

Basic Segment Distribution - PRIZM Premier Household Distribution

Title Page

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Report Generation Method: Single

Analysis Area: 1789 STATE ST, SAN DIEGO, CA, 92101-2530

Reporting Detail: As Selected

Include Map: Yes

Include Labels: Yes

Map Reporting Detail: As Selected

Base Map Style: Claritas Map

Subtotal Method: None

Analysis Area Detail: No

Report Sections:

PRIZM Premier Household Distribution

Basic Segment Distribution - PRIZM Premier Household Distribution

PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 1.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
PRIZM Premier Household Distribution						
01	01 Upper Crust	1,304,060	1.05%	0	0.00%	0
02	02 Networked Neighbors	1,241,889	1.00%	0	0.00%	0
03	03 Movers & Shakers	1,768,172	1.43%	0	0.00%	0
04	04 Young Digerati	1,841,200	1.49%	4,144	20.68%	1,392
05	05 Country Squires	2,877,162	2.32%	0	0.00%	0
06	06 Winner's Circle	1,717,006	1.39%	0	0.00%	0
07	07 Money & Brains	1,785,010	1.44%	1,896	9.46%	657
08	08 Gray Power	1,446,787	1.17%	0	0.00%	0
09	09 Big Fish, Small Pond	2,024,497	1.63%	0	0.00%	0
10	10 Executive Suites	1,623,526	1.31%	0	0.00%	0
11	11 Fast-Track Families	2,330,228	1.88%	0	0.00%	0
12	12 Cruisin' to Retirement	3,002,078	2.42%	0	0.00%	0
13	13 Upward Bound	1,318,213	1.06%	0	0.00%	0
14	14 Kids & Cul-de-Sacs	1,711,329	1.38%	0	0.00%	0
15	15 New Homesteaders	1,274,052	1.03%	0	0.00%	0
16	16 Beltway Boomers	1,399,627	1.13%	0	0.00%	0
17	17 Urban Elders	1,448,568	1.17%	2,231	11.13%	953
18	18 Mayberryville	2,038,008	1.64%	0	0.00%	0
19	19 American Dreams	1,414,847	1.14%	158	0.79%	69
20	20 Empty Nests	1,970,804	1.59%	0	0.00%	0
21	21 The Cosmopolitans	1,403,084	1.13%	1,880	9.38%	829
22	22 Middleburg Managers	3,047,739	2.46%	0	0.00%	0
23	23 Township Travelers	1,361,970	1.10%	0	0.00%	0
24	24 Pickup Patriarchs	1,253,497	1.01%	0	0.00%	0

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PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 1.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
25	25 Up-and-Comers	1,845,951	1.49%	0	0.00%	0
26	26 Home Sweet Home	1,599,941	1.29%	0	0.00%	0
27	27 Big Sky Families	3,070,303	2.48%	0	0.00%	0
28	28 Country Casuals	2,288,505	1.85%	0	0.00%	0
29	29 White Picket Fences	1,915,652	1.55%	0	0.00%	0
30	30 Pools & Patios	1,806,360	1.46%	0	0.00%	0
31	31 Connected Bohemians	1,920,128	1.55%	6,839	34.12%	2,202
32	32 Traditional Times	1,725,832	1.39%	0	0.00%	0
33	33 Second City Startups	1,236,639	1.00%	0	0.00%	0
34	34 Young & Influential	1,141,529	0.92%	0	0.00%	0
35	35 Urban Achievers	1,634,123	1.32%	9	0.04%	3
36	36 Toolbelt Traditionalists	3,037,438	2.45%	0	0.00%	0
37	37 Bright Lights, Li'l City	1,724,116	1.39%	0	0.00%	0
38	38 Hometown Retired	1,705,061	1.38%	0	0.00%	0
39	39 Kid Country, USA	1,394,226	1.12%	0	0.00%	0
40	40 Aspiring A-Listers	1,394,062	1.12%	2,422	12.08%	1,074
41	41 Domestic Duos	1,208,526	0.98%	0	0.00%	0
42	42 Multi-Culti Mosaic	2,056,797	1.66%	0	0.00%	0
43	43 City Roots	1,441,944	1.16%	42	0.21%	18
44	44 Country Strong	4,043,993	3.26%	0	0.00%	0
45	45 Urban Modern Mix	2,589,793	2.09%	13	0.06%	3
46	46 Heartlanders	1,543,412	1.25%	0	0.00%	0
47	47 Striving Selfies	1,769,183	1.43%	0	0.00%	0
48	48 Generation Web	2,079,024	1.68%	0	0.00%	0

