

P\$YCLE Lifestage Group Distribution 2011

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	05	Power Couples	1908	10.80%	2838279	2.43%	444.6
Y1	22	Bargain Lovers	384	2.17%	1167103	1.00%	217.6
Y1	24	Corporate Climbers	1026	5.81%	1823333	1.56%	372.2
Y1	30	Fiscal Rookies	252	1.43%	2856627	2.44%	58.3
Y1	34	Online Living	6204	35.11%	1601540	1.37%	2,562.1
Y1		Upwardly Mobile	9774	55.32%	10286882	8.80%	628.4
Y2	39	ATM Nation	606	3.43%	1614285	1.38%	248.3
Y2	43	Payday Prospects	0	0.00%	1669538	1.43%	0.0
Y2	49	Loan Rangers	2147	12.15%	3236148	2.77%	438.8
Y2	50	Urban Essentials	58	0.33%	3217449	2.75%	11.9
Y2	54	City Strivers	28	0.16%	2697934	2.31%	6.9
Y2		Metro Mainstream	2839	16.07%	12435354	10.64%	151.0
Y3	57	Young Urban Renters	11	0.06%	3872418	3.31%	1.9
Y3	58	Bottom-Line Blues	0	0.00%	3564756	3.05%	0.0
Y3		Fiscal Fledglings	11	0.06%	7437174	6.36%	1.0

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Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	07	Family Fortunes	0	0.00%	1683206	1.44%	0.0
F1	09	Big Spenders	60	0.34%	1117415	0.96%	35.5
F1	12	Feathered Nests	109	0.62%	1456008	1.25%	49.5
F1	15	Midlife Highlife	1647	9.32%	2683809	2.30%	405.9
F1		Flourishing Families	1816	10.28%	6940438	5.94%	173.1
F2	14	Financial Independents	79	0.45%	1140542	0.98%	45.8
F2	19	New Money	426	2.41%	1879331	1.61%	149.9
F2	21	Leveraged Life	1	0.01%	2198852	1.88%	0.3
F2	23	School Daze	3	0.02%	1351117	1.16%	1.5
F2	25	Safe at Home	102	0.58%	1804823	1.54%	37.4
F2	31	Khakis & Credit	31	0.18%	2270256	1.94%	9.0
F2	32	Family Sprawl	0	0.00%	1338082	1.15%	0.0
F2		Upscale Earners	642	3.63%	11983003	10.25%	35.4
F3	33	Cut-Rate Country	0	0.00%	1587764	1.36%	0.0
F3	36	Paying It Down	0	0.00%	1945339	1.66%	0.0
F3	37	Rural Roots	0	0.00%	1234651	1.06%	0.0
F3	41	Finance Chargers	0	0.00%	1845531	1.58%	0.0
F3	44	Homespun Families	0	0.00%	3323509	2.84%	0.0
F3	46	Settling Down	211	1.19%	3225522	2.76%	43.3
F3	48	New Nests	4	0.02%	3318748	2.84%	0.8
F3		Mass Middle Class	215	1.22%	16481064	14.10%	8.6
F4	45	Greenback Acres	0	0.00%	3191822	2.73%	0.0
F4	47	Middle Ages	0	0.00%	3075849	2.63%	0.0
F4	51	Starter Ranches	0	0.00%	2573042	2.20%	0.0
F4	52	Country Cottages	0	0.00%	2764975	2.37%	0.0
F4	55	Getting-By Blues	14	0.08%	2300343	1.97%	4.0
F4	56	Economizers	0	0.00%	3906583	3.34%	0.0
F4		Working-Class USA	14	0.08%	17812614	15.24%	0.5

