

ConneXions Lifestage Group Distribution 2011

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	05	You & I Tunes	2224	12.59%	2210027	1.89%	665.6
Y1	07	Generation WiFi	5968	33.78%	2180687	1.87%	1,810.1
Y1	12	Satellites & Silos	0	0.00%	2513590	2.15%	0.0
Y1	14	The Pragmatics	1406	7.96%	1915084	1.64%	485.6
Y1	17	Time Shifters	1106	6.26%	1728380	1.48%	423.2
Y1		Young & Wireless	10704	60.58%	10547768	9.03%	671.2
Y2	18	New Technorati	456	2.58%	2457482	2.10%	122.7
Y2	29	IM Nation	0	0.00%	2100001	1.80%	0.0
Y2	30	Techs and the City	189	1.07%	2915406	2.49%	42.9
Y2	31	Plug & Play	135	0.76%	2250510	1.93%	39.7
Y2	33	Digital Dreamers	53	0.30%	3354355	2.87%	10.5
Y2	34	Gearing Up	7	0.04%	1948122	1.67%	2.4
Y2		Emerging Techies	840	4.75%	15025876	12.86%	37.0
Y3	37	Techtown Lites	0	0.00%	1757954	1.50%	0.0
Y3	38	New Kids on the Grid	0	0.00%	1521869	1.30%	0.0
Y3	40	Low-Tech Country	0	0.00%	1643008	1.41%	0.0
Y3		Young Startups	0	0.00%	4922831	4.21%	0.0

ConneXions Lifestage Group Distribution 2011

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	01	Technovators	3	0.02%	1978083	1.69%	1.0
F1	02	Plugged-In Families	0	0.00%	2268258	1.94%	0.0
F1	03	Tech Nests	0	0.00%	1732349	1.48%	0.0
F1	04	Connected Country	0	0.00%	1714129	1.47%	0.0
F1	06	High-Tech Society	17	0.10%	1667390	1.43%	6.7
F1		Early-Adopting Elite	20	0.11%	9360209	8.01%	1.4
F2	08	Calling Circles	10	0.06%	1601293	1.37%	4.1
F2	09	Dish Country	0	0.00%	1499998	1.28%	0.0
F2	10	Smart Gamers	0	0.00%	1548515	1.33%	0.0
F2	15	Bundled Burbs	0	0.00%	1361395	1.16%	0.0
F2	16	Kids & Keyboards	2	0.01%	2267167	1.94%	0.6
F2		Suburban Spenders	12	0.07%	8278368	7.08%	1.0
F3	19	Gadgets Galore	7	0.04%	1552347	1.33%	3.0
F3	21	Multimedia Families	0	0.00%	1687378	1.44%	0.0
F3	23	Cyber Strivers	0	0.00%	1381679	1.18%	0.0
F3	27	Video Vistas	0	0.00%	1446129	1.24%	0.0
F3	28	Big City, Small Tech	5	0.03%	1654143	1.42%	2.0
F3	32	Family Dishes	0	0.00%	3385581	2.90%	0.0
F3	39	Video Homebodies	0	0.00%	1604920	1.37%	0.0
F3		Frugal Folks	12	0.07%	12712177	10.88%	0.6
F4	11	WiFi Warriors	2087	11.81%	1917345	1.64%	719.9
F4	13	Cyber Sophisticates	1662	9.41%	2090221	1.79%	525.9
F4		Wireless White-Collars	3749	21.22%	4007566	3.43%	618.7

