

PRIZM Social 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
URBAN							
U1	04	Young Digerati	2613	32.92%	1403157	1.21%	2,724.9
U1	07	Money and Brains	1272	16.03%	2281156	1.96%	815.9
U1	16	Bohemian Mix	3300	41.58%	2049821	1.77%	2,355.7
U1	26	The Cosmopolitans	64	0.81%	1326394	1.14%	70.6
U1	29	American Dreams	319	4.02%	2466519	2.12%	189.2
U1		URBAN UPTOWN	7568	95.35%	9527047	8.20%	1,162.3
U2	31	Urban Achievers	329	4.15%	1790485	1.54%	268.9
U2	40	Close-In Couples	12	0.15%	1324822	1.14%	13.3
U2	54	Multi-Culti Mosaic	4	0.05%	1940720	1.67%	3.0
U2		MIDTOWN MIX	345	4.35%	5056027	4.35%	99.8
U3	59	Urban Elders	24	0.30%	1531800	1.32%	22.9
U3	61	City Roots	0	0.00%	1315931	1.13%	0.0
U3	65	Big City Blues	0	0.00%	1299134	1.12%	0.0
U3	66	Low-Rise Living	0	0.00%	1684347	1.45%	0.0
U3		URBAN CORES	24	0.30%	5831212	5.02%	6.0

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	0	0.00%	1454335	1.25%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1836440	1.58%	0.0
C1	13	Upward Bound	0	0.00%	1957492	1.69%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5248267	4.52%	0.0
C2	24	Up-and-Comers	0	0.00%	1500105	1.29%	0.0
C2	27	Middleburg Managers	0	0.00%	2270917	1.96%	0.0
C2	34	White Picket Fences	0	0.00%	1537841	1.32%	0.0
C2	35	Boomtown Singles	0	0.00%	1610499	1.39%	0.0
C2	41	Sunset City Blues	0	0.00%	2071984	1.78%	0.0
C2		CITY CENTERS	0	0.00%	8991346	7.74%	0.0
C3	47	City Startups	0	0.00%	1488786	1.28%	0.0
C3	53	Mobility Blues	0	0.00%	1501362	1.29%	0.0
C3	60	Park Bench Seniors	0	0.00%	1327760	1.14%	0.0
C3	62	Hometown Retired	0	0.00%	1384260	1.19%	0.0
C3	63	Family Thrifts	0	0.00%	2111146	1.82%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7813314	6.73%	0.0

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	0	0.00%	1775171	1.53%	0.0
S1	02	Blue Blood Estates	0	0.00%	1131860	0.97%	0.0
S1	03	Movers and Shakers	0	0.00%	1864599	1.61%	0.0
S1	06	Winner's Circle	0	0.00%	1261540	1.09%	0.0
S1		ELITE SUBURBS	0	0.00%	6033170	5.19%	0.0
S2	08	Executive Suites	0	0.00%	1060912	0.91%	0.0
S2	14	New Empty Nests	0	0.00%	1243807	1.07%	0.0
S2	15	Pools and Patios	0	0.00%	1524743	1.31%	0.0
S2	17	Beltway Boomers	0	0.00%	1120820	0.97%	0.0
S2	18	Kids and Cul-de-Sacs	0	0.00%	1876131	1.62%	0.0
S2	19	Home Sweet Home	0	0.00%	2120256	1.83%	0.0
S2		THE AFFLUENTIALS	0	0.00%	8946669	7.70%	0.0
S3	21	Gray Power	0	0.00%	1078939	0.93%	0.0
S3	22	Young Influentials	0	0.00%	1701983	1.47%	0.0
S3	30	Suburban Sprawl	0	0.00%	1521596	1.31%	0.0
S3	36	Blue-Chip Blues	0	0.00%	1448410	1.25%	0.0
S3	39	Domestic Duos	0	0.00%	1406256	1.21%	0.0
S3		MIDDLEBURBS	0	0.00%	7157184	6.16%	0.0
S4	44	New Beginnings	0	0.00%	1802267	1.55%	0.0
S4	46	Old Glories	0	0.00%	1139485	0.98%	0.0
S4	49	American Classics	0	0.00%	1195760	1.03%	0.0
S4	52	Suburban Pioneers	0	0.00%	1219638	1.05%	0.0
S4		INNER SUBURBS	0	0.00%	5357150	4.61%	0.0

