

PRIZM® Premier | Household Segment Distribution



Trade Area: 8044 Montgomery Rd - 1 mi.

Households: 4,513

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,312,869	1.01	187	4.14	409
02	Networked Neighbors	1,263,491	0.97	205	4.54	466
03	Movers & Shakers	1,793,029	1.38	330	7.31	529
04	Young Digerati	1,842,889	1.42	0	0.00	0
05	Country Squires	3,090,814	2.38	0	0.00	0
06	Winner's Circle	1,756,664	1.35	523	11.59	856
07	Money & Brains	1,764,894	1.36	0	0.00	0
08	Gray Power	1,457,581	1.12	337	7.47	664
09	Big Fish, Small Pond	2,150,719	1.66	0	0.00	0
10	Executive Suites	1,665,620	1.28	437	9.68	754
11	Fast-Track Families	2,475,099	1.91	0	0.00	0
12	Cruisin' to Retirement	3,060,322	2.36	394	8.73	370
13	Upward Bound	1,366,404	1.05	60	1.33	126
14	Kids & Cul-de-Sacs	1,743,345	1.34	141	3.12	232
15	New Homesteaders	1,379,864	1.06	0	0.00	0
16	Beltway Boomers	1,430,278	1.10	68	1.51	137
17	Urban Elders	1,459,950	1.13	0	0.00	0
18	Mayberry-ville	2,161,898	1.67	0	0.00	0
19	American Dreams	1,414,563	1.09	0	0.00	0
20	Empty Nests	2,020,106	1.56	188	4.17	267
21	The Cosmopolitans	1,406,540	1.08	0	0.00	0
22	Middleburg Managers	3,124,752	2.41	573	12.70	527
23	Township Travelers	1,447,769	1.12	0	0.00	0
24	Pickup Patriarchs	1,349,004	1.04	0	0.00	0
25	Up-and-Comers	1,919,348	1.48	144	3.19	216
26	Home Sweet Home	1,647,441	1.27	46	1.02	80
27	Big Sky Families	3,289,940	2.54	0	0.00	0
28	Country Casuals	2,442,745	1.88	0	0.00	0
29	White Picket Fences	2,092,011	1.61	0	0.00	0
30	Pools & Patios	1,848,461	1.43	19	0.42	30
31	Connected Bohemians	1,950,302	1.50	0	0.00	0
32	Traditional Times	1,851,528	1.43	0	0.00	0
33	Second City Startups	1,270,021	0.98	20	0.44	45
34	Young & Influential	1,202,909	0.93	7	0.15	17
35	Urban Achievers	1,643,521	1.27	0	0.00	0
36	Toolbelt Traditionalists	3,115,458	2.40	177	3.92	163
37	Bright Lights, Li'l City	1,788,739	1.38	88	1.95	141
38	Hometown Retired	1,842,286	1.42	0	0.00	0
39	Kid Country, USA	1,514,989	1.17	0	0.00	0
40	Aspiring A-Listers	1,413,267	1.09	0	0.00	0
41	Domestic Duos	1,224,175	0.94	204	4.52	479
42	Multi-Culti Mosaic	2,112,975	1.63	0	0.00	0
43	City Roots	1,454,683	1.12	0	0.00	0
44	Country Strong	4,322,849	3.33	0	0.00	0
45	Urban Modern Mix	2,634,946	2.03	0	0.00	0
46	Heartlanders	1,680,010	1.29	0	0.00	0
47	Striving Selfies	1,881,992	1.45	0	0.00	0
48	Generation Web	2,210,185	1.70	63	1.40	82
49	American Classics	2,150,242	1.66	135	2.99	180
50	Metro Grads	1,834,038	1.41	45	1.00	71
51	Campers & Camo	2,449,795	1.89	0	0.00	0
52	Simple Pleasures	1,700,191	1.31	0	0.00	0
53	Lo-Tech Singles	1,806,880	1.39	31	0.69	49
54	Struggling Singles	1,692,410	1.30	47	1.04	80
55	Red, White & Blue	1,880,607	1.45	0	0.00	0
56	Multi-Culti Families	1,474,148	1.14	0	0.00	0
57	Back Country Folks	3,406,144	2.63	0	0.00	0
58	Golden Ponds	2,552,301	1.97	0	0.00	0
59	New Melting Pot	1,881,867	1.45	0	0.00	0
60	Small-Town Collegiates	1,333,879	1.03	0	0.00	0
61	Second City Generations	1,381,542	1.06	39	0.86	81
62	Crossroad Villagers	1,400,926	1.08	0	0.00	0
63	Low-Rise Living	2,642,780	2.04	0	0.00	0
64	Family Thrifts	1,224,261	0.94	0	0.00	0
65	Young & Rustic	2,744,692	2.12	0	0.00	0
66	New Beginnings	1,310,650	1.01	0	0.00	0
67	Park Bench Seniors	1,201,257	0.93	5	0.11	12
68	Bedrock America	1,325,609	1.02	0	0.00	0
	Total	129,687,464	100.00	4,513	100.00	100

