

# Geosocial Report

Segments By Percentile  
Calculated using In/Out Block Groups



Lat/Lon: 33.3048/-111.9119

**4005 W Chandler Blvd**  
**Chandler, AZ 85226**

**0.25 mi radius by  
percentile**

## Social Media Activity

Total Social Media Activity 62 / 100

## Engine Enthusiasts

This segment loves working on and showing off their cars, trucks and motorcycles. You can find them researching car shows and the hottest models on the lot.

Social Media Activity: 76 / 100

Positive Correlations: Auto repair shops, Fast food restaurants, Car dealerships, Self storage, Mexican restaurants

Negative Correlations: Coffee shops, Vegan restaurants, Pubs

Brand Correlations: Walmart, Ford Dealership, Denny's, Home Depot, O'Reilly auto parts

## Wealth Signaling

Interested in the finer things life has to offer, this segment wants to display their lifestyle by discussing luxury products. Often references jewelry, cars, and home features.

Social Media Activity: 62 / 100

Positive Correlations: Spas, Car dealerships, Cosmetics services, Steakhouses, Banks

Negative Correlations: Mexican restaurants, Breweries, Fast food restaurants

Brand Correlations: Benihana, Luis Vuitton, Morgan Stanley, Ruth's Chris Steak House

## Fitness Fashion

Workout clothes aren't just for working out anymore. This segment enjoys wearing name-brand athletic apparel for fashion and functional purposes.

Social Media Activity: 54 / 100

Positive Correlations: Yoga studios, Salad restaurants, Gyms, Coffee shops, Shoe stores

Negative Correlations: Auto repair shops, Exotic food restaurants, Tattoo shops

Brand Correlations: Nike, 24 Hour Fitness, Gymboree, Chipotle, Palm Beach Tan

## Coffee Connoisseur

Morning java. Cup of Joe. Caffeine in an IV. Whatever they call it, this segment loves coffee and the culture around it.

Social Media Activity: 49 / 100

Positive Correlations: Coffee shops, Brunch restaurants, Chain restaurants, Sandwich shops, Nail salons

Negative Correlations: Outdoors & Recreation, Golf courses, Auto repair shops

Brand Correlations: Starbucks, Jamba Juice, Chipotle, Levi's

## Wanderlust

Always thinking about their next destination, this segment loves exploring new places abroad or right in their own backyard. They hold onto past trips by sharing their favorite memories and pictures year round.

Social Media Activity: 48 / 100

Positive Correlations: Hotels, Outdoors & Recreation, Breakfast restaurants, Seafood restaurants, Gift shops

Negative Correlations: Chinese food, Gyms, Barber shops

Brand Correlations: Best Western, National Car Rental, In-N-Out Burger, Greyhound

## Handcrafted

The only thing more beautiful than handmade decor? The hands that made it. This segment appreciates the time and care put into one-of-a-kind pieces.

Social Media Activity: 38 / 100

Positive Correlations: Italian restaurants, Home decor stores, Gardening supplies, Antique shops, Furniture stores

Negative Correlations: Dance clubs, Music venues, Universities

Brand Correlations: Ace Hardware, Eddie Bauer, Jos A Bank, Goodwill

# Geosocial Report

Segments By Percentile  
Calculated using In/Out Block Groups



Lat/Lon: 33.3048/-111.9119

**4005 W Chandler Blvd**  
**Chandler, AZ 85226**

**0.25 mi radius by  
percentile**

## Hipster

This segment swims against the tide of mainstream culture. Common interests include old music, antiques, and alternative diets (i.e., veganism).

Social Media Activity:	36 / 100
Positive Correlations:	Barber shops, Book stores, Vegan restaurants, Vintage stores, Florists
Negative Correlations:	Chain restaurants, Outdoors & Recreation, Department stores
Brand Correlations:	Salvation Army, 99 Cents Only Stores, Ralphs

## Mens Style

This segment is all about finding the latest in mens style - from fashion to grooming. Captures guys looking to stay on trend and significant others assisting with shopping.

