

MobileScapes | Visitor Summary

9710 Scranton Rd | Time Period: January 25, 2023 - December 24, 2023



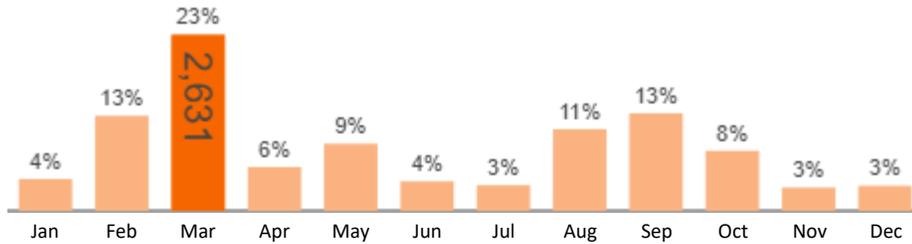
Visitation Summary



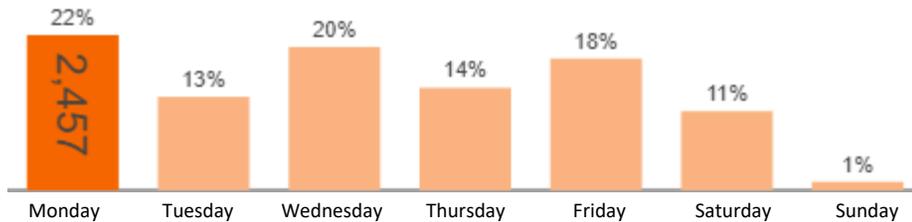
Top PRIZM® Premier Segments by Volume of Visits



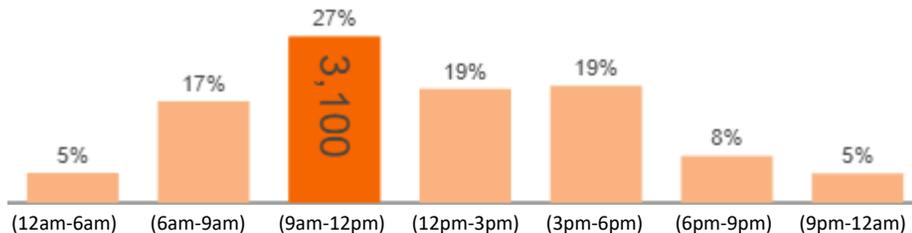
Visit Summary by Month



Visit Summary by Day of Week



Visit Summary by Daypart



Top PRIZM® Premier Segments Represent:



