

PRIZM® Premier | Social Segment Distribution

Trade Area: Downtown Chambersburg - 30 min Drivetime

Households: 77,679

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	292	0.38	29
S2	Cruisin' to Retirement	12	3,024,064	2.42	773	0.99	41
S2	Upward Bound	13	1,326,029	1.06	223	0.29	27
S2	Kids & Cul-de-Sacs	14	1,725,291	1.38	183	0.24	17
S2	Beltway Boomers	16	1,411,677	1.13	217	0.28	25
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	2,104	2.71	165
T1	Fast-Track Families	11	2,345,024	1.88	1,097	1.41	75
T1	New Homesteaders	15	1,290,891	1.03	3,393	4.37	423
Middleburbs							
S3	Empty Nests	20	1,982,614	1.59	1,005	1.29	82
S3	Up-and-Comers	25	1,861,277	1.49	769	0.99	66
S3	Home Sweet Home	26	1,611,968	1.29	628	0.81	63
S3	Pools & Patios	30	1,819,637	1.46	339	0.44	30
Country Comfort							
T2	Mayberry-ville	18	2,051,615	1.64	1,327	1.71	104
T2	Township Travelers	23	1,381,137	1.10	1,304	1.68	152
T2	Pickup Patriarchs	24	1,270,010	1.02	3,493	4.50	443
T2	Big Sky Families	27	3,096,694	2.48	6,588	8.48	342
T2	Country Casuals	28	2,307,384	1.85	3,320	4.27	232
T2	White Picket Fences	29	1,941,509	1.55	4,340	5.59	360
Middle America							
T3	Traditional Times	32	1,747,796	1.40	2,850	3.67	262
T3	Hometown Retired	38	1,727,496	1.38	3,361	4.33	313
T3	Kid Country, USA	39	1,414,975	1.13	2,340	3.01	266
T3	Country Strong	44	4,081,306	3.27	4,639	5.97	183
T3	Heartlanders	46	1,555,236	1.24	1,349	1.74	140
T3	Campers & Camo	51	2,289,664	1.83	4,183	5.38	294
T3	Simple Pleasures	52	1,629,981	1.30	762	0.98	75
Second City Society							
C1	Middleburg Managers	22	3,071,517	2.46	731	0.94	38
C1	Second City Startups	33	1,247,179	1.00	155	0.20	20
C1	Bright Lights, Li'l City	37	1,737,223	1.39	1,215	1.56	113
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	446	0.57	40
C2	Generation Web	48	2,103,049	1.68	794	1.02	61
C2	American Classics	49	2,085,201	1.67	1,028	1.32	79
C2	Lo-Tech Singles	53	1,761,561	1.41	826	1.06	75
C2	Struggling Singles	54	1,645,167	1.32	1,360	1.75	133
Inner Suburbs							
S4	Young & Influential	34	1,146,599	0.92	116	0.15	16
S4	Toolbelt Traditionalists	36	3,058,180	2.45	1,328	1.71	70
S4	Domestic Duos	41	1,214,589	0.97	520	0.67	69
S4	Metro Grads	50	1,792,590	1.43	712	0.92	64
Rustic Living							
T4	Red, White & Blue	55	1,754,163	1.40	1,056	1.36	97
T4	Back Country Folks	57	3,204,732	2.56	1,067	1.37	54
T4	Golden Ponds	58	2,369,243	1.90	3,244	4.18	220
T4	Small-Town Collegiates	60	1,216,044	0.97	2,496	3.21	330
T4	Crossroad Villagers	62	1,311,692	1.05	1,522	1.96	187
T4	Young & Rustic	65	2,555,927	2.04	914	1.18	58
T4	Bedrock America	68	1,217,757	0.97	1,454	1.87	192
Micro-City Mix							
C3	New Melting Pot	59	1,757,730	1.41	1,678	2.16	154
C3	Second City Generations	61	1,351,301	1.08	272	0.35	32
C3	Family Thrifts	64	1,147,027	0.92	1,794	2.31	252
C3	New Beginnings	66	1,228,923	0.98	620	0.80	81
C3	Park Bench Seniors	67	1,141,944	0.91	1,452	1.87	205
	Total		125,018,808	100.00	77,679	100.00	100