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	The Wealth Market	877	4.96%	2658911	2.28%	218.2
M1	03	Business Class	462	2.61%	2297403	1.97%	133.0
M1		Financial Elite	1339	7.58%	4956314	4.24%	178.7
M2	02	Globetrotters	52	0.29%	885025	0.76%	38.9
M2	04	Golden Agers	59	0.33%	1207287	1.03%	32.3
M2	08	Domestic Bliss	25	0.14%	923098	0.79%	17.9
M2	10	Capital Accumulators	570	3.23%	1718222	1.47%	219.4
M2	17	Home Sweet Equity	0	0.00%	2085041	1.78%	0.0
M2		Wealthy Achievers	706	4.00%	6818673	5.83%	68.5
M3	06	Civic Spirits	118	0.67%	1172349	1.00%	66.6
M3	11	Savvy Savers	69	0.39%	1168879	1.00%	39.0
M3	13	Annuity-ville	29	0.16%	1591230	1.36%	12.1
M3	18	Travel & Antiques	20	0.11%	1598679	1.37%	8.3
M3		Upscale Empty Nests	236	1.34%	5531137	4.73%	28.2
M4	16	Leisure Land	29	0.16%	1734534	1.48%	11.1
M4	27	Conservative Couples	13	0.07%	1655834	1.42%	5.2
M4	28	Senior Solitaire	2	0.01%	1731830	1.48%	0.8
M4	29	Retirement Ready	0	0.00%	1536834	1.32%	0.0
M4	35	Hunters & Collectors	0	0.00%	1595517	1.37%	0.0
M4	40	Timeless Tenants	18	0.10%	1390978	1.19%	8.6
M4		Upscale Empty Nests	62	0.35%	9645527	8.25%	4.3
M5	20	Comfortably Retired	0	0.00%	745265	0.64%	0.0
M5	26	Early-Bird Specials	9	0.05%	703083	0.60%	8.5
M5	38	Old Homesteaders	7	0.04%	1871904	1.60%	2.5
M5	42	Sunset Times	0	0.00%	1924601	1.65%	0.0
M5	53	Social Insecurity	0	0.00%	1289357	1.10%	0.0
M5		Retirement Blues	16	0.09%	6534210	5.59%	1.6
Totals			17670	100.01%	116862390	100.00%	100.0

P\$YCLE Lifestage Group Distribution 2011

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	05	Power Couples	15493	10.88%	2838279	2.43%	448.0
Y1	22	Bargain Lovers	6184	4.34%	1167103	1.00%	434.9
Y1	24	Corporate Climbers	5197	3.65%	1823333	1.56%	233.9
Y1	30	Fiscal Rookies	2289	1.61%	2856627	2.44%	65.8
Y1	34	Online Living	29786	20.92%	1601540	1.37%	1,526.5
Y1		Upwardly Mobile	58949	41.40%	10286882	8.80%	470.4
Y2	39	ATM Nation	4683	3.29%	1614285	1.38%	238.1
Y2	43	Payday Prospects	654	0.46%	1669538	1.43%	32.2
Y2	49	Loan Rangers	15111	10.61%	3236148	2.77%	383.3
Y2	50	Urban Essentials	1212	0.85%	3217449	2.75%	30.9
Y2	54	City Strivers	1187	0.83%	2697934	2.31%	36.1
Y2		Metro Mainstream	22847	16.05%	12435354	10.64%	150.8
Y3	57	Young Urban Renters	3097	2.18%	3872418	3.31%	65.6
Y3	58	Bottom-Line Blues	30	0.02%	3564756	3.05%	0.7
Y3		Fiscal Fledglings	3127	2.20%	7437174	6.36%	34.5

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	07	Family Fortunes	195	0.14%	1683206	1.44%	9.5
F1	09	Big Spenders	634	0.45%	1117415	0.96%	46.6
F1	12	Feathered Nests	1135	0.80%	1456008	1.25%	64.0
F1	15	Midlife Highlife	13630	9.57%	2683809	2.30%	416.8
F1		Flourishing Families	15594	10.95%	6940438	5.94%	184.4
F2	14	Financial Independents	1248	0.88%	1140542	0.98%	89.8
F2	19	New Money	4758	3.34%	1879331	1.61%	207.8
F2	21	Leveraged Life	132	0.09%	2198852	1.88%	4.9
F2	23	School Daze	251	0.18%	1351117	1.16%	15.2
F2	25	Safe at Home	1802	1.27%	1804823	1.54%	82.0
F2	31	Khakis & Credit	293	0.21%	2270256	1.94%	10.6
F2	32	Family Sprawl	4	0.00%	1338082	1.15%	0.2
F2		Upscale Earners	8488	5.96%	11983003	10.25%	58.1
F3	33	Cut-Rate Country	11	0.01%	1587764	1.36%	0.6
F3	36	Paying It Down	42	0.03%	1945339	1.66%	1.8
F3	37	Rural Roots	13	0.01%	1234651	1.06%	0.9
F3	41	Finance Chargers	38	0.03%	1845531	1.58%	1.7
F3	44	Homespun Families	9	0.01%	3323509	2.84%	0.2
F3	46	Settling Down	3064	2.15%	3225522	2.76%	78.0
F3	48	New Nests	221	0.16%	3318748	2.84%	5.5
F3		Mass Middle Class	3398	2.39%	16481064	14.10%	16.9
F4	45	Greenback Acres	111	0.08%	3191822	2.73%	2.9
F4	47	Middle Ages	17	0.01%	3075849	2.63%	0.5
F4	51	Starter Ranches	177	0.12%	2573042	2.20%	5.6
F4	52	Country Cottages	4	0.00%	2764975	2.37%	0.1
F4	55	Getting-By Blues	1392	0.98%	2300343	1.97%	49.7
F4	56	Economizers	979	0.69%	3906583	3.34%	20.6
F4		Working-Class USA	2680	1.88%	17812614	15.24%	12.3

