



MyBestProfiles
Flower Purchase, Last 6 months
Claritas 2003 - PRIZM NE

| Flower Power | Middlesex-Somerset-Hunterdon, NJ PMSA | | 07931 Far Hills | | McAllen-Edinburg-Mission, TX MSA | |
|--|---------------------------------------|--------|--------------------|--------|----------------------------------|--------|
| Total Households | 421,158 | % base | 1,627 | % base | 171,898 | % base |
| Number of Households that purchased flowers from flower shop in last 6 months | 137,288 | 32.6% | 675 | 41.5% | 34,497 | 20.1% |
| PRIZM NE cluster that made the most purchases | 11 God's Country | | 11 God's Country | | 64 Bedrock Am... | |
| Percent Penetration | 32.6% | | 41.5% | | 20.1% | |
| PRIZM NE Cluster with Largest Penetration | 02 Blue Blood E... | | 02 Blue Blood E... | | 02 Blue Blood E... | |
| Market Potential Index | 125 | | 160 | | 77 | |



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| Flower Power Purchasing Households by PRIZM NE cluster | Middlesex-Somerset- Hunterdon, NJ PMSA | | 07931 Far Hills | | McAllen-Edinburg- Mission, TX MSA | |
|---|---|---------------|------------------------|---------------|--|---------------|
| Total Households | 421,158 | % base | 1,627 | % base | 171,898 | % base |
| Estimated Analysis Households | 137,288 | 33% | 675 | 41% | 34,497 | 20% |
| Dominant Analysis Cluster | 11 God's Coun... | | 11 God's Coun... | | 64 Bedrock A... | |
| Customer Households by PRIZM NE Cluster | 137,288 | % base | 675 | % base | 34,497 | % base |
| 1 Upper Crust | 8,037 | 6% | 0 | 0% | 53 | 0% |
| 2 Blue Blood Estates | 4,674 | 3% | 0 | 0% | 559 | 2% |
| 3 Movers & Shakers | 10,245 | 7% | 0 | 0% | 193 | 1% |
| 4 Young Digerati | 0 | 0% | 0 | 0% | 0 | 0% |
| 5 Country Squires | 5,953 | 4% | 91 | 13% | 0 | 0% |
| 6 Winner's Circle | 3,526 | 3% | 0 | 0% | 656 | 2% |
| 7 Money & Brains | 0 | 0% | 0 | 0% | 0 | 0% |
| 8 Executive Suites | 6,144 | 4% | 0 | 0% | 98 | 0% |
| 9 Big Fish, Small Pond | 9,249 | 7% | 223 | 33% | 45 | 0% |
| 10 Second City Elite | 4,399 | 3% | 0 | 0% | 171 | 0% |
| 11 God's Country | 15,881 | 12% | 316 | 47% | 92 | 0% |
| 12 Brite Lites, Li'l City | 8,256 | 6% | 0 | 0% | 188 | 1% |
| 13 Upward Bound | 4,731 | 3% | 0 | 0% | 1,100 | 3% |
| 14 New Empty Nests | 1,791 | 1% | 0 | 0% | 113 | 0% |
| 15 Pools & Patios | 4,960 | 4% | 0 | 0% | 73 | 0% |
| 16 Bohemian Mix | 0 | 0% | 0 | 0% | 0 | 0% |
| 17 Beltway Boomers | 2,488 | 2% | 0 | 0% | 780 | 2% |
| 18 Kids & Cul-de-Sacs | 2,521 | 2% | 0 | 0% | 690 | 2% |
| 19 Home Sweet Home | 6,682 | 5% | 0 | 0% | 115 | 0% |
| 20 Fast-Track Families | 60 | 0% | 0 | 0% | 299 | 1% |
| 21 Gray Power | 1,191 | 1% | 0 | 0% | 155 | 0% |
| 22 Young Influentials | 3,037 | 2% | 0 | 0% | 65 | 0% |
| 23 Greenbelt Sports | 6,045 | 4% | 29 | 4% | 11 | 0% |
| 24 Up-and-Comers | 2,960 | 2% | 0 | 0% | 150 | 0% |
| 25 Country Casuals | 514 | 0% | 0 | 0% | 28 | 0% |
| 26 The Cosmopolitans | 0 | 0% | 0 | 0% | 0 | 0% |
| 27 Middleburg Managers | 3,965 | 3% | 0 | 0% | 256 | 1% |
| 28 Traditional Times | 1,594 | 1% | 8 | 1% | 153 | 0% |
| 29 American Dreams | 0 | 0% | 0 | 0% | 0 | 0% |
| 30 Suburban Sprawl | 2,174 | 2% | 0 | 0% | 252 | 1% |
| 31 Urban Achievers | 0 | 0% | 0 | 0% | 0 | 0% |
| 32 New Homesteaders | 477 | 0% | 4 | 1% | 735 | 2% |
| 33 Big Sky Families | 192 | 0% | 0 | 0% | 59 | 0% |
| 34 White Picket Fences | 1,527 | 1% | 0 | 0% | 1,494 | 4% |
| 35 Boomtown Singles | 2,249 | 2% | 0 | 0% | 304 | 1% |
| 36 Blue-Chip Blues | 1,596 | 1% | 0 | 0% | 1,523 | 4% |
| 37 Mayberry-ville | 176 | 0% | 0 | 0% | 88 | 0% |
| 38 Simple Pleasures | 226 | 0% | 1 | 0% | 620 | 2% |
| 39 Domestic Duos | 878 | 1% | 0 | 0% | 986 | 3% |
| 40 Close-In Couples | 0 | 0% | 0 | 0% | 0 | 0% |
| 41 Sunset City Blues | 1,806 | 1% | 0 | 0% | 1,825 | 5% |
| 42 Red, White & Blues | 550 | 0% | 0 | 0% | 331 | 1% |
| 43 Heartlanders | 158 | 0% | 0 | 0% | 411 | 1% |
| 44 New Beginnings | 1,018 | 1% | 0 | 0% | 573 | 2% |
| 45 Blue Highways | 89 | 0% | 0 | 0% | 14 | 0% |
| 46 Old Glories | 511 | 0% | 0 | 0% | 459 | 1% |
| 47 City Startups | 692 | 1% | 0 | 0% | 74 | 0% |
| 48 Young & Rustic | 216 | 0% | 0 | 0% | 188 | 1% |
| 49 American Classics | 326 | 0% | 0 | 0% | 1,624 | 5% |
| 50 Kid Country, USA | 120 | 0% | 1 | 0% | 1,731 | 5% |
| 51 Shotguns & Pickups | 17 | 0% | 0 | 0% | 200 | 1% |
| 52 Suburban Pioneers | 446 | 0% | 0 | 0% | 2,637 | 8% |
| 53 Mobility Blues | 772 | 1% | 0 | 0% | 862 | 2% |
| 54 Multi-Culti Mosaic | 0 | 0% | 0 | 0% | 0 | 0% |



