

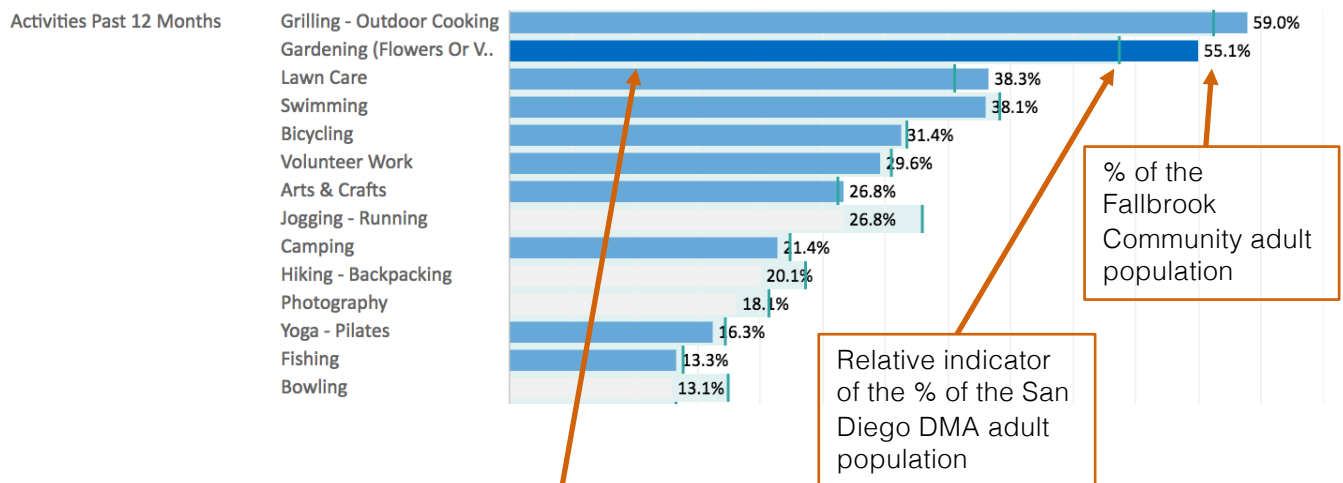
# Fallbrook Community Overview

## Methodology

In this Population Overview, we'll understand the similarities and differences in two adult populations for the purpose of creating a snapshot of their media and engagement behaviors. Graphics are provided to give a visual picture. Grey bars indicate that the 18+ adults are "less likely," light blue indicates "equally likely" and medium blue signifies "more likely" than the comparison population. The green vertical bar demarcates the percentage for the comparison population (San Diego DMA 18+ adults are the comparison population).

## Fallbrook Community 18+ Adults vs. San Diego DMA 18+ Adults

### Activities



### Interpretation of Visualization

55.1% of the **Fallbrook Zip Codes** population, and 48.8% of the **San Diego DMA** population, answered **Gardening (Flowers Or Vegetables)**, to the question **Activities past 12 months**.

