

Workplace PRIZM Distribution 2008

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

Workplace PRIZM		Area		US Base		
		Employees	Pct.	Employees	Pct.	Index
Code	Name					
01	Upper Crust	5447	10.74%	3092023	1.78%	604.7
02	Blue Blood Estates	2559	5.05%	2040531	1.17%	430.5
03	Movers and Shakers	5449	10.75%	3140561	1.80%	595.6
04	Young Digerati	8613	16.99%	2126705	1.22%	1,390.3
05	Country Squires	780	1.54%	2881264	1.66%	92.9
06	Winner's Circle	1219	2.40%	1573417	0.90%	266.0
07	Money and Brains	4724	9.32%	4557821	2.62%	355.8
08	Executive Suites	951	1.88%	1316283	0.76%	248.0
09	Big Fish, Small Pond	755	1.49%	4220034	2.42%	61.4
10	Second City Elite	533	1.05%	2589907	1.49%	70.6
11	God's Country	425	0.84%	2379629	1.37%	61.3
12	Brite Lites, Li'l City	1466	2.89%	3101182	1.78%	162.3
13	Upward Bound	2636	5.20%	3415648	1.96%	264.9
14	New Empty Nests	466	0.92%	1943947	1.12%	82.3
15	Pools and Patios	515	1.02%	2646630	1.52%	66.8
16	Bohemian Mix	4489	8.85%	2784279	1.60%	553.5
17	Beltway Boomers	422	0.83%	2009934	1.15%	72.1
18	Kids and Cul-de-Sacs	786	1.55%	2465345	1.42%	109.4
19	Home Sweet Home	1380	2.72%	3256121	1.87%	145.5
20	Fast-Track Families	462	0.91%	2688861	1.54%	59.0
21	Gray Power	62	0.12%	1474778	0.85%	14.4
22	Young Influentials	385	0.76%	2079045	1.19%	63.6
23	Greenbelt Sports	74	0.15%	2495636	1.43%	10.2
24	Up-and-Comers	370	0.73%	2211338	1.27%	57.4
25	Country Casuals	264	0.52%	2956057	1.70%	30.7
26	The Cosmopolitans	507	1.00%	2386134	1.37%	72.9
27	Middleburg Managers	97	0.19%	3508016	2.02%	9.5
28	Traditional Times	103	0.20%	4935569	2.84%	7.2
29	American Dreams	565	1.11%	4582345	2.63%	42.3
30	Suburban Sprawl	131	0.26%	2310295	1.33%	19.5
31	Urban Achievers	814	1.61%	2168946	1.25%	128.8
32	New Homesteaders	89	0.18%	2997531	1.72%	10.2
33	Big Sky Families	66	0.13%	3447320	1.98%	6.6
34	White Picket Fences	288	0.57%	2487306	1.43%	39.7
35	Boomtown Singles	49	0.10%	2298357	1.32%	7.3
36	Blue-Chip Blues	618	1.22%	2245617	1.29%	94.5
37	Mayberry-ville	149	0.29%	4653474	2.67%	11.0
38	Simple Pleasures	38	0.07%	3706636	2.13%	3.5
39	Domestic Duos	80	0.16%	2201088	1.26%	12.5
40	Close-In Couples	268	0.53%	2195610	1.26%	41.9
41	Sunset City Blues	18	0.04%	2987037	1.72%	2.1
42	Red, White and Blues	13	0.03%	1824970	1.05%	2.4
43	Heartlanders	11	0.02%	3520569	2.02%	1.1



