	1.77	386	1.69	96
15	New Homesteaders	3,291,192	2.01	30	0.13	7
16	Beltway Boomers	2,231,576	1.36	244	1.07	78
17	Urban Elders	1,811,867	1.11	318	1.39	126
18	Mayberry-ville	1,655,975	1.01	45	0.20	20
19	American Dreams	1,958,252	1.20	308	1.35	113
20	Empty Nests	1,079,077	0.66	124	0.54	82
21	The Cosmopolitans	2,470,722	1.51	558	2.45	162
22	Middleburg Managers	6,672,898	4.08	1,353	5.93	146
23	Township Travelers	2,342,038	1.43	26	0.11	8
24	Pickup Patriarchs	2,458,810	1.50	17	0.07	5
25	Up-and-Comers	3,396,838	2.08	872	3.82	184
26	Home Sweet Home	2,283,428	1.40	35	0.15	11
27	Big Sky Families	7,293,828	4.46	14	0.06	1
28	Country Casuals	2,027,039	1.24	2	0.01	1
29	White Picket Fences	3,389,262	2.07	27	0.12	6
30	Pools & Patios	3,109,284	1.90	82	0.36	19
31	Connected Bohemians	3,119,834	1.91	700	3.07	161
32	Traditional Times	814,301	0.50	38	0.17	34
33	Second City Startups	2,285,250	1.40	221	0.97	69
34	Young & Influential	1,976,215	1.21	1,302	5.71	473
35	Urban Achievers	2,263,897	1.38	410	1.80	130
36	Toolbelt Traditionalists	3,280,536	2.00	165	0.72	36
37	Bright Lights, LI! City	3,674,189	2.24	132	0.58	26
38	Hometown Retired	1,964,647	1.20	10	0.04	4
39	Kid Country, USA	2,886,983	1.76	18	0.08	4
40	Aspiring A-Listers	1,167,021	0.71	263	1.15	162
41	Domestic Duos	229,934	0.14	20	0.09	62
42	Multi-Culti Mosaic	2,615,863	1.60	513	2.25	141
43	City Roots	2,360,428	1.44	217	0.95	66
44	Country Strong	7,012,749	4.28	31	0.14	3
45	Urban Modern Mix	3,154,090	1.93	124	0.54	28
46	Heartlanders	1,338,318	0.82	4	0.02	2
47	Striving Selfies	2,364,406	1.44	381	1.67	116
48	Generation Web	2,615,844	1.60	121	0.53	33
49	American Classics	1,189,922	0.73	100	0.44	60
50	Metro Grads	2,387,584	1.46	62	0.27	19
51	Campers & Camo	3,370,385	2.06	12	0.05	3
52	Simple Pleasures	570,930	0.35	3	0.01	4
53	Lo-Tech Singles	627,320	0.38	9	0.04	10
54	Struggling Singles	2,066,795	1.26	34	0.15	12
55	Red, White & Blue	2,315,979	1.41	4	0.02	1
56	Multi-Culti Families	1,986,146	1.21	492	2.16	178
57	Back Country Folks	1,249,500	0.76	1	0.00	1
58	Golden Ponds	1,349,036	0.82	4	0.02	2
59	New Melting Pot	2,546,758	1.55	287	1.26	81
60	Small-Town Collegiates	1,807,702	1.10	14	0.06	6
61	Second City Generations	1,596,448	0.97	90	0.40	40
62	Crossroad Villagers	238,829	0.15	1	0.00	3
63	Low-Rise Living	2,795,614	1.71	279	1.22	72
64	Family Thrifts	784,929	0.48	12	0.05	11
65	Young & Rustic	2,123,011	1.30	8	0.04	3
66	New Beginnings	1,469,148	0.90	164	0.72	80
67	Park Bench Seniors	321,700	0.20	14	0.06	31
68	Bedrock America	948,918	0.58	1	0.00	1
	Total	163,733,686	100.00	22,808	100.00	100

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: © 2023 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC. used under license., © 2023 Environics Analytics, PRIZM® is a registered trademark of Claritas, LLC. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 9710 Scranton Rd - 1 mi.

Workplace Population: 22,808



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

©2006-2023 TomTom

PRIZM® Premier Workplace | Segment Distribution



Trade Area: 9710 Scranton Rd - 3 mi.

