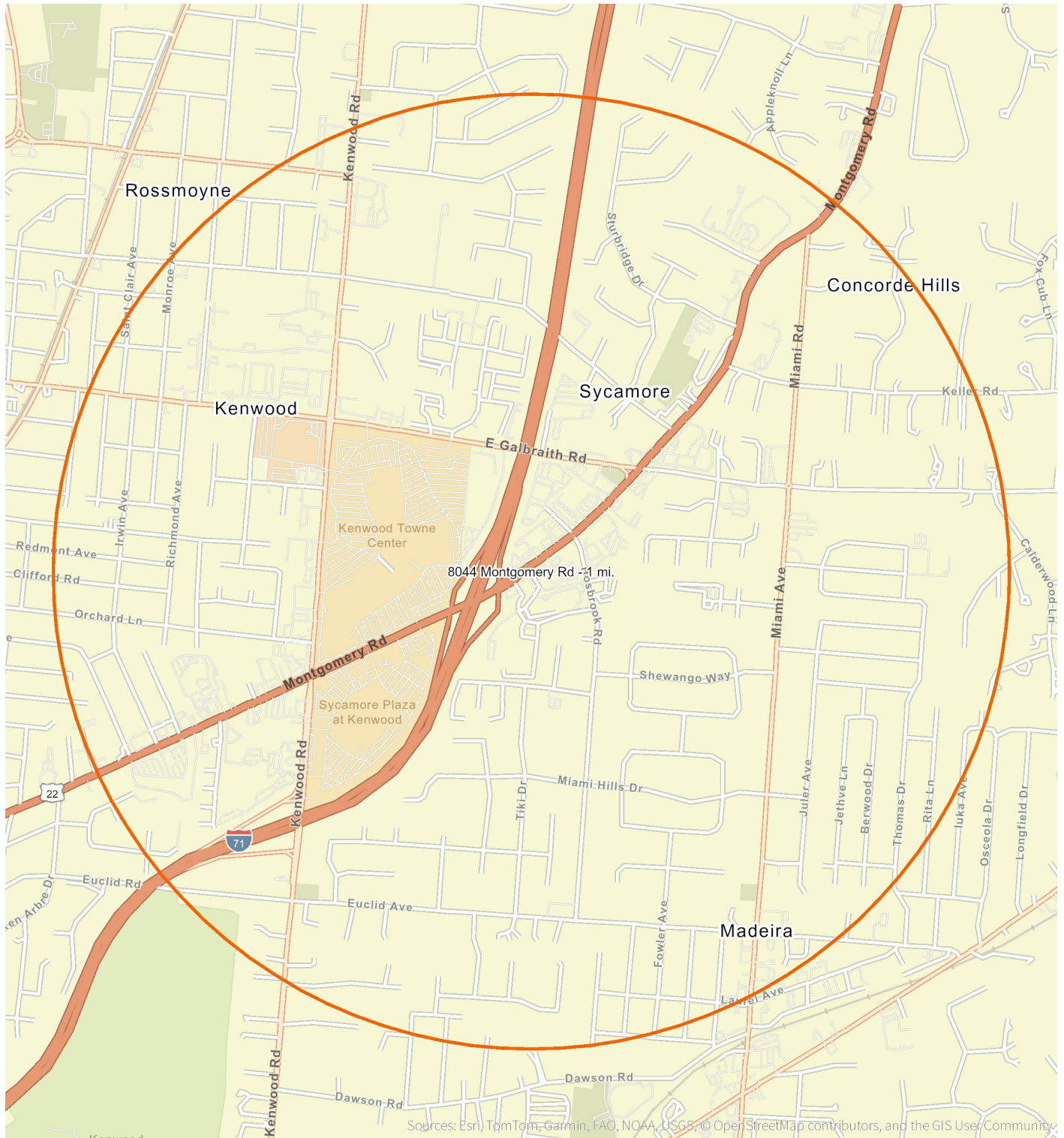


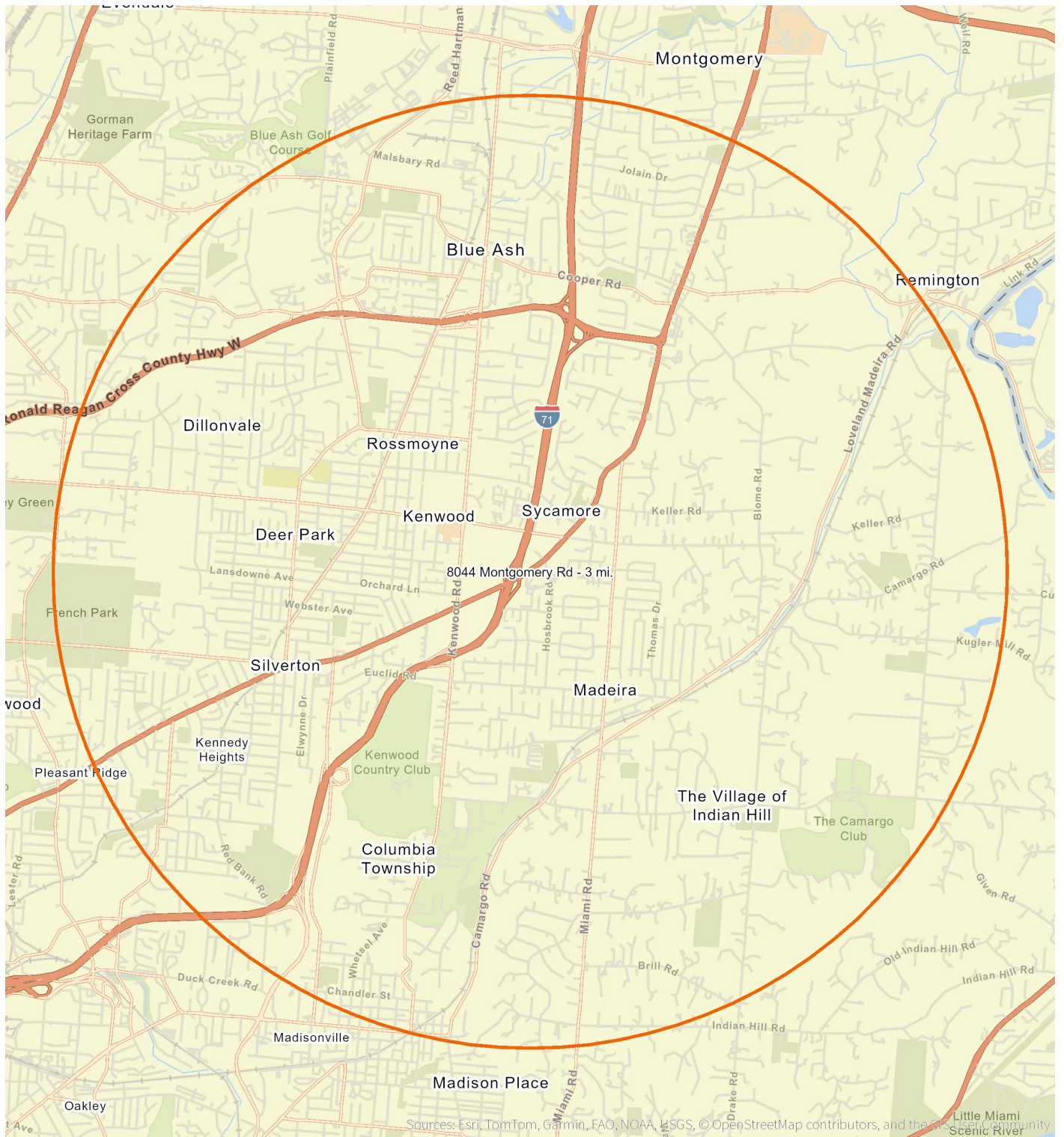
SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,333,713	1.01	242	5.29	523
S1	Networked Neighbors	02	1,281,585	0.97	239	5.23	537
S1	Movers & Shakers	03	1,820,705	1.38	423	9.25	670
Urban Uptown							
U1	Young Digerati	04	1,893,748	1.44	0	0.00	0
U1	Money & Brains	07	1,810,416	1.37	0	0.00	0
U1	American Dreams	19	1,450,854	1.10	0	0.00	0
U1	The Cosmopolitans	21	1,444,281	1.10	0	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,777,834	1.35	488	10.67	791
S2	Gray Power	08	1,479,094	1.12	237	5.18	462
S2	Executive Suites	10	1,688,062	1.28	405	8.86	691
S2	Cruisin' to Retirement	12	3,105,464	2.36	321	7.02	298
S2	Upward Bound	13	1,385,182	1.05	100	2.19	208
S2	Kids & Cul-de-Sacs	14	1,766,642	1.34	132	2.89	215
S2	Beltway Boomers	16	1,452,031	1.10	93	2.03	185
Landed Gentry							
T1	Country Squires	05	3,142,355	2.38	0	0.00	0
T1	Big Fish, Small Pond	09	2,190,271	1.66	0	0.00	0
T1	Fast-Track Families	11	2,488,170	1.89	0	0.00	0
T1	New Homesteaders	15	1,403,589	1.06	0	0.00	0
Middleburbs							
S3	Empty Nests	20	2,048,769	1.55	304	6.65	428
S3	Up-and-Comers	25	1,940,313	1.47	104	2.27	154
S3	Home Sweet Home	26	1,669,947	1.27	62	1.36	107
S3	Pools & Patios	30	1,873,451	1.42	19	0.42	29
