

Trade Area: 8044 Montgomery Rd - 1 mi.

Households: 4,511

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,214,164	1.71	286	6.34	371
F1	02	Plugged-In Families	2,585,974	1.99	332	7.36	369
F1	03	Tech Nests	1,962,676	1.51	40	0.89	59
F1	04	Connected Country	2,064,056	1.59	0	0.00	0
F1	06	High-Tech Society	1,837,348	1.42	143	3.17	224
Young & Wireless							
Y1	05	You & I Tunes	2,446,642	1.89	63	1.40	74
Y1	07	Generation WiFi	2,373,776	1.83	19	0.42	23
Y1	12	Satellites & Silos	2,957,150	2.28	0	0.00	0
Y1	14	The Pragmatics	2,162,816	1.67	191	4.23	254
Y1	17	Time Shifters	1,961,583	1.51	74	1.64	108
Suburban Spenders							
F2	08	Calling Circles	1,745,406	1.35	18	0.40	30
F2	09	Dish Country	1,750,452	1.35	0	0.00	0
F2	10	Smart Gamers	1,725,077	1.33	197	4.37	328
F2	15	Bundled Burbs	1,521,902	1.17	134	2.97	253
F2	16	Kids & Keyboards	2,558,539	1.97	171	3.79	192
Wireless White-Collars							
M1	11	WiFi Warriors	2,167,861	1.67	149	3.30	198
M1	13	Cyber Sophisticates	2,328,183	1.79	132	2.93	163
Emerging Techies							
Y2	18	New Technorati	2,748,200	2.12	117	2.59	122
Y2	29	IM Nation	2,298,248	1.77	92	2.04	115
Y2	30	Techs and the City	3,237,546	2.50	2	0.04	2
Y2	31	Plug & Play	2,522,318	1.95	155	3.44	177
Y2	33	Digital Dreamers	3,713,566	2.86	106	2.35	82
Y2	34	Gearing Up	2,064,353	1.59	11	0.24	15
Frugal Folks							
F3	19	Gadgets Galore	1,700,268	1.31	205	4.54	347
F3	21	Multimedia Families	1,864,683	1.44	85	1.88	131
F3	23	Cyber Strivers	1,533,476	1.18	12	0.27	22
F3	27	Video Vistas	1,578,447	1.22	29	0.64	53
F3	28	Big City, Small Tech	1,799,589	1.39	4	0.09	6
F3	32	Family Dishes	3,880,198	2.99	0	0.00	0
F3	39	Video Homebodies	1,770,748	1.36	2	0.04	3
Mature Mid-Techs							
M2	20	Cinemaniacs	2,486,209	1.92	191	4.23	221
M2	22	Analoggers	2,611,979	2.01	125	2.77	138
M2	24	Internet Hinterlands	2,438,472	1.88	0	0.00	0
M2	25	Low-Speed Boomers	2,701,279	2.08	161	3.57	171
M2	26	Rural Transmissions	2,765,892	2.13	0	0.00	0
M2	35	Broadband Boulevards	2,561,314	1.98	122	2.71	137
M2	36	Opting Out	2,296,863	1.77	105	2.33	131
Young Startups							
Y3	37	Techtown Lites	1,908,450	1.47	10	0.22	15
Y3	38	New Kids on the Grid	1,671,526	1.29	1	0.02	2
Y3	40	Low-Tech Country	1,851,491	1.43	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,566,328	3.52	121	2.68	76
M3	42	Tech Skeptics	2,777,474	2.14	134	2.97	139
M3	43	Bucolic Basics	2,932,910	2.26	0	0.00	0
M3	44	Leisurely Adopters	2,658,162	2.05	9	0.20	10
M3	45	Landline Living	1,791,278	1.38	14	0.31	22
M3	46	Old-Time Media	2,896,002	2.23	224	4.97	222
M3	47	Discounts & Deals	1,530,163	1.18	27	0.60	51
M3	48	Dial-Up Duos	2,998,652	2.31	137	3.04	131
M3	49	Satellite Seniors	1,650,259	1.27	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,861,332	2.21	270	5.99	271
M4	51	Tech-Free Frontier	3,813,564	2.94	0	0.00	0
M4	52	The Unconnected	4,713,309	3.63	82	1.82	50
M4	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

