

Top 5 segments represent **50.2%** of households in 8044 Montgomery Rd - 1 mi.

<p>MIDDLEBURG MANAGERS 22</p>	<p>Rank: 1 Hhlds: 573 Hhld %: 12.70 % in Benchmark: 2.41 Index: 527</p>	<p>Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending sporting events with their families when they aren't traveling frequently for business. They are thrifter with their spending, despite a substantial income, investing in college savings plans, and IRAs and 401ks for their future retirement.</p>
<p>WINNER'S CIRCLE 6</p>	<p>Rank: 2 Hhlds: 523 Hhld %: 11.59 % in Benchmark: 1.35 Index: 856</p>	<p>Among the wealthy widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- to 54-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of wealth - recreational parks, golf courses, and high-end shops. With a median income over \$100,000, Winner's Circle residents are big spenders who like to travel, eat at quick service restaurants, and shop for clothing online at Express and Gap.</p>
<p>EXECUTIVE SUITES 10</p>	<p>Rank: 3 Hhlds: 437 Hhld %: 9.68 % in Benchmark: 1.28 Index: 754</p>	<p>The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, going online to shop at Pottery Barn, plan a vacation at Trip.com and stream sporting events. Executive Suites can often be found playing baseball and attending minor league hockey events when they aren't stopping at a quick service restaurant for a bite to eat.</p>
<p>CRUISIN' TO RETIREMENT 12</p>	<p>Rank: 4 Hhlds: 394 Hhld %: 8.73 % in Benchmark: 2.36 Index: 370</p>	<p>With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They watch the Kentucky Derby and golf on television, listen to talk radio, and read Consumer Reports as well as the Editorial section of the newspaper.</p>
<p>GRAY POWER 8</p>	<p>Rank: 5 Hhlds: 337 Hhld %: 7.47 % in Benchmark: 1.12 Index: 664</p>	<p>Gray Power consists of wealthy mature couples typically living just beyond the nation's beltways. While some in this segment hold white-collar jobs, many are already retired and enjoying their comfortable homes and apartments within a short distance of downtown restaurants and activities. These individuals like to travel, follow men's and women's golf, and attend concerts.</p>

