

# PRIZM® Premier | Social Segment Distribution

Trade Area: Downtown Chambersburg District

Households: 336

| SG                         | Segment Name             | Segment Code | Base Count         | % Comp        | Count      | % Comp        | Index      |
|----------------------------|--------------------------|--------------|--------------------|---------------|------------|---------------|------------|
| <b>Elite Suburbs</b>       |                          |              |                    |               |            |               |            |
| 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          |
| <b>Urban Uptown</b>        |                          |              |                    |               |            |               |            |
| 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          |
| <b>The Affluentials</b>    |                          |              |                    |               |            |               |            |
| 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          | 0          | 0.00          | 0          |
| S2                         | Cruisin' to Retirement   | 12           | 3,024,064          | 2.42          | 0          | 0.00          | 0          |
| S2                         | Upward Bound             | 13           | 1,326,029          | 1.06          | 1          | 0.30          | 28         |
| S2                         | Kids & Cul-de-Sacs       | 14           | 1,725,291          | 1.38          | 0          | 0.00          | 0          |
| S2                         | Beltway Boomers          | 16           | 1,411,677          | 1.13          | 0          | 0.00          | 0          |
| <b>Landed Gentry</b>       |                          |              |                    |               |            |               |            |
| T1                         | Country Squires          | 05           | 2,913,086          | 2.33          | 0          | 0.00          | 0          |
| T1                         | Big Fish, Small Pond     | 09           | 2,049,006          | 1.64          | 0          | 0.00          | 0          |
| T1                         | Fast-Track Families      | 11           | 2,345,024          | 1.88          | 0          | 0.00          | 0          |
| T1                         | New Homesteaders         | 15           | 1,290,891          | 1.03          | 0          | 0.00          | 0          |
| <b>Middleburbs</b>         |                          |              |                    |               |            |               |            |
| S3                         | Empty Nests              | 20           | 1,982,614          | 1.59          | 1          | 0.30          | 19         |
| S3                         | Up-and-Comers            | 25           | 1,861,277          | 1.49          | 3          | 0.89          | 60         |
| S3                         | Home Sweet Home          | 26           | 1,611,968          | 1.29          | 1          | 0.30          | 23         |
| S3                         | Pools & Patios           | 30           | 1,819,637          | 1.46          | 0          | 0.00          | 0          |
| <b>Country Comfort</b>     |                          |              |                    |               |            |               |            |
| T2                         | Mayberry-ville           | 18           | 2,051,615          | 1.64          | 0          | 0.00          | 0          |
| T2                         | Township Travelers       | 23           | 1,381,137          | 1.10          | 0          | 0.00          | 0          |
| T2                         | Pickup Patriarchs        | 24           | 1,270,010          | 1.02          | 0          | 0.00          | 0          |
| T2                         | Big Sky Families         | 27           | 3,096,694          | 2.48          | 0          | 0.00          | 0          |
| T2                         | Country Casuals          | 28           | 2,307,384          | 1.85          | 0          | 0.00          | 0          |
| T2                         | White Picket Fences      | 29           | 1,941,509          | 1.55          | 0          | 0.00          | 0          |
| <b>Middle America</b>      |                          |              |                    |               |            |               |            |
| T3                         | Traditional Times        | 32           | 1,747,796          | 1.40          | 0          | 0.00          | 0          |
| T3                         | Hometown Retired         | 38           | 1,727,496          | 1.38          | 0          | 0.00          | 0          |
| T3                         | Kid Country, USA         | 39           | 1,414,975          | 1.13          | 0          | 0.00          | 0          |
| T3                         | Country Strong           | 44           | 4,081,306          | 3.27          | 0          | 0.00          | 0          |
| T3                         | Heartlanders             | 46           | 1,555,236          | 1.24          | 0          | 0.00          | 0          |
