

The header features the Claritas logo on the left, followed by the 'SITEREPORTS' logo. Below the logo is a navigation menu with buttons for 'MyAreas', 'MyAccount', and 'MarketPlace'. A secondary menu includes 'Home', 'Member Login', 'Start Order', 'Retrieve Previous Order(s)', 'Using SiteReports', 'Learn More', 'Sign Up Online', and 'FREE Report'. At the top, there are search filters for 'Households - 2001 Estimate - All', 'Occupied Housing Units - Owner Occupied', and 'Mental Status - Single'. A user greeting 'Welcome Claritas Member, Nancy Osborne.' and a 'Log Out' button are positioned on the right side of the header.

Welcome Claritas Member, [Nancy Osborne.](#) [Log Out](#)

## Data Definitions

The following definitions provide a general understanding of the terminology you will encounter on SiteReports' maps and reports.

- Average Income** – The average income is the sum of all the income values, divided by the number of households in the distribution. For example, if there are 10 households in an area and 5 of them have household incomes of \$30,000, one has a household income of \$32,000, 3 have a household income of \$35,000 and one has a household income of \$1,000,000, the average is \$128,700.
 

\$1,999	903
\$2,999	1241
\$3,999	1684
\$4,999	2936
\$5,999	3601
\$6,999	1925
\$7,999	1478
\$8,999	3251
\$9,999	3962
- Block Group** – A block group is the smallest unit of census geography and consists of 200-650 households in a particular area. Block group data should be used to precisely define your area.
- Casual Dining** – This describes a chain restaurant with a formal menu featuring moderately priced food. These restaurants take credit cards and provide full service alcohol. Examples include Red Lobster, T.G.I. Friday's, Olive Garden, and Outback Steakhouse.
- Community** – This type of center has a wider range of facilities for the sale of soft lines (apparel) and hard lines (hardware, appliances, etc.) than a neighborhood center. A Community Center is usually built around a junior department store, variety store or discount department store, and it may have a strong specialty store. The Gross Leasing Area (GLA) of a Community Center ranges from 100,000 to 300,000 square feet.
- Family Income** – This includes income generated by related persons living in the same dwelling.
- Fine-Dining Restaurants** – These restaurants charge high prices, take credit cards, and provide full-service alcohol. Fine-dining restaurants usually are independent establishments that are not part of a chain.
- Hispanic** – Customers often ask why this is a separate category from race. The data for this variable come from different questions on the Census survey. Origin can be viewed as the ancestry, nationality group, lineage, or the country in which a person or a person's parents were born before their arrival in the United States. Race reflects the self-identification of the respondents and does not denote any clear-cut scientific definition of biological stock. For example, a person can state that his race is White and that his origins are Hispanic. Likewise, a person can mark Black as her race while claiming Hispanic origins.
- Household** – A household is considered a housing unit that is occupied by either a single person or by two or more related or unrelated persons. Units occupied by 10 or more unrelated individuals are called group quarters, not households. A dormitory is an example of group quarters housing.
- Householder** – This term generally refers to the person in whose name the home is owned, being bought, or rented. If there is no such person in the household, any adult household member 15-years old and over could be designated as the householder. A family householder is a householder living with one or more persons related to him or her by birth, marriage, or adoption. A nonfamily householder is a householder living alone or with nonrelatives only.
- Household Income** – This includes all income generated by people living in a household, regardless of whether they are related.
- Housing Value** – This value is estimated and projected for specified owner-occupied housing units. Change in value since 1990 is estimated based on trends in sales price data supplied for major metropolitan areas from the National Association of Realtors. Estimated change in specific counties, tracts, and block groups reflects the trend in the broader market (as measured by the sales price data), but factors in differential income growth at the neighborhood level.

- **Lifestyle Segmentation** – This term refers to the segmentation of households at a ZIP+4 level into a unique segment. Each segment contains households that share similar interests, purchasing patterns, financial behavior, and demand for products and services.
- **Median Income** – The median income is the middle income value of an income distribution in a geographic area. Half of the households in the geographic area have incomes higher than the median and half of the households have incomes lower than the median.
- **MicroVision Area Segment** – Each market segment consists of households that share similar interests, purchasing patterns, financial behavior and demand for products and services. This segmentation system uses data and aggregated consumer demand data at the ZIP+4 level to classify every household in the U.S. into one of 50 unique market segments.
- **Mid-Scale Restaurants** – These restaurants offer mid-range prices and a family-style atmosphere. Examples include Sizzler, Denny's, IHOP, and Old Country Buffet.
- **Neighborhood** – This type of center provides for the sales of convenience goods (food, drugs, etc.) and personal services (dry cleaning, laundry, etc.) for day-to-day living needs of the immediate neighborhood with a supermarket being the principal tenant. The Gross Leasing Area (GLA) may range from 30,000 to 100,000 square feet.
- **Regional** – This type of center provides shopping goods, general merchandise, apparel, furniture and home furnishings in full depth and variety. Regional Centers are built around a full-line department store, and may include two or three stores for greater comparative shopping and drawing power. The GLA for Regional Centers ranges from 300,000 to 1,000,000 square feet.
- **Standard Geography** – This is a specific area that's defined by a pre-set geographic boundary, such as a city, county, or state.
- **Super-Regional** – This type of center provides an extensive variety of general merchandise and is built around three or more major department stores. The department stores generally have a square footage of 100,000 in Super-Regional Centers and the GLA typically ranges from 750,000 to over 1,000,000 square feet.
- **Quick-Service Restaurants** – These restaurants consist of fast food and take-out chains as well as independent establishments that offer low prices. Examples include McDonald's, Long John Silver's, Taco Bell, and Starbucks.

For questions, please contact our technical support team at **1-800-866-6511** .

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