

# PRIZM Household Distribution

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	0.29%	1767993	1.53%	19.0
02	Blue Blood Estates	8	0.05%	1134830	0.98%	5.0
03	Movers and Shakers	137	0.85%	1853105	1.61%	52.8
04	Young Digerati	7362	45.59%	1392746	1.21%	3,774.2
05	Country Squires	0	0.00%	2122491	1.84%	0.0
06	Winner's Circle	1	0.01%	1253417	1.09%	0.6
07	Money and Brains	2162	13.39%	2313257	2.01%	667.3
08	Executive Suites	51	0.32%	1047515	0.91%	34.8
09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
10	Second City Elite	0	0.00%	1475465	1.28%	0.0
11	God's Country	0	0.00%	1727637	1.50%	0.0
12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
13	Upward Bound	0	0.00%	1998401	1.73%	0.0
14	New Empty Nests	1	0.01%	1227051	1.06%	0.6
15	Pools and Patios	4	0.02%	1525347	1.32%	1.9
16	Bohemian Mix	5271	32.64%	2042124	1.77%	1,843.0
17	Beltway Boomers	0	0.00%	1118863	0.97%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1864873	1.62%	0.0
19	Home Sweet Home	0	0.00%	2109604	1.83%	0.0
20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
21	Gray Power	1	0.01%	1066999	0.93%	0.7
22	Young Influentials	0	0.00%	1683242	1.46%	0.0
23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
25	Country Casuals	0	0.00%	1780813	1.54%	0.0
26	The Cosmopolitans	113	0.70%	1340095	1.16%	60.2
27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
28	Traditional Times	0	0.00%	3185141	2.76%	0.0
29	American Dreams	532	3.29%	2484773	2.15%	152.9
30	Suburban Sprawl	0	0.00%	1517126	1.32%	0.0
31	Urban Achievers	430	2.66%	1730092	1.50%	177.5
32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
36	Blue-Chip Blues	0	0.00%	1438998	1.25%	0.0
37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
39	Domestic Duos	0	0.00%	1389087	1.20%	0.0
40	Close-In Couples	7	0.04%	1333999	1.16%	3.7
41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
43	Heartlanders	0	0.00%	2248263	1.95%	0.0



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PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1723477	1.49%	0.0
45	Blue Highways	0	0.00%	1861826	1.61%	0.0
46	Old Glories	0	0.00%	1123967	0.97%	0.0
47	City Startups	0	0.00%	1397857	1.21%	0.0
48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
49	American Classics	0	0.00%	1181953	1.03%	0.0
50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
52	Suburban Pioneers	0	0.00%	1195365	1.04%	0.0
53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
54	Multi-Culti Mosaic	0	0.00%	1930969	1.67%	0.0
55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
56	Crossroads Villagers	0	0.00%	2359563	2.05%	0.0
57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
59	Urban Elders	14	0.09%	1508629	1.31%	6.6
60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
61	City Roots	7	0.04%	1317434	1.14%	3.8
62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
64	Bedrock America	0	0.00%	2015493	1.75%	0.0
65	Big City Blues	0	0.00%	1272397	1.10%	0.0
66	Low-Rise Living	0	0.00%	1624097	1.41%	0.0
67	Unclassified	0	0.00%	0		
<b>Total</b>		<b>16148</b>	<b>99.99%</b>	<b>115306103</b>	<b>100.00%</b>	<b>100.0</b>



# PRIZM Household Distribution

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	2370	1.76%	1767993	1.53%	114.5
02	Blue Blood Estates	281	0.21%	1134830	0.98%	21.2
03	Movers and Shakers	2732	2.02%	1853105	1.61%	125.9
04	Young Digerati	48519	35.94%	1392746	1.21%	2,975.9
05	Country Squires	0	0.00%	2122491	1.84%	0.0
06	Winner's Circle	83	0.06%	1253417	1.09%	5.7
07	Money and Brains	25781	19.10%	2313257	2.01%	952.0
08	Executive Suites	376	0.28%	1047515	0.91%	30.7
09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
10	Second City Elite	0	0.00%	1475465	1.28%	0.0
11	God's Country	0	0.00%	1727637	1.50%	0.0
12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
13	Upward Bound	0	0.00%	1998401	1.73%	0.0
14	New Empty Nests	35	0.03%	1227051	1.06%	2.4
15	Pools and Patios	49	0.04%	1525347	1.32%	2.7
16	Bohemian Mix	28894	21.41%	2042124	1.77%	1,208.7
17	Beltway Boomers	10	0.01%	1118863	0.97%	0.8
18	Kids and Cul-de-Sacs	9	0.01%	1864873	1.62%	0.4
19	Home Sweet Home	0	0.00%	2109604	1.83%	0.0
20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
21	Gray Power	5	0.00%	1066999	0.93%	0.4
22	Young Influentials	2	0.00%	1683242	1.46%	0.1
23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
25	Country Casuals	0	0.00%	1780813	1.54%	0.0
26	The Cosmopolitans	1442	1.07%	1340095	1.16%	91.9
27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
28	Traditional Times	0	0.00%	3185141	2.76%	0.0
29	American Dreams	8318	6.16%	2484773	2.15%	286.0
30	Suburban Sprawl	2	0.00%	1517126	1.32%	0.1
31	Urban Achievers	10355	7.67%	1730092	1.50%	511.3
32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
36	Blue-Chip Blues	0	0.00%	1438998	1.25%	0.0
37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
39	Domestic Duos	0	0.00%	1389087	1.20%	0.0
40	Close-In Couples	394	0.29%	1333999	1.16%	25.2
41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
43	Heartlanders	0	0.00%	2248263	1.95%	0.0



