

PRIZM® Premier | Household Segment Distribution



Trade Area: 8044 Montgomery Rd - 1 mi.

Households: 4,572

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,333,713	1.01	242	5.29	523
02	Networked Neighbors	1,281,585	0.97	239	5.23	537
03	Movers & Shakers	1,820,705	1.38	423	9.25	670
04	Young Digerati	1,893,748	1.44	0	0.00	0
05	Country Squires	3,142,355	2.38	0	0.00	0
06	Winner's Circle	1,777,834	1.35	488	10.67	791
07	Money & Brains	1,810,416	1.37	0	0.00	0
08	Gray Power	1,479,094	1.12	237	5.18	462
09	Big Fish, Small Pond	2,190,271	1.66	0	0.00	0
10	Executive Suites	1,688,062	1.28	405	8.86	691
11	Fast-Track Families	2,488,170	1.89	0	0.00	0
12	Cruisin' to Retirement	3,105,464	2.36	321	7.02	298
13	Upward Bound	1,385,182	1.05	100	2.19	208
14	Kids & Cul-de-Sacs	1,766,642	1.34	132	2.89	215
15	New Homesteaders	1,403,589	1.06	0	0.00	0
16	Beltway Boomers	1,452,031	1.10	93	2.03	185
17	Urban Elders	1,499,135	1.14	0	0.00	0
18	Mayberry-ville	2,182,445	1.66	0	0.00	0
19	American Dreams	1,450,854	1.10	0	0.00	0
20	Empty Nests	2,048,769	1.55	304	6.65	428
21	The Cosmopolitans	1,444,281	1.10	0	0.00	0
22	Middleburg Managers	3,171,444	2.41	545	11.92	495
23	Township Travelers	1,467,937	1.11	0	0.00	0
24	Pickup Patriarchs	1,374,465	1.04	0	0.00	0
25	Up-and-Comers	1,940,313	1.47	104	2.27	154
26	Home Sweet Home	1,669,947	1.27	62	1.36	107
27	Big Sky Families	3,321,573	2.52	0	0.00	0
28	Country Casuals	2,468,201	1.87	0	0.00	0
29	White Picket Fences	2,122,228	1.61	0	0.00	0
30	Pools & Patios	1,873,451	1.42	19	0.42	29
31	Connected Bohemians	1,992,580	1.51	0	0.00	0
32	Traditional Times	1,886,402	1.43	0	0.00	0
33	Second City Startups	1,290,034	0.98	31	0.68	69
34	Young & Influential	1,218,319	0.93	5	0.11	12
35	Urban Achievers	1,686,871	1.28	0	0.00	0
36	Toolbelt Traditionalists	3,162,357	2.40	165	3.61	150
37	Bright Lights, Li'l City	1,815,961	1.38	80	1.75	127
38	Hometown Retired	1,876,186	1.42	0	0.00	0
39	Kid Country, USA	1,543,124	1.17	0	0.00	0
40	Aspiring A-Listers	1,447,563	1.10	0	0.00	0
41	Domestic Duos	1,244,116	0.94	201	4.40	466
42	Multi-Culti Mosaic	2,169,173	1.65	0	0.00	0
43	City Roots	1,492,122	1.13	0	0.00	0
44	Country Strong	4,386,229	3.33	0	0.00	0
45	Urban Modern Mix	2,703,614	2.05	0	0.00	0
46	Heartlanders	1,696,026	1.29	0	0.00	0
47	Striving Selfies	1,901,866	1.44	0	0.00	0
48	Generation Web	2,245,577	1.70	97	2.12	124
49	American Classics	2,182,678	1.66	121	2.65	160
50	Metro Grads	1,862,479	1.41	61	1.33	94
51	Campers & Camo	2,494,414	1.89	0	0.00	0
52	Simple Pleasures	1,716,170	1.30	0	0.00	0
53	Lo-Tech Singles	1,837,481	1.40	20	0.44	31
54	Struggling Singles	1,716,336	1.30	37	0.81	62
55	Red, White & Blue	1,891,827	1.44	0	0.00	0
56	Multi-Culti Families	1,513,786	1.15	0	0.00	0
57	Back Country Folks	3,436,984	2.61	0	0.00	0
58	Golden Ponds	2,602,991	1.98	0	0.00	0
59	New Melting Pot	1,908,478	1.45	0	0.00	0
60	Small-Town Collegiates	1,355,489	1.03	0	0.00	0
61	Second City Generations	1,402,502	1.06	34	0.74	70
62	Crossroad Villagers	1,429,230	1.08	0	0.00	0
63	Low-Rise Living	2,706,808	2.05	0	0.00	0
64	Family Thrifts	1,238,889	0.94	0	0.00	0
65	Young & Rustic	2,759,315	2.09	0	0.00	0
66	New Beginnings	1,326,970	1.01	0	0.00	0
67	Park Bench Seniors	1,218,511	0.93	6	0.13	14
68	Bedrock America	1,347,689	1.02	0	0.00	0
	Total	131,761,051	100.00	4,572	100.00	100

