

Trade Area: 9710 Scranton Rd - 1 mi.

Households: 248

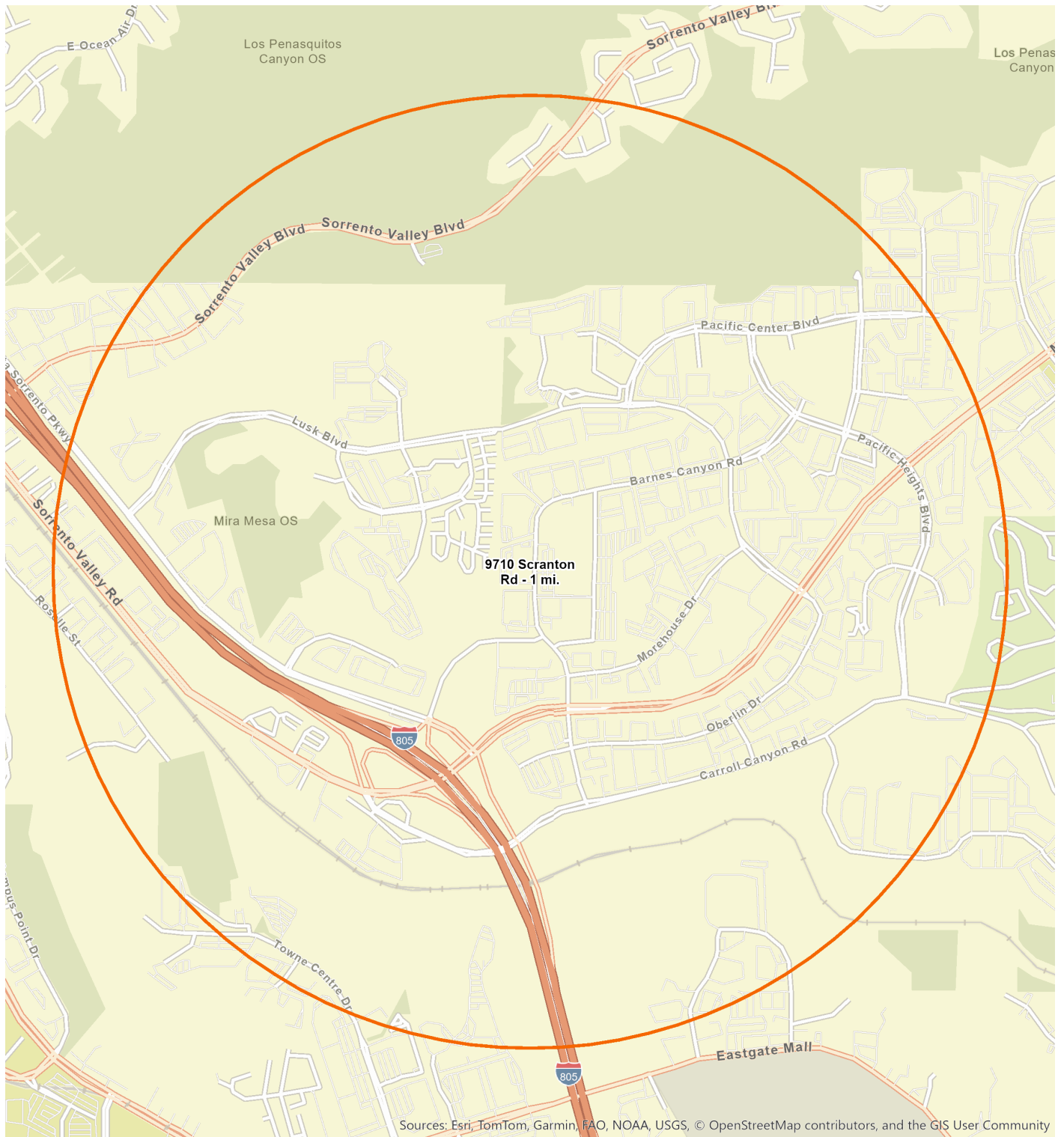
Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,212,599	1.71	2	0.81	47
02	Plugged-In Families	2,589,549	2.01	1	0.40	20
03	Tech Nests	1,975,515	1.53	0	0.00	0
04	Connected Country	2,016,809	1.56	0	0.00	0
05	You & I Tunes	2,462,958	1.91	82	33.06	1,733
06	High-Tech Society	1,834,840	1.42	0	0.00	0
07	Generation WiFi	2,387,429	1.85	0	0.00	0
08	Calling Circles	1,747,538	1.35	17	6.86	506
09	Dish Country	1,712,878	1.33	0	0.00	0
10	Smart Gamers	1,723,896	1.34	4	1.61	121
11	WiFi Warriors	2,172,342	1.68	34	13.71	815
12	Satellites & Silos	2,885,851	2.24	0	0.00	0
13	Cyber Sophisticates	2,332,601	1.81	55	22.18	1,227
14	The Pragmatics	2,172,253	1.68	21	8.47	503
15	Bundled Burbs	1,525,380	1.18	0	0.00	0
16	Kids & Keyboards	2,560,602	1.98	0	0.00	0
17	Time Shifters	1,969,579	1.53	0	0.00	0
18	New Technorati	2,747,915	2.13	18	7.26	341
19	Gadgets Galore	1,699,507	1.32	0	0.00	0
20	Cinemaniacs	2,488,285	1.93	0	0.00	0
21	Multimedia Families	1,860,350	1.44	0	0.00	0
22	Analoggers	2,613,920	2.02	2	0.81	40
23	Cyber Strivers	1,533,069	1.19	0	0.00	0
24	Internet Hinterlands	2,379,491	1.84	0	0.00	0
25	Low-Speed Boomers	2,703,841	2.10	0	0.00	0
