

# PRIZM Social 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
<b>URBAN</b>							
U1	04	Young Digerati	7362	45.59%	1392746	1.21%	3,774.2
U1	07	Money and Brains	2162	13.39%	2313257	2.01%	667.3
U1	16	Bohemian Mix	5271	32.64%	2042124	1.77%	1,843.0
U1	26	The Cosmopolitans	113	0.70%	1340095	1.16%	60.2
U1	29	American Dreams	532	3.29%	2484773	2.15%	152.9
U1		URBAN UPTOWN	15440	95.61%	9572995	8.30%	1,151.6
U2	31	Urban Achievers	430	2.66%	1730092	1.50%	177.5
U2	40	Close-In Couples	7	0.04%	1333999	1.16%	3.7
U2	54	Multi-Culti Mosaic	0	0.00%	1930969	1.67%	0.0
U2		MIDTOWN MIX	437	2.71%	4995060	4.33%	62.5
U3	59	Urban Elders	14	0.09%	1508629	1.31%	6.6
U3	61	City Roots	7	0.04%	1317434	1.14%	3.8
U3	65	Big City Blues	0	0.00%	1272397	1.10%	0.0
U3	66	Low-Rise Living	0	0.00%	1624097	1.41%	0.0
U3		URBAN CORES	21	0.13%	5722557	4.96%	2.6



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>SECOND CITIES</b>							
C1	10	Second City Elite	0	0.00%	1475465	1.28%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
C1	13	Upward Bound	0	0.00%	1998401	1.73%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5337085	4.63%	0.0
C2	24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
C2	27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
C2	34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
C2	35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
C2	41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
C2		CITY CENTERS	0	0.00%	9050416	7.85%	0.0
C3	47	City Startups	0	0.00%	1397857	1.21%	0.0
C3	53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
C3	60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
C3	62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
C3	63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7652533	6.64%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>SUBURBS</b>							
S1	01	Upper Crust	47	0.29%	1767993	1.53%	19.0
S1	02	Blue Blood Estates	8	0.05%	1134830	0.98%	5.0
S1	03	Movers and Shakers	137	0.85%	1853105	1.61%	52.8
S1	06	Winner's Circle	1	0.01%	1253417	1.09%	0.6
S1		ELITE SUBURBS	193	1.20%	6009345	5.21%	22.9
S2	08	Executive Suites	51	0.32%	1047515	0.91%	34.8
S2	14	New Empty Nests	1	0.01%	1227051	1.06%	0.6
S2	15	Pools and Patios	4	0.02%	1525347	1.32%	1.9
S2	17	Beltway Boomers	0	0.00%	1118863	0.97%	0.0
S2	18	Kids and Cul-de-Sacs	0	0.00%	1864873	1.62%	0.0
S2	19	Home Sweet Home	0	0.00%	2109604	1.83%	0.0
S2		THE AFFLUENTIALS	56	0.35%	8893253	7.71%	4.5
S3	21	Gray Power	1	0.01%	1066999	0.93%	0.7
S3	22	Young Influentials	0	0.00%	1683242	1.46%	0.0
S3	30	Suburban Sprawl	0	0.00%	1517126	1.32%	0.0
S3	36	Blue-Chip Blues	0	0.00%	1438998	1.25%	0.0
S3	39	Domestic Duos	0	0.00%	1389087	1.20%	0.0
S3		MIDDLEBURBS	1	0.01%	7095452	6.15%	0.1
S4	44	New Beginnings	0	0.00%	1723477	1.49%	0.0
S4	46	Old Glories	0	0.00%	1123967	0.97%	0.0
S4	49	American Classics	0	0.00%	1181953	1.03%	0.0
S4	52	Suburban Pioneers	0	0.00%	1195365	1.04%	0.0
S4		INNER SUBURBS	0	0.00%	5224762	4.53%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>TOWN AND RURAL</b>							
T1	05	Country Squires	0	0.00%	2122491	1.84%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
T1	11	God's Country	0	0.00%	1727637	1.50%	0.0
T1	20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
T1	25	Country Casuals	0	0.00%	1780813	1.54%	0.0
T1		LANDED GENTRY	0	0.00%	10085843	8.75%	0.0
T2	23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
T2	28	Traditional Times	0	0.00%	3185141	2.76%	0.0
T2	32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
T2	33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
T2	37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
T2		COUNTRY COMFORT	0	0.00%	11804756	10.24%	0.0
T3	38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
T3	42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
T3	43	Heartlanders	0	0.00%	2248263	1.95%	0.0
T3	45	Blue Highways	0	0.00%	1861826	1.61%	0.0
T3	50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
T3		MIDDLE AMERICA	0	0.00%	11233991	9.74%	0.0
T4	48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
T4	55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
T4	56	Crossroads Villagers	0	0.00%	2359563	2.05%	0.0
T4	57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
T4	58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
T4	64	Bedrock America	0	0.00%	2015493	1.75%	0.0
T4		RUSTIC LIVING	0	0.00%	12628055	10.95%	0.0
<b>Totals</b>			<b>16148</b>	<b>99.99%</b>	<b>115306103</b>	<b>100.00%</b>	<b>100.0</b>