| T3                         | Campers & Camp           | 51           | 2,289,664          | 1.83          | 0          | 0.00          | 0          |
| T3                         | Simple Pleasures         | 52           | 1,629,981          | 1.30          | 0          | 0.00          | 0          |
| <b>Second City Society</b> |                          |              |                    |               |            |               |            |
| C1                         | Middleburg Managers      | 22           | 3,071,517          | 2.46          | 0          | 0.00          | 0          |
| C1                         | Second City Startups     | 33           | 1,247,179          | 1.00          | 0          | 0.00          | 0          |
| C1                         | Bright Lights, Li'l City | 37           | 1,737,223          | 1.39          | 7          | 2.08          | 150        |
| <b>Midtown Mix</b>         |                          |              |                    |               |            |               |            |
| 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          |
| <b>Urban Cores</b>         |                          |              |                    |               |            |               |            |
| 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          |
| <b>City Centers</b>        |                          |              |                    |               |            |               |            |
| C2                         | Striving Selfies         | 47           | 1,782,352          | 1.43          | 23         | 6.84          | 480        |
| C2                         | Generation Web           | 48           | 2,103,049          | 1.68          | 19         | 5.66          | 336        |
| C2                         | American Classics        | 49           | 2,085,201          | 1.67          | 7          | 2.08          | 125        |
| C2                         | Lo-Tech Singles          | 53           | 1,761,561          | 1.41          | 5          | 1.49          | 106        |
| C2                         | Struggling Singles       | 54           | 1,645,167          | 1.32          | 1          | 0.30          | 23         |
| <b>Inner Suburbs</b>       |                          |              |                    |               |            |               |            |
| S4                         | Young & Influential      | 34           | 1,146,599          | 0.92          | 1          | 0.30          | 32         |
| S4                         | Toolbelt Traditionalists | 36           | 3,058,180          | 2.45          | 3          | 0.89          | 37         |
| S4                         | Domestic Duos            | 41           | 1,214,589          | 0.97          | 29         | 8.63          | 888        |
| S4                         | Metro Grads              | 50           | 1,792,590          | 1.43          | 0          | 0.00          | 0          |
| <b>Rustic Living</b>       |                          |              |                    |               |            |               |            |
| T4                         | Red, White & Blue        | 55           | 1,754,163          | 1.40          | 0          | 0.00          | 0          |
| T4                         | Back Country Folks       | 57           | 3,204,732          | 2.56          | 0          | 0.00          | 0          |
| T4                         | Golden Ponds             | 58           | 2,369,243          | 1.90          | 0          | 0.00          | 0          |
| T4                         | Small-Town Collegiates   | 60           | 1,216,044          | 0.97          | 0          | 0.00          | 0          |
| T4                         | Crossroad Villagers      | 62           | 1,311,692          | 1.05          | 0          | 0.00          | 0          |
| T4                         | Young & Rustic           | 65           | 2,555,927          | 2.04          | 0          | 0.00          | 0          |
| T4                         | Bedrock America          | 68           | 1,217,757          | 0.97          | 0          | 0.00          | 0          |
| <b>Micro-City Mix</b>      |                          |              |                    |               |            |               |            |
| C3                         | New Melting Pot          | 59           | 1,757,730          | 1.41          | 25         | 7.44          | 529        |
| C3                         | Second City Generations  | 61           | 1,351,301          | 1.08          | 0          | 0.00          | 0          |
| C3                         | Family Thrifts           | 64           | 1,147,027          | 0.92          | 122        | 36.31         | 3,958      |
| C3                         | New Beginnings           | 66           | 1,228,923          | 0.98          | 32         | 9.52          | 969        |
| C3                         | Park Bench Seniors       | 67           | 1,141,944          | 0.91          | 56         | 16.67         | 1,825      |
|                            | <b>Total</b>             |              | <b>125,018,808</b> | <b>100.00</b> | <b>336</b> | <b>100.00</b> | <b>100</b> |

