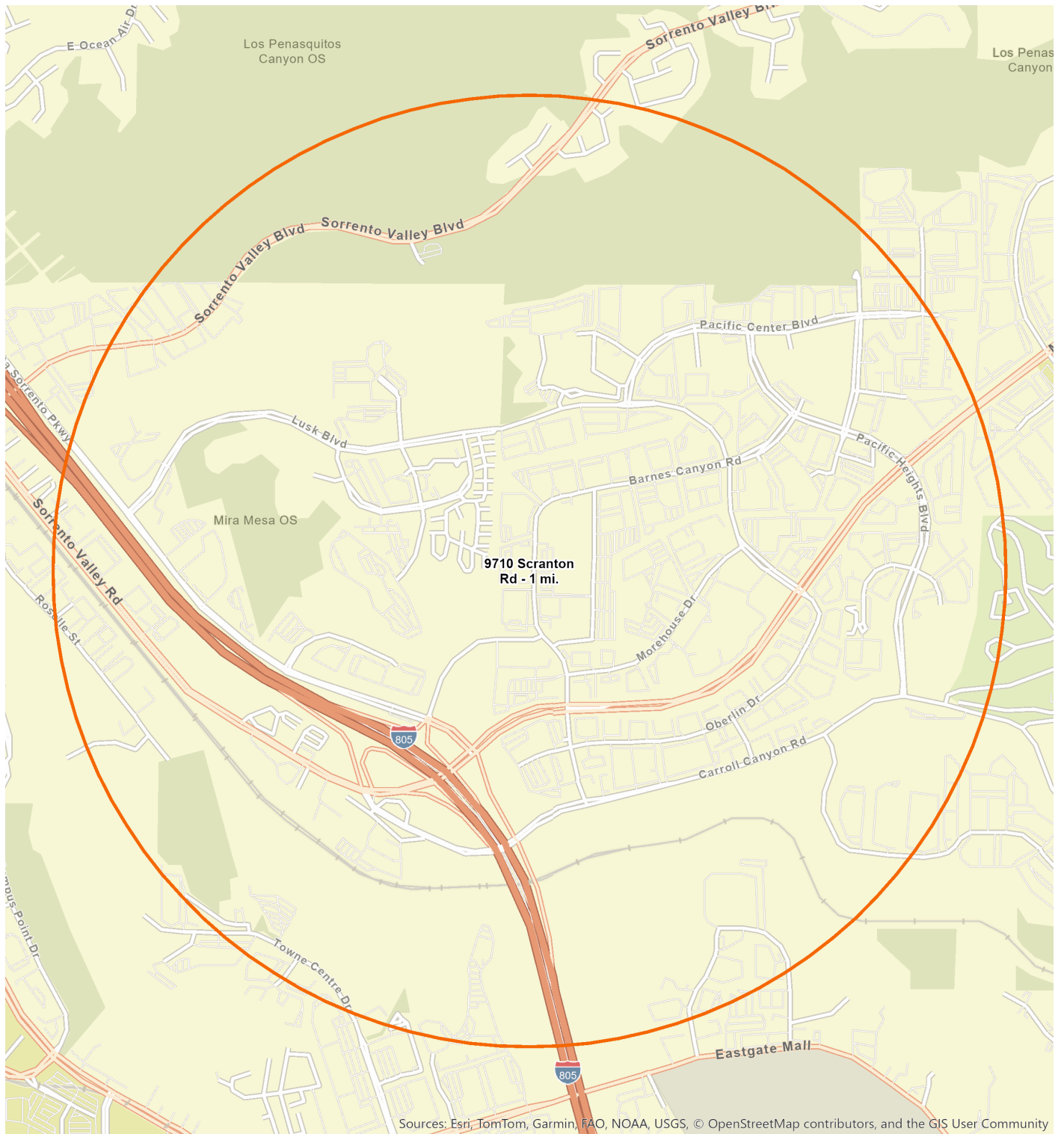


Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,052,433	1.59	4	1.63	102
02	Business Class	2,527,632	1.96	3	1.22	62
03	Power Couples	1,908,670	1.48	0	0.00	0
04	Golden Agers	1,361,337	1.05	0	0.00	0
05	Capital Accumulators	1,401,268	1.09	4	1.63	150
06	Big Spenders	2,069,509	1.60	6	2.44	152
07	IRA Enthusiast	2,374,299	1.84	0	0.00	0
08	Savvy Savers	1,505,260	1.17	0	0.00	0
09	Booming Nests	2,600,820	2.02	0	0.00	0
10	Leasing Luxury	3,051,792	2.36	5	2.03	86
11	McMansions & Merriment	1,811,800	1.40	98	39.84	2,838
12	New Money	1,384,008	1.07	109	44.31	4,132
13	Ready, Set, Retire!	2,124,562	1.65	0	0.00	0
14	School Daze	2,114,622	1.64	1	0.41	25
15	Family Funding	1,582,810	1.23	0	0.00	0
16	Equity Earners	2,042,159	1.58	3	1.22	77
17	Leisure Land	2,172,629	1.68	0	0.00	0
18	Leveraged Life	2,215,171	1.72	0	0.00	0
19	Fiscal Rookies	2,096,681	1.63	1	0.41	25
20	Home Sweet Equity	2,479,517	1.92	0	0.00	0
21	Comfortably Retired	2,088,182	1.62	0	0.00	0
22	Early-Bird Specials	1,663,938	1.29	0	0.00	0
23	Value Seekers	1,429,418	1.11	0	0.00	0
24	Work Hard, Play Hard	1,387,650	1.07	12	4.88	454
