

PRIZM Lifestage Group Distribution

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

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	137	0.85%	1853105	1.61%	52.8
Y1	08	Executive Suites	51	0.32%	1047515	0.91%	34.8
Y1	11	God's Country	0	0.00%	1727637	1.50%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
Y1	19	Home Sweet Home	0	0.00%	2109604	1.83%	0.0
Y1	25	Country Casuals	0	0.00%	1780813	1.54%	0.0
Y1	30	Suburban Sprawl	0	0.00%	1517126	1.32%	0.0
Y1	37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
Y1	MIDLIFE SUCCESS		188	1.16%	14679315	12.73%	9.1
Y2	04	Young Digerati	7362	45.59%	1392746	1.21%	3,774.2
Y2	16	Bohemian Mix	5271	32.64%	2042124	1.77%	1,843.0
Y2	22	Young Influentials	0	0.00%	1683242	1.46%	0.0
Y2	23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
Y2	24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
Y2	31	Urban Achievers	430	2.66%	1730092	1.50%	177.5
Y2	35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
Y2	YOUNG ACHEIVERS		13063	80.89%	11551914	10.02%	807.4
Y3	42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
Y3	44	New Beginnings	0	0.00%	1723477	1.49%	0.0
Y3	45	Blue Highways	0	0.00%	1861826	1.61%	0.0
Y3	47	City Startups	0	0.00%	1397857	1.21%	0.0
Y3	48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
Y3	53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2359563	2.05%	0.0
Y3	STRIVING SINGLES		0	0.00%	12295454	10.66%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	02	Blue Blood Estates	8	0.05%	1134830	0.98%	5.0
F1	05	Country Squires	0	0.00%	2122491	1.84%	0.0
F1	06	Winner's Circle	1	0.01%	1253417	1.09%	0.6
F1		ACCUMULATED WEALTH	9	0.06%	4510738	3.91%	1.4
F2	13	Upward Bound	0	0.00%	1998401	1.73%	0.0
F2	17	Beltway Boomers	0	0.00%	1118863	0.97%	0.0
F2	18	Kids and Cul-de-Sacs	0	0.00%	1864873	1.62%	0.0
F2	20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
F2	29	American Dreams	532	3.29%	2484773	2.15%	152.9
F2		YOUNG ACCUMULATORS	532	3.29%	9385737	8.14%	40.5
F3	32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
F3	33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
F3	34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
F3	36	Blue-Chip Blues	0	0.00%	1438998	1.25%	0.0
F3	50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
F3	52	Suburban Pioneers	0	0.00%	1195365	1.04%	0.0
F3	54	Multi-Culti Mosaic	0	0.00%	1930969	1.67%	0.0
F3		MAINSTREAM FAMILIES	0	0.00%	13646438	11.83%	0.0
F4	63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
F4	64	Bedrock America	0	0.00%	2015493	1.75%	0.0
F4	65	Big City Blues	0	0.00%	1272397	1.10%	0.0
F4	66	Low-Rise Living	0	0.00%	1624097	1.41%	0.0
F4		SUSTAINING FAMILIES	0	0.00%	6998954	6.07%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	47	0.29%	1767993	1.53%	19.0
M1	07	Money and Brains	2162	13.39%	2313257	2.01%	667.3
M1	09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
M1	10	Second City Elite	0	0.00%	1475465	1.28%	0.0
M1		AFFLUENT EMPTY NESTS	2209	13.68%	8092790	7.02%	194.9
M2	14	New Empty Nests	1	0.01%	1227051	1.06%	0.6
M2	15	Pools and Patios	4	0.02%	1525347	1.32%	1.9
M2	21	Gray Power	1	0.01%	1066999	0.93%	0.7
M2	26	The Cosmopolitans	113	0.70%	1340095	1.16%	60.2
M2	27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
M2	28	Traditional Times	0	0.00%	3185141	2.76%	0.0
M2		CONSERVATIVE CLASSICS	119	0.74%	10648172	9.23%	8.0
M3	38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
M3	39	Domestic Duos	0	0.00%	1389087	1.20%	0.0
M3	40	Close-In Couples	7	0.04%	1333999	1.16%	3.7
M3	41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
M3	43	Heartlanders	0	0.00%	2248263	1.95%	0.0
M3	46	Old Glories	0	0.00%	1123967	0.97%	0.0
M3	49	American Classics	0	0.00%	1181953	1.03%	0.0
M3		CAUTIOUS COUPLES	7	0.04%	11955130	10.37%	0.4
M4	55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
M4	57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
M4	58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
M4	59	Urban Elders	14	0.09%	1508629	1.31%	6.6
M4	60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
M4	61	City Roots	7	0.04%	1317434	1.14%	3.8
M4	62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
M4		SUSTAINING SENIORS	21	0.13%	11541461	10.01%	1.3
Totals			16148	99.99%	115306103	100.00%	100.0



