



Northridge Fashion Center Experian 2018 Mosaic Segmentation

Study Area Maps

[Northridge Fashion Center](#)

Profile Tables

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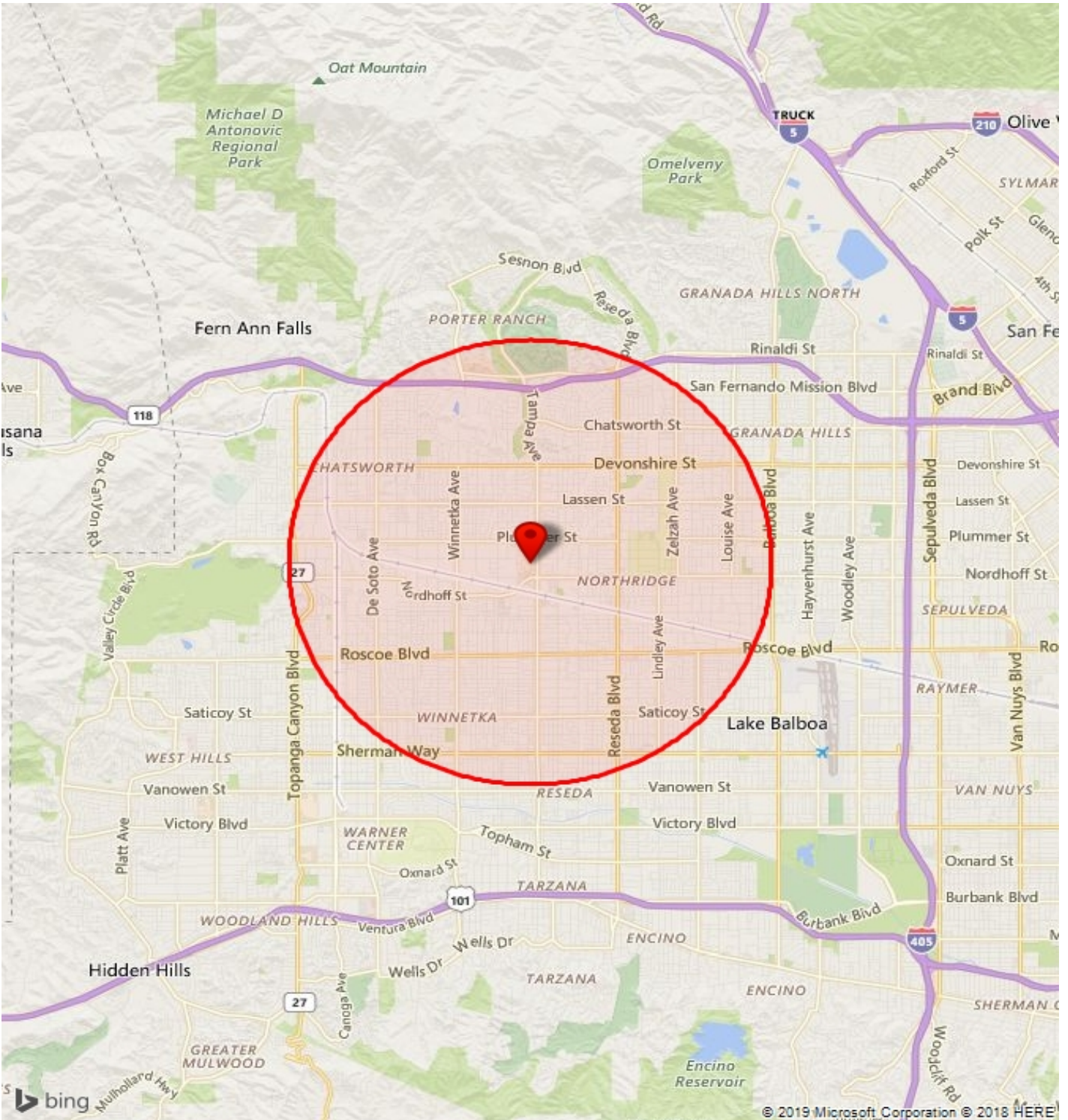
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Northridge Fashion Center





