

PRIZM Household Distribution 2015

Lansdowne Retail Trade Areas

Tract (see appendix for geographies), Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	917	1.68%	1,750,173	1.45%	116.6
02	Blue Blood Estates	395	0.73%	1,116,920	0.92%	78.7
03	Movers & Shakers	1268	2.33%	1,876,932	1.55%	150.3
04	Young Digerati	1638	3.01%	1,555,400	1.28%	234.3
05	Country Squires	0	0.00%	2,212,007	1.83%	0.0
06	Winner's Circle	396	0.73%	1,276,191	1.05%	69.0
07	Money & Brains	6278	11.53%	2,555,893	2.11%	546.5
08	Executive Suites	715	1.31%	1,038,424	0.86%	153.2
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	1.33%	1,223,131	1.01%	132.1
15	Pools & Patios	1610	2.96%	1,524,736	1.26%	234.9
16	Bohemian Mix	3795	6.97%	2,262,800	1.87%	373.1
17	Beltway Boomers	905	1.66%	1,110,660	0.92%	181.3
18	Kids & Cul-de-Sacs	531	0.98%	1,891,410	1.56%	62.5
19	Home Sweet Home	784	1.44%	2,158,187	1.78%	80.8
20	Fast-Track Families	1	0.00%	2,001,850	1.65%	0.1
21	Gray Power	665	1.22%	1,059,133	0.87%	139.7
22	Young Influentials	225	0.41%	1,677,570	1.39%	29.8
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	0.00%	1,862,666	1.54%	0.1
26	The Cosmopolitans	4286	7.87%	1,483,300	1.22%	642.9
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	7728	14.20%	2,764,103	2.28%	622.0
30	Suburban Sprawl	94	0.17%	1,513,314	1.25%	13.8
31	Urban Achievers	8496	15.61%	1,912,178	1.58%	988.5
32	New Homesteaders	5	0.01%	2,196,294	1.81%	0.5
33	Big Sky Families	3	0.01%	2,185,007	1.80%	0.3
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	0.05%	1,436,575	1.19%	4.5
37	Mayberry-ville	5	0.01%	2,863,731	2.36%	0.4
38	Simple Pleasures	2	0.00%	2,612,973	2.16%	0.2
39	Domestic Duos	81	0.15%	1,377,107	1.14%	13.1
40	Close-In Couples	2093	3.85%	1,478,613	1.22%	314.9
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%	0.2
43	Heartlanders	3	0.01%	2,328,486	1.92%	0.3



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Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	25	0.05%	1,716,167	1.42%	3.2
45	Blue Highways	2	0.00%	1,771,205	1.46%	0.3
46	Old Glories	186	0.34%	1,109,749	0.92%	37.3
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	0.28%	1,159,751	0.96%	28.8
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%	0.1
52	Suburban Pioneers	5	0.01%	1,179,591	0.97%	0.9
53	Mobility Blues	0	0.00%	1,613,908	1.33%	0.0
54	Multi-Culti Mosaic	3540	6.50%	2,145,550	1.77%	367.1
55	Golden Ponds	1	0.00%	1,810,220	1.49%	0.1
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	1609	2.96%	1,679,463	1.39%	213.2
60	Park Bench Seniors	0	0.00%	1,449,501	1.20%	0.0
61	City Roots	4047	7.44%	1,446,545	1.19%	622.5
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%	0.1
65	Big City Blues	943	1.73%	1,403,603	1.16%	149.5
66	Low-Rise Living	242	0.44%	1,786,192	1.47%	30.1
67	Unassigned	0	0.00%	0		
Total		54429	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>
42045400600	42045-400600	42045400802	42045-400802
42045400900	42045-400900	42045401000	42045-401000
42045401101	42045-401101	42045401104	42045-401104
42045401200	42045-401200	42045401301	42045-401301
42045401302	42045-401302	42045401501	42045-401501
42045401502	42045-401502	42045401600	42045-401600
42045401800	42045-401800	42045401900	42045-401900
42045402000	42045-402000	42045402200	42045-402200
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
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: 975377463

