

Top 5 segments represent **47.7%** of households in 8044 Montgomery Rd - 1 mi.

<p>MIDDLEBURG MANAGERS 22</p>	<p>Rank: 1 Hhlds: 545 Hhld %: 11.92 % in Benchmark: 2.41 Index: 495</p>	<p>Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending college sporting events with their families when they aren't traveling frequently for business. They are thrifter with their spending, despite a substantial income, investing in college savings plans, and IRAs and 401ks for their future retirement.</p>
<p>WINNER'S CIRCLE 6</p>	<p>Rank: 2 Hhlds: 488 Hhld %: 10.67 % in Benchmark: 1.35 Index: 791</p>	<p>Winner's Circle is a collection of mostly 45- to 64-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of wealth - recreational parks, golf courses, and high-end shops. With a median income well over \$100,000, Winner's Circle residents are big spenders who like to travel both domestically and abroad, eat at quick service restaurants like Chipotle, and shop for clothing at Express/Express Men and Gap.</p>
<p>MOVERS & SHAKERS 3</p>	<p>Rank: 3 Hhlds: 423 Hhld %: 9.25 % in Benchmark: 1.38 Index: 670</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they frequently peruse websites like slate.com and WSJ.com. During their minimal downtime, you can find them vacationing in Europe or hitting the slopes.</p>
<p>EXECUTIVE SUITES 10</p>	<p>Rank: 4 Hhlds: 405 Hhld %: 8.86 % in Benchmark: 1.28 Index: 691</p>	<p>The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, going online to shop at DSW and IKEA, plan a vacation using Vrbo.com and stream via ESPN+ and Twitch. Executive Suites can often be found doing fantasy sports online and attending hockey matches when they aren't stopping at a quick service restaurant for a bite to eat.</p>
<p>CRUISIN' TO RETIREMENT 12</p>	<p>Rank: 5 Hhlds: 321 Hhld %: 7.02 % in Benchmark: 2.36 Index: 298</p>	<p>With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They watch the US Open on TV, surf the Internet on sites like classmates.com and theepochtimes.com, and check in on their retirement funds using schwab.com.</p>