Social Media Activity:	36 / 100
Positive Correlations:	Shoe stores, Gyms, Men's clothing, Italian restaurants, Salad restaurants
Negative Correlations:	Outdoors & Recreation, Breweries, Mexican restaurants
Brand Correlations:	Nike, Apple Store, Dave & Busters, Guess, Macy's

## Hops & Brews

Thirst isn't the only reason this segment looks for a good brew. From beer drinkers on a budget to the millennial craft beer enthusiast, these men and women are passionate about different kinds of beer and how its made.

Social Media Activity:	34 / 100
Positive Correlations:	Breweries, Pubs, Pizza restaurants, American restaurants, German restaurants
Negative Correlations:	Cosmetics, Churches, Physicians
Brand Correlations:	Ace Hardware, Friendly's, Jimmy Johns, Noodle's & Company

## Deal Seekers

Hunting discounts, contests and promotions. This segment loves a good sale, and they can't wait to share their bargain finds and winnings with friends and family.

Social Media Activity:	31 / 100
Positive Correlations:	Nail salons, Fast food restaurants, Mobile phone stores, Department stores, Cosmetics
Negative Correlations:	Bars, Seafood restaurants, Music venues
Brand Correlations:	H&M, Journey's, McDonalds, Great Clips, Papa John's Pizza

## Smoke Culture

Living the high life, this segment is interested primarily in vaping and marijuana. They emphasize the culture around these activities, including vape tricks and discovering new flavors or strains.

Social Media Activity:	31 / 100
Positive Correlations:	Quick Services Restaurants, Auto Repair Shops, Dept Stores, Mobile Phone Stores
Negative Correlations:	Wine Bars, Theater, Cafes
Brand Correlations:	Denny's, Dollar General, Little Caesars, Save-A-Lot

## Nerd Culture

These people aren't afraid to nerd out. Common activities include comic books, video games, and often intellectual pursuits.

Social Media Activity:	29 / 100
Positive Correlations:	Pizza restaurants, Universities, Arcades, Movie theaters, Libraries
Negative Correlations:	French restaurants, Wine bars, Yoga studios
Brand Correlations:	Huntington Bank, Donatos Pizza

# Geosocial Report

Segments By Percentile

Calculated using In/Out Block Groups



Lat/Lon: 33.3048/-111.9119

**4005 W Chandler Blvd**

**Chandler, AZ 85226**

**0.25 mi radius by  
percentile**

## Bookish

Always seeking the next book, article, or poem to read, this activity is prevalent in areas where reading is a way of life. Although a solo activity, the expression of the love of books is a bonding, communal experience.

Social Media Activity: 29 / 100

Positive Correlations: Libraries, Coffee Shops, Bookstores, American Restaurants, Breakfast & Brunch Spots

Negative Correlations: Outdoors Stores, Mexican Restaurants, Car dealerships

Brand Correlations: Barnes & Noble, Brueggers Bagels

## Dog Lovers

Pups are just another member of the family. Dog lovers adore their tail-wagging friends and are looking for new ways to make them happy.

Social Media Activity: 29 / 100

Positive Correlations: Parks, Veterinarians, Pet stores, Doctor's offices, Real estate offices

Negative Correlations: Lounges, Shoe stores, Museums

Brand Correlations: Petco, Petsmart, Beef O' Brady's

## Artistic Appreciation

Galleries, city murals, and skillful latte art gets this segment excited. They're always on the lookout for creative expression.

Social Media Activity: 29 / 100

Positive Correlations: Art galleries, Coffee shops, Tattoo shops, Theaters, Universities

Negative Correlations: Chain restaurants, Fast food restaurants, Department stores

Brand Correlations: Habitat For Humanity, Painting with a Twist

## Fueling for Fitness

A segment characterized by healthy eating. Often pre-planning for meals for the purpose of fitness and convenience. Likely to participate in meal prep trends.

