

PRIZM Lifestage Group Distribution 2010

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

| Group | PRIZM | | Area | | US Base | | |
|----------------------|-------|------------------------|------------|--------|------------|--------|---------|
| | Code | Name | Households | % | Households | % | Index |
| YOUNGER YEARS | | | | | | | |
| Y1 | 03 | Movers and Shakers | 0 | 0.00% | 1864599 | 1.61% | 0.0 |
| Y1 | 08 | Executive Suites | 0 | 0.00% | 1060912 | 0.91% | 0.0 |
| Y1 | 11 | God's Country | 0 | 0.00% | 1689583 | 1.45% | 0.0 |
| Y1 | 12 | Brite Lites, Li'l City | 0 | 0.00% | 1836440 | 1.58% | 0.0 |
| Y1 | 19 | Home Sweet Home | 0 | 0.00% | 2120256 | 1.83% | 0.0 |
| Y1 | 25 | Country Casuals | 0 | 0.00% | 1753196 | 1.51% | 0.0 |
| Y1 | 30 | Suburban Sprawl | 0 | 0.00% | 1521596 | 1.31% | 0.0 |
| Y1 | 37 | Mayberry-ville | 0 | 0.00% | 2749917 | 2.37% | 0.0 |
| Y1 | | MIDLIFE SUCCESS | 0 | 0.00% | 14596499 | 12.57% | 0.0 |
| Y2 | 04 | Young Digerati | 2613 | 32.92% | 1403157 | 1.21% | 2,724.9 |
| Y2 | 16 | Bohemian Mix | 3300 | 41.58% | 2049821 | 1.77% | 2,355.7 |
| Y2 | 22 | Young Influentials | 0 | 0.00% | 1701983 | 1.47% | 0.0 |
| Y2 | 23 | Greenbelt Sports | 0 | 0.00% | 1550095 | 1.33% | 0.0 |
| Y2 | 24 | Up-and-Comers | 0 | 0.00% | 1500105 | 1.29% | 0.0 |
| Y2 | 31 | Urban Achievers | 329 | 4.15% | 1790485 | 1.54% | 268.9 |
| Y2 | 35 | Boomtown Singles | 0 | 0.00% | 1610499 | 1.39% | 0.0 |
| Y2 | | YOUNG ACHEIVERS | 6242 | 78.64% | 11606145 | 9.99% | 787.0 |
| Y3 | 42 | Red, White and Blues | 0 | 0.00% | 1250143 | 1.08% | 0.0 |
| Y3 | 44 | New Beginnings | 0 | 0.00% | 1802267 | 1.55% | 0.0 |
| Y3 | 45 | Blue Highways | 0 | 0.00% | 1813275 | 1.56% | 0.0 |
| Y3 | 47 | City Startups | 0 | 0.00% | 1488786 | 1.28% | 0.0 |
| Y3 | 48 | Young and Rustic | 0 | 0.00% | 2201477 | 1.90% | 0.0 |
| Y3 | 53 | Mobility Blues | 0 | 0.00% | 1501362 | 1.29% | 0.0 |
| Y3 | 56 | Crossroad Villagers | 0 | 0.00% | 2408121 | 2.07% | 0.0 |
| Y3 | | STRIVING SINGLES | 0 | 0.00% | 12465431 | 10.73% | 0.0 |