PRIZM Lifestage Group Distribution

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

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	2732	2.02%	1853105	1.61%	125.9
Y1	08	Executive Suites	376	0.28%	1047515	0.91%	30.7
Y1	11	God's Country	0	0.00%	1727637	1.50%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
Y1	19	Home Sweet Home	0	0.00%	2109604	1.83%	0.0
Y1	25	Country Casuals	0	0.00%	1780813	1.54%	0.0
Y1	30	Suburban Sprawl	2	0.00%	1517126	1.32%	0.1
Y1	37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
Y1		MIDLIFE SUCCESS	3110	2.30%	14679315	12.73%	18.1
Y2	04	Young Digerati	48519	35.94%	1392746	1.21%	2,975.9
Y2	16	Bohemian Mix	28894	21.41%	2042124	1.77%	1,208.7
Y2	22	Young Influentials	2	0.00%	1683242	1.46%	0.1
Y2	23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
Y2	24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
Y2	31	Urban Achievers	10355	7.67%	1730092	1.50%	511.3
Y2	35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
Y2		YOUNG ACHEIVERS	87770	65.02%	11551914	10.02%	649.0
Y3	42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
Y3	44	New Beginnings	2	0.00%	1723477	1.49%	0.1
Y3	45	Blue Highways	0	0.00%	1861826	1.61%	0.0
Y3	47	City Startups	0	0.00%	1397857	1.21%	0.0
Y3	48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
Y3	53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2359563	2.05%	0.0
Y3		STRIVING SINGLES	2	0.00%	12295454	10.66%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	02	Blue Blood Estates	281	0.21%	1134830	0.98%	21.2
F1	05	Country Squires	0	0.00%	2122491	1.84%	0.0
F1	06	Winner's Circle	83	0.06%	1253417	1.09%	5.7
F1		ACCUMULATED WEALTH	364	0.27%	4510738	3.91%	6.9
F2	13	Upward Bound	0	0.00%	1998401	1.73%	0.0
F2	17	Beltway Boomers	10	0.01%	1118863	0.97%	0.8
F2	18	Kids and Cul-de-Sacs	9	0.01%	1864873	1.62%	0.4
F2	20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
F2	29	American Dreams	8318	6.16%	2484773	2.15%	286.0
F2		YOUNG ACCUMULATORS	8337	6.18%	9385737	8.14%	75.9
F3	32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
F3	33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
F3	34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
F3	36	Blue-Chip Blues	0	0.00%	1438998	1.25%	0.0
F3	50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
F3	52	Suburban Pioneers	0	0.00%	1195365	1.04%	0.0
F3	54	Multi-Culti Mosaic	1387	1.03%	1930969	1.67%	61.4
F3		MAINSTREAM FAMILIES	1387	1.03%	13646438	11.83%	8.7
F4	63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
F4	64	Bedrock America	0	0.00%	2015493	1.75%	0.0
F4	65	Big City Blues	1281	0.95%	1272397	1.10%	86.0
F4	66	Low-Rise Living	127	0.09%	1624097	1.41%	6.7
F4		SUSTAINING FAMILIES	1408	1.04%	6998954	6.07%	17.2



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	2370	1.76%	1767993	1.53%	114.5
M1	07	Money and Brains	25781	19.10%	2313257	2.01%	952.0
M1	09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
M1	10	Second City Elite	0	0.00%	1475465	1.28%	0.0
M1		AFFLUENT EMPTY NESTS	28151	20.86%	8092790	7.02%	297.1
M2	14	New Empty Nests	35	0.03%	1227051	1.06%	2.4
M2	15	Pools and Patios	49	0.04%	1525347	1.32%	2.7
M2	21	Gray Power	5	0.00%	1066999	0.93%	0.4
M2	26	The Cosmopolitans	1442	1.07%	1340095	1.16%	91.9
M2	27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
M2	28	Traditional Times	0	0.00%	3185141	2.76%	0.0
M2		CONSERVATIVE CLASSICS	1531	1.13%	10648172	9.23%	12.3
M3	38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
M3	39	Domestic Duos	0	0.00%	1389087	1.20%	0.0
M3	40	Close-In Couples	394	0.29%	1333999	1.16%	25.2
M3	41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
M3	43	Heartlanders	0	0.00%	2248263	1.95%	0.0
M3	46	Old Glories	0	0.00%	1123967	0.97%	0.0
M3	49	American Classics	0	0.00%	1181953	1.03%	0.0
M3		CAUTIOUS COUPLES	394	0.29%	11955130	10.37%	2.8
M4	55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
M4	57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
M4	58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
M4	59	Urban Elders	2348	1.74%	1508629	1.31%	133.0
M4	60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
M4	61	City Roots	180	0.13%	1317434	1.14%	11.7
M4	62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
M4		SUSTAINING SENIORS	2528	1.87%	11541461	10.01%	18.7
Totals			134982	100.00%	115306103	100.00%	100.0