26	Rural Transmissions	2,694,721	2.09	0	0.00	0
27	Video Vistas	1,575,456	1.22	0	0.00	0
28	Big City, Small Tech	1,796,609	1.39	0	0.00	0
29	IMNation	2,301,205	1.78	5	2.02	113
30	Techs and the City	3,242,664	2.51	0	0.00	0
31	Plug & Play	2,518,007	1.95	7	2.82	145
32	Family Dishes	3,780,975	2.93	0	0.00	0
33	Digital Dreamers	3,715,299	2.88	0	0.00	0
34	Gearing Up	2,056,624	1.59	0	0.00	0
35	Broadband Boulevards	2,562,559	1.99	0	0.00	0
36	Opting Out	2,295,699	1.78	0	0.00	0
37	Techtown Lites	1,904,940	1.48	0	0.00	0
38	New Kids on the Grid	1,665,719	1.29	0	0.00	0
39	Video Homebodies	1,766,159	1.37	0	0.00	0
40	Low-Tech Country	1,804,382	1.40	0	0.00	0
41	Antenna Land	4,564,528	3.54	0	0.00	0
42	Tech Skeptics	2,779,884	2.15	0	0.00	0
43	Bucolic Basics	2,861,136	2.22	0	0.00	0
44	Leisurely Adopters	2,651,416	2.05	0	0.00	0
45	Landline Living	1,785,738	1.38	0	0.00	0
46	Old-Time Media	2,898,641	2.25	0	0.00	0
47	Discounts & Deals	1,527,638	1.18	0	0.00	0
48	Dial-Up Duos	3,001,003	2.33	0	0.00	0
49	Satellite Seniors	1,607,449	1.25	0	0.00	0
50	Early-Bird TV	2,860,789	2.22	0	0.00	0
51	Tech-Free Frontier	3,715,094	2.88	0	0.00	0
52	The Unconnected	4,713,921	3.65	0	0.00	0
53	Last to Adopt	4,121,800	3.19	0	0.00	0
	Total	129,079,042	100.00	248	100.00	100