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| Group | PRIZM | | Area | | US Base | | |
|--------------------|-------|----------------------|------------|-------|------------|--------|-------|
| | Code | Name | Households | % | Households | % | Index |
| FAMILY LIFE | | | | | | | |
| F1 | 02 | Blue Blood Estates | 0 | 0.00% | 1131860 | 0.97% | 0.0 |
| F1 | 05 | Country Squires | 0 | 0.00% | 2005091 | 1.73% | 0.0 |
| F1 | 06 | Winner's Circle | 0 | 0.00% | 1261540 | 1.09% | 0.0 |
| F1 | | ACCUMULATED WEALTH | 0 | 0.00% | 4398491 | 3.79% | 0.0 |
| F2 | 13 | Upward Bound | 0 | 0.00% | 1957492 | 1.69% | 0.0 |
| F2 | 17 | Beltway Boomers | 0 | 0.00% | 1120820 | 0.97% | 0.0 |
| F2 | 18 | Kids and Cul-de-Sacs | 0 | 0.00% | 1876131 | 1.62% | 0.0 |
| F2 | 20 | Fast-Track Families | 0 | 0.00% | 1856956 | 1.60% | 0.0 |
| F2 | 29 | American Dreams | 319 | 4.02% | 2466519 | 2.12% | 189.2 |
| F2 | | YOUNG ACCUMULATORS | 319 | 4.02% | 9277918 | 7.99% | 50.3 |
| F3 | 32 | New Homesteaders | 0 | 0.00% | 2059595 | 1.77% | 0.0 |
| F3 | 33 | Big Sky Families | 0 | 0.00% | 2137037 | 1.84% | 0.0 |
| F3 | 34 | White Picket Fences | 0 | 0.00% | 1537841 | 1.32% | 0.0 |
| F3 | 36 | Blue-Chip Blues | 0 | 0.00% | 1448410 | 1.25% | 0.0 |
| F3 | 50 | Kid Country, USA | 0 | 0.00% | 1469685 | 1.27% | 0.0 |
| F3 | 51 | Shotguns and Pickups | 0 | 0.00% | 1847075 | 1.59% | 0.0 |
| F3 | 52 | Suburban Pioneers | 0 | 0.00% | 1219638 | 1.05% | 0.0 |
| F3 | 54 | Multi-Culti Mosaic | 4 | 0.05% | 1940720 | 1.67% | 3.0 |
| F3 | | MAINSTREAM FAMILIES | 4 | 0.05% | 13660001 | 11.76% | 0.4 |
| F4 | 63 | Family Thrifts | 0 | 0.00% | 2111146 | 1.82% | 0.0 |
| F4 | 64 | Bedrock America | 0 | 0.00% | 2160499 | 1.86% | 0.0 |
| F4 | 65 | Big City Blues | 0 | 0.00% | 1299134 | 1.12% | 0.0 |
| F4 | 66 | Low-Rise Living | 0 | 0.00% | 1684347 | 1.45% | 0.0 |
| F4 | | SUSTAINING FAMILIES | 0 | 0.00% | 7255126 | 6.25% | 0.0 |

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

| Group | PRIZM | | Area | | US Base | | |
|---------------------|-------|-----------------------|-------------|----------------|------------------|----------------|--------------|
| | Code | Name | Households | % | Households | % | Index |
| MATURE YEARS | | | | | | | |
| M1 | 01 | Upper Crust | 0 | 0.00% | 1775171 | 1.53% | 0.0 |
| M1 | 07 | Money and Brains | 1272 | 16.03% | 2281156 | 1.96% | 815.9 |
| M1 | 09 | Big Fish, Small Pond | 0 | 0.00% | 2492753 | 2.15% | 0.0 |
| M1 | 10 | Second City Elite | 0 | 0.00% | 1454335 | 1.25% | 0.0 |
| M1 | | AFFLUENT EMPTY NESTS | 1272 | 16.03% | 8003415 | 6.89% | 232.6 |
| M2 | 14 | New Empty Nests | 0 | 0.00% | 1243807 | 1.07% | 0.0 |
| M2 | 15 | Pools and Patios | 0 | 0.00% | 1524743 | 1.31% | 0.0 |
| M2 | 21 | Gray Power | 0 | 0.00% | 1078939 | 0.93% | 0.0 |
| M2 | 26 | The Cosmopolitans | 64 | 0.81% | 1326394 | 1.14% | 70.6 |
| M2 | 27 | Middleburg Managers | 0 | 0.00% | 2270917 | 1.96% | 0.0 |
| M2 | 28 | Traditional Times | 0 | 0.00% | 3278185 | 2.82% | 0.0 |
| M2 | | CONSERVATIVE CLASSICS | 64 | 0.81% | 10722985 | 9.23% | 8.7 |
| M3 | 38 | Simple Pleasures | 0 | 0.00% | 2749769 | 2.37% | 0.0 |
| M3 | 39 | Domestic Duos | 0 | 0.00% | 1406256 | 1.21% | 0.0 |
| M3 | 40 | Close-In Couples | 12 | 0.15% | 1324822 | 1.14% | 13.3 |
| M3 | 41 | Sunset City Blues | 0 | 0.00% | 2071984 | 1.78% | 0.0 |
| M3 | 43 | Heartlanders | 0 | 0.00% | 2291305 | 1.97% | 0.0 |
| M3 | 46 | Old Glories | 0 | 0.00% | 1139485 | 0.98% | 0.0 |
| M3 | 49 | American Classics | 0 | 0.00% | 1195760 | 1.03% | 0.0 |
| M3 | | CAUTIOUS COUPLES | 12 | 0.15% | 12179381 | 10.49% | 1.4 |
| M4 | 55 | Golden Ponds | 0 | 0.00% | 1966235 | 1.69% | 0.0 |
| M4 | 57 | Old Milltowns | 0 | 0.00% | 1834700 | 1.58% | 0.0 |
| M4 | 58 | Back Country Folks | 0 | 0.00% | 2610539 | 2.25% | 0.0 |
| M4 | 59 | Urban Elders | 24 | 0.30% | 1531800 | 1.32% | 22.9 |
| M4 | 60 | Park Bench Seniors | 0 | 0.00% | 1327760 | 1.14% | 0.0 |
| M4 | 61 | City Roots | 0 | 0.00% | 1315931 | 1.13% | 0.0 |
| M4 | 62 | Hometown Retired | 0 | 0.00% | 1384260 | 1.19% | 0.0 |
| M4 | | SUSTAINING SENIORS | 24 | 0.30% | 11971225 | 10.31% | 2.9 |
| Totals | | | 7937 | 100.00% | 116136617 | 100.00% | 100.0 |

