

PCensus Sample Report
INSOURCE Index
AGS 2010

2010 INSOURCE Indexes Automotive Ownership	California	San Francisco County, CA
Households		
With Vehicles	99	93
Without Vehicles	102	128
Vehicles Per Household	95	70
Vehicles Bought		
New	98	62
Used	90	69
New Car	101	76
New Truck	93	42
Used Car	94	84
Used Truck	84	41
Vehicle Age		
Less than 1 year	110	76
1 Year	108	79
Years	105	76
3 Years	102	70
4 Years	101	73
5-7 Years	98	72
8-10 Years	96	80
11-14 Years	92	81
15+ Years	86	61
Vehicle Owned		
Less than 2 years	97	61
3-4 Years	96	64
5-7 Years	93	68
8 or more years	90	69
Average Vehicle Ownership Years	99	96
Vehicles by Price		
Low Price Vehicles	89	70
Mid Price Vehicles	94	69
High Price Vehicles	105	85
Luxury Price Vehicles	121	129
Vehicles by Origin		
Domestic Vehicles	89	56
Japanese Vehicles	117	126
German Vehicles	139	187
Other Foreign Vehicles	112	113

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Vehicles by Class		
Budget car	107	114
Small car	97	87
Lower-mid range car	91	77
Mid-range car	97	85
Upper-mid range car	91	73
Near-luxury car	112	123
Luxury car	114	117
Sports car	104	76
Specialty car	117	89
Compact pickup truck	83	33
Full size pickup truck	76	18
Mini-van	98	64
Full size van	97	68
Small SUV	123	154
Compact SUV	107	83
Full size SUV	105	55
Specialty truck	83	37
Vehicles by Registered Owner		
One Owner	95	79
Two or More Owners	95	38
Household Registers Multiple Vehicles	94	55
Male	93	68
Female	94	76
Jointly to Male and Female	94	33
Vehicles by MSRP		
Less than \$10,000	89	70
\$10,000 to \$15,000	94	71
\$15,000 to \$20,000	100	73
\$20,000 to \$25,000	108	88
\$25,000 to \$35,000	120	116
\$35,000 to \$50,000	137	143
\$50,000	181	226
Average Vehicle MSRP Index	106	117
Vehicles by Retail Value		
Less than \$5,000	92	77
\$5,000 - \$10,000	98	71
\$10,000 - \$15,000	103	75
\$15,000 - \$20,000	107	77
\$20,000 to \$25,000	122	103
\$25,000 to \$35,000	140	137
Greater than \$35,000	188	238
Average Current Retail Value Index	108	114

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Vehicles by Make		
Buick	86	63
Cadillac	101	79
Chevrolet	85	46
Chrysler	95	64
Dodge	85	51
Ford	89	50
GMC	84	30
Honda	121	146
Jeep	107	91
Lincoln	98	101
Mazda	113	107
Mercury	94	66
Mitsubishi	120	112
Nissan	114	111
Oldsmobile	86	64
Plymouth	90	71
Pontiac	85	50
Subaru	109	129
Toyota	116	126
Volkswagen	114	155
Another Make	129	149

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2010 INSOURCE Indexes Contributions	California	San Francisco County, CA
Contributions		
Religious Organizations	89	72
Political Organizations	97	97
Cultural/Arts Organizations	113	167
Animal Welfare Organizations	92	79
Environmental Organizations	107	117
Child Welfare Organizations	95	75
Health Related Organizations	91	75
Do Not Contribute to Organizations	89	67
Poverty Relief Organizations	101	87
World Peace Organizations	107	135
Educational Organizations	110	119
Public Issues Organizations	96	94
Telephone Contributions		
Religious Organizations	89	71
Political Organizations	96	103
Cultural/Arts Organizations	109	137
Animal Welfare Organizations	92	80
Environmental Organizations	101	95
Child Welfare Organizations	92	71
Health Related Organizations	88	73
Mail Contributions		
Religious Organizations	96	87
Political Organizations	103	119
Cultural/Arts Organizations	114	171
Animal Welfare Organizations	94	90
Environmental Organizations	102	112
Child Welfare Organizations	97	90
Health Related Organizations	93	91
Telethon Contributions		
Religious Organizations	95	78
Political Organizations	98	115
Cultural/Arts Organizations	107	125
Animal Welfare Organizations	90	80
Environmental Organizations	103	106
Child Welfare Organizations	86	65
Health Related Organizations	87	68

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2010 INSOURCE Indexes Direct Marketing Responsiveness	California	San Francisco County, CA
Direct Marketing Responsiveness		
Direct Mail Responder Index	97	99
Upscale goods	105	130
Male Oriented goods	93	75
Female Oriented goods	91	75
Crafts	87	56
Garden and Related	77	41
Books	94	78
Collectibles	106	103
Gifts	95	77
General Merchandise	94	77
Family Oriented Goods	98	81
Female Magazines	100	80
Male Magazines	110	110
Religious Magazines	81	50
Gardening Magazines	88	63
Food Magazines	97	77
Health Magazines	95	88
Do-It-Yourself	87	56
News Magazines	105	101
Photography Magazines	92	81
Opportunity & Contests	94	77
Religious Contributor	85	75
Political Contributor	105	137
Health Contributor	96	97
General Contributor	99	98
Miscellaneous	98	81
Odds and Ends	101	113
Direct Marketing Purchase Type		
Via Telemarketing Call	88	78
Via TV Shopping Channel	87	69
Via Catalog Ad	87	63
Via On-Line Computer Ad	89	64
Via TV Infomercial	90	61