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|---|---|----|------------------------|----|--|-----|
| 55 Golden Ponds | 144 | 0% | 0 | 0% | 378 | 1% |
| 56 Crossroads Villagers | 30 | 0% | 0 | 0% | 541 | 2% |
| 57 Old Milltowns | 64 | 0% | 0 | 0% | 1,215 | 4% |
| 58 Back Country Folks | 6 | 0% | 0 | 0% | 143 | 0% |
| 59 Urban Elders | 0 | 0% | 0 | 0% | 0 | 0% |
| 60 Park Bench Seniors | 273 | 0% | 0 | 0% | 258 | 1% |
| 61 City Roots | 0 | 0% | 0 | 0% | 0 | 0% |
| 62 Hometown Retired | 336 | 0% | 0 | 0% | 2,148 | 6% |
| 63 Family Thrifts | 1,297 | 1% | 0 | 0% | 1,299 | 4% |
| 64 Bedrock America | 16 | 0% | 0 | 0% | 5,480 | 16% |
| 65 Big City Blues | 0 | 0% | 0 | 0% | 0 | 0% |
| 66 Low-Rise Living | 0 | 0% | 0 | 0% | 0 | 0% |
| 67 Unclassified | 0 | 0% | 0 | 0% | 0 | 0% |



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| Flower Power Base Households | Middlesex-Somerset- Hunterdon, NJ PMSA | | 07931 Far Hills | | McAllen-Edinburg- Mission, TX MSA | |
|---|---|--------|------------------------|--------|--|--------|
| Base Households by PRIZM NE Cluster | 421,158 | % base | 1,627 | % base | 171,898 | % base |
| Dominant Cluster | 11 God's Coun... | | 11 God's Coun... | | 64 Bedrock A... | |
| 1 Upper Crust | 18,117 | 4% | 0 | 0% | 120 | 0% |
| 2 Blue Blood Estates | 9,792 | 2% | 0 | 0% | 1,172 | 1% |
| 3 Movers & Shakers | 24,655 | 6% | 0 | 0% | 464 | 0% |
| 4 Young Digerati | 0 | 0% | 0 | 0% | 0 | 0% |
| 5 Country Squires | 17,472 | 4% | 267 | 16% | 0 | 0% |
| 6 Winner's Circle | 7,933 | 2% | 0 | 0% | 1,477 | 1% |
| 7 Money & Brains | 0 | 0% | 0 | 0% | 0 | 0% |
| 8 Executive Suites | 19,020 | 5% | 0 | 0% | 303 | 0% |
| 9 Big Fish, Small Pond | 20,721 | 5% | 499 | 31% | 101 | 0% |
| 10 Second City Elite | 10,937 | 3% | 0 | 0% | 424 | 0% |
| 11 God's Country | 35,871 | 9% | 714 | 44% | 208 | 0% |
| 12 Brite Lites, Li'l City | 20,301 | 5% | 0 | 0% | 463 | 0% |
| 13 Upward Bound | 12,022 | 3% | 0 | 0% | 2,795 | 2% |
| 14 New Empty Nests | 8,002 | 2% | 0 | 0% | 505 | 0% |
| 15 Pools & Patios | 13,151 | 3% | 0 | 0% | 194 | 0% |
| 16 Bohemian Mix | 0 | 0% | 0 | 0% | 0 | 0% |
| 17 Beltway Boomers | 7,037 | 2% | 0 | 0% | 2,207 | 1% |
| 18 Kids & Cul-de-Sacs | 9,480 | 2% | 0 | 0% | 2,593 | 2% |
| 19 Home Sweet Home | 20,156 | 5% | 0 | 0% | 346 | 0% |
| 20 Fast-Track Families | 136 | 0% | 0 | 0% | 675 | 0% |
| 21 Gray Power | 6,791 | 2% | 0 | 0% | 884 | 1% |
| 22 Young Influentials | 15,123 | 4% | 0 | 0% | 323 | 0% |
| 23 Greenbelt Sports | 18,538 | 4% | 90 | 6% | 35 | 0% |