P\$YCLE Lifestage Group Distribution 2011

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	The Wealth Market	12799	8.99%	2658911	2.28%	395.1
M1	03	Business Class	3247	2.28%	2297403	1.97%	116.0
M1		Financial Elite	16046	11.27%	4956314	4.24%	265.7
M2	02	Globetrotters	965	0.68%	885025	0.76%	89.5
M2	04	Golden Agers	1166	0.82%	1207287	1.03%	79.3
M2	08	Domestic Bliss	336	0.24%	923098	0.79%	29.9
M2	10	Capital Accumulators	3588	2.52%	1718222	1.47%	171.4
M2	17	Home Sweet Equity	206	0.14%	2085041	1.78%	8.1
M2		Wealthy Achievers	6261	4.40%	6818673	5.83%	75.4
M3	06	Civic Spirits	1047	0.74%	1172349	1.00%	73.3
M3	11	Savvy Savers	584	0.41%	1168879	1.00%	41.0
M3	13	Annuity-ville	497	0.35%	1591230	1.36%	25.6
M3	18	Travel & Antiques	414	0.29%	1598679	1.37%	21.3
M3		Upscale Empty Nests	2542	1.79%	5531137	4.73%	37.7
M4	16	Leisure Land	328	0.23%	1734534	1.48%	15.5
M4	27	Conservative Couples	144	0.10%	1655834	1.42%	7.1
M4	28	Senior Solitaire	192	0.13%	1731830	1.48%	9.1
M4	29	Retirement Ready	4	0.00%	1536834	1.32%	0.2
M4	35	Hunters & Collectors	68	0.05%	1595517	1.37%	3.5
M4	40	Timeless Tenants	460	0.32%	1390978	1.19%	27.1
M4		Upscale Empty Nests	1196	0.84%	9645527	8.25%	10.2
M5	20	Comfortably Retired	272	0.19%	745265	0.64%	30.0
M5	26	Early-Bird Specials	133	0.09%	703083	0.60%	15.5
M5	38	Old Homesteaders	313	0.22%	1871904	1.60%	13.7
M5	42	Sunset Times	9	0.01%	1924601	1.65%	0.4
M5	53	Social Insecurity	519	0.36%	1289357	1.10%	33.0
M5		Retirement Blues	1246	0.88%	6534210	5.59%	15.7
Totals			142374	100.00%	116862390	100.00%	100.0

P\$YCLE Lifestage Group Distribution 2011

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	05	Power Couples	31162	9.72%	2838279	2.43%	400.2
Y1	22	Bargain Lovers	11826	3.69%	1167103	1.00%	369.3
Y1	24	Corporate Climbers	10412	3.25%	1823333	1.56%	208.1
Y1	30	Fiscal Rookies	8035	2.51%	2856627	2.44%	102.5
Y1	34	Online Living	40806	12.73%	1601540	1.37%	928.7
Y1		Upwardly Mobile	102241	31.89%	10286882	8.80%	362.3
Y2	39	ATM Nation	8227	2.57%	1614285	1.38%	185.8
Y2	43	Payday Prospects	4779	1.49%	1669538	1.43%	104.3
Y2	49	Loan Rangers	25759	8.03%	3236148	2.77%	290.1
Y2	50	Urban Essentials	7290	2.27%	3217449	2.75%	82.6
Y2	54	City Strivers	4162	1.30%	2697934	2.31%	56.2
Y2		Metro Mainstream	50217	15.66%	12435354	10.64%	147.2
Y3	57	Young Urban Renters	6020	1.88%	3872418	3.31%	56.7
Y3	58	Bottom-Line Blues	3991	1.24%	3564756	3.05%	40.8
Y3		Fiscal Fledglings	10011	3.12%	7437174	6.36%	49.1