**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Households**

2018 Experian Mosaic Segments Households	Northridge Fashion Center 0 - 3 mi	
Total Households	70,788	
Top 10 Mosaic Segments	H26: Progressive Potpourri B10: Cosmopolitan Achievers I32: Steadfast Conventionalists K39: Metro Fusion O54: Striving Single Scene C13: Silver Sophisticates P61: Humble Beginnings E19: Full Pockets - Empty Nests Q65: Senior Discounts K38: Gotham Blend	13% 11% 11% 9% 8% 7% 4% 3% 3% 2%
A01: American Royalty	1,052	1%
A02: Platinum Prosperity	125	0%
A03: Kids and Cabernet	144	0%
A04: Picture Perfect Families	141	0%
A05: Couples with Clout	191	0%
A06: Jet Set Urbanites	81	0%
B07: Generational Soup	218	0%
B08: Babies and Bliss	69	0%
B09: Family Fun-tastic	92	0%
B10: Cosmopolitan Achievers	7,961	11%
C11: Aging of Aquarius	1,027	1%
C12: Golf Carts and Gourmets	17	0%
C13: Silver Sophisticates	5,110	7%
C14: Boomers and Boomerangs	45	0%
D15: Sports Utility Families	3	0%
D16: Settled in Suburbia	1,628	2%
D17: Cul de Sac Diversity	45	0%
D18: Suburban Attainment	48	0%
E19: Full Pockets - Empty Nests	2,093	3%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Households**

2018 Experian Mosaic Segments Households	Northridge Fashion Center 0 - 3 mi	
E20: No Place Like Home	196	0%
E21: Unspoiled Splendor	0	0%
F22: Fast Track Couples	651	1%
F23: Families Matter Most	89	0%
G24: Status Seeking Singles	578	1%
G25: Urban Edge	479	1%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Households**

2018 Experian Mosaic Segments Households	Northridge Fashion Center 0 - 3 mi	
H26: Progressive Potpourri	9,515	13%
H27: Birkenstocks and Beemers	9	0%
H28: Everyday Moderates	0	0%
H29: Destination Recreation	12	0%
I30: Stockcars and State Parks	0	0%
I31: Blue Collar Comfort	15	0%
I32: Steadfast Conventionalists	7,678	11%
I33: Balance and Harmony	257	0%
J34: Aging in Place	1,219	2%
J35: Rural Escape	0	0%
J36: Settled and Sensible	16	0%
K37: Wired for Success	1,226	2%
K38: Gotham Blend	1,760	2%
K39: Metro Fusion	6,510	9%
K40: Bohemian Groove	231	0%
L41: Booming and Consuming	12	0%
L42: Rooted Flower Power	528	1%
L43: Homemade Happiness	0	0%
M44: Red White and Bluegrass	1	0%
M45: Diapers and Debit Cards	7	0%
N46: True Grit Americans	0	0%
N47: Countrified Pragmatics	0	0%
N48: Rural Southern Bliss	0	0%
N49: Touch of Tradition	0	0%
O50: Full Steam Ahead	1,078	2%
O51: Digital Dependents	744	1%
O52: Urban Ambition	31	0%
O53: Colleges and Cafes	204	0%
O54: Striving Single Scene	5,853	8%
O55: Family Troopers	1,308	2%
P56: Mid-scale Medley	60	0%
P57: Modest Metro Means	94	0%
P58: Heritage Heights	1,716	2%
P59: Expanding Horizons	7	0%
P60: Striving Forward	1,658	2%
P61: Humble Beginnings	2,808	4%
Q62: Reaping Rewards	1,114	2%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Households**

2018 Experian Mosaic Segments Households	Northridge Fashion Center 0 - 3 mi	
Q63: Footloose and Family Free	8	0%
Q64: Town Elders	544	1%
Q65: Senior Discounts	2,004	3%
R66: Dare to Dream	123	0%
R67: Hope for Tomorrow	1	0%
S68: Small Town Shallow Pockets	1	0%
S69: Urban Survivors	1	0%
S70: Tight Money	0	0%
S71: Tough Times	353	0%
U99: Unclassified	0	0%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Population**

