

Workplace PRIZM Distribution

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
01	Upper Crust	4913	10.75%	2789677	1.78%	605.0
02	Blue Blood Estates	2263	4.95%	1795705	1.14%	432.9
03	Movers and Shakers	4837	10.59%	2766213	1.76%	600.7
04	Young Digerati	7272	15.92%	1883594	1.20%	1,326.3
05	Country Squires	803	1.76%	2728100	1.74%	101.1
06	Winner's Circle	868	1.90%	1294061	0.82%	230.4
07	Money and Brains	4650	10.18%	4120191	2.62%	387.7
08	Executive Suites	779	1.70%	1205371	0.77%	222.0
09	Big Fish, Small Pond	637	1.39%	3672546	2.34%	59.6
10	Second City Elite	700	1.53%	2587307	1.65%	92.9
11	God's Country	311	0.68%	2180547	1.39%	49.0
12	Brite Lites, Li'l City	1738	3.80%	2883983	1.84%	207.0
13	Upward Bound	2511	5.50%	3122686	1.99%	276.2
14	New Empty Nests	390	0.85%	1741323	1.11%	76.9
15	Pools and Patios	522	1.14%	2444192	1.56%	73.4
16	Bohemian Mix	3871	8.47%	2503509	1.59%	531.2
17	Beltway Boomers	396	0.87%	1725019	1.10%	78.9
18	Kids and Cul-de-Sacs	565	1.24%	2030168	1.29%	95.6
19	Home Sweet Home	1347	2.95%	2951766	1.88%	156.8
20	Fast-Track Families	341	0.75%	2462203	1.57%	47.6
21	Gray Power	64	0.14%	1347546	0.86%	16.3
22	Young Influentials	438	0.96%	1955834	1.25%	76.9
23	Greenbelt Sports	40	0.09%	2184814	1.39%	6.3
24	Up-and-Comers	340	0.74%	2081641	1.33%	56.1
25	Country Casuals	266	0.58%	2639455	1.68%	34.6
26	The Cosmopolitans	439	0.96%	2125388	1.35%	71.0
27	Middleburg Managers	124	0.27%	3477952	2.22%	12.2
28	Traditional Times	87	0.19%	4228695	2.69%	7.1
29	American Dreams	496	1.09%	4122177	2.63%	41.3
30	Suburban Sprawl	118	0.26%	2092119	1.33%	19.4
31	Urban Achievers	760	1.66%	1961068	1.25%	133.1
32	New Homesteaders	60	0.13%	2545402	1.62%	8.1
33	Big Sky Families	46	0.10%	3070211	1.96%	5.1
34	White Picket Fences	267	0.58%	2401982	1.53%	38.2
35	Boomtown Singles	53	0.12%	2195997	1.40%	8.3
36	Blue-Chip Blues	508	1.11%	1932293	1.23%	90.3
37	Mayberry-ville	77	0.17%	4102452	2.61%	6.4
38	Simple Pleasures	34	0.07%	3154973	2.01%	3.7
39	Domestic Duos	48	0.11%	2003795	1.28%	8.2
40	Close-In Couples	230	0.50%	1965588	1.25%	40.2
41	Sunset City Blues	16	0.04%	3033922	1.93%	1.8
42	Red, White and Blues	13	0.03%	1570968	1.00%	2.8
43	Heartlanders	10	0.02%	3017535	1.92%	1.1



