

PRIZM Lifestage Group Distribution 2011

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	160	0.91%	1878356	1.61%	56.3
Y1	08	Executive Suites	25	0.14%	1068292	0.91%	15.5
Y1	11	God's Country	0	0.00%	1699924	1.45%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1832821	1.57%	0.0
Y1	19	Home Sweet Home	0	0.00%	2127048	1.82%	0.0
Y1	25	Country Casuals	0	0.00%	1741070	1.49%	0.0
Y1	30	Suburban Sprawl	0	0.00%	1529350	1.31%	0.0
Y1	37	Mayberry-ville	0	0.00%	2756347	2.36%	0.0
Y1	MIDLIFE SUCCESS		185	1.05%	14633208	12.52%	8.4
Y2	04	Young Digerati	7706	43.61%	1397823	1.20%	3,646.2
Y2	16	Bohemian Mix	5736	32.46%	2052684	1.76%	1,848.2
Y2	22	Young Influentials	0	0.00%	1712614	1.47%	0.0
Y2	23	Greenbelt Sports	0	0.00%	1560639	1.34%	0.0
Y2	24	Up-and-Comers	0	0.00%	1510327	1.29%	0.0
Y2	31	Urban Achievers	415	2.35%	1794520	1.54%	153.0
Y2	35	Boomtown Singles	0	0.00%	1617454	1.38%	0.0
Y2	YOUNG ACHEIVERS		13857	78.43%	11646061	9.97%	787.0
Y3	42	Red, White and Blues	0	0.00%	1278769	1.09%	0.0
Y3	44	New Beginnings	0	0.00%	1837994	1.57%	0.0
Y3	45	Blue Highways	0	0.00%	1809961	1.55%	0.0
Y3	47	City Startups	0	0.00%	1525847	1.31%	0.0
Y3	48	Young and Rustic	0	0.00%	2224366	1.90%	0.0
Y3	53	Mobility Blues	0	0.00%	1522347	1.30%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2466414	2.11%	0.0
Y3	STRIVING SINGLES		0	0.00%	12665698	10.84%	0.0

PRIZM Lifestage Group Distribution 2011

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
FAMILY LIFE							
F1	02	Blue Blood Estates	11	0.06%	1129199	0.97%	6.4
F1	05	Country Squires	0	0.00%	2011809	1.72%	0.0
F1	06	Winner's Circle	1	0.01%	1283240	1.10%	0.5
F1		ACCUMULATED WEALTH	12	0.07%	4424248	3.79%	1.8
F2	13	Upward Bound	0	0.00%	1955876	1.67%	0.0
F2	17	Beltway Boomers	0	0.00%	1121007	0.96%	0.0
F2	18	Kids and Cul-de-Sacs	0	0.00%	1872955	1.60%	0.0
F2	20	Fast-Track Families	0	0.00%	1861697	1.59%	0.0
F2	29	American Dreams	571	3.23%	2451331	2.10%	154.1
F2		YOUNG ACCUMULATORS	571	3.23%	9262866	7.93%	40.8
F3	32	New Homesteaders	0	0.00%	2102864	1.80%	0.0
F3	33	Big Sky Families	0	0.00%	2130960	1.82%	0.0
F3	34	White Picket Fences	0	0.00%	1536574	1.31%	0.0
F3	36	Blue-Chip Blues	0	0.00%	1458594	1.25%	0.0
F3	50	Kid Country, USA	0	0.00%	1481771	1.27%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1873167	1.60%	0.0
F3	52	Suburban Pioneers	0	0.00%	1240482	1.06%	0.0
F3	54	Multi-Culti Mosaic	7	0.04%	1947324	1.67%	2.4
F3		MAINSTREAM FAMILIES	7	0.04%	13771736	11.78%	0.3
F4	63	Family Thrifts	0	0.00%	2134566	1.83%	0.0
F4	64	Bedrock America	0	0.00%	2220781	1.90%	0.0
F4	65	Big City Blues	0	0.00%	1301418	1.11%	0.0
F4	66	Low-Rise Living	0	0.00%	1693512	1.45%	0.0
F4		SUSTAINING FAMILIES	0	0.00%	7350277	6.29%	0.0