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	242	5.29	1,333,713	1.01	0.02	523
S1	F1	02	Networked Neighbors	239	5.23	1,281,585	0.97	0.02	537
S1	M1	03	Movers & Shakers	423	9.25	1,820,705	1.38	0.02	670
U1	Y1	04	Young Digerati	0	0.00	1,893,748	1.44	0.00	0
T1	F1	05	Country Squires	0	0.00	3,142,355	2.38	0.00	0
S2	F1	06	Winner's Circle	488	10.67	1,777,834	1.35	0.03	791
U1	M1	07	Money & Brains	0	0.00	1,810,416	1.37	0.00	0
S2	M1	08	Gray Power	237	5.18	1,479,094	1.12	0.02	462
T1	M1	09	Big Fish, Small Pond	0	0.00	2,190,271	1.66	0.00	0
S2	F1	10	Executive Suites	405	8.86	1,688,062	1.28	0.02	691
T1	F1	11	Fast-Track Families	0	0.00	2,488,170	1.89	0.00	0
S2	M1	12	Cruisin' to Retirement	321	7.02	3,105,464	2.36	0.01	298
S2	Y1	13	Upward Bound	100	2.19	1,385,182	1.05	0.01	208
S2	F1	14	Kids & Cul-de-Sacs	132	2.89	1,766,642	1.34	0.01	215
T1	F1	15	New Homesteaders	0	0.00	1,403,589	1.06	0.00	0
S2	F1	16	Beltway Boomers	93	2.03	1,452,031	1.10	0.01	185
U2	M2	17	Urban Elders	0	0.00	1,499,135	1.14	0.00	0
T2	M2	18	Mayberry-ville	0	0.00	2,182,445	1.66	0.00	0
U1	M2	19	American Dreams	0	0.00	1,450,854	1.10	0.00	0
S3	M2	20	Empty Nests	304	6.65	2,048,769	1.55	0.01	428
U1	Y1	21	The Cosmopolitans	0	0.00	1,444,281	1.10	0.00	0
C1	M2	22	Middleburg Managers	545	11.92	3,171,444	2.41	0.02	495
T2	F2	23	Township Travelers	0	0.00	1,467,937	1.11	0.00	0
T2	M2	24	Pickup Patriarchs	0	0.00	1,374,465	1.04	0.00	0
S3	Y1	25	Up-and-Comers	104	2.27	1,940,313	1.47	0.01	154
S3	F2	26	Home Sweet Home	62	1.36	1,669,947	1.27	0.00	107
T2	F2	27	Big Sky Families	0	0.00	3,321,573	2.52	0.00	0
T2	M2	28	Country Casuals	0	0.00	2,468,201	1.87	0.00	0
T2	F2	29	White Picket Fences	0	0.00	2,122,228	1.61	0.00	0
S3	F2	30	Pools & Patios	19	0.42	1,873,451	1.42	0.00	29
U2	Y1	31	Connected Bohemians	0	0.00	1,992,580	1.51	0.00	0
T3	M3	32	Traditional Times	0	0.00	1,886,402	1.43	0.00	0
C1	F3	33	Second City Startups	31	0.68	1,290,034	0.98	0.00	69
S4	Y1	34	Young & Influential	5	0.11	1,218,319	0.93	0.00	12
U2	Y1	35	Urban Achievers	0	0.00	1,686,871	1.28	0.00	0
S4	M3	36	Toolbelt Traditionalists	165	3.61	3,162,357	2.40	0.01	150
C1	F3	37	Bright Lights, Li'l City	80	1.75	1,815,961	1.38	0.00	127
T3	M3	38	Hometown Retired	0	0.00	1,876,186	1.42	0.00	0
T3	F3	39	Kid Country, USA	0	0.00	1,543,124	1.17	0.00	0
U2	Y2	40	Aspiring A-Listers	0	0.00	1,447,563	1.10	0.00	0
S4	M3	41	Domestic Duos	201	4.40	1,244,116	0.94	0.02	466
U3	F4	42	Multi-Culti Mosaic	0	0.00	2,169,173	1.65	0.00	0
U3	M3	43	City Roots	0	0.00	1,492,122	1.13	0.00	0
T3	F3	44	Country Strong	0	0.00	4,386,229	3.33	0.00	0
U3	F4	45	Urban Modern Mix	0	0.00	2,703,614	2.05	0.00	0
T3	M3	46	Heartlanders	0	0.00	1,696,026	1.29	0.00	0
C2	Y2	47	Striving Selfies	0	0.00	1,901,866	1.44	0.00	0
C2	Y2	48	Generation Web	97	2.12	2,245,577	1.70	0.00	124
C2	M3	49	American Classics	121	2.65	2,182,678	1.66	0.01	160
S4	Y2	50	Metro Grads	61	1.33	1,862,479	1.41	0.00	94
T3	F3	51	Campers & Camo	0	0.00	2,494,414	1.89	0.00	0
T3	M3	52	Simple Pleasures	0	0.00	1,716,170	1.30	0.00	0
C2	M3	53	Lo-Tech Singles	20	0.44	1,837,481	1.40	0.00	31
C2	Y2	54	Struggling Singles	37	0.81	1,716,336	1.30	0.00	62
T4	Y3	55	Red, White & Blue	0	0.00	1,891,827	1.44	0.00	0
U3	F4	56	Multi-Culti Families	0	0.00	1,513,786	1.15	0.00	0
T4	M4	57	Back Country Folks	0	0.00	3,436,984	2.61	0.00	0
T4	M4	58	Golden Ponds	0	0.00	2,602,991	1.98	0.00	0
C3	Y3	59	New Melting Pot	0	0.00	1,908,478	1.45	0.00	0
T4	Y3	60	Small-Town Collegiates	0	0.00	1,355,489	1.03	0.00	0
C3	F4	61	Second City Generations	34	0.74	1,402,502	1.06	0.00	70
T4	M4	62	Crossroad Villagers	0	0.00	1,429,230	1.08	0.00	0
U3	Y3	63	Low-Rise Living	0	0.00	2,706,808	2.05	0.00	0
C3	Y3	64	Family Thrifts	0	0.00	1,238,889	0.94	0.00	0
T4	Y3	65	Young & Rustic	0	0.00	2,759,315	2.09	0.00	0
C3	Y3	66	New Beginnings	0	0.00	1,326,970	1.01	0.00	0
C3	M4	67	Park Bench Seniors	6	0.13	1,218,511	0.93	0.00	14
T4	F4	68	Bedrock America	0	0.00	1,347,689	1.02	0.00	0

