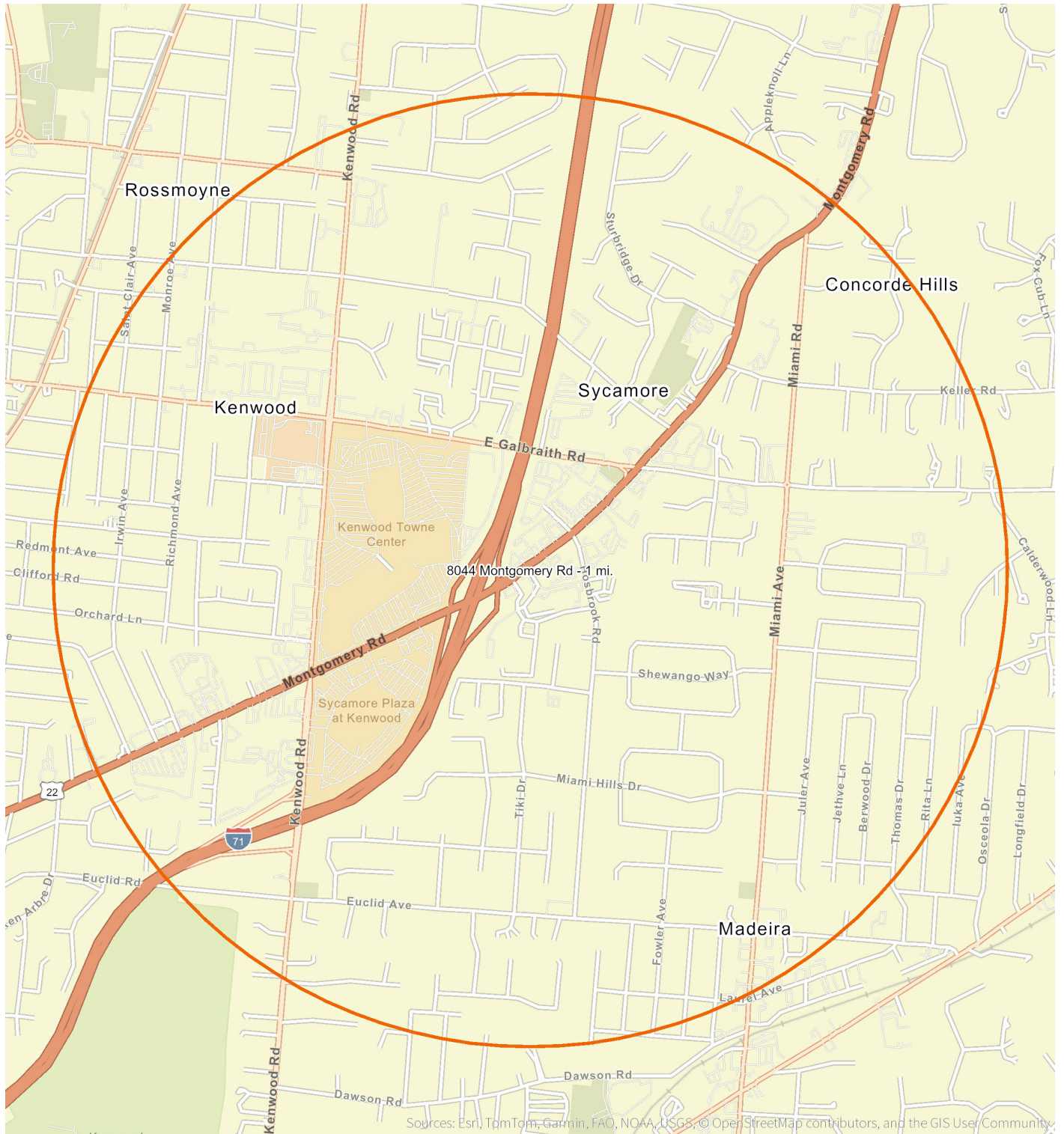


Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,100,323	1.59	68	1.49	93
02	Business Class	2,574,962	1.95	46	1.01	51
03	Power Couples	1,950,723	1.48	494	10.80	730
04	Golden Agers	1,390,601	1.05	185	4.05	383
05	Capital Accumulators	1,432,864	1.09	162	3.54	326
06	Big Spenders	2,110,030	1.60	374	8.18	511
07	IRA Enthusiast	2,425,674	1.84	206	4.51	245
08	Savvy Savers	1,538,147	1.17	56	1.23	105
09	Booming Nests	2,652,369	2.01	176	3.85	191
10	Leasing Luxury	3,120,615	2.37	206	4.51	190
11	McMansions & Merriment	1,846,935	1.40	10	0.22	16
12	New Money	1,409,531	1.07	2	0.04	4
13	Ready, Set, Retire!	2,171,069	1.65	266	5.82	353
14	School Daze	2,148,536	1.63	212	4.64	284
15	Family Funding	1,617,830	1.23	425	9.30	757
16	Equity Earners	2,087,044	1.58	66	1.44	91
17	Leisure Land	2,216,714	1.68	117	2.56	152
18	Leveraged Life	2,250,017	1.71	31	0.68	40
19	Fiscal Rookies	2,136,587	1.62	64	1.40	86
20	Home Sweet Equity	2,533,955	1.92	99	2.17	113
21	Comfortably Retired	2,131,095	1.62	77	1.68	104
22	Early-Bird Specials	1,700,586	1.29	27	0.59	46
23	Value Seekers	1,458,335	1.11	0	0.00	0
24	Work Hard, Play Hard	1,409,813	1.07	6	0.13	12
25	Annuity Street	1,342,305	1.02	122	2.67	262
26	Pensions & Ports	2,427,852	1.84	19	0.42	23
27	Khakis & Credit	1,681,095	1.28	76	1.66	130
28	Loan Rangers	1,824,237	1.39	162	3.54	256
29	ATM Nation	1,370,555	1.04	0	0.00	0
30	Daily Grinders	1,396,364	1.06	0	0.00	0
31	Online Living	1,548,045	1.18	50	1.09	93
32	Credit Country	2,075,580	1.57	59	1.29	82
33	Generation Save	2,510,661	1.91	69	1.51	79
34	Rocker & Recliner Retirees	1,750,507	1.33	31	0.68	51
35	Striving & Thriving	1,391,690	1.06	173	3.78	358
36	Rural Roots	1,910,961	1.45	32	0.70	48
37	Fiscally Fit Families	1,829,417	1.39	20	0.44	32
38	Nesters & Investors	1,393,743	1.06	4	0.09	8