Social Media Activity: 28 / 100

Positive Correlations: Quick service restaurants, Gyms, Discount stores, Cosmetics services, Supplement stores

Negative Correlations: Cocktail bars, Cafes, Theater

Brand Correlations: Redbox, Planet Fitness, CVS Pharmacy

## Competitive Nature

These folks have their head in the game. Whether its creating a card game tournament with friends or cheering on the home team, these people want to win.

Social Media Activity: 27 / 100

Positive Correlations: Fast food restaurants, Schools, Sports bars, Gyms, Bowling alleys

Negative Correlations: Outdoors & Recreation, Cafes, Vegan restaurants

Brand Correlations: Taco John's, Quiznos, Arby's

## Functional Fitness

Looking good and reaching fitness goals is all about discipline: Eat right. Work hard. No excuses. This segment is more likely to view working out as a means to an end.

Social Media Activity: 26 / 100

Positive Correlations: Gyms, Fast food restaurants, Cosmetics services, Banks, Tanning

Negative Correlations: Bars, Chain restaurants, Art galleries

Brand Correlations: Planet Fitness, Pet Supplies Plus, Supercuts, GNC, Outback Steakhouse

# Geosocial Report

Segments By Percentile  
Calculated using In/Out Block Groups



Lat/Lon: 33.3048/-111.9119

**4005 W Chandler Blvd**  
**Chandler, AZ 85226**

**0.25 mi radius by  
percentile**

## Yoga Advocates

Improving flexibility, strength, and overall wellbeing is the yogis aim. This segment is looking for the right community, instruction, and accessories.

Social Media Activity:	26 / 100
Positive Correlations:	Yoga studios, Skincare, Massage therapy, Pre-schools, Vegan restaurants
Negative Correlations:	Fast food restaurants, Auto repair shops, Ice cream shop
Brand Correlations:	Club Pilates, The Goddard School, CorePower Yoga, Brueggers Bagels

## Outdoor Adventures

Appreciating the outdoors, this segment wants to actively engage with nature. Whether its finding a new hiking trail or looking for the perfect spot to catch the sunset, they seek to explore the world around them.

Social Media Activity:	23 / 100
Positive Correlations:	Green spaces, Coffee shops, Golf courses, Brunch restaurants, Mexican restaurants
Negative Correlations:	Exotic foods, Dance clubs, Women's clothing
Brand Correlations:	Hot Stuff Pizza, Country Kitchen, Dutch Bros Coffee, A & W

## Green Thumb

From tiny sprouts and window plants, to flower arrangements and designing a landscape, this segment has an affinity for all things green.

Social Media Activity:	21 / 100
Positive Correlations:	Parks & Playgrounds, Yoga, Churches, Ice cream shops, Real estate offices
Negative Correlations:	Fast food restaurants, Hotels, Movie theaters
Brand Correlations:	Whole Foods Market, Walgreens

## Networking

Driven to succeed in the business world, this segment seeks to progress in their career through networking happy hours, summits, and connecting with other professionals online.

Social Media Activity:	20 / 100
Positive Correlations:	Steakhouses, Universities, Cosmetics services, Banks, Attorney's offices
Negative Correlations:	Outdoors & Recreation, Antique stores, Fast food restaurants
Brand Correlations:	Benihana, Dunkin, Enterprise

## Ingredient Attentive

These folks are conscious about what they eat. Theyre looking for ingredients that not only taste great, but also have great nutritional benefits.

Social Media Activity:	20 / 100
Positive Correlations:	Italian restaurants, Chinese restaurants, Bakeries, Health food stores, Hair salons
Negative Correlations:	Hotels, Music venues, Tattoo shops
Brand Correlations:	The Fresh Market, Whole Foods Market, Trader Joe's, Carvel Ice Cream

## Smart Chic

Passionate about style, smart chic searches high and low for the perfect look - but not one that will break the bank.

Social Media Activity:	19 / 100
Positive Correlations:	Women's clothing, Shoe stores, Men's clothing, Department stores, Home decor
Negative Correlations:	Outdoors & Recreation, Hotels, Lounges
Brand Correlations:	Levi's, Target, Gap, Bath & Body Works, Ulta

# Geosocial Report

Segments By Percentile  
Calculated using In/Out Block Groups



Lat/Lon: 33.3048/-111.9119

**4005 W Chandler Blvd**  
**Chandler, AZ 85226**

**0.25 mi radius by  
percentile**

## Late-night Leisure

Ready to turn up when the sun goes down, this segment is looking for nighttime entertainment at home or out on the town.

