

# PRIZM<sup>®</sup> Premier | Lifestage Segment Distribution



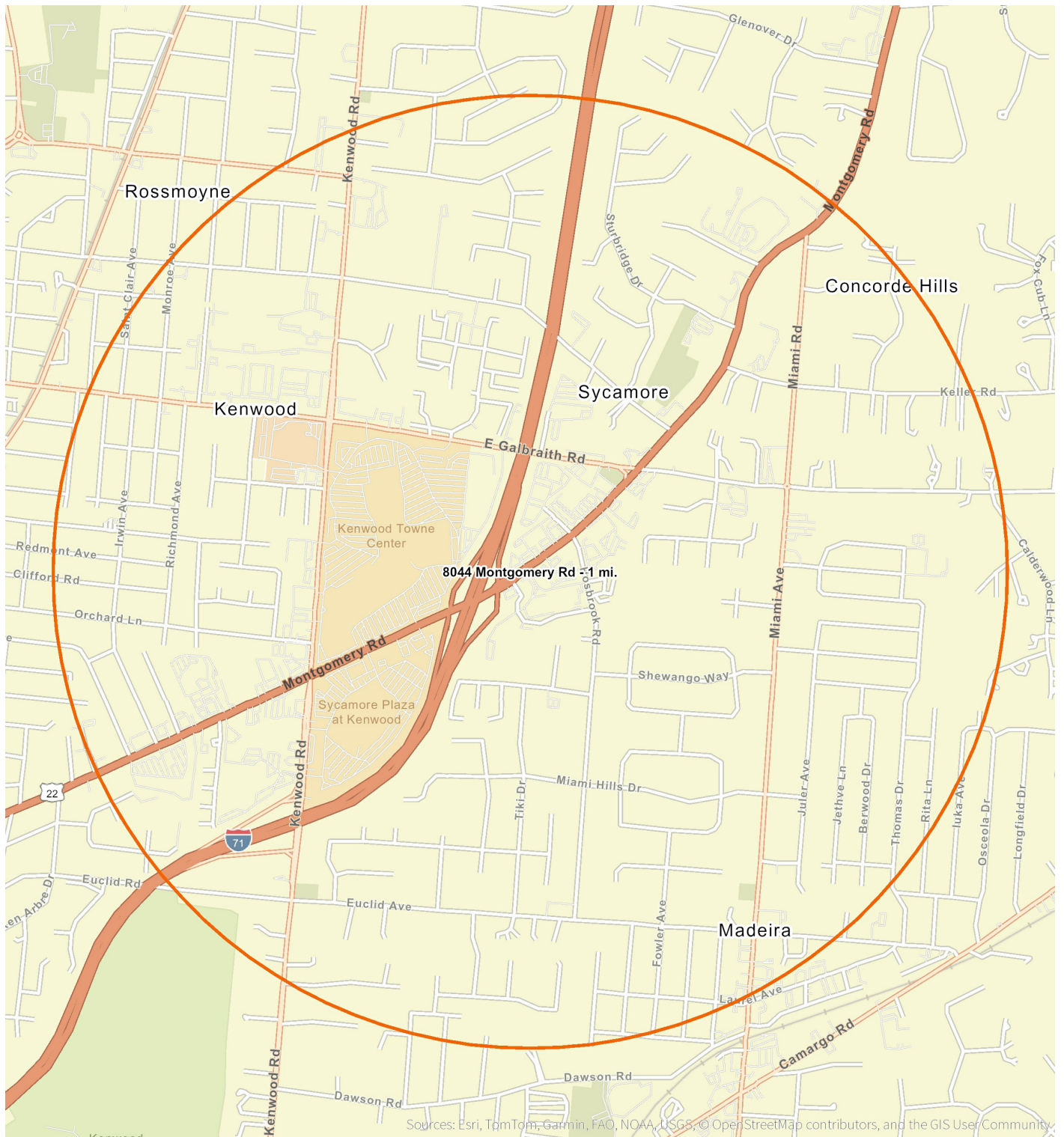
Trade Area: 8044 Montgomery Rd - 1 mi.