Benchmark:USA

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

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

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	187	4.14	1,312,869	1.01	0.01	409
S1	F1	02	Networked Neighbors	205	4.54	1,263,491	0.97	0.02	466
S1	M1	03	Movers & Shakers	330	7.31	1,793,029	1.38	0.02	529
U1	Y1	04	Young Digerati	0	0.00	1,842,889	1.42	0.00	0
T1	F1	05	Country Squires	0	0.00	3,090,814	2.38	0.00	0
S2	F1	06	Winner's Circle	523	11.59	1,756,664	1.35	0.03	856
U1	M1	07	Money & Brains	0	0.00	1,764,894	1.36	0.00	0
S2	M1	08	Gray Power	337	7.47	1,457,581	1.12	0.02	664
T1	M1	09	Big Fish, Small Pond	0	0.00	2,150,719	1.66	0.00	0
S2	F1	10	Executive Suites	437	9.68	1,665,620	1.28	0.03	754
T1	F1	11	Fast-Track Families	0	0.00	2,475,099	1.91	0.00	0
S2	M1	12	Cruisin' to Retirement	394	8.73	3,060,322	2.36	0.01	370
S2	Y1	13	Upward Bound	60	1.33	1,366,404	1.05	0.00	126
S2	F1	14	Kids & Cul-de-Sacs	141	3.12	1,743,345	1.34	0.01	232
T1	F1	15	New Homesteaders	0	0.00	1,379,864	1.06	0.00	0
S2	F1	16	Beltway Boomers	68	1.51	1,430,278	1.10	0.00	137
U2	M2	17	Urban Elders	0	0.00	1,459,950	1.13	0.00	0
T2	M2	18	Mayberry-ville	0	0.00	2,161,898	1.67	0.00	0
U1	M2	19	American Dreams	0	0.00	1,414,563	1.09	0.00	0
S3	M2	20	Empty Nests	188	4.17	2,020,106	1.56	0.01	267
U1	Y1	21	The Cosmopolitans	0	0.00	1,406,540	1.08	0.00	0
C1	M2	22	Middleburg Managers	573	12.70	3,124,752	2.41	0.02	527
T2	F2	23	Township Travelers	0	0.00	1,447,769	1.12	0.00	0
T2	M2	24	Pickup Patriarchs	0	0.00	1,349,004	1.04	0.00	0
S3	Y1	25	Up-and-Comers	144	3.19	1,919,348	1.48	0.01	216
S3	F2	26	Home Sweet Home	46	1.02	1,647,441	1.27	0.00	80
T2	F2	27	Big Sky Families	0	0.00	3,289,940	2.54	0.00	0
T2	M2	28	Country Casuals	0	0.00	2,442,745	1.88	0.00	0
T2	F2	29	White Picket Fences	0	0.00	2,092,011	1.61	0.00	0
S3	F2	30	Pools & Patios	19	0.42	1,848,461	1.43	0.00	30
U2	Y1	31	Connected Bohemians	0	0.00	1,950,302	1.50	0.00	0
T3	M3	32	Traditional Times	0	0.00	1,851,528	1.43	0.00	0
C1	F3	33	Second City Startups	20	0.44	1,270,021	0.98	0.00	45
S4	Y1	34	Young & Influential	7	0.15	1,202,909	0.93	0.00	17
U2	Y1	35	Urban Achievers	0	0.00	1,643,521	1.27	0.00	0
S4	M3	36	Toolbelt Traditionalists	177	3.92	3,115,458	2.40	0.01	163
C1	F3	37	Bright Lights, Li'l City	88	1.95	1,788,739	1.38	0.00	141
T3	M3	38	Hometown Retired	0	0.00	1,842,286	1.42	0.00	0
T3	F3	39	Kid Country, USA	0	0.00	1,514,989	1.17	0.00	0
U2	Y2	40	Aspiring A-Listers	0	0.00	1,413,267	1.09	0.00	0
S4	M3	41	Domestic Duos	204	4.52	1,224,175	0.94	0.02	479
U3	F4	42	Multi-Culti Mosaic	0	0.00	2,112,975	1.63	0.00	0
U3	M3	43	City Roots	0	0.00	1,454,683	1.12	0.00	0
T3	F3	44	Country Strong	0	0.00	4,322,849	3.33	0.00	0
U3	F4	45	Urban Modern Mix	0	0.00	2,634,946	2.03	0.00	0
T3	M3	46	Heartlanders	0	0.00	1,680,010	1.29	0.00	0
C2	Y2	47	Striving Selfies	0	0.00	1,881,992	1.45	0.00	0
C2	Y2	48	Generation Web	63	1.40	2,210,185	1.70	0.00	82
C2	M3	49	American Classics	135	2.99	2,150,242	1.66	0.01	180
S4	Y2	50	Metro Grads	45	1.00	1,834,038	1.41	0.00	71
T3	F3	51	Campers & Camo	0	0.00	2,449,795	1.89	0.00	0
T3	M3	52	Simple Pleasures	0	0.00	1,700,191	1.31	0.00	0
C2	M3	53	Lo-Tech Singles	31	0.69	1,806,880	1.39	0.00	49
C2	Y2	54	Struggling Singles	47	1.04	1,692,410	1.30	0.00	80
T4	Y3	55	Red, White & Blue	0	0.00	1,880,607	1.45	0.00	0
U3	F4	56	Multi-Culti Families	0	0.00	1,474,148	1.14	0.00	0
T4	M4	57	Back Country Folks	0	0.00	3,406,144	2.63	0.00	0
T4	M4	58	Golden Ponds	0	0.00	2,552,301	1.97	0.00	0
C3	Y3	59	New Melting Pot	0	0.00	1,881,867	1.45	0.00	0
T4	Y3	60	Small-Town Collegiates	0	0.00	1,333,879	1.03	0.00	0
C3	F4	61	Second City Generations	39	0.86	1,381,542	1.06	0.00	81
T4	M4	62	Crossroad Villagers	0	0.00	1,400,926	1.08	0.00	0
U3	Y3	63	Low-Rise Living	0	0.00	2,642,780	2.04	0.00	0
C3	Y3	64	Family Thrifts	0	0.00	1,224,261	0.94	0.00	0
T4	Y3	65	Young & Rustic	0	0.00	2,744,692	2.12	0.00	0
C3	Y3	66	New Beginnings	0	0.00	1,310,650	1.01	0.00	0
C3	M4	67	Park Bench Seniors	5	0.11	1,201,257	0.93	0.00	12
T4	F4	68	Bedrock America	0	0.00	1,325,609	1.02	0.00	0