# PRIZM Social 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
<b>URBAN</b>							
U1	04	Young Digerati	48519	35.94%	1392746	1.21%	2,975.9
U1	07	Money and Brains	25781	19.10%	2313257	2.01%	952.0
U1	16	Bohemian Mix	28894	21.41%	2042124	1.77%	1,208.7
U1	26	The Cosmopolitans	1442	1.07%	1340095	1.16%	91.9
U1	29	American Dreams	8318	6.16%	2484773	2.15%	286.0
U1		URBAN UPTOWN	112954	83.68%	9572995	8.30%	1,007.9
U2	31	Urban Achievers	10355	7.67%	1730092	1.50%	511.3
U2	40	Close-In Couples	394	0.29%	1333999	1.16%	25.2
U2	54	Multi-Culti Mosaic	1387	1.03%	1930969	1.67%	61.4
U2		MIDTOWN MIX	12136	8.99%	4995060	4.33%	207.5
U3	59	Urban Elders	2348	1.74%	1508629	1.31%	133.0
U3	61	City Roots	180	0.13%	1317434	1.14%	11.7
U3	65	Big City Blues	1281	0.95%	1272397	1.10%	86.0
U3	66	Low-Rise Living	127	0.09%	1624097	1.41%	6.7
U3		URBAN CORES	3936	2.92%	5722557	4.96%	58.8



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>SECOND CITIES</b>							
C1	10	Second City Elite	0	0.00%	1475465	1.28%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
C1	13	Upward Bound	0	0.00%	1998401	1.73%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5337085	4.63%	0.0
C2	24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
C2	27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
C2	34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
C2	35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
C2	41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
C2		CITY CENTERS	0	0.00%	9050416	7.85%	0.0
C3	47	City Startups	0	0.00%	1397857	1.21%	0.0
C3	53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
C3	60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
C3	62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
C3	63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7652533	6.64%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>SUBURBS</b>							
S1	01	Upper Crust	2370	1.76%	1767993	1.53%	114.5
S1	02	Blue Blood Estates	281	0.21%	1134830	0.98%	21.2
S1	03	Movers and Shakers	2732	2.02%	1853105	1.61%	125.9
S1	06	Winner's Circle	83	0.06%	1253417	1.09%	5.7
S1		ELITE SUBURBS	5466	4.05%	6009345	5.21%	77.7
S2	08	Executive Suites	376	0.28%	1047515	0.91%	30.7
S2	14	New Empty Nests	35	0.03%	1227051	1.06%	2.4
S2	15	Pools and Patios	49	0.04%	1525347	1.32%	2.7
S2	17	Beltway Boomers	10	0.01%	1118863	0.97%	0.8
S2	18	Kids and Cul-de-Sacs	9	0.01%	1864873	1.62%	0.4
S2	19	Home Sweet Home	0	0.00%	2109604	1.83%	0.0
S2		THE AFFLUENTIALS	479	0.35%	8893253	7.71%	4.6
S3	21	Gray Power	5	0.00%	1066999	0.93%	0.4
S3	22	Young Influentials	2	0.00%	1683242	1.46%	0.1
S3	30	Suburban Sprawl	2	0.00%	1517126	1.32%	0.1
S3	36	Blue-Chip Blues	0	0.00%	1438998	1.25%	0.0
S3	39	Domestic Duos	0	0.00%	1389087	1.20%	0.0
S3		MIDDLEBURBS	9	0.01%	7095452	6.15%	0.1
S4	44	New Beginnings	2	0.00%	1723477	1.49%	0.1
S4	46	Old Glories	0	0.00%	1123967	0.97%	0.0
S4	49	American Classics	0	0.00%	1181953	1.03%	0.0
S4	52	Suburban Pioneers	0	0.00%	1195365	1.04%	0.0
S4		INNER SUBURBS	2	0.00%	5224762	4.53%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>TOWN AND RURAL</b>							
T1	05	Country Squires	0	0.00%	2122491	1.84%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
T1	11	God's Country	0	0.00%	1727637	1.50%	0.0
T1	20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
T1	25	Country Casuels	0	0.00%	1780813	1.54%	0.0
T1		LANDED GENTRY	0	0.00%	10085843	8.75%	0.0
T2	23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
T2	28	Traditional Times	0	0.00%	3185141	2.76%	0.0
T2	32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
T2	33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
T2	37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
T2		COUNTRY COMFORT	0	0.00%	11804756	10.24%	0.0
T3	38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
T3	42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
T3	43	Heartlanders	0	0.00%	2248263	1.95%	0.0
T3	45	Blue Highways	0	0.00%	1861826	1.61%	0.0
T3	50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
T3		MIDDLE AMERICA	0	0.00%	11233991	9.74%	0.0
T4	48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
T4	55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
T4	56	Crossroads Villagers	0	0.00%	2359563	2.05%	0.0
T4	57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
T4	58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
T4	64	Bedrock America	0	0.00%	2015493	1.75%	0.0
T4		RUSTIC LIVING	0	0.00%	12628055	10.95%	0.0
<b>Totals</b>			<b>134982</b>	<b>100.00%</b>	<b>115306103</b>	<b>100.00%</b>	<b>100.0</b>