PRIZM Lifestage Group Distribution 2011

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
MATURE YEARS							
M1	01	Upper Crust	48	0.27%	1770473	1.52%	17.9
M1	07	Money and Brains	2679	15.16%	2257088	1.93%	785.0
M1	09	Big Fish, Small Pond	0	0.00%	2498189	2.14%	0.0
M1	10	Second City Elite	0	0.00%	1449265	1.24%	0.0
M1		AFFLUENT EMPTY NESTS	2727	15.43%	7975015	6.82%	226.2
M2	14	New Empty Nests	1	0.01%	1242671	1.06%	0.5
M2	15	Pools and Patios	2	0.01%	1530890	1.31%	0.9
M2	21	Gray Power	0	0.00%	1093066	0.94%	0.0
M2	26	The Cosmopolitans	205	1.16%	1321917	1.13%	102.6
M2	27	Middleburg Managers	0	0.00%	2276009	1.95%	0.0
M2	28	Traditional Times	0	0.00%	3300488	2.82%	0.0
M2		CONSERVATIVE CLASSICS	208	1.18%	10765041	9.21%	12.8
M3	38	Simple Pleasures	0	0.00%	2754587	2.36%	0.0
M3	39	Domestic Duos	0	0.00%	1398562	1.20%	0.0
M3	40	Close-In Couples	23	0.13%	1327575	1.14%	11.5
M3	41	Sunset City Blues	0	0.00%	2083443	1.78%	0.0
M3	43	Heartlanders	0	0.00%	2334924	2.00%	0.0
M3	46	Old Glories	0	0.00%	1155944	0.99%	0.0
M3	49	American Classics	0	0.00%	1211533	1.04%	0.0
M3		CAUTIOUS COUPLES	23	0.13%	12266568	10.50%	1.2
M4	55	Golden Ponds	0	0.00%	1985453	1.70%	0.0
M4	57	Old Milltowns	0	0.00%	1845943	1.58%	0.0
M4	58	Back Country Folks	0	0.00%	2658532	2.27%	0.0
M4	59	Urban Elders	79	0.45%	1532998	1.31%	34.1
M4	60	Park Bench Seniors	0	0.00%	1345679	1.15%	0.0
M4	61	City Roots	0	0.00%	1326369	1.13%	0.0
M4	62	Hometown Retired	0	0.00%	1406698	1.20%	0.0
M4		SUSTAINING SENIORS	79	0.45%	12101672	10.36%	4.3
Totals			17669	100.00%	116862390	100.00%	100.0

PRIZM Lifestage Group Distribution 2011

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	2940	2.06%	1878356	1.61%	128.5
Y1	08	Executive Suites	206	0.14%	1068292	0.91%	15.8
Y1	11	God's Country	0	0.00%	1699924	1.45%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1832821	1.57%	0.0
Y1	19	Home Sweet Home	0	0.00%	2127048	1.82%	0.0
Y1	25	Country Casuals	0	0.00%	1741070	1.49%	0.0
Y1	30	Suburban Sprawl	0	0.00%	1529350	1.31%	0.0
Y1	37	Mayberry-ville	0	0.00%	2756347	2.36%	0.0
Y1		MIDLIFE SUCCESS	3146	2.21%	14633208	12.52%	17.6
Y2	04	Young Digerati	50815	35.69%	1397823	1.20%	2,983.8
Y2	16	Bohemian Mix	32761	23.01%	2052684	1.76%	1,310.0
Y2	22	Young Influentials	9	0.01%	1712614	1.47%	0.4
Y2	23	Greenbelt Sports	0	0.00%	1560639	1.34%	0.0
Y2	24	Up-and-Comers	0	0.00%	1510327	1.29%	0.0
Y2	31	Urban Achievers	9574	6.72%	1794520	1.54%	437.9
Y2	35	Boomtown Singles	0	0.00%	1617454	1.38%	0.0
Y2		YOUNG ACHEIVERS	93159	65.43%	11646061	9.97%	656.6
Y3	42	Red, White and Blues	0	0.00%	1278769	1.09%	0.0
Y3	44	New Beginnings	0	0.00%	1837994	1.57%	0.0
Y3	45	Blue Highways	0	0.00%	1809961	1.55%	0.0
Y3	47	City Startups	0	0.00%	1525847	1.31%	0.0
Y3	48	Young and Rustic	0	0.00%	2224366	1.90%	0.0
Y3	53	Mobility Blues	0	0.00%	1522347	1.30%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2466414	2.11%	0.0
Y3		STRIVING SINGLES	0	0.00%	12665698	10.84%	0.0