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: © 2024 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC., ©Claritas, LLC 2024. (<https://claritas.easpotlight.com/Spotlight/About/3/2024>)

Trade Area: 9710 Scranton Rd - 1 mi.

Households: 248



Trade Area: 9710 Scranton Rd - 3 mi.

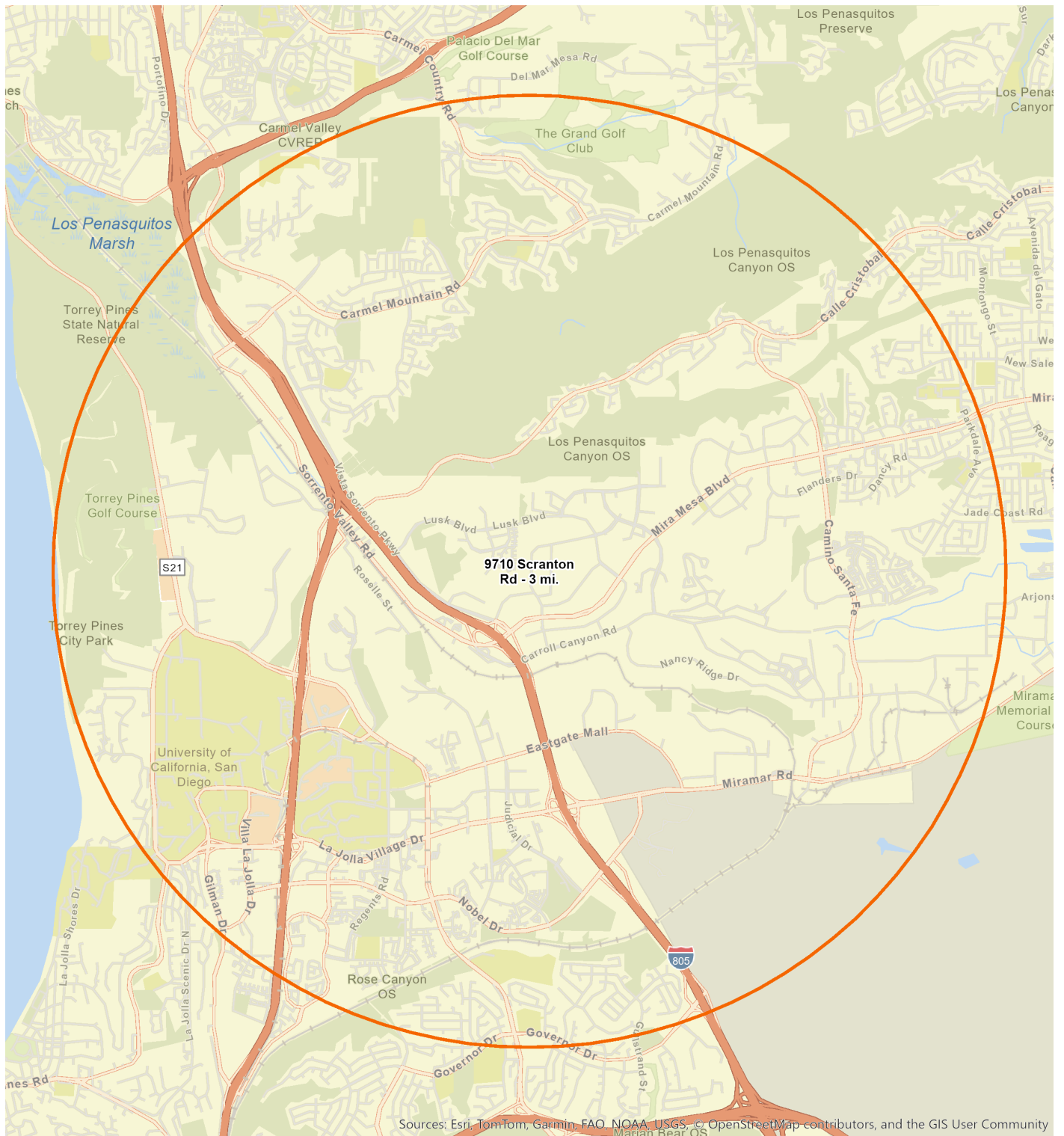
Households: 33,096

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,212,599	1.71	1,933	5.84	341
02	Plugged-In Families	2,589,549	2.01	949	2.87	143
03	Tech Nests	1,975,515	1.53	38	0.12	8
04	Connected Country	2,016,809	1.56	0	0.00	0
05	You & I Tunes	2,462,958	1.91	3,637	10.99	576
06	High-Tech Society	1,834,840	1.42	1,759	5.32	374
07	Generation WiFi	2,387,429	1.85	4,578	13.83	748
08	Calling Circles	1,747,538	1.35	2,287	6.91	510
09	Dish Country	1,712,878	1.33	0	0.00	0
10	Smart Gamers	1,723,896	1.34	512	1.55	116
11	WiFi Warriors	2,172,342	1.68	1,413	4.27	254
12	Satellites & Silos	2,885,851	2.24	0	0.00	0
13	Cyber Sophisticates	2,332,601	1.81	1,580	4.77	264
14	The Pragmatics	2,172,253	1.68	1,271	3.84	228
15	Bundled Burbs	1,525,380	1.18	155	0.47	40
16	Kids & Keyboards	2,560,602	1.98	97	0.29	15
17	Time Shifters	1,969,579	1.53	1,185	3.58	235
18	New Technorati	2,747,915	2.13	1,371	4.14	195
19	Gadgets Galore	1,699,507	1.32	377	1.14	87
20	Cinemaniacs	2,488,285	1.93	385	1.16	60
21	Multimedia Families	1,860,350	1.44	95	0.29	20
22	Analoggers	2,613,920	2.02	1,173	3.54	175