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	0	0.00%	2005091	1.73%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2492753	2.15%	0.0
T1	11	God's Country	0	0.00%	1689583	1.45%	0.0
T1	20	Fast-Track Families	0	0.00%	1856956	1.60%	0.0
T1	25	Country Casuels	0	0.00%	1753196	1.51%	0.0
T1		LANDED GENTRY	0	0.00%	9797579	8.44%	0.0
T2	23	Greenbelt Sports	0	0.00%	1550095	1.33%	0.0
T2	28	Traditional Times	0	0.00%	3278185	2.82%	0.0
T2	32	New Homesteaders	0	0.00%	2059595	1.77%	0.0
T2	33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
T2	37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
T2		COUNTRY COMFORT	0	0.00%	11774829	10.14%	0.0
T3	38	Simple Pleasures	0	0.00%	2749769	2.37%	0.0
T3	42	Red, White and Blues	0	0.00%	1250143	1.08%	0.0
T3	43	Heartlanders	0	0.00%	2291305	1.97%	0.0
T3	45	Blue Highways	0	0.00%	1813275	1.56%	0.0
T3	50	Kid Country, USA	0	0.00%	1469685	1.27%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
T3		MIDDLE AMERICA	0	0.00%	11421252	9.83%	0.0
T4	48	Young and Rustic	0	0.00%	2201477	1.90%	0.0
T4	55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
T4	56	Crossroads Villagers	0	0.00%	2408121	2.07%	0.0
T4	57	Old Milltowns	0	0.00%	1834700	1.58%	0.0
T4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
T4	64	Bedrock America	0	0.00%	2160499	1.86%	0.0
T4		RUSTIC LIVING	0	0.00%	13181571	11.35%	0.0
Totals			7937	100.00%	116136617	100.00%	100.0

PRIZM Social Group Distribution 2010

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
URBAN							
U1	04	Young Digerati	7468	44.25%	1403157	1.21%	3,662.2
U1	07	Money and Brains	2431	14.40%	2281156	1.96%	733.3
U1	16	Bohemian Mix	5455	32.32%	2049821	1.77%	1,831.2
U1	26	The Cosmopolitans	131	0.78%	1326394	1.14%	68.0
U1	29	American Dreams	692	4.10%	2466519	2.12%	193.1
U1		URBAN UPTOWN	16177	95.85%	9527047	8.20%	1,168.4
U2	31	Urban Achievers	400	2.37%	1790485	1.54%	153.7
U2	40	Close-In Couples	13	0.08%	1324822	1.14%	6.8
U2	54	Multi-Culti Mosaic	8	0.05%	1940720	1.67%	2.8
U2		MIDTOWN MIX	421	2.49%	5056027	4.35%	57.3
U3	59	Urban Elders	32	0.19%	1531800	1.32%	14.4
U3	61	City Roots	0	0.00%	1315931	1.13%	0.0
U3	65	Big City Blues	0	0.00%	1299134	1.12%	0.0
U3	66	Low-Rise Living	0	0.00%	1684347	1.45%	0.0
U3		URBAN CORES	32	0.19%	5831212	5.02%	3.8

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	0	0.00%	1454335	1.25%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1836440	1.58%	0.0
C1	13	Upward Bound	0	0.00%	1957492	1.69%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5248267	4.52%	0.0
C2	24	Up-and-Comers	0	0.00%	1500105	1.29%	0.0
C2	27	Middleburg Managers	0	0.00%	2270917	1.96%	0.0
C2	34	White Picket Fences	0	0.00%	1537841	1.32%	0.0
C2	35	Boomtown Singles	0	0.00%	1610499	1.39%	0.0
C2	41	Sunset City Blues	0	0.00%	2071984	1.78%	0.0
C2		CITY CENTERS	0	0.00%	8991346	7.74%	0.0
C3	47	City Startups	0	0.00%	1488786	1.28%	0.0
C3	53	Mobility Blues	0	0.00%	1501362	1.29%	0.0
C3	60	Park Bench Seniors	0	0.00%	1327760	1.14%	0.0
C3	62	Hometown Retired	0	0.00%	1384260	1.19%	0.0
C3	63	Family Thrifts	0	0.00%	2111146	1.82%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7813314	6.73%	0.0