Basic Segment Distribution - PRIZM Premier Household Distribution

PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 1.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
49	49 American Classics	2,070,800	1.67%	0	0.00%	0
50	50 Metro Grads	1,776,705	1.43%	0	0.00%	0
51	51 Campers & Camo	2,258,346	1.82%	0	0.00%	0
52	52 Simple Pleasures	1,617,368	1.30%	0	0.00%	0
53	53 Lo-Tech Singles	1,748,869	1.41%	0	0.00%	0
54	54 Struggling Singles	1,633,144	1.32%	0	0.00%	0
55	55 Red, White & Blue	1,737,973	1.40%	0	0.00%	0
56	56 Multi-Culti Families	1,436,190	1.16%	0	0.00%	0
57	57 Back Country Folks	3,176,964	2.56%	0	0.00%	0
58	58 Golden Ponds	2,337,748	1.89%	0	0.00%	0
59	59 New Melting Pot	1,744,642	1.41%	0	0.00%	0
60	60 Small-Town Collegiates	1,198,744	0.97%	0	0.00%	0
61	61 Second City Generations	1,340,416	1.08%	0	0.00%	0
62	62 Crossroad Villagers	1,295,840	1.05%	0	0.00%	0
63	63 Low-Rise Living	2,573,930	2.08%	409	2.04%	98
64	64 Family Thrifts	1,135,545	0.92%	0	0.00%	0
65	65 Young & Rustic	2,530,904	2.04%	0	0.00%	0
66	66 New Beginnings	1,220,549	0.98%	0	0.00%	0
67	67 Park Bench Seniors	1,132,099	0.91%	0	0.00%	0
68	68 Bedrock America	1,200,293	0.97%	0	0.00%	0
	Totals	123,942,960	100.00%	20,043	100.00%	100

Basic Segment Distribution - PRIZM Premier Household Distribution

PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 3.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
PRIZM Premier Household Distribution						
01	01 Upper Crust	1,304,060	1.05%	1,107	1.26%	120
02	02 Networked Neighbors	1,241,889	1.00%	186	0.21%	21
03	03 Movers & Shakers	1,768,172	1.43%	1,341	1.53%	107
04	04 Young Digerati	1,841,200	1.49%	11,946	13.64%	918
05	05 Country Squires	2,877,162	2.32%	0	0.00%	0
06	06 Winner's Circle	1,717,006	1.39%	577	0.66%	48
07	07 Money & Brains	1,785,010	1.44%	5,990	6.84%	475
08	08 Gray Power	1,446,787	1.17%	1,056	1.21%	103
09	09 Big Fish, Small Pond	2,024,497	1.63%	0	0.00%	0
10	10 Executive Suites	1,623,526	1.31%	5	0.01%	0
11	11 Fast-Track Families	2,330,228	1.88%	0	0.00%	0
12	12 Cruisin' to Retirement	3,002,078	2.42%	403	0.46%	19
13	13 Upward Bound	1,318,213	1.06%	948	1.08%	102
14	14 Kids & Cul-de-Sacs	1,711,329	1.38%	39	0.05%	3
15	15 New Homesteaders	1,274,052	1.03%	0	0.00%	0
16	16 Beltway Boomers	1,399,627	1.13%	21	0.02%	2
17	17 Urban Elders	1,448,568	1.17%	9,543	10.90%	932
18	18 Mayberryville	2,038,008	1.64%	0	0.00%	0
19	19 American Dreams	1,414,847	1.14%	1,666	1.90%	167
20	20 Empty Nests	1,970,804	1.59%	168	0.19%	12
21	21 The Cosmopolitans	1,403,084	1.13%	7,691	8.78%	776
22	22 Middleburg Managers	3,047,739	2.46%	732	0.84%	34
23	23 Township Travelers	1,361,970	1.10%	0	0.00%	0
24	24 Pickup Patriarchs	1,253,497	1.01%	0	0.00%	0