ConneXions Lifestage Group Distribution 2011

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	20	Cinemaniacs	300	1.70%	2240543	1.92%	88.6
M1	22	Analoggers	298	1.69%	2388054	2.04%	82.5
M1	24	Internet Hinterlands	0	0.00%	2182659	1.87%	0.0
M1	25	Low-Speed Boomers	870	4.92%	2407274	2.06%	239.0
M1	26	Rural Transmissions	0	0.00%	2383647	2.04%	0.0
M1	35	Broadband Boulevards	159	0.90%	2306518	1.97%	45.6
M1	36	Opting Out	43	0.24%	2045812	1.75%	13.9
M1		Mature Mid-Techs	1670	9.45%	15954507	13.65%	69.2
M2	41	Antenna Land	64	0.36%	4068578	3.48%	10.4
M2	42	Tech Skeptics	206	1.17%	2496532	2.14%	54.6
M2	43	Bucolic Basics	0	0.00%	2656001	2.27%	0.0
M2	44	Leisurely Adopters	15	0.08%	2422567	2.07%	4.1
M2	45	Landline Living	0	0.00%	1647558	1.41%	0.0
M2	46	Old-Time Media	256	1.45%	2690709	2.30%	62.9
M2	47	Discounts & Deals	0	0.00%	1390135	1.19%	0.0
M2	48	Dial-Up Duos	43	0.24%	2731276	2.34%	10.4
M2	49	Satellite Seniors	0	0.00%	1458686	1.25%	0.0
M2		Offline Seniors	584	3.31%	21562042	18.45%	17.9
M3	50	Early-Bird TV	66	0.37%	2703048	2.31%	16.1
M3	51	Tech-Free Frontier	0	0.00%	3571237	3.06%	0.0
M3	52	The Unconnected	2	0.01%	4343245	3.72%	0.3
M3	53	Last to Adopt	7	0.04%	3873516	3.31%	1.2
M3		Elderly Traditionalists	75	0.42%	14491046	12.40%	3.4
Totals			17666	99.98%	116862390	100.00%	100.0

ConneXions Lifestage Group Distribution 2011

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	05	You & I Tunes	14338	10.07%	2210027	1.89%	532.5
Y1	07	Generation WiFi	28516	20.03%	2180687	1.87%	1,073.3
Y1	12	Satellites & Silos	0	0.00%	2513590	2.15%	0.0
Y1	14	The Pragmatics	12540	8.81%	1915084	1.64%	537.5
Y1	17	Time Shifters	5744	4.03%	1728380	1.48%	272.8
Y1		Young & Wireless	61138	42.94%	10547768	9.03%	475.8
Y2	18	New Technorati	4661	3.27%	2457482	2.10%	155.7
Y2	29	IM Nation	17	0.01%	2100001	1.80%	0.7
Y2	30	Techs and the City	5794	4.07%	2915406	2.49%	163.1
Y2	31	Plug & Play	2488	1.75%	2250510	1.93%	90.7
Y2	33	Digital Dreamers	1326	0.93%	3354355	2.87%	32.4
Y2	34	Gearing Up	841	0.59%	1948122	1.67%	35.4
Y2		Emerging Techies	15127	10.62%	15025876	12.86%	82.6
Y3	37	Techtown Lites	64	0.04%	1757954	1.50%	3.0
Y3	38	New Kids on the Grid	844	0.59%	1521869	1.30%	45.5
Y3	40	Low-Tech Country	0	0.00%	1643008	1.41%	0.0
Y3		Young Startups	908	0.64%	4922831	4.21%	15.1

ConneXions Lifestage Group Distribution 2011

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	01	Technovators	644	0.45%	1978083	1.69%	26.7
F1	02	Plugged-In Families	299	0.21%	2268258	1.94%	10.8
F1	03	Tech Nests	52	0.04%	1732349	1.48%	2.5
F1	04	Connected Country	0	0.00%	1714129	1.47%	0.0
F1	06	High-Tech Society	1156	0.81%	1667390	1.43%	56.9
F1		Early-Adopting Elite	2151	1.51%	9360209	8.01%	18.9
F2	08	Calling Circles	940	0.66%	1601293	1.37%	48.2
F2	09	Dish Country	0	0.00%	1499998	1.28%	0.0
F2	10	Smart Gamers	227	0.16%	1548515	1.33%	12.0
F2	15	Bundled Burbs	89	0.06%	1361395	1.16%	5.4
F2	16	Kids & Keyboards	146	0.10%	2267167	1.94%	5.3
F2		Suburban Spenders	1402	0.98%	8278368	7.08%	13.9
F3	19	Gadgets Galore	253	0.18%	1552347	1.33%	13.4
F3	21	Multimedia Families	50	0.04%	1687378	1.44%	2.4
F3	23	Cyber Strivers	32	0.02%	1381679	1.18%	1.9
F3	27	Video Vistas	0	0.00%	1446129	1.24%	0.0
F3	28	Big City, Small Tech	34	0.02%	1654143	1.42%	1.7
F3	32	Family Dishes	0	0.00%	3385581	2.90%	0.0
F3	39	Video Homebodies	173	0.12%	1604920	1.37%	8.8
F3		Frugal Folks	542	0.38%	12712177	10.88%	3.5
F4	11	WiFi Warriors	16059	11.28%	1917345	1.64%	687.5
F4	13	Cyber Sophisticates	16738	11.76%	2090221	1.79%	657.3
F4		Wireless White-Collars	32797	23.04%	4007566	3.43%	671.7

