

# PRIZM<sup>®</sup> Premier | Lifestage Segment Distribution



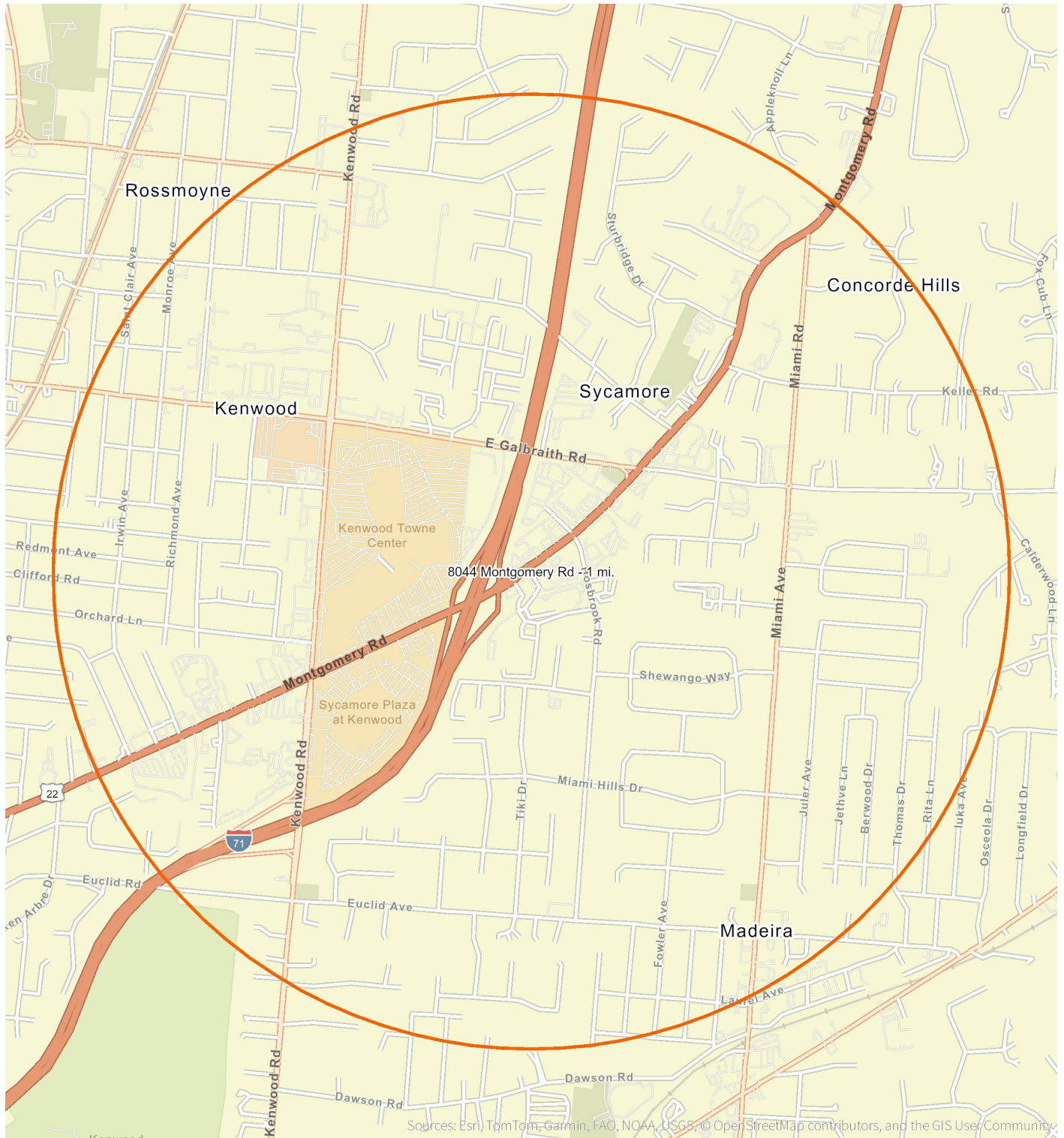
Trade Area: 8044 Montgomery Rd - 1 mi.

