

PRIZM Lifestage Group Distribution 2008

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

Group	PRIZM NE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	128	0.82%	1829996	1.60%	51.6
Y1	08	Executive Suites	26	0.17%	1042964	0.91%	18.4
Y1	11	God's Country	0	0.00%	1809015	1.58%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
Y1	19	Home Sweet Home	0	0.00%	2100749	1.83%	0.0
Y1	25	Country Casuals	0	0.00%	1862064	1.62%	0.0
Y1	30	Suburban Sprawl	1	0.01%	1504821	1.31%	0.5
Y1	37	Mayberry-ville	0	0.00%	2910693	2.54%	0.0
Y1		MIDLIFE SUCCESS	155	1.00%	14744614	12.86%	7.8
Y2	04	Young Digerati	7394	47.58%	1374532	1.20%	3,970.0
Y2	16	Bohemian Mix	4160	26.77%	2020210	1.76%	1,519.7
Y2	22	Young Influentials	2	0.01%	1671154	1.46%	0.9
Y2	23	Greenbelt Sports	0	0.00%	1679640	1.46%	0.0
Y2	24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
Y2	31	Urban Achievers	899	5.78%	1707456	1.49%	388.6
Y2	35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
Y2		YOUNG ACHEIVERS	12455	80.14%	11261530	9.82%	816.2
Y3	42	Red, White and Blues	0	0.00%	1318372	1.15%	0.0
Y3	44	New Beginnings	0	0.00%	1708851	1.49%	0.0
Y3	45	Blue Highways	0	0.00%	1930410	1.68%	0.0
Y3	47	City Startups	0	0.00%	1270164	1.11%	0.0
Y3	48	Young and Rustic	0	0.00%	2332043	2.03%	0.0
Y3	53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2447545	2.13%	0.0
Y3		STRIVING SINGLES	0	0.00%	12336977	10.76%	0.0



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Group	PRIZM NE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	02	Blue Blood Estates	8	0.05%	1120513	0.98%	5.3
F1	05	Country Squires	0	0.00%	2228864	1.94%	0.0
F1	06	Winner's Circle	1	0.01%	1252376	1.09%	0.6
F1		ACCUMULATED WEALTH	9	0.06%	4601753	4.01%	1.4
F2	13	Upward Bound	0	0.00%	1801150	1.57%	0.0
F2	17	Beltway Boomers	0	0.00%	1102507	0.96%	0.0
F2	18	Kids and Cul-de-Sacs	1	0.01%	1862336	1.62%	0.4
F2	20	Fast-Track Families	0	0.00%	2007267	1.75%	0.0
F2	29	American Dreams	633	4.07%	2443626	2.13%	191.2
F2		YOUNG ACCUMULATORS	634	4.08%	9216886	8.04%	50.8
F3	32	New Homesteaders	0	0.00%	2253925	1.97%	0.0
F3	33	Big Sky Families	0	0.00%	2184896	1.90%	0.0
F3	34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
F3	36	Blue-Chip Blues	0	0.00%	1430045	1.25%	0.0
F3	50	Kid Country, USA	0	0.00%	1492387	1.30%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1936554	1.69%	0.0
F3	52	Suburban Pioneers	0	0.00%	1179749	1.03%	0.0
F3	54	Multi-Culti Mosaic	24	0.15%	1905706	1.66%	9.3
F3		MAINSTREAM FAMILIES	24	0.15%	13789484	12.02%	1.3
F4	63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
F4	64	Bedrock America	0	0.00%	2094027	1.83%	0.0
F4	65	Big City Blues	0	0.00%	1256172	1.10%	0.0
F4	66	Low-Rise Living	0	0.00%	1610086	1.40%	0.0
F4		SUSTAINING FAMILIES	0	0.00%	6849375	5.97%	0.0