| 24 Up-and-Comers | 13,321 | 3% | 0 | 0% | 677 | 0% |
| 25 Country Casuels | 1,664 | 0% | 0 | 0% | 92 | 0% |
| 26 The Cosmopolitans | 0 | 0% | 0 | 0% | 0 | 0% |
| 27 Middleburg Managers | 15,699 | 4% | 0 | 0% | 1,013 | 1% |
| 28 Traditional Times | 5,173 | 1% | 26 | 2% | 498 | 0% |
| 29 American Dreams | 0 | 0% | 0 | 0% | 0 | 0% |
| 30 Suburban Sprawl | 7,946 | 2% | 0 | 0% | 921 | 1% |
| 31 Urban Achievers | 0 | 0% | 0 | 0% | 0 | 0% |
| 32 New Homesteaders | 1,644 | 0% | 13 | 1% | 2,533 | 1% |
| 33 Big Sky Families | 512 | 0% | 0 | 0% | 158 | 0% |
| 34 White Picket Fences | 5,624 | 1% | 0 | 0% | 5,503 | 3% |
| 35 Boomtown Singles | 10,153 | 2% | 0 | 0% | 1,373 | 1% |
| 36 Blue-Chip Blues | 5,380 | 1% | 0 | 0% | 5,133 | 3% |
| 37 Mayberry-ville | 666 | 0% | 0 | 0% | 332 | 0% |
| 38 Simple Pleasures | 920 | 0% | 6 | 0% | 2,524 | 1% |
| 39 Domestic Duos | 3,681 | 1% | 0 | 0% | 4,132 | 2% |
| 40 Close-In Couples | 0 | 0% | 0 | 0% | 0 | 0% |
| 41 Sunset City Blues | 7,877 | 2% | 0 | 0% | 7,961 | 5% |
| 42 Red, White & Blues | 2,479 | 1% | 1 | 0% | 1,491 | 1% |
| 43 Heartlanders | 674 | 0% | 1 | 0% | 1,749 | 1% |
| 44 New Beginnings | 6,502 | 2% | 0 | 0% | 3,659 | 2% |
| 45 Blue Highways | 337 | 0% | 0 | 0% | 55 | 0% |
| 46 Old Glories | 3,686 | 1% | 0 | 0% | 3,312 | 2% |
| 47 City Startups | 5,625 | 1% | 0 | 0% | 600 | 0% |
| 48 Young & Rustic | 1,353 | 0% | 0 | 0% | 1,181 | 1% |
| 49 American Classics | 2,346 | 1% | 0 | 0% | 11,674 | 7% |
| 50 Kid Country, USA | 459 | 0% | 5 | 0% | 6,621 | 4% |
| 51 Shotguns & Pickups | 48 | 0% | 0 | 0% | 553 | 0% |
| 52 Suburban Pioneers | 2,594 | 1% | 0 | 0% | 15,342 | 9% |
| 53 Mobility Blues | 4,660 | 1% | 0 | 0% | 5,204 | 3% |
| 54 Multi-Culti Mosaic | 0 | 0% | 0 | 0% | 0 | 0% |
| 55 Golden Ponds | 1,045 | 0% | 1 | 0% | 2,735 | 2% |
| 56 Crossroads Villagers | 203 | 0% | 0 | 0% | 3,705 | 2% |



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|---|---|----|------------------------|----|--|-----|
| 57 Old Milltowns | 448 | 0% | 3 | 0% | 8,471 | 5% |
| 58 Back Country Folks | 31 | 0% | 0 | 0% | 689 | 0% |
| 59 Urban Elders | 0 | 0% | 0 | 0% | 0 | 0% |
| 60 Park Bench Seniors | 3,523 | 1% | 0 | 0% | 3,326 | 2% |
| 61 City Roots | 0 | 0% | 0 | 0% | 0 | 0% |
| 62 Hometown Retired | 2,095 | 0% | 0 | 0% | 13,398 | 8% |
| 63 Family Thrifts | 7,389 | 2% | 0 | 0% | 7,405 | 4% |
| 64 Bedrock America | 97 | 0% | 1 | 0% | 32,589 | 19% |
| 65 Big City Blues | 0 | 0% | 0 | 0% | 0 | 0% |
| 66 Low-Rise Living | 0 | 0% | 0 | 0% | 0 | 0% |
| 67 Unclassified | 49 | 0% | 0 | 0% | 0 | 0% |