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Workplace PRIZM		Area		US Base		
Code	Name	Employees	Pct.	Employees	Pct.	Index
44	New Beginnings	148	0.32%	2082309	1.33%	24.4
45	Blue Highways	6	0.01%	2691475	1.71%	0.8
46	Old Glories	29	0.06%	1325434	0.84%	7.5
47	City Startups	27	0.06%	1732290	1.10%	5.4
48	Young and Rustic	24	0.05%	3066581	1.95%	2.7
49	American Classics	19	0.04%	1584522	1.01%	4.1
50	Kid Country, USA	10	0.02%	1754134	1.12%	2.0
51	Shotguns and Pickups	8	0.02%	2542688	1.62%	1.1
52	Suburban Pioneers	15	0.03%	1624543	1.03%	3.2
53	Mobility Blues	9	0.02%	2059947	1.31%	1.5
54	Multi-Culti Mosaic	74	0.16%	2900668	1.85%	8.8
55	Golden Ponds	6	0.01%	2005562	1.28%	1.0
56	Crossroads Villagers	7	0.02%	3072987	1.96%	0.8
57	Old Milltowns	10	0.02%	1635770	1.04%	2.1
58	Back Country Folks	10	0.02%	3590492	2.29%	1.0
59	Urban Elders	326	0.71%	1410520	0.90%	79.4
60	Park Bench Seniors	27	0.06%	1474540	0.94%	6.3
61	City Roots	29	0.06%	1749603	1.11%	5.7
62	Hometown Retired	3	0.01%	1805034	1.15%	0.6
63	Family Thrifts	78	0.17%	2908610	1.85%	9.2
64	Bedrock America	4	0.01%	2566389	1.63%	0.5
65	Big City Blues	412	0.90%	1500981	0.96%	94.3
66	Low-Rise Living	162	0.35%	1783829	1.14%	31.2
67	Unclassified	0	0.00%	0		
Total		45691	100.00%	156968876	100.00%	100.0



Workplace PRIZM Distribution

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	56488	10.71%	2789677	1.78%	602.7
02	Blue Blood Estates	22648	4.29%	1795705	1.14%	375.4
03	Movers and Shakers	51868	9.84%	2766213	1.76%	558.1
04	Young Digerati	65510	12.42%	1883594	1.20%	1,035.2
05	Country Squires	10512	1.99%	2728100	1.74%	114.7
06	Winner's Circle	9127	1.73%	1294061	0.82%	209.9
07	Money and Brains	49075	9.31%	4120191	2.62%	354.5
08	Executive Suites	8335	1.58%	1205371	0.77%	205.8
09	Big Fish, Small Pond	8280	1.57%	3672546	2.34%	67.1
10	Second City Elite	9738	1.85%	2587307	1.65%	112.0
11	God's Country	4454	0.84%	2180547	1.39%	60.8
12	Brite Lites, Li'l City	20995	3.98%	2883983	1.84%	216.7
13	Upward Bound	22557	4.28%	3122686	1.99%	215.0
14	New Empty Nests	5358	1.02%	1741323	1.11%	91.6
15	Pools and Patios	6998	1.33%	2444192	1.56%	85.2
16	Bohemian Mix	38238	7.25%	2503509	1.59%	454.6
17	Beltway Boomers	6629	1.26%	1725019	1.10%	114.4
18	Kids and Cul-de-Sacs	6688	1.27%	2030168	1.29%	98.1
19	Home Sweet Home	16006	3.04%	2951766	1.88%	161.4
20	Fast-Track Families	5692	1.08%	2462203	1.57%	68.8
21	Gray Power	811	0.15%	1347546	0.86%	17.9
22	Young Influentials	5887	1.12%	1955834	1.25%	89.6
23	Greenbelt Sports	540	0.10%	2184814	1.39%	7.4
24	Up-and-Comers	4457	0.85%	2081641	1.33%	63.7
25	Country Casuals	3926	0.74%	2639455	1.68%	44.3
26	The Cosmopolitans	9951	1.89%	2125388	1.35%	139.4
27	Middleburg Managers	1806	0.34%	3477952	2.22%	15.5
28	Traditional Times	1039	0.20%	4228695	2.69%	7.3
29	American Dreams	7664	1.45%	4122177	2.63%	55.3
30	Suburban Sprawl	1596	0.30%	2092119	1.33%	22.7
31	Urban Achievers	11933	2.26%	1961068	1.25%	181.1
32	New Homesteaders	799	0.15%	2545402	1.62%	9.3
33	Big Sky Families	682	0.13%	3070211	1.96%	6.6
34	White Picket Fences	3243	0.61%	2401982	1.53%	40.2
35	Boomtown Singles	737	0.14%	2195997	1.40%	10.0
36	Blue-Chip Blues	8417	1.60%	1932293	1.23%	129.7
37	Mayberry-ville	1337	0.25%	4102452	2.61%	9.7
38	Simple Pleasures	364	0.07%	3154973	2.01%	3.4
39	Domestic Duos	1246	0.24%	2003795	1.28%	18.5
40	Close-In Couples	6234	1.18%	1965588	1.25%	94.4
41	Sunset City Blues	332	0.06%	3033922	1.93%	3.3
42	Red, White and Blues	251	0.05%	1570968	1.00%	4.8
43	Heartlanders	295	0.06%	3017535	1.92%	2.9