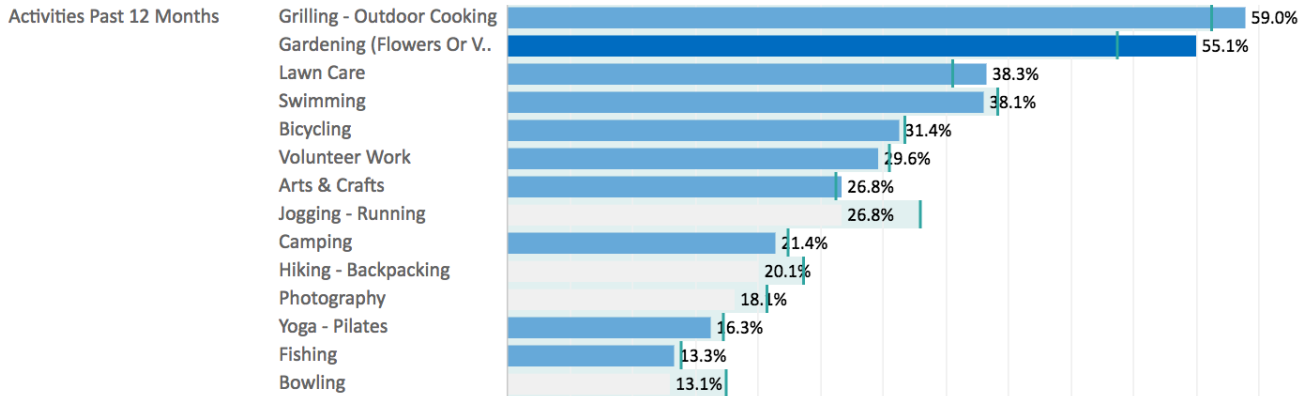
The size of the **Fallbrook Zip Codes** population answering this question is approximately 23,169 and is 13% more likely than the **San Diego DMA** population to agree with this statement (**Index: 113**).

Less Likely Equally Likely More Likely

# Lifestyle and Health Behaviors

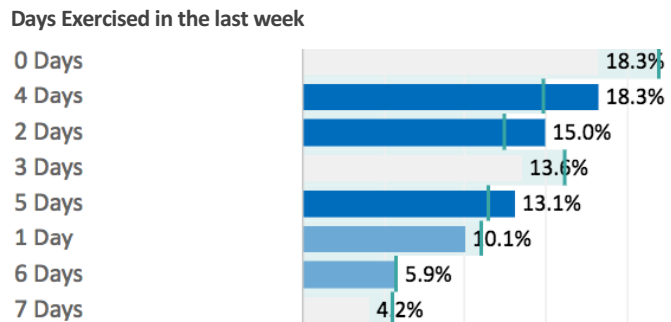
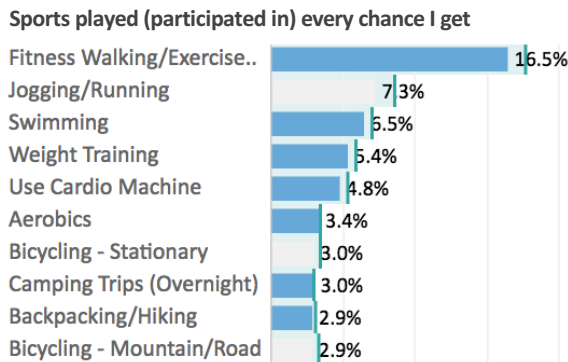
## Lifestyle

The Fallbrook Community and San Diego DMA are outdoor people with grilling, gardening, lawn care, and swimming as their favorite activities. Gardening especially rates high with the Fallbrook Community perhaps because so many of them live in a single family home and have outdoor space. The San Diego DMA has more joggers and runners again showing that they have a younger population.



## Exercise

Only 18.3% of the Fallbrook Community did not say they exercised at all in the last week. 23.2% exercised the recommended 5+ times/week. Health club or gym memberships is at 18.3%. When they exercise, it's walking, running, swimming and weight training. The San Diego DMA is similar in sport activities.