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PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 3.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
25	25 Up-and-Comers	1,845,951	1.49%	533	0.61%	41
26	26 Home Sweet Home	1,599,941	1.29%	0	0.00%	0
27	27 Big Sky Families	3,070,303	2.48%	0	0.00%	0
28	28 Country Casuals	2,288,505	1.85%	0	0.00%	0
29	29 White Picket Fences	1,915,652	1.55%	0	0.00%	0
30	30 Pools & Patios	1,806,360	1.46%	0	0.00%	0
31	31 Connected Bohemians	1,920,128	1.55%	20,155	23.01%	1,486
32	32 Traditional Times	1,725,832	1.39%	0	0.00%	0
33	33 Second City Startups	1,236,639	1.00%	0	0.00%	0
34	34 Young & Influential	1,141,529	0.92%	603	0.69%	75
35	35 Urban Achievers	1,634,123	1.32%	344	0.39%	30
36	36 Toolbelt Traditionalists	3,037,438	2.45%	236	0.27%	11
37	37 Bright Lights, Li'l City	1,724,116	1.39%	93	0.11%	8
38	38 Hometown Retired	1,705,061	1.38%	0	0.00%	0
39	39 Kid Country, USA	1,394,226	1.12%	0	0.00%	0
40	40 Aspiring A-Listers	1,394,062	1.12%	10,864	12.41%	1,103
41	41 Domestic Duos	1,208,526	0.98%	52	0.06%	6
42	42 Multi-Culti Mosaic	2,056,797	1.66%	1,538	1.76%	106
43	43 City Roots	1,441,944	1.16%	920	1.05%	90
44	44 Country Strong	4,043,993	3.26%	0	0.00%	0
45	45 Urban Modern Mix	2,589,793	2.09%	731	0.83%	40
46	46 Heartlanders	1,543,412	1.25%	0	0.00%	0
47	47 Striving Selfies	1,769,183	1.43%	43	0.05%	3
48	48 Generation Web	2,079,024	1.68%	32	0.04%	2

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Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
49	49 American Classics	2,070,800	1.67%	160	0.18%	11
50	50 Metro Grads	1,776,705	1.43%	29	0.03%	2
51	51 Campers & Camo	2,258,346	1.82%	0	0.00%	0
52	52 Simple Pleasures	1,617,368	1.30%	0	0.00%	0
53	53 Lo-Tech Singles	1,748,869	1.41%	2	0.00%	0
54	54 Struggling Singles	1,633,144	1.32%	5	0.01%	0
55	55 Red, White & Blue	1,737,973	1.40%	0	0.00%	0
56	56 Multi-Culti Families	1,436,190	1.16%	4,940	5.64%	487
57	57 Back Country Folks	3,176,964	2.56%	0	0.00%	0
58	58 Golden Ponds	2,337,748	1.89%	0	0.00%	0
59	59 New Melting Pot	1,744,642	1.41%	13	0.02%	1
60	60 Small-Town Collegiates	1,198,744	0.97%	0	0.00%	0
61	61 Second City Generations	1,340,416	1.08%	0	0.00%	0
62	62 Crossroad Villagers	1,295,840	1.05%	0	0.00%	0
63	63 Low-Rise Living	2,573,930	2.08%	2,813	3.21%	155
64	64 Family Thrifts	1,135,545	0.92%	0	0.00%	0
65	65 Young & Rustic	2,530,904	2.04%	0	0.00%	0
66	66 New Beginnings	1,220,549	0.98%	7	0.01%	1
67	67 Park Bench Seniors	1,132,099	0.91%	45	0.05%	6
68	68 Bedrock America	1,200,293	0.97%	0	0.00%	0
	Totals	123,942,960	100.00%	87,578	100.00%	100

Basic Segment Distribution - PRIZM Premier Household Distribution

PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 5.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
PRIZM Premier Household Distribution						
01	01 Upper Crust	1,304,060	1.05%	1,875	0.99%	94
02	02 Networked Neighbors	1,241,889	1.00%	418	0.22%	22
03	03 Movers & Shakers	1,768,172	1.43%	2,423	1.27%	89
04	04 Young Digerati	1,841,200	1.49%	15,936	8.37%	564
05	05 Country Squires	2,877,162	2.32%	0	0.00%	0
06	06 Winner's Circle	1,717,006	1.39%	2,567	1.35%	97
07	07 Money & Brains	1,785,010	1.44%	12,693	6.67%	463
08	08 Gray Power	1,446,787	1.17%	1,461	0.77%	66
09	09 Big Fish, Small Pond	2,024,497	1.63%	0	0.00%	0
10	10 Executive Suites	1,623,526	1.31%	227	0.12%	9
11	11 Fast-Track Families	2,330,228	1.88%	0	0.00%	0
12	12 Cruisin' to Retirement	3,002,078	2.42%	2,099	1.10%	46
13	13 Upward Bound	1,318,213	1.06%	5,481	2.88%	271
14	14 Kids & Cul-de-Sacs	1,711,329	1.38%	500	0.26%	19
15	15 New Homesteaders	1,274,052	1.03%	2	0.00%	0
16	16 Beltway Boomers	1,399,627	1.13%	246	0.13%	11
17	17 Urban Elders	1,448,568	1.17%	12,529	6.58%	563
18	18 Mayberryville	2,038,008	1.64%	0	0.00%	0
19	19 American Dreams	1,414,847	1.14%	3,682	1.93%	169
20	20 Empty Nests	1,970,804	1.59%	1,153	0.61%	38
21	21 The Cosmopolitans	1,403,084	1.13%	11,426	6.00%	530
22	22 Middleburg Managers	3,047,739	2.46%	2,675	1.41%	57
23	23 Township Travelers	1,361,970	1.10%	0	0.00%	0
24	24 Pickup Patriarchs	1,253,497	1.01%	0	0.00%	0

