

Top 5 segments represent **28.2%** of households in SPOTLIGHT - 10 mi Radius



Rank: 1
 Hhlds: 15,027
 Hhld %: 8.29
 % in Benchmark: 2.44
 Index: **339**

Middleburg Managers arose when empty nesters settled in satellite communities, which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle class with solid white-collar jobs or comfortable retirements. In their older homes, they enjoy reading and needlecrafts, while time outside the home is spent at club activities and cultural events.



Rank: 2
 Hhlds: 10,825
 Hhld %: 5.97
 % in Benchmark: 2.44
 Index: **245**

Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and are frequent QVC and HSN shoppers.



Rank: 3
 Hhlds: 9,240
 Hhld %: 5.09
 % in Benchmark: 1.39
 Index: **367**

Not all of America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, college educated, middle-aged couples settled in the nation's satellite cities and suburbs. Despite living further out from the urban downtowns, they still like to go out on the town with frequent meals out and karaoke evenings.



Rank: 4
 Hhlds: 9,134
 Hhld %: 5.04
 % in Benchmark: 2.40
 Index: **210**

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 vacation often, watch golf on television, and listen to talk radio.



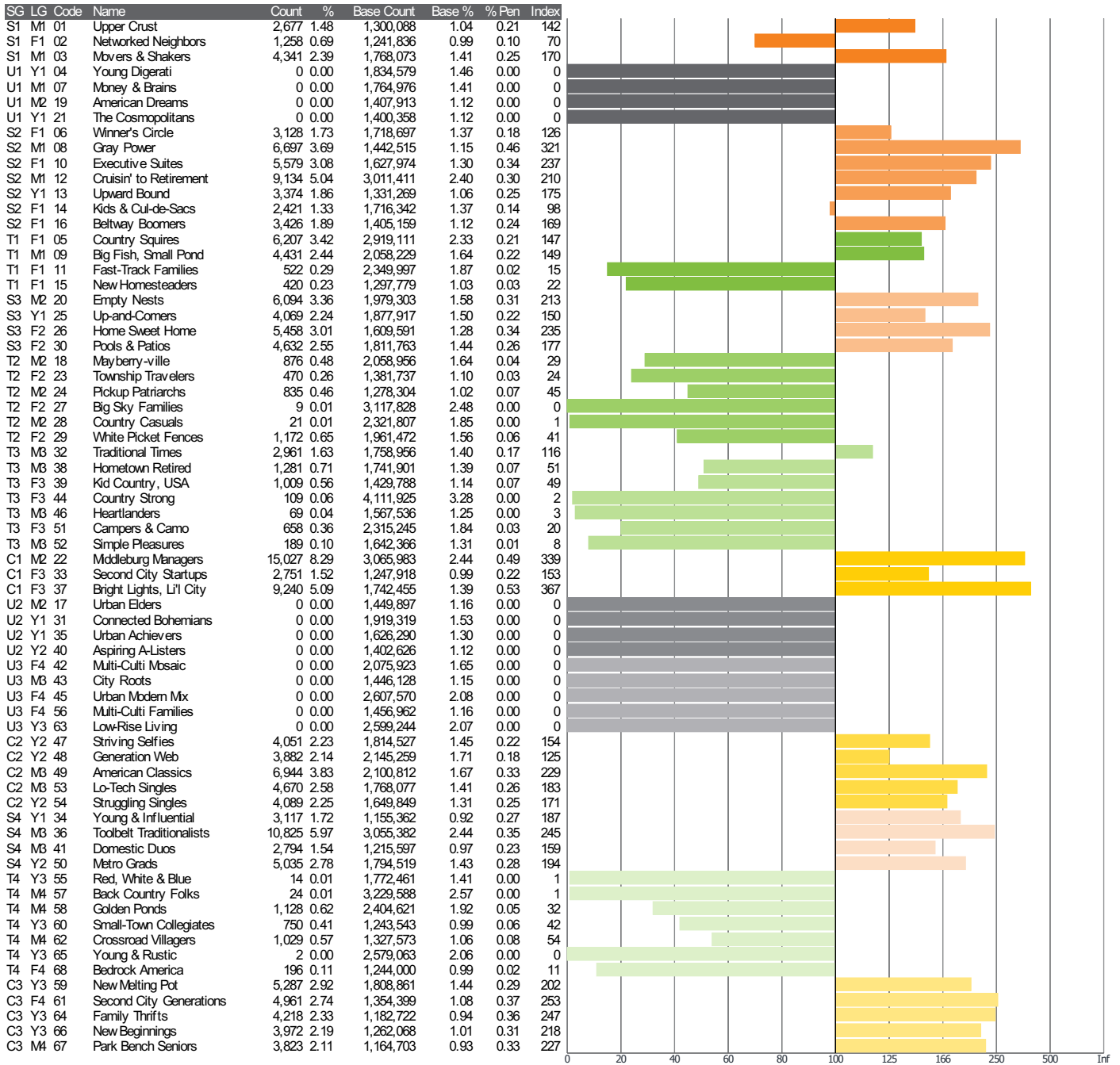
Rank: 5
 Hhlds: 6,944
 Hhld %: 3.83
 % in Benchmark: 1.67
 Index: **229**

They may be older and retired, but the residents of American Classics are still living the American Dream of home ownership. Homeowners living a comfortable lifestyle, these couples are below average in their technology use, preferring to find their entertainment outside of the home.

Benchmark: USA

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<https://beta.environicsanalytics.ca/Spotlight/About/3/2020>

Index Colors:	<80	80 - 110	110+
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Report Details

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Trade Area

Name	Level	Geographies
SPOTLIGHT - 10 mi Radius	10 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Claritas PRIZM® Premier - 2020 Distributions and 2025 Projections	Claritas	©Claritas, LLC 2019

Segmentation System

Product	Provider	Copyright
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