39	New Tech Traders	1,953,853	1.48	8	0.17	12
40	Drive-Thru Debits	2,423,095	1.84	76	1.66	90
41	Fast Cash Families	1,604,581	1.22	0	0.00	0
42	Frugal Fledglings	2,988,218	2.27	91	1.99	88
43	Metropolitan Ease	2,006,106	1.52	0	0.00	0
44	Prudent Peak	3,295,084	2.50	32	0.70	28
45	Cash Back Consumers	1,586,746	1.20	34	0.74	62
46	Unwired Retired	4,561,776	3.46	14	0.31	9
47	Superstore Shoppers	3,739,866	2.84	47	1.03	36
48	Transient Leasers	2,213,994	1.68	9	0.20	12
49	Penny Pinchers	1,917,464	1.46	15	0.33	23
50	Starter Homes	1,632,834	1.24	13	0.28	23
51	Digital & Dollar Stores	1,356,885	1.03	0	0.00	0
52	Family Steals & Deals	2,855,195	2.17	0	0.00	0
53	Off-the-Grid Grays	2,143,932	1.63	3	0.07	4
54	Liquid Lessees	4,506,754	3.42	18	0.39	12
55	City Strivers	1,867,548	1.42	0	0.00	0
56	Fixed Finances	2,467,025	1.87	12	0.26	14
57	Minimum Way	1,942,747	1.47	0	0.00	0
58	Social Insecurity	3,352,325	2.54	8	0.17	7
59	Counting Coins	5,564,851	4.22	0	0.00	0
60	Foundational Occupant	2,912,805	2.21	0	0.00	0
	Total	131,761,051	100.00	4,572	100.00	100



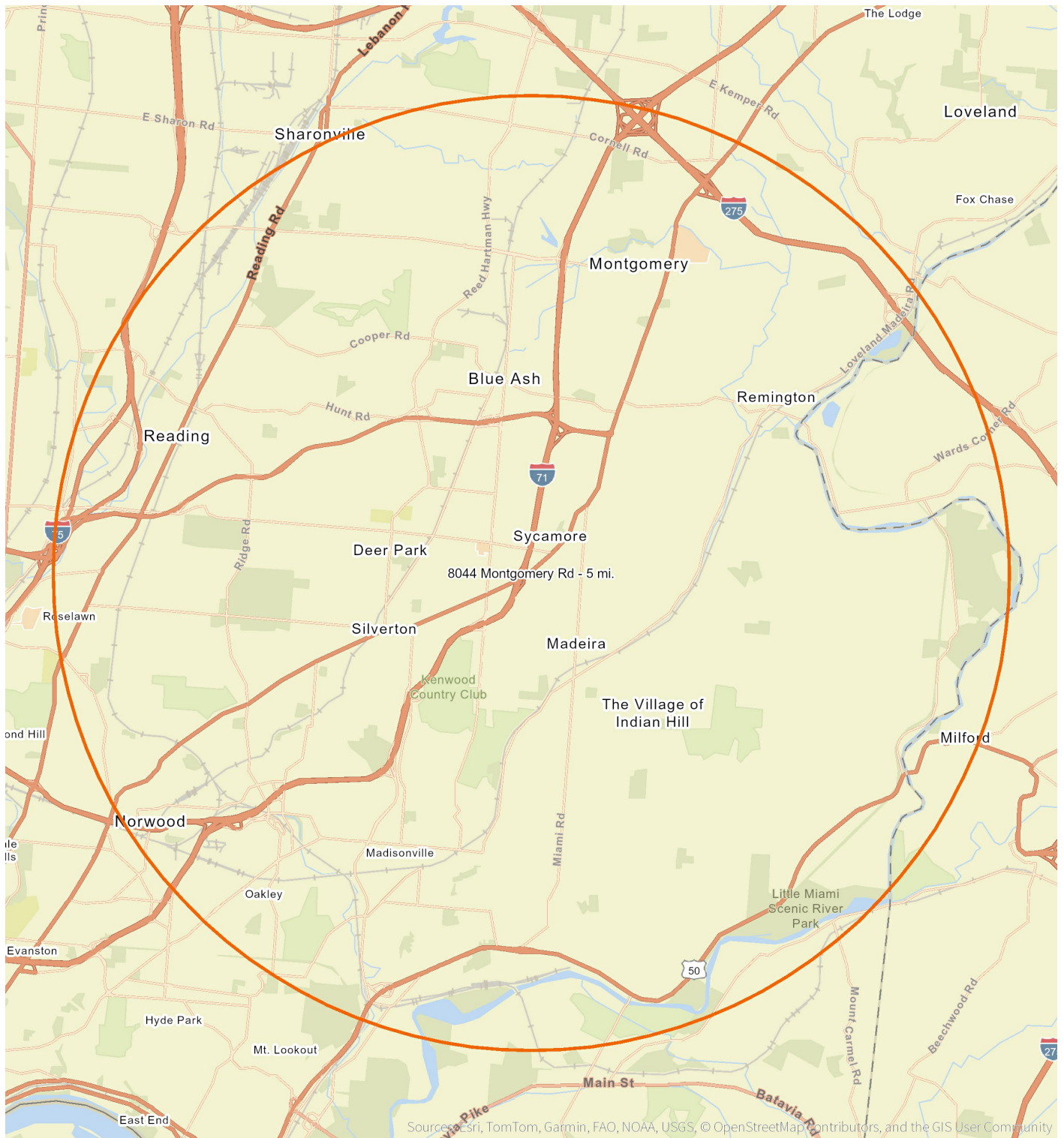
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Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,100,323	1.59	1,065	4.08	256
02	Business Class	2,574,962	1.95	733	2.81	144
03	Power Couples	1,950,723	1.48	2,014	7.72	521
04	Golden Agers	1,390,601	1.05	870	3.33	316
05	Capital Accumulators	1,432,864	1.09	590	2.26	208
06	Big Spenders	2,110,030	1.60	1,133	4.34	271
07	IRA Enthusiast	2,425,674	1.84	660	2.53	137
08	Savvy Savers	1,538,147	1.17	323	1.24	106
09	Booming Nests	2,652,369	2.01	714	2.74	136
10	Leasing Luxury	3,120,615	2.37	495	1.90	80
11	McMansions & Merriment	1,846,935	1.40	106	0.41	29
12	New Money	1,409,531	1.07	35	0.13	13
13	Ready, Set, Retire!	2,171,069	1.65	907	3.48	211