23	Cyber Strivers	1,533,059	1.19	99	0.30	25
24	Internet Hinterlands	2,379,491	1.84	0	0.00	0
25	Low-Speed Boomers	2,703,841	2.10	423	1.28	61
26	Rural Transmissions	2,694,721	2.09	0	0.00	0
27	Video Vistas	1,575,456	1.22	6	0.02	1
28	Big City, Small Tech	1,796,609	1.39	106	0.32	23
29	IM Nation	2,301,205	1.78	132	0.40	22
30	Techs and the City	3,242,664	2.51	3,148	9.51	379
31	Plug & Play	2,518,007	1.95	709	2.14	110
32	Family Dishes	3,780,975	2.93	0	0.00	0
33	Digital Dreamers	3,715,299	2.88	466	1.41	49
34	Gearing Up	2,056,624	1.59	543	1.64	103
35	Broadband Boulevards	2,562,559	1.99	409	1.24	62
36	Opting Out	2,295,699	1.78	239	0.72	41
37	Techtown Lites	1,904,940	1.48	12	0.04	2
38	New Kids on the Grid	1,665,719	1.29	286	0.86	67
39	Video Homebodies	1,766,159	1.37	45	0.14	10
40	Low-Tech Country	1,804,382	1.40	0	0.00	0
41	Antenna Land	4,564,528	3.54	369	1.11	32
42	Tech Skeptics	2,779,884	2.15	587	1.77	82
43	Bucolic Basics	2,861,136	2.22	0	0.00	0
44	Leisurely Adopters	2,651,416	2.05	166	0.50	24
45	Landline Living	1,785,738	1.38	0	0.00	0
46	Old-Time Media	2,898,641	2.25	100	0.30	13
47	Discounts & Deals	1,527,638	1.18	4	0.01	1
48	Dial-Up Duos	3,001,003	2.33	221	0.67	29
49	Satellite Seniors	1,607,449	1.25	0	0.00	0
50	Early-Bird TV	2,860,789	2.22	57	0.17	8
51	Tech-Free Frontier	3,715,094	2.88	0	0.00	0
52	The Unconnected	4,713,921	3.65	163	0.49	13
53	Last to Adopt	4,121,800	3.19	11	0.03	1
	Total	129,079,042	100.00	33,096	100.00	100