Country Comfort							
T2	Mayberry-ville	18	2,182,445	1.66	0	0.00	0
T2	Township Travelers	23	1,467,937	1.11	0	0.00	0
T2	Pickup Patriarchs	24	1,374,465	1.04	0	0.00	0
T2	Big Sky Families	27	3,321,573	2.52	0	0.00	0
T2	Country Casuals	28	2,468,201	1.87	0	0.00	0
T2	White Picket Fences	29	2,122,228	1.61	0	0.00	0
Middle America							
T3	Traditional Times	32	1,886,402	1.43	0	0.00	0
T3	Hometown Retired	38	1,876,186	1.42	0	0.00	0
T3	Kid Country, USA	39	1,543,124	1.17	0	0.00	0
T3	Country Strong	44	4,386,229	3.33	0	0.00	0
T3	Heartlanders	46	1,696,026	1.29	0	0.00	0
T3	Campers & Camo	51	2,494,414	1.89	0	0.00	0
T3	Simple Pleasures	52	1,716,170	1.30	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,171,444	2.41	545	11.92	495
C1	Second City Startups	33	1,290,034	0.98	31	0.68	69
C1	Bright Lights, Lil' City	37	1,815,961	1.38	80	1.75	127
Midtown Mix							
U2	Urban Elders	17	1,499,135	1.14	0	0.00	0
U2	Connected Bohemians	31	1,992,580	1.51	0	0.00	0
U2	Urban Achievers	35	1,686,871	1.28	0	0.00	0
U2	Aspiring A-Listers	40	1,447,563	1.10	0	0.00	0
Urban Cores							
U3	Multi-Culti Mosaic	42	2,169,173	1.65	0	0.00	0
U3	City Roots	43	1,492,122	1.13	0	0.00	0
U3	Urban Modern Mix	45	2,703,614	2.05	0	0.00	0
U3	Multi-Culti Families	56	1,513,786	1.15	0	0.00	0
U3	Low-Rise Living	63	2,706,808	2.05	0	0.00	0