25	Annuity Street	1,313,900	1.02	0	0.00	0
26	Pensions & Ports	2,369,899	1.84	0	0.00	0
27	Khakis & Credit	1,650,062	1.28	0	0.00	0
28	Loan Rangers	1,794,389	1.39	0	0.00	0
29	ATM Nation	1,350,985	1.05	0	0.00	0
30	Daily Grinders	1,367,560	1.06	0	0.00	0
31	Online Living	1,515,888	1.17	0	0.00	0
32	Credit Country	2,030,573	1.57	0	0.00	0
33	Generation Save	2,456,895	1.90	0	0.00	0
34	Rocker & Recliner Retirees	1,715,332	1.33	0	0.00	0
35	Striving & Thriving	1,365,880	1.06	0	0.00	0
36	Rural Roots	1,872,832	1.45	0	0.00	0
37	Fiscally Fit Families	1,801,418	1.40	0	0.00	0
38	Nesters & Investors	1,362,506	1.06	0	0.00	0
39	New Tech Traders	1,926,581	1.49	0	0.00	0
40	Drive-Thru Debits	2,372,471	1.84	0	0.00	0
41	Fast Cash Families	1,570,737	1.22	0	0.00	0
42	Frugal Fledglings	2,943,200	2.28	0	0.00	0
43	Metropolitan Ease	2,036,187	1.58	0	0.00	0
44	Prudent Peak	3,177,672	2.46	0	0.00	0
45	Cash Back Consumers	1,548,689	1.20	0	0.00	0
46	Unwired Retired	4,465,102	3.46	0	0.00	0
47	Superstore Shoppers	3,658,237	2.83	0	0.00	0
48	Transient Leasers	2,156,762	1.67	0	0.00	0
49	Penny Pinchers	1,868,512	1.45	0	0.00	0
50	Starter Homes	1,599,479	1.24	0	0.00	0