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| Group | PRIZM | | Area | | US Base | | |
|----------------------|------------------|------------------------|------------|--------|------------|--------|---------|
| | Code | Name | Households | % | Households | % | Index |
| YOUNGER YEARS | | | | | | | |
| Y1 | 03 | Movers and Shakers | 161 | 0.95% | 1864599 | 1.61% | 59.4 |
| Y1 | 08 | Executive Suites | 31 | 0.18% | 1060912 | 0.91% | 20.1 |
| Y1 | 11 | God's Country | 0 | 0.00% | 1689583 | 1.45% | 0.0 |
| Y1 | 12 | Brite Lites, Li'l City | 0 | 0.00% | 1836440 | 1.58% | 0.0 |
| Y1 | 19 | Home Sweet Home | 0 | 0.00% | 2120256 | 1.83% | 0.0 |
| Y1 | 25 | Country Casuals | 0 | 0.00% | 1753196 | 1.51% | 0.0 |
| Y1 | 30 | Suburban Sprawl | 0 | 0.00% | 1521596 | 1.31% | 0.0 |
| Y1 | 37 | Mayberry-ville | 0 | 0.00% | 2749917 | 2.37% | 0.0 |
| Y1 | MIDLIFE SUCCESS | | 192 | 1.14% | 14596499 | 12.57% | 9.1 |
| Y2 | 04 | Young Digerati | 7468 | 44.25% | 1403157 | 1.21% | 3,662.2 |
| Y2 | 16 | Bohemian Mix | 5455 | 32.32% | 2049821 | 1.77% | 1,831.2 |
| Y2 | 22 | Young Influentials | 0 | 0.00% | 1701983 | 1.47% | 0.0 |
| Y2 | 23 | Greenbelt Sports | 0 | 0.00% | 1550095 | 1.33% | 0.0 |
| Y2 | 24 | Up-and-Comers | 0 | 0.00% | 1500105 | 1.29% | 0.0 |
| Y2 | 31 | Urban Achievers | 400 | 2.37% | 1790485 | 1.54% | 153.7 |
| Y2 | 35 | Boomtown Singles | 0 | 0.00% | 1610499 | 1.39% | 0.0 |
| Y2 | YOUNG ACHEIVERS | | 13323 | 78.94% | 11606145 | 9.99% | 789.9 |
| Y3 | 42 | Red, White and Blues | 0 | 0.00% | 1250143 | 1.08% | 0.0 |
| Y3 | 44 | New Beginnings | 0 | 0.00% | 1802267 | 1.55% | 0.0 |
| Y3 | 45 | Blue Highways | 0 | 0.00% | 1813275 | 1.56% | 0.0 |
| Y3 | 47 | City Startups | 0 | 0.00% | 1488786 | 1.28% | 0.0 |
| Y3 | 48 | Young and Rustic | 0 | 0.00% | 2201477 | 1.90% | 0.0 |
| Y3 | 53 | Mobility Blues | 0 | 0.00% | 1501362 | 1.29% | 0.0 |
| Y3 | 56 | Crossroad Villagers | 0 | 0.00% | 2408121 | 2.07% | 0.0 |
| Y3 | STRIVING SINGLES | | 0 | 0.00% | 12465431 | 10.73% | 0.0 |

