

PRIZM Household Distribution 2010

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 0.50 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1775171	1.53%	0.0
02	Blue Blood Estates	0	0.00%	1131860	0.97%	0.0
03	Movers and Shakers	0	0.00%	1864599	1.61%	0.0
04	Young Digerati	2613	32.92%	1403157	1.21%	2,724.9
05	Country Squires	0	0.00%	2005091	1.73%	0.0
06	Winner's Circle	0	0.00%	1261540	1.09%	0.0
07	Money and Brains	1272	16.03%	2281156	1.96%	815.9
08	Executive Suites	0	0.00%	1060912	0.91%	0.0
09	Big Fish, Small Pond	0	0.00%	2492753	2.15%	0.0
10	Second City Elite	0	0.00%	1454335	1.25%	0.0
11	God's Country	0	0.00%	1689583	1.45%	0.0
12	Brite Lites, Li'l City	0	0.00%	1836440	1.58%	0.0
13	Upward Bound	0	0.00%	1957492	1.69%	0.0
14	New Empty Nests	0	0.00%	1243807	1.07%	0.0
15	Pools and Patios	0	0.00%	1524743	1.31%	0.0
16	Bohemian Mix	3300	41.58%	2049821	1.77%	2,355.7
17	Beltway Boomers	0	0.00%	1120820	0.97%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1876131	1.62%	0.0
19	Home Sweet Home	0	0.00%	2120256	1.83%	0.0
20	Fast-Track Families	0	0.00%	1856956	1.60%	0.0
21	Gray Power	0	0.00%	1078939	0.93%	0.0
22	Young Influentials	0	0.00%	1701983	1.47%	0.0
23	Greenbelt Sports	0	0.00%	1550095	1.33%	0.0
24	Up-and-Comers	0	0.00%	1500105	1.29%	0.0
25	Country Casuals	0	0.00%	1753196	1.51%	0.0
26	The Cosmopolitans	64	0.81%	1326394	1.14%	70.6
27	Middleburg Managers	0	0.00%	2270917	1.96%	0.0
28	Traditional Times	0	0.00%	3278185	2.82%	0.0
29	American Dreams	319	4.02%	2466519	2.12%	189.2
30	Suburban Sprawl	0	0.00%	1521596	1.31%	0.0
31	Urban Achievers	329	4.15%	1790485	1.54%	268.9
32	New Homesteaders	0	0.00%	2059595	1.77%	0.0
33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
34	White Picket Fences	0	0.00%	1537841	1.32%	0.0
35	Boomtown Singles	0	0.00%	1610499	1.39%	0.0
36	Blue-Chip Blues	0	0.00%	1448410	1.25%	0.0
37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
38	Simple Pleasures	0	0.00%	2749769	2.37%	0.0
39	Domestic Duos	0	0.00%	1406256	1.21%	0.0
40	Close-In Couples	12	0.15%	1324822	1.14%	13.3
41	Sunset City Blues	0	0.00%	2071984	1.78%	0.0
42	Red, White and Blues	0	0.00%	1250143	1.08%	0.0
43	Heartlanders	0	0.00%	2291305	1.97%	0.0



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PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1802267	1.55%	0.0
45	Blue Highways	0	0.00%	1813275	1.56%	0.0
46	Old Glories	0	0.00%	1139485	0.98%	0.0
47	City Startups	0	0.00%	1488786	1.28%	0.0
48	Young and Rustic	0	0.00%	2201477	1.90%	0.0
49	American Classics	0	0.00%	1195760	1.03%	0.0
50	Kid Country, USA	0	0.00%	1469685	1.27%	0.0
51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
52	Suburban Pioneers	0	0.00%	1219638	1.05%	0.0
53	Mobility Blues	0	0.00%	1501362	1.29%	0.0
54	Multi-Culti Mosaic	4	0.05%	1940720	1.67%	3.0
55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
56	Crossroads Villagers	0	0.00%	2408121	2.07%	0.0
57	Old Milltowns	0	0.00%	1834700	1.58%	0.0
58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
59	Urban Elders	24	0.30%	1531800	1.32%	22.9
60	Park Bench Seniors	0	0.00%	1327760	1.14%	0.0
61	City Roots	0	0.00%	1315931	1.13%	0.0
62	Hometown Retired	0	0.00%	1384260	1.19%	0.0
63	Family Thrifts	0	0.00%	2111146	1.82%	0.0
64	Bedrock America	0	0.00%	2160499	1.86%	0.0
65	Big City Blues	0	0.00%	1299134	1.12%	0.0
66	Low-Rise Living	0	0.00%	1684347	1.45%	0.0
67	Unclassified	0	0.00%	0		
Total		7937	100.00%	116136617	100.00%	100.0