Households: 4,572

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
<b>Midlife Success</b>								
Y1	04	Young Digerati	1,893,748	1.44	0	0.00	0.00	0
Y1	13	Upward Bound	1,385,182	1.05	100	2.19	0.01	208
Y1	21	The Cosmopolitans	1,444,281	1.10	0	0.00	0.00	0
Y1	25	Up-and-Comers	1,940,313	1.47	104	2.27	0.01	154
Y1	31	Connected Bohemians	1,992,580	1.51	0	0.00	0.00	0
Y1	34	Young & Influential	1,218,319	0.93	5	0.11	0.00	12
Y1	35	Urban Achievers	1,686,871	1.28	0	0.00	0.00	0
<b>Young Achievers</b>								
Y2	40	Aspiring A-Listers	1,447,563	1.10	0	0.00	0.00	0
Y2	47	Striving Selfies	1,901,866	1.44	0	0.00	0.00	0
Y2	48	Generation Web	2,245,577	1.70	97	2.12	0.00	124
Y2	50	Metro Grads	1,862,479	1.41	61	1.33	0.00	94
Y2	54	Struggling Singles	1,716,336	1.30	37	0.81	0.00	62
<b>Striving Singles</b>								
Y3	55	Red, White & Blue	1,891,827	1.44	0	0.00	0.00	0
Y3	59	New Melting Pot	1,908,478	1.45	0	0.00	0.00	0
Y3	60	Small-Town Collegiates	1,355,489	1.03	0	0.00	0.00	0
Y3	63	Low-Rise Living	2,706,808	2.05	0	0.00	0.00	0
Y3	64	Family Thrifts	1,238,889	0.94	0	0.00	0.00	0
Y3	65	Young & Rustic	2,759,315	2.09	0	0.00	0.00	0
Y3	66	New Beginnings	1,326,970	1.01	0	0.00	0.00	0
<b>Accumulated Wealth</b>								
F1	02	Networked Neighbors	1,281,585	0.97	239	5.23	0.02	537
F1	05	Country Squires	3,142,355	2.38	0	0.00	0.00	0
F1	06	Winner's Circle	1,777,834	1.35	488	10.67	0.03	791
F1	10	Executive Suites	1,688,062	1.28	405	8.86	0.02	691
F1	11	Fast-Track Families	2,488,170	1.89	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,766,642	1.34	132	2.89	0.01	215
F1	15	New Homesteaders	1,403,589	1.06	0	0.00	0.00	0
F1	16	Beltway Boomers	1,452,031	1.10	93	2.03	0.01	185
<b>Young Accumulators</b>								
F2	23	Township Travelers	1,467,937	1.11	0	0.00	0.00	0
F2	26	Home Sweet Home	1,669,947	1.27	62	1.36	0.00	107
F2	27	Big Sky Families	3,321,573	2.52	0	0.00	0.00	0
F2	29	White Picket Fences	2,122,228	1.61	0	0.00	0.00	0
F2	30	Pools & Patios	1,873,451	1.42	19	0.42	0.00	29
<b>Mainstream Families</b>								
F3	33	Second City Startups	1,290,034	0.98	31	0.68	0.00	69
F3	37	Bright Lights, Lil' City	1,815,961	1.38	80	1.75	0.00	127
F3	39	Kid Country, USA	1,543,124	1.17	0	0.00	0.00	0
F3	44	Country Strong	4,386,229	3.33	0	0.00	0.00	0
F3	51	Campers & Camo	2,494,414	1.89	0	0.00	0.00	0
<b>Sustaining Families</b>								
F4	42	Multi-Culti Mosaic	2,169,173	1.65	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,703,614	2.05	0	0.00	0.00	0
F4	56	Multi-Culti Families	1,513,786	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,402,502	1.06	34	0.74	0.00	70
F4	68	Bedrock America	1,347,689	1.02	0	0.00	0.00	0
<b>Affluent Empty Nests</b>								
M1	01	Upper Crust	1,333,713	1.01	242	5.29	0.02	523
M1	03	Movers & Shakers	1,820,705	1.38	423	9.25	0.02	670
M1	07	Money & Brains	1,810,416	1.37	0	0.00	0.00	0
M1	08	Gray Power	1,479,094	1.12	237	5.18	0.02	462
M1	09	Big Fish, Small Pond	2,190,271	1.66	0	0.00	0.00	0
M1	12	Cruisin' to Retirement	3,105,464	2.36	321	7.02	0.01	298
<b>Conservative Classics</b>								
M2	17	Urban Elders	1,499,135	1.14	0	0.00	0.00	0
M2	18	Mayberry-ville	2,182,445	1.66	0	0.00	0.00	0
M2	19	American Dreams	1,450,854	1.10	0	0.00	0.00	0
M2	20	Empty Nests	2,048,769	1.55	304	6.65	0.01	428
M2	22	Middleburg Managers	3,171,444	2.41	545	11.92	0.02	495
M2	24	Pickup Patriarchs	1,374,465	1.04	0	0.00	0.00	0
M2	28	Country Casuals	2,468,201	1.87	0	0.00	0.00	0
<b>Cautious Couples</b>								
M3	32	Traditional Times	1,886,402	1.43	0	0.00	0.00	0
M3	36	Toolbelt Traditionalists	3,162,357	2.40	165	3.61	0.01	150
M3	38	Hometown Retired	1,876,186	1.42	0	0.00	0.00	0
M3	41	Domestic Duos	1,244,116	0.94	201	4.40	0.02	466
M3	43	City Roots	1,492,122	1.13	0	0.00	0.00	0
M3	46	Heartlanders	1,696,026	1.29	0	0.00	0.00	0
M3	49	American Classics	2,182,678	1.66	121	2.65	0.01	160
M3	52	Simple Pleasures	1,716,170	1.30	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,837,481	1.40	20	0.44	0.00	31
<b>Sustaining Seniors</b>								
M4	57	Back Country Folks	3,436,984	2.61	0	0.00	0.00	0
M4	58	Golden Ponds	2,602,991	1.98	0	0.00	0.00	0
M4	62	Crossroad Villagers	1,429,230	1.08	0	0.00	0.00	0
M4	67	Park Bench Seniors	1,218,511	0.93	6	0.13	0.00	14
<b>Total</b>			<b>131,761,051</b>	<b>100.00</b>	<b>4,572</b>	<b>100.00</b>	<b>0.00</b>	<b>100</b>

