Database Analysis

SEDONA CHAMBER OF COMMERCE

Madden Media utilizes state-of-the-art software to reveal valuable marketing information about your database—its composition by state and CBSA, as well as the demographic makeup by PRIZM® Segment which allows us to calculate your predominant demographics.

ANALYSIS BY STATE

STATE	% OF STATE RECORDS
CA	12.20%
AZ	6.70%
TX	5.78%
FL	5.27%
IL	4.96%
NY	4.84%
PA	4.40%
OH	3.98%
MI	3.44%
WI	3.36%
MN	2.88%
NJ	2.86%
MO	2.38%
MA	2.22%
IN	2.17
CO	2.11%
WA	2.10%
NC	2.00%

ANALYSIS BY CANADIAN PROVINCE

PROVINCE	% OF CANADA
ONTARIO	32.29%
BRITISH COLUMBIA	16.15%
ALBERTA	15.86%

ANALYSIS BY CBSA

CORE BASED STATISTICAL AREA	% OF CBSA
NEW YORK-NEWARK	4.77%
PHOENIX-MESA-SCOTTSDALE	4.34%
LOS ANGELES-LONG BEACH	3.81%
CHICAGO	3.75%
PHILADELPHIA	2.15%
MINNEAPOLIS	1.91%
RIVERSIDE	1.61%
DALLAS-FORT WORTH-ARLINGTON	1.59%
BOSTON-CAMBRIDGE-NEWTON	1.56%
SAN DIEGO-CARLSBAD	1.44%
DETROIT-WARREN-DEARBORN	1.40%
HOUSTON-THE WOODLANDS	1.39%
ST. LOUIS	1.36%
WASHINGTON	1.33%
ATLANTA-SANDY SPRINGS	1.13%
LAS VEGAS-HENDERSON-PARADISE	1.10%
SAN FRANCISCO-OAKLAND	1.10%
MIAMI-FORT LAUDERDALE	1.06%

CBSA (CORE BASED STATISTICAL AREA) is the official term for a functional region with an urban center base of at least 10,000 people. There are 935 CBSAs in the United States.

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PRIZM® Segments

PRIZM® provides a standard way of sorting the population into similar groups by demographics, lifestyle preferences, and behaviors. The 66 segments are numbered according to socioeconomic rank, which takes into account characteristics such as income, education, occupation, and home value.

TOP 15 INDEXING SEGMENTS

SEGMENT	NAME	% OF CODED DB	INDEX
9	BIG FISH, SMALL POND	4.99%	231
28	TRADITIONAL TIMES	4.33%	160
5	COUNTRY SQUIRES	3.85%	210
11	GOD'S COUNTRY	2.97%	199
1	UPPER CRUST	2.95%	205
13	UPWARD BOUND	2.89%	160
20	FAST-TRACK FAMILIES	2.85%	173
7	MONEY & BRAINS	2.81%	133
3	MOVERS & SHAKERS	2.78%	180
37	MAYBERRY-VILLE	2.73%	115
25	COUNTRY CASUALS	2.68%	174
27	MIDDLEBURG MANAGERS	2.59%	123
32	NEW HOMESTEADERS	2.56%	143
10	SECOND CITY ELITE	2.54%	190
12	BRITE LITES, LI'L CITY	2.34%	137

2012 TOP 15 INDEXING SEGMENTS

SEGMENT	NAME	SEGMENT	NAME
2	BLUE BLOOD ESTATES	20	FAST-TRACK FAMILIES
17	BELTWAY BOOMERS	10	SECOND CITY ELITE
6	WINNER'S CIRCLE	14	NEW EMPTY NESTS
15	POOLS & PATIOS	11	GOD'S COUNTRY
9	BIG FISH, SMALL POND	3	MOVERS & SHAKERS
13	UPWARD BOUND	18	KIDS & CUL-DE-SACS
1	UPPER CRUST	25	COUNTRY CASUALS
5	COUNTRY SQUIRES		

Demographic Profile

The Top 15 Segments comprised 46% of the total lead set.

INCOME: Upscale
(FULL LEAD SET: UPPER-MIDDLE CLASS)

EDUCATION: College Graduate +

EMPLOYMENT: Management
(FULL LEAD SET: WHITE COLLAR MIX)

HOUSEHOLD COMPOSITION:
Mostly Without Kids
(FULL LEAD SET: WITHOUT KIDS)

AGE: OLDER

URBANICITY: Town/Rural

CAMPAIGN DEMOGRAPHIC VARIABLES

	FULL LEAD SET	TOP 15 SEGMENT LEADS*
Average HHI	$85,975	$101,438
Income	Uppermid	Upscale
Age	Older	
HH Comp	Without Kids	
Urbanicity	Town/Rural	
Education	College Grad +	
Employment	Management White Collar Mix	
Ethnicity	White Mix	

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