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| Group | PRIZM | | Area | | US Base | | |
|--------------------|-------|----------------------|------------|-------|------------|--------|-------|
| | Code | Name | Households | % | Households | % | Index |
| FAMILY LIFE | | | | | | | |
| F1 | 02 | Blue Blood Estates | 10 | 0.06% | 1131860 | 0.97% | 6.1 |
| F1 | 05 | Country Squires | 0 | 0.00% | 2005091 | 1.73% | 0.0 |
| F1 | 06 | Winner's Circle | 0 | 0.00% | 1261540 | 1.09% | 0.0 |
| F1 | | ACCUMULATED WEALTH | 10 | 0.06% | 4398491 | 3.79% | 1.6 |
| F2 | 13 | Upward Bound | 0 | 0.00% | 1957492 | 1.69% | 0.0 |
| F2 | 17 | Beltway Boomers | 0 | 0.00% | 1120820 | 0.97% | 0.0 |
| F2 | 18 | Kids and Cul-de-Sacs | 0 | 0.00% | 1876131 | 1.62% | 0.0 |
| F2 | 20 | Fast-Track Families | 0 | 0.00% | 1856956 | 1.60% | 0.0 |
| F2 | 29 | American Dreams | 692 | 4.10% | 2466519 | 2.12% | 193.1 |
| F2 | | YOUNG ACCUMULATORS | 692 | 4.10% | 9277918 | 7.99% | 51.3 |
| F3 | 32 | New Homesteaders | 0 | 0.00% | 2059595 | 1.77% | 0.0 |
| F3 | 33 | Big Sky Families | 0 | 0.00% | 2137037 | 1.84% | 0.0 |
| F3 | 34 | White Picket Fences | 0 | 0.00% | 1537841 | 1.32% | 0.0 |
| F3 | 36 | Blue-Chip Blues | 0 | 0.00% | 1448410 | 1.25% | 0.0 |
| F3 | 50 | Kid Country, USA | 0 | 0.00% | 1469685 | 1.27% | 0.0 |
| F3 | 51 | Shotguns and Pickups | 0 | 0.00% | 1847075 | 1.59% | 0.0 |
| F3 | 52 | Suburban Pioneers | 0 | 0.00% | 1219638 | 1.05% | 0.0 |
| F3 | 54 | Multi-Culti Mosaic | 8 | 0.05% | 1940720 | 1.67% | 2.8 |
| F3 | | MAINSTREAM FAMILIES | 8 | 0.05% | 13660001 | 11.76% | 0.4 |
| F4 | 63 | Family Thrifts | 0 | 0.00% | 2111146 | 1.82% | 0.0 |
| F4 | 64 | Bedrock America | 0 | 0.00% | 2160499 | 1.86% | 0.0 |
| F4 | 65 | Big City Blues | 0 | 0.00% | 1299134 | 1.12% | 0.0 |
| F4 | 66 | Low-Rise Living | 0 | 0.00% | 1684347 | 1.45% | 0.0 |
| F4 | | SUSTAINING FAMILIES | 0 | 0.00% | 7255126 | 6.25% | 0.0 |