51	Digital & Dollar Stores	1,329,672	1.03	0	0.00	0
52	Family Steals & Deals	2,798,129	2.17	0	0.00	0
53	Off-the-Grid Grays	2,096,176	1.62	0	0.00	0
54	Liquid Lessees	4,413,677	3.42	0	0.00	0
55	City Strivers	1,822,790	1.41	0	0.00	0
56	Fixed Finances	2,415,101	1.87	0	0.00	0
57	Minimum Way	1,898,415	1.47	0	0.00	0
58	Social Insecurity	3,275,030	2.54	0	0.00	0
59	Counting Coins	5,447,263	4.22	0	0.00	0
60	Foundational Occupant	2,842,884	2.20	0	0.00	0
	Total	129,079,042	100.00	246	100.00	100

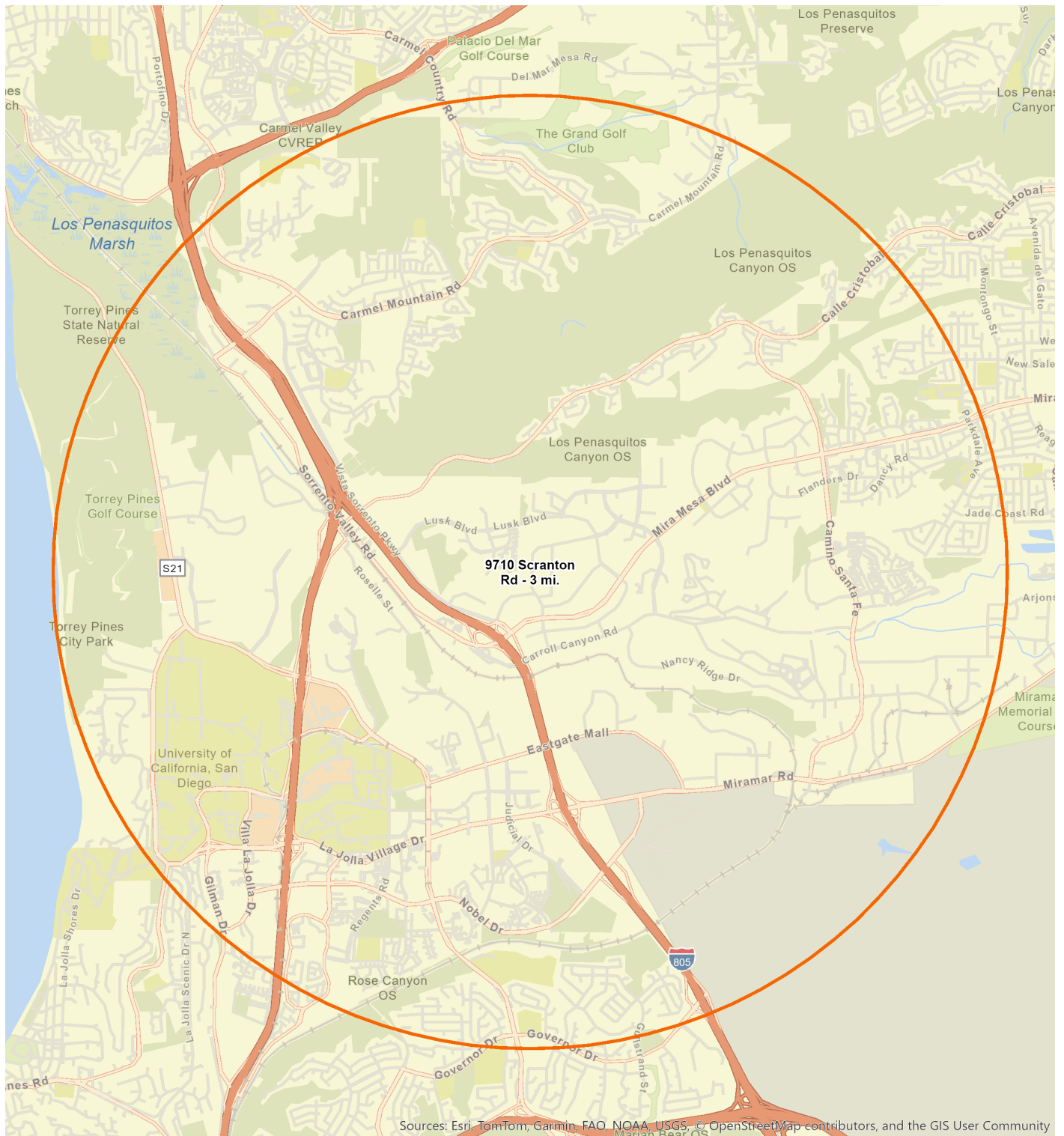
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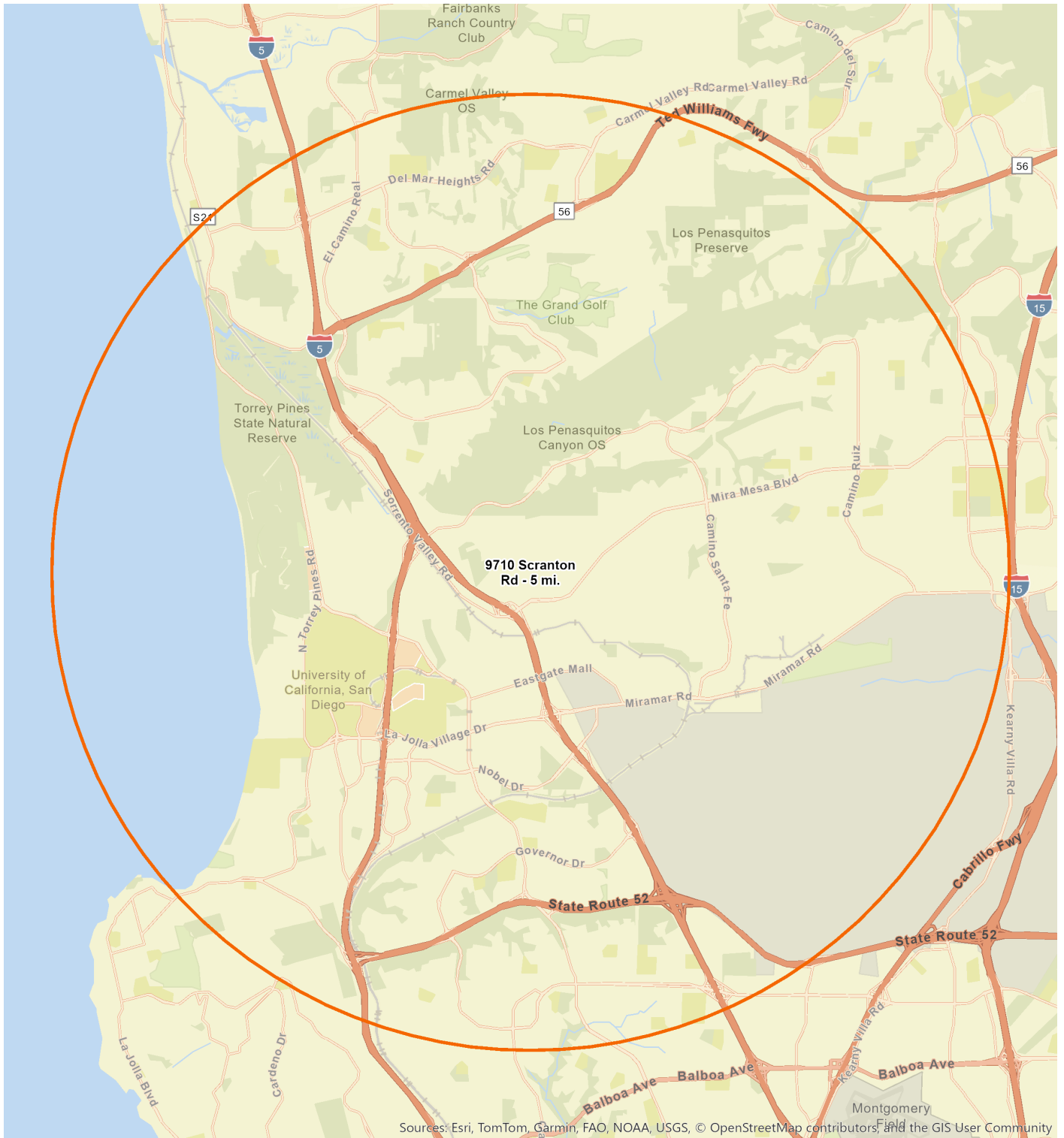
Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,052,433	1.59	3,407	10.29	647
02	Business Class	2,527,632	1.96	2,129	6.43	328
03	Power Couples	1,908,670	1.48	35	0.11	7
04	Golden Agers	1,361,337	1.05	84	0.25	24
05	Capital Accumulators	1,401,268	1.09	230	0.69	64
06	Big Spenders	2,069,509	1.60	273	0.82	51
07	IRA Enthusiast	2,374,299	1.84	582	1.76	96
08	Savvy Savers	1,505,260	1.17	3	0.01	1
09	Booming Nests	2,600,820	2.02	538	1.63	81
10	Leasing Luxury	3,051,792	2.36	271	0.82	35
11	McMansions & Merriment	1,811,800	1.40	4,142	12.51	891