Benchmark: USA

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PRIZM® Premier | Household Segment Distribution



Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 26,099

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,333,713	1.01	1,311	5.02	496
02	Networked Neighbors	1,281,585	0.97	833	3.19	328
03	Movers & Shakers	1,820,705	1.38	1,462	5.60	405
04	Young Digerati	1,893,748	1.44	0	0.00	0
05	Country Squires	3,142,355	2.38	269	1.03	43
06	Winner's Circle	1,777,834	1.35	1,040	3.98	295
07	Money & Brains	1,810,416	1.37	0	0.00	0
08	Gray Power	1,479,094	1.12	1,244	4.77	425
09	Big Fish, Small Pond	2,190,271	1.66	194	0.74	45
10	Executive Suites	1,688,062	1.28	1,698	6.51	508
11	Fast-Track Families	2,488,170	1.89	0	0.00	0
12	Cruisin' to Retirement	3,105,464	2.36	1,243	4.76	202
13	Upward Bound	1,385,182	1.05	399	1.53	145
14	Kids & Cul-de-Sacs	1,766,642	1.34	620	2.38	177
15	New Homesteaders	1,403,589	1.06	0	0.00	0
16	Beltway Boomers	1,452,031	1.10	779	2.98	271
17	Urban Elders	1,499,135	1.14	0	0.00	0
18	Mayberry-ville	2,182,445	1.66	0	0.00	0
19	American Dreams	1,450,854	1.10	3	0.01	1
20	Empty Nests	2,048,769	1.55	1,348	5.17	332
21	The Cosmopolitans	1,444,281	1.10	1	0.00	0
22	Middleburg Managers	3,171,444	2.41	2,668	10.22	425
23	Township Travelers	1,467,937	1.11	9	0.03	3
24	Pickup Patriarchs	1,374,465	1.04	0	0.00	0
25	Up-and-Comers	1,940,313	1.47	771	2.95	201
26	Home Sweet Home	1,669,947	1.27	628	2.41	190
27	Big Sky Families	3,321,573	2.52	0	0.00	0
28	Country Casuals	2,468,201	1.87	0	0.00	0
29	White Picket Fences	2,122,228	1.61	10	0.04	2
30	Pools & Patios	1,873,451	1.42	348	1.33	94
31	Connected Bohemians	1,992,580	1.51	2	0.01	1
32	Traditional Times	1,886,402	1.43	28	0.11	7
33	Second City Startups	1,290,034	0.98	151	0.58	59
34	Young & Influential	1,218,319	0.93	9	0.03	4
35	Urban Achievers	1,686,871	1.28	2	0.01	1
36	Toolbelt Traditionalists	3,162,357	2.40	1,083	4.15	173
37	Bright Lights, Li'l City	1,815,961	1.38	1,145	4.39	318
38	Hometown Retired	1,876,186	1.42	3	0.01	1
39	Kid Country, USA	1,543,124	1.17	1	0.00	0
40	Aspiring A-Listers	1,447,563	1.10	2	0.01	1
41	Domestic Duos	1,244,116	0.94	627	2.40	254
42	Multi-Culti Mosaic	2,169,173	1.65	0	0.00	0
43	City Roots	1,492,122	1.13	42	0.16	14
44	Country Strong	4,386,229	3.33	0	0.00	0
45	Urban Modern Mix	2,703,614	2.05	167	0.64	31
46	Heartlanders	1,696,026	1.29	0	0.00	0
47	Striving Selfies	1,901,866	1.44	16	0.06	4
48	Generation Web	2,245,577	1.70	1,895	7.26	426
49	American Classics	2,182,678	1.66	1,153	4.42	267
50	Metro Grads	1,862,479	1.41	825	3.16	224
51	Campers & Camo	2,494,414	1.89	0	0.00	0
52	Simple Pleasures	1,716,170	1.30	0	0.00	0
53	Lo-Tech Singles	1,837,481	1.40	401	1.54	110
54	Struggling Singles	1,716,336	1.30	835	3.20	246
55	Red, White & Blue	1,891,827	1.44	0	0.00	0
56	Multi-Culti Families	1,513,786	1.15	0	0.00	0
57	Back Country Folks	3,436,984	2.61	0	0.00	0
58	Golden Ponds	2,602,991	1.98	5	0.02	1
59	New Melting Pot	1,908,478	1.45	242	0.93	64
60	Small-Town Collegiates	1,355,489	1.03	15	0.06	6
61	Second City Generations	1,402,502	1.06	171	0.66	62
62	Crossroad Villagers	1,429,230	1.08	1	0.00	0
63	Low-Rise Living	2,706,808	2.05	15	0.06	3
64	Family Thrifts	1,238,889	0.94	0	0.00	0
65	Young & Rustic	2,759,315	2.09	0	0.00	0
66	New Beginnings	1,326,970	1.01	0	0.00	0
67	Park Bench Seniors	1,218,511	0.93	385	1.48	160
68	Bedrock America	1,347,689	1.02	0	0.00	0
	Total	131,761,051	100.00	26,099	100.00	100

