

Workplace PRIZM Distribution 2011

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

Workplace PRIZM		Area		US Base		
Code	Name	Employees	Pct.	Employees	Pct.	Index
01	Upper Crust	5015	9.52%	2,401,320	1.79%	531.3
02	Blue Blood Estates	2005	3.81%	1,552,775	1.16%	328.5
03	Movers and Shakers	6086	11.56%	2,433,800	1.82%	636.2
04	Young Digerati	7340	13.94%	1,652,426	1.23%	1,130.0
05	Country Squires	913	1.73%	2,255,454	1.68%	103.0
06	Winner's Circle	1592	3.02%	1,151,220	0.86%	351.8
07	Money and Brains	6048	11.49%	3,548,551	2.65%	433.6
08	Executive Suites	1183	2.25%	1,020,990	0.76%	294.8
09	Big Fish, Small Pond	673	1.28%	3,141,186	2.34%	54.5
10	Second City Elite	670	1.27%	2,213,016	1.65%	77.0
11	God's Country	418	0.79%	1,863,185	1.39%	57.1
12	Brite Lites, Li'l City	2175	4.13%	2,498,225	1.86%	221.5
13	Upward Bound	2982	5.66%	2,703,313	2.02%	280.6
14	New Empty Nests	377	0.72%	1,492,630	1.11%	64.3
15	Pools and Patios	610	1.16%	2,040,645	1.52%	76.0
16	Bohemian Mix	4256	8.08%	2,195,059	1.64%	493.3
17	Beltway Boomers	337	0.64%	1,431,193	1.07%	59.9
18	Kids and Cul-de-Sacs	719	1.37%	1,696,569	1.27%	107.8
19	Home Sweet Home	1499	2.85%	2,492,096	1.86%	153.0
20	Fast-Track Families	374	0.71%	1,974,573	1.47%	48.2
21	Gray Power	68	0.13%	1,155,817	0.86%	15.0
22	Young Influentials	617	1.17%	1,645,199	1.23%	95.4
23	Greenbelt Sports	43	0.08%	1,860,660	1.39%	5.9
24	Up-and-Comers	406	0.77%	1,780,790	1.33%	58.0
25	Country Casuals	311	0.59%	2,192,974	1.64%	36.1
26	The Cosmopolitans	613	1.16%	1,804,118	1.35%	86.4
27	Middleburg Managers	80	0.15%	2,945,674	2.20%	6.9
28	Traditional Times	118	0.22%	3,642,854	2.72%	8.2
29	American Dreams	956	1.82%	3,490,444	2.61%	69.7
30	Suburban Sprawl	123	0.23%	1,778,154	1.33%	17.6
31	Urban Achievers	727	1.38%	1,724,033	1.29%	107.3
32	New Homesteaders	72	0.14%	2,232,784	1.67%	8.2
33	Big Sky Families	64	0.12%	2,562,206	1.91%	6.4
34	White Picket Fences	313	0.59%	2,081,605	1.55%	38.3
35	Boomtown Singles	67	0.13%	1,878,328	1.40%	9.1
36	Blue-Chip Blues	564	1.07%	1,684,315	1.26%	85.2
37	Mayberry-ville	103	0.20%	3,465,837	2.59%	7.6
38	Simple Pleasures	30	0.06%	2,706,145	2.02%	2.8
39	Domestic Duos	85	0.16%	1,683,611	1.26%	12.8
40	Close-In Couples	328	0.62%	1,659,088	1.24%	50.3
41	Sunset City Blues	29	0.06%	2,556,856	1.91%	2.9
42	Red, White and Blues	17	0.03%	1,355,279	1.01%	3.2
43	Heartlanders	16	0.03%	2,677,190	2.00%	1.5