14	School Daze	2,148,536	1.63	455	1.74	107
15	Family Funding	1,617,830	1.23	1,076	4.12	336
16	Equity Earners	2,087,044	1.58	203	0.78	49
17	Leisure Land	2,216,714	1.68	468	1.79	107
18	Leveraged Life	2,250,017	1.71	201	0.77	45
19	Fiscal Rookies	2,136,587	1.62	274	1.05	65
20	Home Sweet Equity	2,533,955	1.92	1,120	4.29	223
21	Comfortably Retired	2,131,095	1.62	209	0.80	50
22	Early-Bird Specials	1,700,586	1.29	500	1.92	148
23	Value Seekers	1,458,335	1.11	0	0.00	0
24	Work Hard, Play Hard	1,409,813	1.07	219	0.84	78
25	Annuity Street	1,342,305	1.02	253	0.97	95
26	Pensions & Ports	2,427,852	1.84	85	0.33	18
27	Khakis & Credit	1,681,095	1.28	448	1.72	135
28	Loan Rangers	1,824,237	1.39	1,551	5.94	429
29	ATM Nation	1,370,555	1.04	158	0.60	58
30	Daily Grinders	1,396,364	1.06	0	0.00	0
31	Online Living	1,548,045	1.18	303	1.16	99
32	Credit Country	2,075,580	1.57	730	2.80	178
33	Generation Save	2,510,661	1.91	513	1.97	103
34	Rocker & Recliner Retirees	1,750,507	1.33	199	0.76	57
35	Striving & Thriving	1,391,690	1.06	320	1.23	116
36	Rural Roots	1,910,961	1.45	513	1.97	136
37	Fiscally Fit Families	1,829,417	1.39	260	1.00	72
38	Nesters & Investors	1,393,743	1.06	95	0.36	34
39	New Tech Traders	1,953,853	1.48	156	0.60	40
40	Drive-Thru Debits	2,423,095	1.84	353	1.35	74
41	Fast Cash Families	1,604,581	1.22	0	0.00	0
42	Frugal Fledglings	2,988,218	2.27	1,033	3.96	175
43	Metropolitan Ease	2,006,106	1.52	61	0.23	15
44	Prudent Peak	3,295,084	2.50	536	2.05	82
45	Cash Back Consumers	1,586,746	1.20	367	1.41	117
46	Unwired Retired	4,561,776	3.46	179	0.69	20
47	Superstore Shoppers	3,739,866	2.84	535	2.05	72
48	Transient Leasers	2,213,994	1.68	244	0.94	56
49	Penny Pinchers	1,917,464	1.46	384	1.47	101
50	Starter Homes	1,632,834	1.24	257	0.98	79
51	Digital & Dollar Stores	1,356,885	1.03	30	0.12	11
52	Family Steals & Deals	2,855,195	2.17	136	0.52	24