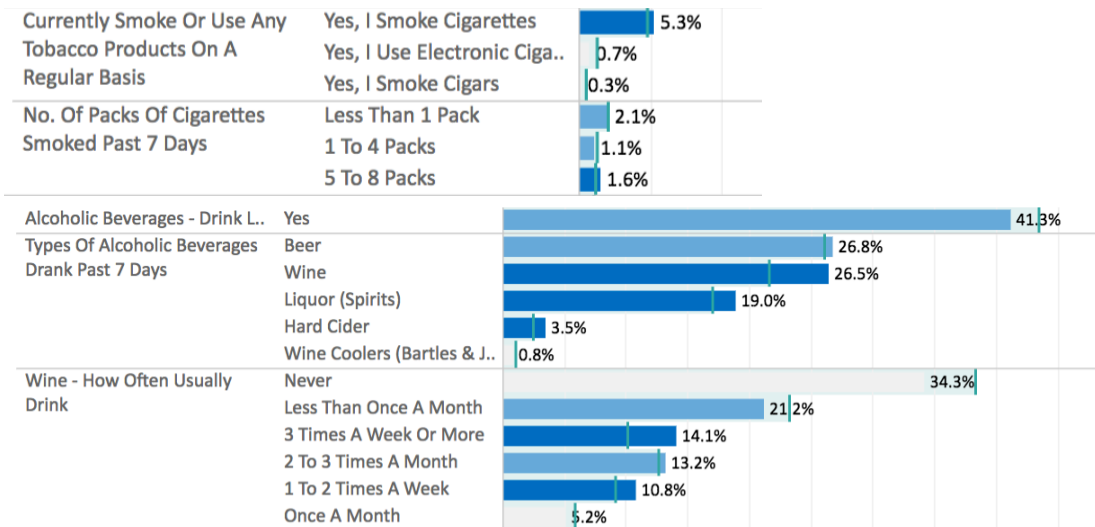
**In both adult populations, around 57.2% responded that there's "no barrier at all" to exercise, due to a medical condition.** A majority of the population has "somewhat of a barrier" when it comes to sabotaging themselves by finding excuses to get out of exercising

	Not A Barrier At All	Somewhat Of A Barrier	Strong Barrier	Very Significant Barrier	Very Small Barrier
I Have A Medical Condition Which Prevents Me From Exer..	57.2%	18.1%	8.1%	4.0%	11.2%
It's Easier To Find Excuses Not To Exercise Than To Go Out..	28.2%	33.0%	14.8%	10.5%	12.3%

# Lifestyle and Health Behaviors

## Alcohol and Smoking

Smoking is a small percentage of the population. Around 5.3% smoke and 41.3% - 43.5% drank alcohol in the last 30 days. However frequency is a little higher for Fallbrook with 14.1% drinking 3 or more times a week versus 10.1% of the San Diego DMA.



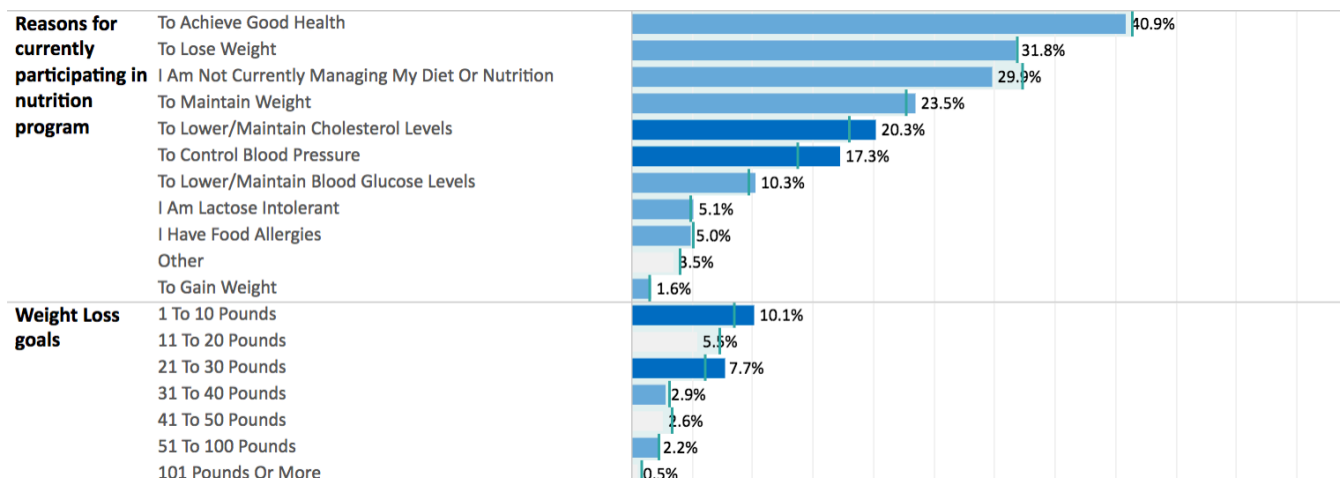
## Diet

45.2% of the Fallbrook Community believe they have an average diet with 30.4% saying that they have a healthy diet.