Households: 4,513

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
<b>Midlife Success</b>								
Y1	04	Young Digerati	1,842,889	1.42	0	0.00	0.00	0
Y1	13	Upward Bound	1,366,404	1.05	60	1.33	0.00	126
Y1	21	The Cosmopolitans	1,406,540	1.08	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,919,348	1.48	144	3.19	0.01	216
Y1	31	Connected Bohemians	1,950,302	1.50	0	0.00	0.00	0
Y1	34	Young & Influential	1,202,909	0.93	7	0.15	0.00	17
Y1	35	Urban Achievers	1,643,521	1.27	0	0.00	0.00	0
<b>Young Achievers</b>								
Y2	40	Aspiring A-Listers	1,413,267	1.09	0	0.00	0.00	0
Y2	47	Striving Selfies	1,881,992	1.45	0	0.00	0.00	0
Y2	48	Generation Web	2,210,185	1.70	63	1.40	0.00	82
Y2	50	Metro Grads	1,834,038	1.41	45	1.00	0.00	71
Y2	54	Struggling Singles	1,692,410	1.30	47	1.04	0.00	80
<b>Striving Singles</b>								
Y3	55	Red, White & Blue	1,880,607	1.45	0	0.00	0.00	0
Y3	59	New Melting Pot	1,881,867	1.45	0	0.00	0.00	0
Y3	60	Small-Town Collegiates	1,333,879	1.03	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,642,780	2.04	0	0.00	0.00	0
Y3	64	Family Thrifts	1,224,261	0.94	0	0.00	0.00	0
Y3	65	Young & Rustic	2,744,692	2.12	0	0.00	0.00	0
Y3	66	New Beginnings	1,310,650	1.01	0	0.00	0.00	0
<b>Accumulated Wealth</b>								
F1	02	Networked Neighbors	1,263,491	0.97	205	4.54	0.02	466
F1	05	Country Squires	3,090,814	2.38	0	0.00	0.00	0
F1	06	Winner's Circle	1,756,664	1.35	523	11.59	0.03	856
F1	10	Executive Suites	1,665,620	1.28	437	9.68	0.03	754
F1	11	Fast-Track Families	2,475,099	1.91	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,743,345	1.34	141	3.12	0.01	232
F1	15	New Homesteaders	1,379,864	1.06	0	0.00	0.00	0
F1	16	Beltway Boomers	1,430,278	1.10	68	1.51	0.00	137
<b>Young Accumulators</b>								
F2	23	Township Travelers	1,447,769	1.12	0	0.00	0.00	0
F2	26	Home Sweet Home	1,647,441	1.27	46	1.02	0.00	80
F2	27	Big Sky Families	3,289,940	2.54	0	0.00	0.00	0
F2	29	White Picket Fences	2,092,011	1.61	0	0.00	0.00	0
F2	30	Pools & Patios	1,848,461	1.43	19	0.42	0.00	30
<b>Mainstream Families</b>								
F3	33	Second City Startups	1,270,021	0.98	20	0.44	0.00	45
F3	37	Bright Lights, Lil' City	1,788,739	1.38	88	1.95	0.00	141
F3	39	Kid Country, USA	1,514,989	1.17	0	0.00	0.00	0
F3	44	Country Strong	4,322,849	3.33	0	0.00	0.00	0
F3	51	Campers & Camo	2,449,795	1.89	0	0.00	0.00	0
<b>Sustaining Families</b>								
F4	42	Multi-Culti Mosaic	2,112,975	1.63	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,634,946	2.03	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,474,148	1.14	0	0.00	0.00	0
F4	61	Second City Generations	1,381,542	1.06	39	0.86	0.00	81
F4	68	Bedrock America	1,325,609	1.02	0	0.00	0.00	0
<b>Affluent Empty Nests</b>								
M1	01	Upper Crust	1,312,869	1.01	187	4.14	0.01	409
M1	03	Movers & Shakers	1,793,029	1.38	330	7.31	0.02	529
M1	07	Money & Brains	1,764,894	1.36	0	0.00	0.00	0
M1	08	Gray Power	1,457,581	1.12	337	7.47	0.02	664
M1	09	Big Fish, Small Pond	2,150,719	1.66	0	0.00	0.00	0
M1	12	Cruisin' to Retirement	3,060,322	2.36	394	8.73	0.01	370
<b>Conservative Classics</b>								
M2	17	Urban Elders	1,459,950	1.13	0	0.00	0.00	0
M2	18	Mayberry-ville	2,161,898	1.67	0	0.00	0.00	0
M2	19	American Dreams	1,414,563	1.09	0	0.00	0.00	0
M2	20	Empty Nests	2,020,106	1.56	188	4.17	0.01	267
M2	22	Middleburg Managers	3,124,752	2.41	573	12.70	0.02	527
M2	24	Pickup Patriarchs	1,349,004	1.04	0	0.00	0.00	0
M2	28	Country Casuals	2,442,745	1.88	0	0.00	0.00	0
<b>Cautious Couples</b>								
M3	32	Traditional Times	1,851,528	1.43	0	0.00	0.00	0
M3	36	Toolbelt Traditionalists	3,115,458	2.40	177	3.92	0.01	163
M3	38	Hometown Retired	1,842,286	1.42	0	0.00	0.00	0
M3	41	Domestic Duos	1,224,175	0.94	204	4.52	0.02	479
M3	43	City Roots	1,454,683	1.12	0	0.00	0.00	0
M3	46	Heartlanders	1,680,010	1.29	0	0.00	0.00	0
M3	49	American Classics	2,150,242	1.66	135	2.99	0.01	180
M3	52	Simple Pleasures	1,700,191	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,806,880	1.39	31	0.69	0.00	49
<b>Sustaining Seniors</b>								
M4	57	Back Country Folks	3,406,144	2.63	0	0.00	0.00	0
M4	58	Golden Ponds	2,552,301	1.97	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,400,926	1.08	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,201,257	0.93	5	0.11	0.00	12
<b>Total</b>			<b>129,687,464</b>	<b>100.00</b>	<b>4,513</b>	<b>100.00</b>	<b>0.00</b>	<b>100</b>