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Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 25,902

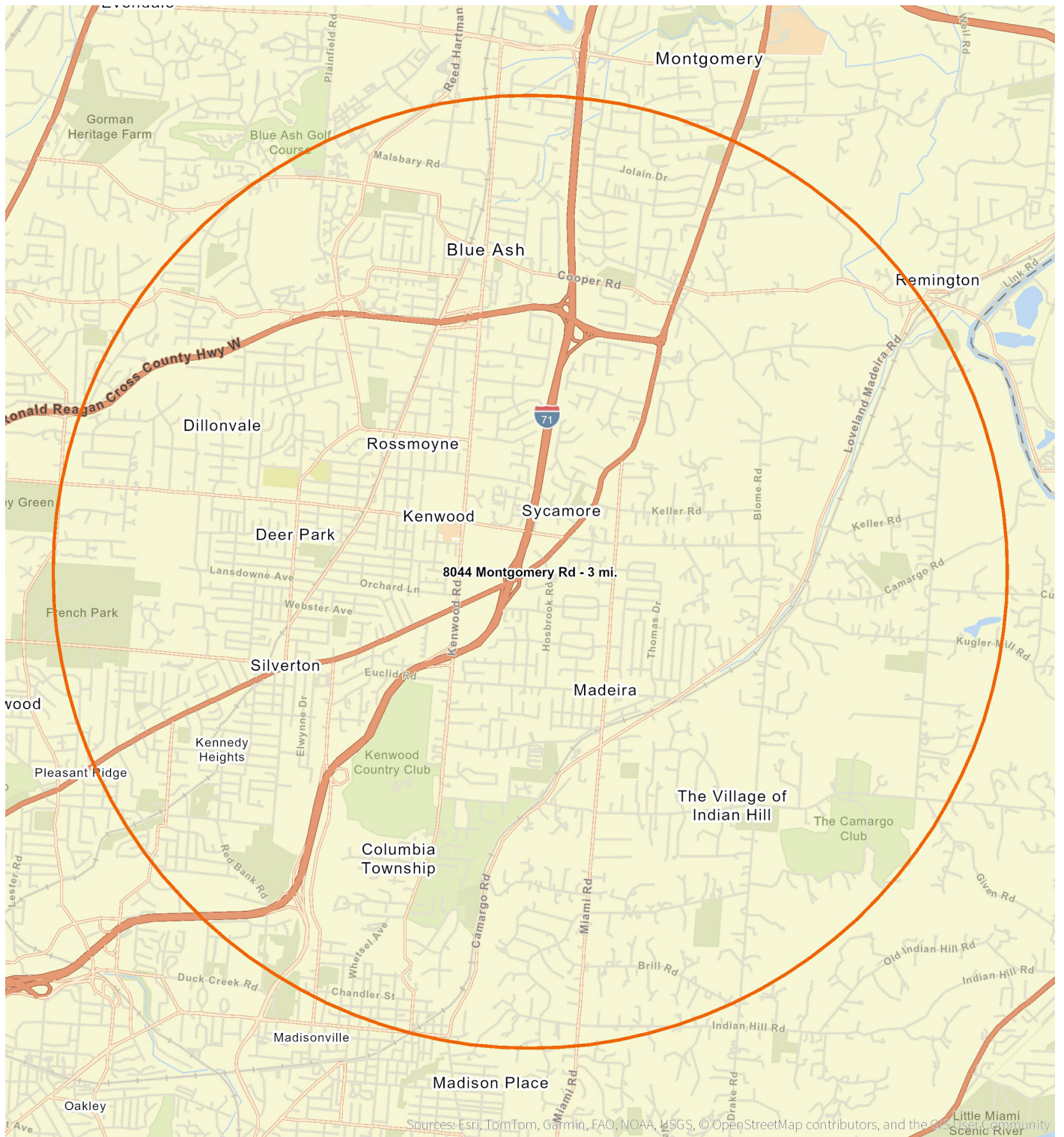
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,214,164	1.71	1,058	4.08	239
F1	02	Plugged-In Families	2,585,974	1.99	794	3.06	154
F1	03	Tech Nests	1,962,676	1.51	378	1.46	96
F1	04	Connected Country	2,064,056	1.59	0	0.00	0
F1	06	High-Tech Society	1,837,348	1.42	936	3.61	255
Young & Wireless							
Y1	05	You & I Tunes	2,446,642	1.89	439	1.70	90
Y1	07	Generation WiFi	2,373,776	1.83	337	1.30	71
Y1	12	Satellites & Silos	2,957,150	2.28	0	0.00	0
Y1	14	The Pragmatics	2,162,816	1.67	476	1.84	110
Y1	17	Time Shifters	1,961,583	1.51	597	2.31	152
Suburban Spenders							
F2	08	Calling Circles	1,745,406	1.35	105	0.41	30
F2	09	Dish Country	1,750,452	1.35	0	0.00	0
F2	10	Smart Gamers	1,725,077	1.33	625	2.41	181
F2	15	Bundled Burbs	1,521,902	1.17	334	1.29	110
F2	16	Kids & Keyboards	2,558,539	1.97	634	2.45	124
Wireless White-Collars							
M1	11	WiFi Warriors	2,167,861	1.67	375	1.45	87
M1	13	Cyber Sophisticates	2,328,183	1.79	543	2.10	117
Emerging Techies							
Y2	18	New Technorati	2,748,200	2.12	747	2.88	136
Y2	29	IM Nation	2,298,248	1.77	1,015	3.92	221
Y2	30	Techs and the City	3,237,546	2.50	311	1.20	48
Y2	31	Plug & Play	2,522,318	1.95	1,031	3.98	205
Y2	33	Digital Dreamers	3,713,566	2.86	1,150	4.44	155
Y2	34	Gearing Up	2,064,353	1.59	239	0.92	58
Frugal Folks							
F3	19	Gadgets Galore	1,700,268	1.31	750	2.90	221