City Centers							
C2	Striving Selfies	47	1,901,866	1.44	0	0.00	0
C2	Generation Web	48	2,245,577	1.70	97	2.12	124
C2	American Classics	49	2,182,678	1.66	121	2.65	160
C2	Lo-Tech Singles	53	1,837,481	1.40	20	0.44	31
C2	Struggling Singles	54	1,716,336	1.30	37	0.81	62
Inner Suburbs							
S4	Young & Influential	34	1,218,319	0.93	5	0.11	12
S4	Toolbelt Traditionalists	36	3,162,357	2.40	165	3.61	150
S4	Domestic Duos	41	1,244,116	0.94	201	4.40	466
S4	Metro Grads	50	1,862,479	1.41	61	1.33	94
Rustic Living							
T4	Red, White & Blue	55	1,891,827	1.44	0	0.00	0
T4	Back Country Folks	57	3,436,984	2.61	0	0.00	0
T4	Golden Ponds	58	2,602,991	1.98	0	0.00	0
T4	Small-Town Collegiates	60	1,355,489	1.03	0	0.00	0
T4	Crossroad Villagers	62	1,429,230	1.08	0	0.00	0
T4	Young & Rustic	65	2,759,315	2.09	0	0.00	0
T4	Bedrock America	68	1,347,689	1.02	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,908,478	1.45	0	0.00	0
C3	Second City Generations	61	1,402,502	1.06	34	0.74	70
C3	Family Thrifts	64	1,238,889	0.94	0	0.00	0
C3	New Beginnings	66	1,326,970	1.01	0	0.00	0
C3	Park Bench Seniors	67	1,218,511	0.93	6	0.13	14
	Total		131,761,051	100.00	4,572	100.00	100



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © Open StreetMap contributors, and the GIS User Community.