PRIZM Lifestage Group Distribution 2011

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
FAMILY LIFE							
F1	02	Blue Blood Estates	440	0.31%	1129199	0.97%	32.0
F1	05	Country Squires	0	0.00%	2011809	1.72%	0.0
F1	06	Winner's Circle	94	0.07%	1283240	1.10%	6.0
F1		ACCUMULATED WEALTH	534	0.38%	4424248	3.79%	9.9
F2	13	Upward Bound	0	0.00%	1955876	1.67%	0.0
F2	17	Beltway Boomers	4	0.00%	1121007	0.96%	0.3
F2	18	Kids and Cul-de-Sacs	1	0.00%	1872955	1.60%	0.0
F2	20	Fast-Track Families	0	0.00%	1861697	1.59%	0.0
F2	29	American Dreams	8165	5.73%	2451331	2.10%	273.4
F2		YOUNG ACCUMULATORS	8170	5.74%	9262866	7.93%	72.4
F3	32	New Homesteaders	0	0.00%	2102864	1.80%	0.0
F3	33	Big Sky Families	0	0.00%	2130960	1.82%	0.0
F3	34	White Picket Fences	0	0.00%	1536574	1.31%	0.0
F3	36	Blue-Chip Blues	0	0.00%	1458594	1.25%	0.0
F3	50	Kid Country, USA	0	0.00%	1481771	1.27%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1873167	1.60%	0.0
F3	52	Suburban Pioneers	0	0.00%	1240482	1.06%	0.0
F3	54	Multi-Culti Mosaic	1703	1.20%	1947324	1.67%	71.8
F3		MAINSTREAM FAMILIES	1703	1.20%	13771736	11.78%	10.1
F4	63	Family Thrifts	0	0.00%	2134566	1.83%	0.0
F4	64	Bedrock America	0	0.00%	2220781	1.90%	0.0
F4	65	Big City Blues	1392	0.98%	1301418	1.11%	87.8
F4	66	Low-Rise Living	75	0.05%	1693512	1.45%	3.6
F4		SUSTAINING FAMILIES	1467	1.03%	7350277	6.29%	16.4

PRIZM Lifestage Group Distribution 2011

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
MATURE YEARS							
M1	01	Upper Crust	2394	1.68%	1770473	1.52%	111.0
M1	07	Money and Brains	26885	18.88%	2257088	1.93%	977.7
M1	09	Big Fish, Small Pond	0	0.00%	2498189	2.14%	0.0
M1	10	Second City Elite	0	0.00%	1449265	1.24%	0.0
M1		AFFLUENT EMPTY NESTS	29279	20.56%	7975015	6.82%	301.3
M2	14	New Empty Nests	23	0.02%	1242671	1.06%	1.5
M2	15	Pools and Patios	38	0.03%	1530890	1.31%	2.0
M2	21	Gray Power	4	0.00%	1093066	0.94%	0.3
M2	26	The Cosmopolitans	1570	1.10%	1321917	1.13%	97.5
M2	27	Middleburg Managers	0	0.00%	2276009	1.95%	0.0
M2	28	Traditional Times	0	0.00%	3300488	2.82%	0.0
M2		CONSERVATIVE CLASSICS	1635	1.15%	10765041	9.21%	12.5
M3	38	Simple Pleasures	0	0.00%	2754587	2.36%	0.0
M3	39	Domestic Duos	0	0.00%	1398562	1.20%	0.0
M3	40	Close-In Couples	442	0.31%	1327575	1.14%	27.3
M3	41	Sunset City Blues	0	0.00%	2083443	1.78%	0.0
M3	43	Heartlanders	0	0.00%	2334924	2.00%	0.0
M3	46	Old Glories	0	0.00%	1155944	0.99%	0.0
M3	49	American Classics	0	0.00%	1211533	1.04%	0.0
M3		CAUTIOUS COUPLES	442	0.31%	12266568	10.50%	3.0
M4	55	Golden Ponds	0	0.00%	1985453	1.70%	0.0
M4	57	Old Milltowns	0	0.00%	1845943	1.58%	0.0
M4	58	Back Country Folks	0	0.00%	2658532	2.27%	0.0
M4	59	Urban Elders	2543	1.79%	1532998	1.31%	136.2
M4	60	Park Bench Seniors	0	0.00%	1345679	1.15%	0.0
M4	61	City Roots	300	0.21%	1326369	1.13%	18.6
M4	62	Hometown Retired	0	0.00%	1406698	1.20%	0.0
M4		SUSTAINING SENIORS	2843	2.00%	12101672	10.36%	19.3
Totals			142378	100.00%	116862390	100.00%	100.0