Benchmark: USA

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PRIZM® Premier | Household Segment Distribution



Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 25,908

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,312,869	1.01	1,194	4.61	455
02	Networked Neighbors	1,263,491	0.97	849	3.28	336
03	Movers & Shakers	1,793,029	1.38	1,381	5.33	386
04	Young Digerati	1,842,889	1.42	2	0.01	1
05	Country Squires	3,090,814	2.38	272	1.05	44
06	Winner's Circle	1,756,664	1.35	1,002	3.87	286
07	Money & Brains	1,764,894	1.36	0	0.00	0
08	Gray Power	1,457,581	1.12	1,277	4.93	439
09	Big Fish, Small Pond	2,150,719	1.66	196	0.76	46
10	Executive Suites	1,665,620	1.28	1,781	6.87	535
11	Fast-Track Families	2,475,099	1.91	0	0.00	0
12	Cruisin' to Retirement	3,060,322	2.36	1,167	4.50	191
13	Upward Bound	1,366,404	1.05	440	1.70	161
14	Kids & Cul-de-Sacs	1,743,345	1.34	613	2.37	176
15	New Homesteaders	1,379,864	1.06	0	0.00	0
16	Beltway Boomers	1,430,278	1.10	665	2.57	233
17	Urban Elders	1,459,950	1.13	0	0.00	0
18	Mayberry-ville	2,161,898	1.67	0	0.00	0
19	American Dreams	1,414,563	1.09	1	0.00	0
20	Empty Nests	2,020,106	1.56	1,245	4.80	309
21	The Cosmopolitans	1,406,540	1.08	0	0.00	0
22	Middleburg Managers	3,124,752	2.41	2,795	10.79	448
23	Township Travelers	1,447,769	1.12	0	0.00	0
24	Pickup Patriarchs	1,349,004	1.04	0	0.00	0
25	Up-and-Comers	1,919,348	1.48	946	3.65	247
26	Home Sweet Home	1,647,441	1.27	729	2.81	222
27	Big Sky Families	3,289,940	2.54	0	0.00	0
28	Country Casuals	2,442,745	1.88	0	0.00	0
29	White Picket Fences	2,092,011	1.61	9	0.04	2
30	Pools & Patios	1,848,461	1.43	398	1.54	108
31	Connected Bohemians	1,950,302	1.50	1	0.00	0
32	Traditional Times	1,851,528	1.43	26	0.10	7
33	Second City Startups	1,270,021	0.98	139	0.54	55
34	Young & Influential	1,202,909	0.93	7	0.03	3
35	Urban Achievers	1,643,521	1.27	0	0.00	0
36	Toolbelt Traditionalists	3,115,458	2.40	1,132	4.37	182
37	Bright Lights, Li'l City	1,788,739	1.38	1,091	4.21	305
38	Hometown Retired	1,842,286	1.42	1	0.00	0
39	Kid Country, USA	1,514,989	1.17	1	0.00	0
40	Aspiring A-Listers	1,413,267	1.09	0	0.00	0
41	Domestic Duos	1,224,175	0.94	659	2.54	269
42	Multi-Culti Mosaic	2,112,975	1.63	0	0.00	0
43	City Roots	1,454,683	1.12	22	0.09	8
44	Country Strong	4,322,849	3.33	0	0.00	0
45	Urban Modern Mix	2,634,946	2.03	186	0.72	35
46	Heartlanders	1,680,010	1.29	0	0.00	0
47	Striving Selfies	1,881,992	1.45	4	0.01	1
48	Generation Web	2,210,185	1.70	1,613	6.23	365
49	American Classics	2,150,242	1.66	1,184	4.57	276
50	Metro Grads	1,834,038	1.41	743	2.87	203
51	Campers & Camo	2,449,795	1.89	0	0.00	0
52	Simple Pleasures	1,700,191	1.31	0	0.00	0
53	Lo-Tech Singles	1,806,880	1.39	372	1.44	103
54	Struggling Singles	1,692,410	1.30	818	3.16	242
55	Red, White & Blue	1,880,607	1.45	0	0.00	0
56	Multi-Culti Families	1,474,148	1.14	0	0.00	0
57	Back Country Folks	3,406,144	2.63	0	0.00	0
58	Golden Ponds	2,552,301	1.97	6	0.02	1
59	New Melting Pot	1,881,867	1.45	150	0.58	40
60	Small-Town Collegiates	1,333,879	1.03	15	0.06	6
61	Second City Generations	1,381,542	1.06	228	0.88	83
62	Crossroad Villagers	1,400,926	1.08	0	0.00	0
63	Low-Rise Living	2,642,780	2.04	17	0.07	3
64	Family Thrifts	1,224,261	0.94	60	0.23	25
65	Young & Rustic	2,744,692	2.12	0	0.00	0
66	New Beginnings	1,310,650	1.01	8	0.03	3
67	Park Bench Seniors	1,201,257	0.93	462	1.78	193
68	Bedrock America	1,325,609	1.02	1	0.00	0
	Total	129,687,464	100.00	25,908	100.00	100