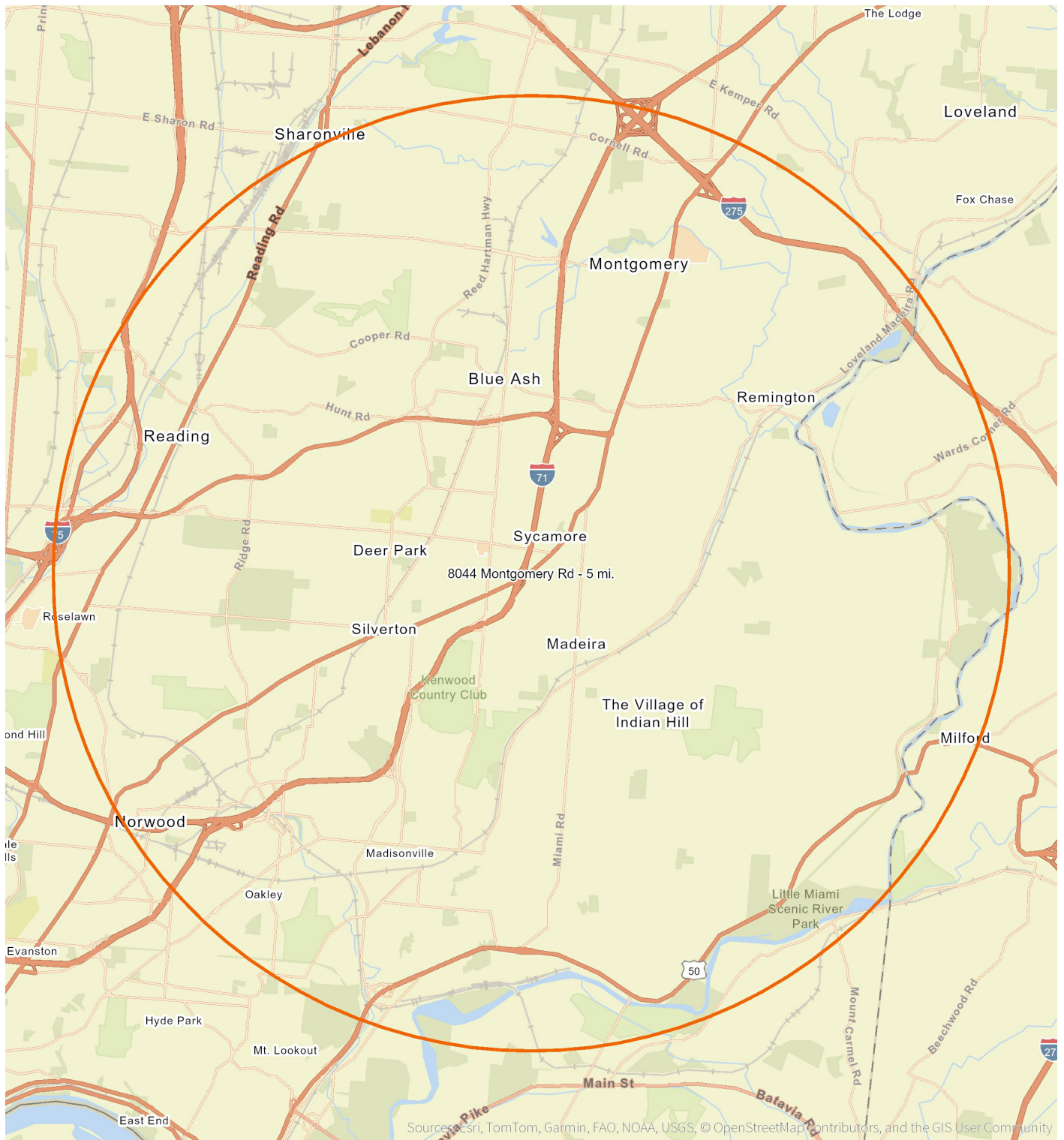
©2006-2026 TomTom

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,333,713	1.01	1,311	5.02	496
S1	Networked Neighbors	02	1,281,585	0.97	833	3.19	328
S1	Movers & Shakers	03	1,820,705	1.38	1,462	5.60	405
Urban Uptown							
U1	Young Digerati	04	1,893,748	1.44	0	0.00	0
U1	Money & Brains	07	1,810,416	1.37	0	0.00	0
U1	American Dreams	19	1,450,854	1.10	3	0.01	1
U1	The Cosmopolitans	21	1,444,281	1.10	1	0.00	0
The Affluentials							
S2	Winner's Circle	06	1,777,834	1.35	1,040	3.98	295
S2	Gray Power	08	1,479,094	1.12	1,244	4.77	425
S2	Executive Suites	10	1,688,062	1.28	1,698	6.51	508
S2	Cruisin' to Retirement	12	3,105,464	2.36	1,243	4.76	202
S2	Upward Bound	13	1,385,182	1.05	399	1.53	145
S2	Kids & Cul-de-Sacs	14	1,766,642	1.34	620	2.38	177
S2	Beltway Boomers	16	1,452,031	1.10	779	2.98	271
Landed Gentry							
T1	Country Squires	05	3,142,355	2.38	269	1.03	43
T1	Big Fish, Small Pond	09	2,190,271	1.66	194	0.74	45
T1	Fast-Track Families	11	2,488,170	1.89	0	0.00	0
T1	New Homesteaders	15	1,403,589	1.06	0	0.00	0
Middleburbs							
S3	Empty Nests	20	2,048,769	1.55	1,348	5.17	332
S3	Up-and-Comers	25	1,940,313	1.47	771	2.95	201
S3	Home Sweet Home	26	1,669,947	1.27	628	2.41	190
S3	Pools & Patios	30	1,873,451	1.42	348	1.33	94
Country Comfort							
T2	Mayberry-ville	18	2,182,445	1.66	0	0.00	0
T2	Township Travelers	23	1,467,937	1.11	9	0.03	3
T2	Pickup Patriarchs	24	1,374,465	1.04	0	0.00	0
T2	Big Sky Families	27	3,321,573	2.52	0	0.00	0
T2	Country Casuals	28	2,468,201	1.87	0	0.00	0
T2	White Picket Fences	29	2,122,228	1.61	10	0.04	2
Middle America							
T3	Traditional Times	32	1,886,402	1.43	28	0.11	7
T3	Hometown Retired	38	1,876,186	1.42	3	0.01	1
T3	Kid Country, USA	39	1,543,124	1.17	1	0.00	0
T3	Country Strong	44	4,386,229	3.33	0	0.00	0
T3	Heartlanders	46	1,696,026	1.29	0	0.00	0
T3	Campers & Camo	51	2,494,414	1.89	0	0.00	0
T3	Simple Pleasures	52	1,716,170	1.30	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,171,444	2.41	2,668	10.22	425
C1	Second City Startups	33	1,290,034	0.98	151	0.58	59