PRIZM® Premier | Household Segment Distribution

Trade Area: Downtown Chambersburg - 30 min Drivetime

Households: 77,679

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	2,104	2.71	165
10	Executive Suites	1,635,906	1.31	292	0.38	29
11	Fast-Track Families	2,345,024	1.88	1,097	1.41	75
12	Cruisin' to Retirement	3,024,064	2.42	773	0.99	41
13	Upward Bound	1,326,029	1.06	223	0.29	27
14	Kids & Cul-de-Sacs	1,725,291	1.38	183	0.24	17
15	New Homesteaders	1,280,891	1.03	3,393	4.37	423
16	Beltway Boomers	1,411,677	1.13	217	0.28	25
17	Urban Elders	1,459,465	1.17	0	0.00	0
18	Mayberry-ville	2,051,615	1.64	1,327	1.71	104
19	American Dreams	1,424,316	1.14	0	0.00	0
20	Empty Nests	1,982,614	1.59	1,005	1.29	82
21	The Cosmopolitans	1,409,750	1.13	0	0.00	0
22	Middleburg Managers	3,071,517	2.46	731	0.94	38
23	Township Travelers	1,381,137	1.10	1,304	1.68	152
24	Pickup Patriarchs	1,270,010	1.02	3,493	4.50	443
25	Up-and-Comers	1,861,277	1.49	769	0.99	66
26	Home Sweet Home	1,611,968	1.29	628	0.81	63
27	Big Sky Families	3,096,694	2.48	6,588	8.48	342
28	Country Casuals	2,307,384	1.85	3,320	4.27	232
29	White Picket Fences	1,941,509	1.55	4,340	5.59	360
30	Pools & Patios	1,819,637	1.46	339	0.44	30
31	Connected Bohemians	1,931,771	1.54	0	0.00	0
32	Traditional Times	1,747,796	1.40	2,850	3.67	262
33	Second City Startups	1,247,179	1.00	155	0.20	20
34	Young & Influential	1,146,599	0.92	116	0.15	16
35	Urban Achievers	1,645,796	1.32	0	0.00	0
36	Toolbelt Traditionalists	3,058,180	2.45	1,328	1.71	70
37	Bright Lights, L'il City	1,737,223	1.39	1,215	1.56	113
38	Hometown Retired	1,727,496	1.38	3,361	4.33	313
39	Kid Country, USA	1,414,975	1.13	2,340	3.01	266
40	Aspiring A-Listers	1,406,202	1.13	0	0.00	0
41	Domestic Duos	1,214,589	0.97	520	0.67	69
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	4,639	5.97	183
45	Urban Modern Mix	2,609,768	2.09	0	0.00	0
46	Heartlanders	1,555,236	1.24	1,349	1.74	140
47	Striving Selfies	1,782,352	1.43	446	0.57	40
48	Generation Web	2,103,049	1.68	794	1.02	61
49	American Classics	2,085,201	1.67	1,028	1.32	79
50	Metro Grads	1,792,590	1.43	712	0.92	64
51	Campers & Camo	2,289,664	1.83	4,183	5.38	294
52	Simple Pleasures	1,629,981	1.30	762	0.98	75
53	Lo-Tech Singles	1,761,561	1.41	826	1.06	75
54	Struggling Singles	1,645,167	1.32	1,360	1.75	133
55	Red, White & Blue	1,754,163	1.40	1,056	1.36	97
56	Multi-Culti Families	1,447,925	1.16	0	0.00	0
57	Back Country Folks	3,204,732	2.56	1,067	1.37	54
58	Golden Ponds	2,369,243	1.90	3,244	4.18	220
59	New Melting Pot	1,757,730	1.41	1,678	2.16	154
60	Small-Town Collegiates	1,216,044	0.97	2,496	3.21	330
61	Second City Generations	1,351,301	1.08	272	0.35	32
62	Crossroad Villagers	1,311,692	1.05	1,522	1.96	187
63	Low-Rise Living	2,596,293	2.08	0	0.00	0
64	Family Thrifts	1,147,027	0.92	1,794	2.31	252
65	Young & Rustic	2,555,927	2.04	914	1.18	58
66	New Beginnings	1,228,923	0.98	620	0.80	81
67	Park Bench Seniors	1,141,944	0.91	1,452	1.87	205
68	Bedrock America	1,217,757	0.97	1,454	1.87	192
	Total	125,018,808	100.00	77,679	100.00	100

