

Trade Area: 8044 Montgomery Rd - 1 mi.

Households: 4,511

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,214,164	1.71	286	6.34	371
02	Plugged-In Families	2,585,974	1.99	332	7.36	369
03	Tech Nests	1,962,676	1.51	40	0.89	59
04	Connected Country	2,064,056	1.59	0	0.00	0
05	You & I Tunes	2,446,642	1.89	63	1.40	74
06	High-Tech Society	1,837,348	1.42	143	3.17	224
07	Generation WiFi	2,373,776	1.83	19	0.42	23
08	Calling Circles	1,745,406	1.35	18	0.40	30
09	Dish Country	1,750,452	1.35	0	0.00	0
10	Smart Gamers	1,725,077	1.33	197	4.37	328
11	WiFi Warriors	2,167,861	1.67	149	3.30	198
12	Satellites & Silos	2,957,150	2.28	0	0.00	0
13	Cyber Sophisticates	2,328,183	1.79	132	2.93	163
14	The Pragmatics	2,162,816	1.67	191	4.23	254
15	Bundled Burbs	1,521,902	1.17	134	2.97	253
16	Kids & Keyboards	2,558,539	1.97	171	3.79	192
17	Time Shifters	1,961,583	1.51	74	1.64	108
18	New Technorati	2,748,200	2.12	117	2.59	122
19	Gadgets Galore	1,700,268	1.31	205	4.54	347
20	Cinemaniacs	2,486,209	1.92	191	4.23	221
21	Multimedia Families	1,864,683	1.44	85	1.88	131
22	Analoggers	2,611,979	2.01	125	2.77	138
23	Cyber Strivers	1,533,476	1.18	12	0.27	22
24	Internet Hinterlands	2,438,472	1.88	0	0.00	0
25	Low-Speed Boomers	2,701,279	2.08	161	3.57	171
26	Rural Transmissions	2,765,892	2.13	0	0.00	0
27	Video Vistas	1,578,447	1.22	29	0.64	53
28	Big City, Small Tech	1,799,589	1.39	4	0.09	6
29	IM Nation	2,298,248	1.77	92	2.04	115
30	Techs and the City	3,237,546	2.50	2	0.04	2
31	Plug & Play	2,522,318	1.95	155	3.44	177
32	Family Dishes	3,880,198	2.99	0	0.00	0
33	Digital Dreamers	3,713,566	2.86	106	2.35	82
34	Gearing Up	2,064,353	1.59	11	0.24	15
35	Broadband Boulevards	2,561,314	1.98	122	2.71	137
36	Opting Out	2,296,863	1.77	105	2.33	131
37	Techtown Lites	1,908,450	1.47	10	0.22	15
38	New Kids on the Grid	1,671,526	1.29	1	0.02	2
39	Video Homebodies	1,770,748	1.36	2	0.04	3
40	Low-Tech Country	1,851,491	1.43	0	0.00	0
41	Antenna Land	4,566,328	3.52	121	2.68	76
42	Tech Skeptics	2,777,474	2.14	134	2.97	139
43	Bucolic Basics	2,932,910	2.26	0	0.00	0
44	Leisurely Adopters	2,658,162	2.05	9	0.20	10
45	Landline Living	1,791,278	1.38	14	0.31	22
46	Old-Time Media	2,896,002	2.23	224	4.97	222
47	Discounts & Deals	1,530,163	1.18	27	0.60	51
48	Dial-Up Duos	2,998,652	2.31	137	3.04	131
49	Satellite Seniors	1,650,259	1.27	0	0.00	0
50	Early-Bird TV	2,861,332	2.21	270	5.99	271
51	Tech-Free Frontier	3,813,564	2.94	0	0.00	0
52	The Unconnected	4,713,309	3.63	82	1.82	50
53	Last to Adopt	4,129,311	3.18	9	0.20	6
	Total	129,687,464	100.00	4,511	100.00	100

Benchmark: USA

© 2025 Claritas, LLC. All rights reserved. Source: © 2025 Claritas, LLC. All Rights Reserved. ConneXions is a registered trademark of Claritas, LLC., ©Claritas, LLC 2025. (<https://claritas.easpotlight.com/Spotlight/About/3/2025>)



Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 25,902

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,214,164	1.71	1,058	4.08	239
02	Plugged-In Families	2,585,974	1.99	794	3.06	154
03	Tech Nests	1,962,676	1.51	378	1.46	96
04	Connected Country	2,064,056	1.59	0	0.00	0
05	You & I Tunes	2,446,642	1.89	439	1.70	90
06	High-Tech Society	1,837,348	1.42	936	3.61	255
07	Generation WiFi	2,373,776	1.83	337	1.30	71
08	Calling Circles	1,745,406	1.35	105	0.41	30
09	Dish Country	1,750,452	1.35	0	0.00	0
10	Smart Gamers	1,725,077	1.33	625	2.41	181
11	WiFi Warriors	2,167,861	1.67	375	1.45	87
12	Satellites & Silos	2,957,150	2.28	0	0.00	0
13	Cyber Sophisticates	2,328,183	1.79	543	2.10	117
14	The Pragmatics	2,162,816	1.67	476	1.84	110
15	Bundled Burbs	1,521,902	1.17	334	1.29	110
16	Kids & Keyboards	2,558,539	1.97	634	2.45	124
17	Time Shifters	1,961,583	1.51	597	2.31	152
18	New Technorati	2,748,200	2.12	747	2.88	136
19	Gadgets Galore	1,700,268	1.31	750	2.90	221
20	Cinemaniacs	2,486,209	1.92	621	2.40	125
21	Multimedia Families	1,864,683	1.44	355	1.37	95
22	Analoggers	2,611,979	2.01	1,106	4.27	212
23	Cyber Strivers	1,533,476	1.18	79	0.30	26
24	Internet Hinterlands	2,438,472	1.88	0	0.00	0
25	Low-Speed Boomers	2,701,279	2.08	732	2.83	136
26	Rural Transmissions	2,765,892	2.13	0	0.00	0
27	Video Vistas	1,578,447	1.22	429	1.66	136
28	Big City, Small Tech	1,799,589	1.39	178	0.69	50
29	IM Nation	2,298,248	1.77	1,015	3.92	221
30	Techs and the City	3,237,546	2.50	311	1.20	48
31	Plug & Play	2,522,318	1.95	1,031	3.98	205
32	Family Dishes	3,880,198	2.99	0	0.00	0
33	Digital Dreamers	3,713,566	2.86	1,150	4.44	155
34	Gearing Up	2,064,353	1.59	239	0.92	58
35	Broadband Boulevards	2,561,314	1.98	774	2.99	151
36	Opting Out	2,296,863	1.77	654	2.52	143
37	Techtown Lites	1,908,450	1.47	269	1.04	71
38	New Kids on the Grid	1,671,526	1.29	355	1.37	106
39	Video Homebodies	1,770,748	1.36	87	0.34	25
40	Low-Tech Country	1,851,491	1.43	0	0.00	0
41	Antenna Land	4,566,328	3.52	1,524	5.88	167
42	Tech Skeptics	2,777,474	2.14	881	3.40	159
43	Bucolic Basics	2,932,910	2.26	0	0.00	0
44	Leisurely Adopters	2,658,162	2.05	367	1.42	69
45	Landline Living	1,791,278	1.38	185	0.71	52
46	Old-Time Media	2,896,002	2.23	1,048	4.05	181
47	Discounts & Deals	1,530,163	1.18	307	1.19	100
48	Dial-Up Duos	2,998,652	2.31	798	3.08	133
49	Satellite Seniors	1,650,259	1.27	0	0.00	0
50	Early-Bird TV	2,861,332	2.21	996	3.85	174
51	Tech-Free Frontier	3,813,564	2.94	0	0.00	0
52	The Unconnected	4,713,309	3.63	877	3.39	93
53	Last to Adopt	4,129,311	3.18	406	1.57	49
	Total	129,687,464	100.00	25,902	100.00	100

Benchmark: USA

Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 25,902



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

©2006-2025 TomTom

Trade Area: 8044 Montgomery Rd - 5 mi.