Benchmark: USA

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# PRIZM<sup>®</sup> Premier | Lifestage Segment Distribution



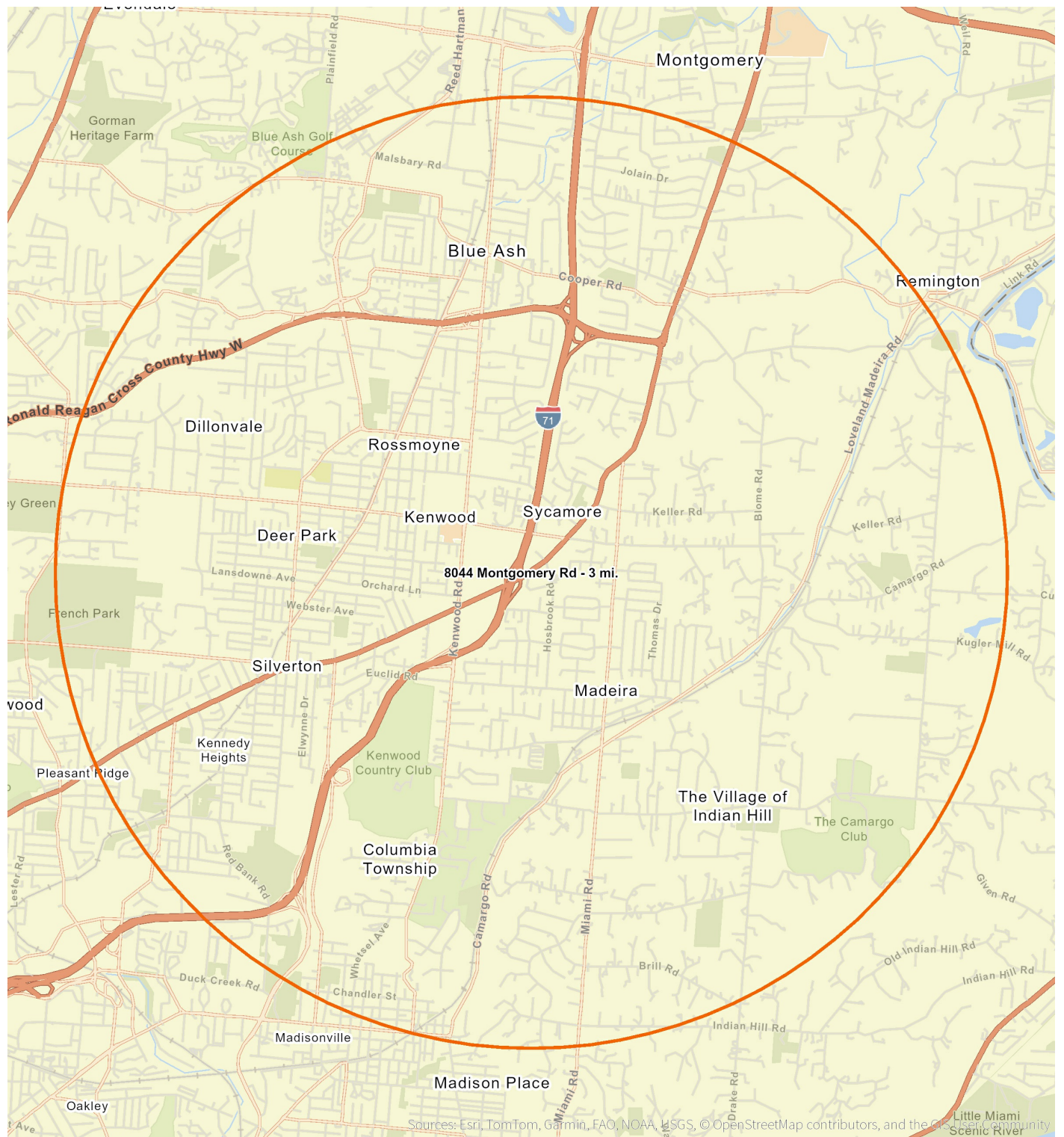
Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 25,908