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Group	PRIZM NE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	47	0.30%	1742531	1.52%	19.9
M1	07	Money and Brains	1835	11.81%	2276044	1.98%	595.0
M1	09	Big Fish, Small Pond	0	0.00%	2650000	2.31%	0.0
M1	10	Second City Elite	0	0.00%	1334738	1.16%	0.0
M1		AFFLUENT EMPTY NESTS	1882	12.11%	8003313	6.98%	173.5
M2	14	New Empty Nests	2	0.01%	1213465	1.06%	1.2
M2	15	Pools and Patios	5	0.03%	1505292	1.31%	2.5
M2	21	Gray Power	1	0.01%	1056111	0.92%	0.7
M2	26	The Cosmopolitans	234	1.51%	1324716	1.15%	130.4
M2	27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
M2	28	Traditional Times	0	0.00%	3333156	2.91%	0.0
M2		CONSERVATIVE CLASSICS	242	1.56%	10520589	9.17%	17.0
M3	38	Simple Pleasures	0	0.00%	2693711	2.35%	0.0
M3	39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
M3	40	Close-In Couples	51	0.33%	1316548	1.15%	28.6
M3	41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
M3	43	Heartlanders	0	0.00%	2346426	2.05%	0.0
M3	46	Old Glories	0	0.00%	1112833	0.97%	0.0
M3	49	American Classics	0	0.00%	1163895	1.01%	0.0
M3		CAUTIOUS COUPLES	51	0.33%	11889553	10.37%	3.2
M4	55	Golden Ponds	0	0.00%	1840549	1.60%	0.0
M4	57	Old Milltowns	0	0.00%	1907109	1.66%	0.0
M4	58	Back Country Folks	0	0.00%	2496583	2.18%	0.0
M4	59	Urban Elders	83	0.53%	1488384	1.30%	41.2
M4	60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
M4	61	City Roots	8	0.05%	1299001	1.13%	4.5
M4	62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
M4		SUSTAINING SENIORS	91	0.59%	11480127	10.01%	5.9
Totals			15543	100.01%	114694201	100.00%	100.0



PRIZM Lifestage Group Distribution 2008

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

Group	PRIZM NE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	2545	1.96%	1829996	1.60%	122.7
Y1	08	Executive Suites	239	0.18%	1042964	0.91%	20.2
Y1	11	God's Country	0	0.00%	1809015	1.58%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
Y1	19	Home Sweet Home	4	0.00%	2100749	1.83%	0.2
Y1	25	Country Casuals	0	0.00%	1862064	1.62%	0.0
Y1	30	Suburban Sprawl	6	0.00%	1504821	1.31%	0.4
Y1	37	Mayberry-ville	0	0.00%	2910693	2.54%	0.0
Y1	MIDLIFE SUCCESS		2794	2.15%	14744614	12.86%	16.7
Y2	04	Young Digerati	45825	35.26%	1374532	1.20%	2,942.5
Y2	16	Bohemian Mix	26504	20.40%	2020210	1.76%	1,157.9
Y2	22	Young Influentials	12	0.01%	1671154	1.46%	0.6
Y2	23	Greenbelt Sports	0	0.00%	1679640	1.46%	0.0
Y2	24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
Y2	31	Urban Achievers	9667	7.44%	1707456	1.49%	499.7
Y2	35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
Y2	YOUNG ACHEIVERS		82008	63.11%	11261530	9.82%	642.7
Y3	42	Red, White and Blues	0	0.00%	1318372	1.15%	0.0
Y3	44	New Beginnings	6	0.00%	1708851	1.49%	0.3
Y3	45	Blue Highways	0	0.00%	1930410	1.68%	0.0
Y3	47	City Startups	0	0.00%	1270164	1.11%	0.0
Y3	48	Young and Rustic	0	0.00%	2332043	2.03%	0.0
Y3	53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2447545	2.13%	0.0
Y3	STRIVING SINGLES		6	0.00%	12336977	10.76%	0.0



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FAMILY LIFE							
F1	02	Blue Blood Estates	377	0.29%	1120513	0.98%	29.7
F1	05	Country Squires	0	0.00%	2228864	1.94%	0.0
F1	06	Winner's Circle	101	0.08%	1252376	1.09%	7.1
F1		ACCUMULATED WEALTH	478	0.37%	4601753	4.01%	9.2
F2	13	Upward Bound	0	0.00%	1801150	1.57%	0.0
F2	17	Beltway Boomers	14	0.01%	1102507	0.96%	1.1
F2	18	Kids and Cul-de-Sacs	12	0.01%	1862336	1.62%	0.6
F2	20	Fast-Track Families	0	0.00%	2007267	1.75%	0.0
F2	29	American Dreams	9366	7.21%	2443626	2.13%	338.3
F2		YOUNG ACCUMULATORS	9392	7.23%	9216886	8.04%	89.9
F3	32	New Homesteaders	0	0.00%	2253925	1.97%	0.0
F3	33	Big Sky Families	0	0.00%	2184896	1.90%	0.0
F3	34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
F3	36	Blue-Chip Blues	2	0.00%	1430045	1.25%	0.1
F3	50	Kid Country, USA	0	0.00%	1492387	1.30%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1936554	1.69%	0.0
F3	52	Suburban Pioneers	4	0.00%	1179749	1.03%	0.3
F3	54	Multi-Culti Mosaic	1529	1.18%	1905706	1.66%	70.8
F3		MAINSTREAM FAMILIES	1535	1.18%	13789484	12.02%	9.8
F4	63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
F4	64	Bedrock America	0	0.00%	2094027	1.83%	0.0
F4	65	Big City Blues	1345	1.04%	1256172	1.10%	94.5
F4	66	Low-Rise Living	78	0.06%	1610086	1.40%	4.3
F4		SUSTAINING FAMILIES	1423	1.10%	6849375	5.97%	18.3