PRIZM Lifestage Group Distribution 2011

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	9730	3.03%	1878356	1.61%	188.8
Y1	08	Executive Suites	1852	0.58%	1068292	0.91%	63.2
Y1	11	God's Country	0	0.00%	1699924	1.45%	0.0
Y1	12	Brite Lites, Li'l City	0	0.00%	1832821	1.57%	0.0
Y1	19	Home Sweet Home	2	0.00%	2127048	1.82%	0.0
Y1	25	Country Casuals	0	0.00%	1741070	1.49%	0.0
Y1	30	Suburban Sprawl	9	0.00%	1529350	1.31%	0.2
Y1	37	Mayberry-ville	0	0.00%	2756347	2.36%	0.0
Y1	MIDLIFE SUCCESS		11593	3.62%	14633208	12.52%	28.9
Y2	04	Young Digerati	79883	24.92%	1397823	1.20%	2,083.0
Y2	16	Bohemian Mix	54564	17.02%	2052684	1.76%	968.9
Y2	22	Young Influentials	24	0.01%	1712614	1.47%	0.5
Y2	23	Greenbelt Sports	0	0.00%	1560639	1.34%	0.0
Y2	24	Up-and-Comers	0	0.00%	1510327	1.29%	0.0
Y2	31	Urban Achievers	16848	5.25%	1794520	1.54%	342.2
Y2	35	Boomtown Singles	0	0.00%	1617454	1.38%	0.0
Y2	YOUNG ACHEIVERS		151319	47.20%	11646061	9.97%	473.6
Y3	42	Red, White and Blues	0	0.00%	1278769	1.09%	0.0
Y3	44	New Beginnings	273	0.09%	1837994	1.57%	5.4
Y3	45	Blue Highways	0	0.00%	1809961	1.55%	0.0
Y3	47	City Startups	0	0.00%	1525847	1.31%	0.0
Y3	48	Young and Rustic	0	0.00%	2224366	1.90%	0.0
Y3	53	Mobility Blues	0	0.00%	1522347	1.30%	0.0
Y3	56	Crossroad Villagers	0	0.00%	2466414	2.11%	0.0
Y3	STRIVING SINGLES		273	0.09%	12665698	10.84%	0.8