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

| Group | PRIZM | | Area | | US Base | | |
|---------------------|-------|-----------------------|--------------|---------------|------------------|----------------|--------------|
| | Code | Name | Households | % | Households | % | Index |
| MATURE YEARS | | | | | | | |
| M1 | 01 | Upper Crust | 42 | 0.25% | 1775171 | 1.53% | 16.3 |
| M1 | 07 | Money and Brains | 2431 | 14.40% | 2281156 | 1.96% | 733.3 |
| M1 | 09 | Big Fish, Small Pond | 0 | 0.00% | 2492753 | 2.15% | 0.0 |
| M1 | 10 | Second City Elite | 0 | 0.00% | 1454335 | 1.25% | 0.0 |
| M1 | | AFFLUENT EMPTY NESTS | 2473 | 14.65% | 8003415 | 6.89% | 212.6 |
| M2 | 14 | New Empty Nests | 0 | 0.00% | 1243807 | 1.07% | 0.0 |
| M2 | 15 | Pools and Patios | 3 | 0.02% | 1524743 | 1.31% | 1.4 |
| M2 | 21 | Gray Power | 0 | 0.00% | 1078939 | 0.93% | 0.0 |
| M2 | 26 | The Cosmopolitans | 131 | 0.78% | 1326394 | 1.14% | 68.0 |
| M2 | 27 | Middleburg Managers | 0 | 0.00% | 2270917 | 1.96% | 0.0 |
| M2 | 28 | Traditional Times | 0 | 0.00% | 3278185 | 2.82% | 0.0 |
| M2 | | CONSERVATIVE CLASSICS | 134 | 0.79% | 10722985 | 9.23% | 8.6 |
| M3 | 38 | Simple Pleasures | 0 | 0.00% | 2749769 | 2.37% | 0.0 |
| M3 | 39 | Domestic Duos | 0 | 0.00% | 1406256 | 1.21% | 0.0 |
| M3 | 40 | Close-In Couples | 13 | 0.08% | 1324822 | 1.14% | 6.8 |
| M3 | 41 | Sunset City Blues | 0 | 0.00% | 2071984 | 1.78% | 0.0 |
| M3 | 43 | Heartlanders | 0 | 0.00% | 2291305 | 1.97% | 0.0 |
| M3 | 46 | Old Glories | 0 | 0.00% | 1139485 | 0.98% | 0.0 |
| M3 | 49 | American Classics | 0 | 0.00% | 1195760 | 1.03% | 0.0 |
| M3 | | CAUTIOUS COUPLES | 13 | 0.08% | 12179381 | 10.49% | 0.7 |
| M4 | 55 | Golden Ponds | 0 | 0.00% | 1966235 | 1.69% | 0.0 |
| M4 | 57 | Old Milltowns | 0 | 0.00% | 1834700 | 1.58% | 0.0 |
| M4 | 58 | Back Country Folks | 0 | 0.00% | 2610539 | 2.25% | 0.0 |
| M4 | 59 | Urban Elders | 32 | 0.19% | 1531800 | 1.32% | 14.4 |
| M4 | 60 | Park Bench Seniors | 0 | 0.00% | 1327760 | 1.14% | 0.0 |
| M4 | 61 | City Roots | 0 | 0.00% | 1315931 | 1.13% | 0.0 |
| M4 | 62 | Hometown Retired | 0 | 0.00% | 1384260 | 1.19% | 0.0 |
| M4 | | SUSTAINING SENIORS | 32 | 0.19% | 11971225 | 10.31% | 1.8 |
| Totals | | | 16877 | 99.99% | 116136617 | 100.00% | 100.0 |

