

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,063,776	1.59	94	2.08	131
02	Business Class	2,534,362	1.95	35	0.78	40
03	Power Couples	1,917,781	1.48	438	9.70	656
04	Golden Agers	1,367,175	1.05	145	3.21	305
05	Capital Accumulators	1,408,294	1.09	138	3.06	282
06	Big Spenders	2,078,654	1.60	421	9.33	582
07	IRA Enthusiast	2,384,001	1.84	207	4.59	249
08	Savvy Savers	1,508,997	1.16	51	1.13	97
09	Booming Nests	2,614,896	2.02	158	3.50	174
10	Leasing Luxury	3,069,930	2.37	186	4.12	174
11	McMansions & Merriment	1,817,785	1.40	18	0.40	28
12	New Money	1,389,554	1.07	3	0.07	6
13	Ready, Set, Retire!	2,133,891	1.65	277	6.14	373
14	School Daze	2,120,006	1.64	201	4.45	272
15	Family Funding	1,590,452	1.23	342	7.58	618
16	Equity Earners	2,055,873	1.58	114	2.52	159
17	Leisure Land	2,182,895	1.68	93	2.06	122
18	Leveraged Life	2,213,788	1.71	33	0.73	43
19	Fiscal Rookies	2,104,545	1.62	66	1.46	90
20	Home Sweet Equity	2,491,494	1.92	145	3.21	167
21	Comfortably Retired	2,095,703	1.62	91	2.02	125
22	Early-Bird Specials	1,674,123	1.29	37	0.82	63
23	Value Seekers	1,437,500	1.11	0	0.00	0
24	Work Hard, Play Hard	1,392,813	1.07	0	0.00	0
25	Annuity Street	1,318,526	1.02	160	3.54	349
26	Pensions & Ports	2,383,297	1.84	13	0.29	16
27	Khakis & Credit	1,657,466	1.28	46	1.02	80
28	Loan Rangers	1,800,514	1.39	154	3.41	246
29	ATM Nation	1,356,511	1.05	0	0.00	0
30	Daily Grinders	1,377,552	1.06	0	0.00	0
31	Online Living	1,523,664	1.18	40	0.89	75
32	Credit Country	2,041,562	1.57	57	1.26	80
33	Generation Save	2,470,844	1.91	52	1.15	60
34	Rocker & Recliner Retirees	1,725,842	1.33	28	0.62	47
35	Striving & Thriving	1,368,925	1.06	197	4.36	413
36	Rural Roots	1,876,632	1.45	31	0.69	47
37	Fiscally Fit Families	1,805,850	1.39	21	0.47	33
38	Nesters & Investors	1,360,705	1.05	31	0.69	65
39	New Tech Traders	1,929,742	1.49	11	0.24	16
40	Drive-Thru Debits	2,385,783	1.84	58	1.28	70
41	Fast Cash Families	1,580,929	1.22	0	0.00	0
42	Frugal Fledglings	2,945,464	2.27	38	0.84	37
43	Metropolitan Ease	2,097,223	1.62	0	0.00	0
44	Prudent Peak	3,129,199	2.41	72	1.59	66
45	Cash Back Consumers	1,555,461	1.20	34	0.75	63
46	Unwired Retired	4,488,443	3.46	47	1.04	30
47	Superstore Shoppers	3,688,311	2.84	37	0.82	29
48	Transient Leasers	2,173,783	1.68	10	0.22	13
49	Penny Pinchers	1,880,507	1.45	30	0.67	46
50	Starter Homes	1,605,230	1.24	20	0.44	36
51	Digital & Dollar Stores	1,336,351	1.03	0	0.00	0
52	Family Steals & Deals	2,809,784	2.17	4	0.09	4
53	Off-the-Grid Grays	2,108,814	1.63	0	0.00	0
54	Liquid Lessees	4,438,859	3.42	17	0.38	11
55	City Strivers	1,835,700	1.42	0	0.00	0
56	Fixed Finances	2,426,925	1.87	3	0.07	4
57	Minimum Way	1,911,615	1.47	0	0.00	0
58	Social Insecurity	3,294,105	2.54	10	0.22	9
59	Counting Coins	5,484,653	4.23	0	0.00	0
60	Foundational Occupant	2,864,405	2.21	0	0.00	0
	<b>Total</b>	<b>129,687,464</b>	<b>100.00</b>	<b>4,514</b>	<b>100.00</b>	<b>100</b>

Trade Area: 8044 Montgomery Rd - 1 mi.