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2010 INSOURCE Indexes Household Characteristics	California	San Francisco County, CA
Household Includes		
Any Veteran	88	57
Current Military Personnel	101	66
Enlisted Veteran	92	60
Expectant Mother	100	76
Government Worker	103	95
Grandparent	94	71
Officer Veteran	112	91
Vegetarian	110	140

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2010 INSOURCE Indexes Lifestyle	California	San Francisco County, CA
Operate a home business	129	116
Household Activity		
Astrology/Occult	102	110
Automotive Work	89	56
Avid Book Reading	95	88
Baking	82	62
Bible/Devotional	82	54
Bird Feeding	68	27
Bird Watching	62	22
Boating and Sailing	112	89
Books (Fiction)	94	84
Books (Non-Fiction)	94	89
Bowling	90	77
Buy Pre-Recorded Videos	110	120
Camping and Backpacking	108	149
Career Goals	111	127
Casino Gambling	93	70
Charities and Volunteer	100	105
Collectibles	94	79
Collecting Art and Antiques	95	91
Cooking	78	48
Crafts	87	57
Crossword Puzzles	87	82
Cultural and Arts Events	111	151
Current Affairs and Politics	109	133
Cycling	101	98
Dieting and Weight Control	120	71
Do-It-Yourself	91	65
Domestic Travel	99	93
Electronic Games	102	108
Electronics	109	100
Fashion Clothing	98	96
Financial Investing	100	97
Fishing	80	43
Foods and Cooking	99	102
Foreign Travel	117	155
Gardening	97	69
Golf	94	55
Gourmet Food and Cooking	103	106
Grandchildren	88	70
Health and Vitamins	100	102
Home Entertainment (TV/VCR)	111	107
Home Furnishing and Decorating	112	91
Home Improvement	102	75
Home Video	117	72
Horseback Riding	119	53

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2010 INSOURCE Indexes Lifestyle	California	San Francisco County, CA
Hunting	72	29
Internet Usage	83	44
Money Making	99	84
Motorcycles	85	54
Movie Going	120	147
Nation's Heritage	112	94
Needlework	88	63
Personal Computers	113	120
Photography	98	96
Physical Fitness and Exercise	96	81
Quilting	81	50
Racquetball	113	98
Recipes	88	69
Records/Tapes/CD	106	113
Recreational Vehicle	101	57
Running and Jogging	119	120
Science and New Technology	124	97
Self-Improvement	92	80
Sewing	90	69
Shop Via TV	102	106
Snow Skiing	108	95
Soccer	128	111
Stamp and Coin Collecting	110	83
Swimming	138	238
Symphonies	180	379
Tennis	113	120
Travel	109	120
Vacation Cruises	98	86
Walking for Health	97	79
Watch Cable TV	118	66
Watching Sports on TV	97	78
Wildlife and the Environment	109	88
Wines	103	107
Woodworking	74	37
NASCAR Enthusiast Index	72	31

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2010 INSOURCE Indexes Mail Order, Membership, Music	California	San Francisco County, CA
Mail Order Purchases		
Children's Products	95	73
Books	96	86
Men's Apparel	94	98
Women's Apparel	94	90
Audio	96	91
Crafts and Hobbies	87	63
Magazines	94	81
Electronics	105	127
Food and Sundries	101	116
Insurance	89	81
Housewares	98	112
Gardening Supplies	82	55
Jewelry and Cosmetics	93	82
Gifts Under \$50	96	87
Gifts Over \$50	100	108
Other Merchandise	95	88
Membership		
Auto Rental Club	119	150
Credit Union	96	71
Discount Club	106	86
Frequent Flyer Club	122	146
Hotel Club	114	118
Labor Union	90	97
Weight Watchers	101	96
Music Preferences		
Buy 40's and 50's Nostalgia	102	79
Buy 50's and 60's Hits	95	75
Buy 70's and 80's Hits	99	82
Buy Alternative Rock	108	120
Buy Big Band	99	72
Buy Classic Rock	101	94
Buy Classical	109	117
Buy Country	84	44
Buy Hard Rock	100	83
Buy Inspirational	85	54
Buy Jazz	111	116
Buy Rhythm & Blues	102	104
Buy Soft Rock	102	77
Buy Vocal Pop	105	108

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2010 INSOURCE Indexes Upscale Products, Technology, Telephone	California	San Francisco County, CA
Household Ownership of Upscale Items		
Sailboat	109	80
Vacation Home	98	91
Cellular Phone	111	98
Fax Machine	112	114
Air Purifier	110	103
Color Printer	123	97
Large Screen TV	115	107
Swimming Pool	83	45
Water Filter/Softener	130	69
Auto Security System	116	107
Navigation System	114	106
Technology		
Internet User	127	197
Personal Computer Owner	120	169
Early Technology Adopter	128	197
Telephone Usage		
No Calls	75	53
1-5 Calls/Month	84	56
6-15 Calls/Month	94	72
16-24 Calls/Month	100	86
25-60 Calls/Month	104	100
> 60 Calls/Month	110	127