**Overall the Fallbrook Community population participating in a nutrition program want to achieve good health at 40.9%.**

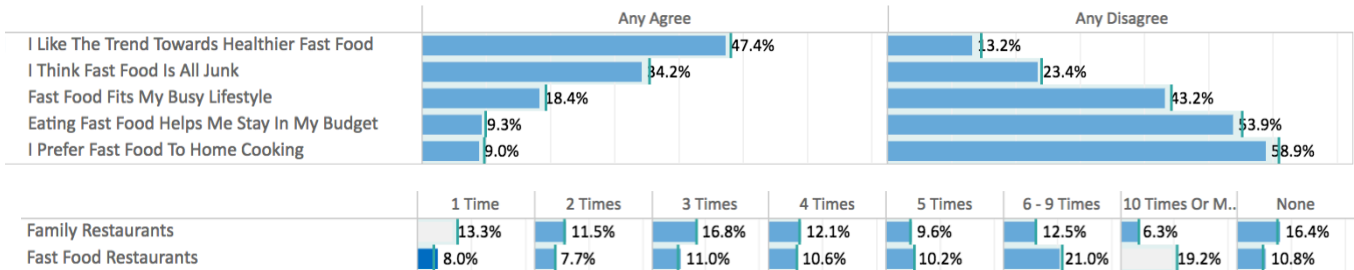
For those who are dieting, their reasons are to lose/maintain weight, control blood pressure, cholesterol and blood glucose levels. The amount of weight to lose is not overwhelming with 10.1% wanting to lose 1-10 lbs. and 13.2% want to lose 11-30lbs



