



MyBestProfiles
Flower Purchase, Last 6 months
Nielsen Claritas - 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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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%