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

| Group | PRIZM | | Area | | US Base | | |
|----------------------|------------------|------------------------|------------|--------|------------|--------|---------|
| | Code | Name | Households | % | Households | % | Index |
| YOUNGER YEARS | | | | | | | |
| Y1 | 03 | Movers and Shakers | 1457 | 2.98% | 1864599 | 1.61% | 185.8 |
| Y1 | 08 | Executive Suites | 233 | 0.48% | 1060912 | 0.91% | 52.2 |
| Y1 | 11 | God's Country | 0 | 0.00% | 1689583 | 1.45% | 0.0 |
| Y1 | 12 | Brite Lites, Li'l City | 0 | 0.00% | 1836440 | 1.58% | 0.0 |
| Y1 | 19 | Home Sweet Home | 0 | 0.00% | 2120256 | 1.83% | 0.0 |
| Y1 | 25 | Country Casuals | 0 | 0.00% | 1753196 | 1.51% | 0.0 |
| Y1 | 30 | Suburban Sprawl | 0 | 0.00% | 1521596 | 1.31% | 0.0 |
| Y1 | 37 | Mayberry-ville | 0 | 0.00% | 2749917 | 2.37% | 0.0 |
| Y1 | MIDLIFE SUCCESS | | 1690 | 3.46% | 14596499 | 12.57% | 27.5 |
| Y2 | 04 | Young Digerati | 19874 | 40.69% | 1403157 | 1.21% | 3,367.9 |
| Y2 | 16 | Bohemian Mix | 11911 | 24.39% | 2049821 | 1.77% | 1,381.7 |
| Y2 | 22 | Young Influentials | 3 | 0.01% | 1701983 | 1.47% | 0.4 |
| Y2 | 23 | Greenbelt Sports | 0 | 0.00% | 1550095 | 1.33% | 0.0 |
| Y2 | 24 | Up-and-Comers | 0 | 0.00% | 1500105 | 1.29% | 0.0 |
| Y2 | 31 | Urban Achievers | 2114 | 4.33% | 1790485 | 1.54% | 280.7 |
| Y2 | 35 | Boomtown Singles | 0 | 0.00% | 1610499 | 1.39% | 0.0 |
| Y2 | YOUNG ACHEIVERS | | 33902 | 69.41% | 11606145 | 9.99% | 694.6 |
| Y3 | 42 | Red, White and Blues | 0 | 0.00% | 1250143 | 1.08% | 0.0 |
| Y3 | 44 | New Beginnings | 0 | 0.00% | 1802267 | 1.55% | 0.0 |
| Y3 | 45 | Blue Highways | 0 | 0.00% | 1813275 | 1.56% | 0.0 |
| Y3 | 47 | City Startups | 0 | 0.00% | 1488786 | 1.28% | 0.0 |
| Y3 | 48 | Young and Rustic | 0 | 0.00% | 2201477 | 1.90% | 0.0 |
| Y3 | 53 | Mobility Blues | 0 | 0.00% | 1501362 | 1.29% | 0.0 |
| Y3 | 56 | Crossroad Villagers | 0 | 0.00% | 2408121 | 2.07% | 0.0 |
| Y3 | STRIVING SINGLES | | 0 | 0.00% | 12465431 | 10.73% | 0.0 |

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| | Code | Name | Households | % | Households | % | Index |
| FAMILY LIFE | | | | | | | |
| F1 | 02 | Blue Blood Estates | 115 | 0.24% | 1131860 | 0.97% | 24.2 |
| F1 | 05 | Country Squires | 0 | 0.00% | 2005091 | 1.73% | 0.0 |
| F1 | 06 | Winner's Circle | 17 | 0.03% | 1261540 | 1.09% | 3.2 |
| F1 | | ACCUMULATED WEALTH | 132 | 0.27% | 4398491 | 3.79% | 7.1 |
| F2 | 13 | Upward Bound | 0 | 0.00% | 1957492 | 1.69% | 0.0 |
| F2 | 17 | Beltway Boomers | 0 | 0.00% | 1120820 | 0.97% | 0.0 |
| F2 | 18 | Kids and Cul-de-Sacs | 0 | 0.00% | 1876131 | 1.62% | 0.0 |
| F2 | 20 | Fast-Track Families | 0 | 0.00% | 1856956 | 1.60% | 0.0 |
| F2 | 29 | American Dreams | 2624 | 5.37% | 2466519 | 2.12% | 253.0 |
| F2 | | YOUNG ACCUMULATORS | 2624 | 5.37% | 9277918 | 7.99% | 67.3 |
| F3 | 32 | New Homesteaders | 0 | 0.00% | 2059595 | 1.77% | 0.0 |
| F3 | 33 | Big Sky Families | 0 | 0.00% | 2137037 | 1.84% | 0.0 |
| F3 | 34 | White Picket Fences | 0 | 0.00% | 1537841 | 1.32% | 0.0 |
| F3 | 36 | Blue-Chip Blues | 0 | 0.00% | 1448410 | 1.25% | 0.0 |
| F3 | 50 | Kid Country, USA | 0 | 0.00% | 1469685 | 1.27% | 0.0 |
| F3 | 51 | Shotguns and Pickups | 0 | 0.00% | 1847075 | 1.59% | 0.0 |
| F3 | 52 | Suburban Pioneers | 0 | 0.00% | 1219638 | 1.05% | 0.0 |
| F3 | 54 | Multi-Culti Mosaic | 218 | 0.45% | 1940720 | 1.67% | 26.7 |
| F3 | | MAINSTREAM FAMILIES | 218 | 0.45% | 13660001 | 11.76% | 3.8 |
| F4 | 63 | Family Thrifts | 0 | 0.00% | 2111146 | 1.82% | 0.0 |
| F4 | 64 | Bedrock America | 0 | 0.00% | 2160499 | 1.86% | 0.0 |
| F4 | 65 | Big City Blues | 0 | 0.00% | 1299134 | 1.12% | 0.0 |
| F4 | 66 | Low-Rise Living | 1 | 0.00% | 1684347 | 1.45% | 0.1 |
| F4 | | SUSTAINING FAMILIES | 1 | 0.00% | 7255126 | 6.25% | 0.0 |

