

# PRIZM Household Distribution 2015

Secondary Census Tracts: Springfield etc

Tract (see appendix for geographies), Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	917	3.20%	1,750,173	1.45%	221.6
02	Blue Blood Estates	395	1.38%	1,116,920	0.92%	149.6
03	Movers & Shakers	1268	4.43%	1,876,932	1.55%	285.8
04	Young Digerati	784	2.74%	1,555,400	1.28%	213.2
05	Country Squires	0	0.00%	2,212,007	1.83%	0.0
06	Winner's Circle	396	1.38%	1,276,191	1.05%	131.3
07	Money & Brains	4770	16.66%	2,555,893	2.11%	789.5
08	Executive Suites	715	2.50%	1,038,424	0.86%	291.3
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	726	2.54%	1,223,131	1.01%	251.1
15	Pools & Patios	1610	5.62%	1,524,736	1.26%	446.7
16	Bohemian Mix	992	3.47%	2,262,800	1.87%	185.4
17	Beltway Boomers	905	3.16%	1,110,660	0.92%	344.7
18	Kids & Cul-de-Sacs	531	1.85%	1,891,410	1.56%	118.8
19	Home Sweet Home	784	2.74%	2,158,187	1.78%	153.7
20	Fast-Track Families	1	0.00%	2,001,850	1.65%	0.2
21	Gray Power	665	2.32%	1,059,133	0.87%	265.6
22	Young Influentials	225	0.79%	1,677,570	1.39%	56.7
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	2901	10.13%	1,483,300	1.22%	827.3
27	Middleburg Managers	0	0.00%	2,541,652	2.10%	0.0
28	Traditional Times	1	0.00%	3,274,708	2.70%	0.1
29	American Dreams	5359	18.72%	2,764,103	2.28%	820.1
30	Suburban Sprawl	94	0.33%	1,513,314	1.25%	26.3
31	Urban Achievers	1086	3.79%	1,912,178	1.58%	240.2
32	New Homesteaders	5	0.02%	2,196,294	1.81%	1.0
33	Big Sky Families	1	0.00%	2,185,007	1.80%	0.2
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	29	0.10%	1,436,575	1.19%	8.5
37	Mayberry-ville	4	0.01%	2,863,731	2.36%	0.6
38	Simple Pleasures	2	0.01%	2,612,973	2.16%	0.3
39	Domestic Duos	81	0.28%	1,377,107	1.14%	24.9
40	Close-In Couples	805	2.81%	1,478,613	1.22%	230.3
41	Sunset City Blues	0	0.00%	2,304,820	1.90%	0.0
42	Red, White & Blues	1	0.00%	1,416,472	1.17%	0.3
43	Heartlanders	3	0.01%	2,328,486	1.92%	0.5



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44	New Beginnings	25	0.09%	1,716,167	1.42%	6.2
45	Blue Highways	0	0.00%	1,771,205	1.46%	0.0
46	Old Glories	186	0.65%	1,109,749	0.92%	70.9
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	150	0.52%	1,159,751	0.96%	54.7
50	Kid Country, USA	0	0.00%	1,552,508	1.28%	0.0
51	Shotguns & Pickups	1	0.00%	1,815,053	1.50%	0.2
52	Suburban Pioneers	5	0.02%	1,179,591	0.97%	1.8
53	Mobility Blues	0	0.00%	1,613,908	1.33%	0.0
54	Multi-Culti Mosaic	1217	4.25%	2,145,550	1.77%	239.9
55	Golden Ponds	1	0.00%	1,810,220	1.49%	0.2
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	608	2.12%	1,679,463	1.39%	153.1
60	Park Bench Seniors	0	0.00%	1,449,501	1.20%	0.0
61	City Roots	227	0.79%	1,446,545	1.19%	66.4
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	1	0.00%	2,077,135	1.72%	0.2
65	Big City Blues	151	0.53%	1,403,603	1.16%	45.5
66	Low-Rise Living	0	0.00%	1,786,192	1.47%	0.0
67	Unassigned	0	0.00%	0		
<b>Total</b>		<b>28628</b>	<b>100.00%</b>	<b>121,099,157</b>	<b>100.00%</b>	<b>100.0</b>

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>
42045400600	42045-400600	42045401101	42045-401101
42045401103	42045-401103	42045401104	42045-401104
42045401200	42045-401200	42045401301	42045-401301
42045401302	42045-401302	42045401501	42045-401501
42045401502	42045-401502	42045401600	42045-401600
42045403200	42045-403200	42045407801	42045-407801
42045407802	42045-407802	42045407803	42045-407803
42045407804	42045-407804	42045407805	42045-407805
42045409000	42045-409000	42045409100	42045-409100
42045409200	42045-409200	42045409300	42045-409300

### Project Information:

Site: 1

Order Number: 975360365