Benchmark: USA

Top 5 segments represent **34.1%** of households in 8044 Montgomery Rd - 3 mi.

<p>MIDDLEBURG MANAGERS 22</p>	<p>Rank: 1 Hhlds: 2,795 Hhld %: 10.79 % in Benchmark: 2.41 Index: 448</p>	<p>Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending sporting events with their families when they aren't traveling frequently for business. They are thrifter with their spending, despite a substantial income, investing in college savings plans, and IRAs and 401ks for their future retirement.</p>
<p>EXECUTIVE SUITES 10</p>	<p>Rank: 2 Hhlds: 1,781 Hhld %: 6.87 % in Benchmark: 1.28 Index: 535</p>	<p>The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, going online to shop at Pottery Barn, plan a vacation at Trip.com and stream sporting events. Executive Suites can often be found playing baseball and attending minor league hockey events when they aren't stopping at a quick service restaurant for a bite to eat.</p>
<p>GENERATION WEB 48</p>	<p>Rank: 3 Hhlds: 1,613 Hhld %: 6.23 % in Benchmark: 1.70 Index: 365</p>	<p>Generation Web are younger families and singles with above average technology use. They are more often renters, living in suburban neighborhoods and second cities, and use their smartphones for everything from taking college courses and streaming video to spending 5+ hours a day on social networking sites.</p>
<p>MOVERS & SHAKERS 3</p>	<p>Rank: 4 Hhlds: 1,381 Hhld %: 5.33 % in Benchmark: 1.38 Index: 386</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications like Kiplinger's Personal Finance and Bloomberg Businessweek. During their minimal downtime, you can find them flying off to Europe or hitting the slopes.</p>
<p>GRAY POWER 8</p>	<p>Rank: 5 Hhlds: 1,277 Hhld %: 4.93 % in Benchmark: 1.12 Index: 439</p>	<p>Gray Power consists of wealthy mature couples typically living just beyond the nation's beltways. While some in this segment hold white-collar jobs, many are already retired and enjoying their comfortable homes and apartments within a short distance of downtown restaurants and activities. These individuals like to travel, follow men's and women's golf, and attend concerts.</p>