# PRIZM Household Distribution

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	2	0.00%	1723477	1.49%	0.1
45	Blue Highways	0	0.00%	1861826	1.61%	0.0
46	Old Glories	0	0.00%	1123967	0.97%	0.0
47	City Startups	0	0.00%	1397857	1.21%	0.0
48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
49	American Classics	0	0.00%	1181953	1.03%	0.0
50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
52	Suburban Pioneers	0	0.00%	1195365	1.04%	0.0
53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
54	Multi-Culti Mosaic	1387	1.03%	1930969	1.67%	61.4
55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
56	Crossroads Villagers	0	0.00%	2359563	2.05%	0.0
57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
59	Urban Elders	2348	1.74%	1508629	1.31%	133.0
60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
61	City Roots	180	0.13%	1317434	1.14%	11.7
62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
64	Bedrock America	0	0.00%	2015493	1.75%	0.0
65	Big City Blues	1281	0.95%	1272397	1.10%	86.0
66	Low-Rise Living	127	0.09%	1624097	1.41%	6.7
67	Unclassified	0	0.00%	0		
<b>Total</b>		<b>134982</b>	<b>100.00%</b>	<b>115306103</b>	<b>100.00%</b>	<b>100.0</b>



# PRIZM Household Distribution

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	12567	4.09%	1767993	1.53%	266.9
02	Blue Blood Estates	2574	0.84%	1134830	0.98%	85.2
03	Movers and Shakers	9130	2.97%	1853105	1.61%	185.0
04	Young Digerati	77554	25.26%	1392746	1.21%	2,091.1
05	Country Squires	0	0.00%	2122491	1.84%	0.0
06	Winner's Circle	719	0.23%	1253417	1.09%	21.5
07	Money and Brains	57353	18.68%	2313257	2.01%	931.0
08	Executive Suites	1915	0.62%	1047515	0.91%	68.7
09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
10	Second City Elite	0	0.00%	1475465	1.28%	0.0
11	God's Country	0	0.00%	1727637	1.50%	0.0
12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
13	Upward Bound	0	0.00%	1998401	1.73%	0.0
14	New Empty Nests	201	0.07%	1227051	1.06%	6.2
15	Pools and Patios	323	0.11%	1525347	1.32%	8.0
16	Bohemian Mix	48495	15.79%	2042124	1.77%	891.8
17	Beltway Boomers	65	0.02%	1118863	0.97%	2.2
18	Kids and Cul-de-Sacs	54	0.02%	1864873	1.62%	1.1
19	Home Sweet Home	3	0.00%	2109604	1.83%	0.1
20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
21	Gray Power	18	0.01%	1066999	0.93%	0.6
22	Young Influentials	32	0.01%	1683242	1.46%	0.7
23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
25	Country Casuals	0	0.00%	1780813	1.54%	0.0
26	The Cosmopolitans	9107	2.97%	1340095	1.16%	255.2
27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
28	Traditional Times	0	0.00%	3185141	2.76%	0.0
29	American Dreams	24204	7.88%	2484773	2.15%	365.8
30	Suburban Sprawl	5	0.00%	1517126	1.32%	0.1
31	Urban Achievers	19150	6.24%	1730092	1.50%	415.7
32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
36	Blue-Chip Blues	2	0.00%	1438998	1.25%	0.1
37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
39	Domestic Duos	10	0.00%	1389087	1.20%	0.3
40	Close-In Couples	6829	2.22%	1333999	1.16%	192.2
41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
43	Heartlanders	0	0.00%	2248263	1.95%	0.0



## PRIZM Household Distribution

**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	246	0.08%	1723477	1.49%	5.4
45	Blue Highways	0	0.00%	1861826	1.61%	0.0
46	Old Glories	191	0.06%	1123967	0.97%	6.4
47	City Startups	0	0.00%	1397857	1.21%	0.0
48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
49	American Classics	16	0.01%	1181953	1.03%	0.5
50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
52	Suburban Pioneers	53	0.02%	1195365	1.04%	1.7
53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
54	Multi-Culti Mosaic	7562	2.46%	1930969	1.67%	147.1
55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
56	Crossroads Villagers	0	0.00%	2359563	2.05%	0.0
57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
59	Urban Elders	10744	3.50%	1508629	1.31%	267.4
60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
61	City Roots	3211	1.05%	1317434	1.14%	91.5
62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
64	Bedrock America	0	0.00%	2015493	1.75%	0.0
65	Big City Blues	9826	3.20%	1272397	1.10%	290.0
66	Low-Rise Living	4896	1.59%	1624097	1.41%	113.2
67	Unclassified	0	0.00%	0		
<b>Total</b>		<b>307055</b>	<b>100.00%</b>	<b>115306103</b>	<b>100.00%</b>	<b>100.0</b>

PRIZM Clusters and 2009 Estimates are Copyright by Claritas, Inc. " 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

## Appendix: Area Listing

### Area Name:

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

#### Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894847	-77.074691
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	38.894847	-77.074691
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	38.894847	-77.074691
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

### Project Information:

Site: 2

Order Number: 965301463