53	Off-the-Grid Grays	2,143,932	1.63	68	0.26	16
54	Liquid Lessees	4,506,754	3.42	732	2.81	82
55	City Strivers	1,867,548	1.42	0	0.00	0
56	Fixed Finances	2,467,025	1.87	108	0.41	22
57	Minimum Way	1,942,747	1.47	10	0.04	3
58	Social Insecurity	3,352,325	2.54	481	1.84	72
59	Counting Coins	5,564,851	4.22	426	1.63	39
60	Foundational Occupant	2,912,805	2.21	204	0.78	35
	Total	131,761,051	100.00	26,098	100.00	100



Segment Code	Segment Name	Base Count	% Comp	Count	% Comp	Index
01	The Wealth Market	2,100,323	1.59	2,053	2.89	181
02	Business Class	2,574,962	1.95	1,478	2.08	106
03	Power Couples	1,950,723	1.48	4,451	6.26	423
04	Golden Agers	1,390,601	1.05	1,761	2.48	235
05	Capital Accumulators	1,432,864	1.09	1,260	1.77	163
06	Big Spenders	2,110,030	1.60	2,656	3.74	233
07	IRA Enthusiast	2,425,674	1.84	1,241	1.75	95
08	Savvy Savers	1,538,147	1.17	788	1.11	95
09	Booming Nests	2,652,369	2.01	935	1.31	65
10	Leasing Luxury	3,120,615	2.37	1,169	1.65	69
11	McMansions & Merriment	1,846,935	1.40	403	0.57	40
12	New Money	1,409,531	1.07	110	0.15	14
13	Ready, Set, Retire!	2,171,069	1.65	1,824	2.57	156
14	School Daze	2,148,536	1.63	844	1.19	73
15	Family Funding	1,617,830	1.23	3,376	4.75	387
16	Equity Earners	2,087,044	1.58	401	0.56	36
17	Leisure Land	2,216,714	1.68	885	1.25	74
18	Leveraged Life	2,250,017	1.71	320	0.45	26
19	Fiscal Rookies	2,136,587	1.62	508	0.71	44
20	Home Sweet Equity	2,533,955	1.92	2,084	2.93	152
21	Comfortably Retired	2,131,095	1.62	556	0.78	48
22	Early-Bird Specials	1,700,586	1.29	1,004	1.41	109
23	Value Seekers	1,458,335	1.11	3	0.00	0
24	Work Hard, Play Hard	1,409,813	1.07	659	0.93	87
25	Annuity Street	1,342,305	1.02	348	0.49	48
26	Pensions & Ports	2,427,852	1.84	132	0.19	10
27	Khakis & Credit	1,681,095	1.28	903	1.27	100
28	Loan Rangers	1,824,237	1.39	3,233	4.55	329