Benchmark: USA

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

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

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	1,194	4.61	1,312,869	1.01	0.09	455
S1	F1	02	Networked Neighbors	849	3.28	1,263,491	0.97	0.07	336
S1	M1	03	Movers & Shakers	1,381	5.33	1,793,029	1.38	0.08	386
U1	Y1	04	Young Digerati	2	0.01	1,842,889	1.42	0.00	1
T1	F1	05	Country Squires	272	1.05	3,090,814	2.38	0.01	44
S2	F1	06	Winner's Circle	1,002	3.87	1,756,664	1.35	0.06	286
U1	M1	07	Money & Brains	0	0.00	1,764,894	1.36	0.00	0
S2	M1	08	Gray Power	1,277	4.93	1,457,581	1.12	0.09	439
T1	M1	09	Big Fish, Small Pond	196	0.76	2,150,719	1.66	0.01	46
S2	F1	10	Executive Suites	1,781	6.87	1,665,620	1.28	0.11	535
T1	F1	11	Fast-Track Families	0	0.00	2,475,099	1.91	0.00	0
S2	M1	12	Cruisin' to Retirement	1,167	4.50	3,060,322	2.36	0.04	191
S2	Y1	13	Upward Bound	440	1.70	1,366,404	1.05	0.03	161
S2	F1	14	Kids & Cul-de-Sacs	613	2.37	1,743,345	1.34	0.04	176
T1	F1	15	New Homesteaders	0	0.00	1,379,864	1.06	0.00	0
S2	F1	16	Beltway Boomers	665	2.57	1,430,278	1.10	0.05	233
U2	M2	17	Urban Elders	0	0.00	1,459,950	1.13	0.00	0
T2	M2	18	Mayberry-ville	0	0.00	2,161,898	1.67	0.00	0
U1	M2	19	American Dreams	1	0.00	1,414,563	1.09	0.00	0
S3	M2	20	Empty Nests	1,245	4.80	2,020,106	1.56	0.06	309
U1	Y1	21	The Cosmopolitans	0	0.00	1,406,540	1.08	0.00	0
C1	M2	22	Middleburg Managers	2,795	10.79	3,124,752	2.41	0.09	448
T2	F2	23	Township Travelers	0	0.00	1,447,769	1.12	0.00	0
T2	M2	24	Pickup Patriarchs	0	0.00	1,349,004	1.04	0.00	0
S3	Y1	25	Up-and-Comers	946	3.65	1,919,348	1.48	0.05	247
S3	F2	26	Home Sweet Home	729	2.81	1,647,441	1.27	0.04	222
T2	F2	27	Big Sky Families	0	0.00	3,289,940	2.54	0.00	0
T2	M2	28	Country Casuals	0	0.00	2,442,745	1.88	0.00	0
T2	F2	29	White Picket Fences	9	0.04	2,092,011	1.61	0.00	2
S3	F2	30	Pools & Patios	398	1.54	1,848,461	1.43	0.02	108
U2	Y1	31	Connected Bohemians	1	0.00	1,950,302	1.50	0.00	0
T3	M3	32	Traditional Times	26	0.10	1,851,528	1.43	0.00	7
C1	F3	33	Second City Startups	139	0.54	1,270,021	0.98	0.01	55
S4	Y1	34	Young & Influential	7	0.03	1,202,909	0.93	0.00	3
U2	Y1	35	Urban Achievers	0	0.00	1,643,521	1.27	0.00	0
S4	M3	36	Toolbelt Traditionalists	1,132	4.37	3,115,458	2.40	0.04	182
C1	F3	37	Bright Lights, Li'l City	1,091	4.21	1,788,739	1.38	0.06	305
T3	M3	38	Hometown Retired	1	0.00	1,842,286	1.42	0.00	0
T3	F3	39	Kid Country, USA	1	0.00	1,514,989	1.17	0.00	0
U2	Y2	40	Aspiring A-Listers	0	0.00	1,413,267	1.09	0.00	0
S4	M3	41	Domestic Duos	659	2.54	1,224,175	0.94	0.05	269
U3	F4	42	Multi-Culti Mosaic	0	0.00	2,112,975	1.63	0.00	0
U3	M3	43	City Roots	22	0.09	1,454,683	1.12	0.00	8
T3	F3	44	Country Strong	0	0.00	4,322,849	3.33	0.00	0
U3	F4	45	Urban Modern Mix	186	0.72	2,634,946	2.03	0.01	35
T3	M3	46	Heartlanders	0	0.00	1,680,010	1.29	0.00	0
C2	Y2	47	Striving Selfies	4	0.01	1,881,992	1.45	0.00	1
C2	Y2	48	Generation Web	1,613	6.23	2,210,185	1.70	0.07	365
C2	M3	49	American Classics	1,184	4.57	2,150,242	1.66	0.06	276
S4	Y2	50	Metro Grads	743	2.87	1,834,038	1.41	0.04	203
T3	F3	51	Campers & Camo	0	0.00	2,449,795	1.89	0.00	0
T3	M3	52	Simple Pleasures	0	0.00	1,700,191	1.31	0.00	0
C2	M3	53	Lo-Tech Singles	372	1.44	1,806,880	1.39	0.02	103
C2	Y2	54	Struggling Singles	818	3.16	1,692,410	1.30	0.05	242
T4	Y3	55	Red, White & Blue	0	0.00	1,880,607	1.45	0.00	0
U3	F4	56	Multi-Culti Families	0	0.00	1,474,148	1.14	0.00	0
T4	M4	57	Back Country Folks	0	0.00	3,406,144	2.63	0.00	0
T4	M4	58	Golden Ponds	6	0.02	2,552,301	1.97	0.00	1
C3	Y3	59	New Melting Pot	150	0.58	1,881,867	1.45	0.01	40
T4	Y3	60	Small-Town Collegiates	15	0.06	1,333,879	1.03	0.00	6
C3	F4	61	Second City Generations	228	0.88	1,381,542	1.06	0.02	83
T4	M4	62	Crossroad Villagers	0	0.00	1,400,926	1.08	0.00	0
U3	Y3	63	Low-Rise Living	17	0.07	2,642,780	2.04	0.00	3
C3	Y3	64	Family Thrifts	60	0.23	1,224,261	0.94	0.00	25
T4	Y3	65	Young & Rustic	0	0.00	2,744,692	2.12	0.00	0
C3	Y3	66	New Beginnings	8	0.03	1,310,650	1.01	0.00	3
C3	M4	67	Park Bench Seniors	462	1.78	1,201,257	0.93	0.04	193
T4	F4	68	Bedrock America	1	0.00	1,325,609	1.02	0.00	0