ConneXions Lifestage Group Distribution 2011

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	20	Cinemaniacs	2806	1.97%	2240543	1.92%	102.8
M1	22	Analoggers	7879	5.53%	2388054	2.04%	270.8
M1	24	Internet Hinterlands	0	0.00%	2182659	1.87%	0.0
M1	25	Low-Speed Boomers	4010	2.82%	2407274	2.06%	136.7
M1	26	Rural Transmissions	0	0.00%	2383647	2.04%	0.0
M1	35	Broadband Boulevards	2234	1.57%	2306518	1.97%	79.5
M1	36	Opting Out	572	0.40%	2045812	1.75%	22.9
M1		Mature Mid-Techs	17501	12.29%	15954507	13.65%	90.0
M2	41	Antenna Land	1031	0.72%	4068578	3.48%	20.8
M2	42	Tech Skeptics	1702	1.20%	2496532	2.14%	56.0
M2	43	Bucolic Basics	0	0.00%	2656001	2.27%	0.0
M2	44	Leisurely Adopters	709	0.50%	2422567	2.07%	24.0
M2	45	Landline Living	0	0.00%	1647558	1.41%	0.0
M2	46	Old-Time Media	3684	2.59%	2690709	2.30%	112.4
M2	47	Discounts & Deals	98	0.07%	1390135	1.19%	5.8
M2	48	Dial-Up Duos	673	0.47%	2731276	2.34%	20.2
M2	49	Satellite Seniors	0	0.00%	1458686	1.25%	0.0
M2		Offline Seniors	7897	5.55%	21562042	18.45%	30.1
M3	50	Early-Bird TV	1446	1.02%	2703048	2.31%	43.9
M3	51	Tech-Free Frontier	0	0.00%	3571237	3.06%	0.0
M3	52	The Unconnected	846	0.59%	4343245	3.72%	16.0
M3	53	Last to Adopt	624	0.44%	3873516	3.31%	13.2
M3		Elderly Traditionalists	2916	2.05%	14491046	12.40%	16.5
Totals			142379	100.00%	116862390	100.00%	100.0

ConneXions Lifestage Group Distribution 2011

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	05	You & I Tunes	21446	6.69%	2210027	1.89%	353.7
Y1	07	Generation WiFi	40174	12.53%	2180687	1.87%	671.5
Y1	12	Satellites & Silos	0	0.00%	2513590	2.15%	0.0
Y1	14	The Pragmatics	22853	7.13%	1915084	1.64%	435.0
Y1	17	Time Shifters	11453	3.57%	1728380	1.48%	241.5
Y1		Young & Wireless	95926	29.92%	10547768	9.03%	331.5
Y2	18	New Technorati	10925	3.41%	2457482	2.10%	162.0
Y2	29	IM Nation	816	0.25%	2100001	1.80%	14.2
Y2	30	Techs and the City	12617	3.94%	2915406	2.49%	157.7
Y2	31	Plug & Play	8672	2.70%	2250510	1.93%	140.5
Y2	33	Digital Dreamers	8858	2.76%	3354355	2.87%	96.3
Y2	34	Gearing Up	2658	0.83%	1948122	1.67%	49.7
Y2		Emerging Techies	44546	13.89%	15025876	12.86%	108.1
Y3	37	Techtown Lites	430	0.13%	1757954	1.50%	8.9
Y3	38	New Kids on the Grid	3292	1.03%	1521869	1.30%	78.8
Y3	40	Low-Tech Country	0	0.00%	1643008	1.41%	0.0
Y3		Young Startups	3722	1.16%	4922831	4.21%	27.6