Benchmark: USA

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PRIZM® Premier | Household Segment Distribution



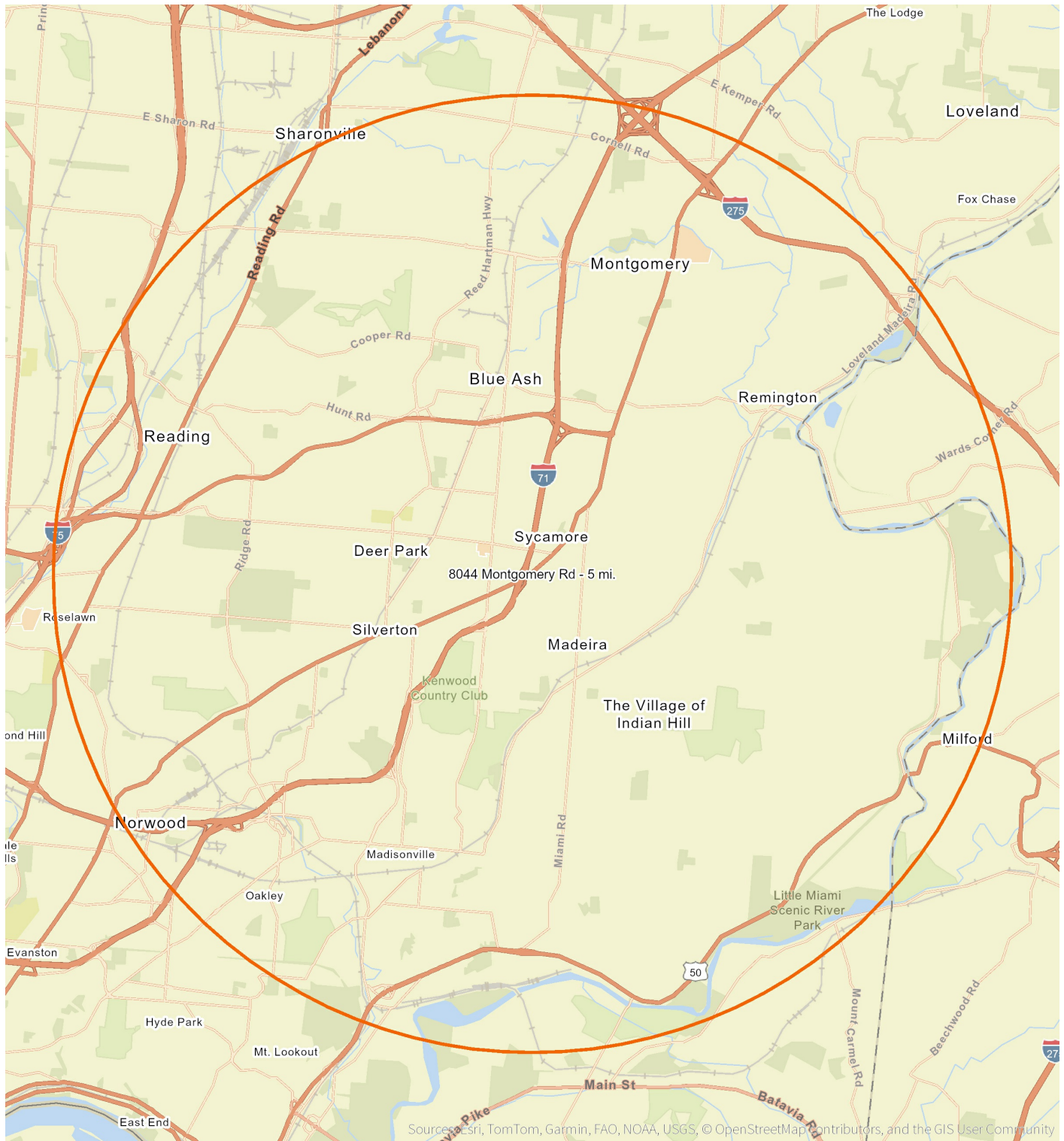
Trade Area: 8044 Montgomery Rd - 5 mi.