# Food

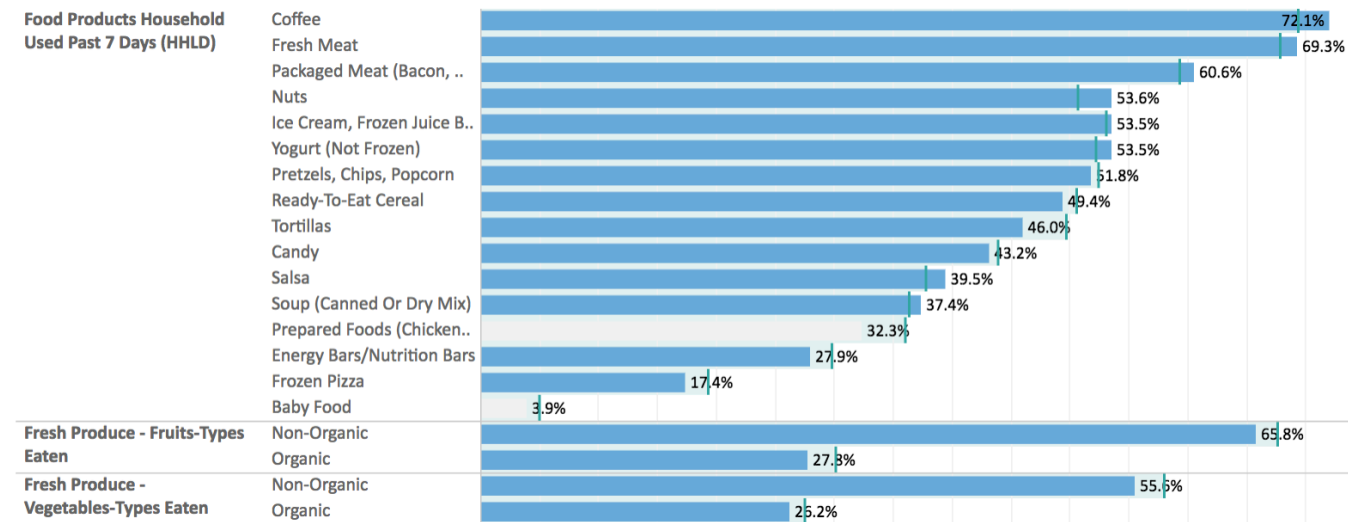
## Fast Food Attitudes

The majority of both populations, do not endorse fast food from the perspective of “I prefer fast food to home cooking,” “Eating fast food helps me stay in my budget” or “Fast Food fits my Busy Lifestyle.” This is in contrast to the number of times that these populations visit fast food establishments. Over half of both populations visited fast food 5+ times in the past 30 days.



## Shopping

Weekly food shopping reflects the eating habits of the household. Except for Prepared Foods (Chicken, Salad Bars, Sandwiches, Etc.) and baby food, both populations shop for fairly similar items.



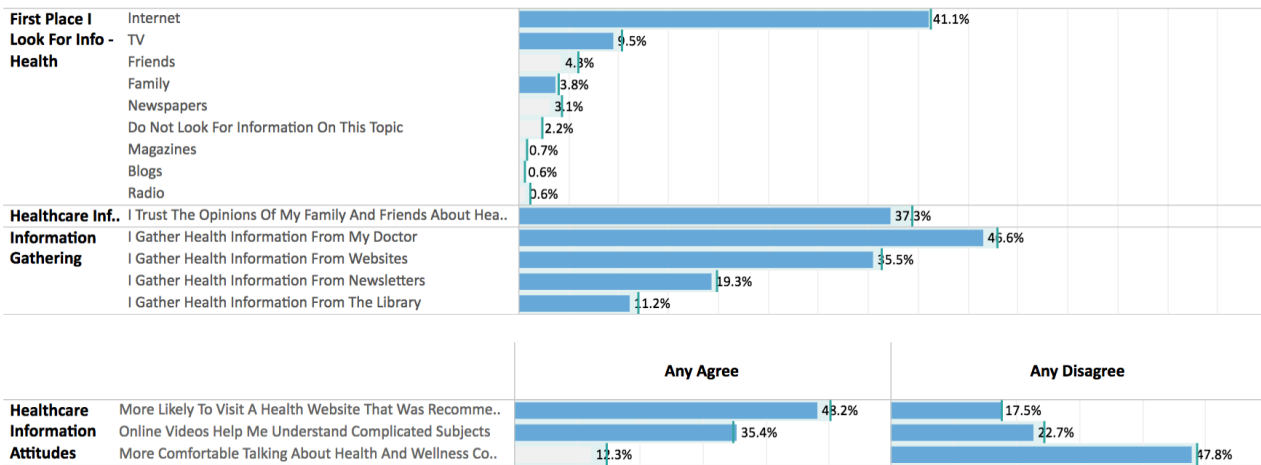
# Engagement

## Health Information Gathering

Both populations are again similar when it comes to the “first place I look for info- health.” They look to the internet overwhelmingly at close to 42%. Both populations gather health information mostly from their doctors, but also utilize websites, and less so with newsletters. 37.3% and 39.5% of the San Diego DMA population “Trust The Opinions Of My Family And Friends About Health Related Issues”.

