

PRIZM® Premier | Social Segment Distribution

Trade Area: Downtown Chambersburg - 15 min Drivetime

Households: 24,842

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,312,255	1.05	0	0.00	0
S1	Networked Neighbors	02	1,251,369	1.00	0	0.00	0
S1	Movers & Shakers	03	1,781,056	1.43	0	0.00	0
Urban Uptown							
U1	Young Digerati	04	1,852,037	1.48	0	0.00	0
U1	Money & Brains	07	1,794,929	1.44	0	0.00	0
U1	American Dreams	19	1,424,316	1.14	0	0.00	0
U1	The Cosmopolitans	21	1,409,750	1.13	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,728,490	1.38	0	0.00	0
S2	Gray Power	08	1,455,522	1.16	0	0.00	0
S2	Executive Suites	10	1,635,906	1.31	65	0.26	20
S2	Cruisin' to Retirement	12	3,024,064	2.42	314	1.26	52
S2	Upward Bound	13	1,326,029	1.06	154	0.62	58
S2	Kids & Cul-de-Sacs	14	1,725,291	1.38	35	0.14	10
S2	Beltway Boomers	16	1,411,677	1.13	54	0.22	19
Landed Gentry							
T1	Country Squires	05	2,913,086	2.33	0	0.00	0
T1	Big Fish, Small Pond	09	2,049,006	1.64	1,188	4.78	292
T1	Fast-Track Families	11	2,345,024	1.88	196	0.79	42
T1	New Homesteaders	15	1,290,891	1.03	1,366	5.50	533
Middleburbs							
S3	Empty Nests	20	1,982,614	1.59	643	2.59	163
S3	Up-and-Comers	25	1,861,277	1.49	562	2.26	152
S3	Home Sweet Home	26	1,611,968	1.29	399	1.61	125
S3	Pools & Patios	30	1,819,637	1.46	194	0.78	54
Country Comfort							
T2	Mayberry-ville	18	2,051,615	1.64	272	1.09	67
T2	Township Travelers	23	1,381,137	1.10	725	2.92	264
T2	Pickup Patriarchs	24	1,270,010	1.02	1,449	5.83	574
T2	Big Sky Families	27	3,096,694	2.48	1,018	4.10	165
T2	Country Casuals	28	2,307,384	1.85	619	2.49	135
T2	White Picket Fences	29	1,941,509	1.55	857	3.45	222
Middle America							
T3	Traditional Times	32	1,747,796	1.40	1,453	5.85	418
T3	Hometown Retired	38	1,727,496	1.38	1,388	5.59	404
T3	Kid Country, USA	39	1,414,975	1.13	852	3.43	303
T3	Country Strong	44	4,081,306	3.27	700	2.82	86
T3	Heartlanders	46	1,555,236	1.24	252	1.01	82
T3	Campers & Camo	51	2,289,664	1.83	1,123	4.52	247
T3	Simple Pleasures	52	1,629,981	1.30	153	0.62	47
Second City Society							
C1	Middleburg Managers	22	3,071,517	2.46	249	1.00	41
C1	Second City Startups	33	1,247,179	1.00	102	0.41	41
C1	Bright Lights, Li'l City	37	1,737,223	1.39	376	1.51	109
Midtown Mix							
U2	Urban Elders	17	1,459,465	1.17	0	0.00	0
U2	Connected Bohemians	31	1,931,771	1.54	0	0.00	0
U2	Urban Achievers	35	1,645,796	1.32	0	0.00	0
U2	Aspiring A-Listers	40	1,406,202	1.13	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,069,701	1.66	0	0.00	0
U3	City Roots	43	1,449,200	1.16	0	0.00	0
U3	Urban Modern Mix	45	2,609,768	2.09	0	0.00	0
U3	Multi-Culti Families	56	1,447,925	1.16	0	0.00	0
U3	Low-Rise Living	63	2,596,293	2.08	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,782,352	1.43	183	0.74	52
C2	Generation Web	48	2,103,049	1.68	351	1.41	84
C2	American Classics	49	2,085,201	1.67	358	1.44	86
C2	Lo-Tech Singles	53	1,761,561	1.41	422	1.70	121
C2	Struggling Singles	54	1,645,167	1.32	617	2.48	189
Inner Suburbs							
S4	Young & Influential	34	1,146,599	0.92	36	0.14	16
S4	Toolbelt Traditionalists	36	3,058,180	2.45	742	2.99	122
S4	Domestic Duos	41	1,214,589	0.97	384	1.55	159
S4	Metro Grads	50	1,792,590	1.43	457	1.84	128
Rustic Living							
T4	Red, White & Blue	55	1,754,163	1.40	225	0.91	65
T4	Back Country Folks	57	3,204,732	2.56	269	1.08	42
T4	Golden Ponds	58	2,369,243	1.90	885	3.56	188
T4	Small-Town Collegiates	60	1,216,044	0.97	218	0.88	90
T4	Crossroad Villagers	62	1,311,692	1.05	606	2.44	233
T4	Young & Rustic	65	2,555,927	2.04	233	0.94	46
T4	Bedrock America	68	1,217,757	0.97	183	0.74	76
Micro-City Mix							
C3	New Melting Pot	59	1,757,730	1.41	729	2.94	209
C3	Second City Generations	61	1,351,301	1.08	251	1.01	93
C3	Family Thrifts	64	1,147,027	0.92	343	1.38	150
C3	New Beginnings	66	1,228,923	0.98	224	0.90	92
C3	Park Bench Seniors	67	1,141,944	0.91	368	1.48	162
	Total		125,018,808	100.00	24,842	100.00	100