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Group	PRIZM NE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	2294	1.77%	1742531	1.52%	116.2
M1	07	Money and Brains	24335	18.73%	2276044	1.98%	943.7
M1	09	Big Fish, Small Pond	0	0.00%	2650000	2.31%	0.0
M1	10	Second City Elite	0	0.00%	1334738	1.16%	0.0
M1		AFFLUENT EMPTY NESTS	26629	20.49%	8003313	6.98%	293.7
M2	14	New Empty Nests	103	0.08%	1213465	1.06%	7.5
M2	15	Pools and Patios	86	0.07%	1505292	1.31%	5.0
M2	21	Gray Power	23	0.02%	1056111	0.92%	1.9
M2	26	The Cosmopolitans	2494	1.92%	1324716	1.15%	166.2
M2	27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
M2	28	Traditional Times	0	0.00%	3333156	2.91%	0.0
M2		CONSERVATIVE CLASSICS	2706	2.08%	10520589	9.17%	22.7
M3	38	Simple Pleasures	0	0.00%	2693711	2.35%	0.0
M3	39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
M3	40	Close-In Couples	621	0.48%	1316548	1.15%	41.6
M3	41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
M3	43	Heartlanders	0	0.00%	2346426	2.05%	0.0
M3	46	Old Glories	0	0.00%	1112833	0.97%	0.0
M3	49	American Classics	4	0.00%	1163895	1.01%	0.3
M3		CAUTIOUS COUPLES	625	0.48%	11889553	10.37%	4.6
M4	55	Golden Ponds	0	0.00%	1840549	1.60%	0.0
M4	57	Old Milltowns	0	0.00%	1907109	1.66%	0.0
M4	58	Back Country Folks	0	0.00%	2496583	2.18%	0.0
M4	59	Urban Elders	2035	1.57%	1488384	1.30%	120.7
M4	60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
M4	61	City Roots	320	0.25%	1299001	1.13%	21.7
M4	62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
M4		SUSTAINING SENIORS	2355	1.81%	11480127	10.01%	18.1
Totals			129951	100.00%	114694201	100.00%	100.0



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Group	PRIZM NE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	8046	2.69%	1829996	1.60%	168.3
Y1	08	Executive Suites	1515	0.51%	1042964	0.91%	55.6
Y1	11	God's Country	0	0.00%	1809015	1.58%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
Y1	19	Home Sweet Home	5	0.00%	2100749	1.83%	0.1
Y1	25	Country Casuals	0	0.00%	1862064	1.62%	0.0
Y1	30	Suburban Sprawl	17	0.01%	1504821	1.31%	0.4
Y1	37	Mayberry-ville	0	0.00%	2910693	2.54%	0.0
Y1	MIDLIFE SUCCESS		9583	3.20%	14744614	12.86%	24.9
Y2	04	Young Digerati	72563	24.22%	1374532	1.20%	2,021.1
Y2	16	Bohemian Mix	47364	15.81%	2020210	1.76%	897.6
Y2	22	Young Influentials	53	0.02%	1671154	1.46%	1.2
Y2	23	Greenbelt Sports	0	0.00%	1679640	1.46%	0.0
Y2	24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
Y2	31	Urban Achievers	17015	5.68%	1707456	1.49%	381.5
Y2	35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
Y2	YOUNG ACHEIVERS		136995	45.73%	11261530	9.82%	465.7
Y3	42	Red, White and Blues	0	0.00%	1318372	1.15%	0.0
Y3	44	New Beginnings	204	0.07%	1708851	1.49%	4.6
Y3	45	Blue Highways	0	0.00%	1930410	1.68%	0.0
Y3	47	City Startups	0	0.00%	1270164	1.11%	0.0
Y3	48	Young and Rustic	0	0.00%	2332043	2.03%	0.0
Y3	53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2447545	2.13%	0.0
Y3	STRIVING SINGLES		204	0.07%	12336977	10.76%	0.6



