

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,817,785	1.40	18	0.40	28
Y1	12	New Money	1,389,554	1.07	3	0.07	6
Y1	19	Fiscal Rookies	2,104,545	1.62	66	1.46	90
Y1	24	Work Hard, Play Hard	1,392,813	1.07	0	0.00	0
Y1	28	Loan Rangers	1,800,514	1.39	154	3.41	246
Metro Mainstream							
Y2	29	ATM Nation	1,356,511	1.05	0	0.00	0
Y2	30	Daily Grinders	1,377,552	1.06	0	0.00	0
Y2	31	Online Living	1,523,664	1.18	40	0.89	75
Y2	32	Credit Country	2,041,562	1.57	57	1.26	80
Y2	35	Striving & Thriving	1,368,925	1.06	197	4.36	413
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,945,464	2.27	38	0.84	37
Y3	43	Metropolitan Ease	2,097,223	1.62	0	0.00	0
Y3	44	Prudent Peak	3,129,199	2.41	72	1.59	66
Y3	48	Transient Leasers	2,173,783	1.68	10	0.22	13
Y3	54	Liquid Lessees	4,438,859	3.42	17	0.38	11
Y3	59	Counting Coins	5,484,653	4.23	0	0.00	0
Flourishing Families							
F1	06	Big Spenders	2,078,654	1.60	421	9.33	582
F1	14	School Daze	2,120,006	1.64	201	4.45	272
F1	15	Family Funding	1,590,452	1.23	342	7.58	618
F1	18	Leveraged Life	2,213,788	1.71	33	0.73	43
Upscale Earners							
F2	23	Value Seekers	1,437,500	1.11	0	0.00	0
F2	27	Khakis & Credit	1,657,466	1.28	46	1.02	80
F2	36	Rural Roots	1,876,632	1.45	31	0.69	47
F2	37	Fiscally Fit Families	1,805,850	1.39	21	0.47	33
Mass Middle Class							
F3	39	New Tech Traders	1,929,742	1.49	11	0.24	16
F3	40	Drive-Thru Debts	2,385,783	1.84	58	1.28	70
F3	41	Fast Cash Families	1,580,929	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,555,461	1.20	34	0.75	63
F3	50	Starter Homes	1,605,230	1.24	20	0.44	36
Working-Class USA							
F4	51	Digital & Dollar Stores	1,336,351	1.03	0	0.00	0
F4	52	Family Steals & Deals	2,809,784	2.17	4	0.09	4
F4	53	Off-the-Grid Grays	2,108,814	1.63	0	0.00	0
F4	55	City Strivers	1,835,700	1.42	0	0.00	0
F4	57	Minimum Way	1,911,615	1.47	0	0.00	0
F4	58	Social Insecurity	3,294,105	2.54	10	0.22	9
Financial Elite							
M1	01	The Wealth Market	2,063,776	1.59	94	2.08	131
M1	02	Business Class	2,534,362	1.95	35	0.78	40
M1	03	Power Couples	1,917,781	1.48	438	9.70	656
M1	04	Golden Agers	1,367,175	1.05	145	3.21	305