Benchmark: USA

PRIZM® Premier | Household Segment Distribution

Trade Area: Downtown Chambersburg - 15 min Drivetime

Households: 24,842

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,312,255	1.05	0	0.00	0
02	Networked Neighbors	1,251,369	1.00	0	0.00	0
03	Movers & Shakers	1,781,056	1.43	0	0.00	0
04	Young Digerati	1,852,037	1.48	0	0.00	0
05	Country Squires	2,913,086	2.33	0	0.00	0
06	Winner's Circle	1,728,490	1.38	0	0.00	0
07	Money & Brains	1,794,929	1.44	0	0.00	0
08	Gray Power	1,455,522	1.16	0	0.00	0
09	Big Fish, Small Pond	2,049,006	1.64	1,188	4.78	292
10	Executive Suites	1,635,906	1.31	65	0.26	20
11	Fast-Track Families	2,345,024	1.88	196	0.79	42
12	Cruisin' to Retirement	3,024,064	2.42	314	1.26	52
13	Upward Bound	1,326,029	1.06	154	0.62	58
14	Kids & Cul-de-Sacs	1,725,291	1.38	35	0.14	10
15	New Homesteaders	1,280,891	1.03	1,366	5.50	533
16	Beltway Boomers	1,411,677	1.13	54	0.22	19
17	Urban Elders	1,459,465	1.17	0	0.00	0
18	Mayberry-ville	2,051,615	1.64	272	1.09	67
19	American Dreams	1,424,316	1.14	0	0.00	0
20	Empty Nests	1,982,614	1.59	643	2.59	163
21	The Cosmopolitans	1,409,750	1.13	0	0.00	0
22	Middleburg Managers	3,071,517	2.46	249	1.00	41
23	Township Travelers	1,381,137	1.10	725	2.92	264
24	Pickup Patriarchs	1,270,010	1.02	1,449	5.83	574
25	Up-and-Comers	1,861,277	1.49	562	2.26	152
26	Home Sweet Home	1,611,968	1.29	399	1.61	125
27	Big Sky Families	3,096,694	2.48	1,018	4.10	165
28	Country Casuals	2,307,384	1.85	619	2.49	135
29	White Picket Fences	1,941,509	1.55	857	3.45	222
30	Pools & Patios	1,819,637	1.46	194	0.78	54
31	Connected Bohemians	1,931,771	1.54	0	0.00	0
32	Traditional Times	1,747,796	1.40	1,453	5.85	418
33	Second City Startups	1,247,179	1.00	102	0.41	41
34	Young & Influential	1,146,599	0.92	36	0.14	16
35	Urban Achievers	1,645,796	1.32	0	0.00	0
36	Toolbelt Traditionalists	3,058,180	2.45	742	2.99	122
37	Bright Lights, L'il City	1,737,223	1.39	376	1.51	109
38	Hometown Retired	1,727,496	1.38	1,388	5.59	404
39	Kid Country, USA	1,414,975	1.13	852	3.43	303
40	Aspiring A-Listers	1,406,202	1.13	0	0.00	0
41	Domestic Duos	1,214,589	0.97	384	1.55	159
42	Multi-Culti Mosaic	2,069,701	1.66	0	0.00	0
43	City Roots	1,449,200	1.16	0	0.00	0
44	Country Strong	4,081,306	3.27	700	2.82	86
45	Urban Modern Mix	2,609,768	2.09	0	0.00	0
46	Heartlanders	1,555,236	1.24	252	1.01	82
47	Striving Selfies	1,782,352	1.43	183	0.74	52
48	Generation Web	2,103,049	1.68	351	1.41	84
49	American Classics	2,085,201	1.67	358	1.44	86
50	Metro Grads	1,792,590	1.43	457	1.84	128
51	Campers & Camo	2,289,664	1.83	1,123	4.52	247
52	Simple Pleasures	1,629,981	1.30	153	0.62	47
53	Lo-Tech Singles	1,761,561	1.41	422	1.70	121
54	Struggling Singles	1,645,167	1.32	617	2.48	189
55	Red, White & Blue	1,754,163	1.40	225	0.91	65
56	Multi-Culti Families	1,447,925	1.16	0	0.00	0
57	Back Country Folks	3,204,732	2.56	269	1.08	42
58	Golden Ponds	2,369,243	1.90	885	3.56	188
59	New Melting Pot	1,757,730	1.41	729	2.94	209
60	Small-Town Collegiates	1,216,044	0.97	218	0.88	90
61	Second City Generations	1,351,301	1.08	251	1.01	93
62	Crossroad Villagers	1,311,692	1.05	606	2.44	233
63	Low-Rise Living	2,596,293	2.08	0	0.00	0
64	Family Thrifts	1,147,027	0.92	343	1.38	150
65	Young & Rustic	2,555,927	2.04	233	0.94	46
66	New Beginnings	1,228,923	0.98	224	0.90	92
67	Park Bench Seniors	1,141,944	0.91	368	1.48	162
68	Bedrock America	1,217,757	0.97	183	0.74	76
	Total	125,018,808	100.00	24,842	100.00	100