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
<b>Midlife Success</b>								
Y1	04	Young Digerati	1,842,889	1.42	2	0.01	0.00	1
Y1	13	Upward Bound	1,366,404	1.05	440	1.70	0.03	161
Y1	21	The Cosmopolitans	1,406,540	1.08	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,919,348	1.48	946	3.65	0.05	247
Y1	31	Connected Bohemians	1,950,302	1.50	1	0.00	0.00	0
Y1	34	Young & Influential	1,202,909	0.93	7	0.03	0.00	3
Y1	35	Urban Achievers	1,643,521	1.27	0	0.00	0.00	0
<b>Young Achievers</b>								
Y2	40	Aspiring A-Listers	1,413,267	1.09	0	0.00	0.00	0
Y2	47	Striving Selfies	1,881,992	1.45	4	0.01	0.00	1
Y2	48	Generation Web	2,210,185	1.70	1,613	6.23	0.07	365
Y2	50	Metro Grads	1,834,038	1.41	743	2.87	0.04	203
Y2	54	Struggling Singles	1,692,410	1.30	818	3.16	0.05	242
<b>Striving Singles</b>								
Y3	55	Red, White & Blue	1,880,607	1.45	0	0.00	0.00	0
Y3	59	New Melting Pot	1,881,867	1.45	150	0.58	0.01	40
Y3	60	Small-Town Collegiates	1,333,879	1.03	15	0.06	0.00	6
Y3	63	Low-Rise Living	2,642,780	2.04	17	0.07	0.00	3
Y3	64	Family Thrifts	1,224,261	0.94	60	0.23	0.00	25
Y3	65	Young & Rustic	2,744,692	2.12	0	0.00	0.00	0
Y3	66	New Beginnings	1,310,650	1.01	8	0.03	0.00	3
<b>Accumulated Wealth</b>								
F1	02	Networked Neighbors	1,263,491	0.97	849	3.28	0.07	336
F1	05	Country Squires	3,090,814	2.38	272	1.05	0.01	44
F1	06	Winner's Circle	1,756,664	1.35	1,002	3.87	0.06	286
F1	10	Executive Suites	1,665,620	1.28	1,781	6.87	0.11	535
F1	11	Fast-Track Families	2,475,099	1.91	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,743,345	1.34	613	2.37	0.04	176
F1	15	New Homesteaders	1,379,864	1.06	0	0.00	0.00	0
F1	16	Beltway Boomers	1,430,278	1.10	665	2.57	0.05	233
<b>Young Accumulators</b>								
F2	23	Township Travelers	1,447,769	1.12	0	0.00	0.00	0
F2	26	Home Sweet Home	1,647,441	1.27	729	2.81	0.04	222
F2	27	Big Sky Families	3,289,940	2.54	0	0.00	0.00	0
F2	29	White Picket Fences	2,092,011	1.61	9	0.04	0.00	2
F2	30	Pools & Patios	1,848,461	1.43	398	1.54	0.02	108
<b>Mainstream Families</b>								
F3	33	Second City Startups	1,270,021	0.98	139	0.54	0.01	55
F3	37	Bright Lights, Lil' City	1,788,739	1.38	1,091	4.21	0.06	305