F3	21	Multimedia Families	1,864,683	1.44	355	1.37	95
F3	23	Cyber Strivers	1,533,476	1.18	79	0.30	26
F3	27	Video Vistas	1,578,447	1.22	429	1.66	136
F3	28	Big City, Small Tech	1,799,589	1.39	178	0.69	50
F3	32	Family Dishes	3,880,198	2.99	0	0.00	0
F3	39	Video Homebodies	1,770,748	1.36	87	0.34	25
Mature Mid-Techs							
M2	20	Cinemaniacs	2,486,209	1.92	621	2.40	125
M2	22	Analoggers	2,611,979	2.01	1,106	4.27	212
M2	24	Internet Hinterlands	2,438,472	1.88	0	0.00	0
M2	25	Low-Speed Boomers	2,701,279	2.08	732	2.83	136
M2	26	Rural Transmissions	2,765,892	2.13	0	0.00	0
M2	35	Broadband Boulevards	2,561,314	1.98	774	2.99	151
M2	36	Opting Out	2,296,863	1.77	654	2.52	143
Young Startups							
Y3	37	Techtown Lites	1,908,450	1.47	269	1.04	71
Y3	38	New Kids on the Grid	1,671,526	1.29	355	1.37	106
Y3	40	Low-Tech Country	1,851,491	1.43	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,566,328	3.52	1,524	5.88	167
M3	42	Tech Skeptics	2,777,474	2.14	881	3.40	159
M3	43	Bucolic Basics	2,932,910	2.26	0	0.00	0
M3	44	Leisurely Adopters	2,658,162	2.05	367	1.42	69
M3	45	Landline Living	1,791,278	1.38	185	0.71	52
M3	46	Old-Time Media	2,896,002	2.23	1,048	4.05	181
M3	47	Discounts & Deals	1,530,163	1.18	307	1.19	100
M3	48	Dial-Up Duos	2,998,652	2.31	798	3.08	133
M3	49	Satellite Seniors	1,650,259	1.27	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,861,332	2.21	996	3.85	174
M4	51	Tech-Free Frontier	3,813,564	2.94	0	0.00	0
M4	52	The Unconnected	4,713,309	3.63	877	3.39	93
M4	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