Benchmark: USA

Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,096



Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,265

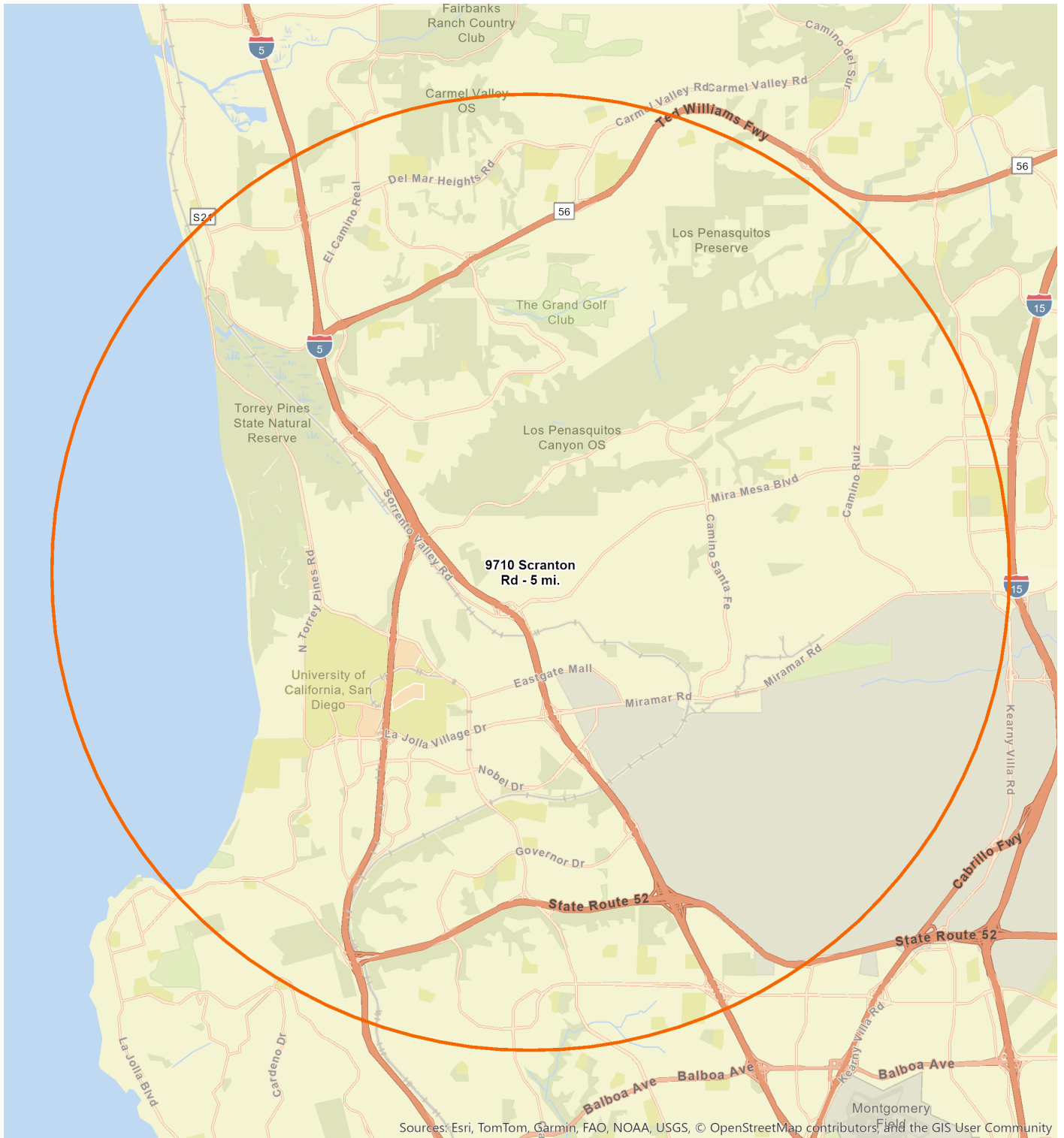
Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,212,599	1.71	4,532	5.25	306
02	Plugged-In Families	2,589,549	2.01	4,754	5.51	275
03	Tech Nests	1,975,515	1.53	463	0.54	35
04	Connected Country	2,016,809	1.56	0	0.00	0
05	You & I Tunes	2,462,958	1.91	4,692	5.44	285
06	High-Tech Society	1,834,840	1.42	4,902	5.68	400
07	Generation WiFi	2,387,429	1.85	5,065	5.87	317
08	Calling Circles	1,747,538	1.35	6,752	7.83	578
09	Dish Country	1,712,878	1.33	0	0.00	0
10	Smart Gamers	1,723,896	1.34	2,458	2.85	213
11	WiFi Warriors	2,172,342	1.68	3,838	4.45	264
12	Satellites & Silos	2,885,851	2.24	0	0.00	0
13	Cyber Sophisticates	2,332,601	1.81	3,893	4.51	250
14	The Pragmatics	2,172,253	1.68	2,972	3.44	205
15	Bundled Burbs	1,525,380	1.18	1,654	1.92	162
16	Kids & Keyboards	2,560,602	1.98	760	0.88	44
17	Time Shifters	1,969,579	1.53	2,010	2.33	153
18	New Technorati	2,747,915	2.13	3,531	4.09	192
19	Gadgets Galore	1,699,507	1.32	2,320	2.69	204
20	Cinemaniacs	2,488,285	1.93	2,258	2.62	136
21	Multimedia Families	1,860,350	1.44	450	0.52	36
22	Analoggers	2,613,920	2.02	6,761	7.84	387
23	Cyber Strivers	1,533,059	1.19	617	0.71	60
24	Internet Hinterlands	2,379,491	1.84	0	0.00	0
25	Low-Speed Boomers	2,703,841	2.10	1,796	2.08	99
26	Rural Transmissions	2,694,721	2.09	0	0.00	0
27	Video Vistas	1,575,456	1.22	46	0.05	4
28	Big City, Small Tech	1,796,609	1.39	310	0.36	26
29	IM Nation	2,301,205	1.78	612	0.71	40
30	Techs and the City	3,242,664	2.51	4,050	4.70	187