Households: 71,083

Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	Upper Crust	1,333,713	1.01	2,313	3.25	321
02	Networked Neighbors	1,281,585	0.97	1,504	2.12	218
03	Movers & Shakers	1,820,705	1.38	2,983	4.20	304
04	Young Digerati	1,893,748	1.44	961	1.35	94
05	Country Squires	3,142,355	2.38	1,959	2.76	116
06	Winner's Circle	1,777,834	1.35	1,449	2.04	151
07	Money & Brains	1,810,416	1.37	287	0.40	29
08	Gray Power	1,479,094	1.12	2,520	3.54	316
09	Big Fish, Small Pond	2,190,271	1.66	1,018	1.43	86
10	Executive Suites	1,688,062	1.28	3,595	5.06	395
11	Fast-Track Families	2,488,170	1.89	0	0.00	0
12	Cruisin' to Retirement	3,105,464	2.36	1,909	2.69	114
13	Upward Bound	1,385,182	1.05	1,289	1.81	172
14	Kids & Cul-de-Sacs	1,766,642	1.34	1,164	1.64	122
15	New Homesteaders	1,403,589	1.06	348	0.49	46
16	Beltway Boomers	1,452,031	1.10	1,424	2.00	182
17	Urban Elders	1,499,135	1.14	282	0.40	35
18	Mayberry-ville	2,182,445	1.66	0	0.00	0
19	American Dreams	1,450,854	1.10	459	0.65	59
20	Empty Nests	2,048,769	1.55	1,808	2.54	164
21	The Cosmopolitans	1,444,281	1.10	1,888	2.66	242
22	Middleburg Managers	3,171,444	2.41	4,051	5.70	237
23	Township Travelers	1,467,937	1.11	155	0.22	20
24	Pickup Patriarchs	1,374,465	1.04	366	0.52	49
25	Up-and-Comers	1,940,313	1.47	1,672	2.35	160
26	Home Sweet Home	1,669,947	1.27	907	1.28	101
27	Big Sky Families	3,321,573	2.52	0	0.00	0
28	Country Casuals	2,468,201	1.87	0	0.00	0
29	White Picket Fences	2,122,228	1.61	109	0.15	10
30	Pools & Patios	1,873,451	1.42	594	0.84	59
31	Connected Bohemians	1,992,580	1.51	1,654	2.33	154
32	Traditional Times	1,886,402	1.43	512	0.72	50
33	Second City Startups	1,290,034	0.98	264	0.37	38
34	Young & Influential	1,218,319	0.93	515	0.72	78
35	Urban Achievers	1,686,871	1.28	2,352	3.31	258
36	Toolbelt Traditionalists	3,162,357	2.40	2,053	2.89	120