Benchmark: USA

PRIZM® Premier | Lifestage Segment Distribution

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 15 min Drivetime

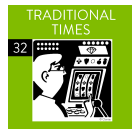
Households: 24,842

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
Midlife Success								
Y1	04	Young Digerati	1,852,037	1.48	0	0.00	0.00	0
Y1	13	Upward Bound	1,326,029	1.06	154	0.62	0.01	58
Y1	21	The Cosmopolitans	1,409,750	1.13	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,861,277	1.49	562	2.26	0.03	152
Y1	31	Connected Bohemians	1,931,771	1.54	0	0.00	0.00	0
Y1	34	Young & Influential	1,146,599	0.92	36	0.14	0.00	16
Y1	35	Urban Achievers	1,645,796	1.32	0	0.00	0.00	0
Young Achievers								
Y2	40	Aspiring A-Listers	1,406,202	1.13	0	0.00	0.00	0
Y2	47	Striving Selfies	1,782,352	1.43	183	0.74	0.01	52
Y2	48	Generation Web	2,103,049	1.68	351	1.41	0.02	84
Y2	50	Metro Grads	1,792,590	1.43	457	1.84	0.03	128
Y2	54	Struggling Singles	1,645,167	1.32	617	2.48	0.04	189
Striving Singles								
Y3	55	Red, White & Blue	1,754,163	1.40	225	0.91	0.01	65
Y3	59	New Melting Pot	1,757,730	1.41	729	2.94	0.04	209
Y3	60	Small-Town Collegiates	1,216,044	0.97	218	0.88	0.02	90
Y3	63	Low-Rise Living	2,596,293	2.08	0	0.00	0.00	0
Y3	64	Family Thrifts	1,147,027	0.92	343	1.38	0.03	150
Y3	65	Young & Rustic	2,555,927	2.04	233	0.94	0.01	46
Y3	66	New Beginnings	1,228,923	0.98	224	0.90	0.02	92
Accumulated Wealth								
F1	02	Networked Neighbors	1,251,369	1.00	0	0.00	0.00	0
F1	05	Country Squires	2,913,086	2.33	0	0.00	0.00	0
F1	06	Winner's Circle	1,728,490	1.38	0	0.00	0.00	0
F1	10	Executive Suites	1,635,906	1.31	65	0.26	0.00	20
F1	11	Fast-Track Families	2,345,024	1.88	196	0.79	0.01	42
F1	14	Kids & Cul-de-Sacs	1,725,291	1.38	35	0.14	0.00	10
F1	15	New Homesteaders	1,290,891	1.03	1,366	5.50	0.11	533
F1	16	Beltway Boomers	1,411,677	1.13	54	0.22	0.00	19
Young Accumulators								
F2	23	Township Travelers	1,381,137	1.10	725	2.92	0.05	264
F2	26	Home Sweet Home	1,611,968	1.29	399	1.61	0.02	125
F2	27	Big Sky Families	3,096,694	2.48	1,018	4.10	0.03	165
F2	29	White Picket Fences	1,941,509	1.55	857	3.45	0.04	222
F2	30	Pools & Patios	1,819,637	1.46	194	0.78	0.01	54
Mainstream Families								