Benchmark: USA

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# PRIZM<sup>®</sup> Premier | Lifestage Segment Distribution



Trade Area: 8044 Montgomery Rd - 3 mi.

Households: 26,099

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
<b>Midlife Success</b>								
Y1	04	Young Digerati	1,893,748	1.44	0	0.00	0.00	0
Y1	13	Upward Bound	1,385,182	1.05	399	1.53	0.03	145
Y1	21	The Cosmopolitans	1,444,281	1.10	1	0.00	0.00	0
Y1	25	Up-and-Comers	1,940,313	1.47	771	2.95	0.04	201
Y1	31	Connected Bohemians	1,992,580	1.51	2	0.01	0.00	1
Y1	34	Young & Influential	1,218,319	0.93	9	0.03	0.00	4
Y1	35	Urban Achievers	1,686,871	1.28	2	0.01	0.00	1
<b>Young Achievers</b>								
Y2	40	Aspiring A-Listers	1,447,563	1.10	2	0.01	0.00	1
Y2	47	Striving Selfies	1,901,866	1.44	16	0.06	0.00	4
Y2	48	Generation Web	2,245,577	1.70	1,895	7.26	0.08	426
Y2	50	Metro Grads	1,862,479	1.41	825	3.16	0.04	224
Y2	54	Struggling Singles	1,716,336	1.30	835	3.20	0.05	246
<b>Striving Singles</b>								
Y3	55	Red, White & Blue	1,891,827	1.44	0	0.00	0.00	0
Y3	59	New Melting Pot	1,908,478	1.45	242	0.93	0.01	64
Y3	60	Small-Town Collegiates	1,355,489	1.03	15	0.06	0.00	6
Y3	63	Low-Rise Living	2,706,808	2.05	15	0.06	0.00	3
Y3	64	Family Thrifts	1,238,889	0.94	0	0.00	0.00	0
Y3	65	Young & Rustic	2,759,315	2.09	0	0.00	0.00	0
Y3	66	New Beginnings	1,326,970	1.01	0	0.00	0.00	0
<b>Accumulated Wealth</b>								
F1	02	Networked Neighbors	1,281,585	0.97	833	3.19	0.06	328
F1	05	Country Squires	3,142,355	2.38	269	1.03	0.01	43
F1	06	Winner's Circle	1,777,834	1.35	1,040	3.98	0.06	295
F1	10	Executive Suites	1,688,062	1.28	1,698	6.51	0.10	508
F1	11	Fast-Track Families	2,488,170	1.89	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,766,642	1.34	620	2.38	0.04	177
F1	15	New Homesteaders	1,403,589	1.06	0	0.00	0.00	0
F1	16	Beltway Boomers	1,452,031	1.10	779	2.98	0.05	271
<b>Young Accumulators</b>								
F2	23	Township Travelers	1,467,937	1.11	9	0.03	0.00	3
F2	26	Home Sweet Home	1,669,947	1.27	628	2.41	0.04	190
F2	27	Big Sky Families	3,321,573	2.52	0	0.00	0.00	0
F2	29	White Picket Fences	2,122,228	1.61	10	0.04	0.00	2
F2	30	Pools & Patios	1,873,451	1.42	348	1.33	0.02	94
<b>Mainstream Families</b>								
F3	33	Second City Startups	1,290,034	0.98	151	0.58	0.01	59