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	42	0.25%	1775171	1.53%	16.3
S1	02	Blue Blood Estates	10	0.06%	1131860	0.97%	6.1
S1	03	Movers and Shakers	161	0.95%	1864599	1.61%	59.4
S1	06	Winner's Circle	0	0.00%	1261540	1.09%	0.0
S1		ELITE SUBURBS	213	1.26%	6033170	5.19%	24.3
S2	08	Executive Suites	31	0.18%	1060912	0.91%	20.1
S2	14	New Empty Nests	0	0.00%	1243807	1.07%	0.0
S2	15	Pools and Patios	3	0.02%	1524743	1.31%	1.4
S2	17	Beltway Boomers	0	0.00%	1120820	0.97%	0.0
S2	18	Kids and Cul-de-Sacs	0	0.00%	1876131	1.62%	0.0
S2	19	Home Sweet Home	0	0.00%	2120256	1.83%	0.0
S2		THE AFFLUENTIALS	34	0.20%	8946669	7.70%	2.6
S3	21	Gray Power	0	0.00%	1078939	0.93%	0.0
S3	22	Young Influentials	0	0.00%	1701983	1.47%	0.0
S3	30	Suburban Sprawl	0	0.00%	1521596	1.31%	0.0
S3	36	Blue-Chip Blues	0	0.00%	1448410	1.25%	0.0
S3	39	Domestic Duos	0	0.00%	1406256	1.21%	0.0
S3		MIDDLEBURBS	0	0.00%	7157184	6.16%	0.0
S4	44	New Beginnings	0	0.00%	1802267	1.55%	0.0
S4	46	Old Glories	0	0.00%	1139485	0.98%	0.0
S4	49	American Classics	0	0.00%	1195760	1.03%	0.0
S4	52	Suburban Pioneers	0	0.00%	1219638	1.05%	0.0
S4		INNER SUBURBS	0	0.00%	5357150	4.61%	0.0

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	0	0.00%	2005091	1.73%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2492753	2.15%	0.0
T1	11	God's Country	0	0.00%	1689583	1.45%	0.0
T1	20	Fast-Track Families	0	0.00%	1856956	1.60%	0.0
T1	25	Country Casuels	0	0.00%	1753196	1.51%	0.0
T1		LANDED GENTRY	0	0.00%	9797579	8.44%	0.0
T2	23	Greenbelt Sports	0	0.00%	1550095	1.33%	0.0
T2	28	Traditional Times	0	0.00%	3278185	2.82%	0.0
T2	32	New Homesteaders	0	0.00%	2059595	1.77%	0.0
T2	33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
T2	37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
T2		COUNTRY COMFORT	0	0.00%	11774829	10.14%	0.0
T3	38	Simple Pleasures	0	0.00%	2749769	2.37%	0.0
T3	42	Red, White and Blues	0	0.00%	1250143	1.08%	0.0
T3	43	Heartlanders	0	0.00%	2291305	1.97%	0.0
T3	45	Blue Highways	0	0.00%	1813275	1.56%	0.0
T3	50	Kid Country, USA	0	0.00%	1469685	1.27%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
T3		MIDDLE AMERICA	0	0.00%	11421252	9.83%	0.0
T4	48	Young and Rustic	0	0.00%	2201477	1.90%	0.0
T4	55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
T4	56	Crossroads Villagers	0	0.00%	2408121	2.07%	0.0
T4	57	Old Milltowns	0	0.00%	1834700	1.58%	0.0
T4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
T4	64	Bedrock America	0	0.00%	2160499	1.86%	0.0
T4		RUSTIC LIVING	0	0.00%	13181571	11.35%	0.0
Totals			16877	99.99%	116136617	100.00%	100.0

PRIZM Social Group Distribution 2010

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
URBAN							
U1	04	Young Digerati	19874	40.69%	1403157	1.21%	3,367.9
U1	07	Money and Brains	9180	18.80%	2281156	1.96%	956.9
U1	16	Bohemian Mix	11911	24.39%	2049821	1.77%	1,381.7
U1	26	The Cosmopolitans	302	0.62%	1326394	1.14%	54.1
U1	29	American Dreams	2624	5.37%	2466519	2.12%	253.0
U1		URBAN UPTOWN	43891	89.87%	9527047	8.20%	1,095.5
U2	31	Urban Achievers	2114	4.33%	1790485	1.54%	280.7
U2	40	Close-In Couples	59	0.12%	1324822	1.14%	10.6
U2	54	Multi-Culti Mosaic	218	0.45%	1940720	1.67%	26.7
U2		MIDTOWN MIX	2391	4.90%	5056027	4.35%	112.4
U3	59	Urban Elders	134	0.27%	1531800	1.32%	20.8
U3	61	City Roots	26	0.05%	1315931	1.13%	4.7
U3	65	Big City Blues	0	0.00%	1299134	1.12%	0.0
U3	66	Low-Rise Living	1	0.00%	1684347	1.45%	0.1
U3		URBAN CORES	161	0.33%	5831212	5.02%	6.6