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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
<b>URBAN</b>							
U1	04	Young Digerati	77554	25.26%	1392746	1.21%	2,091.1
U1	07	Money and Brains	57353	18.68%	2313257	2.01%	931.0
U1	16	Bohemian Mix	48495	15.79%	2042124	1.77%	891.8
U1	26	The Cosmopolitans	9107	2.97%	1340095	1.16%	255.2
U1	29	American Dreams	24204	7.88%	2484773	2.15%	365.8
U1		URBAN UPTOWN	216713	70.58%	9572995	8.30%	850.1
U2	31	Urban Achievers	19150	6.24%	1730092	1.50%	415.7
U2	40	Close-In Couples	6829	2.22%	1333999	1.16%	192.2
U2	54	Multi-Culti Mosaic	7562	2.46%	1930969	1.67%	147.1
U2		MIDTOWN MIX	33541	10.92%	4995060	4.33%	252.2
U3	59	Urban Elders	10744	3.50%	1508629	1.31%	267.4
U3	61	City Roots	3211	1.05%	1317434	1.14%	91.5
U3	65	Big City Blues	9826	3.20%	1272397	1.10%	290.0
U3	66	Low-Rise Living	4896	1.59%	1624097	1.41%	113.2
U3		URBAN CORES	28677	9.34%	5722557	4.96%	188.2



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>SECOND CITIES</b>							
C1	10	Second City Elite	0	0.00%	1475465	1.28%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1863219	1.62%	0.0
C1	13	Upward Bound	0	0.00%	1998401	1.73%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5337085	4.63%	0.0
C2	24	Up-and-Comers	0	0.00%	1496913	1.30%	0.0
C2	27	Middleburg Managers	0	0.00%	2303539	2.00%	0.0
C2	34	White Picket Fences	0	0.00%	1556279	1.35%	0.0
C2	35	Boomtown Singles	0	0.00%	1605045	1.39%	0.0
C2	41	Sunset City Blues	0	0.00%	2088640	1.81%	0.0
C2		CITY CENTERS	0	0.00%	9050416	7.85%	0.0
C3	47	City Startups	0	0.00%	1397857	1.21%	0.0
C3	53	Mobility Blues	0	0.00%	1469468	1.27%	0.0
C3	60	Park Bench Seniors	0	0.00%	1315421	1.14%	0.0
C3	62	Hometown Retired	0	0.00%	1382820	1.20%	0.0
C3	63	Family Thrifts	0	0.00%	2086967	1.81%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7652533	6.64%	0.0