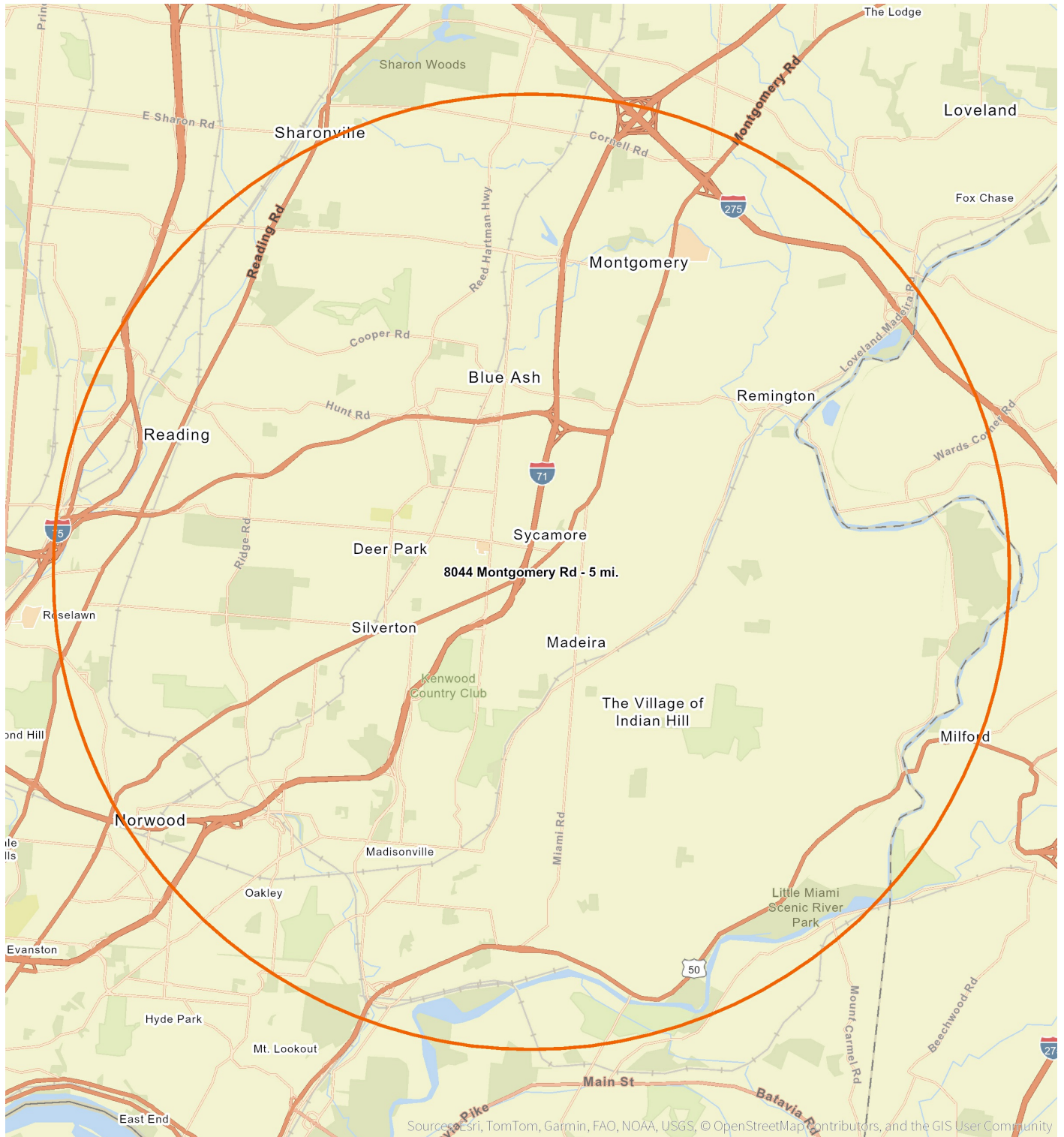
Households: 70,537

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Technovators	2,214,164	1.71	2,304	3.27	191
02	Plugged-In Families	2,585,974	1.99	1,689	2.39	120
03	Tech Nests	1,962,676	1.51	836	1.19	78
04	Connected Country	2,064,056	1.59	0	0.00	0
05	You & I Tunes	2,446,642	1.89	3,256	4.62	245
06	High-Tech Society	1,837,348	1.42	2,065	2.93	207
07	Generation WiFi	2,373,776	1.83	2,380	3.37	184
08	Calling Circles	1,745,406	1.35	303	0.43	32
09	Dish Country	1,750,452	1.35	0	0.00	0
10	Smart Gamers	1,725,077	1.33	1,357	1.92	145
11	WiFi Warriors	2,167,861	1.67	989	1.40	84
12	Satellites & Silos	2,957,150	2.28	0	0.00	0
13	Cyber Sophisticates	2,328,183	1.79	1,296	1.84	102
14	The Pragmatics	2,162,816	1.67	1,277	1.81	109
15	Bundled Burbs	1,521,902	1.17	741	1.05	90
16	Kids & Keyboards	2,558,539	1.97	1,047	1.48	75
17	Time Shifters	1,961,583	1.51	1,335	1.89	125
18	New Technorati	2,748,200	2.12	1,866	2.65	125
19	Gadgets Galore	1,700,268	1.31	1,438	2.04	155
20	Cinemaniacs	2,486,209	1.92	1,165	1.65	86
21	Multimedia Families	1,864,683	1.44	697	0.99	69
22	Analoggers	2,611,979	2.01	2,570	3.64	181
23	Cyber Strivers	1,533,476	1.18	339	0.48	41
24	Internet Hinterlands	2,438,472	1.88	0	0.00	0
25	Low-Speed Boomers	2,701,279	2.08	1,235	1.75	84
26	Rural Transmissions	2,765,892	2.13	0	0.00	0
27	Video Vistas	1,578,447	1.22	1,198	1.70	140
28	Big City, Small Tech	1,799,589	1.39	548	0.78	56
29	IM Nation	2,298,248	1.77	2,991	4.24	239
30	Techs and the City	3,237,546	2.50	1,803	2.56	102
31	Plug & Play	2,522,318	1.95	2,147	3.04	156