F3	33	Second City Startups	1,247,179	1.00	102	0.41	0.01	41
F3	37	Bright Lights, Li'l City	1,737,223	1.39	376	1.51	0.02	109
F3	39	Kid Country, USA	1,414,975	1.13	852	3.43	0.06	303
F3	44	Country Strong	4,081,306	3.27	700	2.82	0.02	86
F3	51	Campers & Camo	2,289,664	1.83	1,123	4.52	0.05	247
Sustaining Families								
F4	42	Multi-Culti Mosaic	2,069,701	1.66	0	0.00	0.00	0
F4	45	Urban Modern Mx	2,609,768	2.09	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,447,925	1.16	0	0.00	0.00	0
F4	61	Second City Generations	1,351,301	1.08	251	1.01	0.02	93
F4	68	Bedrock America	1,217,757	0.97	183	0.74	0.02	76
Affluent Empty Nests								
M1	01	Upper Crust	1,312,255	1.05	0	0.00	0.00	0
M1	03	Movers & Shakers	1,781,056	1.43	0	0.00	0.00	0
M1	07	Money & Brains	1,794,929	1.44	0	0.00	0.00	0
M1	08	Gray Power	1,455,522	1.16	0	0.00	0.00	0
M1	09	Big Fish, Small Pond	2,049,006	1.64	1,188	4.78	0.06	232
M1	12	Cruisin' to Retirement	3,024,064	2.42	314	1.26	0.01	52
Conservative Classics								
M2	17	Urban Elders	1,459,465	1.17	0	0.00	0.00	0
M2	18	Mayberry-ville	2,051,615	1.64	272	1.09	0.01	67
M2	19	American Dreams	1,424,316	1.14	0	0.00	0.00	0
M2	20	Empty Nests	1,982,614	1.59	643	2.59	0.03	163
M2	22	Middleburg Managers	3,071,517	2.46	249	1.00	0.01	41
M2	24	Pickup Patriarchs	1,270,010	1.02	1,449	5.83	0.11	574
M2	28	Country Casuals	2,307,384	1.85	619	2.49	0.03	135
Cautious Couples								
M3	32	Traditional Times	1,747,796	1.40	1,453	5.85	0.08	418
M3	36	Toolbelt Traditionalists	3,058,180	2.45	742	2.99	0.02	122
M3	38	Hometown Retired	1,727,496	1.38	1,388	5.59	0.08	404
M3	41	Domestic Duos	1,214,589	0.97	384	1.55	0.03	159
M3	43	City Roots	1,449,200	1.16	0	0.00	0.00	0
M3	46	Heartlanders	1,555,236	1.24	252	1.01	0.02	82
M3	49	American Classics	2,085,201	1.67	358	1.44	0.02	86
M3	52	Simple Pleasures	1,629,981	1.30	153	0.62	0.01	47
M3	53	Lo-Tech Singles	1,761,561	1.41	422	1.70	0.02	121
Sustaining Seniors								
M4	57	Back Country Folks	3,204,732	2.56	269	1.08	0.01	42
M4	58	Golden Ponds	2,369,243	1.90	885	3.56	0.04	188
M4	62	Crossroad Villagers	1,311,692	1.05	606	2.44	0.05	233
M4	67	Park Bench Seniors	1,141,944	0.91	368	1.48	0.03	162
Total			125,018,808	100.00	24,842	100.00	0.02	100