Social Media Activity:	17 / 100
Positive Correlations:	Chain restaurants, Dance clubs, Theater, Fast food restaurants, Dive bars
Negative Correlations:	Outdoors & Recreation, Coffee shops, Breakfast restaurants
Brand Correlations:	Krispy Krunchy Chicken, Fuzzy's Taco Shop

## Trend Trackers

This segment lives as fast as the culture. They like to keep up with the latest trends, especially when it comes to apparel and accessories.

Social Media Activity:	16 / 100
Positive Correlations:	Quick services restaurants, Department stores, Salad restaurants, Clothing stores, Home decor
Negative Correlations:	Lounges, Cafes, Auto repair shops
Brand Correlations:	Carters, Guess, Target, Bath & Body Works, Claires

## Whiskey Business

Characterized by their appreciation for all things whiskey, this segment enjoys the classy atmosphere of whiskey drinking and learning about different brands.

Social Media Activity:	15 / 100
Positive Correlations:	Pubs, Cocktail bars, Breakfast restaurants, Steakhouses, Music venues
Negative Correlations:	Fast food restaurants, Schools, Department stores
Brand Correlations:	Ruth's Chris Steak House, Urban Outfitters

## Connected Motherhood

Motherhood is a unique journey for every woman. There are highs, lows, and lots to celebrate. These moms seek to share their experiences and engage with a community of moms.

Social Media Activity:	13 / 100
Positive Correlations:	Doctor's offices, Quick services restaurants, Pizza restaurants, Churches, Schools
Negative Correlations:	Cocktail bars, Music venues, Art galleries
Brand Correlations:	Pizza King, Mary Kay, Pure Romance

## Family Time

Family time is always a good time for these folks. Whether its a family vacation or making ice cream sundaes at home, this segment loves spending time with the people closest to them.

Social Media Activity:	13 / 100
Positive Correlations:	Doctor's offices, Cosmetics services, Gyms, Banks, Auto repair shops
Negative Correlations:	Hotels, Bars, Museums
Brand Correlations:	Pump It Up, Togo's Sandwiches, Krispy Kreme, Jiffy Lube

## Dance Devotion

Some dance for fitness, others for fun, and a few turn it into a profession. No matter how these people groove to the music, their love for dance is what bonds them.

Social Media Activity:	11 / 100
Positive Correlations:	Theaters, Nail salons, Dance studios, Churches, Yoga studios
Negative Correlations:	Restaurant chains, Pizza restaurants, BBQ

# Geosocial Report

Segments By Percentile  
Calculated using In/Out Block Groups



Lat/Lon: 33.3048/-111.9119

4005 W Chandler Blvd

Chandler, AZ 85226

0.25 mi radius by percentile

Live & Local Music

This segment follows the music. From local bands to current acts at the local venue, you can find these people researching band tours and how to get backstage passes.

Social Media Activity:

10 / 100

Positive Correlations:

Music venues, Pubs, Lounges, Theater, Art galleries

Negative Correlations:

Department stores, Shoe stores, Banks

Party Life

The party dont stop until the sun comes up. Loud music, crowds, and shots are a recipe for a great night out for these people.

Social Media Activity:

10 / 100

Positive Correlations:

Exotic food restaurants, Lounges, Dance clubs, Hookah bars, Cosmetics services

Negative Correlations:

Coffee shops, Chain restaurants, Golf courses

Brand Correlations:

Checkers, Popeye's Louisiana Chicken, CVS Pharmacy

Love & Romance

Love is in the air when this segment is present. Includes people expressing their feelings for significant others in special ways. Common activities include anniversaries and date nights.

