

# PRIZM Household Distribution 2015

## Tertiary Census Tracts: University City

### 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	625	3.31%	1,555,400	1.28%	257.4
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	416	2.20%	2,555,893	2.11%	104.3
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	2456	12.99%	2,262,800	1.87%	695.3
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	1	0.01%	1,862,666	1.54%	0.3
26	The Cosmopolitans	200	1.06%	1,483,300	1.22%	86.4
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	677	3.58%	2,764,103	2.28%	156.9
30	Suburban Sprawl	0	0.00%	1,513,314	1.25%	0.0
31	Urban Achievers	6822	36.09%	1,912,178	1.58%	2,285.6
32	New Homesteaders	0	0.00%	2,196,294	1.81%	0.0
33	Big Sky Families	2	0.01%	2,185,007	1.80%	0.6
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	1	0.01%	2,863,731	2.36%	0.2
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	605	3.20%	1,478,613	1.22%	262.1
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	2	0.01%	1,771,205	1.46%	0.7
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	1925	10.18%	2,145,550	1.77%	574.8
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	555	2.94%	1,679,463	1.39%	211.7
60	Park Bench Seniors	0	0.00%	1,449,501	1.20%	0.0
61	City Roots	3582	18.95%	1,446,545	1.19%	1,586.4
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	792	4.19%	1,403,603	1.16%	361.5
66	Low-Rise Living	242	1.28%	1,786,192	1.47%	86.8
67	Unassigned	0	0.00%	0		
<b>Total</b>		<b>18903</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>
42101006500	42101-006500	42101007101	42101-007101
42101007102	42101-007102	42101007300	42101-007300
42101007800	42101-007800	42101007900	42101-007900
42101008601	42101-008601	42101008602	42101-008602
42101008701	42101-008701	42101008702	42101-008702
42101008801	42101-008801	42101008802	42101-008802
42101036900	42101-036900		

### Project Information:

Site: 1

Order Number: 975377404