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

Workplace PRIZM		Area		US Base		
Code	Name	Employees	Pct.	Employees	Pct.	Index
44	New Beginnings	146	0.28%	1,764,598	1.32%	21.0
45	Blue Highways	10	0.02%	2,295,107	1.71%	1.1
46	Old Glories	27	0.05%	1,104,940	0.82%	6.2
47	City Startups	21	0.04%	1,487,089	1.11%	3.6
48	Young and Rustic	26	0.05%	2,605,583	1.95%	2.5
49	American Classics	26	0.05%	1,343,760	1.00%	4.9
50	Kid Country, USA	20	0.04%	1,563,626	1.17%	3.3
51	Shotguns and Pickups	12	0.02%	2,146,329	1.60%	1.4
52	Suburban Pioneers	20	0.04%	1,379,712	1.03%	3.7
53	Mobility Blues	12	0.02%	1,767,565	1.32%	1.7
54	Multi-Culti Mosaic	254	0.48%	2,414,666	1.80%	26.8
55	Golden Ponds	12	0.02%	1,714,184	1.28%	1.8
56	Crossroads Villagers	7	0.01%	2,607,541	1.95%	0.7
57	Old Milltowns	9	0.02%	1,386,656	1.04%	1.7
58	Back Country Folks	14	0.03%	3,135,191	2.34%	1.1
59	Urban Elders	230	0.44%	1,197,183	0.89%	48.9
60	Park Bench Seniors	46	0.09%	1,259,556	0.94%	9.3
61	City Roots	145	0.28%	1,441,519	1.08%	25.6
62	Hometown Retired	4	0.01%	1,506,188	1.12%	0.7
63	Family Thrifts	66	0.13%	2,502,183	1.87%	6.7
64	Bedrock America	3	0.01%	2,219,516	1.66%	0.3
65	Big City Blues	344	0.65%	1,279,152	0.95%	68.4
66	Low-Rise Living	178	0.34%	1,509,152	1.13%	30.0
67	Unclassified	0	0.00%	0		
Total		52654	100.00%	133,953,183	100.00%	100.0

Workplace PRIZM Distribution 2011

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
01	Upper Crust	55312	10.08%	2,401,320	1.79%	562.1
02	Blue Blood Estates	18328	3.34%	1,552,775	1.16%	288.0
03	Movers and Shakers	58271	10.62%	2,433,800	1.82%	584.3
04	Young Digerati	64126	11.68%	1,652,426	1.23%	947.0
05	Country Squires	10253	1.87%	2,255,454	1.68%	110.9
06	Winner's Circle	12964	2.36%	1,151,220	0.86%	274.8
07	Money and Brains	56627	10.32%	3,548,551	2.65%	389.4
08	Executive Suites	10811	1.97%	1,020,990	0.76%	258.4
09	Big Fish, Small Pond	8272	1.51%	3,141,186	2.34%	64.3
10	Second City Elite	8899	1.62%	2,213,016	1.65%	98.1
11	God's Country	5529	1.01%	1,863,185	1.39%	72.4
12	Brite Lites, Li'l City	22674	4.13%	2,498,225	1.86%	221.5
13	Upward Bound	24982	4.55%	2,703,313	2.02%	225.5
14	New Empty Nests	4940	0.90%	1,492,630	1.11%	80.8
15	Pools and Patios	8442	1.54%	2,040,645	1.52%	101.0
16	Bohemian Mix	35780	6.52%	2,195,059	1.64%	397.8
17	Beltway Boomers	4515	0.82%	1,431,193	1.07%	77.0
18	Kids and Cul-de-Sacs	7550	1.38%	1,696,569	1.27%	108.6
19	Home Sweet Home	16608	3.03%	2,492,096	1.86%	162.6
20	Fast-Track Families	5172	0.94%	1,974,573	1.47%	63.9
21	Gray Power	875	0.16%	1,155,817	0.86%	18.5
22	Young Influentials	7191	1.31%	1,645,199	1.23%	106.7
23	Greenbelt Sports	710	0.13%	1,860,660	1.39%	9.3
24	Up-and-Comers	4557	0.83%	1,780,790	1.33%	62.4
25	Country Casuals	3933	0.72%	2,192,974	1.64%	43.8
26	The Cosmopolitans	11693	2.13%	1,804,118	1.35%	158.2
27	Middleburg Managers	1370	0.25%	2,945,674	2.20%	11.3
28	Traditional Times	1132	0.21%	3,642,854	2.72%	7.6
29	American Dreams	11042	2.01%	3,490,444	2.61%	77.2
30	Suburban Sprawl	1849	0.34%	1,778,154	1.33%	25.4
31	Urban Achievers	10268	1.87%	1,724,033	1.29%	145.3
32	New Homesteaders	1071	0.20%	2,232,784	1.67%	11.7
33	Big Sky Families	1096	0.20%	2,562,206	1.91%	10.4
34	White Picket Fences	3540	0.64%	2,081,605	1.55%	41.5
35	Boomtown Singles	911	0.17%	1,878,328	1.40%	11.8
36	Blue-Chip Blues	7936	1.45%	1,684,315	1.26%	115.0
37	Mayberry-ville	1303	0.24%	3,465,837	2.59%	9.2
38	Simple Pleasures	345	0.06%	2,706,145	2.02%	3.1
39	Domestic Duos	1608	0.29%	1,683,611	1.26%	23.3
40	Close-In Couples	7521	1.37%	1,659,088	1.24%	110.6
41	Sunset City Blues	481	0.09%	2,556,856	1.91%	4.6
42	Red, White and Blues	260	0.05%	1,355,279	1.01%	4.7
43	Heartlanders	335	0.06%	2,677,190	2.00%	3.1



