

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
<b>Elite Suburbs</b>							
S1	Upper Crust	01	1,312,869	1.01	187	4.14	409
S1	Networked Neighbors	02	1,263,491	0.97	205	4.54	466
S1	Movers & Shakers	03	1,793,029	1.38	330	7.31	529
<b>Urban Uptown</b>							
U1	Young Digerati	04	1,842,889	1.42	0	0.00	0
U1	Money & Brains	07	1,764,894	1.36	0	0.00	0
U1	American Dreams	19	1,414,563	1.09	0	0.00	0
U1	The Cosmopolitans	21	1,406,540	1.08	0	0.00	0
<b>The Affluentials</b>							
S2	Winner's Circle	06	1,756,664	1.35	523	11.59	856
S2	Gray Power	08	1,457,581	1.12	337	7.47	664
S2	Executive Suites	10	1,665,620	1.28	437	9.68	754
S2	Cruisin' to Retirement	12	3,060,322	2.36	394	8.73	370
S2	Upward Bound	13	1,366,404	1.05	60	1.33	126
S2	Kids & Cul-de-Sacs	14	1,743,345	1.34	141	3.12	232
S2	Beltway Boomers	16	1,430,278	1.10	68	1.51	137
<b>Landed Gentry</b>							
T1	Country Squires	05	3,090,814	2.38	0	0.00	0
T1	Big Fish, Small Pond	09	2,150,719	1.66	0	0.00	0
T1	Fast-Track Families	11	2,475,099	1.91	0	0.00	0
T1	New Homesteaders	15	1,379,864	1.06	0	0.00	0
<b>Middleburbs</b>							
S3	Empty Nests	20	2,020,106	1.56	188	4.17	267
S3	Up-and-Comers	25	1,919,348	1.48	144	3.19	216
S3	Home Sweet Home	26	1,647,441	1.27	46	1.02	80
S3	Pools & Patios	30	1,848,461	1.43	19	0.42	30
<b>Country Comfort</b>							
T2	Mayberry-ville	18	2,161,898	1.67	0	0.00	0
T2	Township Travelers	23	1,447,769	1.12	0	0.00	0
T2	Pickup Patriarchs	24	1,349,004	1.04	0	0.00	0
T2	Big Sky Families	27	3,289,940	2.54	0	0.00	0
T2	Country Casuals	28	2,442,745	1.88	0	0.00	0
T2	White Picket Fences	29	2,092,011	1.61	0	0.00	0
<b>Middle America</b>							
T3	Traditional Times	32	1,851,528	1.43	0	0.00	0
T3	Hometown Retired	38	1,842,286	1.42	0	0.00	0
T3	Kid Country, USA	39	1,514,989	1.17	0	0.00	0
T3	Country Strong	44	4,322,849	3.33	0	0.00	0
T3	Heartlanders	46	1,680,010	1.29	0	0.00	0
T3	Campers & Camo	51	2,449,795	1.89	0	0.00	0
T3	Simple Pleasures	52	1,700,191	1.31	0	0.00	0
<b>Second City Society</b>							
C1	Middleburg Managers	22	3,124,752	2.41	573	12.70	527
C1	Second City Startups	33	1,270,021	0.98	20	0.44	45
C1	Bright Lights, Lil' City	37	1,788,739	1.38	88	1.95	141
<b>Midtown Mix</b>							
U2	Urban Elders	17	1,459,950	1.13	0	0.00	0
U2	Connected Bohemians	31	1,950,302	1.50	0	0.00	0
U2	Urban Achievers	35	1,643,521	1.27	0	0.00	0
U2	Aspiring A-Listers	40	1,413,267	1.09	0	0.00	0
<b>Urban Cores</b>							
U3	Multi-Culti Mosaic	42	2,112,975	1.63	0	0.00	0
U3	City Roots	43	1,454,683	1.12	0	0.00	0
