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

Visitation Summary

<table>
<thead>
<tr>
<th></th>
<th>Unique Visitors</th>
<th>Visits</th>
<th>Avg Visits per Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,203</td>
<td>11.3K</td>
<td>9.4</td>
</tr>
</tbody>
</table>

- 109 Avg Visitors per Month
- 1,026 Avg Visits per Month
- 88% are weekday visits
- 12% are weekend visits

Visit Summary by Month

Jan 4% 12631
Feb 13% 2631
Mar 23% 296
Apr 6% 9%
May 4%
Jun 3%
Jul 11%
Aug 13%
Sep 6%
Oct 3%
Nov 3%
Dec 3%

Visit Summary by Day of Week

Monday 22% 2457
Tuesday 13%
Wednesday 20%
Thursday 14%
Friday 18%
Saturday 11%
Sunday 1%

Visit Summary by Daypart

(12am-6am) 5%
(6am-9am) 17%
(9am-12pm) 27%
(12pm-3pm) 19%
(3pm-6pm) 19%
(6pm-9pm) 8%
(9pm-12am) 5%

Top PRIZM® Premier Segments by Volume of Visits

Top PRIZM® Premier Segments Represent:
- 37% of unique visitors
- 61% of visits
- 15.8 Visitation Rate

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.

Benchmark: USA

Unique visitors and visits represent visitors and visits to the selected location(s) during the time period, excluding those without valid geocoding.

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### Geographic Distribution

**MobileScapes | Geographic Summary**

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

**Legend**

**Total Visits**
- Below 538
- 539 - 1,076
- 1,077 - 1,613
- 1,614 - 2,151
- Above 2,151

#### Geographic Summary, by Volume of Visits by Unique Visitors

**Top 15 ZIPs with Visits**

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

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

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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.

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## Report Details

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

### Area

<table>
<thead>
<tr>
<th>Name</th>
<th>Level</th>
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### MobileScapes Extract File

<table>
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<tr>
<th>Name</th>
<th>Imported</th>
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<tbody>
<tr>
<td>MobileScapes Summary Report - 9710 Scranton Rd - Visitors CEL - LOW SAMPLE</td>
<td>2024-01-05</td>
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</tbody>
</table>

- **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

<table>
<thead>
<tr>
<th>Product</th>
<th>Provider</th>
<th>Copyright</th>
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<tbody>
<tr>
<td>Claritas Pop-Facts® Premier 2023</td>
<td>Claritas</td>
<td>©Claritas, LLC 2024</td>
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<tr>
<td>MobileScapes 2023</td>
<td>Environics Analytics</td>
<td>©2024 Environics Analytics</td>
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</table>

### Segmentation System

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<td>©Claritas, LLC 2024</td>
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