12	New Money	1,384,008	1.07	3,409	10.30	961
13	Ready, Set, Retire!	2,124,552	1.65	0	0.00	0
14	School Daze	2,114,622	1.64	186	0.56	34
15	Family Funding	1,582,810	1.23	2	0.01	0
16	Equity Earners	2,042,159	1.58	508	1.53	97
17	Leisure Land	2,172,629	1.68	0	0.00	0
18	Leveraged Life	2,215,171	1.72	0	0.00	0
19	Fiscal Rookies	2,098,681	1.63	718	2.17	133
20	Home Sweet Equity	2,479,517	1.92	0	0.00	0
21	Comfortably Retired	2,088,182	1.62	0	0.00	0
22	Early-Bird Specials	1,663,938	1.29	0	0.00	0
23	Value Seekers	1,429,418	1.11	73	0.22	20
24	Work Hard, Play Hard	1,387,650	1.07	4,315	13.04	1,213
25	Annuity Street	1,313,900	1.02	111	0.34	33
26	Pensions & Ports	2,369,899	1.84	346	1.04	57
27	Khakis & Credit	1,650,062	1.28	0	0.00	0
28	Loan Rangers	1,794,389	1.39	0	0.00	0
29	ATM Nation	1,350,985	1.05	6,402	19.34	1,848
30	Daily Grinders	1,367,560	1.06	320	0.97	91
31	Online Living	1,515,888	1.17	2	0.01	1
32	Credit Country	2,030,573	1.57	7	0.02	1
33	Generation Save	2,456,895	1.90	3	0.01	0
34	Rocker & Recliner Retirees	1,715,332	1.33	3	0.01	1
35	Striving & Thriving	1,365,880	1.06	48	0.14	14
36	Rural Roots	1,872,832	1.45	0	0.00	0
37	Fiscally Fit Families	1,801,418	1.40	0	0.00	0