Benchmark: USA

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PRIZM® Premier | Household Segment Distribution



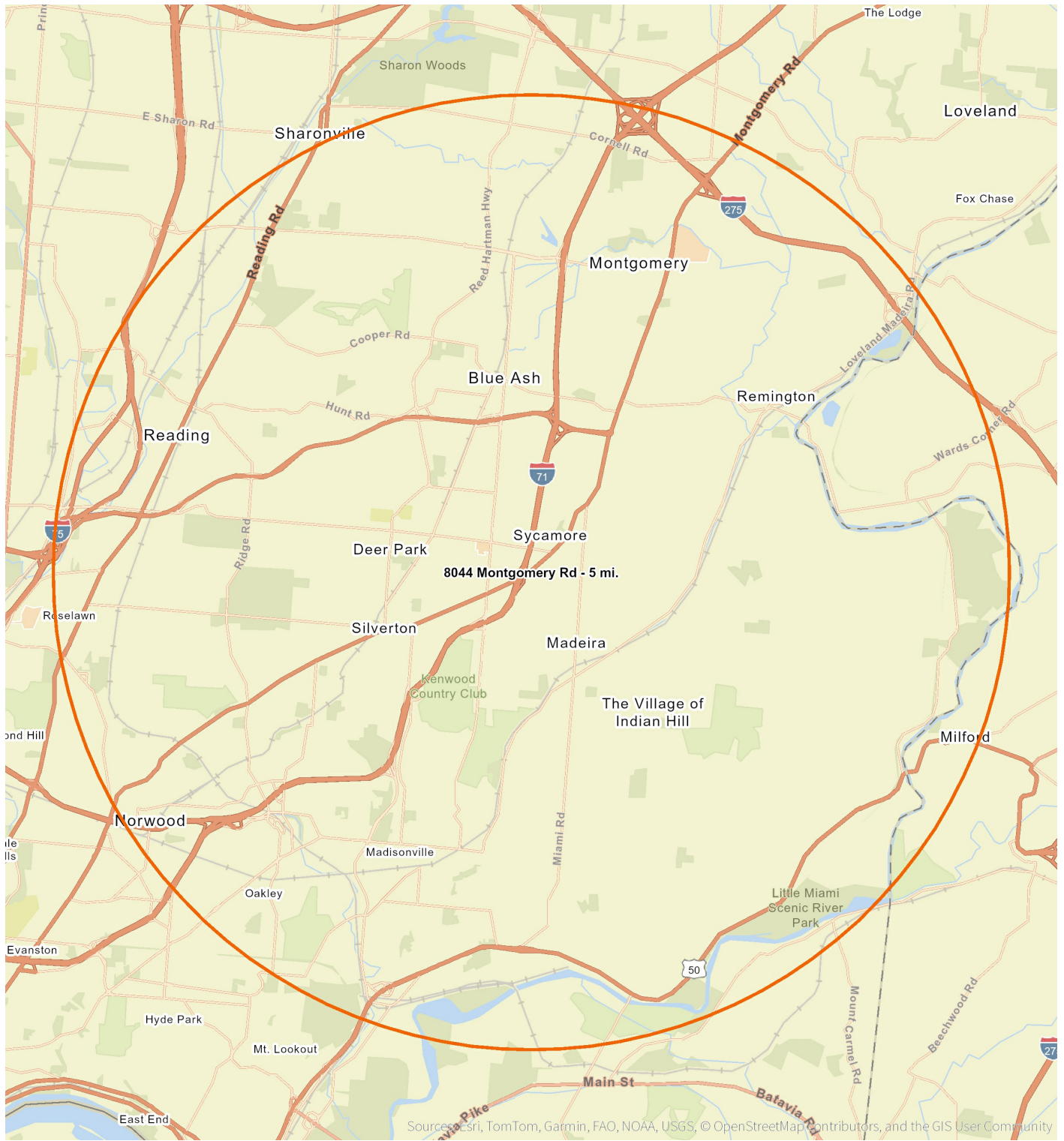
Trade Area: 8044 Montgomery Rd - 5 mi.