Workplace PRIZM Distribution 2011

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	3023	0.55%	1,764,598	1.32%	41.8
45	Blue Highways	190	0.03%	2,295,107	1.71%	2.0
46	Old Glories	512	0.09%	1,104,940	0.82%	11.3
47	City Startups	366	0.07%	1,487,089	1.11%	6.0
48	Young and Rustic	394	0.07%	2,605,583	1.95%	3.7
49	American Classics	323	0.06%	1,343,760	1.00%	5.9
50	Kid Country, USA	202	0.04%	1,563,626	1.17%	3.2
51	Shotguns and Pickups	195	0.04%	2,146,329	1.60%	2.2
52	Suburban Pioneers	479	0.09%	1,379,712	1.03%	8.5
53	Mobility Blues	97	0.02%	1,767,565	1.32%	1.3
54	Multi-Culti Mosaic	3778	0.69%	2,414,666	1.80%	38.2
55	Golden Ponds	178	0.03%	1,714,184	1.28%	2.5
56	Crossroads Villagers	238	0.04%	2,607,541	1.95%	2.2
57	Old Milltowns	86	0.02%	1,386,656	1.04%	1.5
58	Back Country Folks	313	0.06%	3,135,191	2.34%	2.4
59	Urban Elders	4136	0.75%	1,197,183	0.89%	84.3
60	Park Bench Seniors	490	0.09%	1,259,556	0.94%	9.5
61	City Roots	2862	0.52%	1,441,519	1.08%	48.4
62	Hometown Retired	84	0.02%	1,506,188	1.12%	1.4
63	Family Thrifts	712	0.13%	2,502,183	1.87%	6.9
64	Bedrock America	101	0.02%	2,219,516	1.66%	1.1
65	Big City Blues	5765	1.05%	1,279,152	0.95%	110.0
66	Low-Rise Living	3323	0.61%	1,509,152	1.13%	53.7
67	Unclassified	0	0.00%	0		
Total		548929	100.00%	133,953,183	100.00%	100.0