U3	Urban Modern Mix	45	2,634,946	2.03	0	0.00	0
U3	Multi-Culti Families	56	1,474,148	1.14	0	0.00	0
U3	Low-Rise Living	63	2,642,780	2.04	0	0.00	0
<b>City Centers</b>							
C2	Striving Selfies	47	1,881,992	1.45	0	0.00	0
C2	Generation Web	48	2,210,185	1.70	63	1.40	82
C2	American Classics	49	2,150,242	1.66	135	2.99	180
C2	Lo-Tech Singles	53	1,806,880	1.39	31	0.69	49
C2	Struggling Singles	54	1,692,410	1.30	47	1.04	80
<b>Inner Suburbs</b>							
S4	Young & Influential	34	1,202,909	0.93	7	0.15	17
S4	Toolbelt Traditionalists	36	3,115,458	2.40	177	3.92	163
S4	Domestic Duos	41	1,224,175	0.94	204	4.52	479
S4	Metro Grads	50	1,834,038	1.41	45	1.00	71
<b>Rustic Living</b>							
T4	Red, White & Blue	55	1,880,607	1.45	0	0.00	0
T4	Back Country Folks	57	3,406,144	2.63	0	0.00	0
T4	Golden Ponds	58	2,552,301	1.97	0	0.00	0
T4	Small-Town Collegiates	60	1,333,879	1.03	0	0.00	0
T4	Crossroad Villagers	62	1,400,926	1.08	0	0.00	0
T4	Young & Rustic	65	2,744,692	2.12	0	0.00	0
T4	Bedrock America	68	1,325,609	1.02	0	0.00	0
<b>Micro-City Mix</b>							
C3	New Melting Pot	59	1,881,867	1.45	0	0.00	0
C3	Second City Generations	61	1,381,542	1.06	39	0.86	81
C3	Family Thrifts	64	1,224,261	0.94	0	0.00	0
C3	New Beginnings	66	1,310,650	1.01	0	0.00	0
C3	Park Bench Seniors	67	1,201,257	0.93	5	0.11	12
	<b>Total</b>		<b>129,687,464</b>	<b>100.00</b>	<b>4,513</b>	<b>100.00</b>	<b>100</b>



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

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SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
<b>Elite Suburbs</b>							
S1	Upper Crust	01	1,312,869	1.01	1,194	4.61	455
S1	Networked Neighbors	02	1,263,491	0.97	849	3.28	336
S1	Movers & Shakers	03	1,793,029	1.38	1,381	5.33	386
<b>Urban Uptown</b>							
U1	Young Digerati	04	1,842,889	1.42	2	0.01	1
U1	Money & Brains	07	1,764,894	1.36	0	0.00	0
U1	American Dreams	19	1,414,563	1.09	1	0.00	0
U1	The Cosmopolitans	21	1,406,540	1.08	0	0.00	0
<b>The Affluentials</b>							
S2	Winner's Circle	06	1,756,664	1.35	1,002	3.87	286
S2	Gray Power	08	1,457,581	1.12	1,277	4.93	439
S2	Executive Suites	10	1,665,620	1.28	1,781	6.87	535
S2	Cruisin' to Retirement	12	3,060,322	2.36	1,167	4.50	191
S2	Upward Bound	13	1,366,404	1.05	440	1.70	161
S2	Kids & Cul-de-Sacs	14	1,743,345	1.34	613	2.37	176
S2	Beltway Boomers	16	1,430,278	1.10	665	2.57	233
<b>Landed Gentry</b>							
T1	Country Squires	05	3,090,814	2.38	272	1.05	44
T1	Big Fish, Small Pond	09	2,150,719	1.66	196	0.76	46