Wealthy Achievers							
M2	05	Capital Accumulators	1,408,294	1.09	138	3.06	282
M2	07	IRA Enthusiast	2,384,001	1.84	207	4.59	249
M2	08	Savvy Savers	1,508,997	1.16	51	1.13	97
M2	10	Leasing Luxury	3,069,930	2.37	186	4.12	174
M2	13	Ready, Set, Retire!	2,133,891	1.65	277	6.14	373
Upscale Empty Nests							
M3	09	Booming Nests	2,614,896	2.02	158	3.50	174
M3	16	Equity Earners	2,055,873	1.58	114	2.52	159
M3	17	Leisure Land	2,182,895	1.68	93	2.06	122
M3	20	Home Sweet Equity	2,491,494	1.92	145	3.21	167
M3	21	Comfortably Retired	2,095,703	1.62	91	2.02	125
M3	22	Early-Bird Specials	1,674,123	1.29	37	0.82	63
Midscale Matures							
M4	25	Annuity Street	1,318,526	1.02	160	3.54	349
M4	26	Pensions & Ports	2,383,297	1.84	13	0.29	16
M4	33	Generation Save	2,470,844	1.91	52	1.15	60
M4	34	Rocker & Recliner Retirees	1,725,842	1.33	28	0.62	47
M4	38	Nesters & Investors	1,360,705	1.05	31	0.69	65
Retirement Blues							
M5	46	Unwired Retired	4,488,443	3.46	47	1.04	30
M5	47	Superstore Shoppers	3,688,311	2.84	37	0.82	29
M5	49	Penny Pinchers	1,880,507	1.45	30	0.67	46
M5	56	Fixed Finances	2,426,925	1.87	3	0.07	4
M5	60	Foundational Occupant	2,864,405	2.21	0	0.00	0
Total			129,687,464	100.00	4,514	100.00	100

Benchmark: USA

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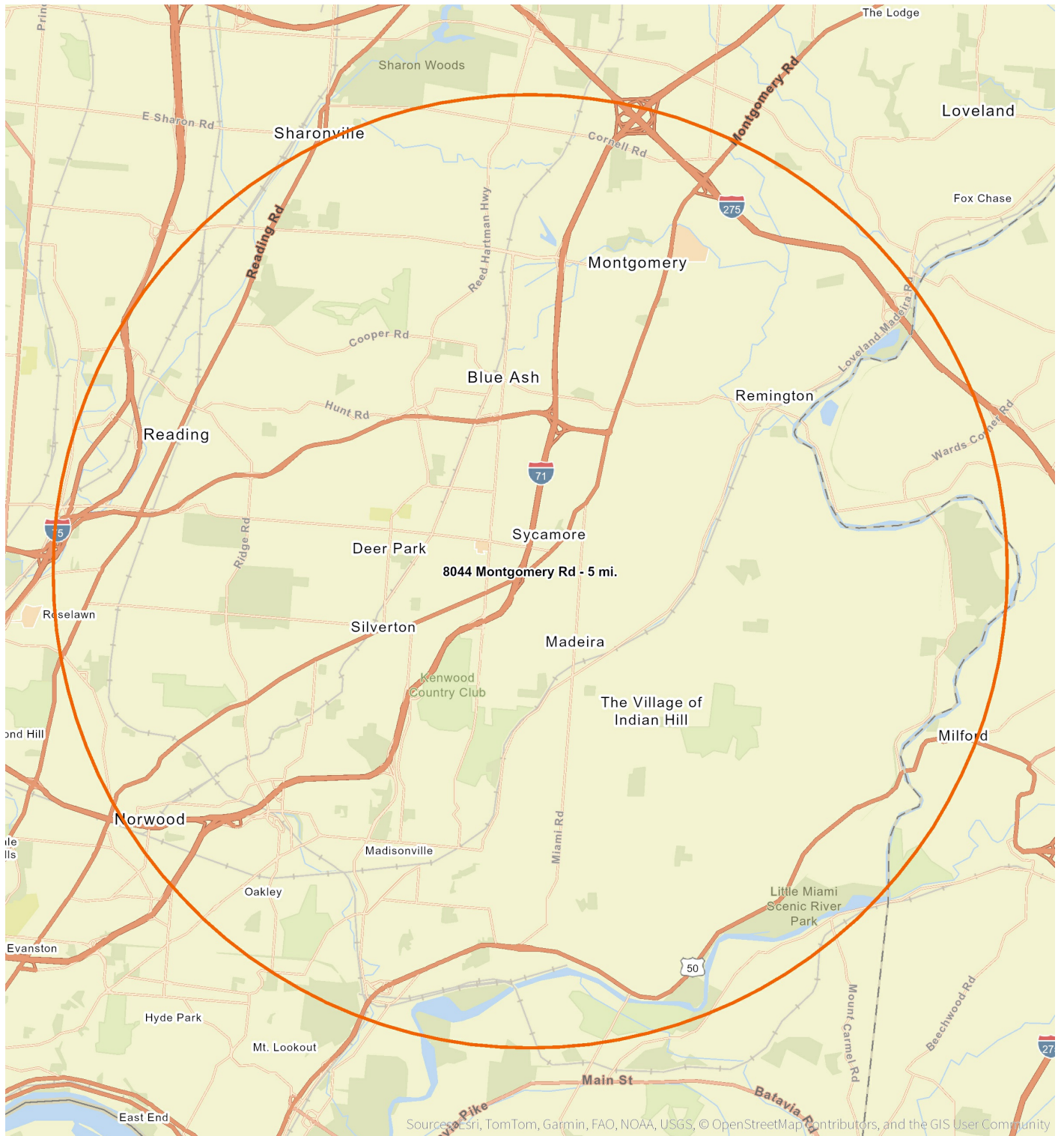
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LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,817,785	1.40	61	0.23	17
Y1	12	New Money	1,389,554	1.07	9	0.04	3
Y1	19	Fiscal Rookies	2,104,545	1.62	289	1.12	69
Y1	24	Work Hard, Play Hard	1,392,813	1.07	167	0.65	60
Y1	28	Loan Rangers	1,800,514	1.39	1,378	5.32	383
Metro Mainstream							
Y2	29	ATM Nation	1,356,511	1.05	111	0.43	41
Y2	30	Daily Grinders	1,377,552	1.06	5	0.02	2
Y2	31	Online Living	1,523,664	1.18	322	1.24	106
Y2	32	Credit Country	2,041,562	1.57	712	2.75	175
Y2	35	Striving & Thriving	1,368,925	1.06	487	1.88	178
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,945,464	2.27	709	2.74	120
Y3	43	Metropolitan Ease	2,097,223	1.62	41	0.16	10
Y3	44	Prudent Peak	3,129,199	2.41	819	3.16	131