Benchmark: USA

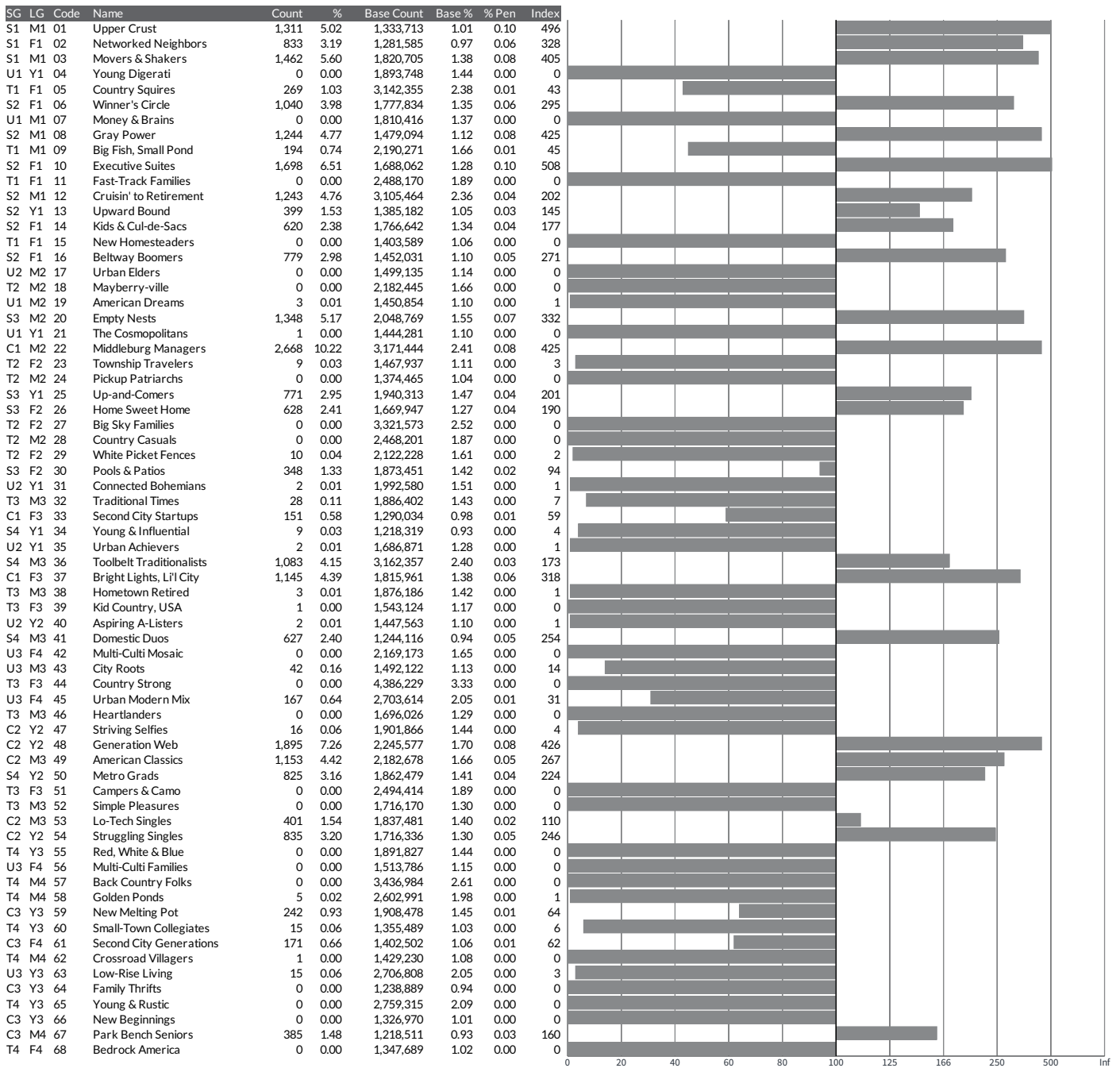
Top 5 segments represent **34.8%** of households in 8044 Montgomery Rd - 3 mi.