F3	37	Bright Lights, Lil' City	1,815,961	1.38	1,145	4.39	0.06	318
F3	39	Kid Country, USA	1,543,124	1.17	1	0.00	0.00	0
F3	44	Country Strong	4,386,229	3.33	0	0.00	0.00	0
F3	51	Campers & Camo	2,494,414	1.89	0	0.00	0.00	0
<b>Sustaining Families</b>								
F4	42	Multi-Culti Mosaic	2,169,173	1.65	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,703,614	2.05	167	0.64	0.01	31
F4	56	Multi-Culti Families	1,513,786	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,402,502	1.06	171	0.66	0.01	62
F4	68	Bedrock America	1,347,689	1.02	0	0.00	0.00	0
<b>Affluent Empty Nests</b>								
M1	01	Upper Crust	1,333,713	1.01	1,311	5.02	0.10	496
M1	03	Movers & Shakers	1,820,705	1.38	1,462	5.60	0.08	405
M1	07	Money & Brains	1,810,416	1.37	0	0.00	0.00	0
M1	08	Gray Power	1,479,094	1.12	1,244	4.77	0.08	425
M1	09	Big Fish, Small Pond	2,190,271	1.66	194	0.74	0.01	45
M1	12	Cruisin' to Retirement	3,105,464	2.36	1,243	4.76	0.04	202
<b>Conservative Classics</b>								
M2	17	Urban Elders	1,499,135	1.14	0	0.00	0.00	0
M2	18	Mayberry-ville	2,182,445	1.66	0	0.00	0.00	0
M2	19	American Dreams	1,450,854	1.10	3	0.01	0.00	1
M2	20	Empty Nests	2,048,769	1.55	1,348	5.17	0.07	332
M2	22	Middleburg Managers	3,171,444	2.41	2,668	10.22	0.08	425
M2	24	Pickup Patriarchs	1,374,465	1.04	0	0.00	0.00	0
M2	28	Country Casuals	2,468,201	1.87	0	0.00	0.00	0
<b>Cautious Couples</b>								
M3	32	Traditional Times	1,886,402	1.43	28	0.11	0.00	7
M3	36	Toolbelt Traditionalists	3,162,357	2.40	1,083	4.15	0.03	173
M3	38	Hometown Retired	1,876,186	1.42	3	0.01	0.00	1
M3	41	Domestic Duos	1,244,116	0.94	627	2.40	0.05	254
M3	43	City Roots	1,492,122	1.13	42	0.16	0.00	14
M3	46	Heartlanders	1,696,026	1.29	0	0.00	0.00	0
M3	49	American Classics	2,182,678	1.66	1,153	4.42	0.05	267
M3	52	Simple Pleasures	1,716,170	1.30	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,837,481	1.40	401	1.54	0.02	110
<b>Sustaining Seniors</b>								
M4	57	Back Country Folks	3,436,984	2.61	0	0.00	0.00	0
M4	58	Golden Ponds	2,602,991	1.98	5	0.02	0.00	1
M4	62	Crossroad Villagers	1,429,230	1.08	1	0.00	0.00	0
M4	67	Park Bench Seniors	1,218,511	0.93	385	1.48	0.03	160
<b>Total</b>			<b>131,761,051</b>	<b>100.00</b>	<b>26,099</b>	<b>100.00</b>	<b>0.02</b>	<b>100</b>

