

PRIZM Household Distribution 2015

Primary Census Tracts: Lansdowne +

Tract (see appendix for geographies), Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1,750,173	1.45%	0.0
02	Blue Blood Estates	0	0.00%	1,116,920	0.92%	0.0
03	Movers & Shakers	0	0.00%	1,876,932	1.55%	0.0
04	Young Digerati	287	3.54%	1,555,400	1.28%	276.0
05	Country Squires	0	0.00%	2,212,007	1.83%	0.0
06	Winner's Circle	0	0.00%	1,276,191	1.05%	0.0
07	Money & Brains	1832	22.63%	2,555,893	2.11%	1,072.1
08	Executive Suites	0	0.00%	1,038,424	0.86%	0.0
09	Big Fish, Small Pond	0	0.00%	2,617,056	2.16%	0.0
10	Second City Elite	0	0.00%	1,621,883	1.34%	0.0
11	God's Country	0	0.00%	1,804,117	1.49%	0.0
12	Brite Lites, Li'l City	0	0.00%	2,063,782	1.70%	0.0
13	Upward Bound	0	0.00%	2,183,221	1.80%	0.0
14	New Empty Nests	0	0.00%	1,223,131	1.01%	0.0
15	Pools & Patios	0	0.00%	1,524,736	1.26%	0.0
16	Bohemian Mix	365	4.51%	2,262,800	1.87%	241.3
17	Beltway Boomers	0	0.00%	1,110,660	0.92%	0.0
18	Kids & Cul-de-Sacs	0	0.00%	1,891,410	1.56%	0.0
19	Home Sweet Home	0	0.00%	2,158,187	1.78%	0.0
20	Fast-Track Families	0	0.00%	2,001,850	1.65%	0.0
21	Gray Power	0	0.00%	1,059,133	0.87%	0.0
22	Young Influentials	0	0.00%	1,677,570	1.39%	0.0
23	Greenbelt Sports	0	0.00%	1,670,510	1.38%	0.0
24	Up-and-Comers	0	0.00%	1,666,319	1.38%	0.0
25	Country Casuals	0	0.00%	1,862,666	1.54%	0.0
26	The Cosmopolitans	1229	15.18%	1,483,300	1.22%	1,239.3
27	Middleburg Managers	0	0.00%	2,541,652	2.10%	0.0
28	Traditional Times	0	0.00%	3,274,708	2.70%	0.0
29	American Dreams	1802	22.26%	2,764,103	2.28%	975.1
30	Suburban Sprawl	0	0.00%	1,513,314	1.25%	0.0
31	Urban Achievers	754	9.31%	1,912,178	1.58%	589.8
32	New Homesteaders	0	0.00%	2,196,294	1.81%	0.0
33	Big Sky Families	0	0.00%	2,185,007	1.80%	0.0
34	White Picket Fences	0	0.00%	1,714,786	1.42%	0.0
35	Boomtown Singles	0	0.00%	1,770,869	1.46%	0.0
36	Blue-Chip Blues	0	0.00%	1,436,575	1.19%	0.0
37	Mayberry-ville	0	0.00%	2,863,731	2.36%	0.0
38	Simple Pleasures	0	0.00%	2,612,973	2.16%	0.0
39	Domestic Duos	0	0.00%	1,377,107	1.14%	0.0
40	Close-In Couples	700	8.65%	1,478,613	1.22%	708.1
41	Sunset City Blues	0	0.00%	2,304,820	1.90%	0.0
42	Red, White & Blues	0	0.00%	1,416,472	1.17%	0.0
43	Heartlanders	0	0.00%	2,328,486	1.92%	0.0



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44	New Beginnings	0	0.00%	1,716,167	1.42%	0.0
45	Blue Highways	0	0.00%	1,771,205	1.46%	0.0
46	Old Glories	0	0.00%	1,109,749	0.92%	0.0
47	City Startups	0	0.00%	1,558,809	1.29%	0.0
48	Young & Rustic	0	0.00%	2,264,635	1.87%	0.0
49	American Classics	0	0.00%	1,159,751	0.96%	0.0
50	Kid Country, USA	0	0.00%	1,552,508	1.28%	0.0
51	Shotguns & Pickups	0	0.00%	1,815,053	1.50%	0.0
52	Suburban Pioneers	0	0.00%	1,179,591	0.97%	0.0
53	Mobility Blues	0	0.00%	1,613,908	1.33%	0.0
54	Multi-Culti Mosaic	405	5.00%	2,145,550	1.77%	282.3
55	Golden Ponds	0	0.00%	1,810,220	1.49%	0.0
56	Crossroads Villagers	0	0.00%	2,435,119	2.01%	0.0
57	Old Milltowns	0	0.00%	1,613,310	1.33%	0.0
58	Back Country Folks	0	0.00%	2,734,153	2.26%	0.0
59	Urban Elders	474	5.85%	1,679,463	1.39%	422.2
60	Park Bench Seniors	0	0.00%	1,449,501	1.20%	0.0
61	City Roots	248	3.06%	1,446,545	1.19%	256.4
62	Hometown Retired	0	0.00%	1,526,365	1.26%	0.0
63	Family Thrifts	0	0.00%	2,294,666	1.89%	0.0
64	Bedrock America	0	0.00%	2,077,135	1.72%	0.0
65	Big City Blues	0	0.00%	1,403,603	1.16%	0.0
66	Low-Rise Living	0	0.00%	1,786,192	1.47%	0.0
67	Unassigned	0	0.00%	0		
Total		8096	100.00%	121,099,157	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.

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Appendix: Area Listing

Area Name:

Type: List - Tract

Reporting Detail: Aggregate

Reporting Level: Tract

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
42045400802	42045-400802	42045400900	42045-400900
42045401000	42045-401000	42045401800	42045-401800
42045401900	42045-401900	42045402000	42045-402000
42045402200	42045-402200		

Project Information:

Site: 1

Order Number: 975360316