29	ATM Nation	1,370,555	1.04	476	0.67	64
30	Daily Grinders	1,396,364	1.06	16	0.02	2
31	Online Living	1,548,045	1.18	970	1.36	116
32	Credit Country	2,075,580	1.57	1,777	2.50	159
33	Generation Save	2,510,661	1.91	1,324	1.86	98
34	Rocker & Recliner Retirees	1,750,507	1.33	499	0.70	53
35	Striving & Thriving	1,391,690	1.06	1,953	2.75	260
36	Rural Roots	1,910,961	1.45	1,330	1.87	129
37	Fiscally Fit Families	1,829,417	1.39	743	1.04	75
38	Nesters & Investors	1,393,743	1.06	266	0.37	35
39	New Tech Traders	1,953,853	1.48	782	1.10	74
40	Drive-Thru Debits	2,423,095	1.84	1,095	1.54	84
41	Fast Cash Families	1,604,581	1.22	66	0.09	8
42	Frugal Fledglings	2,988,218	2.27	5,025	7.07	312
43	Metropolitan Ease	2,006,106	1.52	527	0.74	49
44	Prudent Peak	3,295,084	2.50	1,146	1.61	64
45	Cash Back Consumers	1,586,746	1.20	868	1.22	101
46	Unwired Retired	4,561,776	3.46	947	1.33	38
47	Superstore Shoppers	3,739,866	2.84	1,464	2.06	73
48	Transient Leasers	2,213,994	1.68	967	1.36	81
49	Penny Pinchers	1,917,464	1.46	1,456	2.05	141
50	Starter Homes	1,632,834	1.24	724	1.02	82
51	Digital & Dollar Stores	1,356,885	1.03	232	0.33	32
52	Family Steals & Deals	2,855,195	2.17	573	0.81	37
53	Off-the-Grid Grays	2,143,932	1.63	186	0.26	16
54	Liquid Lessees	4,506,754	3.42	3,138	4.42	129
55	City Strivers	1,867,548	1.42	0	0.00	0
56	Fixed Finances	2,467,025	1.87	340	0.48	26
57	Minimum Way	1,942,747	1.47	67	0.09	6
58	Social Insecurity	3,352,325	2.54	1,675	2.36	93
59	Counting Coins	5,564,851	4.22	2,628	3.70	88
60	Foundational Occupant	2,912,805	2.21	2,433	3.42	155
	Total	131,761,051	100.00	71,078	100.00	100



Report Details

Name: P\$YCLE® Premier Household Segment Distribution 2026
Date / Time: 3/5/2026 11:00:32 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

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