Benchmark: USA

PRIZM® Premier | Lifestage Segment Distribution

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Households: 77,679

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	223	0.29	0.02	27
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	769	0.99	0.04	66
Y1	31	Connected Bohemians	1,931,771	1.54	0	0.00	0.00	0
Y1	34	Young & Influential	1,146,599	0.92	116	0.15	0.01	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	446	0.57	0.03	40
Y2	48	Generation Web	2,103,049	1.68	794	1.02	0.04	61
Y2	50	Metro Grads	1,792,590	1.43	712	0.92	0.04	64
Y2	54	Struggling Singles	1,645,167	1.32	1,360	1.75	0.08	133
Striving Singles								
Y3	55	Red, White & Blue	1,754,163	1.40	1,056	1.36	0.06	97
Y3	59	New Melting Pot	1,757,730	1.41	1,678	2.16	0.10	154
Y3	60	Small-Town Collegiates	1,216,044	0.97	2,496	3.21	0.21	330
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	1,794	2.31	0.16	252
Y3	65	Young & Rustic	2,555,927	2.04	914	1.18	0.04	58
Y3	66	New Beginnings	1,228,923	0.98	620	0.80	0.05	81
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	292	0.38	0.02	29
F1	11	Fast-Track Families	2,345,024	1.88	1,097	1.41	0.05	75
F1	14	Kids & Cul-de-Sacs	1,725,291	1.38	183	0.24	0.01	17
F1	15	New Homesteaders	1,290,891	1.03	3,393	4.37	0.26	423
F1	16	Beltway Boomers	1,411,677	1.13	217	0.28	0.02	25
Young Accumulators								
F2	23	Township Travelers	1,381,137	1.10	1,304	1.68	0.09	152
F2	26	Home Sweet Home	1,611,968	1.29	628	0.81	0.04	63
F2	27	Big Sky Families	3,096,694	2.48	6,588	8.48	0.21	342
F2	29	White Picket Fences	1,941,509	1.55	4,340	5.59	0.22	360
F2	30	Pools & Patios	1,819,637	1.46	339	0.44	0.02	30
Mainstream Families								
F3	33	Second City Startups	1,247,179	1.00	155	0.20	0.01	20
F3	37	Bright Lights, Li'l City	1,737,223	1.39	1,215	1.56	0.07	113
F3	39	Kid Country, USA	1,414,975	1.13	2,340	3.01	0.17	266
F3	44	Country Strong	4,081,306	3.27	4,639	5.97	0.11	183
F3	51	Campers & Camo	2,289,664	1.83	4,183	5.38	0.18	294
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	272	0.35	0.02	32
F4	68	Bedrock America	1,217,757	0.97	1,454	1.87	0.12	192
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	2,104	2.71	0.10	165
M1	12	Cruisin' to Retirement	3,024,064	2.42	773	0.99	0.03	41
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	1,327	1.71	0.06	104
M2	19	American Dreams	1,424,316	1.14	0	0.00	0.00	0
M2	20	Empty Nests	1,982,614	1.59	1,005	1.29	0.05	82
M2	22	Middleburg Managers	3,071,517	2.46	731	0.94	0.02	38
M2	24	Pickup Patriarchs	1,270,010	1.02	3,493	4.50	0.28	443
M2	28	Country Casuals	2,307,384	1.85	3,320	4.27	0.14	232
Cautious Couples								
M3	32	Traditional Times	1,747,796	1.40	2,850	3.67	0.16	262
M3	36	Toolbelt Traditionalists	3,058,180	2.45	1,328	1.71	0.04	70
M3	38	Hometown Retired	1,727,496	1.38	3,361	4.33	0.19	313
M3	41	Domestic Duos	1,214,589	0.97	520	0.67	0.04	69
M3	43	City Roots	1,449,200	1.16	0	0.00	0.00	0
M3	46	Heartlanders	1,555,236	1.24	1,349	1.74	0.09	140
M3	49	American Classics	2,085,201	1.67	1,028	1.32	0.05	79
M3	52	Simple Pleasures	1,629,981	1.30	762	0.98	0.05	75
M3	53	Lo-Tech Singles	1,761,561	1.41	826	1.06	0.05	75
Sustaining Seniors								
M4	57	Back Country Folks	3,204,732	2.56	1,067	1.37	0.03	54
M4	58	Golden Ponds	2,369,243	1.90	3,244	4.18	0.14	220
M4	62	Crossroad Villagers	1,311,692	1.05	1,522	1.96	0.12	187
M4	67	Park Bench Seniors	1,141,944	0.91	1,452	1.87	0.13	205
Total			125,018,808	100.00	77,679	100.00	0.06	100

Benchmark: USA

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Top 5 segments represent **29.9%** of households in Downtown Chambersburg - 30 min Drivetime



Rank: 1
Hhlds: 6,588
Hhld %: 8.48
% in Benchmark: 2.48
Index: **342**

Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy country music and all types of team sports and outdoor activities, especially hunting. To entertain their families, they buy virtually every piece of sporting equipment on the market.



Rank: 2
Hhlds: 4,639
Hhld %: 5.97
% in Benchmark: 3.27
Index: **183**

Country Strong are lower middle class families in rural areas that embrace their day-to-day lives. They are focused on their families and prefer hunting and country music to keeping up with the latest technology.



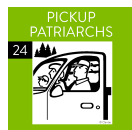
Rank: 3
Hhlds: 4,340
Hhld %: 5.59
% in Benchmark: 1.55
Index: **360**

Residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: upper-middle-class and married with children. But the current version reflects changing patterns, with some parents just beginning to start families while others approach the empty-nest stage as their children age. They enjoy reading, following sports, and DIY projects and crafts.



Rank: 4
Hhlds: 4,183
Hhld %: 5.38
% in Benchmark: 1.83
Index: **294**

Primarily found in more rural areas, Campers & Camo families enjoy the outdoors. A top segment for ownership of an RV, they also enjoy hunting and fishing. Despite their age, they are below average in their use of technology but are big fans of country music and prefer a value when shopping, traveling, and eating out.



Rank: 5
Hhlds: 3,493
Hhld %: 4.50
% in Benchmark: 1.02
Index: **443**

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.

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)