PRIZM Household Distribution 2010

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	42	0.25%	1775171	1.53%	16.3
02	Blue Blood Estates	10	0.06%	1131860	0.97%	6.1
03	Movers and Shakers	161	0.95%	1864599	1.61%	59.4
04	Young Digerati	7468	44.25%	1403157	1.21%	3,662.2
05	Country Squires	0	0.00%	2005091	1.73%	0.0
06	Winner's Circle	0	0.00%	1261540	1.09%	0.0
07	Money and Brains	2431	14.40%	2281156	1.96%	733.3
08	Executive Suites	31	0.18%	1060912	0.91%	20.1
09	Big Fish, Small Pond	0	0.00%	2492753	2.15%	0.0
10	Second City Elite	0	0.00%	1454335	1.25%	0.0
11	God's Country	0	0.00%	1689583	1.45%	0.0
12	Brite Lites, Li'l City	0	0.00%	1836440	1.58%	0.0
13	Upward Bound	0	0.00%	1957492	1.69%	0.0
14	New Empty Nests	0	0.00%	1243807	1.07%	0.0
15	Pools and Patios	3	0.02%	1524743	1.31%	1.4
16	Bohemian Mix	5455	32.32%	2049821	1.77%	1,831.2
17	Beltway Boomers	0	0.00%	1120820	0.97%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1876131	1.62%	0.0
19	Home Sweet Home	0	0.00%	2120256	1.83%	0.0
20	Fast-Track Families	0	0.00%	1856956	1.60%	0.0
21	Gray Power	0	0.00%	1078939	0.93%	0.0
22	Young Influentials	0	0.00%	1701983	1.47%	0.0
23	Greenbelt Sports	0	0.00%	1550095	1.33%	0.0
24	Up-and-Comers	0	0.00%	1500105	1.29%	0.0
25	Country Casuals	0	0.00%	1753196	1.51%	0.0
26	The Cosmopolitans	131	0.78%	1326394	1.14%	68.0
27	Middleburg Managers	0	0.00%	2270917	1.96%	0.0
28	Traditional Times	0	0.00%	3278185	2.82%	0.0
29	American Dreams	692	4.10%	2466519	2.12%	193.1
30	Suburban Sprawl	0	0.00%	1521596	1.31%	0.0
31	Urban Achievers	400	2.37%	1790485	1.54%	153.7
32	New Homesteaders	0	0.00%	2059595	1.77%	0.0
33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
34	White Picket Fences	0	0.00%	1537841	1.32%	0.0
35	Boomtown Singles	0	0.00%	1610499	1.39%	0.0
36	Blue-Chip Blues	0	0.00%	1448410	1.25%	0.0
37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
38	Simple Pleasures	0	0.00%	2749769	2.37%	0.0
39	Domestic Duos	0	0.00%	1406256	1.21%	0.0
40	Close-In Couples	13	0.08%	1324822	1.14%	6.8
41	Sunset City Blues	0	0.00%	2071984	1.78%	0.0
42	Red, White and Blues	0	0.00%	1250143	1.08%	0.0
43	Heartlanders	0	0.00%	2291305	1.97%	0.0



PRIZM Household Distribution 2010

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1802267	1.55%	0.0
45	Blue Highways	0	0.00%	1813275	1.56%	0.0
46	Old Glories	0	0.00%	1139485	0.98%	0.0
47	City Startups	0	0.00%	1488786	1.28%	0.0
48	Young and Rustic	0	0.00%	2201477	1.90%	0.0
49	American Classics	0	0.00%	1195760	1.03%	0.0
50	Kid Country, USA	0	0.00%	1469685	1.27%	0.0
51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
52	Suburban Pioneers	0	0.00%	1219638	1.05%	0.0
53	Mobility Blues	0	0.00%	1501362	1.29%	0.0
54	Multi-Culti Mosaic	8	0.05%	1940720	1.67%	2.8
55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
56	Crossroads Villagers	0	0.00%	2408121	2.07%	0.0
57	Old Milltowns	0	0.00%	1834700	1.58%	0.0
58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
59	Urban Elders	32	0.19%	1531800	1.32%	14.4
60	Park Bench Seniors	0	0.00%	1327760	1.14%	0.0
61	City Roots	0	0.00%	1315931	1.13%	0.0
62	Hometown Retired	0	0.00%	1384260	1.19%	0.0
63	Family Thrifts	0	0.00%	2111146	1.82%	0.0
64	Bedrock America	0	0.00%	2160499	1.86%	0.0
65	Big City Blues	0	0.00%	1299134	1.12%	0.0
66	Low-Rise Living	0	0.00%	1684347	1.45%	0.0
67	Unclassified	0	0.00%	0		
Total		16877	99.99%	116136617	100.00%	100.0