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Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 25,902



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Trade Area: 8044 Montgomery Rd - 5 mi.

Households: 70,537

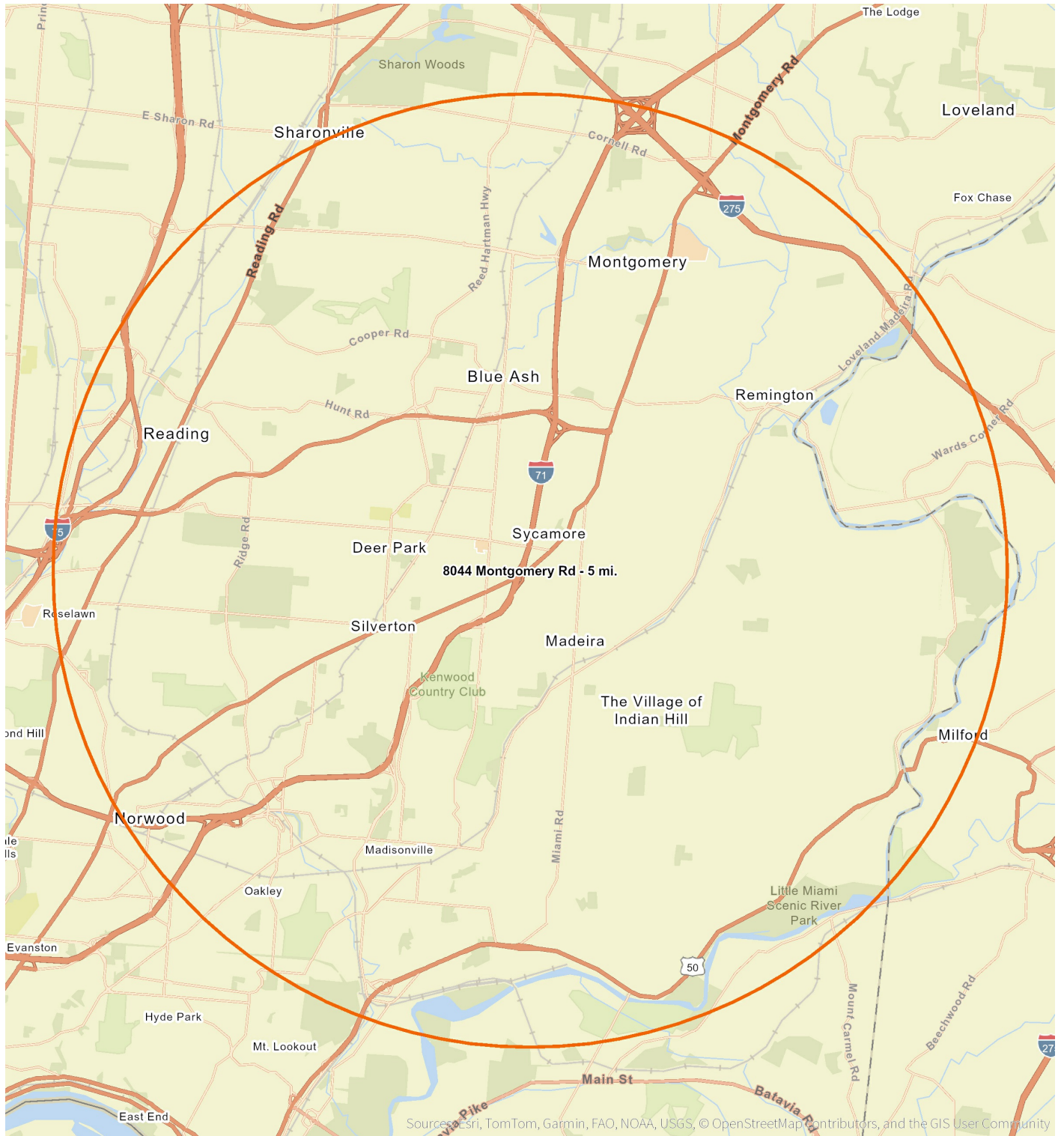
LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Early-Adopting Elite							
F1	01	Technovators	2,214,164	1.71	2,304	3.27	191
F1	02	Plugged-In Families	2,585,974	1.99	1,689	2.39	120
F1	03	Tech Nests	1,962,676	1.51	836	1.19	78
F1	04	Connected Country	2,064,056	1.59	0	0.00	0
F1	06	High-Tech Society	1,837,348	1.42	2,065	2.93	207
Young & Wireless							
Y1	05	You & I Tunes	2,446,642	1.89	3,256	4.62	245
Y1	07	Generation WiFi	2,373,776	1.83	2,380	3.37	184
Y1	12	Satellites & Silos	2,957,150	2.28	0	0.00	0
Y1	14	The Pragmatics	2,162,816	1.67	1,277	1.81	109
Y1	17	Time Shifters	1,961,583	1.51	1,335	1.89	125
Suburban Spenders							
F2	08	Calling Circles	1,745,406	1.35	303	0.43	32
F2	09	Dish Country	1,750,452	1.35	0	0.00	0
F2	10	Smart Gamers	1,725,077	1.33	1,357	1.92	145
F2	15	Bundled Burbs	1,521,902	1.17	741	1.05	90
F2	16	Kids & Keyboards	2,558,539	1.97	1,047	1.48	75
Wireless White-Collars							
M1	11	WiFi Warriors	2,167,861	1.67	989	1.40	84
M1	13	Cyber Sophisticates	2,328,183	1.79	1,296	1.84	102
Emerging Techies							
Y2	18	New Technorati	2,748,200	2.12	1,866	2.65	125
Y2	29	IM Nation	2,298,248	1.77	2,991	4.24	239
Y2	30	Techs and the City	3,237,546	2.50	1,803	2.56	102
Y2	31	Plug & Play	2,522,318	1.95	2,147	3.04	156
Y2	33	Digital Dreamers	3,713,566	2.86	3,316	4.70	164
Y2	34	Gearing Up	2,064,353	1.59	1,226	1.74	109
Frugal Folks							
F3	19	Gadgets Galore	1,700,268	1.31	1,438	2.04	155
F3	21	Multimedia Families	1,864,683	1.44	697	0.99	69
F3	23	Cyber Strivers	1,533,476	1.18	339	0.48	41