C1	Bright Lights, Lil' City	37	1,815,961	1.38	1,145	4.39	318
Midtown Mix							
U2	Urban Elders	17	1,499,135	1.14	0	0.00	0
U2	Connected Bohemians	31	1,992,580	1.51	2	0.01	1
U2	Urban Achievers	35	1,686,871	1.28	2	0.01	1
U2	Aspiring A-Listers	40	1,447,563	1.10	2	0.01	1
Urban Cores							
U3	Multi-Culti Mosaic	42	2,169,173	1.65	0	0.00	0
U3	City Roots	43	1,492,122	1.13	42	0.16	14
U3	Urban Modern Mix	45	2,703,614	2.05	167	0.64	31
U3	Multi-Culti Families	56	1,513,786	1.15	0	0.00	0
U3	Low-Rise Living	63	2,706,808	2.05	15	0.06	3
City Centers							
C2	Striving Selfies	47	1,901,866	1.44	16	0.06	4
C2	Generation Web	48	2,245,577	1.70	1,895	7.26	426
C2	American Classics	49	2,182,678	1.66	1,153	4.42	267
C2	Lo-Tech Singles	53	1,837,481	1.40	401	1.54	110
C2	Struggling Singles	54	1,716,336	1.30	835	3.20	246
Inner Suburbs							
S4	Young & Influential	34	1,218,319	0.93	9	0.03	4
S4	Toolbelt Traditionalists	36	3,162,357	2.40	1,083	4.15	173
S4	Domestic Duos	41	1,244,116	0.94	627	2.40	254
S4	Metro Grads	50	1,862,479	1.41	825	3.16	224
Rustic Living							
T4	Red, White & Blue	55	1,891,827	1.44	0	0.00	0
T4	Back Country Folks	57	3,436,984	2.61	0	0.00	0
T4	Golden Ponds	58	2,602,991	1.98	5	0.02	1
T4	Small-Town Collegiates	60	1,355,489	1.03	15	0.06	6
T4	Crossroad Villagers	62	1,429,230	1.08	1	0.00	0
T4	Young & Rustic	65	2,759,315	2.09	0	0.00	0
T4	Bedrock America	68	1,347,689	1.02	0	0.00	0
Micro-City Mix							
C3	New Melting Pot	59	1,908,478	1.45	242	0.93	64
C3	Second City Generations	61	1,402,502	1.06	171	0.66	62
C3	Family Thrifts	64	1,238,889	0.94	0	0.00	0
C3	New Beginnings	66	1,326,970	1.01	0	0.00	0
C3	Park Bench Seniors	67	1,218,511	0.93	385	1.48	160
	Total		131,761,051	100.00	26,099	100.00	100



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community
©2006-2026 TomTom

SG	Segment Name	Segment Code	Base Count	% Comp	Count	% Comp	Index
Elite Suburbs							
S1	Upper Crust	01	1,333,713	1.01	2,313	3.25	321
S1	Networked Neighbors	02	1,281,585	0.97	1,504	2.12	218
S1	Movers & Shakers	03	1,820,705	1.38	2,983	4.20	304
Urban Uptown							