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>SUBURBS</b>							
S1	01	Upper Crust	12567	4.09%	1767993	1.53%	266.9
S1	02	Blue Blood Estates	2574	0.84%	1134830	0.98%	85.2
S1	03	Movers and Shakers	9130	2.97%	1853105	1.61%	185.0
S1	06	Winner's Circle	719	0.23%	1253417	1.09%	21.5
S1		ELITE SUBURBS	24990	8.14%	6009345	5.21%	156.2
S2	08	Executive Suites	1915	0.62%	1047515	0.91%	68.7
S2	14	New Empty Nests	201	0.07%	1227051	1.06%	6.2
S2	15	Pools and Patios	323	0.11%	1525347	1.32%	8.0
S2	17	Beltway Boomers	65	0.02%	1118863	0.97%	2.2
S2	18	Kids and Cul-de-Sacs	54	0.02%	1864873	1.62%	1.1
S2	19	Home Sweet Home	3	0.00%	2109604	1.83%	0.1
S2		THE AFFLUENTIALS	2561	0.83%	8893253	7.71%	10.8
S3	21	Gray Power	18	0.01%	1066999	0.93%	0.6
S3	22	Young Influentials	32	0.01%	1683242	1.46%	0.7
S3	30	Suburban Sprawl	5	0.00%	1517126	1.32%	0.1
S3	36	Blue-Chip Blues	2	0.00%	1438998	1.25%	0.1
S3	39	Domestic Duos	10	0.00%	1389087	1.20%	0.3
S3		MIDDLEBURBS	67	0.02%	7095452	6.15%	0.4
S4	44	New Beginnings	246	0.08%	1723477	1.49%	5.4
S4	46	Old Glories	191	0.06%	1123967	0.97%	6.4
S4	49	American Classics	16	0.01%	1181953	1.03%	0.5
S4	52	Suburban Pioneers	53	0.02%	1195365	1.04%	1.7
S4		INNER SUBURBS	506	0.16%	5224762	4.53%	3.6



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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
<b>TOWN AND RURAL</b>							
T1	05	Country Squires	0	0.00%	2122491	1.84%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2536075	2.20%	0.0
T1	11	God's Country	0	0.00%	1727637	1.50%	0.0
T1	20	Fast-Track Families	0	0.00%	1918827	1.66%	0.0
T1	25	Country Casuels	0	0.00%	1780813	1.54%	0.0
T1		LANDED GENTRY	0	0.00%	10085843	8.75%	0.0
T2	23	Greenbelt Sports	0	0.00%	1601752	1.39%	0.0
T2	28	Traditional Times	0	0.00%	3185141	2.76%	0.0
T2	32	New Homesteaders	0	0.00%	2041723	1.77%	0.0
T2	33	Big Sky Families	0	0.00%	2195844	1.90%	0.0
T2	37	Mayberry-ville	0	0.00%	2780296	2.41%	0.0
T2		COUNTRY COMFORT	0	0.00%	11804756	10.24%	0.0
T3	38	Simple Pleasures	0	0.00%	2589221	2.25%	0.0
T3	42	Red, White and Blues	0	0.00%	1247421	1.08%	0.0
T3	43	Heartlanders	0	0.00%	2248263	1.95%	0.0
T3	45	Blue Highways	0	0.00%	1861826	1.61%	0.0
T3	50	Kid Country, USA	0	0.00%	1415349	1.23%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1871911	1.62%	0.0
T3		MIDDLE AMERICA	0	0.00%	11233991	9.74%	0.0
T4	48	Young and Rustic	0	0.00%	2235842	1.94%	0.0
T4	55	Golden Ponds	0	0.00%	1774846	1.54%	0.0
T4	56	Crossroads Villagers	0	0.00%	2359563	2.05%	0.0
T4	57	Old Milltowns	0	0.00%	1762353	1.53%	0.0
T4	58	Back Country Folks	0	0.00%	2479958	2.15%	0.0
T4	64	Bedrock America	0	0.00%	2015493	1.75%	0.0
T4		RUSTIC LIVING	0	0.00%	12628055	10.95%	0.0
<b>Totals</b>			<b>307055</b>	<b>100.00%</b>	<b>115306103</b>	<b>100.00%</b>	<b>100.0</b>

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 Social Group Distribution

## Appendix: Area Listing

### Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

1525 WILSON BLVD  
ARLINGTON, VA 22209-2411

Latitude/Longitude 38.894847 -77.074691  
Radius 0.00 - 1.00

### Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

1525 WILSON BLVD  
ARLINGTON, VA 22209-2411

Latitude/Longitude 38.894847 -77.074691  
Radius 0.00 - 3.00

### Area Name:

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

1525 WILSON BLVD  
ARLINGTON, VA 22209-2411

Latitude/Longitude 38.894847 -77.074691  
Radius 0.00 - 5.00

### Project Information:

Site: 2

Order Number: 965301463