T1	Fast-Track Families	11	2,475,099	1.91	0	0.00	0
T1	New Homesteaders	15	1,379,864	1.06	0	0.00	0
<b>Middleburbs</b>							
S3	Empty Nests	20	2,020,106	1.56	1,245	4.80	309
S3	Up-and-Comers	25	1,919,348	1.48	946	3.65	247
S3	Home Sweet Home	26	1,647,441	1.27	729	2.81	222
S3	Pools & Patios	30	1,848,461	1.43	398	1.54	108
<b>Country Comfort</b>							
T2	Mayberry-ville	18	2,161,898	1.67	0	0.00	0
T2	Township Travelers	23	1,447,769	1.12	0	0.00	0
T2	Pickup Patriarchs	24	1,349,004	1.04	0	0.00	0
T2	Big Sky Families	27	3,289,940	2.54	0	0.00	0
T2	Country Casuals	28	2,442,745	1.88	0	0.00	0
T2	White Picket Fences	29	2,092,011	1.61	9	0.04	2
<b>Middle America</b>							
T3	Traditional Times	32	1,851,528	1.43	26	0.10	7
T3	Hometown Retired	38	1,842,286	1.42	1	0.00	0
T3	Kid Country, USA	39	1,514,989	1.17	1	0.00	0
T3	Country Strong	44	4,322,849	3.33	0	0.00	0
T3	Heartlanders	46	1,680,010	1.29	0	0.00	0
T3	Campers & Camo	51	2,449,795	1.89	0	0.00	0
T3	Simple Pleasures	52	1,700,191	1.31	0	0.00	0
<b>Second City Society</b>							
C1	Middleburg Managers	22	3,124,752	2.41	2,795	10.79	448
C1	Second City Startups	33	1,270,021	0.98	139	0.54	55
C1	Bright Lights, Lil' City	37	1,788,739	1.38	1,091	4.21	305
<b>Midtown Mix</b>							
U2	Urban Elders	17	1,459,950	1.13	0	0.00	0
U2	Connected Bohemians	31	1,950,302	1.50	1	0.00	0
U2	Urban Achievers	35	1,643,521	1.27	0	0.00	0
U2	Aspiring A-Listers	40	1,413,267	1.09	0	0.00	0
<b>Urban Cores</b>							
U3	Multi-Culti Mosaic	42	2,112,975	1.63	0	0.00	0
U3	City Roots	43	1,454,683	1.12	22	0.09	8
U3	Urban Modern Mix	45	2,634,946	2.03	186	0.72	35
U3	Multi-Culti Families	56	1,474,148	1.14	0	0.00	0
U3	Low-Rise Living	63	2,642,780	2.04	17	0.07	3
<b>City Centers</b>							
C2	Striving Selfies	47	1,881,992	1.45	4	0.01	1
C2	Generation Web	48	2,210,185	1.70	1,613	6.23	365
C2	American Classics	49	2,150,242	1.66	1,184	4.57	276
C2	Lo-Tech Singles	53	1,806,880	1.39	372	1.44	103
C2	Struggling Singles	54	1,692,410	1.30	818	3.16	242
<b>Inner Suburbs</b>							
S4	Young & Influential	34	1,202,909	0.93	7	0.03	3
S4	Toolbelt Traditionalists	36	3,115,458	2.40	1,132	4.37	182
S4	Domestic Duos	41	1,224,175	0.94	659	2.54	269
S4	Metro Grads	50	1,834,038	1.41	743	2.87	203
<b>Rustic Living</b>							
T4	Red, White & Blue	55	1,880,607	1.45	0	0.00	0
T4	Back Country Folks	57	3,406,144	2.63	0	0.00	0
T4	Golden Ponds	58	2,552,301	1.97	6	0.02	1
T4	Small-Town Collegiates	60	1,333,879	1.03	15	0.06	6
T4	Crossroad Villagers	62	1,400,926	1.08	0	0.00	0
T4	Young & Rustic	65	2,744,692	2.12	0	0.00	0