Y3	48	Transient Lessees	2,173,783	1.68	205	0.79	47
Y3	54	Liquid Lessees	4,438,859	3.42	576	2.22	65
Y3	59	Counting Coins	5,484,653	4.23	449	1.73	41
Flourishing Families							
F1	06	Big Spenders	2,078,654	1.60	1,132	4.37	273
F1	14	School Daze	2,120,006	1.64	431	1.66	102
F1	15	Family Funding	1,590,452	1.23	1,004	3.88	316
F1	18	Leveraged Life	2,213,788	1.71	127	0.49	29
Upscale Earners							
F2	23	Value Seekers	1,437,500	1.11	0	0.00	0
F2	27	Khakis & Credit	1,657,466	1.28	417	1.61	126
F2	36	Rural Roots	1,876,632	1.45	453	1.75	121
F2	37	Fiscally Fit Families	1,805,850	1.39	399	1.54	111
Mass Middle Class							
F3	39	New Tech Traders	1,929,742	1.49	159	0.61	41
F3	40	Drive-Thru Debts	2,385,783	1.84	333	1.28	70
F3	41	Fast Cash Families	1,580,929	1.22	0	0.00	0
F3	45	Cash Back Consumers	1,555,461	1.20	435	1.68	140
F3	50	Starter Homes	1,605,230	1.24	366	1.41	114
Working-Class USA							
F4	51	Digital & Dollar Stores	1,336,351	1.03	44	0.17	16
F4	52	Family Steals & Deals	2,809,784	2.17	193	0.74	34
F4	53	Off-the-Grid Grays	2,108,814	1.63	51	0.20	12
F4	55	City Strivers	1,835,700	1.42	0	0.00	0
F4	57	Minimum Way	1,911,615	1.47	13	0.05	3
F4	58	Social Insecurity	3,294,105	2.54	552	2.13	84
Financial Elite							
M1	01	The Wealth Market	2,063,776	1.59	1,160	4.48	281
M1	02	Business Class	2,534,362	1.95	559	2.16	110
M1	03	Power Couples	1,917,781	1.48	1,864	7.20	487
M1	04	Golden Agers	1,367,175	1.05	799	3.08	293
Wealthy Achievers							
M2	05	Capital Accumulators	1,408,294	1.09	482	1.86	171
M2	07	IRA Enthusiast	2,384,001	1.84	676	2.61	142
M2	08	Savvy Savers	1,508,997	1.16	379	1.46	126
M2	10	Leasing Luxury	3,069,930	2.37	486	1.88	79
M2	13	Ready, Set, Retire!	2,133,891	1.65	929	3.59	218
Upscale Empty Nests							
M3	09	Booming Nests	2,614,896	2.02	642	2.48	123
M3	16	Equity Earners	2,055,873	1.58	257	0.99	63
M3	17	Leisure Land	2,182,895	1.68	432	1.67	99
M3	20	Home Sweet Equity	2,491,494	1.92	1,099	4.24	221
M3	21	Comfortably Retired	2,095,703	1.62	236	0.91	56
M3	22	Early-Bird Specials	1,674,123	1.29	517	2.00	155
Midscale Matures							
M4	25	Annuity Street	1,318,526	1.02	422	1.63	160