Benchmark: USA

# PRIZM® Premier | Household Segment Distribution

Trade Area: Downtown Chambersburg District

Households: 336

| 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          | 0          | 0.00          | 0          |
| 10           | Executive Suites         | 1,635,906          | 1.31          | 0          | 0.00          | 0          |
| 11           | Fast-Track Families      | 2,345,024          | 1.88          | 0          | 0.00          | 0          |
| 12           | Cruisin' to Retirement   | 3,024,064          | 2.42          | 0          | 0.00          | 0          |
| 13           | Upward Bound             | 1,326,029          | 1.06          | 1          | 0.30          | 28         |
| 14           | Kids & Cul-de-Sacs       | 1,725,291          | 1.38          | 0          | 0.00          | 0          |
| 15           | New Homesteaders         | 1,290,891          | 1.03          | 0          | 0.00          | 0          |
| 16           | Beltway Boomers          | 1,411,677          | 1.13          | 0          | 0.00          | 0          |
| 17           | Urban Elders             | 1,459,465          | 1.17          | 0          | 0.00          | 0          |
| 18           | Mayberry-ville           | 2,051,615          | 1.64          | 0          | 0.00          | 0          |
| 19           | American Dreams          | 1,424,316          | 1.14          | 0          | 0.00          | 0          |
| 20           | Empty Nests              | 1,982,614          | 1.59          | 1          | 0.30          | 19         |
| 21           | The Cosmopolitans        | 1,409,750          | 1.13          | 0          | 0.00          | 0          |
| 22           | Middleburg Managers      | 3,071,517          | 2.46          | 0          | 0.00          | 0          |
| 23           | Township Travelers       | 1,381,137          | 1.10          | 0          | 0.00          | 0          |
| 24           | Pickup Patriarchs        | 1,270,010          | 1.02          | 0          | 0.00          | 0          |
| 25           | Up-and-Comers            | 1,861,277          | 1.49          | 3          | 0.89          | 60         |
| 26           | Home Sweet Home          | 1,611,968          | 1.29          | 1          | 0.30          | 23         |
| 27           | Big Sky Families         | 3,096,694          | 2.48          | 0          | 0.00          | 0          |
| 28           | Country Casuals          | 2,307,384          | 1.85          | 0          | 0.00          | 0          |
| 29           | White Picket Fences      | 1,941,509          | 1.55          | 0          | 0.00          | 0          |
| 30           | Pools & Patios           | 1,819,637          | 1.46          | 0          | 0.00          | 0          |
| 31           | Connected Bohemians      | 1,931,771          | 1.54          | 0          | 0.00          | 0          |
| 32           | Traditional Times        | 1,747,796          | 1.40          | 0          | 0.00          | 0          |
| 33           | Second City Startups     | 1,247,179          | 1.00          | 0          | 0.00          | 0          |
| 34           | Young & Influential      | 1,146,599          | 0.92          | 1          | 0.30          | 32         |
| 35           | Urban Achievers          | 1,645,796          | 1.32          | 0          | 0.00          | 0          |
| 36           | Toolbelt Traditionalists | 3,058,180          | 2.45          | 3          | 0.89          | 37         |
| 37           | Bright Lights, L'I City  | 1,737,223          | 1.39          | 7          | 2.08          | 150        |
| 38           | Hometown Retired         | 1,727,496          | 1.38          | 0          | 0.00          | 0          |
| 39           | Kid Country, USA         | 1,414,975          | 1.13          | 0          | 0.00          | 0          |
| 40           | Aspiring A-Listers       | 1,406,202          | 1.13          | 0          | 0.00          | 0          |
| 41           | Domestic Duos            | 1,214,589          | 0.97          | 29         | 8.63          | 888        |
| 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          | 0          | 0.00          | 0          |
| 45           | Urban Modern Mix         | 2,609,768          | 2.09          | 0          | 0.00          | 0          |
| 46           | Heartlanders             | 1,555,236          | 1.24          | 0          | 0.00          | 0          |
| 47           | Striving Selfies         | 1,782,352          | 1.43          | 23         | 6.84          | 480        |
| 48           | Generation Web           | 2,103,049          | 1.68          | 19         | 5.66          | 336        |
| 49           | American Classics        | 2,085,201          | 1.67          | 7          | 2.08          | 125        |
| 50           | Metro Grads              | 1,792,590          | 1.43          | 0          | 0.00          | 0          |
| 51           | Campers & Camo           | 2,289,664          | 1.83          | 0          | 0.00          | 0          |
| 52           | Simple Pleasures         | 1,629,981          | 1.30          | 0          | 0.00          | 0          |
| 53           | Lo-Tech Singles          | 1,761,561          | 1.41          | 5          | 1.49          | 106        |
| 54           | Struggling Singles       | 1,645,167          | 1.32          | 1          | 0.30          | 23         |
| 55           | Red, White & Blue        | 1,754,163          | 1.40          | 0          | 0.00          | 0          |
| 56           | Multi-Culti Families     | 1,447,925          | 1.16          | 0          | 0.00          | 0          |
| 57           | Back Country Folks       | 3,204,732          | 2.56          | 0          | 0.00          | 0          |
| 58           | Golden Ponds             | 2,369,243          | 1.90          | 0          | 0.00          | 0          |
| 59           | New Melting Pot          | 1,757,730          | 1.41          | 25         | 7.44          | 529        |
| 60           | Small-Town Collegiates   | 1,216,044          | 0.97          | 0          | 0.00          | 0          |
| 61           | Second City Generations  | 1,351,301          | 1.08          | 0          | 0.00          | 0          |
| 62           | Crossroad Villagers      | 1,311,692          | 1.05          | 0          | 0.00          | 0          |
| 63           | Low-Rise Living          | 2,596,293          | 2.08          | 0          | 0.00          | 0          |
| 64           | Family Thrifts           | 1,147,027          | 0.92          | 122        | 36.31         | 3,958      |
| 65           | Young & Rustic           | 2,555,927          | 2.04          | 0          | 0.00          | 0          |
| 66           | New Beginnings           | 1,228,923          | 0.98          | 32         | 9.52          | 969        |
| 67           | Park Bench Seniors       | 1,141,944          | 0.91          | 56         | 16.67         | 1,825      |
| 68           | Bedrock America          | 1,217,757          | 0.97          | 0          | 0.00          | 0          |
|              | <b>Total</b>             | <b>125,018,808</b> | <b>100.00</b> | <b>336</b> | <b>100.00</b> | <b>100</b> |