Workplace PRIZM Distribution

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	3463	0.66%	2082309	1.33%	49.5
45	Blue Highways	239	0.05%	2691475	1.71%	2.6
46	Old Glories	569	0.11%	1325434	0.84%	12.8
47	City Startups	432	0.08%	1732290	1.10%	7.4
48	Young and Rustic	446	0.08%	3066581	1.95%	4.3
49	American Classics	273	0.05%	1584522	1.01%	5.1
50	Kid Country, USA	178	0.03%	1754134	1.12%	3.0
51	Shotguns and Pickups	199	0.04%	2542688	1.62%	2.3
52	Suburban Pioneers	337	0.06%	1624543	1.03%	6.2
53	Mobility Blues	76	0.01%	2059947	1.31%	1.1
54	Multi-Culti Mosaic	1815	0.34%	2900668	1.85%	18.6
55	Golden Ponds	151	0.03%	2005562	1.28%	2.2
56	Crossroads Villagers	205	0.04%	3072987	1.96%	2.0
57	Old Milltowns	154	0.03%	1635770	1.04%	2.8
58	Back Country Folks	259	0.05%	3590492	2.29%	2.1
59	Urban Elders	5888	1.12%	1410520	0.90%	124.2
60	Park Bench Seniors	400	0.08%	1474540	0.94%	8.1
61	City Roots	1350	0.26%	1749603	1.11%	23.0
62	Hometown Retired	73	0.01%	1805034	1.15%	1.2
63	Family Thrifts	1181	0.22%	2908610	1.85%	12.1
64	Bedrock America	71	0.01%	2566389	1.63%	0.8
65	Big City Blues	7234	1.37%	1500981	0.96%	143.4
66	Low-Rise Living	3638	0.69%	1783829	1.14%	60.7
67	Unclassified	0	0.00%	0		
Total		527374	100.00%	156968876	100.00%	100.0