M4	26	Pensions & Ports	2,383,297	1.84	62	0.24	13
M4	33	Generation Save	2,470,844	1.91	556	2.15	113
M4	34	Rocker & Recliner Retirees	1,725,842	1.33	147	0.57	43
M4	38	Nesters & Investors	1,360,705	1.05	165	0.64	61
Retirement Blues							
M5	46	Unwired Retired	4,488,443	3.46	350	1.35	39
M5	47	Superstore Shoppers	3,688,311	2.84	540	2.08	73
M5	49	Penny Pinchers	1,880,507	1.45	405	1.56	108
M5	56	Fixed Finances	2,426,925	1.87	79	0.30	16
M5	60	Foundational Occupant	2,864,405	2.21	215	0.83	38
Total			129,687,464	100.00	25,907	100.00	100



LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
Upwardly Mobile							
Y1	11	McMansions & Merriment	1,817,785	1.40	380	0.54	38
Y1	12	New Money	1,389,554	1.07	90	0.13	12
Y1	19	Fiscal Rookies	2,104,545	1.62	606	0.86	53
Y1	24	Work Hard, Play Hard	1,392,813	1.07	518	0.73	68
Y1	28	Loan Rangers	1,800,514	1.39	2,914	4.13	298
Metro Mainstream							
Y2	29	ATM Nation	1,356,511	1.05	622	0.88	84
Y2	30	Daily Grinders	1,377,552	1.06	26	0.04	3
Y2	31	Online Living	1,523,664	1.18	1,022	1.45	123
Y2	32	Credit Country	2,041,562	1.57	1,752	2.48	158
Y2	35	Striving & Thriving	1,368,925	1.06	2,213	3.14	297
Fiscal Fledglings							
Y3	42	Frugal Fledglings	2,945,464	2.27	3,918	5.55	245
Y3	43	Metropolitan Ease	2,097,223	1.62	897	1.27	79
Y3	44	Prudent Peak	3,129,199	2.41	1,369	1.94	80
Y3	48	Transient Lessees	2,173,783	1.68	1,042	1.48	88
Y3	54	Liquid Lessees	4,438,859	3.42	3,152	4.47	131
Y3	59	Counting Coins	5,484,653	4.23	2,526	3.58	85
Flourishing Families							
F1	06	Big Spenders	2,078,654	1.60	2,597	3.68	230
F1	14	School Daze	2,120,006	1.64	878	1.25	76
F1	15	Family Funding	1,590,452	1.23	2,920	4.14	338
F1	18	Leveraged Life	2,213,788	1.71	250	0.35	21
Upscale Earners							
F2	23	Value Seekers	1,437,500	1.11	0	0.00	0
F2	27	Khakis & Credit	1,657,466	1.28	920	1.30	102
F2	36	Rural Roots	1,876,632	1.45	1,377	1.95	135
F2	37	Fiscally Fit Families	1,805,850	1.39	799	1.13	81
Mass Middle Class							
F3	39	New Tech Traders	1,929,742	1.49	925	1.31	88
F3	40	Drive-Thru Debts	2,385,783	1.84	1,266	1.79	98
F3	41	Fast Cash Families	1,580,929	1.22	23	0.03	3