38	Nesters & Investors	1,362,506	1.06	0	0.00	0
39	New Tech Traders	1,926,581	1.49	11	0.03	2
40	Drive-Thru Debits	2,372,471	1.84	3	0.01	0
41	Fast Cash Families	1,570,737	1.22	0	0.00	0
42	Frugal Fledglings	2,943,200	2.28	4,372	13.21	579
43	Metropolitan Ease	2,036,187	1.58	0	0.00	0
44	Prudent Peak	3,177,672	2.46	42	0.13	5
45	Cash Back Consumers	1,548,689	1.20	61	0.18	15
46	Unwired Retired	4,465,102	3.46	0	0.00	0
47	Superstore Shoppers	3,658,237	2.83	0	0.00	0
48	Transient Leasers	2,156,762	1.67	137	0.41	25
49	Penny Pinchers	1,868,512	1.45	119	0.36	25
50	Starter Homes	1,599,479	1.24	0	0.00	0
51	Digital & Dollar Stores	1,329,672	1.03	0	0.00	0
52	Family Steals & Deals	2,798,129	2.17	0	0.00	0
53	Off-the-Grid Grays	2,096,176	1.62	0	0.00	0
54	Liquid Lessees	4,413,677	3.42	178	0.54	16
55	City Strivers	1,822,790	1.41	0	0.00	0
56	Fixed Finances	2,415,101	1.87	0	0.00	0
57	Minimum Way	1,898,415	1.47	0	0.00	0
58	Social Insecurity	3,275,030	2.54	1	0.00	0
59	Counting Coins	5,447,263	4.22	30	0.09	2
60	Foundational Occupant	2,842,884	2.20	0	0.00	0
	Total	129,079,042	100.00	33,101	100.00	100

Trade Area: 9710 Scranton Rd - 3 mi.