F3	39	Kid Country, USA	1,514,989	1.17	1	0.00	0.00	0
F3	44	Country Strong	4,322,849	3.33	0	0.00	0.00	0
F3	51	Campers & Camo	2,449,795	1.89	0	0.00	0.00	0
<b>Sustaining Families</b>								
F4	42	Multi-Culti Mosaic	2,112,975	1.63	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,634,946	2.03	186	0.72	0.01	35
F4	56	Multi-Culti Families	1,474,148	1.14	0	0.00	0.00	0
F4	61	Second City Generations	1,381,542	1.06	228	0.88	0.02	83
F4	68	Bedrock America	1,325,609	1.02	1	0.00	0.00	0
<b>Affluent Empty Nests</b>								
M1	01	Upper Crust	1,312,869	1.01	1,194	4.61	0.09	455
M1	03	Movers & Shakers	1,793,029	1.38	1,381	5.33	0.08	386
M1	07	Money & Brains	1,764,894	1.36	0	0.00	0.00	0
M1	08	Gray Power	1,457,581	1.12	1,277	4.93	0.09	439
M1	09	Big Fish, Small Pond	2,150,719	1.66	196	0.76	0.01	46
M1	12	Cruisin' to Retirement	3,060,322	2.36	1,167	4.50	0.04	191
<b>Conservative Classics</b>								
M2	17	Urban Elders	1,459,950	1.13	0	0.00	0.00	0
M2	18	Mayberry-ville	2,161,898	1.67	0	0.00	0.00	0
M2	19	American Dreams	1,414,563	1.09	1	0.00	0.00	0
M2	20	Empty Nests	2,020,106	1.56	1,245	4.80	0.06	309
M2	22	Middleburg Managers	3,124,752	2.41	2,795	10.79	0.09	448
M2	24	Pickup Patriarchs	1,349,004	1.04	0	0.00	0.00	0
M2	28	Country Casuals	2,442,745	1.88	0	0.00	0.00	0
<b>Cautious Couples</b>								
M3	32	Traditional Times	1,851,528	1.43	26	0.10	0.00	7
M3	36	Toolbelt Traditionalists	3,115,458	2.40	1,132	4.37	0.04	182
M3	38	Hometown Retired	1,842,286	1.42	1	0.00	0.00	0
M3	41	Domestic Duos	1,224,175	0.94	659	2.54	0.05	269
M3	43	City Roots	1,454,683	1.12	22	0.09	0.00	8
M3	46	Heartlanders	1,680,010	1.29	0	0.00	0.00	0
M3	49	American Classics	2,150,242	1.66	1,184	4.57	0.06	276
M3	52	Simple Pleasures	1,700,191	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,806,880	1.39	372	1.44	0.02	103
<b>Sustaining Seniors</b>								
M4	57	Back Country Folks	3,406,144	2.63	0	0.00	0.00	0
M4	58	Golden Ponds	2,552,301	1.97	6	0.02	0.00	1
M4	62	Crossroad Villagers	1,400,926	1.08	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,201,257	0.93	462	1.78	0.04	193
<b>Total</b>			<b>129,687,464</b>	<b>100.00</b>	<b>25,908</b>	<b>100.00</b>	<b>0.02</b>	<b>100</b>