Households: 4,514



Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,063,776	1.59	1,160	4.48	281
02	Business Class	2,534,362	1.95	559	2.16	110
03	Power Couples	1,917,781	1.48	1,864	7.20	487
04	Golden Agers	1,367,175	1.05	799	3.08	293
05	Capital Accumulators	1,408,294	1.09	482	1.86	171
06	Big Spenders	2,078,654	1.60	1,132	4.37	273
07	IRA Enthusiast	2,384,001	1.84	676	2.61	142
08	Savvy Savers	1,508,997	1.16	379	1.46	126
09	Booming Nests	2,614,896	2.02	642	2.48	123
10	Leasing Luxury	3,069,930	2.37	486	1.88	79
11	McMansions & Merriment	1,817,785	1.40	61	0.23	17
12	New Money	1,389,554	1.07	9	0.04	3
13	Ready, Set, Retire!	2,133,891	1.65	929	3.59	218
14	School Daze	2,120,006	1.64	431	1.66	102
15	Family Funding	1,590,452	1.23	1,004	3.88	316
16	Equity Earners	2,055,873	1.58	257	0.99	63
17	Leisure Land	2,182,895	1.68	432	1.67	99
18	Leveraged Life	2,213,788	1.71	127	0.49	29
19	Fiscal Rookies	2,104,545	1.62	289	1.12	69
20	Home Sweet Equity	2,491,494	1.92	1,099	4.24	221
21	Comfortably Retired	2,095,703	1.62	236	0.91	56
22	Early-Bird Specials	1,674,123	1.29	517	2.00	155
23	Value Seekers	1,437,500	1.11	0	0.00	0
24	Work Hard, Play Hard	1,392,813	1.07	167	0.65	60
25	Annuity Street	1,318,526	1.02	422	1.63	160
26	Pensions & Ports	2,383,297	1.84	62	0.24	13
27	Khakis & Credit	1,657,466	1.28	417	1.61	126
28	Loan Rangers	1,800,514	1.39	1,378	5.32	383
29	ATM Nation	1,356,511	1.05	111	0.43	41
30	Daily Grinders	1,377,552	1.06	5	0.02	2
31	Online Living	1,523,664	1.18	322	1.24	106
32	Credit Country	2,041,562	1.57	712	2.75	175
33	Generation Save	2,470,844	1.91	556	2.15	113
34	Rocker & Recliner Retirees	1,725,842	1.33	147	0.57	43
35	Striving & Thriving	1,368,925	1.06	487	1.88	178
36	Rural Roots	1,876,632	1.45	453	1.75	121
37	Fiscally Fit Families	1,805,850	1.39	399	1.54	111
38	Nesters & Investors	1,360,705	1.05	165	0.64	61
39	New Tech Traders	1,929,742	1.49	159	0.61	41
40	Drive-Thru Debits	2,385,783	1.84	333	1.28	70
41	Fast Cash Families	1,580,929	1.22	0	0.00	0
42	Frugal Fledglings	2,945,464	2.27	709	2.74	120
43	Metropolitan Ease	2,097,223	1.62	41	0.16	10
44	Prudent Peak	3,129,199	2.41	819	3.16	131
45	Cash Back Consumers	1,555,461	1.20	435	1.68	140
46	Unwired Retired	4,488,443	3.46	350	1.35	39
47	Superstore Shoppers	3,688,311	2.84	540	2.08	73
48	Transient Leasers	2,173,783	1.68	205	0.79	47
49	Penny Pinchers	1,880,507	1.45	405	1.56	108
50	Starter Homes	1,605,230	1.24	366	1.41	114
51	Digital & Dollar Stores	1,336,351	1.03	44	0.17	16
52	Family Steals & Deals	2,809,784	2.17	193	0.74	34
53	Off-the-Grid Grays	2,108,814	1.63	51	0.20	12
54	Liquid Lessees	4,438,859	3.42	576	2.22	65
55	City Strivers	1,835,700	1.42	0	0.00	0
56	Fixed Finances	2,426,925	1.87	79	0.30	16
57	Minimum Way	1,911,615	1.47	13	0.05	3
58	Social Insecurity	3,294,105	2.54	552	2.13	84
59	Counting Coins	5,484,653	4.23	449	1.73	41
60	Foundational Occupant	2,864,405	2.21	215	0.83	38
	<b>Total</b>	<b>129,687,464</b>	<b>100.00</b>	<b>25,907</b>	<b>100.00</b>	<b>100</b>

