

PRIZM Household Distribution 2008

Radius 1: 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	47	0.30%	1742531	1.52%	19.9
02	Blue Blood Estates	8	0.05%	1120513	0.98%	5.3
03	Movers and Shakers	128	0.82%	1829996	1.60%	51.6
04	Young Digerati	7394	47.58%	1374532	1.20%	3,970.0
05	Country Squires	0	0.00%	2228864	1.94%	0.0
06	Winner's Circle	1	0.01%	1252376	1.09%	0.6
07	Money and Brains	1835	11.81%	2276044	1.98%	595.0
08	Executive Suites	26	0.17%	1042964	0.91%	18.4
09	Big Fish, Small Pond	0	0.00%	2650000	2.31%	0.0
10	Second City Elite	0	0.00%	1334738	1.16%	0.0
11	God's Country	0	0.00%	1809015	1.58%	0.0
12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
13	Upward Bound	0	0.00%	1801150	1.57%	0.0
14	New Empty Nests	2	0.01%	1213465	1.06%	1.2
15	Pools and Patios	5	0.03%	1505292	1.31%	2.5
16	Bohemian Mix	4160	26.77%	2020210	1.76%	1,519.7
17	Beltway Boomers	0	0.00%	1102507	0.96%	0.0
18	Kids and Cul-de-Sacs	1	0.01%	1862336	1.62%	0.4
19	Home Sweet Home	0	0.00%	2100749	1.83%	0.0
20	Fast-Track Families	0	0.00%	2007267	1.75%	0.0
21	Gray Power	1	0.01%	1056111	0.92%	0.7
22	Young Influentials	2	0.01%	1671154	1.46%	0.9
23	Greenbelt Sports	0	0.00%	1679640	1.46%	0.0
24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
25	Country Casuals	0	0.00%	1862064	1.62%	0.0
26	The Cosmopolitans	234	1.51%	1324716	1.15%	130.4
27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
28	Traditional Times	0	0.00%	3333156	2.91%	0.0
29	American Dreams	633	4.07%	2443626	2.13%	191.2
30	Suburban Sprawl	1	0.01%	1504821	1.31%	0.5
31	Urban Achievers	899	5.78%	1707456	1.49%	388.6
32	New Homesteaders	0	0.00%	2253925	1.97%	0.0
33	Big Sky Families	0	0.00%	2184896	1.90%	0.0
34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
36	Blue-Chip Blues	0	0.00%	1430045	1.25%	0.0
37	Mayberry-ville	0	0.00%	2910693	2.54%	0.0
38	Simple Pleasures	0	0.00%	2693711	2.35%	0.0
39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
40	Close-In Couples	51	0.33%	1316548	1.15%	28.6
41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
42	Red, White and Blues	0	0.00%	1318372	1.15%	0.0
43	Heartlanders	0	0.00%	2346426	2.05%	0.0



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PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1708851	1.49%	0.0
45	Blue Highways	0	0.00%	1930410	1.68%	0.0
46	Old Glories	0	0.00%	1112833	0.97%	0.0
47	City Startups	0	0.00%	1270164	1.11%	0.0
48	Young and Rustic	0	0.00%	2332043	2.03%	0.0
49	American Classics	0	0.00%	1163895	1.01%	0.0
50	Kid Country, USA	0	0.00%	1492387	1.30%	0.0
51	Shotguns and Pickups	0	0.00%	1936554	1.69%	0.0
52	Suburban Pioneers	0	0.00%	1179749	1.03%	0.0
53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
54	Multi-Culti Mosaic	24	0.15%	1905706	1.66%	9.3
55	Golden Ponds	0	0.00%	1840549	1.60%	0.0
56	Crossroads Villagers	0	0.00%	2447545	2.13%	0.0
57	Old Milltowns	0	0.00%	1907109	1.66%	0.0
58	Back Country Folks	0	0.00%	2496583	2.18%	0.0
59	Urban Elders	83	0.53%	1488384	1.30%	41.2
60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
61	City Roots	8	0.05%	1299001	1.13%	4.5
62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
64	Bedrock America	0	0.00%	2094027	1.83%	0.0
65	Big City Blues	0	0.00%	1256172	1.10%	0.0
66	Low-Rise Living	0	0.00%	1610086	1.40%	0.0
67	Unclassified	0	0.00%	0		
Total		15543	100.01%	114694201	100.00%	100.0