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Workplace PRIZM		Area		US Base		
Code	Name	Employees	Pct.	Employees	Pct.	Index
44	New Beginnings	143	0.28%	2202670	1.27%	22.3
45	Blue Highways	10	0.02%	3070545	1.76%	1.1
46	Old Glories	10	0.02%	1466265	0.84%	2.3
47	City Startups	31	0.06%	1773093	1.02%	6.0
48	Young and Rustic	44	0.09%	3555487	2.04%	4.2
49	American Classics	11	0.02%	1738927	1.00%	2.2
50	Kid Country, USA	20	0.04%	2172467	1.25%	3.2
51	Shotguns and Pickups	4	0.01%	2878468	1.65%	0.5
52	Suburban Pioneers	4	0.01%	1719775	0.99%	0.8
53	Mobility Blues	15	0.03%	2104877	1.21%	2.4
54	Multi-Culti Mosaic	53	0.10%	3180346	1.83%	5.7
55	Golden Ponds	8	0.02%	2340106	1.34%	1.2
56	Crossroads Villagers	6	0.01%	3526756	2.03%	0.6
57	Old Milltowns	13	0.03%	1979986	1.14%	2.3
58	Back Country Folks	4	0.01%	4062422	2.33%	0.3
59	Urban Elders	402	0.79%	1586363	0.91%	87.0
60	Park Bench Seniors	28	0.06%	1443573	0.83%	6.7
61	City Roots	52	0.10%	1912729	1.10%	9.3
62	Hometown Retired	2	0.00%	1782752	1.02%	0.4
63	Family Thrifts	73	0.14%	3000105	1.72%	8.4
64	Bedrock America	7	0.01%	2986712	1.72%	0.8
65	Big City Blues	441	0.87%	1655940	0.95%	91.4
66	Low-Rise Living	182	0.36%	1998913	1.15%	31.3
67	Unclassified	0	0.00%	0		
Total		50699	100.00%	174043073	100.00%	100.0



Workplace PRIZM Distribution 2008

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

Workplace PRIZM		Area		US Base		
		Employees	Pct.	Employees	Pct.	Index
01	Upper Crust	61786	10.77%	3092023	1.78%	605.9
02	Blue Blood Estates	25900	4.51%	2040531	1.17%	384.9
03	Movers and Shakers	57756	10.06%	3140561	1.80%	557.7
04	Young Digerati	76351	13.30%	2126705	1.22%	1,088.7
05	Country Squires	10433	1.82%	2881264	1.66%	109.8
06	Winner's Circle	11918	2.08%	1573417	0.90%	229.7
07	Money and Brains	54431	9.48%	4557821	2.62%	362.1
08	Executive Suites	9375	1.63%	1316283	0.76%	216.0
09	Big Fish, Small Pond	9761	1.70%	4220034	2.42%	70.1
10	Second City Elite	7069	1.23%	2589907	1.49%	82.8
11	God's Country	5857	1.02%	2379629	1.37%	74.6
12	Brite Lites, Li'l City	17899	3.12%	3101182	1.78%	175.0
13	Upward Bound	23838	4.15%	3415648	1.96%	211.6
14	New Empty Nests	6005	1.05%	1943947	1.12%	93.7
15	Pools and Patios	7045	1.23%	2646630	1.52%	80.7
16	Bohemian Mix	42603	7.42%	2784279	1.60%	464.0
17	Beltway Boomers	6770	1.18%	2009934	1.15%	102.1
18	Kids and Cul-de-Sacs	8853	1.54%	2465345	1.42%	108.9
19	Home Sweet Home	16157	2.82%	3256121	1.87%	150.5
20	Fast-Track Families	7386	1.29%	2688861	1.54%	83.3
21	Gray Power	840	0.15%	1474778	0.85%	17.3
22	Young Influentials	5544	0.97%	2079045	1.19%	80.9
23	Greenbelt Sports	946	0.16%	2495636	1.43%	11.5
24	Up-and-Comers	4321	0.75%	2211338	1.27%	59.3
25	Country Casuals	4251	0.74%	2956057	1.70%	43.6
26	The Cosmopolitans	10181	1.77%	2386134	1.37%	129.4
27	Middleburg Managers	1417	0.25%	3508016	2.02%	12.2
28	Traditional Times	1168	0.20%	4935569	2.84%	7.2
29	American Dreams	7847	1.37%	4582345	2.63%	51.9
30	Suburban Sprawl	1681	0.29%	2310295	1.33%	22.1
31	Urban Achievers	11893	2.07%	2168946	1.25%	166.3
32	New Homesteaders	1257	0.22%	2997531	1.72%	12.7
33	Big Sky Families	1038	0.18%	3447320	1.98%	9.1
34	White Picket Fences	3474	0.61%	2487306	1.43%	42.4
35	Boomtown Singles	653	0.11%	2298357	1.32%	8.6
36	Blue-Chip Blues	10164	1.77%	2245617	1.29%	137.3
37	Mayberry-ville	2128	0.37%	4653474	2.67%	13.9
38	Simple Pleasures	440	0.08%	3706636	2.13%	3.6
39	Domestic Duos	1853	0.32%	2201088	1.26%	25.5
40	Close-In Couples	6165	1.07%	2195610	1.26%	85.1
41	Sunset City Blues	389	0.07%	2987037	1.72%	3.9
42	Red, White and Blues	281	0.05%	1824970	1.05%	4.7
43	Heartlanders	346	0.06%	3520569	2.02%	3.0