Workplace Population: 192,606

Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Index
01	Upper Crust	637,274	0.39	2,871	1.49	383
02	Networked Neighbors	2,619,787	1.60	11,669	6.06	379
03	Movers & Shakers	2,307,872	1.41	12,761	6.63	470
04	Young Digerati	3,764,214	2.30	6,012	3.12	136
05	Country Squires	5,795,532	3.54	2,495	1.29	37
06	Winner's Circle	3,686,099	2.25	21,477	11.15	495
07	Money & Brains	1,474,053	0.90	2,006	1.04	116
08	Gray Power	986,711	0.60	2,595	1.35	224
09	Big Fish, Small Pond	1,089,083	0.67	433	0.23	34
10	Executive Suites	3,446,694	2.10	3,124	1.62	77
11	Fast-Track Families	5,012,533	3.06	751	0.39	13
12	Cruisin' to Retirement	2,816,103	1.72	5,387	2.80	163
13	Upward Bound	2,859,438	1.75	22,388	11.62	666
14	Kids & Cul-de-Sacs	2,895,048	1.77	3,316	1.72	97
15	New Homesteaders	3,291,192	2.01	225	0.12	6
16	Beltway Boomers	2,231,576	1.36	1,991	1.03	76
17	Urban Elders	1,811,867	1.11	3,420	1.78	160
18	Mayberry-ville	1,655,975	1.01	451	0.23	23
19	American Dreams	1,958,252	1.20	2,464	1.28	107
20	Empty Nests	1,079,077	0.66	1,205	0.63	95
21	The Cosmopolitans	2,470,722	1.51	5,534	2.87	190
22	Middleburg Managers	6,672,898	4.08	11,638	6.04	148
23	Township Travelers	2,342,038	1.43	203	0.10	7
24	Pickup Patriarchs	2,458,810	1.50	131	0.07	5
25	Up-and-Comers	3,396,838	2.08	8,115	4.21	203
26	Home Sweet Home	2,283,428	1.40	280	0.14	10
27	Big Sky Families	7,293,828	4.46	69	0.04	1
28	Country Casuals	2,027,039	1.24	14	0.01	1
29	White Picket Fences	3,389,262	2.07	206	0.11	5
30	Pools & Patios	3,109,284	1.90	639	0.33	17
31	Connected Bohemians	3,119,834	1.91	6,983	3.63	190
32	Traditional Times	814,301	0.50	251	0.13	26
33	Second City Startups	2,285,250	1.40	1,597	0.83	59
34	Young & Influential	1,976,215	1.21	10,541	5.47	453
35	Urban Achievers	2,263,897	1.38	4,060	2.11	152
36	Toolbelt Traditionalists	3,280,536	2.00	1,423	0.74	37
37	Bright Lights, LI! City	3,674,189	2.24	1,173	0.61	27
38	Hometown Retired	1,964,647	1.20	74	0.04	3
39	Kid Country, USA	2,886,983	1.76	151	0.08	4
40	Aspiring A-Listers	1,167,021	0.71	2,724	1.41	198
41	Domestic Duos	229,934	0.14	157	0.08	58
42	Multi-Culti Mosaic	2,615,863	1.60	4,596	2.39	149
43	City Roots	2,360,428	1.44	2,154	1.12	78
44	Country Strong	7,012,749	4.28	201	0.10	2
45	Urban Modern Mix	3,154,090	1.93	1,266	0.66	34
46	Heartlanders	1,338,318	0.82	34	0.02	2
47	Striving Selfies	2,364,406	1.44	4,894	2.54	176
48	Generation Web	2,615,844	1.60	1,204	0.63	39
49	American Classics	1,189,922	0.73	995	0.52	71
50	Metro Grads	2,387,584	1.46	561	0.29	20
51	Campers & Camo	3,370,385	2.06	106	0.06	3
52	Simple Pleasures	570,930	0.35	35	0.02	5
53	Lo-Tech Singles	627,320	0.38	71	0.04	10
54	Struggling Singles	2,066,795	1.26	317	0.17	13
55	Red, White & Blue	2,315,979	1.41	23	0.01	1
56	Multi-Culti Families	1,986,146	1.21	5,556	2.88	238
57	Back Country Folks	1,249,500	0.76	11	0.01	1
58	Golden Ponds	1,349,036	0.82	36	0.02	2
59	New Melting Pot	2,546,758	1.55	2,446	1.27	82
60	Small-Town Collegiates	1,807,702	1.10	132	0.07	6
61	Second City Generations	1,596,448	0.97	614	0.32	33
62	Crossroad Villagers	238,829	0.15	8	0.00	3
63	Low-Rise Living	2,795,614	1.71	2,575	1.34	78
64	Family Thrifts	784,929	0.48	92	0.05	10
65	Young & Rustic	2,123,011	1.30	34	0.02	1
66	New Beginnings	1,469,148	0.90	1,507	0.78	87
67	Park Bench Seniors	321,700	0.20	118	0.06	31
68	Bedrock America	948,918	0.58	16	0.01	1
	Total	163,733,686	100.00	192,606	100.00	100

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: © 2023 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC. used under license., © 2023 Environics Analytics, PRIZM® is a registered trademark of Claritas, LLC. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 9710 Scranton Rd - 3 mi.

Workplace Population: 192,606



PRIZM® Premier Workplace | Segment Distribution



Trade Area: 9710 Scranton Rd - 5 mi.