PRIZM Household Distribution 2008

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

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	2294	1.77%	1742531	1.52%	116.2
02	Blue Blood Estates	377	0.29%	1120513	0.98%	29.7
03	Movers and Shakers	2545	1.96%	1829996	1.60%	122.7
04	Young Digerati	45825	35.26%	1374532	1.20%	2,942.5
05	Country Squires	0	0.00%	2228864	1.94%	0.0
06	Winner's Circle	101	0.08%	1252376	1.09%	7.1
07	Money and Brains	24335	18.73%	2276044	1.98%	943.7
08	Executive Suites	239	0.18%	1042964	0.91%	20.2
09	Big Fish, Small Pond	0	0.00%	2650000	2.31%	0.0
10	Second City Elite	0	0.00%	1334738	1.16%	0.0
11	God's Country	0	0.00%	1809015	1.58%	0.0
12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
13	Upward Bound	0	0.00%	1801150	1.57%	0.0
14	New Empty Nests	103	0.08%	1213465	1.06%	7.5
15	Pools and Patios	86	0.07%	1505292	1.31%	5.0
16	Bohemian Mix	26504	20.40%	2020210	1.76%	1,157.9
17	Beltway Boomers	14	0.01%	1102507	0.96%	1.1
18	Kids and Cul-de-Sacs	12	0.01%	1862336	1.62%	0.6
19	Home Sweet Home	4	0.00%	2100749	1.83%	0.2
20	Fast-Track Families	0	0.00%	2007267	1.75%	0.0
21	Gray Power	23	0.02%	1056111	0.92%	1.9
22	Young Influentials	12	0.01%	1671154	1.46%	0.6
23	Greenbelt Sports	0	0.00%	1679640	1.46%	0.0
24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
25	Country Casuals	0	0.00%	1862064	1.62%	0.0
26	The Cosmopolitans	2494	1.92%	1324716	1.15%	166.2
27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
28	Traditional Times	0	0.00%	3333156	2.91%	0.0
29	American Dreams	9366	7.21%	2443626	2.13%	338.3
30	Suburban Sprawl	6	0.00%	1504821	1.31%	0.4
31	Urban Achievers	9667	7.44%	1707456	1.49%	499.7
32	New Homesteaders	0	0.00%	2253925	1.97%	0.0
33	Big Sky Families	0	0.00%	2184896	1.90%	0.0
34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
36	Blue-Chip Blues	2	0.00%	1430045	1.25%	0.1
37	Mayberry-ville	0	0.00%	2910693	2.54%	0.0
38	Simple Pleasures	0	0.00%	2693711	2.35%	0.0
39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
40	Close-In Couples	621	0.48%	1316548	1.15%	41.6
41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
42	Red, White and Blues	0	0.00%	1318372	1.15%	0.0
43	Heartlanders	0	0.00%	2346426	2.05%	0.0



PRIZM Household Distribution 2008

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

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	6	0.00%	1708851	1.49%	0.3
45	Blue Highways	0	0.00%	1930410	1.68%	0.0
46	Old Glories	0	0.00%	1112833	0.97%	0.0
47	City Startups	0	0.00%	1270164	1.11%	0.0
48	Young and Rustic	0	0.00%	2332043	2.03%	0.0
49	American Classics	4	0.00%	1163895	1.01%	0.3
50	Kid Country, USA	0	0.00%	1492387	1.30%	0.0
51	Shotguns and Pickups	0	0.00%	1936554	1.69%	0.0
52	Suburban Pioneers	4	0.00%	1179749	1.03%	0.3
53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
54	Multi-Culti Mosaic	1529	1.18%	1905706	1.66%	70.8
55	Golden Ponds	0	0.00%	1840549	1.60%	0.0
56	Crossroads Villagers	0	0.00%	2447545	2.13%	0.0
57	Old Milltowns	0	0.00%	1907109	1.66%	0.0
58	Back Country Folks	0	0.00%	2496583	2.18%	0.0
59	Urban Elders	2035	1.57%	1488384	1.30%	120.7
60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
61	City Roots	320	0.25%	1299001	1.13%	21.7
62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
64	Bedrock America	0	0.00%	2094027	1.83%	0.0
65	Big City Blues	1345	1.04%	1256172	1.10%	94.5
66	Low-Rise Living	78	0.06%	1610086	1.40%	4.3
67	Unclassified	0	0.00%	0		
Total		129951	100.00%	114694201	100.00%	100.0