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Group	PRIZM NE		Area		US Base		
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FAMILY LIFE							
F1	02	Blue Blood Estates	3070	1.02%	1120513	0.98%	104.9
F1	05	Country Squires	0	0.00%	2228864	1.94%	0.0
F1	06	Winner's Circle	869	0.29%	1252376	1.09%	26.6
F1		ACCUMULATED WEALTH	3939	1.31%	4601753	4.01%	32.8
F2	13	Upward Bound	0	0.00%	1801150	1.57%	0.0
F2	17	Beltway Boomers	144	0.05%	1102507	0.96%	5.0
F2	18	Kids and Cul-de-Sacs	85	0.03%	1862336	1.62%	1.7
F2	20	Fast-Track Families	0	0.00%	2007267	1.75%	0.0
F2	29	American Dreams	25866	8.63%	2443626	2.13%	405.2
F2		YOUNG ACCUMULATORS	26095	8.71%	9216886	8.04%	108.4
F3	32	New Homesteaders	0	0.00%	2253925	1.97%	0.0
F3	33	Big Sky Families	0	0.00%	2184896	1.90%	0.0
F3	34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
F3	36	Blue-Chip Blues	2	0.00%	1430045	1.25%	0.1
F3	50	Kid Country, USA	0	0.00%	1492387	1.30%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1936554	1.69%	0.0
F3	52	Suburban Pioneers	38	0.01%	1179749	1.03%	1.2
F3	54	Multi-Culti Mosaic	7806	2.61%	1905706	1.66%	156.8
F3		MAINSTREAM FAMILIES	7846	2.62%	13789484	12.02%	21.8
F4	63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
F4	64	Bedrock America	0	0.00%	2094027	1.83%	0.0
F4	65	Big City Blues	9446	3.15%	1256172	1.10%	287.9
F4	66	Low-Rise Living	4314	1.44%	1610086	1.40%	102.6
F4		SUSTAINING FAMILIES	13760	4.59%	6849375	5.97%	76.9



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Group	PRIZM NE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	12266	4.09%	1742531	1.52%	269.5
M1	07	Money and Brains	56667	18.91%	2276044	1.98%	953.2
M1	09	Big Fish, Small Pond	0	0.00%	2650000	2.31%	0.0
M1	10	Second City Elite	0	0.00%	1334738	1.16%	0.0
M1		AFFLUENT EMPTY NESTS	68933	23.01%	8003313	6.98%	329.7
M2	14	New Empty Nests	517	0.17%	1213465	1.06%	16.3
M2	15	Pools and Patios	319	0.11%	1505292	1.31%	8.1
M2	21	Gray Power	69	0.02%	1056111	0.92%	2.5
M2	26	The Cosmopolitans	9612	3.21%	1324716	1.15%	277.8
M2	27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
M2	28	Traditional Times	0	0.00%	3333156	2.91%	0.0
M2		CONSERVATIVE CLASSICS	10517	3.51%	10520589	9.17%	38.3
M3	38	Simple Pleasures	0	0.00%	2693711	2.35%	0.0
M3	39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
M3	40	Close-In Couples	7313	2.44%	1316548	1.15%	212.7
M3	41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
M3	43	Heartlanders	0	0.00%	2346426	2.05%	0.0
M3	46	Old Glories	184	0.06%	1112833	0.97%	6.3
M3	49	American Classics	14	0.00%	1163895	1.01%	0.5
M3		CAUTIOUS COUPLES	7511	2.51%	11889553	10.37%	24.2
M4	55	Golden Ponds	0	0.00%	1840549	1.60%	0.0
M4	57	Old Milltowns	0	0.00%	1907109	1.66%	0.0
M4	58	Back Country Folks	0	0.00%	2496583	2.18%	0.0
M4	59	Urban Elders	10220	3.41%	1488384	1.30%	262.9
M4	60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
M4	61	City Roots	3986	1.33%	1299001	1.13%	117.5
M4	62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
M4		SUSTAINING SENIORS	14206	4.74%	11480127	10.01%	47.4
Totals			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 Lifestage Group 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