Workplace Population: 265,609

Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Index
01	Upper Crust	637,274	0.39	4,296	1.62	416
02	Networked Neighbors	2,619,787	1.60	16,247	6.12	382
03	Movers & Shakers	2,307,872	1.41	18,515	6.97	495
04	Young Digerati	3,764,214	2.30	8,149	3.07	133
05	Country Squires	5,795,532	3.54	3,343	1.26	36
06	Winner's Circle	3,686,099	2.25	31,056	11.69	519
07	Money & Brains	1,474,053	0.90	2,795	1.05	117
08	Gray Power	986,711	0.60	3,809	1.43	238
09	Big Fish, Small Pond	1,089,083	0.67	582	0.22	33
10	Executive Suites	3,446,694	2.10	4,336	1.63	78
11	Fast-Track Families	5,012,533	3.06	950	0.36	12
12	Cruisin' to Retirement	2,816,103	1.72	7,689	2.90	168
13	Upward Bound	2,859,438	1.75	29,672	11.17	640
14	Kids & Cul-de-Sacs	2,895,048	1.77	4,719	1.78	100
15	New Homesteaders	3,291,192	2.01	345	0.13	6
16	Beltway Boomers	2,231,576	1.36	2,845	1.07	79
17	Urban Elders	1,811,867	1.11	4,490	1.69	153
18	Mayberry-ville	1,655,975	1.01	569	0.21	21
19	American Dreams	1,958,252	1.20	3,379	1.27	106
20	Empty Nests	1,079,077	0.66	1,573	0.59	90
21	The Cosmopolitans	2,470,722	1.51	7,434	2.80	185
22	Middleburg Managers	6,672,898	4.08	16,543	6.23	153
23	Township Travelers	2,342,038	1.43	287	0.11	8
24	Pickup Patriarchs	2,458,810	1.50	189	0.07	5
25	Up-and-Comers	3,396,838	2.08	11,097	4.18	201
26	Home Sweet Home	2,283,428	1.40	381	0.14	10
27	Big Sky Families	7,293,828	4.46	106	0.04	1
28	Country Casuals	2,027,039	1.24	23	0.01	1
29	White Picket Fences	3,389,262	2.07	300	0.11	5
30	Pools & Patios	3,109,284	1.90	876	0.33	17
31	Connected Bohemians	3,119,834	1.91	9,231	3.48	182
32	Traditional Times	814,301	0.50	347	0.13	26
33	Second City Startups	2,285,250	1.40	2,246	0.85	61
34	Young & Influential	1,976,215	1.21	14,249	5.37	444
35	Urban Achievers	2,263,897	1.38	5,604	2.11	153
36	Toolbelt Traditionalists	3,280,536	2.00	1,992	0.75	37
37	Bright Lights, LI! City	3,674,189	2.24	1,695	0.64	28
38	Hometown Retired	1,964,647	1.20	108	0.04	3
39	Kid Country, USA	2,886,983	1.76	211	0.08	5
40	Aspiring A-Listers	1,167,021	0.71	3,551	1.34	188
41	Domestic Duos	229,934	0.14	209	0.08	56
42	Multi-Culti Mosaic	2,615,863	1.60	6,131	2.31	144
43	City Roots	2,360,428	1.44	2,893	1.09	76
44	Country Strong	7,012,749	4.28	278	0.10	2
45	Urban Modern Mix	3,154,090	1.93	1,652	0.62	32
46	Heartlanders	1,338,318	0.82	45	0.02	2
47	Striving Selfies	2,364,406	1.44	6,061	2.28	158
48	Generation Web	2,615,844	1.60	1,600	0.60	38
49	American Classics	1,189,922	0.73	1,344	0.51	70
50	Metro Grads	2,387,584	1.46	757	0.28	20
51	Campers & Camo	3,370,385	2.06	143	0.05	3
52	Simple Pleasures	570,930	0.35	51	0.02	6
53	Lo-Tech Singles	627,320	0.38	92	0.04	9
54	Struggling Singles	2,066,795	1.26	456	0.17	14
55	Red, White & Blue	2,315,979	1.41	32	0.01	1
56	Multi-Culti Families	1,986,146	1.21	7,693	2.90	239
57	Back Country Folks	1,249,500	0.76	17	0.01	1
58	Golden Ponds	1,349,036	0.82	49	0.02	2
59	New Melting Pot	2,546,758	1.55	3,406	1.28	82
60	Small-Town Collegiates	1,807,702	1.10	182	0.07	6
61	Second City Generations	1,596,448	0.97	829	0.31	32
62	Crossroad Villagers	238,829	0.15	10	0.00	3
63	Low-Rise Living	2,795,614	1.71	3,405	1.28	75
64	Family Thrifts	784,929	0.48	136	0.05	11
65	Young & Rustic	2,123,011	1.30	47	0.02	1
66	New Beginnings	1,469,148	0.90	2,082	0.78	87
67	Park Bench Seniors	321,700	0.20	161	0.06	31
68	Bedrock America	948,918	0.58	19	0.01	1
	Total	163,733,686	100.00	265,609	100.00	100

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: © 2023 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC. used under license., ©2023 Environics Analytics, PRIZM® is a registered trademark of Claritas, LLC. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 9710 Scranton Rd - 5 mi.

Workplace Population: 265,609



Report Details

Name: PRIZM® Premier Workplace Segment Distribution 2023
Date / Time: 3/28/2023 12:06:56 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
Workplace PRIZM® Premier - 2023 Distributions	Environics Analytics Claritas	© 2023 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC. used under license. (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Workplace PRIZM® Premier	Environics Analytics Claritas	©2023 Environics Analytics, PRIZM® is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)