PSYCLE Lifestage Group Distribution 2011

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	07	Family Fortunes	733	0.23%	1683206	1.44%	15.9
F1	09	Big Spenders	2001	0.62%	1117415	0.96%	65.3
F1	12	Feathered Nests	2872	0.90%	1456008	1.25%	71.9
F1	15	Midlife Highlife	21740	6.78%	2683809	2.30%	295.3
F1		Flourishing Families	27346	8.53%	6940438	5.94%	143.6
F2	14	Financial Independents	3124	0.97%	1140542	0.98%	99.8
F2	19	New Money	8192	2.56%	1879331	1.61%	158.9
F2	21	Leveraged Life	1465	0.46%	2198852	1.88%	24.3
F2	23	School Daze	535	0.17%	1351117	1.16%	14.4
F2	25	Safe at Home	3103	0.97%	1804823	1.54%	62.7
F2	31	Khakis & Credit	3153	0.98%	2270256	1.94%	50.6
F2	32	Family Sprawl	231	0.07%	1338082	1.15%	6.3
F2		Upscale Earners	19803	6.18%	11983003	10.25%	60.2
F3	33	Cut-Rate Country	326	0.10%	1587764	1.36%	7.5
F3	36	Paying It Down	323	0.10%	1945339	1.66%	6.1
F3	37	Rural Roots	654	0.20%	1234651	1.06%	19.3
F3	41	Finance Chargers	1651	0.51%	1845531	1.58%	32.6
F3	44	Homespun Families	1844	0.58%	3323509	2.84%	20.2
F3	46	Settling Down	13628	4.25%	3225522	2.76%	154.0
F3	48	New Nests	1135	0.35%	3318748	2.84%	12.5
F3		Mass Middle Class	19561	6.10%	16481064	14.10%	43.3
F4	45	Greenback Acres	1122	0.35%	3191822	2.73%	12.8
F4	47	Middle Ages	583	0.18%	3075849	2.63%	6.9
F4	51	Starter Ranches	604	0.19%	2573042	2.20%	8.6
F4	52	Country Cottages	455	0.14%	2764975	2.37%	6.0
F4	55	Getting-By Blues	3957	1.23%	2300343	1.97%	62.7
F4	56	Economizers	5253	1.64%	3906583	3.34%	49.0
F4		Working-Class USA	11974	3.73%	17812614	15.24%	24.5

P\$YCLE Lifestage Group Distribution 2011

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

Group	PSYCLE		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	The Wealth Market	37244	11.62%	2658911	2.28%	510.6
M1	03	Business Class	7461	2.33%	2297403	1.97%	118.4
M1		Financial Elite	44705	13.94%	4956314	4.24%	328.8
M2	02	Globetrotters	2349	0.73%	885025	0.76%	96.7
M2	04	Golden Agers	3221	1.00%	1207287	1.03%	97.2
M2	08	Domestic Bliss	1139	0.36%	923098	0.79%	45.0
M2	10	Capital Accumulators	7190	2.24%	1718222	1.47%	152.5
M2	17	Home Sweet Equity	1219	0.38%	2085041	1.78%	21.3
M2		Wealthy Achievers	15118	4.72%	6818673	5.83%	80.8
M3	06	Civic Spirits	2305	0.72%	1172349	1.00%	71.7
M3	11	Savvy Savers	1642	0.51%	1168879	1.00%	51.2
M3	13	Annuity-ville	1514	0.47%	1591230	1.36%	34.7
M3	18	Travel & Antiques	1354	0.42%	1598679	1.37%	30.9
M3		Upscale Empty Nests	6815	2.13%	5531137	4.73%	44.9
M4	16	Leisure Land	1557	0.49%	1734534	1.48%	32.7
M4	27	Conservative Couples	1005	0.31%	1655834	1.42%	22.1
M4	28	Senior Solitaire	911	0.28%	1731830	1.48%	19.2
M4	29	Retirement Ready	429	0.13%	1536834	1.32%	10.2
M4	35	Hunters & Collectors	184	0.06%	1595517	1.37%	4.2
M4	40	Timeless Tenants	2881	0.90%	1390978	1.19%	75.5
M4		Upscale Empty Nests	6967	2.17%	9645527	8.25%	26.3
M5	20	Comfortably Retired	778	0.24%	745265	0.64%	38.1
M5	26	Early-Bird Specials	808	0.25%	703083	0.60%	41.9
M5	38	Old Homesteaders	747	0.23%	1871904	1.60%	14.5
M5	42	Sunset Times	314	0.10%	1924601	1.65%	5.9
M5	53	Social Insecurity	3209	1.00%	1289357	1.10%	90.7
M5		Retirement Blues	5856	1.83%	6534210	5.59%	32.7
Totals			320614	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.



P\$YCLE 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: 965570908