Benchmark: USA

# PRIZM® Premier | Lifestage Segment Distribution

Trade Area: Downtown Chambersburg District

Households: 336

| LG                           | Segment Code | Segment Name             | Base Count         | % Comp        | Count      | % Comp        | % Pen       | Index      |
|------------------------------|--------------|--------------------------|--------------------|---------------|------------|---------------|-------------|------------|
| <b>Midlife Success</b>       |              |                          |                    |               |            |               |             |            |
| Y1                           | 04           | Young Digerati           | 1,852,037          | 1.48          | 0          | 0.00          | 0.00        | 0          |
| Y1                           | 13           | Upward Bound             | 1,326,029          | 1.06          | 1          | 0.30          | 0.00        | 28         |
| 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          | 3          | 0.89          | 0.00        | 60         |
| Y1                           | 31           | Connected Bohemians      | 1,931,771          | 1.54          | 0          | 0.00          | 0.00        | 0          |
| Y1                           | 34           | Young & Influential      | 1,146,599          | 0.92          | 1          | 0.30          | 0.00        | 32         |
| Y1                           | 35           | Urban Achievers          | 1,645,796          | 1.32          | 0          | 0.00          | 0.00        | 0          |
| <b>Young Achievers</b>       |              |                          |                    |               |            |               |             |            |
| 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          | 23         | 6.84          | 0.00        | 480        |
| Y2                           | 48           | Generation Web           | 2,103,049          | 1.68          | 19         | 5.66          | 0.00        | 336        |
| Y2                           | 50           | Metro Grads              | 1,792,590          | 1.43          | 0          | 0.00          | 0.00        | 0          |
| Y2                           | 54           | Struggling Singles       | 1,645,167          | 1.32          | 1          | 0.30          | 0.00        | 23         |
| <b>Striving Singles</b>      |              |                          |                    |               |            |               |             |            |
| Y3                           | 55           | Red, White & Blue        | 1,754,163          | 1.40          | 0          | 0.00          | 0.00        | 0          |
| Y3                           | 59           | New Melting Pot          | 1,757,730          | 1.41          | 25         | 7.44          | 0.00        | 529        |
| Y3                           | 60           | Small-Town Collegiates   | 1,216,044          | 0.97          | 0          | 0.00          | 0.00        | 0          |
| 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          | 122        | 36.31         | 0.01        | 3,958      |
| Y3                           | 65           | Young & Rustic           | 2,555,927          | 2.04          | 0          | 0.00          | 0.00        | 0          |
| Y3                           | 66           | New Beginnings           | 1,228,923          | 0.98          | 32         | 9.52          | 0.00        | 969        |
| <b>Accumulated Wealth</b>    |              |                          |                    |               |            |               |             |            |
| 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          | 0          | 0.00          | 0.00        | 0          |
| F1                           | 11           | Fast-Track Families      | 2,345,024          | 1.88          | 0          | 0.00          | 0.00        | 0          |
| F1                           | 14           | Kids & Cul-de-Sacs       | 1,725,291          | 1.38          | 0          | 0.00          | 0.00        | 0          |
| F1                           | 15           | New Homesteaders         | 1,290,891          | 1.03          | 0          | 0.00          | 0.01        | 0          |
| F1                           | 16           | Beltway Boomers          | 1,411,677          | 1.13          | 0          | 0.00          | 0.00        | 0          |
| <b>Young Accumulators</b>    |              |                          |                    |               |            |               |             |            |
| F2                           | 23           | Township Travelers       | 1,381,137          | 1.10          | 0          | 0.00          | 0.00        | 0          |
| F2                           | 26           | Home Sweet Home          | 1,611,968          | 1.29          | 1          | 0.30          | 0.00        | 23         |
| F2                           | 27           | Big Sky Families         | 3,096,694          | 2.48          | 0          | 0.00          | 0.00        | 0          |
| F2                           | 29           | White Picket Fences      | 1,941,509          | 1.55          | 0          | 0.00          | 0.00        | 0          |
| F2                           | 30           | Pools & Patios           | 1,819,637          | 1.46          | 0          | 0.00          | 0.00        | 0          |
| <b>Mainstream Families</b>   |              |                          |                    |               |            |               |             |            |