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|---------------------|-------|-----------------------|--------------|----------------|------------------|----------------|--------------|
| | Code | Name | Households | % | Households | % | Index |
| MATURE YEARS | | | | | | | |
| M1 | 01 | Upper Crust | 549 | 1.12% | 1775171 | 1.53% | 73.5 |
| M1 | 07 | Money and Brains | 9180 | 18.80% | 2281156 | 1.96% | 956.9 |
| M1 | 09 | Big Fish, Small Pond | 0 | 0.00% | 2492753 | 2.15% | 0.0 |
| M1 | 10 | Second City Elite | 0 | 0.00% | 1454335 | 1.25% | 0.0 |
| M1 | | AFFLUENT EMPTY NESTS | 9729 | 19.92% | 8003415 | 6.89% | 289.1 |
| M2 | 14 | New Empty Nests | 2 | 0.00% | 1243807 | 1.07% | 0.4 |
| M2 | 15 | Pools and Patios | 22 | 0.05% | 1524743 | 1.31% | 3.4 |
| M2 | 21 | Gray Power | 0 | 0.00% | 1078939 | 0.93% | 0.0 |
| M2 | 26 | The Cosmopolitans | 302 | 0.62% | 1326394 | 1.14% | 54.1 |
| M2 | 27 | Middleburg Managers | 0 | 0.00% | 2270917 | 1.96% | 0.0 |
| M2 | 28 | Traditional Times | 0 | 0.00% | 3278185 | 2.82% | 0.0 |
| M2 | | CONSERVATIVE CLASSICS | 326 | 0.67% | 10722985 | 9.23% | 7.2 |
| M3 | 38 | Simple Pleasures | 0 | 0.00% | 2749769 | 2.37% | 0.0 |
| M3 | 39 | Domestic Duos | 0 | 0.00% | 1406256 | 1.21% | 0.0 |
| M3 | 40 | Close-In Couples | 59 | 0.12% | 1324822 | 1.14% | 10.6 |
| M3 | 41 | Sunset City Blues | 0 | 0.00% | 2071984 | 1.78% | 0.0 |
| M3 | 43 | Heartlanders | 0 | 0.00% | 2291305 | 1.97% | 0.0 |
| M3 | 46 | Old Glories | 0 | 0.00% | 1139485 | 0.98% | 0.0 |
| M3 | 49 | American Classics | 0 | 0.00% | 1195760 | 1.03% | 0.0 |
| M3 | | CAUTIOUS COUPLES | 59 | 0.12% | 12179381 | 10.49% | 1.2 |
| M4 | 55 | Golden Ponds | 0 | 0.00% | 1966235 | 1.69% | 0.0 |
| M4 | 57 | Old Milltowns | 0 | 0.00% | 1834700 | 1.58% | 0.0 |
| M4 | 58 | Back Country Folks | 0 | 0.00% | 2610539 | 2.25% | 0.0 |
| M4 | 59 | Urban Elders | 134 | 0.27% | 1531800 | 1.32% | 20.8 |
| M4 | 60 | Park Bench Seniors | 0 | 0.00% | 1327760 | 1.14% | 0.0 |
| M4 | 61 | City Roots | 26 | 0.05% | 1315931 | 1.13% | 4.7 |
| M4 | 62 | Hometown Retired | 0 | 0.00% | 1384260 | 1.19% | 0.0 |
| M4 | | SUSTAINING SENIORS | 160 | 0.33% | 11971225 | 10.31% | 3.2 |
| Totals | | | 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 Lifestage Group 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