Households: 70,538

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,312,869	1.01	2,244	3.18	314
02	Networked Neighbors	1,263,491	0.97	1,629	2.31	237
03	Movers & Shakers	1,793,029	1.38	2,718	3.85	279
04	Young Digerati	1,842,889	1.42	782	1.11	78
05	Country Squires	3,090,814	2.38	1,844	2.61	110
06	Winner's Circle	1,756,664	1.35	1,675	2.38	175
07	Money & Brains	1,764,894	1.36	243	0.34	25
08	Gray Power	1,457,581	1.12	2,624	3.72	331
09	Big Fish, Small Pond	2,150,719	1.66	1,067	1.51	91
10	Executive Suites	1,665,620	1.28	3,429	4.86	379
11	Fast-Track Families	2,475,099	1.91	0	0.00	0
12	Cruisin' to Retirement	3,060,322	2.36	1,734	2.46	104
13	Upward Bound	1,366,404	1.05	1,221	1.73	164
14	Kids & Cul-de-Sacs	1,743,345	1.34	1,146	1.63	121
15	New Homesteaders	1,379,864	1.06	357	0.51	48
16	Beltway Boomers	1,430,278	1.10	1,335	1.89	172
17	Urban Elders	1,459,950	1.13	311	0.44	39
18	Mayberry-ville	2,161,898	1.67	0	0.00	0
19	American Dreams	1,414,563	1.09	121	0.17	16
20	Empty Nests	2,020,106	1.56	1,521	2.16	138
21	The Cosmopolitans	1,406,540	1.08	1,624	2.30	212
22	Middleburg Managers	3,124,752	2.41	4,423	6.27	260
23	Township Travelers	1,447,769	1.12	103	0.15	13
24	Pickup Patriarchs	1,349,004	1.04	435	0.62	59
25	Up-and-Comers	1,919,348	1.48	1,928	2.73	185
26	Home Sweet Home	1,647,441	1.27	943	1.34	105
27	Big Sky Families	3,289,940	2.54	0	0.00	0
28	Country Casuals	2,442,745	1.88	0	0.00	0
29	White Picket Fences	2,092,011	1.61	146	0.21	13
30	Pools & Patios	1,848,461	1.43	680	0.96	68
31	Connected Bohemians	1,950,302	1.50	1,504	2.13	142
32	Traditional Times	1,851,528	1.43	479	0.68	48
33	Second City Startups	1,270,021	0.98	359	0.51	52
34	Young & Influential	1,202,909	0.93	618	0.88	94
35	Urban Achievers	1,643,521	1.27	1,878	2.66	210
36	Toolbelt Traditionalists	3,115,458	2.40	2,111	2.99	125
37	Bright Lights, Li'l City	1,788,739	1.38	1,881	2.67	193