Workplace PRIZM Distribution

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	83802	10.49%	2789677	1.78%	590.0
02	Blue Blood Estates	33393	4.18%	1795705	1.14%	365.2
03	Movers and Shakers	77307	9.67%	2766213	1.76%	548.9
04	Young Digerati	88612	11.09%	1883594	1.20%	924.0
05	Country Squires	16119	2.02%	2728100	1.74%	116.0
06	Winner's Circle	13392	1.68%	1294061	0.82%	203.3
07	Money and Brains	73271	9.17%	4120191	2.62%	349.3
08	Executive Suites	12000	1.50%	1205371	0.77%	195.5
09	Big Fish, Small Pond	12414	1.55%	3672546	2.34%	66.4
10	Second City Elite	15149	1.90%	2587307	1.65%	115.0
11	God's Country	6906	0.86%	2180547	1.39%	62.2
12	Brite Lites, Li'l City	31735	3.97%	2883983	1.84%	216.1
13	Upward Bound	34486	4.32%	3122686	1.99%	216.9
14	New Empty Nests	8112	1.02%	1741323	1.11%	91.5
15	Pools and Patios	11468	1.43%	2444192	1.56%	92.2
16	Bohemian Mix	55853	6.99%	2503509	1.59%	438.2
17	Beltway Boomers	10966	1.37%	1725019	1.10%	124.9
18	Kids and Cul-de-Sacs	10785	1.35%	2030168	1.29%	104.3
19	Home Sweet Home	24994	3.13%	2951766	1.88%	166.3
20	Fast-Track Families	9060	1.13%	2462203	1.57%	72.3
21	Gray Power	1167	0.15%	1347546	0.86%	17.0
22	Young Influentials	9390	1.17%	1955834	1.25%	94.3
23	Greenbelt Sports	904	0.11%	2184814	1.39%	8.1
24	Up-and-Comers	6839	0.86%	2081641	1.33%	64.5
25	Country Casuals	6441	0.81%	2639455	1.68%	47.9
26	The Cosmopolitans	17515	2.19%	2125388	1.35%	161.9
27	Middleburg Managers	2888	0.36%	3477952	2.22%	16.3
28	Traditional Times	1637	0.20%	4228695	2.69%	7.6
29	American Dreams	13283	1.66%	4122177	2.63%	63.3
30	Suburban Sprawl	2615	0.33%	2092119	1.33%	24.5
31	Urban Achievers	18212	2.28%	1961068	1.25%	182.4
32	New Homesteaders	1353	0.17%	2545402	1.62%	10.4
33	Big Sky Families	1056	0.13%	3070211	1.96%	6.8
34	White Picket Fences	5391	0.67%	2401982	1.53%	44.1
35	Boomtown Singles	1184	0.15%	2195997	1.40%	10.6
36	Blue-Chip Blues	13682	1.71%	1932293	1.23%	139.1
37	Mayberry-ville	2150	0.27%	4102452	2.61%	10.3
38	Simple Pleasures	615	0.08%	3154973	2.01%	3.8
39	Domestic Duos	2022	0.25%	2003795	1.28%	19.8
40	Close-In Couples	11126	1.39%	1965588	1.25%	111.2
41	Sunset City Blues	562	0.07%	3033922	1.93%	3.6
42	Red, White and Blues	420	0.05%	1570968	1.00%	5.3
43	Heartlanders	475	0.06%	3017535	1.92%	3.1



Workplace PRIZM Distribution

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	5549	0.69%	2082309	1.33%	52.3
45	Blue Highways	418	0.05%	2691475	1.71%	3.1
46	Old Glories	1039	0.13%	1325434	0.84%	15.4
47	City Startups	638	0.08%	1732290	1.10%	7.2
48	Young and Rustic	754	0.09%	3066581	1.95%	4.8
49	American Classics	377	0.05%	1584522	1.01%	4.7
50	Kid Country, USA	282	0.04%	1754134	1.12%	3.2
51	Shotguns and Pickups	313	0.04%	2542688	1.62%	2.4
52	Suburban Pioneers	536	0.07%	1624543	1.03%	6.5
53	Mobility Blues	144	0.02%	2059947	1.31%	1.4
54	Multi-Culti Mosaic	2978	0.37%	2900668	1.85%	20.2
55	Golden Ponds	286	0.04%	2005562	1.28%	2.8
56	Crossroads Villagers	336	0.04%	3072987	1.96%	2.1
57	Old Milltowns	243	0.03%	1635770	1.04%	2.9
58	Back Country Folks	458	0.06%	3590492	2.29%	2.5
59	Urban Elders	10331	1.29%	1410520	0.90%	143.9
60	Park Bench Seniors	617	0.08%	1474540	0.94%	8.2
61	City Roots	2443	0.31%	1749603	1.11%	27.4
62	Hometown Retired	137	0.02%	1805034	1.15%	1.5
63	Family Thrifts	1929	0.24%	2908610	1.85%	13.0
64	Bedrock America	144	0.02%	2566389	1.63%	1.1
65	Big City Blues	12190	1.53%	1500981	0.96%	159.5
66	Low-Rise Living	6300	0.79%	1783829	1.14%	69.4
67	Unclassified	0	0.00%	0		
Total		799193	100.00%	156968876	100.00%	100.0

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. Employees Base Percent" for the cluster, times 100.



Workplace PRIZM Distribution

Appendix: Area Listing

Area Name:

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

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894847	-77.074691
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	38.894847	-77.074691
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	38.894847	-77.074691
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 2

Order Number: 965301463