31	Plug & Play	2,518,007	1.95	2,015	2.34	120
32	Family Dishes	3,780,975	2.93	0	0.00	0
33	Digital Dreamers	3,715,299	2.88	1,551	1.80	62
34	Gearing Up	2,056,624	1.59	776	0.90	56
35	Broadband Boulevards	2,562,559	1.99	2,769	3.21	162
36	Opting Out	2,295,699	1.78	522	0.60	34
37	Techtown Lites	1,904,940	1.48	65	0.07	5
38	New Kids on the Grid	1,665,719	1.29	466	0.54	42
39	Video Homebodies	1,766,159	1.37	238	0.28	20
40	Low-Tech Country	1,804,382	1.40	0	0.00	0
41	Antenna Land	4,564,528	3.54	1,120	1.30	37
42	Tech Skeptics	2,779,884	2.15	1,706	1.98	92
43	Bucolic Basics	2,861,136	2.22	0	0.00	0
44	Leisurely Adopters	2,651,416	2.05	410	0.47	23
45	Landline Living	1,785,738	1.38	0	0.00	0
46	Old-Time Media	2,898,641	2.25	1,131	1.31	58
47	Discounts & Deals	1,527,638	1.18	118	0.14	12
48	Dial-Up Duos	3,001,003	2.33	822	0.95	41
49	Satellite Seniors	1,607,449	1.25	0	0.00	0
50	Early-Bird TV	2,860,789	2.22	371	0.43	19
51	Tech-Free Frontier	3,715,094	2.88	0	0.00	0
52	The Unconnected	4,713,921	3.65	656	0.76	21
53	Last to Adopt	4,121,800	3.19	33	0.04	1
	Total	129,079,042	100.00	86,265	100.00	100

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: © 2024 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC., ©Claritas, LLC 2024. (<https://claritas.easpotlight.com/Spotlight/About/3/2024>)

Trade Area: 9710 Scranton Rd - 5 mi.

Households: 86,265



Report Details

Name: ConneXions® Household Segment Distribution 2024
Date / Time: 3/6/2024 8:48:33 PM
Workspace Vintage: 2024

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	© 2024 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 2024 (https://claritas.easpotlight.com/Spotlight/About)