F3	27	Video Vistas	1,578,447	1.22	1,198	1.70	140
F3	28	Big City, Small Tech	1,799,589	1.39	548	0.78	56
F3	32	Family Dishes	3,880,198	2.99	0	0.00	0
F3	39	Video Homebodies	1,770,748	1.36	629	0.89	65
Mature Mid-Techs							
M2	20	Cinemaniacs	2,486,209	1.92	1,165	1.65	86
M2	22	Analoggers	2,611,979	2.01	2,570	3.64	181
M2	24	Internet Hinterlands	2,438,472	1.88	0	0.00	0
M2	25	Low-Speed Boomers	2,701,279	2.08	1,235	1.75	84
M2	26	Rural Transmissions	2,765,892	2.13	0	0.00	0
M2	35	Broadband Boulevards	2,561,314	1.98	1,767	2.50	127
M2	36	Opting Out	2,296,863	1.77	1,122	1.59	90
Young Startups							
Y3	37	Techtown Lites	1,908,450	1.47	1,024	1.45	99
Y3	38	New Kids on the Grid	1,671,526	1.29	1,269	1.80	140
Y3	40	Low-Tech Country	1,851,491	1.43	0	0.00	0
Offline Seniors							
M3	41	Antenna Land	4,566,328	3.52	4,171	5.91	168
M3	42	Tech Skeptics	2,777,474	2.14	1,723	2.44	114
M3	43	Bucolic Basics	2,932,910	2.26	0	0.00	0
M3	44	Leisurely Adopters	2,658,162	2.05	1,848	2.62	128
M3	45	Landline Living	1,791,278	1.38	1,024	1.45	105
M3	46	Old-Time Media	2,896,002	2.23	1,814	2.57	115
M3	47	Discounts & Deals	1,530,163	1.18	867	1.23	104
M3	48	Dial-Up Duos	2,998,652	2.31	2,088	2.96	128
M3	49	Satellite Seniors	1,650,259	1.27	0	0.00	0
Elderly Traditionalists							
M4	50	Early-Bird TV	2,861,332	2.21	1,758	2.49	113
M4	51	Tech-Free Frontier	3,813,564	2.94	0	0.00	0
M4	52	The Unconnected	4,713,309	3.63	3,068	4.35	120
M4	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

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Households: 70,537



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Report Details

Name: ConneXions® Lifestage Segment Distribution 2025
Date / Time: 3/24/2025 1:54:28 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)