37	Bright Lights, Li'l City	1,815,961	1.38	1,974	2.78	201
38	Hometown Retired	1,876,186	1.42	186	0.26	18
39	Kid Country, USA	1,543,124	1.17	271	0.38	33
40	Aspiring A-Listers	1,447,563	1.10	1,307	1.84	167
41	Domestic Duos	1,244,116	0.94	1,029	1.45	153
42	Multi-Culti Mosaic	2,169,173	1.65	0	0.00	0
43	City Roots	1,492,122	1.13	679	0.95	84
44	Country Strong	4,386,229	3.33	0	0.00	0
45	Urban Modern Mix	2,703,614	2.05	959	1.35	66
46	Heartlanders	1,696,026	1.29	0	0.00	0
47	Striving Selfies	1,901,866	1.44	802	1.13	78
48	Generation Web	2,245,577	1.70	3,879	5.46	320
49	American Classics	2,182,678	1.66	2,881	4.05	245
50	Metro Grads	1,862,479	1.41	1,998	2.81	199
51	Campers & Camo	2,494,414	1.89	316	0.45	23
52	Simple Pleasures	1,716,170	1.30	0	0.00	0
53	Lo-Tech Singles	1,837,481	1.40	1,629	2.29	164
54	Struggling Singles	1,716,336	1.30	1,630	2.29	176
55	Red, White & Blue	1,891,827	1.44	0	0.00	0
56	Multi-Culti Families	1,513,786	1.15	0	0.00	0
57	Back Country Folks	3,436,984	2.61	0	0.00	0
58	Golden Ponds	2,602,991	1.98	466	0.66	33
59	New Melting Pot	1,908,478	1.45	1,297	1.82	126
60	Small-Town Collegiates	1,355,489	1.03	262	0.37	36
61	Second City Generations	1,402,502	1.06	307	0.43	41
62	Crossroad Villagers	1,429,230	1.08	538	0.76	70
63	Low-Rise Living	2,706,808	2.05	607	0.85	42
64	Family Thrifts	1,238,889	0.94	750	1.05	112
65	Young & Rustic	2,759,315	2.09	0	0.00	0
66	New Beginnings	1,326,970	1.01	797	1.12	111
67	Park Bench Seniors	1,218,511	0.93	2,092	2.94	318
68	Bedrock America	1,347,689	1.02	63	0.09	9
	Total	131,761,051	100.00	71,083	100.00	100

Benchmark: USA

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Report Details

Name: PRIZM® Premier Household Segment Distribution 2026
Date / Time: 3/5/2026 10:58:20 AM
Workspace Vintage: 2026

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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