<p>MIDDLEBURG MANAGERS 22</p>	<p>Rank: 1 Hhlds: 2,668 Hhld %: 10.22 % in Benchmark: 2.41 Index: 425</p>	<p>Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending college sporting events with their families when they aren't traveling frequently for business. They are thrifter with their spending, despite a substantial income, investing in college savings plans, and IRAs and 401ks for their future retirement.</p>
<p>GENERATION WEB 48</p>	<p>Rank: 2 Hhlds: 1,895 Hhld %: 7.26 % in Benchmark: 1.70 Index: 426</p>	<p>Generation Web are younger families and singles with above average technology use. They are renters, living in suburban neighborhoods and second cities, and use their smartphones for everything from using the PlayStation app and streaming video on Philo to ordering Chipotle.</p>
<p>EXECUTIVE SUITES 10</p>	<p>Rank: 3 Hhlds: 1,698 Hhld %: 6.51 % in Benchmark: 1.28 Index: 508</p>	<p>The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, going online to shop at DSW and IKEA, plan a vacation using Vrbo.com and stream via ESPN+ and Twitch. Executive Suites can often be found doing fantasy sports online and attending hockey matches when they aren't stopping at a quick service restaurant for a bite to eat.</p>
<p>MOVERS & SHAKERS 3</p>	<p>Rank: 4 Hhlds: 1,462 Hhld %: 5.60 % in Benchmark: 1.38 Index: 405</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they frequently peruse websites like slate.com and WSJ.com. During their minimal downtime, you can find them vacationing in Europe or hitting the slopes.</p>
<p>EMPTY NESTS 20</p>	<p>Rank: 5 Hhlds: 1,348 Hhld %: 5.17 % in Benchmark: 1.55 Index: 332</p>	<p>With their grown-up children out of the house, Empty Nests is composed of upscale older Americans who pursue active, and activist, lifestyles. Most residents are over 65 years old, but they show no interest in slowing down. They enjoy golf, eating at sit-down restaurants like Carrabba's, and contributing to organizations that support military veterans and political causes that they champion.</p>

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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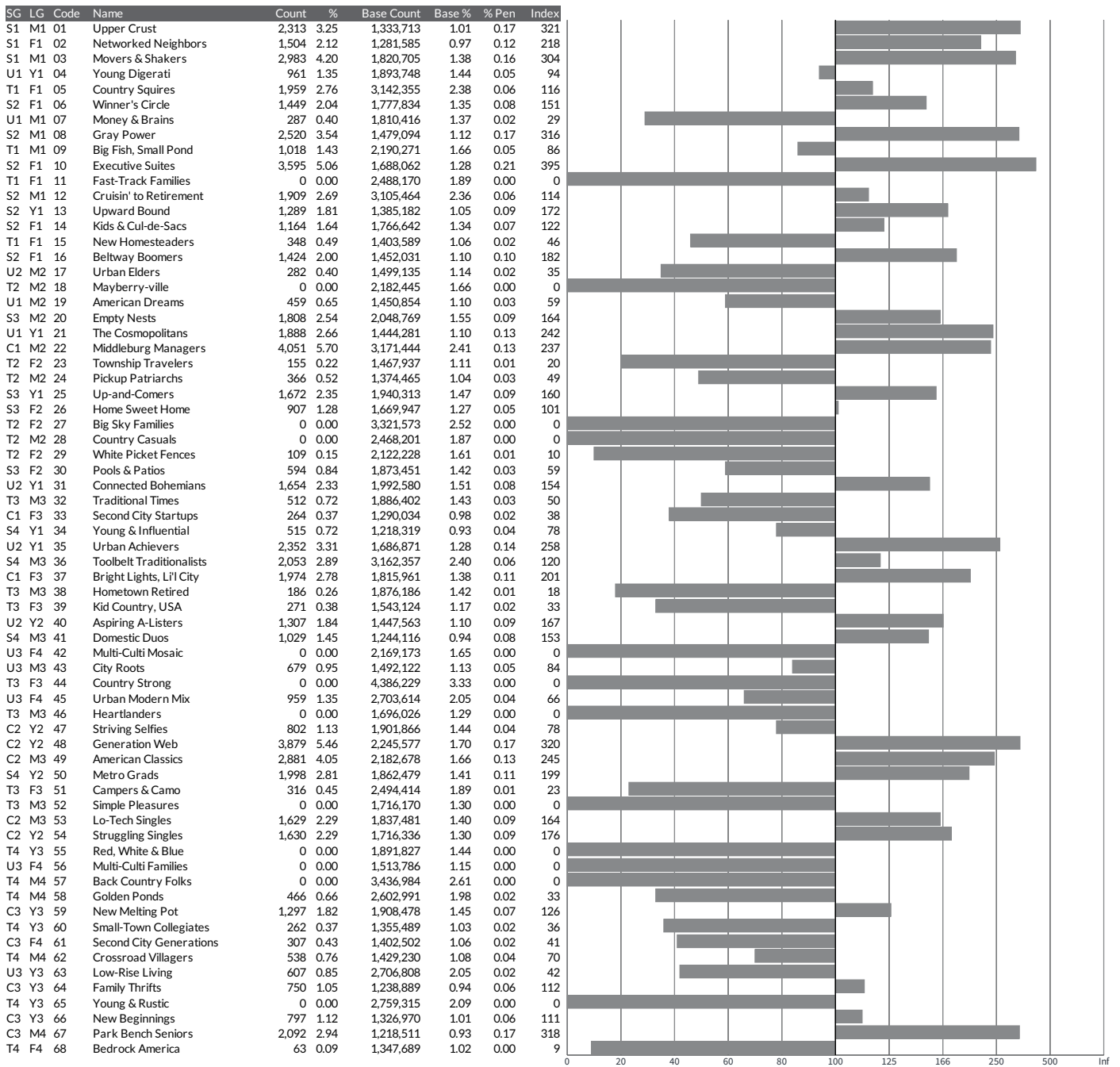
Top 5 segments represent **24.5%** of households in 8044 Montgomery Rd - 5 mi.