Workplace PRIZM Distribution 2011

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	84334	9.84%	2,401,320	1.79%	549.1
02	Blue Blood Estates	26830	3.13%	1,552,775	1.16%	270.2
03	Movers and Shakers	88943	10.38%	2,433,800	1.82%	571.4
04	Young Digerati	87611	10.23%	1,652,426	1.23%	829.0
05	Country Squires	16033	1.87%	2,255,454	1.68%	111.1
06	Winner's Circle	19618	2.29%	1,151,220	0.86%	266.5
07	Money and Brains	84572	9.87%	3,548,551	2.65%	372.6
08	Executive Suites	15947	1.86%	1,020,990	0.76%	244.2
09	Big Fish, Small Pond	12761	1.49%	3,141,186	2.34%	63.5
10	Second City Elite	14384	1.68%	2,213,016	1.65%	101.6
11	God's Country	9088	1.06%	1,863,185	1.39%	76.3
12	Brite Lites, Li'l City	34902	4.07%	2,498,225	1.86%	218.4
13	Upward Bound	39113	4.57%	2,703,313	2.02%	226.2
14	New Empty Nests	8086	0.94%	1,492,630	1.11%	84.7
15	Pools and Patios	14635	1.71%	2,040,645	1.52%	112.1
16	Bohemian Mix	53551	6.25%	2,195,059	1.64%	381.5
17	Beltway Boomers	8081	0.94%	1,431,193	1.07%	88.3
18	Kids and Cul-de-Sacs	12542	1.46%	1,696,569	1.27%	115.6
19	Home Sweet Home	27043	3.16%	2,492,096	1.86%	169.7
20	Fast-Track Families	8527	1.00%	1,974,573	1.47%	67.5
21	Gray Power	1335	0.16%	1,155,817	0.86%	18.1
22	Young Influentials	12142	1.42%	1,645,199	1.23%	115.4
23	Greenbelt Sports	1153	0.13%	1,860,660	1.39%	9.7
24	Up-and-Comers	7236	0.84%	1,780,790	1.33%	63.5
25	Country Casuals	6749	0.79%	2,192,974	1.64%	48.1
26	The Cosmopolitans	22219	2.59%	1,804,118	1.35%	192.6
27	Middleburg Managers	2336	0.27%	2,945,674	2.20%	12.4
28	Traditional Times	1851	0.22%	3,642,854	2.72%	7.9
29	American Dreams	19150	2.24%	3,490,444	2.61%	85.8
30	Suburban Sprawl	3147	0.37%	1,778,154	1.33%	27.7
31	Urban Achievers	15957	1.86%	1,724,033	1.29%	144.7
32	New Homesteaders	1837	0.21%	2,232,784	1.67%	12.9
33	Big Sky Families	1793	0.21%	2,562,206	1.91%	10.9
34	White Picket Fences	6033	0.70%	2,081,605	1.55%	45.3
35	Boomtown Singles	1617	0.19%	1,878,328	1.40%	13.5
36	Blue-Chip Blues	13860	1.62%	1,684,315	1.26%	128.7
37	Mayberry-ville	2160	0.25%	3,465,837	2.59%	9.7
38	Simple Pleasures	666	0.08%	2,706,145	2.02%	3.8
39	Domestic Duos	2767	0.32%	1,683,611	1.26%	25.7
40	Close-In Couples	14693	1.72%	1,659,088	1.24%	138.5
41	Sunset City Blues	814	0.10%	2,556,856	1.91%	5.0
42	Red, White and Blues	449	0.05%	1,355,279	1.01%	5.2
43	Heartlanders	525	0.06%	2,677,190	2.00%	3.1



Workplace PRIZM Distribution 2011

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	5131	0.60%	1,764,598	1.32%	45.5
45	Blue Highways	379	0.04%	2,295,107	1.71%	2.6
46	Old Glories	1032	0.12%	1,104,940	0.82%	14.6
47	City Startups	566	0.07%	1,487,089	1.11%	6.0
48	Young and Rustic	688	0.08%	2,605,583	1.95%	4.1
49	American Classics	458	0.05%	1,343,760	1.00%	5.3
50	Kid Country, USA	325	0.04%	1,563,626	1.17%	3.2
51	Shotguns and Pickups	286	0.03%	2,146,329	1.60%	2.1
52	Suburban Pioneers	775	0.09%	1,379,712	1.03%	8.8
53	Mobility Blues	169	0.02%	1,767,565	1.32%	1.5
54	Multi-Culti Mosaic	6515	0.76%	2,414,666	1.80%	42.2
55	Golden Ponds	309	0.04%	1,714,184	1.28%	2.8
56	Crossroads Villagers	406	0.05%	2,607,541	1.95%	2.4
57	Old Milltowns	145	0.02%	1,386,656	1.04%	1.6
58	Back Country Folks	592	0.07%	3,135,191	2.34%	3.0
59	Urban Elders	7300	0.85%	1,197,183	0.89%	95.3
60	Park Bench Seniors	748	0.09%	1,259,556	0.94%	9.3
61	City Roots	5437	0.63%	1,441,519	1.08%	59.0
62	Hometown Retired	147	0.02%	1,506,188	1.12%	1.5
63	Family Thrifts	1277	0.15%	2,502,183	1.87%	8.0
64	Bedrock America	150	0.02%	2,219,516	1.66%	1.1
65	Big City Blues	10347	1.21%	1,279,152	0.95%	126.5
66	Low-Rise Living	6428	0.75%	1,509,152	1.13%	66.6
67	Unclassified	0	0.00%	0		
Total		856700	100.00%	133,953,183	100.00%	100.0

The "Index" is defined as the ratio of the percent of Employees for the segment in the report's geographic area compared to the percent of Employees in the U.S. for the segment, times 100.

Workplace PRIZM 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: 2

Order Number: 965583394