PRIZM Lifestage Group Distribution 2011

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
FAMILY LIFE							
F1	02	Blue Blood Estates	3021	0.94%	1129199	0.97%	97.5
F1	05	Country Squires	0	0.00%	2011809	1.72%	0.0
F1	06	Winner's Circle	845	0.26%	1283240	1.10%	24.0
F1		ACCUMULATED WEALTH	3866	1.21%	4424248	3.79%	31.9
F2	13	Upward Bound	0	0.00%	1955876	1.67%	0.0
F2	17	Beltway Boomers	56	0.02%	1121007	0.96%	1.8
F2	18	Kids and Cul-de-Sacs	96	0.03%	1872955	1.60%	1.9
F2	20	Fast-Track Families	0	0.00%	1861697	1.59%	0.0
F2	29	American Dreams	25429	7.93%	2451331	2.10%	378.1
F2		YOUNG ACCUMULATORS	25581	7.98%	9262866	7.93%	100.7
F3	32	New Homesteaders	0	0.00%	2102864	1.80%	0.0
F3	33	Big Sky Families	0	0.00%	2130960	1.82%	0.0
F3	34	White Picket Fences	0	0.00%	1536574	1.31%	0.0
F3	36	Blue-Chip Blues	2	0.00%	1458594	1.25%	0.0
F3	50	Kid Country, USA	0	0.00%	1481771	1.27%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1873167	1.60%	0.0
F3	52	Suburban Pioneers	44	0.01%	1240482	1.06%	1.3
F3	54	Multi-Culti Mosaic	8398	2.62%	1947324	1.67%	157.2
F3		MAINSTREAM FAMILIES	8444	2.63%	13771736	11.78%	22.3
F4	63	Family Thrifts	0	0.00%	2134566	1.83%	0.0
F4	64	Bedrock America	0	0.00%	2220781	1.90%	0.0
F4	65	Big City Blues	9849	3.07%	1301418	1.11%	275.8
F4	66	Low-Rise Living	6122	1.91%	1693512	1.45%	131.8
F4		SUSTAINING FAMILIES	15971	4.98%	7350277	6.29%	79.2

PRIZM Lifestage Group Distribution 2011

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
MATURE YEARS							
M1	01	Upper Crust	12373	3.86%	1770473	1.52%	254.7
M1	07	Money and Brains	59250	18.48%	2257088	1.93%	956.8
M1	09	Big Fish, Small Pond	0	0.00%	2498189	2.14%	0.0
M1	10	Second City Elite	0	0.00%	1449265	1.24%	0.0
M1		AFFLUENT EMPTY NESTS	71623	22.34%	7975015	6.82%	327.4
M2	14	New Empty Nests	198	0.06%	1242671	1.06%	5.8
M2	15	Pools and Patios	361	0.11%	1530890	1.31%	8.6
M2	21	Gray Power	22	0.01%	1093066	0.94%	0.7
M2	26	The Cosmopolitans	9792	3.05%	1321917	1.13%	270.0
M2	27	Middleburg Managers	0	0.00%	2276009	1.95%	0.0
M2	28	Traditional Times	0	0.00%	3300488	2.82%	0.0
M2		CONSERVATIVE CLASSICS	10373	3.24%	10765041	9.21%	35.1
M3	38	Simple Pleasures	0	0.00%	2754587	2.36%	0.0
M3	39	Domestic Duos	6	0.00%	1398562	1.20%	0.2
M3	40	Close-In Couples	6611	2.06%	1327575	1.14%	181.5
M3	41	Sunset City Blues	0	0.00%	2083443	1.78%	0.0
M3	43	Heartlanders	0	0.00%	2334924	2.00%	0.0
M3	46	Old Glories	193	0.06%	1155944	0.99%	6.1
M3	49	American Classics	1	0.00%	1211533	1.04%	0.0
M3		CAUTIOUS COUPLES	6811	2.12%	12266568	10.50%	20.2
M4	55	Golden Ponds	0	0.00%	1985453	1.70%	0.0
M4	57	Old Milltowns	0	0.00%	1845943	1.58%	0.0
M4	58	Back Country Folks	0	0.00%	2658532	2.27%	0.0
M4	59	Urban Elders	11917	3.72%	1532998	1.31%	283.3
M4	60	Park Bench Seniors	0	0.00%	1345679	1.15%	0.0
M4	61	City Roots	2839	0.89%	1326369	1.13%	78.0
M4	62	Hometown Retired	0	0.00%	1406698	1.20%	0.0
M4		SUSTAINING SENIORS	14756	4.60%	12101672	10.36%	44.4
Totals			320610	100.00%	116862390	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 2011

Appendix: Area Listing

Area Name:

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

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
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	38.894855	-77.074610
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	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 965572534