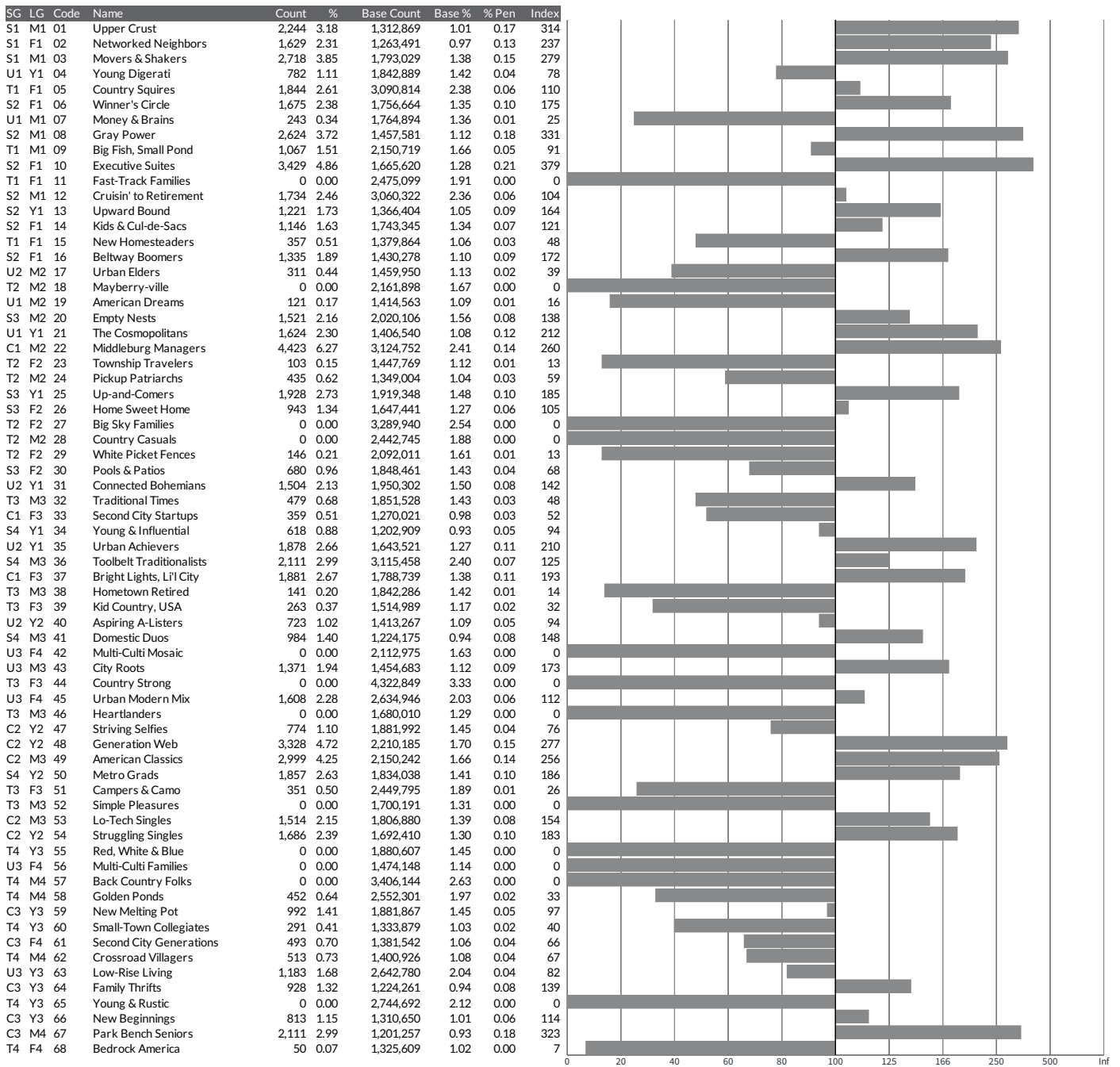
Top 5 segments represent **24.0%** of households in 8044 Montgomery Rd - 5 mi.