PRIZM Lifestage Group Distribution

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

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	9130	2.97%	1853105	1.61%	185.0
Y1	08	Executive Suites	1915	0.62%	1047515	0.91%	68.7
Y1	11	God's Country	0	0.00%	1727637	1.50%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
Y1	19	Home Sweet Home	3	0.00%	2109604	1.83%	0.1
Y1	25	Country Casuals	0	0.00%	1780813	1.54%	0.0
Y1	30	Suburban Sprawl	5	0.00%	1517126	1.32%	0.1
Y1	37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
Y1	MIDLIFE SUCCESS		11053	3.60%	14679315	12.73%	28.3
Y2	04	Young Digerati	77554	25.26%	1392746	1.21%	2,091.1
Y2	16	Bohemian Mix	48495	15.79%	2042124	1.77%	891.8
Y2	22	Young Influentials	32	0.01%	1683242	1.46%	0.7
Y2	23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
Y2	24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
Y2	31	Urban Achievers	19150	6.24%	1730092	1.50%	415.7
Y2	35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
Y2	YOUNG ACHEIVERS		145231	47.30%	11551914	10.02%	472.1
Y3	42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
Y3	44	New Beginnings	246	0.08%	1723477	1.49%	5.4
Y3	45	Blue Highways	0	0.00%	1861826	1.61%	0.0
Y3	47	City Startups	0	0.00%	1397857	1.21%	0.0
Y3	48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
Y3	53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2359563	2.05%	0.0
Y3	STRIVING SINGLES		246	0.08%	12295454	10.66%	0.8



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	02	Blue Blood Estates	2574	0.84%	1134830	0.98%	85.2
F1	05	Country Squires	0	0.00%	2122491	1.84%	0.0
F1	06	Winner's Circle	719	0.23%	1253417	1.09%	21.5
F1		ACCUMULATED WEALTH	3293	1.07%	4510738	3.91%	27.4
F2	13	Upward Bound	0	0.00%	1998401	1.73%	0.0
F2	17	Beltway Boomers	65	0.02%	1118863	0.97%	2.2
F2	18	Kids and Cul-de-Sacs	54	0.02%	1864873	1.62%	1.1
F2	20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
F2	29	American Dreams	24204	7.88%	2484773	2.15%	365.8
F2		YOUNG ACCUMULATORS	24323	7.92%	9385737	8.14%	97.3
F3	32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
F3	33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
F3	34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
F3	36	Blue-Chip Blues	2	0.00%	1438998	1.25%	0.1
F3	50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
F3	52	Suburban Pioneers	53	0.02%	1195365	1.04%	1.7
F3	54	Multi-Culti Mosaic	7562	2.46%	1930969	1.67%	147.1
F3		MAINSTREAM FAMILIES	7617	2.48%	13646438	11.83%	21.0
F4	63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
F4	64	Bedrock America	0	0.00%	2015493	1.75%	0.0
F4	65	Big City Blues	9826	3.20%	1272397	1.10%	290.0
F4	66	Low-Rise Living	4896	1.59%	1624097	1.41%	113.2
F4		SUSTAINING FAMILIES	14722	4.79%	6998954	6.07%	79.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	12567	4.09%	1767993	1.53%	266.9
M1	07	Money and Brains	57353	18.68%	2313257	2.01%	931.0
M1	09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
M1	10	Second City Elite	0	0.00%	1475465	1.28%	0.0
M1		AFFLUENT EMPTY NESTS	69920	22.77%	8092790	7.02%	324.4
M2	14	New Empty Nests	201	0.07%	1227051	1.06%	6.2
M2	15	Pools and Patios	323	0.11%	1525347	1.32%	8.0
M2	21	Gray Power	18	0.01%	1066999	0.93%	0.6
M2	26	The Cosmopolitans	9107	2.97%	1340095	1.16%	255.2
M2	27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
M2	28	Traditional Times	0	0.00%	3185141	2.76%	0.0
M2		CONSERVATIVE CLASSICS	9649	3.14%	10648172	9.23%	34.0
M3	38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
M3	39	Domestic Duos	10	0.00%	1389087	1.20%	0.3
M3	40	Close-In Couples	6829	2.22%	1333999	1.16%	192.2
M3	41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
M3	43	Heartlanders	0	0.00%	2248263	1.95%	0.0
M3	46	Old Glories	191	0.06%	1123967	0.97%	6.4
M3	49	American Classics	16	0.01%	1181953	1.03%	0.5
M3		CAUTIOUS COUPLES	7046	2.29%	11955130	10.37%	22.1
M4	55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
M4	57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
M4	58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
M4	59	Urban Elders	10744	3.50%	1508629	1.31%	267.4
M4	60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
M4	61	City Roots	3211	1.05%	1317434	1.14%	91.5
M4	62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
M4		SUSTAINING SENIORS	13955	4.54%	11541461	10.01%	45.4
Totals			307055	100.00%	115306103	100.00%	100.0

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 Lifestage Group 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