Benchmark: USA

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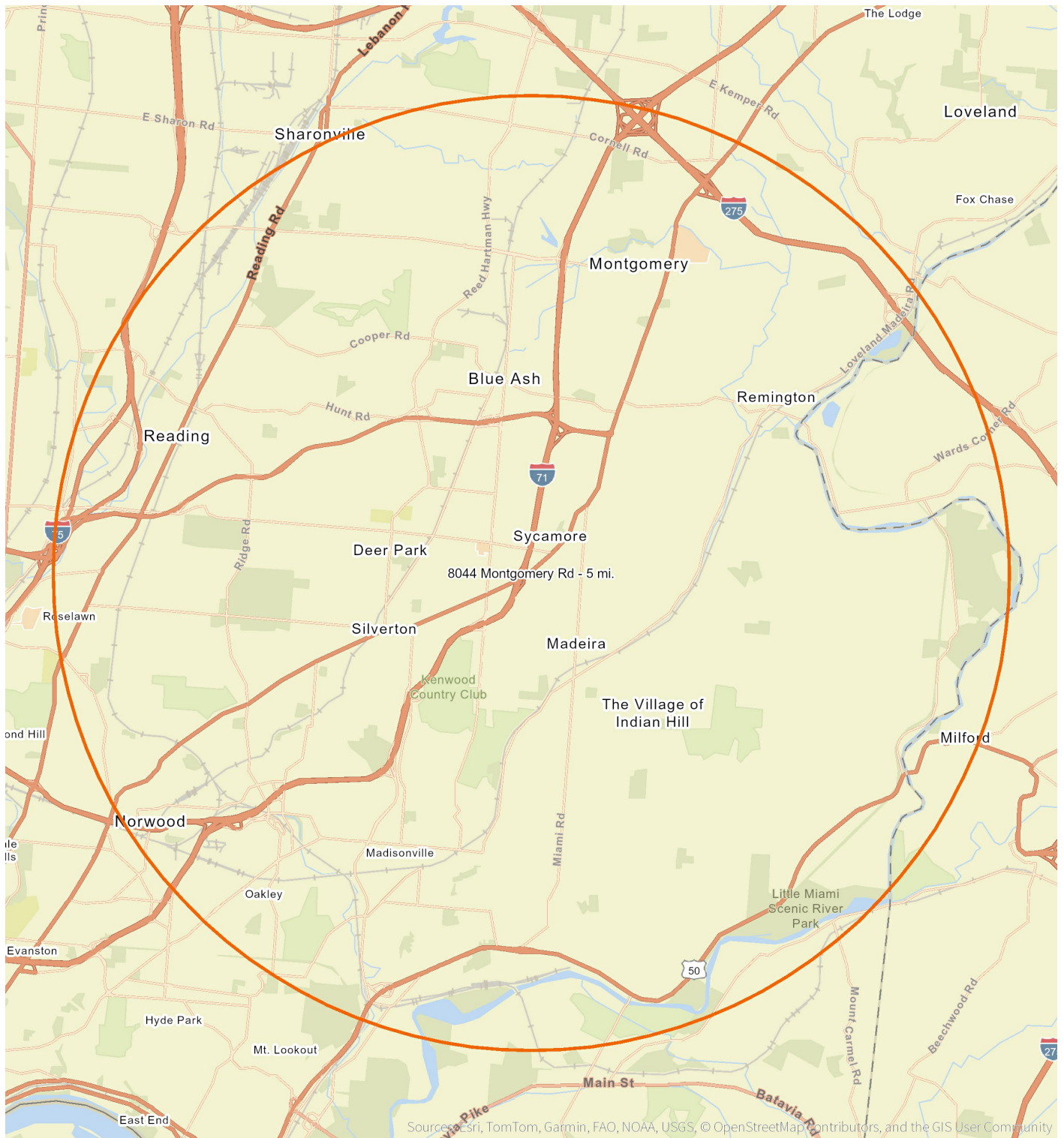
Trade Area: 8044 Montgomery Rd - 5 mi.

