

# MobileScapes | Visitor Summary

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



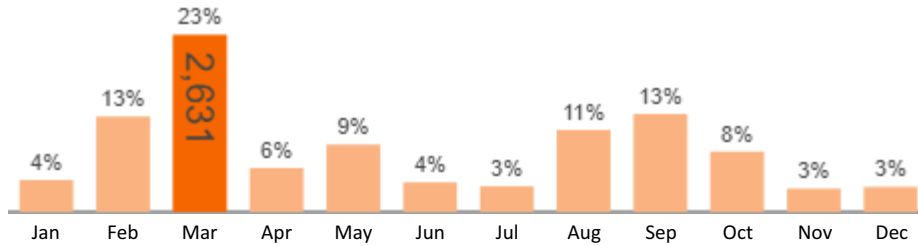
## Visitation Summary



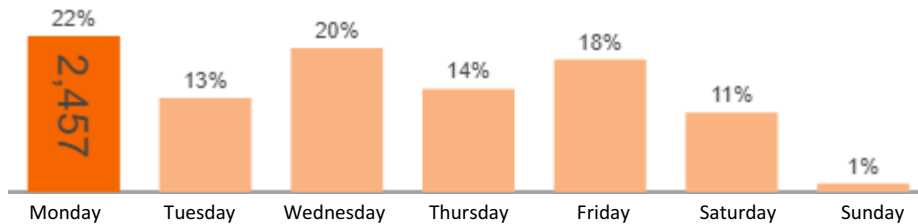
## Top PRIZM® Premier Segments by Volume of Visits



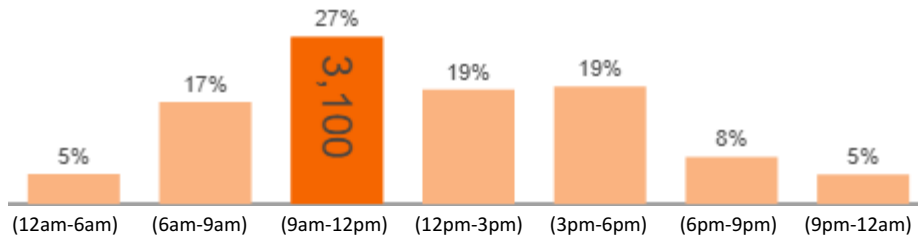
## Visit Summary by Month



## Visit Summary by Day of Week



## Visit Summary by Daypart



Top PRIZM® Premier Segments Represent:



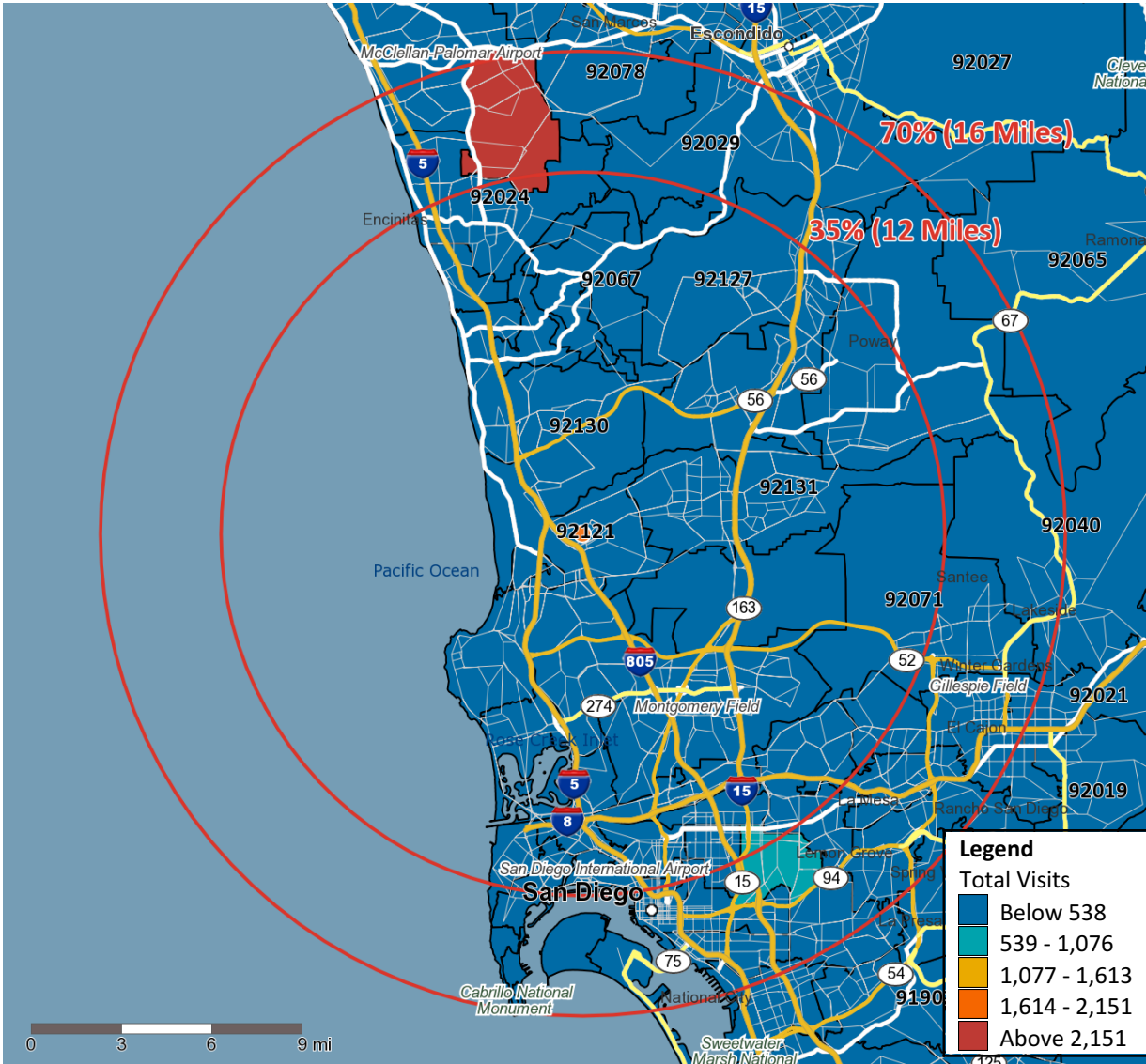
## Demographic Summary

\$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
<b>Total</b>	<b>11.3K</b>	<b>100%</b>	<b>638.5K</b>
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

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

## Area

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Name	Level	Geography
USA	USA	USA

## MobileScapes Extract File

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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

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

## Segmentation System

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

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