Benchmark: USA

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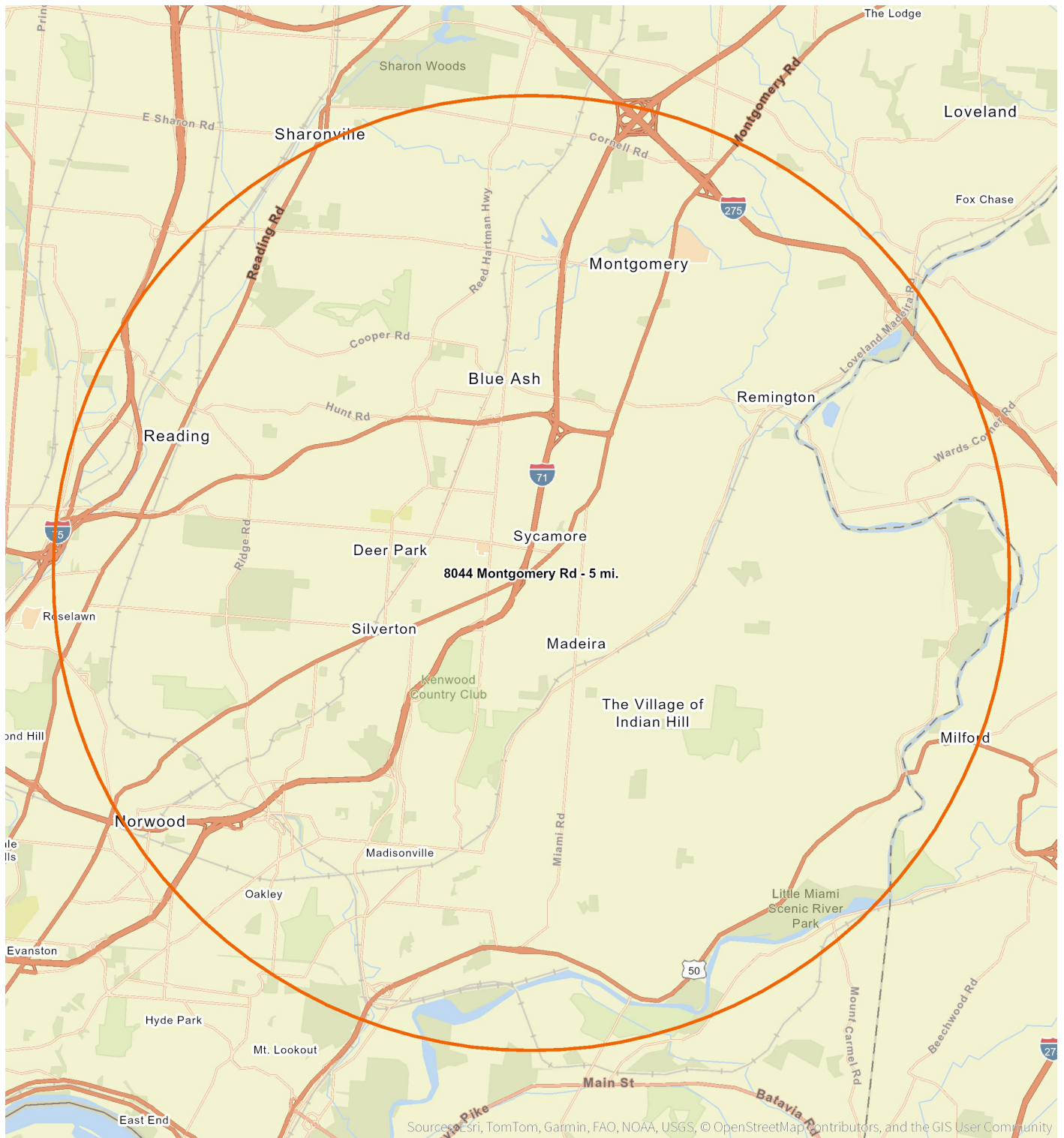
Trade Area: 8044 Montgomery Rd - 5 mi.