T4	Bedrock America	68	1,325,609	1.02	1	0.00	0
<b>Micro-City Mix</b>							
C3	New Melting Pot	59	1,881,867	1.45	150	0.58	40
C3	Second City Generations	61	1,381,542	1.06	228	0.88	83
C3	Family Thrifts	64	1,224,261	0.94	60	0.23	25
C3	New Beginnings	66	1,310,650	1.01	8	0.03	3
C3	Park Bench Seniors	67	1,201,257	0.93	462	1.78	193
	<b>Total</b>		<b>129,687,464</b>	<b>100.00</b>	<b>25,908</b>	<b>100.00</b>	<b>100</b>



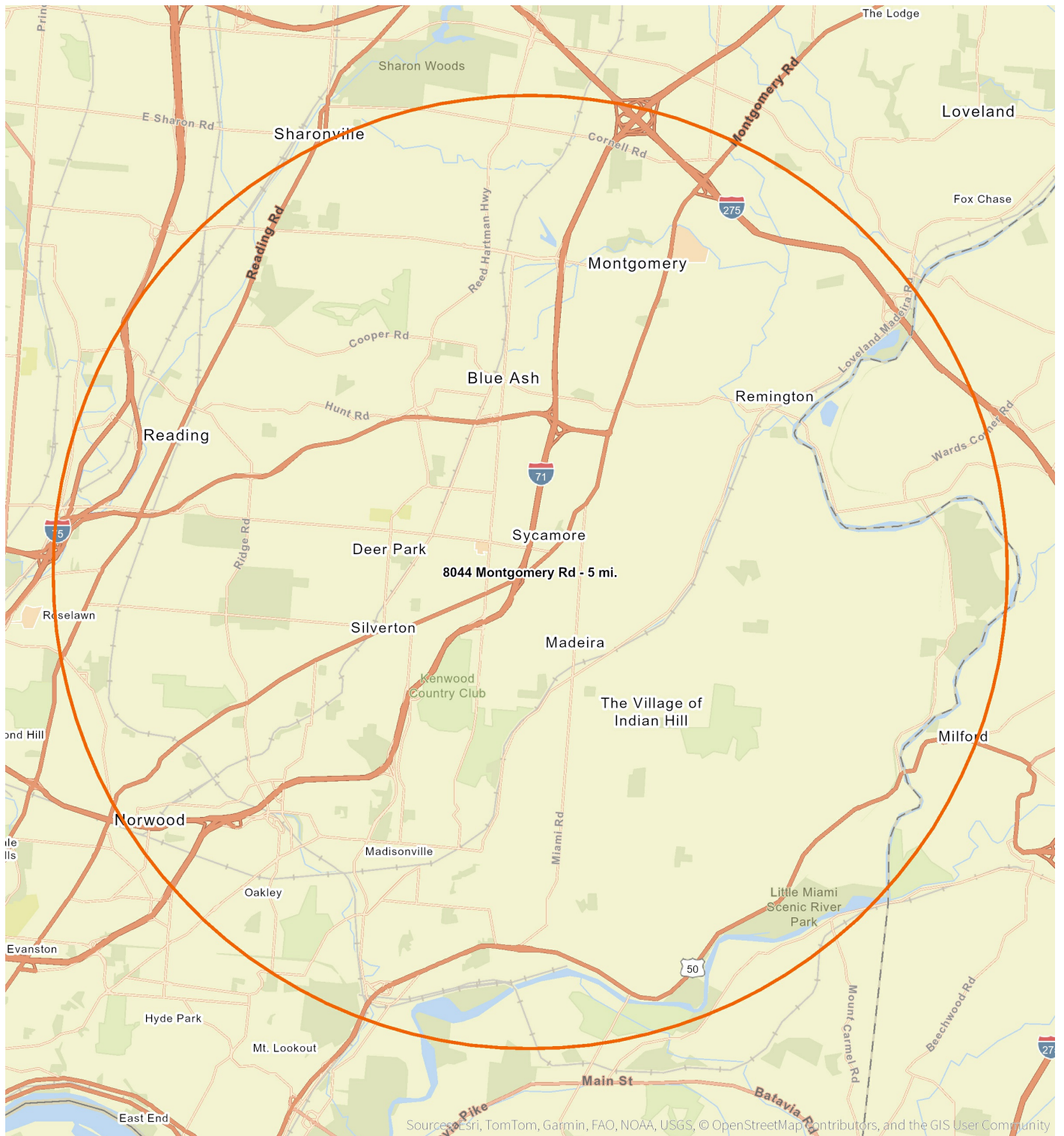


Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
<b>Elite Suburbs</b>							
S1	Upper Crust	01	1,312,869	1.01	2,244	3.18	314
S1	Networked Neighbors	02	1,263,491	0.97	1,629	2.31	237
S1	Movers & Shakers	03	1,793,029	1.38	2,718	3.85	279
<b>Urban Uptown</b>							
U1	Young Digerati	04	1,842,889	1.42	782	1.11	78
U1	Money & Brains	07	1,764,894	1.36	243	0.34	25
U1	American Dreams	19	1,414,563	1.09	121	0.17	16
U1	The Cosmopolitans	21	1,406,540	1.08	1,624	2.30	212
<b>The Affluentials</b>							
S2	Winner's Circle	06	1,756,664	1.35	1,675	2.38	175
S2	Gray Power	08	1,457,581	1.12	2,624	3.72	331
S2	Executive Suites	10	1,665,620	1.28	3,429	4.86	379
S2	Cruisin' to Retirement	12	3,060,322	2.36	1,734	2.46	104
S2	Upward Bound	13	1,366,404	1.05	1,221	1.73	164
S2	Kids & Cul-de-Sacs	14	1,743,345	1.34	1,146	1.63	121
S2	Beltway Boomers	16	1,430,278	1.10	1,335	1.89	172
<b>Landed Gentry</b>							
T1	Country Squires	05	3,090,814	2.38	1,844	2.61	110
T1	Big Fish, Small Pond	09	2,150,719	1.66	1,067	1.51	91
T1	Fast-Track Families	11	2,475,099	1.91	0	0.00	0
T1	New Homesteaders	15	1,379,864	1.06	357	0.51	48
<b>Middleburbs</b>							
S3	Empty Nests	20	2,020,106	1.56	1,521	2.16	138
S3	Up-and-Comers	25	1,919,348	1.48	1,928	2.73	185
S3	Home Sweet Home	26	1,647,441	1.27	943	1.34	105
S3	Pools & Patios	30	1,848,461	1.43	680	0.96	68
<b>Country Comfort</b>							
T2	Mayberry-ville	18	2,161,898	1.67	0	0.00	0
T2	Township Travelers	23	1,447,769	1.12	103	0.15	13
T2	Pickup Patriarchs	24	1,349,004	1.04	435	0.62	59
T2	Big Sky Families	27	3,289,940	2.54	0	0.00	0
T2	Country Casuals	28	2,442,745	1.88	0	0.00	0
T2	White Picket Fences	29	2,092,011	1.61	146	0.21	13
<b>Middle America</b>							
T3	Traditional Times	32	1,851,528	1.43	479	0.68	48
T3	Hometown Retired	38	1,842,286	1.42	141	0.20	14
T3	Kid Country, USA	39	1,514,989	1.17	263	0.37	32
T3	Country Strong	44	4,322,849	3.33	0	0.00	0
T3	Heartlanders	46	1,680,010	1.29	0	0.00	0
T3	Campers & Camo	51	2,449,795	1.89	351	0.50	26
T3	Simple Pleasures	52	1,700,191	1.31	0	0.00	0