<p>MIDDLEBURG MANAGERS 22</p>	<p>Rank: 1 Hhlds: 4,051 Hhld %: 5.70 % in Benchmark: 2.41 Index: 237</p>	<p>Middleburg Managers tend to be wealthy with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending college sporting events with their families when they aren't traveling frequently for business. They are thrifter with their spending, despite a substantial income, investing in college savings plans, and IRAs and 401ks for their future retirement.</p>
<p>GENERATION WEB 48</p>	<p>Rank: 2 Hhlds: 3,879 Hhld %: 5.46 % in Benchmark: 1.70 Index: 320</p>	<p>Generation Web are younger families and singles with above average technology use. They are renters, living in suburban neighborhoods and second cities, and use their smartphones for everything from using the PlayStation app and streaming video on Philo to ordering Chipotle.</p>
<p>EXECUTIVE SUITES 10</p>	<p>Rank: 3 Hhlds: 3,595 Hhld %: 5.06 % in Benchmark: 1.28 Index: 395</p>	<p>The residents of Executive Suites tend to be prosperous and active professionals who are above average in their use of technology, going online to shop at DSW and IKEA, plan a vacation using Vrbo.com and stream via ESPN+ and Twitch. Executive Suites can often be found doing fantasy sports online and attending hockey matches when they aren't stopping at a quick service restaurant for a bite to eat.</p>
<p>MOVERS & SHAKERS 3</p>	<p>Rank: 4 Hhlds: 2,983 Hhld %: 4.20 % in Benchmark: 1.38 Index: 304</p>	<p>Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they frequently peruse websites like slate.com and WSJ.com. During their minimal downtime, you can find them vacationing in Europe or hitting the slopes.</p>
<p>AMERICAN CLASSICS 49</p>	<p>Rank: 5 Hhlds: 2,881 Hhld %: 4.05 % in Benchmark: 1.66 Index: 245</p>	<p>They may be older and many retired, but many of the residents of American Classics are still living the American Dream of home ownership. Despite a lower- midscale income, they are living a comfortable lifestyle, with a below average use of technology and a preference for finding entertainment outside of the home. While out and about, members of this segment can often be found eating at Red Lobster or a local Chinese restaurant.</p>

Benchmark:USA

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Index Colors:	<80	80 - 110	110+
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Benchmark: USA

Report Details

Name: PRIZM® Premier Segmentation Executive Report 2026
Date / Time: 3/5/2026 10:59:20 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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