Households: 70,538

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
<b>Midlife Success</b>								
Y1	04	Young Digerati	1,842,889	1.42	782	1.11	0.04	78
Y1	13	Upward Bound	1,366,404	1.05	1,221	1.73	0.09	164
Y1	21	The Cosmopolitans	1,406,540	1.08	1,624	2.30	0.12	212
Y1	25	Up-and-Comers	1,919,348	1.48	1,928	2.73	0.10	185
Y1	31	Connected Bohemians	1,950,302	1.50	1,504	2.13	0.08	142
Y1	34	Young & Influential	1,202,909	0.93	618	0.88	0.05	94
Y1	35	Urban Achievers	1,643,521	1.27	1,878	2.66	0.11	210
<b>Young Achievers</b>								
Y2	40	Aspiring A-Listers	1,413,267	1.09	723	1.02	0.05	94
Y2	47	Striving Selfies	1,881,992	1.45	774	1.10	0.04	76
Y2	48	Generation Web	2,210,185	1.70	3,328	4.72	0.15	277
Y2	50	Metro Grads	1,834,038	1.41	1,857	2.63	0.10	186
Y2	54	Struggling Singles	1,692,410	1.30	1,686	2.39	0.10	183
<b>Striving Singles</b>								
Y3	55	Red, White & Blue	1,880,607	1.45	0	0.00	0.00	0
Y3	59	New Melting Pot	1,881,867	1.45	992	1.41	0.05	97
Y3	60	Small-Town Collegiates	1,333,879	1.03	291	0.41	0.02	40
Y3	63	Low-Rise Living	2,642,780	2.04	1,183	1.68	0.04	82
Y3	64	Family Thrifts	1,224,261	0.94	928	1.32	0.08	139
Y3	65	Young & Rustic	2,744,692	2.12	0	0.00	0.00	0
Y3	66	New Beginnings	1,310,650	1.01	813	1.15	0.06	114
<b>Accumulated Wealth</b>								
F1	02	Networked Neighbors	1,263,491	0.97	1,629	2.31	0.13	237
F1	05	Country Squires	3,090,814	2.38	1,844	2.61	0.06	110
F1	06	Winner's Circle	1,756,664	1.35	1,675	2.38	0.10	175
F1	10	Executive Suites	1,665,620	1.28	3,429	4.86	0.21	379
F1	11	Fast-Track Families	2,475,099	1.91	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,743,345	1.34	1,146	1.63	0.07	121
F1	15	New Homesteaders	1,379,864	1.06	357	0.51	0.03	48
F1	16	Beltway Boomers	1,430,278	1.10	1,335	1.89	0.09	172
<b>Young Accumulators</b>								
F2	23	Township Travelers	1,447,769	1.12	103	0.15	0.01	13
F2	26	Home Sweet Home	1,647,441	1.27	943	1.34	0.06	105
F2	27	Big Sky Families	3,289,940	2.54	0	0.00	0.00	0
F2	29	White Picket Fences	2,092,011	1.61	146	0.21	0.01	13
F2	30	Pools & Patios	1,848,461	1.43	680	0.96	0.04	68
<b>Mainstream Families</b>								
F3	33	Second City Startups	1,270,021	0.98	359	0.51	0.03	52
F3	37	Bright Lights, Lil' City	1,788,739	1.38	1,881	2.67	0.11	193
F3	39	Kid Country, USA	1,514,989	1.17	263	0.37	0.02	32
F3	44	Country Strong	4,322,849	3.33	0	0.00	0.00	0
F3	51	Campers & Camo	2,449,795	1.89	351	0.50	0.01	26
<b>Sustaining Families</b>								
F4	42	Multi-Culti Mosaic	2,112,975	1.63	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,634,946	2.03	1,608	2.28	0.06	112