<p>MIDDLEBURG MANAGERS 22</p>	<p>Rank: 1 Hhlds: 4,423 Hhld %: 6.27 % in Benchmark: 2.41 Index: 260</p>	<p>Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending sporting events with their families when they aren't traveling frequently for business. They are thriftier with their spending, despite a substantial income, investing in college savings plans, and IRAs and 401ks for their future retirement.</p>
<p>EXECUTIVE SUITES 10</p>	<p>Rank: 2 Hhlds: 3,429 Hhld %: 4.86 % in Benchmark: 1.28 Index: 379</p>	<p>The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, going online to shop at Pottery Barn, plan a vacation at Trip.com and stream sporting events. Executive Suites can often be found playing baseball and attending minor league hockey events when they aren't stopping at a quick service restaurant for a bite to eat.</p>
<p>GENERATION WEB 48</p>	<p>Rank: 3 Hhlds: 3,328 Hhld %: 4.72 % in Benchmark: 1.70 Index: 277</p>	<p>Generation Web are younger families and singles with above average technology use. They are more often renters, living in suburban neighborhoods and second cities, and use their smartphones for everything from taking college courses and streaming video to spending 5+ hours a day on social networking sites.</p>
<p>AMERICAN CLASSICS 49</p>	<p>Rank: 4 Hhlds: 2,999 Hhld %: 4.25 % in Benchmark: 1.66 Index: 256</p>	<p>They may be older and some are retired, but many of the residents of American Classics are still living the American Dream of home ownership. Despite a lower- midscale income, they are living a comfortable lifestyle, with a below average use of technology and a preference for finding entertainment outside of the home.</p>
<p>MOVERS & SHAKERS 3</p>	<p>Rank: 5 Hhlds: 2,718 Hhld %: 3.85 % in Benchmark: 1.38 Index: 279</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications like Kiplinger's Personal Finance and Bloomberg Businessweek. During their minimal downtime, you can find them flying off to Europe or hitting the slopes.</p>

Benchmark: USA

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

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



Benchmark: USA

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

Report Details

Name: PRIZM® Premier Segmentation Executive Report 2025
Date / Time: 3/24/2025 1:55:27 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 PRIZM® Premier - 2025 Distributions and 2030 Projections	Claritas	© 2025 Claritas, LLC. All Rights Reserved. PRIZM is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Claritas PRIZM® Premier	Claritas	©Claritas, LLC 2025 (https://claritas.easpotlight.com/Spotlight/About)