38	Hometown Retired	1,842,286	1.42	141	0.20	14
39	Kid Country, USA	1,514,989	1.17	263	0.37	32
40	Aspiring A-Listers	1,413,267	1.09	723	1.02	94
41	Domestic Duos	1,224,175	0.94	984	1.40	148
42	Multi-Culti Mosaic	2,112,975	1.63	0	0.00	0
43	City Roots	1,454,683	1.12	1,371	1.94	173
44	Country Strong	4,322,849	3.33	0	0.00	0
45	Urban Modern Mix	2,634,946	2.03	1,608	2.28	112
46	Heartlanders	1,680,010	1.29	0	0.00	0
47	Striving Selfies	1,881,992	1.45	774	1.10	76
48	Generation Web	2,210,185	1.70	3,328	4.72	277
49	American Classics	2,150,242	1.66	2,999	4.25	256
50	Metro Grads	1,834,038	1.41	1,857	2.63	186
51	Campers & Camo	2,449,795	1.89	351	0.50	26
52	Simple Pleasures	1,700,191	1.31	0	0.00	0
53	Lo-Tech Singles	1,806,880	1.39	1,514	2.15	154
54	Struggling Singles	1,692,410	1.30	1,686	2.39	183
55	Red, White & Blue	1,880,607	1.45	0	0.00	0
56	Multi-Culti Families	1,474,148	1.14	0	0.00	0
57	Back Country Folks	3,406,144	2.63	0	0.00	0
58	Golden Ponds	2,552,301	1.97	452	0.64	33
59	New Melting Pot	1,881,867	1.45	992	1.41	97
60	Small-Town Collegiates	1,333,879	1.03	291	0.41	40
61	Second City Generations	1,381,542	1.06	493	0.70	66
62	Crossroad Villagers	1,400,926	1.08	513	0.73	67
63	Low-Rise Living	2,642,780	2.04	1,183	1.68	82
64	Family Thrifts	1,224,261	0.94	928	1.32	139
65	Young & Rustic	2,744,692	2.12	0	0.00	0
66	New Beginnings	1,310,650	1.01	813	1.15	114
67	Park Bench Seniors	1,201,257	0.93	2,111	2.99	323
68	Bedrock America	1,325,609	1.02	50	0.07	7
	Total	129,687,464	100.00	70,538	100.00	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Household Segment Distribution 2025
Date / Time: 3/24/2025 1:52:11 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
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Segmentation System

Product	Provider	Copyright
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