F4	56	Multi-Culti Families	1,474,148	1.14	0	0.00	0.00	0
F4	61	Second City Generations	1,381,542	1.06	493	0.70	0.04	66
F4	68	Bedrock America	1,325,609	1.02	50	0.07	0.00	7
<b>Affluent Empty Nests</b>								
M1	01	Upper Crust	1,312,869	1.01	2,244	3.18	0.17	314
M1	03	Movers & Shakers	1,793,029	1.38	2,718	3.85	0.15	279
M1	07	Money & Brains	1,764,894	1.36	243	0.34	0.01	25
M1	08	Gray Power	1,457,581	1.12	2,624	3.72	0.18	331
M1	09	Big Fish, Small Pond	2,150,719	1.66	1,067	1.51	0.05	91
M1	12	Cruisin' to Retirement	3,060,322	2.36	1,734	2.46	0.06	104
<b>Conservative Classics</b>								
M2	17	Urban Elders	1,459,950	1.13	311	0.44	0.02	39
M2	18	Mayberry-ville	2,161,898	1.67	0	0.00	0.00	0
M2	19	American Dreams	1,414,563	1.09	121	0.17	0.01	16
M2	20	Empty Nests	2,020,106	1.56	1,521	2.16	0.08	138
M2	22	Middleburg Managers	3,124,752	2.41	4,423	6.27	0.14	260
M2	24	Pickup Patriarchs	1,349,004	1.04	435	0.62	0.03	59
M2	28	Country Casuals	2,442,745	1.88	0	0.00	0.00	0
<b>Cautious Couples</b>								
M3	32	Traditional Times	1,851,528	1.43	479	0.68	0.03	48
M3	36	Toolbelt Traditionalists	3,115,458	2.40	2,111	2.99	0.07	125
M3	38	Hometown Retired	1,842,286	1.42	141	0.20	0.01	14
M3	41	Domestic Duos	1,224,175	0.94	984	1.40	0.08	148
M3	43	City Roots	1,454,683	1.12	1,371	1.94	0.09	173
M3	46	Heartlanders	1,680,010	1.29	0	0.00	0.00	0
M3	49	American Classics	2,150,242	1.66	2,999	4.25	0.14	256
M3	52	Simple Pleasures	1,700,191	1.31	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,806,880	1.39	1,514	2.15	0.08	154
<b>Sustaining Seniors</b>								
M4	57	Back Country Folks	3,406,144	2.63	0	0.00	0.00	0
M4	58	Golden Ponds	2,552,301	1.97	452	0.64	0.02	33
M4	62	Crossroad Villagers	1,400,926	1.08	513	0.73	0.04	67
M4	67	Park Bench Seniors	1,201,257	0.93	2,111	2.99	0.18	323
<b>Total</b>			<b>129,687,464</b>	<b>100.00</b>	<b>70,538</b>	<b>100.00</b>	<b>0.05</b>	<b>100</b>

Benchmark: USA

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# Report Details

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**Name:** PRIZM® Premier Lifestage Segment Distribution 2025  
**Date / Time:** 3/24/2025 1:51:40 PM  
**Workspace Vintage:** 2025

## Trade Area

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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

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
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## Segmentation System

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