2018 Experian Mosaic Segments Population	Northridge Fashion Center 0 - 3 mi	
Total Population	216,929	
Top 10 Mosaic Segments	H26: Progressive Potpourri	16%
	I32: Steadfast Conventionalists	15%
	B10: Cosmpolitan Achievers	13%
	K39: Metro Fusion	7%
	C13: Silver Sophisticates	6%
	O54: Striving Single Scene	5%
	D16: Settled in Suburbia	3%
	P58: Heritage Heights	3%
	K38: Gotham Blend	3%
	P60: Striving Forward	3%
A01: American Royalty	3,816	2%
A02: Platinum Prosperity	378	0%
A03: Kids and Cabernet	725	0%
A04: Picture Perfect Families	671	0%
A05: Couples with Clout	513	0%
A06: Jet Set Urbanites	189	0%
B07: Generational Soup	937	0%
B08: Babies and Bliss	526	0%
B09: Family Fun-tastic	551	0%
B10: Cosmopolitan Achievers	29,244	13%
C11: Aging of Aquarius	3,605	2%
C12: Golf Carts and Gourmets	38	0%
C13: Silver Sophisticates	14,014	6%
C14: Boomers and Boomerangs	230	0%
D15: Sports Utility Families	29	0%
D16: Settled in Suburbia	7,030	3%
D17: Cul de Sac Diversity	180	0%
D18: Suburban Attainment	233	0%
E19: Full Pockets - Empty Nests	5,154	2%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Population**

2018 Experian Mosaic Segments Population	Northridge Fashion Center 0 - 3 mi	
E20: No Place Like Home	886	0%
E21: Unspoiled Splendor	0	0%
F22: Fast Track Couples	1,542	1%
F23: Families Matter Most	633	0%
G24: Status Seeking Singles	1,012	0%
G25: Urban Edge	780	0%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Population**

2018 Experian Mosaic Segments Population	Northridge Fashion Center 0 - 3 mi	
H26: Progressive Potpourri	33,905	16%
H27: Birkenstocks and Beemers	16	0%
H28: Everyday Moderates	0	0%
H29: Destination Recreation	23	0%
I30: Stockcars and State Parks	0	0%
I31: Blue Collar Comfort	95	0%
I32: Steadfast Conventionalists	32,591	15%
I33: Balance and Harmony	768	0%
J34: Aging in Place	3,364	2%
J35: Rural Escape	0	0%
J36: Settled and Sensible	59	0%
K37: Wired for Success	2,342	1%
K38: Gotham Blend	5,903	3%
K39: Metro Fusion	14,800	7%
K40: Bohemian Groove	396	0%
L41: Booming and Consuming	20	0%
L42: Rooted Flower Power	1,481	1%
L43: Homemade Happiness	0	0%
M44: Red White and Bluegrass	4	0%
M45: Diapers and Debit Cards	61	0%
N46: True Grit Americans	0	0%
N47: Countrified Pragmatics	0	0%
N48: Rural Southern Bliss	0	0%
N49: Touch of Tradition	0	0%
O50: Full Steam Ahead	1,797	1%
O51: Digital Dependents	1,515	1%
O52: Urban Ambition	68	0%
O53: Colleges and Cafes	3,170	1%
O54: Striving Single Scene	9,840	5%
O55: Family Troopers	4,872	2%
P56: Mid-scale Medley	109	0%
P57: Modest Metro Means	356	0%
P58: Heritage Heights	6,401	3%
P59: Expanding Horizons	28	0%
P60: Striving Forward	5,544	3%
P61: Humble Beginnings	5,500	3%
Q62: Reaping Rewards	2,406	1%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Population**

2018 Experian Mosaic Segments Population	Northridge Fashion Center 0 - 3 mi	
Q63: Footloose and Family Free	22	0%
Q64: Town Elders	1,389	1%
Q65: Senior Discounts	4,260	2%
R66: Dare to Dream	236	0%
R67: Hope for Tomorrow	2	0%
S68: Small Town Shallow Pockets	2	0%
S69: Urban Survivors	2	0%
S70: Tight Money	0	0%
S71: Tough Times	663	0%
U99: Unclassified	0	0%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Adult Population**