Social Media Activity:

9 / 100

Positive Correlations:

Italian restaurants, Steakhouses, Hair salons, Wine bars, Dessert restaurants

Negative Correlations:

Auto repair shops, Convenience stores, Universities

Brand Correlations:

The Melting Pot, Anthropologie, Morgan Stanley, Teavana, Godiva Chocolatier

Trendy Eats

Meals are a social experience, and these foodies take it to the next level. This segment cant wait to snap a pic of their plate and share it before chowing down.

Social Media Activity:

7 / 100

Positive Correlations:

Japanese restaurants, Breakfast restaurants, Hair salons, BBQ, Fast food restaurants

Negative Correlations:

Theaters, Music venues, Convenience stores

Brand Correlations:

Citibank, In-N-Out Burger, Cold Stone Creamery, Mellow Mushroom, Wingstop

Student Life

Student life is about the experience - from classes and homecoming, to making lifetime friends and alumni events. These are students at school, taking classes online, or finding other ways to be students in their daily lives.

Social Media Activity:

6 / 100

Positive Correlations:

Universities, High schools, Quick service restaurants, Medical centers, Banks

Negative Correlations:

Wine bars, Outdoors & Recreation, Vegan restaurants

Brand Correlations:

Einstien Bros Bagels, Sheetz, YMCA, Pita Pit

Wine Lovers

Its all about the grape. This segment enjoys a trip to the vineyard to learn about wine and sharing a good bottle with friends and family.

Social Media Activity:

4 / 100

Positive Correlations:

Wine bars, Italian restaurants, French restaurants, Hair salons, Bakeries

Negative Correlations:

Fast food restaurants, Auto repair shops, Department stores

Brand Correlations:

Ben & Jerry's, Whole Foods Market, J. Crew, Pure Barre, Sephora, Pinot's Palette

# Geosocial Report

Segments By Percentile

Calculated using In/Out Block Groups



Lat/Lon: 33.3048/-111.9119

**4005 W Chandler Blvd**

**Chandler, AZ 85226**

**0.25 mi radius by  
percentile**

## Sweet Treats

This segment has a sweet tooth, and they're looking for treats to satisfy their sugar craving, including candy, cupcakes and flavorful toppings.

Social Media Activity: 4 / 100

Positive Correlations: Coffee shops, Bakeries, Ice cream shops, Hair salons, Japanese restaurants

Negative Correlations: Outdoors & Recreation, Golf courses, Car dealerships

Brand Correlations: Dunkin, Peet's Coffee, Baskin Robbins

## Dating Life

With dating comes highs, lows, and lots of questions. You can find this segment talking about dating advice, breakups and how to express their feelings.

Social Media Activity: 4 / 100

Positive Correlations: Quick service restaurants, Cosmetics services, Gyms, Churches, Discount stores

Negative Correlations: Cocktail bars, Music venues, Art galleries

## Praise & Worship

Making it to church on Sunday, this segment is drawn together by their devotion to, primarily Christian, religion. Common activities include worship services and bible studies.

Social Media Activity: 2 / 100

Positive Correlations: Churches, Fast food restaurants, Schools, Mexican restaurants, Hospitals

Negative Correlations: Cocktail bars, Italian restaurants, Breweries

Brand Correlations: Waffle House, Whataburger, Family Dollar, Pizza Hut

## Politically Engaged

Politically aware, this segment is interested in civic issues on both the local and national level. They often discuss candidates for office, taxes, and political ideologies.

Social Media Activity: 2 / 100

Positive Correlations: Pizza restaurants, Convenience stores, Banks, Attorney's offices, Discount stores

Negative Correlations: Movie theaters, Wine bars, Yoga studios

## Girl Squad

From girls night out to a movie night in with their closest gal pals, this segment is all about getting the girls together for an evening of fun.

Social Media Activity: 1 / 100

Positive Correlations: Cocktail bars, Italian restaurants, Sushi restaurants, Wine bars, Mexican restaurants

Negative Correlations: Parks, Golf courses, Auto repair shops

Brand Correlations: The Melting Pot, Rita's Italian Ice, Painting with a Twist, Fancy Nails, Bonefish Grill