U1	Young Digerati	04	1,893,748	1.44	961	1.35	94
U1	Money & Brains	07	1,810,416	1.37	287	0.40	29
U1	American Dreams	19	1,450,854	1.10	459	0.65	59
U1	The Cosmopolitans	21	1,444,281	1.10	1,888	2.66	242
The Affluentials							
S2	Winner's Circle	06	1,777,834	1.35	1,449	2.04	151
S2	Gray Power	08	1,479,094	1.12	2,520	3.54	316
S2	Executive Suites	10	1,688,062	1.28	3,595	5.06	395
S2	Cruisin' to Retirement	12	3,105,464	2.36	1,909	2.69	114
S2	Upward Bound	13	1,385,182	1.05	1,289	1.81	172
S2	Kids & Cul-de-Sacs	14	1,766,642	1.34	1,164	1.64	122
S2	Beltway Boomers	16	1,452,031	1.10	1,424	2.00	182
Landed Gentry							
T1	Country Squires	05	3,142,355	2.38	1,959	2.76	116
T1	Big Fish, Small Pond	09	2,190,271	1.66	1,018	1.43	86
T1	Fast-Track Families	11	2,488,170	1.89	0	0.00	0
T1	New Homesteaders	15	1,403,589	1.06	348	0.49	46
Middleburbs							
S3	Empty Nests	20	2,048,769	1.55	1,808	2.54	164
S3	Up-and-Comers	25	1,940,313	1.47	1,672	2.35	160
S3	Home Sweet Home	26	1,669,947	1.27	907	1.28	101
S3	Pools & Patios	30	1,873,451	1.42	594	0.84	59
Country Comfort							
T2	Mayberry-ville	18	2,182,445	1.66	0	0.00	0
T2	Township Travelers	23	1,467,937	1.11	155	0.22	20
T2	Pickup Patriarchs	24	1,374,465	1.04	366	0.52	49
T2	Big Sky Families	27	3,321,573	2.52	0	0.00	0
T2	Country Casuals	28	2,468,201	1.87	0	0.00	0
T2	White Picket Fences	29	2,122,228	1.61	109	0.15	10
Middle America							
T3	Traditional Times	32	1,886,402	1.43	512	0.72	50
T3	Hometown Retired	38	1,876,186	1.42	186	0.26	18
T3	Kid Country, USA	39	1,543,124	1.17	271	0.38	33
T3	Country Strong	44	4,386,229	3.33	0	0.00	0
T3	Heartlanders	46	1,696,026	1.29	0	0.00	0
T3	Campers & Camo	51	2,494,414	1.89	316	0.45	23
T3	Simple Pleasures	52	1,716,170	1.30	0	0.00	0
Second City Society							
C1	Middleburg Managers	22	3,171,444	2.41	4,051	5.70	237
C1	Second City Startups	33	1,290,034	0.98	264	0.37	38
C1	Bright Lights, Lil' City	37	1,815,961	1.38	1,974	2.78	201
Midtown Mix							
U2	Urban Elders	17	1,499,135	1.14	282	0.40	35
U2	Connected Bohemians	31	1,992,580	1.51	1,654	2.33	154