F3	45	Cash Back Consumers	1,555,461	1.20	963	1.36	114
F3	50	Starter Homes	1,605,230	1.24	940	1.33	108
Working-Class USA							
F4	51	Digital & Dollar Stores	1,336,351	1.03	217	0.31	30
F4	52	Family Steals & Deals	2,809,784	2.17	659	0.93	43
F4	53	Off-the-Grid Grays	2,108,814	1.63	243	0.34	21
F4	55	City Strivers	1,835,700	1.42	0	0.00	0
F4	57	Minimum Way	1,911,615	1.47	56	0.08	5
F4	58	Social Insecurity	3,294,105	2.54	1,778	2.52	99
Financial Elite							
M1	01	The Wealth Market	2,063,776	1.59	2,109	2.99	188
M1	02	Business Class	2,534,362	1.95	1,216	1.72	88
M1	03	Power Couples	1,917,781	1.48	4,194	5.95	402
M1	04	Golden Agers	1,367,175	1.05	1,627	2.31	219
Wealthy Achievers							
M2	05	Capital Accumulators	1,408,294	1.09	1,120	1.59	146
M2	07	IRA Enthusiast	2,384,001	1.84	1,310	1.86	101
M2	08	Savvy Savers	1,508,997	1.16	886	1.26	108
M2	10	Leasing Luxury	3,069,930	2.37	1,066	1.51	64
M2	13	Ready, Set, Retire!	2,133,891	1.65	1,721	2.44	148
Upscale Empty Nests							
M3	09	Booming Nests	2,614,896	2.02	944	1.34	66
M3	16	Equity Earners	2,055,873	1.58	479	0.68	43
M3	17	Leisure Land	2,182,895	1.68	783	1.11	66
M3	20	Home Sweet Equity	2,491,494	1.92	2,088	2.96	154
M3	21	Comfortably Retired	2,095,703	1.62	432	0.61	38
M3	22	Early-Bird Specials	1,674,123	1.29	951	1.35	104
Midscale Matures							
M4	25	Annuity Street	1,318,526	1.02	588	0.83	82
M4	26	Pensions & Ports	2,383,297	1.84	107	0.15	8
M4	33	Generation Save	2,470,844	1.91	1,384	1.96	103
M4	34	Rocker & Recliner Retirees	1,725,842	1.33	415	0.59	44
M4	38	Nesters & Investors	1,360,705	1.05	383	0.54	52
Retirement Blues							
M5	46	Unwired Retired	4,488,443	3.46	1,150	1.63	47
M5	47	Superstore Shoppers	3,688,311	2.84	1,549	2.20	77
M5	49	Penny Pinchers	1,880,507	1.45	1,320	1.87	129
M5	56	Fixed Finances	2,426,925	1.87	396	0.56	30
M5	60	Foundational Occupant	2,864,405	2.21	2,464	3.49	158
Total			129,687,464	100.00	70,540	100.00	100



Report Details

Name: P\$YCLE® Premier Lifestage Segment Distribution 2025
Date / Time: 3/24/2025 1:53:18 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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