Households: 33,101



Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,052,433	1.59	8,655	10.03	631
02	Business Class	2,527,632	1.96	11,160	12.94	661
03	Power Couples	1,908,670	1.48	158	0.18	12
04	Golden Agers	1,361,337	1.05	146	0.17	16
05	Capital Accumulators	1,401,268	1.09	1,285	1.49	137
06	Big Spenders	2,069,509	1.60	1,949	2.26	141
07	IRA Enthusiast	2,374,299	1.84	2,788	3.23	176
08	Savvy Savers	1,505,260	1.17	8	0.01	1
09	Booming Nests	2,600,820	2.02	1,232	1.43	71
10	Leasing Luxury	3,051,792	2.36	1,436	1.67	70
11	McMansions & Merriment	1,811,800	1.40	14,210	16.47	1,174
12	New Money	1,384,008	1.07	5,855	6.79	633
13	Ready, Set, Retire!	2,124,552	1.65	7	0.01	0
14	School Daze	2,114,622	1.64	1,037	1.20	73
15	Family Funding	1,582,810	1.23	6	0.01	1
16	Equity Earners	2,042,159	1.58	2,356	2.73	173
17	Leisure Land	2,172,629	1.68	31	0.04	2
18	Leveraged Life	2,215,171	1.72	15	0.02	1
19	Fiscal Rookies	2,098,681	1.63	2,694	3.12	192
20	Home Sweet Equity	2,479,517	1.92	9	0.01	1
21	Comfortably Retired	2,088,182	1.62	54	0.06	4
22	Early-Bird Specials	1,663,938	1.29	19	0.02	2
23	Value Seekers	1,429,418	1.11	696	0.81	73
24	Work Hard, Play Hard	1,387,650	1.07	6,430	7.45	693
25	Annuity Street	1,313,900	1.02	507	0.59	58
26	Pensions & Ports	2,369,899	1.84	1,625	1.88	103
27	Khakis & Credit	1,650,062	1.28	0	0.00	0
28	Loan Rangers	1,794,389	1.39	9	0.01	1
29	ATM Nation	1,350,985	1.05	7,908	9.17	876
30	Daily Grinders	1,367,560	1.06	2,637	3.06	289
31	Online Living	1,515,888	1.17	27	0.03	3
32	Credit Country	2,030,573	1.57	9	0.01	1
33	Generation Save	2,456,895	1.90	8	0.01	0
34	Rocker & Recliner Retirees	1,715,332	1.33	21	0.02	2
35	Striving & Thriving	1,365,880	1.06	228	0.26	25
36	Rural Roots	1,872,832	1.45	13	0.01	1
37	Fiscally Fit Families	1,801,418	1.40	21	0.02	2
38	Nesters & Investors	1,362,506	1.06	35	0.04	4
39	New Tech Traders	1,926,581	1.49	57	0.07	4
40	Drive-Thru Debits	2,372,471	1.84	74	0.09	5
41	Fast Cash Families	1,570,737	1.22	15	0.02	1
42	Frugal Fledglings	2,943,200	2.28	4,944	5.73	251
43	Metropolitan Ease	2,036,187	1.58	0	0.00	0
44	Prudent Peak	3,177,672	2.46	2,957	3.43	139
45	Cash Back Consumers	1,548,689	1.20	470	0.55	45
46	Unwired Retired	4,465,102	3.46	46	0.05	2
47	Superstore Shoppers	3,658,237	2.83	0	0.00	0
48	Transient Leasers	2,156,762	1.67	807	0.94	56
49	Penny Pinchers	1,868,512	1.45	491	0.57	39
50	Starter Homes	1,599,479	1.24	9	0.01	1
51	Digital & Dollar Stores	1,329,672	1.03	0	0.00	0
52	Family Steals & Deals	2,798,129	2.17	0	0.00	0
53	Off-the-Grid Grays	2,096,176	1.62	0	0.00	0
54	Liquid Lessees	4,413,677	3.42	982	1.14	33
55	City Strivers	1,822,790	1.41	0	0.00	0
56	Fixed Finances	2,415,101	1.87	4	0.01	0
57	Minimum Way	1,898,415	1.47	0	0.00	0
58	Social Insecurity	3,275,030	2.54	54	0.06	2
59	Counting Coins	5,447,263	4.22	30	0.04	1
60	Foundational Occupant	2,842,884	2.20	41	0.05	2
	Total	129,079,042	100.00	86,265	100.00	100



Report Details

Name: P\$YCLE® Premier Household Segment Distribution 2024
Date / Time: 3/6/2024 8:51:30 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
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Segmentation System

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