32	Family Dishes	3,880,198	2.99	0	0.00	0
33	Digital Dreamers	3,713,566	2.86	3,316	4.70	164
34	Gearing Up	2,064,353	1.59	1,226	1.74	109
35	Broadband Boulevards	2,561,314	1.98	1,767	2.50	127
36	Opting Out	2,296,863	1.77	1,122	1.59	90
37	Techtown Lites	1,908,450	1.47	1,024	1.45	99
38	New Kids on the Grid	1,671,526	1.29	1,269	1.80	140
39	Video Homebodies	1,770,748	1.36	629	0.89	65
40	Low-Tech Country	1,851,491	1.43	0	0.00	0
41	Antenna Land	4,566,328	3.52	4,171	5.91	168
42	Tech Skeptics	2,777,474	2.14	1,723	2.44	114
43	Bucolic Basics	2,932,910	2.26	0	0.00	0
44	Leisurely Adopters	2,658,162	2.05	1,848	2.62	128
45	Landline Living	1,791,278	1.38	1,024	1.45	105
46	Old-Time Media	2,896,002	2.23	1,814	2.57	115
47	Discounts & Deals	1,530,163	1.18	867	1.23	104
48	Dial-Up Duos	2,998,652	2.31	2,088	2.96	128
49	Satellite Seniors	1,650,259	1.27	0	0.00	0
50	Early-Bird TV	2,861,332	2.21	1,758	2.49	113
51	Tech-Free Frontier	3,813,564	2.94	0	0.00	0
52	The Unconnected	4,713,309	3.63	3,068	4.35	120
53	Last to Adopt	4,129,311	3.18	2,951	4.18	131
	Total	129,687,464	100.00	70,537	100.00	100

Benchmark: USA

Trade Area: 8044 Montgomery Rd - 5 mi.

Households: 70,537



Report Details

Name: ConneXions® Household Segment Distribution 2025
Date / Time: 3/24/2025 1:54:58 PM
Workspace Vintage: 2025

Trade Area

Name	Level	Geographies
8044 Montgomery Rd - 1 mi.		N/A
8044 Montgomery Rd - 3 mi.		N/A
8044 Montgomery Rd - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Claritas ConneXions®	Claritas	© 2025 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 2025 (https://claritas.easpotlight.com/Spotlight/About)