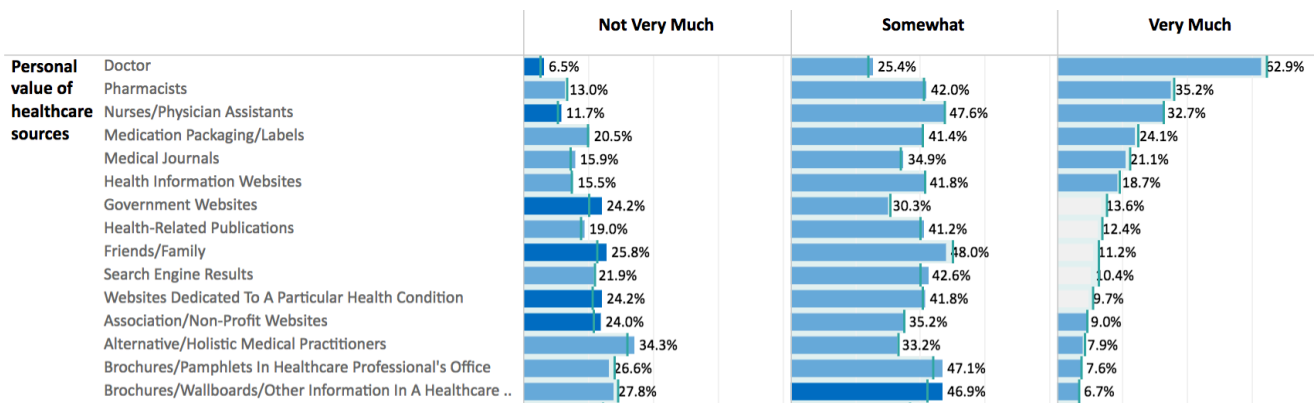
The web is not a place to discuss health concerns, for both populations, slightly under 15% of both populations are “More Comfortable Talking About Health And Wellness Concerns Online Than Face-To-Face”

Concerning health, while the internet is used as a resource for information, it is not considered the method to confirm a diagnosis.



The doctor is the healthcare source that both populations value “very much.” Similarly, they are likely to value “very much” pharmacists, nurses/physician assistants, medication packaging and health information websites. Friends/family are regarded as “somewhat” influential but not the authority.

It’s also instructive to look at what healthcare sources are valued “not very much.”