Benchmark: USA

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Top 5 segments represent **27.6%** of households in Downtown Chambersburg - 15 min Drivetime



Rank:	1	Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically age 55 and older, these midscale Americans pursue an active lifestyle. They belong to country clubs and civic clubs and spend their vacation time traveling by motor home.
Hhlds:	1,453	
Hhld %	5.85	
% in Benchmark:	1.40	
Index:	418	



Rank:	2	Pickup Patriarchs, an upscale segment found in exurban areas, are country chic. They live in areas that are somewhat rural but they have more suburban tastes. They are frequent golfers and boaters, heavy shoppers and savvy investors.
Hhlds:	1,449	
Hhld %	5.83	
% in Benchmark:	1.02	
Index:	574	



Rank:	3	Hometown Retired consists of older, midscale couples with no kids at home. Somewhat set in their ways, they are slow to adopt and below average in their use of technology. They watch the news on television and enjoy reading and eat out occasionally at places that they deem to offer a good value.
Hhlds:	1,388	
Hhld %	5.59	
% in Benchmark:	1.38	
Index:	404	



Rank:	4	Young, upper-middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships. With a mix of jobs in white and blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their house with the latest technological gadgets and hunting gear.
Hhlds:	1,366	
Hhld %	5.50	
% in Benchmark:	1.03	
Index:	533	



Rank:	5	Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.
Hhlds:	1,188	
Hhld %	4.78	
% in Benchmark:	1.64	
Index:	292	

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Report Details

Name: Chambersburg PRIZM
Date / Time: 1/3/2020 9:29:51 AM
Workspace Vintage: 2019

Trade Area

Name	Level	Geographies
Downtown Chambersburg - 15 min Drivetime	15 min Drivetime	N/A
Downtown Chambersburg - 30 min Drivetime	30 min Drivetime	N/A
Downtown Chambersburg District	User-drawn polygon	N/A
Chambersburg, PA (borough)	Place	Chambersburg, PA (borough)

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
PRIZM Premier	Claritas	Claritas - PRIZM Premier 2019

Segmentation System

Product	Provider	Copyright
Claritas PRIZM® Premier	Claritas	©Claritas, LLC 2020 (https://en.environicsanalytics.ca/Spotlight/Abo)