| F3                           | 33           | Second City Startups     | 1,247,179          | 1.00          | 0          | 0.00          | 0.00        | 0          |
| F3                           | 37           | Bright Lights, Li'l City | 1,737,223          | 1.39          | 7          | 2.08          | 0.00        | 150        |
| F3                           | 39           | Kid Country, USA         | 1,414,975          | 1.13          | 0          | 0.00          | 0.00        | 0          |
| F3                           | 44           | Country Strong           | 4,081,306          | 3.27          | 0          | 0.00          | 0.00        | 0          |
| F3                           | 51           | Campers & Camo           | 2,289,664          | 1.83          | 0          | 0.00          | 0.00        | 0          |
| <b>Sustaining Families</b>   |              |                          |                    |               |            |               |             |            |
| 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          | 0          | 0.00          | 0.00        | 0          |
| F4                           | 68           | Bedrock America          | 1,217,757          | 0.97          | 0          | 0.00          | 0.00        | 0          |
| <b>Affluent Empty Nests</b>  |              |                          |                    |               |            |               |             |            |
| 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          | 0          | 0.00          | 0.00        | 0          |
| M1                           | 12           | Cruisin' to Retirement   | 3,024,064          | 2.42          | 0          | 0.00          | 0.00        | 0          |
| <b>Conservative Classics</b> |              |                          |                    |               |            |               |             |            |
| M2                           | 17           | Urban Elders             | 1,459,465          | 1.17          | 0          | 0.00          | 0.00        | 0          |
| M2                           | 18           | Mayberry-ville           | 2,051,615          | 1.64          | 0          | 0.00          | 0.00        | 0          |
| 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          | 0.30          | 0.00        | 19         |
| M2                           | 22           | Middleburg Managers      | 3,071,517          | 2.46          | 0          | 0.00          | 0.00        | 0          |
| M2                           | 24           | Pickup Patriarchs        | 1,270,010          | 1.02          | 0          | 0.00          | 0.00        | 0          |
| M2                           | 28           | Country Casuals          | 2,307,384          | 1.85          | 0          | 0.00          | 0.00        | 0          |
| <b>Cautious Couples</b>      |              |                          |                    |               |            |               |             |            |
| M3                           | 32           | Traditional Times        | 1,747,796          | 1.40          | 0          | 0.00          | 0.00        | 0          |
| M3                           | 36           | Toolbelt Traditionalists | 3,058,180          | 2.45          | 3          | 0.89          | 0.00        | 37         |
| M3                           | 38           | Hometown Retired         | 1,727,496          | 1.38          | 0          | 0.00          | 0.00        | 0          |
| M3                           | 41           | Domestic Duos            | 1,214,589          | 0.97          | 29         | 8.63          | 0.00        | 888        |
| M3                           | 43           | City Roots               | 1,449,200          | 1.16          | 0          | 0.00          | 0.00        | 0          |
| M3                           | 46           | Heartlanders             | 1,555,236          | 1.24          | 0          | 0.00          | 0.00        | 0          |
| M3                           | 49           | American Classics        | 2,085,201          | 1.67          | 7          | 2.08          | 0.00        | 125        |
| M3                           | 52           | Simple Pleasures         | 1,629,981          | 1.30          | 0          | 0.00          | 0.00        | 0          |
| M3                           | 53           | Lo-Tech Singles          | 1,761,561          | 1.41          | 5          | 1.49          | 0.00        | 106        |
| <b>Sustaining Seniors</b>    |              |                          |                    |               |            |               |             |            |
| M4                           | 57           | Back Country Folks       | 3,204,732          | 2.56          | 0          | 0.00          | 0.00        | 0          |
| M4                           | 58           | Golden Ponds             | 2,369,243          | 1.90          | 0          | 0.00          | 0.00        | 0          |
| M4                           | 62           | Crossroad Villagers      | 1,311,692          | 1.05          | 0          | 0.00          | 0.00        | 0          |
| M4                           | 67           | Park Bench Seniors       | 1,141,944          | 0.91          | 56         | 16.67         | 0.00        | 1,825      |
| <b>Total</b>                 |              |                          | <b>125,018,808</b> | <b>100.00</b> | <b>336</b> | <b>100.00</b> | <b>0.00</b> | <b>100</b> |