U2	Urban Achievers	35	1,686,871	1.28	2,352	3.31	258
U2	Aspiring A-Listers	40	1,447,563	1.10	1,307	1.84	167
Urban Cores							
U3	Multi-Culti Mosaic	42	2,169,173	1.65	0	0.00	0
U3	City Roots	43	1,492,122	1.13	679	0.95	84
U3	Urban Modern Mix	45	2,703,614	2.05	959	1.35	66
U3	Multi-Culti Families	56	1,513,786	1.15	0	0.00	0
U3	Low-Rise Living	63	2,706,808	2.05	607	0.85	42
City Centers							
C2	Striving Selfies	47	1,901,866	1.44	802	1.13	78
C2	Generation Web	48	2,245,577	1.70	3,879	5.46	320
C2	American Classics	49	2,182,678	1.66	2,881	4.05	245
C2	Lo-Tech Singles	53	1,837,481	1.40	1,629	2.29	164
C2	Struggling Singles	54	1,716,336	1.30	1,630	2.29	176
Inner Suburbs							
S4	Young & Influential	34	1,218,319	0.93	515	0.72	78
S4	Toolbelt Traditionalists	36	3,162,357	2.40	2,053	2.89	120
S4	Domestic Duos	41	1,244,116	0.94	1,029	1.45	153
S4	Metro Grads	50	1,862,479	1.41	1,998	2.81	199
Rustic Living							
T4	Red, White & Blue	55	1,891,827	1.44	0	0.00	0
T4	Back Country Folks	57	3,436,984	2.61	0	0.00	0
T4	Golden Ponds	58	2,602,991	1.98	466	0.66	33
T4	Small-Town Collegiates	60	1,355,489	1.03	262	0.37	36
T4	Crossroad Villagers	62	1,429,230	1.08	538	0.76	70
T4	Young & Rustic	65	2,759,315	2.09	0	0.00	0
T4	Bedrock America	68	1,347,689	1.02	63	0.09	9
Micro-City Mix							
C3	New Melting Pot	59	1,908,478	1.45	1,297	1.82	126
C3	Second City Generations	61	1,402,502	1.06	307	0.43	41
C3	Family Thrifts	64	1,238,889	0.94	750	1.05	112
C3	New Beginnings	66	1,326,970	1.01	797	1.12	111
C3	Park Bench Seniors	67	1,218,511	0.93	2,092	2.94	318
	Total		131,761,051	100.00	71,083	100.00	100



Report Details

Name: PRIZM® Premier Social Segment Distribution 2026
Date / Time: 3/5/2026 10:58:47 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
Claritas PRIZM® Premier - 2026 Distributions and 2031 Projections	Claritas	© 2026 Claritas, LLC. All Rights Reserved. PRIZM is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)

Segmentation System

Product	Provider	Copyright
Claritas PRIZM® Premier	Claritas	©Claritas, LLC 2026 (https://claritas.easpotlight.com/Spotlight/About)