PRIZM Household Distribution 2010

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 2.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	549	1.12%	1775171	1.53%	73.5
02	Blue Blood Estates	115	0.24%	1131860	0.97%	24.2
03	Movers and Shakers	1457	2.98%	1864599	1.61%	185.8
04	Young Digerati	19874	40.69%	1403157	1.21%	3,367.9
05	Country Squires	0	0.00%	2005091	1.73%	0.0
06	Winner's Circle	17	0.03%	1261540	1.09%	3.2
07	Money and Brains	9180	18.80%	2281156	1.96%	956.9
08	Executive Suites	233	0.48%	1060912	0.91%	52.2
09	Big Fish, Small Pond	0	0.00%	2492753	2.15%	0.0
10	Second City Elite	0	0.00%	1454335	1.25%	0.0
11	God's Country	0	0.00%	1689583	1.45%	0.0
12	Brite Lites, Li'l City	0	0.00%	1836440	1.58%	0.0
13	Upward Bound	0	0.00%	1957492	1.69%	0.0
14	New Empty Nests	2	0.00%	1243807	1.07%	0.4
15	Pools and Patios	22	0.05%	1524743	1.31%	3.4
16	Bohemian Mix	11911	24.39%	2049821	1.77%	1,381.7
17	Beltway Boomers	0	0.00%	1120820	0.97%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1876131	1.62%	0.0
19	Home Sweet Home	0	0.00%	2120256	1.83%	0.0
20	Fast-Track Families	0	0.00%	1856956	1.60%	0.0
21	Gray Power	0	0.00%	1078939	0.93%	0.0
22	Young Influentials	3	0.01%	1701983	1.47%	0.4
23	Greenbelt Sports	0	0.00%	1550095	1.33%	0.0
24	Up-and-Comers	0	0.00%	1500105	1.29%	0.0
25	Country Casuals	0	0.00%	1753196	1.51%	0.0
26	The Cosmopolitans	302	0.62%	1326394	1.14%	54.1
27	Middleburg Managers	0	0.00%	2270917	1.96%	0.0
28	Traditional Times	0	0.00%	3278185	2.82%	0.0
29	American Dreams	2624	5.37%	2466519	2.12%	253.0
30	Suburban Sprawl	0	0.00%	1521596	1.31%	0.0
31	Urban Achievers	2114	4.33%	1790485	1.54%	280.7
32	New Homesteaders	0	0.00%	2059595	1.77%	0.0
33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
34	White Picket Fences	0	0.00%	1537841	1.32%	0.0
35	Boomtown Singles	0	0.00%	1610499	1.39%	0.0
36	Blue-Chip Blues	0	0.00%	1448410	1.25%	0.0
37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
38	Simple Pleasures	0	0.00%	2749769	2.37%	0.0
39	Domestic Duos	0	0.00%	1406256	1.21%	0.0
40	Close-In Couples	59	0.12%	1324822	1.14%	10.6
41	Sunset City Blues	0	0.00%	2071984	1.78%	0.0
42	Red, White and Blues	0	0.00%	1250143	1.08%	0.0
43	Heartlanders	0	0.00%	2291305	1.97%	0.0



PRIZM Household Distribution 2010

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 2.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1802267	1.55%	0.0
45	Blue Highways	0	0.00%	1813275	1.56%	0.0
46	Old Glories	0	0.00%	1139485	0.98%	0.0
47	City Startups	0	0.00%	1488786	1.28%	0.0
48	Young and Rustic	0	0.00%	2201477	1.90%	0.0
49	American Classics	0	0.00%	1195760	1.03%	0.0
50	Kid Country, USA	0	0.00%	1469685	1.27%	0.0
51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
52	Suburban Pioneers	0	0.00%	1219638	1.05%	0.0
53	Mobility Blues	0	0.00%	1501362	1.29%	0.0
54	Multi-Culti Mosaic	218	0.45%	1940720	1.67%	26.7
55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
56	Crossroads Villagers	0	0.00%	2408121	2.07%	0.0
57	Old Milltowns	0	0.00%	1834700	1.58%	0.0
58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
59	Urban Elders	134	0.27%	1531800	1.32%	20.8
60	Park Bench Seniors	0	0.00%	1327760	1.14%	0.0
61	City Roots	26	0.05%	1315931	1.13%	4.7
62	Hometown Retired	0	0.00%	1384260	1.19%	0.0
63	Family Thrifts	0	0.00%	2111146	1.82%	0.0
64	Bedrock America	0	0.00%	2160499	1.86%	0.0
65	Big City Blues	0	0.00%	1299134	1.12%	0.0
66	Low-Rise Living	1	0.00%	1684347	1.45%	0.1
67	Unclassified	0	0.00%	0		
Total		48841	100.00%	116136617	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.

PRIZM Household Distribution 2010

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894863	-77.074541
ARLINGTON, VA 22209-2411	Radius	0.00	- 0.50

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894863	-77.074541
ARLINGTON, VA 22209-2411	Radius	0.00	- 1.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894863	-77.074541
ARLINGTON, VA 22209-2411	Radius	0.00	- 2.00

Project Information:

Site: 1

Order Number: 965471708