Households: 71,083

LG	Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	% Pen	Index
<b>Midlife Success</b>								
Y1	04	Young Digerati	1,893,748	1.44	961	1.35	0.05	94
Y1	13	Upward Bound	1,385,182	1.05	1,289	1.81	0.09	172
Y1	21	The Cosmopolitans	1,444,281	1.10	1,888	2.66	0.13	242
Y1	25	Up-and-Comers	1,940,313	1.47	1,672	2.35	0.09	160
Y1	31	Connected Bohemians	1,992,580	1.51	1,654	2.33	0.08	154
Y1	34	Young & Influential	1,218,319	0.93	515	0.72	0.04	78
Y1	35	Urban Achievers	1,686,871	1.28	2,352	3.31	0.14	258
<b>Young Achievers</b>								
Y2	40	Aspiring A-Listers	1,447,563	1.10	1,307	1.84	0.09	167
Y2	47	Striving Selfies	1,901,866	1.44	802	1.13	0.04	78
Y2	48	Generation Web	2,245,577	1.70	3,879	5.46	0.17	320
Y2	50	Metro Grads	1,862,479	1.41	1,998	2.81	0.11	199
Y2	54	Struggling Singles	1,716,336	1.30	1,630	2.29	0.09	176
<b>Striving Singles</b>								
Y3	55	Red, White & Blue	1,891,827	1.44	0	0.00	0.00	0
Y3	59	New Melting Pot	1,908,478	1.45	1,297	1.82	0.07	126
Y3	60	Small-Town Collegiates	1,355,489	1.03	262	0.37	0.02	36
Y3	63	Low-Rise Living	2,706,808	2.05	607	0.85	0.02	42
Y3	64	Family Thrifts	1,238,889	0.94	750	1.05	0.06	112
Y3	65	Young & Rustic	2,759,315	2.09	0	0.00	0.00	0
Y3	66	New Beginnings	1,326,970	1.01	797	1.12	0.06	111
<b>Accumulated Wealth</b>								
F1	02	Networked Neighbors	1,281,585	0.97	1,504	2.12	0.12	218
F1	05	Country Squires	3,142,355	2.38	1,959	2.76	0.06	116
F1	06	Winner's Circle	1,777,834	1.35	1,449	2.04	0.08	151
F1	10	Executive Suites	1,688,062	1.28	3,595	5.06	0.21	395
F1	11	Fast-Track Families	2,488,170	1.89	0	0.00	0.00	0
F1	14	Kids & Cul-de-Sacs	1,766,642	1.34	1,164	1.64	0.07	122
F1	15	New Homesteaders	1,403,589	1.06	348	0.49	0.02	46
F1	16	Beltway Boomers	1,452,031	1.10	1,424	2.00	0.10	182
<b>Young Accumulators</b>								
F2	23	Township Travelers	1,467,937	1.11	155	0.22	0.01	20
F2	26	Home Sweet Home	1,669,947	1.27	907	1.28	0.05	101
F2	27	Big Sky Families	3,321,573	2.52	0	0.00	0.00	0
F2	29	White Picket Fences	2,122,228	1.61	109	0.15	0.01	10
F2	30	Pools & Patios	1,873,451	1.42	594	0.84	0.03	59
<b>Mainstream Families</b>								
F3	33	Second City Startups	1,290,034	0.98	264	0.37	0.02	38
F3	37	Bright Lights, Lil' City	1,815,961	1.38	1,974	2.78	0.11	201
F3	39	Kid Country, USA	1,543,124	1.17	271	0.38	0.02	33
F3	44	Country Strong	4,386,229	3.33	0	0.00	0.00	0
F3	51	Campers & Camo	2,494,414	1.89	316	0.45	0.01	23