Basic Segment Distribution - PRIZM Premier Household Distribution

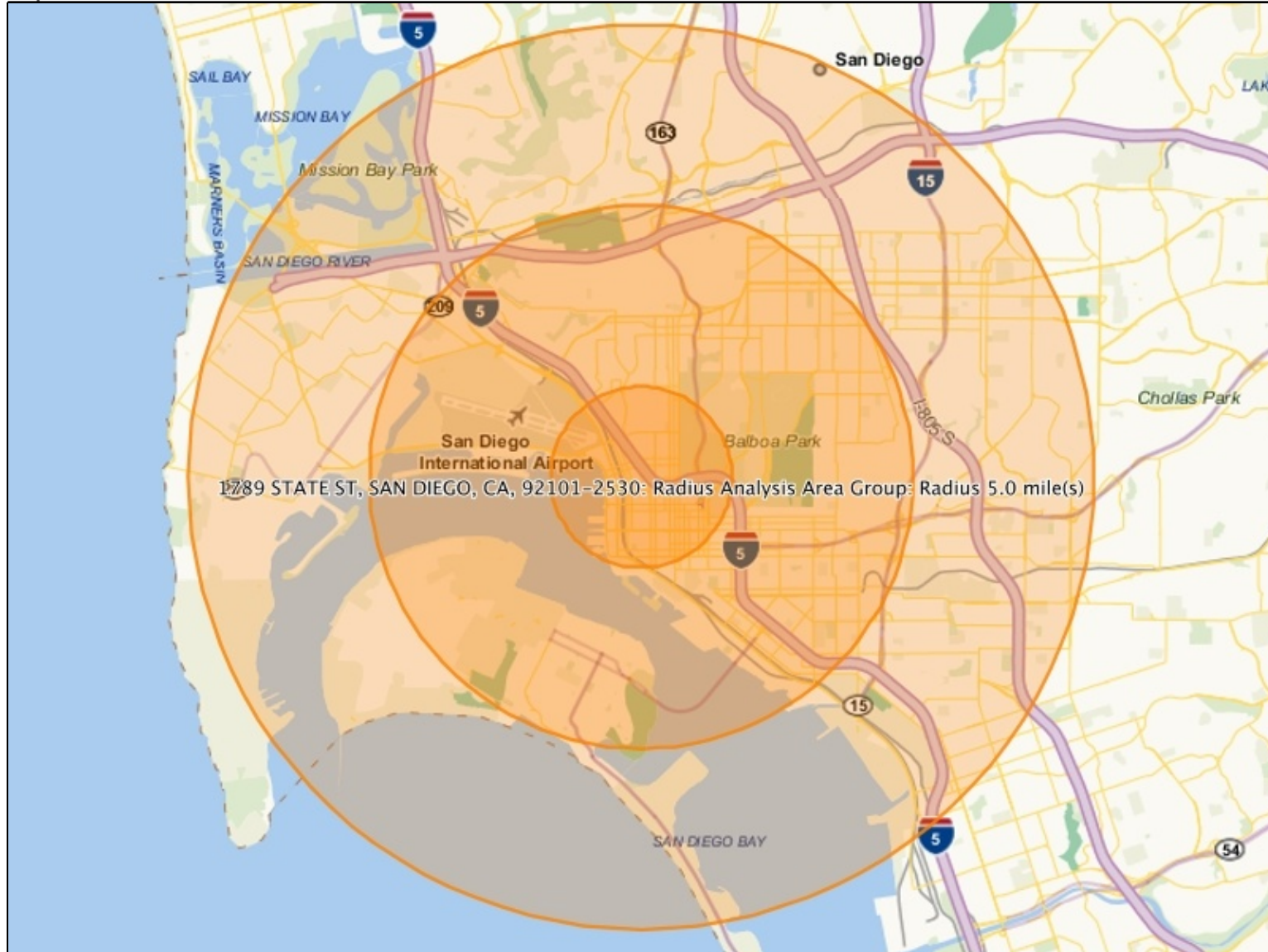
PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 5.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
25	25 Up-and-Comers	1,845,951	1.49%	4,576	2.40%	161
26	26 Home Sweet Home	1,599,941	1.29%	96	0.05%	4
27	27 Big Sky Families	3,070,303	2.48%	0	0.00%	0
28	28 Country Casuals	2,288,505	1.85%	0	0.00%	0
29	29 White Picket Fences	1,915,652	1.55%	0	0.00%	0
30	30 Pools & Patios	1,806,360	1.46%	75	0.04%	3
31	31 Connected Bohemians	1,920,128	1.55%	26,805	14.08%	909
32	32 Traditional Times	1,725,832	1.39%	1	0.00%	0
33	33 Second City Startups	1,236,639	1.00%	409	0.22%	22
34	34 Young & Influential	1,141,529	0.92%	5,012	2.63%	286
35	35 Urban Achievers	1,634,123	1.32%	1,646	0.86%	66
36	36 Toolbelt Traditionalists	3,037,438	2.45%	782	0.41%	17
37	37 Bright Lights, Li'l City	1,724,116	1.39%	533	0.28%	20
38	38 Hometown Retired	1,705,061	1.38%	0	0.00%	0
39	39 Kid Country, USA	1,394,226	1.12%	0	0.00%	0
40	40 Aspiring A-Listers	1,394,062	1.12%	16,306	8.57%	762
41	41 Domestic Duos	1,208,526	0.98%	213	0.11%	11
42	42 Multi-Culti Mosaic	2,056,797	1.66%	10,354	5.44%	328
43	43 City Roots	1,441,944	1.16%	4,524	2.38%	204
44	44 Country Strong	4,043,993	3.26%	0	0.00%	0
45	45 Urban Modern Mix	2,589,793	2.09%	3,045	1.60%	77
46	46 Heartlanders	1,543,412	1.25%	0	0.00%	0
47	47 Striving Selfies	1,769,183	1.43%	877	0.46%	32
48	48 Generation Web	2,079,024	1.68%	590	0.31%	18