ConneXions Lifestage Group Distribution 2011

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	01	Technovators	2940	0.92%	1978083	1.69%	54.2
F1	02	Plugged-In Families	1039	0.32%	2268258	1.94%	16.7
F1	03	Tech Nests	228	0.07%	1732349	1.48%	4.8
F1	04	Connected Country	0	0.00%	1714129	1.47%	0.0
F1	06	High-Tech Society	5938	1.85%	1667390	1.43%	129.8
F1		Early-Adopting Elite	10145	3.16%	9360209	8.01%	39.5
F2	08	Calling Circles	3157	0.98%	1601293	1.37%	71.9
F2	09	Dish Country	0	0.00%	1499998	1.28%	0.0
F2	10	Smart Gamers	674	0.21%	1548515	1.33%	15.9
F2	15	Bundled Burbs	293	0.09%	1361395	1.16%	7.8
F2	16	Kids & Keyboards	459	0.14%	2267167	1.94%	7.4
F2		Suburban Spenders	4583	1.43%	8278368	7.08%	20.2
F3	19	Gadgets Galore	954	0.30%	1552347	1.33%	22.4
F3	21	Multimedia Families	291	0.09%	1687378	1.44%	6.3
F3	23	Cyber Strivers	841	0.26%	1381679	1.18%	22.2
F3	27	Video Vistas	60	0.02%	1446129	1.24%	1.5
F3	28	Big City, Small Tech	514	0.16%	1654143	1.42%	11.3
F3	32	Family Dishes	0	0.00%	3385581	2.90%	0.0
F3	39	Video Homebodies	1708	0.53%	1604920	1.37%	38.8
F3		Frugal Folks	4368	1.36%	12712177	10.88%	12.5
F4	11	WiFi Warriors	27950	8.72%	1917345	1.64%	531.3
F4	13	Cyber Sophisticates	37135	11.58%	2090221	1.79%	647.6
F4		Wireless White-Collars	65085	20.30%	4007566	3.43%	592.0

ConneXions Lifestage Group Distribution 2011

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Group	ConneXions		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	20	Cinemaniacs	6300	1.96%	2240543	1.92%	102.5
M1	22	Analoggers	22148	6.91%	2388054	2.04%	338.1
M1	24	Internet Hinterlands	0	0.00%	2182659	1.87%	0.0
M1	25	Low-Speed Boomers	7708	2.40%	2407274	2.06%	116.7
M1	26	Rural Transmissions	0	0.00%	2383647	2.04%	0.0
M1	35	Broadband Boulevards	6551	2.04%	2306518	1.97%	103.5
M1	36	Opting Out	3392	1.06%	2045812	1.75%	60.4
M1		Mature Mid-Techs	46099	14.38%	15954507	13.65%	105.3
M2	41	Antenna Land	7385	2.30%	4068578	3.48%	66.2
M2	42	Tech Skeptics	5699	1.78%	2496532	2.14%	83.2
M2	43	Bucolic Basics	0	0.00%	2656001	2.27%	0.0
M2	44	Leisurely Adopters	4236	1.32%	2422567	2.07%	63.7
M2	45	Landline Living	305	0.10%	1647558	1.41%	6.7
M2	46	Old-Time Media	10048	3.13%	2690709	2.30%	136.1
M2	47	Discounts & Deals	903	0.28%	1390135	1.19%	23.7
M2	48	Dial-Up Duos	4030	1.26%	2731276	2.34%	53.8
M2	49	Satellite Seniors	0	0.00%	1458686	1.25%	0.0
M2		Offline Seniors	32606	10.17%	21562042	18.45%	55.1
M3	50	Early-Bird TV	4725	1.47%	2703048	2.31%	63.7
M3	51	Tech-Free Frontier	0	0.00%	3571237	3.06%	0.0
M3	52	The Unconnected	4771	1.49%	4343245	3.72%	40.0
M3	53	Last to Adopt	4035	1.26%	3873516	3.31%	38.0
M3		Elderly Traditionalists	13531	4.22%	14491046	12.40%	34.0
Totals			320611	100.00%	116862390	100.00%	100.0

The "Index" is defined as the ratio of the percent of Households for the segment in the report's geographic area compared to the percent of Households in the U.S. for the segment, times 100.