<b>Sustaining Families</b>								
F4	42	Multi-Culti Mosaic	2,169,173	1.65	0	0.00	0.00	0
F4	45	Urban Modern Mix	2,703,614	2.05	959	1.35	0.04	66
F4	56	Multi-Culti Families	1,513,786	1.15	0	0.00	0.00	0
F4	61	Second City Generations	1,402,502	1.06	307	0.43	0.02	41
F4	68	Bedrock America	1,347,689	1.02	63	0.09	0.00	9
<b>Affluent Empty Nests</b>								
M1	01	Upper Crust	1,333,713	1.01	2,313	3.25	0.17	321
M1	03	Movers & Shakers	1,820,705	1.38	2,983	4.20	0.16	304
M1	07	Money & Brains	1,810,416	1.37	287	0.40	0.02	29
M1	08	Gray Power	1,479,094	1.12	2,520	3.54	0.17	316
M1	09	Big Fish, Small Pond	2,190,271	1.66	1,018	1.43	0.05	86
M1	12	Cruisin' to Retirement	3,105,464	2.36	1,909	2.69	0.06	114
<b>Conservative Classics</b>								
M2	17	Urban Elders	1,499,135	1.14	282	0.40	0.02	35
M2	18	Mayberry-ville	2,182,445	1.66	0	0.00	0.00	0
M2	19	American Dreams	1,450,854	1.10	459	0.65	0.03	59
M2	20	Empty Nests	2,048,769	1.55	1,808	2.54	0.09	164
M2	22	Middleburg Managers	3,171,444	2.41	4,051	5.70	0.13	237
M2	24	Pickup Patriarchs	1,374,465	1.04	366	0.52	0.03	49
M2	28	Country Casuals	2,468,201	1.87	0	0.00	0.00	0
<b>Cautious Couples</b>								
M3	32	Traditional Times	1,886,402	1.43	512	0.72	0.03	50
M3	36	Toolbelt Traditionalists	3,162,357	2.40	2,053	2.89	0.06	120
M3	38	Hometown Retired	1,876,186	1.42	186	0.26	0.01	18
M3	41	Domestic Duos	1,244,116	0.94	1,029	1.45	0.08	153
M3	43	City Roots	1,492,122	1.13	679	0.95	0.05	84
M3	46	Heartlanders	1,696,026	1.29	0	0.00	0.00	0
M3	49	American Classics	2,182,678	1.66	2,881	4.05	0.13	245
M3	52	Simple Pleasures	1,716,170	1.30	0	0.00	0.00	0
M3	53	Lo-Tech Singles	1,837,481	1.40	1,629	2.29	0.09	164
<b>Sustaining Seniors</b>								
M4	57	Back Country Folks	3,436,984	2.61	0	0.00	0.00	0
M4	58	Golden Ponds	2,602,991	1.98	466	0.66	0.02	33
M4	62	Crossroad Villagers	1,429,230	1.08	538	0.76	0.04	70
M4	67	Park Bench Seniors	1,218,511	0.93	2,092	2.94	0.17	318
<b>Total</b>			<b>131,761,051</b>	<b>100.00</b>	<b>71,083</b>	<b>100.00</b>	<b>0.05</b>	<b>100</b>

Benchmark: USA

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# Report Details

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**Name:** PRIZM® Premier Lifestage Segment Distribution 2026  
**Date / Time:** 3/5/2026 10:57:50 AM  
**Workspace Vintage:** 2026

## 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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