2018 Experian Mosaic Segments Adult Population	Northridge Fashion Center 0 - 3 mi	
Total Adult Population	173,723	
Top 10 Mosaic Segments	H26: Progressive Potpourri I32: Steadfast Conventionalists B10: Cosmpolitan Achievers C13: Silver Sophisticates K39: Metro Fusion O54: Striving Single Scene D16: Settled in Suburbia E19: Full Pockets - Empty Nests K38: Gotham Blend P58: Heritage Heights	16% 14% 14% 7% 7% 5% 3% 3% 3% 3%
A01: American Royalty	3,099	2%
A02: Platinum Prosperity	345	0%
A03: Kids and Cabernet	381	0%
A04: Picture Perfect Families	393	0%
A05: Couples with Clout	406	0%
A06: Jet Set Urbanites	168	0%
B07: Generational Soup	699	0%
B08: Babies and Bliss	188	0%
B09: Family Fun-tastic	343	0%
B10: Cosmopolitan Achievers	23,645	14%
C11: Aging of Aquarius	3,332	2%
C12: Golf Carts and Gourmets	35	0%
C13: Silver Sophisticates	12,723	7%
C14: Boomers and Boomerangs	174	0%
D15: Sports Utility Families	15	0%
D16: Settled in Suburbia	4,760	3%
D17: Cul de Sac Diversity	130	0%
D18: Suburban Attainment	171	0%
E19: Full Pockets - Empty Nests	4,750	3%
E20: No Place Like Home	788	0%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Adult Population**

2018 Experian Mosaic Segments Adult Population	Northridge Fashion Center 0 - 3 mi	
E21: Unspoiled Splendor	0	0%
F22: Fast Track Couples	1,299	1%
F23: Families Matter Most	311	0%
G24: Status Seeking Singles	890	1%
G25: Urban Edge	703	0%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Adult Population**

2018 Experian Mosaic Segments Adult Population	Northridge Fashion Center 0 - 3 mi	
H26: Progressive Potpourri	27,648	16%
H27: Birkenstocks and Beemers	16	0%
H28: Everyday Moderates	0	0%
H29: Destination Recreation	21	0%
I30: Stockcars and State Parks	0	0%
I31: Blue Collar Comfort	47	0%
I32: Steadfast Conventionalists	24,041	14%
I33: Balance and Harmony	584	0%
J34: Aging in Place	3,065	2%
J35: Rural Escape	0	0%
J36: Settled and Sensible	48	0%
K37: Wired for Success	1,893	1%
K38: Gotham Blend	4,633	3%
K39: Metro Fusion	12,056	7%
K40: Bohemian Groove	345	0%
L41: Booming and Consuming	18	0%
L42: Rooted Flower Power	1,311	1%
L43: Homemade Happiness	0	0%
M44: Red White and Bluegrass	2	0%
M45: Diapers and Debit Cards	24	0%
N46: True Grit Americans	0	0%
N47: Countrified Pragmatics	0	0%
N48: Rural Southern Bliss	0	0%
N49: Touch of Tradition	0	0%
O50: Full Steam Ahead	1,439	1%
O51: Digital Dependents	1,296	1%
O52: Urban Ambition	57	0%
O53: Colleges and Cafes	3,107	2%
O54: Striving Single Scene	8,373	5%
O55: Family Troopers	2,721	2%
P56: Mid-scale Medley	95	0%
P57: Modest Metro Means	219	0%
P58: Heritage Heights	4,605	3%
P59: Expanding Horizons	18	0%
P60: Striving Forward	3,890	2%
P61: Humble Beginnings	4,374	3%
Q62: Reaping Rewards	2,217	1%



**Northridge Fashion Center
Experian 2018 Mosaic Segmentation
2018 Experian Mosaic Segments Adult Population**

2018 Experian Mosaic Segments Adult Population	Northridge Fashion Center 0 - 3 mi	
Q63: Footloose and Family Free	20	0%
Q64: Town Elders	1,221	1%
Q65: Senior Discounts	3,797	2%
R66: Dare to Dream	188	0%
R67: Hope for Tomorrow	2	0%
S68: Small Town Shallow Pockets	1	0%
S69: Urban Survivors	1	0%
S70: Tight Money	0	0%
S71: Tough Times	586	0%
U99: Unclassified	0	0%