Workplace PRIZM Distribution 2008

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

Workplace PRIZM		Area		US Base		
Code	Name	Employees	Pct.	Employees	Pct.	Index
44	New Beginnings	2754	0.48%	2202670	1.27%	37.9
45	Blue Highways	317	0.06%	3070545	1.76%	3.1
46	Old Glories	280	0.05%	1466265	0.84%	5.8
47	City Startups	535	0.09%	1773093	1.02%	9.1
48	Young and Rustic	563	0.10%	3555487	2.04%	4.8
49	American Classics	201	0.04%	1738927	1.00%	3.5
50	Kid Country, USA	334	0.06%	2172467	1.25%	4.7
51	Shotguns and Pickups	159	0.03%	2878468	1.65%	1.7
52	Suburban Pioneers	154	0.03%	1719775	0.99%	2.7
53	Mobility Blues	93	0.02%	2104877	1.21%	1.3
54	Multi-Culti Mosaic	1140	0.20%	3180346	1.83%	10.9
55	Golden Ponds	184	0.03%	2340106	1.34%	2.4
56	Crossroads Villagers	244	0.04%	3526756	2.03%	2.1
57	Old Milltowns	185	0.03%	1979986	1.14%	2.8
58	Back Country Folks	296	0.05%	4062422	2.33%	2.2
59	Urban Elders	6768	1.18%	1586363	0.91%	129.4
60	Park Bench Seniors	385	0.07%	1443573	0.83%	8.1
61	City Roots	1737	0.30%	1912729	1.10%	27.5
62	Hometown Retired	74	0.01%	1782752	1.02%	1.3
63	Family Thrifts	980	0.17%	3000105	1.72%	9.9
64	Bedrock America	94	0.02%	2986712	1.72%	1.0
65	Big City Blues	7486	1.30%	1655940	0.95%	137.1
66	Low-Rise Living	3514	0.61%	1998913	1.15%	53.3
67	Unclassified	0	0.00%	0		
Total		573947	100.00%	174043073	100.00%	100.0