Benchmark: USA

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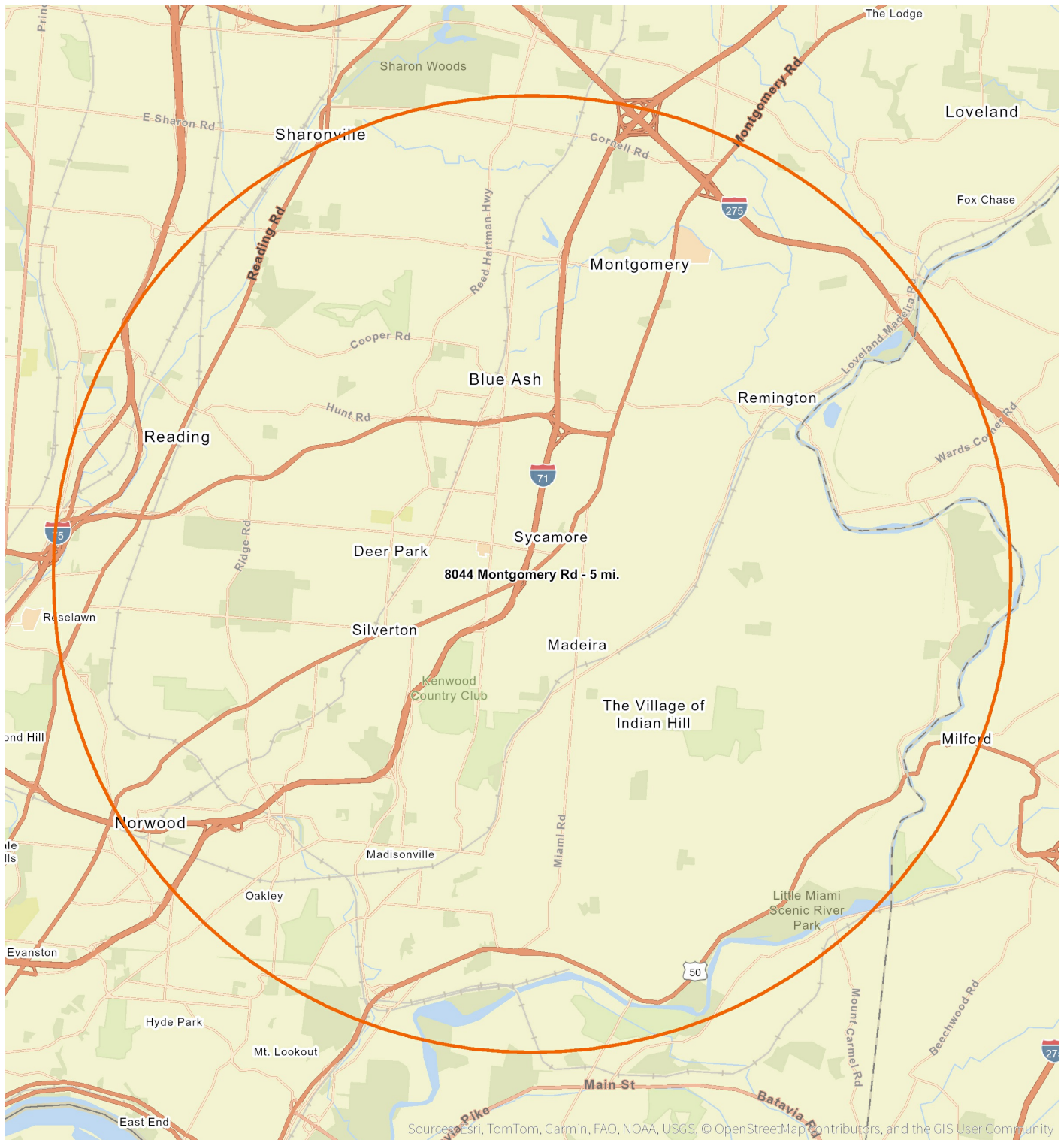
Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 25,907



Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,063,776	1.59	2,109	2.99	188
02	Business Class	2,534,362	1.95	1,216	1.72	88
03	Power Couples	1,917,781	1.48	4,194	5.95	402
04	Golden Agers	1,367,175	1.05	1,627	2.31	219
05	Capital Accumulators	1,408,294	1.09	1,120	1.59	146
06	Big Spenders	2,078,654	1.60	2,597	3.68	230
07	IRA Enthusiast	2,384,001	1.84	1,310	1.86	101
08	Savvy Savers	1,508,997	1.16	886	1.26	108
09	Booming Nests	2,614,896	2.02	944	1.34	66
10	Leasing Luxury	3,069,930	2.37	1,066	1.51	64
11	McMansions & Merriment	1,817,785	1.40	380	0.54	38
12	New Money	1,389,554	1.07	90	0.13	12
13	Ready, Set, Retire!	2,133,891	1.65	1,721	2.44	148
14	School Daze	2,120,006	1.64	878	1.25	76
15	Family Funding	1,590,452	1.23	2,920	4.14	338
16	Equity Earners	2,055,873	1.58	479	0.68	43
17	Leisure Land	2,182,895	1.68	783	1.11	66
18	Leveraged Life	2,213,788	1.71	250	0.35	21
19	Fiscal Rookies	2,104,545	1.62	606	0.86	53
20	Home Sweet Equity	2,491,494	1.92	2,088	2.96	154
21	Comfortably Retired	2,095,703	1.62	432	0.61	38
22	Early-Bird Specials	1,674,123	1.29	951	1.35	104
23	Value Seekers	1,437,500	1.11	0	0.00	0
24	Work Hard, Play Hard	1,392,813	1.07	518	0.73	68
25	Annuity Street	1,318,526	1.02	588	0.83	82
26	Pensions & Ports	2,383,297	1.84	107	0.15	8
27	Khakis & Credit	1,657,466	1.28	920	1.30	102
28	Loan Rangers	1,800,514	1.39	2,914	4.13	298
29	ATM Nation	1,356,511	1.05	622	0.88	84
30	Daily Grinders	1,377,552	1.06	26	0.04	3
31	Online Living	1,523,664	1.18	1,022	1.45	123
32	Credit Country	2,041,562	1.57	1,752	2.48	158
33	Generation Save	2,470,844	1.91	1,384	1.96	103
34	Rocker & Recliner Retirees	1,725,842	1.33	415	0.59	44
35	Striving & Thriving	1,368,925	1.06	2,213	3.14	297
36	Rural Roots	1,876,632	1.45	1,377	1.95	135
37	Fiscally Fit Families	1,805,850	1.39	799	1.13	81
38	Nesters & Investors	1,360,705	1.05	383	0.54	52
39	New Tech Traders	1,929,742	1.49	925	1.31	88
40	Drive-Thru Debits	2,385,783	1.84	1,266	1.79	98
41	Fast Cash Families	1,580,929	1.22	23	0.03	3
42	Frugal Fledglings	2,945,464	2.27	3,918	5.55	245
43	Metropolitan Ease	2,097,223	1.62	897	1.27	79
44	Prudent Peak	3,129,199	2.41	1,369	1.94	80
45	Cash Back Consumers	1,555,461	1.20	963	1.36	114
46	Unwired Retired	4,488,443	3.46	1,150	1.63	47
47	Superstore Shoppers	3,688,311	2.84	1,549	2.20	77
48	Transient Leasers	2,173,783	1.68	1,042	1.48	88
49	Penny Pinchers	1,880,507	1.45	1,320	1.87	129
50	Starter Homes	1,605,230	1.24	940	1.33	108
51	Digital & Dollar Stores	1,336,351	1.03	217	0.31	30
52	Family Steals & Deals	2,809,784	2.17	659	0.93	43
53	Off-the-Grid Grays	2,108,814	1.63	243	0.34	21
54	Liquid Lessees	4,438,859	3.42	3,152	4.47	131
55	City Strivers	1,835,700	1.42	0	0.00	0
56	Fixed Finances	2,426,925	1.87	396	0.56	30
57	Minimum Way	1,911,615	1.47	56	0.08	5
58	Social Insecurity	3,294,105	2.54	1,778	2.52	99
59	Counting Coins	5,484,653	4.23	2,526	3.58	85
60	Foundational Occupant	2,864,405	2.21	2,464	3.49	158
	<b>Total</b>	<b>129,687,464</b>	<b>100.00</b>	<b>70,540</b>	<b>100.00</b>	<b>100</b>

Benchmark: USA



# Report Details

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**Name:** P\$YCLE® Premier Household Segment Distribution 2025  
**Date / Time:** 3/24/2025 1:53:53 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
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