PRIZM Household Distribution 2008

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

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	12266	4.09%	1742531	1.52%	269.5
02	Blue Blood Estates	3070	1.02%	1120513	0.98%	104.9
03	Movers and Shakers	8046	2.69%	1829996	1.60%	168.3
04	Young Digerati	72563	24.22%	1374532	1.20%	2,021.1
05	Country Squires	0	0.00%	2228864	1.94%	0.0
06	Winner's Circle	869	0.29%	1252376	1.09%	26.6
07	Money and Brains	56667	18.91%	2276044	1.98%	953.2
08	Executive Suites	1515	0.51%	1042964	0.91%	55.6
09	Big Fish, Small Pond	0	0.00%	2650000	2.31%	0.0
10	Second City Elite	0	0.00%	1334738	1.16%	0.0
11	God's Country	0	0.00%	1809015	1.58%	0.0
12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
13	Upward Bound	0	0.00%	1801150	1.57%	0.0
14	New Empty Nests	517	0.17%	1213465	1.06%	16.3
15	Pools and Patios	319	0.11%	1505292	1.31%	8.1
16	Bohemian Mix	47364	15.81%	2020210	1.76%	897.6
17	Beltway Boomers	144	0.05%	1102507	0.96%	5.0
18	Kids and Cul-de-Sacs	85	0.03%	1862336	1.62%	1.7
19	Home Sweet Home	5	0.00%	2100749	1.83%	0.1
20	Fast-Track Families	0	0.00%	2007267	1.75%	0.0
21	Gray Power	69	0.02%	1056111	0.92%	2.5
22	Young Influentials	53	0.02%	1671154	1.46%	1.2
23	Greenbelt Sports	0	0.00%	1679640	1.46%	0.0
24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
25	Country Casuals	0	0.00%	1862064	1.62%	0.0
26	The Cosmopolitans	9612	3.21%	1324716	1.15%	277.8
27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
28	Traditional Times	0	0.00%	3333156	2.91%	0.0
29	American Dreams	25866	8.63%	2443626	2.13%	405.2
30	Suburban Sprawl	17	0.01%	1504821	1.31%	0.4
31	Urban Achievers	17015	5.68%	1707456	1.49%	381.5
32	New Homesteaders	0	0.00%	2253925	1.97%	0.0
33	Big Sky Families	0	0.00%	2184896	1.90%	0.0
34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
36	Blue-Chip Blues	2	0.00%	1430045	1.25%	0.1
37	Mayberry-ville	0	0.00%	2910693	2.54%	0.0
38	Simple Pleasures	0	0.00%	2693711	2.35%	0.0
39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
40	Close-In Couples	7313	2.44%	1316548	1.15%	212.7
41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
42	Red, White and Blues	0	0.00%	1318372	1.15%	0.0
43	Heartlanders	0	0.00%	2346426	2.05%	0.0



PRIZM Household Distribution 2008

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

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	204	0.07%	1708851	1.49%	4.6
45	Blue Highways	0	0.00%	1930410	1.68%	0.0
46	Old Glories	184	0.06%	1112833	0.97%	6.3
47	City Startups	0	0.00%	1270164	1.11%	0.0
48	Young and Rustic	0	0.00%	2332043	2.03%	0.0
49	American Classics	14	0.00%	1163895	1.01%	0.5
50	Kid Country, USA	0	0.00%	1492387	1.30%	0.0
51	Shotguns and Pickups	0	0.00%	1936554	1.69%	0.0
52	Suburban Pioneers	38	0.01%	1179749	1.03%	1.2
53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
54	Multi-Culti Mosaic	7806	2.61%	1905706	1.66%	156.8
55	Golden Ponds	0	0.00%	1840549	1.60%	0.0
56	Crossroads Villagers	0	0.00%	2447545	2.13%	0.0
57	Old Milltowns	0	0.00%	1907109	1.66%	0.0
58	Back Country Folks	0	0.00%	2496583	2.18%	0.0
59	Urban Elders	10220	3.41%	1488384	1.30%	262.9
60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
61	City Roots	3986	1.33%	1299001	1.13%	117.5
62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
64	Bedrock America	0	0.00%	2094027	1.83%	0.0
65	Big City Blues	9446	3.15%	1256172	1.10%	287.9
66	Low-Rise Living	4314	1.44%	1610086	1.40%	102.6
67	Unclassified	0	0.00%	0		
Total		299589	100.00%	114694201	100.00%	100.0

PRIZM Clusters and 2008 Estimates are Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Households Base Percent" for the cluster, times 100.



PRIZM Household Distribution 2008

Appendix: Area Listing

Area Name:

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

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894821	-77.074662
ARLINGTON, VA 22209-2411	Radius	0.00	- 1.00

Area Name:

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

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894821	-77.074662
ARLINGTON, VA 22209-2411	Radius	0.00	- 3.00

Area Name:

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

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894821	-77.074662
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 966863749