Workplace PRIZM Distribution 2008

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

Workplace PRIZM		Area		US Base		
Code	Name	Employees	Pct.	Employees	Pct.	Index
01	Upper Crust	94695	10.61%	3092023	1.78%	597.1
02	Blue Blood Estates	39270	4.40%	2040531	1.17%	375.2
03	Movers and Shakers	88335	9.90%	3140561	1.80%	548.4
04	Young Digerati	104531	11.71%	2126705	1.22%	958.4
05	Country Squires	16358	1.83%	2881264	1.66%	110.7
06	Winner's Circle	18262	2.05%	1573417	0.90%	226.3
07	Money and Brains	83845	9.39%	4557821	2.62%	358.7
08	Executive Suites	13728	1.54%	1316283	0.76%	203.4
09	Big Fish, Small Pond	15140	1.70%	4220034	2.42%	70.0
10	Second City Elite	10820	1.21%	2589907	1.49%	81.5
11	God's Country	9316	1.04%	2379629	1.37%	76.3
12	Brite Lites, Li'l City	27952	3.13%	3101182	1.78%	175.7
13	Upward Bound	37679	4.22%	3415648	1.96%	215.1
14	New Empty Nests	9342	1.05%	1943947	1.12%	93.7
15	Pools and Patios	12160	1.36%	2646630	1.52%	89.6
16	Bohemian Mix	63508	7.11%	2784279	1.60%	444.7
17	Beltway Boomers	11692	1.31%	2009934	1.15%	113.4
18	Kids and Cul-de-Sacs	14525	1.63%	2465345	1.42%	114.9
19	Home Sweet Home	25802	2.89%	3256121	1.87%	154.5
20	Fast-Track Families	12286	1.38%	2688861	1.54%	89.1
21	Gray Power	1259	0.14%	1474778	0.85%	16.6
22	Young Influentials	9177	1.03%	2079045	1.19%	86.1
23	Greenbelt Sports	1588	0.18%	2495636	1.43%	12.4
24	Up-and-Comers	6810	0.76%	2211338	1.27%	60.0
25	Country Casuals	7313	0.82%	2956057	1.70%	48.2
26	The Cosmopolitans	18522	2.08%	2386134	1.37%	151.4
27	Middleburg Managers	2316	0.26%	3508016	2.02%	12.9
28	Traditional Times	1879	0.21%	4935569	2.84%	7.4
29	American Dreams	14003	1.57%	4582345	2.63%	59.6
30	Suburban Sprawl	2861	0.32%	2310295	1.33%	24.1
31	Urban Achievers	18716	2.10%	2168946	1.25%	168.3
32	New Homesteaders	2137	0.24%	2997531	1.72%	13.9
33	Big Sky Families	1642	0.18%	3447320	1.98%	9.3
34	White Picket Fences	5751	0.64%	2487306	1.43%	45.1
35	Boomtown Singles	1130	0.13%	2298357	1.32%	9.6
36	Blue-Chip Blues	17397	1.95%	2245617	1.29%	151.1
37	Mayberry-ville	3497	0.39%	4653474	2.67%	14.7
38	Simple Pleasures	787	0.09%	3706636	2.13%	4.1
39	Domestic Duos	3181	0.36%	2201088	1.26%	28.2
40	Close-In Couples	11470	1.29%	2195610	1.26%	101.9
41	Sunset City Blues	646	0.07%	2987037	1.72%	4.2
42	Red, White and Blues	468	0.05%	1824970	1.05%	5.0
43	Heartlanders	549	0.06%	3520569	2.02%	3.0



Workplace PRIZM Distribution 2008

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

Workplace PRIZM		Area		US Base		
Code	Name	Employees	Pct.	Employees	Pct.	Index
44	New Beginnings	4523	0.51%	2202670	1.27%	40.0
45	Blue Highways	554	0.06%	3070545	1.76%	3.5
46	Old Glories	545	0.06%	1466265	0.84%	7.2
47	City Startups	819	0.09%	1773093	1.02%	9.0
48	Young and Rustic	942	0.11%	3555487	2.04%	5.2
49	American Classics	301	0.03%	1738927	1.00%	3.4
50	Kid Country, USA	589	0.07%	2172467	1.25%	5.3
51	Shotguns and Pickups	286	0.03%	2878468	1.65%	1.9
52	Suburban Pioneers	281	0.03%	1719775	0.99%	3.2
53	Mobility Blues	166	0.02%	2104877	1.21%	1.5
54	Multi-Culti Mosaic	1929	0.22%	3180346	1.83%	11.8
55	Golden Ponds	336	0.04%	2340106	1.34%	2.8
56	Crossroads Villagers	404	0.05%	3526756	2.03%	2.2
57	Old Milltowns	316	0.04%	1979986	1.14%	3.1
58	Back Country Folks	524	0.06%	4062422	2.33%	2.5
59	Urban Elders	12456	1.40%	1586363	0.91%	153.1
60	Park Bench Seniors	610	0.07%	1443573	0.83%	8.2
61	City Roots	3280	0.37%	1912729	1.10%	33.4
62	Hometown Retired	126	0.01%	1782752	1.02%	1.4
63	Family Thrifts	1712	0.19%	3000105	1.72%	11.1
64	Bedrock America	179	0.02%	2986712	1.72%	1.2
65	Big City Blues	12856	1.44%	1655940	0.95%	151.4
66	Low-Rise Living	6525	0.73%	1998913	1.15%	63.6
67	Unclassified	0	0.00%	0		
Total		892604	100.00%	174043073	100.00%	100.0

PRIZM Clusters and 2008 Estimates are Copyright by Claritas, Inc. "Ratio 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. Employees Base Percent" for the cluster, times 100.



Workplace PRIZM Distribution 2008

Appendix: Area Listing

Area Name:

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

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894821	-77.074662
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	38.894821	-77.074662
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	38.894821	-77.074662
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 1

Order Number: 966863749