Basic Segment Distribution - PRIZM Premier Household Distribution

PRIZM Premier		US Base		1789 STATE ST, SAN DIEGO, CA, 92101-2530: Radius Analysis Area Group: Radius 5.0 mile(s)		
Segment Code	Segment Name	Count	%Comp	Count	%Comp	Index
49	49 American Classics	2,070,800	1.67%	1,084	0.57%	34
50	50 Metro Grads	1,776,705	1.43%	399	0.21%	15
51	51 Campers & Camo	2,258,346	1.82%	0	0.00%	0
52	52 Simple Pleasures	1,617,368	1.30%	0	0.00%	0
53	53 Lo-Tech Singles	1,748,869	1.41%	88	0.05%	3
54	54 Struggling Singles	1,633,144	1.32%	102	0.05%	4
55	55 Red, White & Blue	1,737,973	1.40%	0	0.00%	0
56	56 Multi-Culti Families	1,436,190	1.16%	25,173	13.22%	1,141
57	57 Back Country Folks	3,176,964	2.56%	0	0.00%	0
58	58 Golden Ponds	2,337,748	1.89%	0	0.00%	0
59	59 New Melting Pot	1,744,642	1.41%	962	0.51%	36
60	60 Small-Town Collegiates	1,198,744	0.97%	0	0.00%	0
61	61 Second City Generations	1,340,416	1.08%	0	0.00%	0
62	62 Crossroad Villagers	1,295,840	1.05%	0	0.00%	0
63	63 Low-Rise Living	2,573,930	2.08%	8,330	4.38%	211
64	64 Family Thrifts	1,135,545	0.92%	0	0.00%	0
65	65 Young & Rustic	2,530,904	2.04%	0	0.00%	0
66	66 New Beginnings	1,220,549	0.98%	616	0.32%	33
67	67 Park Bench Seniors	1,132,099	0.91%	349	0.18%	20
68	68 Bedrock America	1,200,293	0.97%	0	0.00%	0
	Totals	123,942,960	100.00%	190,343	100.00%	100

Basic Segment Distribution - PRIZM Premier Household Distribution

Map



1789 STATE ST, SAN DIEGO, CA, 92101-2530

- Radius 1.0 mile(s)
- Radius 3.0 mile(s)
- Radius 5.0 mile(s)