Benchmark: USA

Top 5 segments represent **78.6%** of households in Downtown Chambersburg District

|  |  |  |
|--|--|--|
|  <p>FAMILY THRIFTS<br/>64</p>     | <p>Rank: 1<br/>Hhlds: 122<br/>Hhld %: 36.31<br/>% in Benchmark: 0.92<br/>Index: <b>3,958</b></p> | <p>The small-city cousins of inner-city districts, Family Thrifts contain middle age, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, residents rely on public transportation and seldom have the chance to get away on vacation.</p>   |
|  <p>PARK BENCH SENIORS<br/>67</p> | <p>Rank: 2<br/>Hhlds: 56<br/>Hhld %: 16.67<br/>% in Benchmark: 0.91<br/>Index: <b>1,825</b></p>  | <p>Park Bench Seniors are typically retired singles living in the racially diverse neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. They spend a lot of time watching TV, especially talk shows and game shows.</p>   |
|  <p>NEW BEGINNINGS<br/>66</p>     | <p>Rank: 3<br/>Hhlds: 32<br/>Hhld %: 9.52<br/>% in Benchmark: 0.98<br/>Index: <b>969</b></p>     | <p>Filled with younger, mostly single adults, New Beginnings is a magnet for adults in transition. Many of its residents are singles and couples just starting out on their career paths in service jobs, or starting over after recent divorces or company transfers. New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.</p> |
|  <p>DOMESTIC DUOS<br/>41</p>     | <p>Rank: 4<br/>Hhlds: 29<br/>Hhld %: 8.63<br/>% in Benchmark: 0.97<br/>Index: <b>888</b></p>     | <p>Domestic Duos represents a downscale mix of mainly over-65 singles and married couples living in older suburban and second city homes. With their fixed incomes, segment residents maintain an easy-going, predictable lifestyle. Residents like to socialize by playing bingo, meeting with the local civic club, or going out to eat.</p>   |
|  <p>NEW MELTING POT<br/>59</p>  | <p>Rank: 5<br/>Hhlds: 25<br/>Hhld %: 7.44<br/>% in Benchmark: 1.41<br/>Index: <b>529</b></p>     | <p>New Melting Pot neighborhoods are populated by a blend of ethnically diverse, young families and singles in the nation's second cities. They are mainly high school graduates that rent and work in a mix of service jobs. They are big fans of gospel music, wrestling, and monster trucks.</p>  |

Benchmark: USA

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|               |     |          |      |
|---------------|-----|----------|------|
| Index Colors: | <80 | 80 - 110 | 110+ |
|---------------|-----|----------|------|

# Report Details

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

## Trade Area

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| 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

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| Name | Level     | Geographies   |
|------|-----------|---------------|
| USA  | Entire US | United States |

## DataSource

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| Product       | Provider | Copyright                     |
|---------------|----------|-------------------------------|
| PRIZM Premier | Claritas | Claritas - PRIZM Premier 2019 |

## Segmentation System

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| Product                 | Provider | Copyright  |
|-------------------------|----------|--|
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