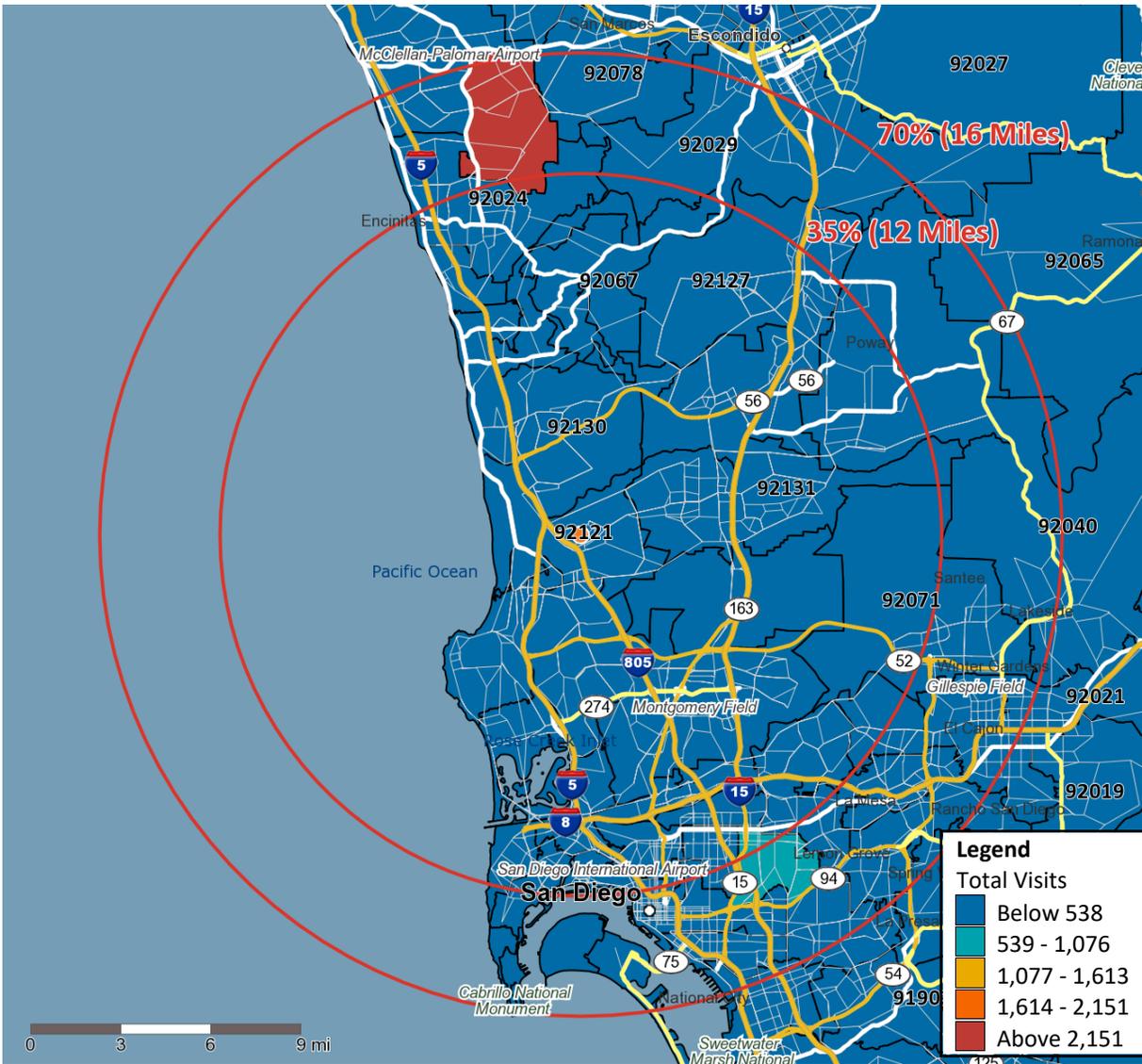
Demographic Summary

\$117K Average Household Income	Under 35 Householder Age	37% Households with Children
4+ People Household Size	Some College/ Degree Education	High Cultural Diversity

Demographics determined from customer weighted summary of unique visitors. Displayed metrics based on highest index and represent the highest likelihood of being held among visitors compared to the American population

MobileScapes | Geographic Distribution

9710 Scranton Rd | Time Period: January 25, 2023 - December 24, 2023



Geographic Summary, by Volume of Visits by Unique Visitors

Top 15 ZIPs with Visits			
Name	Visits	%	Total Households
Total	11.3K	100%	638.5K
92009 (Carlsbad, CA)	2,689	23.8%	16,545
92154 (San Diego, CA)	813	7.2%	22,502
92105 (San Diego, CA)	627	5.6%	21,259
92127 (San Diego, CA)	535	4.7%	17,076
92091 (Rancho Santa Fe, CA)	509	4.5%	1,342
92121 (San Diego, CA)	504	4.5%	1,834
92128 (San Diego, CA)	417	3.7%	20,008
92562 (Murrieta, CA)	415	3.7%	22,064
92064 (Poway, CA)	404	3.6%	16,238
91977 (Spring Valley, CA)	401	3.6%	18,754
92007 (Cardiff By The Sea, CA)	305	2.7%	4,465
92024 (Encinitas, CA)	304	2.7%	20,030
92117 (San Diego, CA)	239	2.1%	20,163
92126 (San Diego, CA)	213	1.9%	24,572
92130 (San Diego, CA)	203	1.8%	22,144
Other ZIPs	2,708	24.0%	389.5K

Catchment Area Summary
 35% of visits are from within 12 Miles
 70% of visits are from within 16 Miles

Unique visitors and visits represent visitors and visits to the selected location(s) during the time period, excluding those without valid geocoding. Total visits can exceed the households within a ZIP as visits are counted daily.

Report Details

Name: MobileScapes Summary Report
Date / Time: 2024-01-05 11:57 AM
Workspace: ENVISION USA Default Workspace
Workspace Vintage: 2023

Area

Name	Level	Geography
USA	USA	USA

MobileScapes Extract File

Name	Imported
MobileScapes Summary Report - 9710 Scranton Rd - Visitors CEL - LOW SAMPLE	2024-01-05

Credits Used: 1
Geofence: 9710 Scranton Rd
Analysis Type: Individual
Extract Method: Weighted
Date range: 01/25/2023 to 12/24/2023
Time range: 12:00 AM to 11:59 PM
Days: Sun, Mon, Tue, Wed, Thur, Fri, Sat

Data Source

Product	Provider	Copyright
Claritas Pop-Facts® Premier 2023	Claritas	©Claritas, LLC 2024
MobileScapes 2023	Environics Analytics	©2024 Environics Analytics

Segmentation System

Product	Provider	Copyright
Claritas PRIZM® Premier	Claritas	©Claritas, LLC 2024