<b>Second City Society</b>							
C1	Middleburg Managers	22	3,124,752	2.41	4,423	6.27	260
C1	Second City Startups	33	1,270,021	0.98	359	0.51	52
C1	Bright Lights, Lil' City	37	1,788,739	1.38	1,881	2.67	193
<b>Midtown Mix</b>							
U2	Urban Elders	17	1,459,950	1.13	311	0.44	39
U2	Connected Bohemians	31	1,950,302	1.50	1,504	2.13	142
U2	Urban Achievers	35	1,643,521	1.27	1,878	2.66	210
U2	Aspiring A-Listers	40	1,413,267	1.09	723	1.02	94
<b>Urban Cores</b>							
U3	Multi-Culti Mosaic	42	2,112,975	1.63	0	0.00	0
U3	City Roots	43	1,454,683	1.12	1,371	1.94	173
U3	Urban Modern Mix	45	2,634,946	2.03	1,608	2.28	112
U3	Multi-Culti Families	56	1,474,148	1.14	0	0.00	0
U3	Low-Rise Living	63	2,642,780	2.04	1,183	1.68	82
<b>City Centers</b>							
C2	Striving Selfies	47	1,881,992	1.45	774	1.10	76
C2	Generation Web	48	2,210,185	1.70	3,328	4.72	277
C2	American Classics	49	2,150,242	1.66	2,999	4.25	256
C2	Lo-Tech Singles	53	1,806,880	1.39	1,514	2.15	154
C2	Struggling Singles	54	1,692,410	1.30	1,686	2.39	183
<b>Inner Suburbs</b>							
S4	Young & Influential	34	1,202,909	0.93	618	0.88	94
S4	Toolbelt Traditionalists	36	3,115,458	2.40	2,111	2.99	125
S4	Domestic Duos	41	1,224,175	0.94	984	1.40	148
S4	Metro Grads	50	1,834,038	1.41	1,857	2.63	186
<b>Rustic Living</b>							
T4	Red, White & Blue	55	1,880,607	1.45	0	0.00	0
T4	Back Country Folks	57	3,406,144	2.63	0	0.00	0
T4	Golden Ponds	58	2,552,301	1.97	452	0.64	33
T4	Small-Town Collegiates	60	1,333,879	1.03	291	0.41	40
T4	Crossroad Villagers	62	1,400,926	1.08	513	0.73	67
T4	Young & Rustic	65	2,744,692	2.12	0	0.00	0
T4	Bedrock America	68	1,325,609	1.02	50	0.07	7
<b>Micro-City Mix</b>							
C3	New Melting Pot	59	1,881,867	1.45	992	1.41	97
C3	Second City Generations	61	1,381,542	1.06	493	0.70	66
C3	Family Thrifts	64	1,224,261	0.94	928	1.32	139
C3	New Beginnings	66	1,310,650	1.01	813	1.15	114
C3	Park Bench Seniors	67	1,201,257	0.93	2,111	2.99	323
	<b>Total</b>		<b>129,687,464</b>	<b>100.00</b>	<b>70,538</b>	<b>100.00</b>	<b>100</b>





# Report Details

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**Name:** PRIZM® Premier Social Segment Distribution 2025  
**Date / Time:** 3/24/2025 1:52:47 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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Product	Provider	Copyright
Claritas PRIZM® Premier	Claritas	©Claritas, LLC 2025 ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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