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	0	0.00%	1454335	1.25%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1836440	1.58%	0.0
C1	13	Upward Bound	0	0.00%	1957492	1.69%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5248267	4.52%	0.0
C2	24	Up-and-Comers	0	0.00%	1500105	1.29%	0.0
C2	27	Middleburg Managers	0	0.00%	2270917	1.96%	0.0
C2	34	White Picket Fences	0	0.00%	1537841	1.32%	0.0
C2	35	Boomtown Singles	0	0.00%	1610499	1.39%	0.0
C2	41	Sunset City Blues	0	0.00%	2071984	1.78%	0.0
C2		CITY CENTERS	0	0.00%	8991346	7.74%	0.0
C3	47	City Startups	0	0.00%	1488786	1.28%	0.0
C3	53	Mobility Blues	0	0.00%	1501362	1.29%	0.0
C3	60	Park Bench Seniors	0	0.00%	1327760	1.14%	0.0
C3	62	Hometown Retired	0	0.00%	1384260	1.19%	0.0
C3	63	Family Thrifts	0	0.00%	2111146	1.82%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7813314	6.73%	0.0

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	549	1.12%	1775171	1.53%	73.5
S1	02	Blue Blood Estates	115	0.24%	1131860	0.97%	24.2
S1	03	Movers and Shakers	1457	2.98%	1864599	1.61%	185.8
S1	06	Winner's Circle	17	0.03%	1261540	1.09%	3.2
S1		ELITE SUBURBS	2138	4.38%	6033170	5.19%	84.3
S2	08	Executive Suites	233	0.48%	1060912	0.91%	52.2
S2	14	New Empty Nests	2	0.00%	1243807	1.07%	0.4
S2	15	Pools and Patios	22	0.05%	1524743	1.31%	3.4
S2	17	Beltway Boomers	0	0.00%	1120820	0.97%	0.0
S2	18	Kids and Cul-de-Sacs	0	0.00%	1876131	1.62%	0.0
S2	19	Home Sweet Home	0	0.00%	2120256	1.83%	0.0
S2		THE AFFLUENTIALS	257	0.53%	8946669	7.70%	6.8
S3	21	Gray Power	0	0.00%	1078939	0.93%	0.0
S3	22	Young Influentials	3	0.01%	1701983	1.47%	0.4
S3	30	Suburban Sprawl	0	0.00%	1521596	1.31%	0.0
S3	36	Blue-Chip Blues	0	0.00%	1448410	1.25%	0.0
S3	39	Domestic Duos	0	0.00%	1406256	1.21%	0.0
S3		MIDDLEBURBS	3	0.01%	7157184	6.16%	0.1
S4	44	New Beginnings	0	0.00%	1802267	1.55%	0.0
S4	46	Old Glories	0	0.00%	1139485	0.98%	0.0
S4	49	American Classics	0	0.00%	1195760	1.03%	0.0
S4	52	Suburban Pioneers	0	0.00%	1219638	1.05%	0.0
S4		INNER SUBURBS	0	0.00%	5357150	4.61%	0.0

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	0	0.00%	2005091	1.73%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2492753	2.15%	0.0
T1	11	God's Country	0	0.00%	1689583	1.45%	0.0
T1	20	Fast-Track Families	0	0.00%	1856956	1.60%	0.0
T1	25	Country Casuels	0	0.00%	1753196	1.51%	0.0
T1		LANDED GENTRY	0	0.00%	9797579	8.44%	0.0
T2	23	Greenbelt Sports	0	0.00%	1550095	1.33%	0.0
T2	28	Traditional Times	0	0.00%	3278185	2.82%	0.0
T2	32	New Homesteaders	0	0.00%	2059595	1.77%	0.0
T2	33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
T2	37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
T2		COUNTRY COMFORT	0	0.00%	11774829	10.14%	0.0
T3	38	Simple Pleasures	0	0.00%	2749769	2.37%	0.0
T3	42	Red, White and Blues	0	0.00%	1250143	1.08%	0.0
T3	43	Heartlanders	0	0.00%	2291305	1.97%	0.0
T3	45	Blue Highways	0	0.00%	1813275	1.56%	0.0
T3	50	Kid Country, USA	0	0.00%	1469685	1.27%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
T3		MIDDLE AMERICA	0	0.00%	11421252	9.83%	0.0
T4	48	Young and Rustic	0	0.00%	2201477	1.90%	0.0
T4	55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
T4	56	Crossroads Villagers	0	0.00%	2408121	2.07%	0.0
T4	57	Old Milltowns	0	0.00%	1834700	1.58%	0.0
T4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
T4	64	Bedrock America	0	0.00%	2160499	1.86%	0.0
T4		RUSTIC LIVING	0	0.00%	13181571	11.35%	0.0
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 Social 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