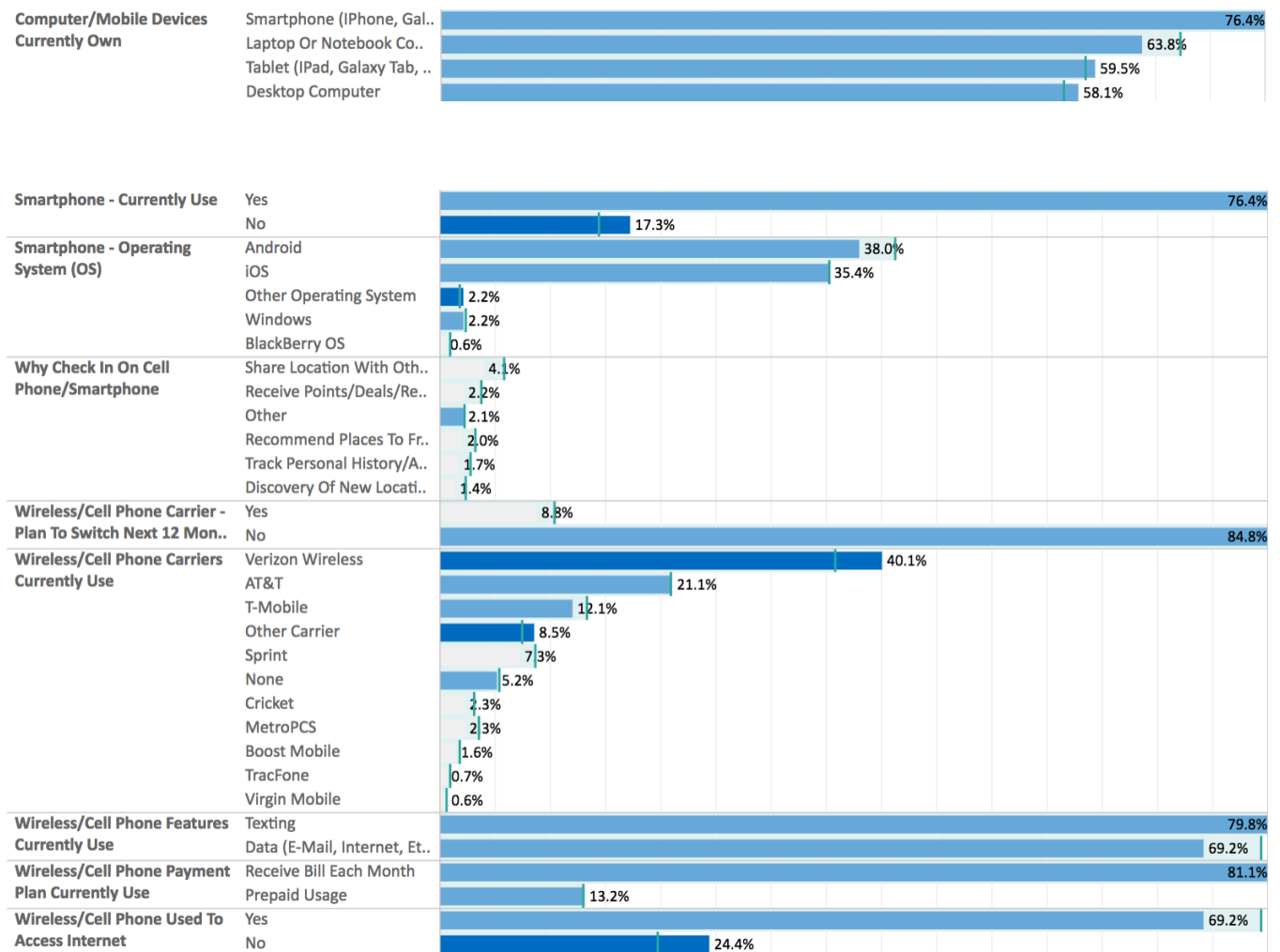
# Engagement

## Technology and Internet

Both populations are equally likely to have smartphones and laptops.

They slightly are more likely to be an Android user and must be fairly satisfied with their service, since 85% are most likely not to switch carriers.

This population is also more likely to use their phones to access the internet.

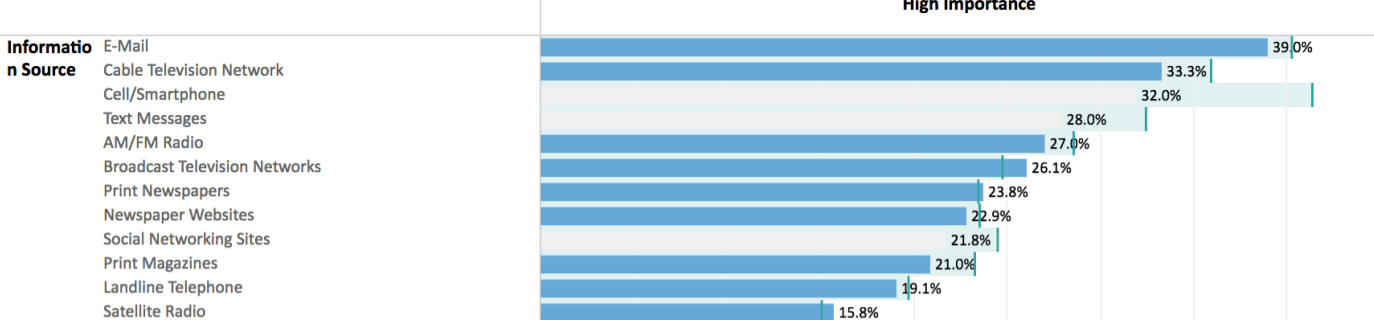
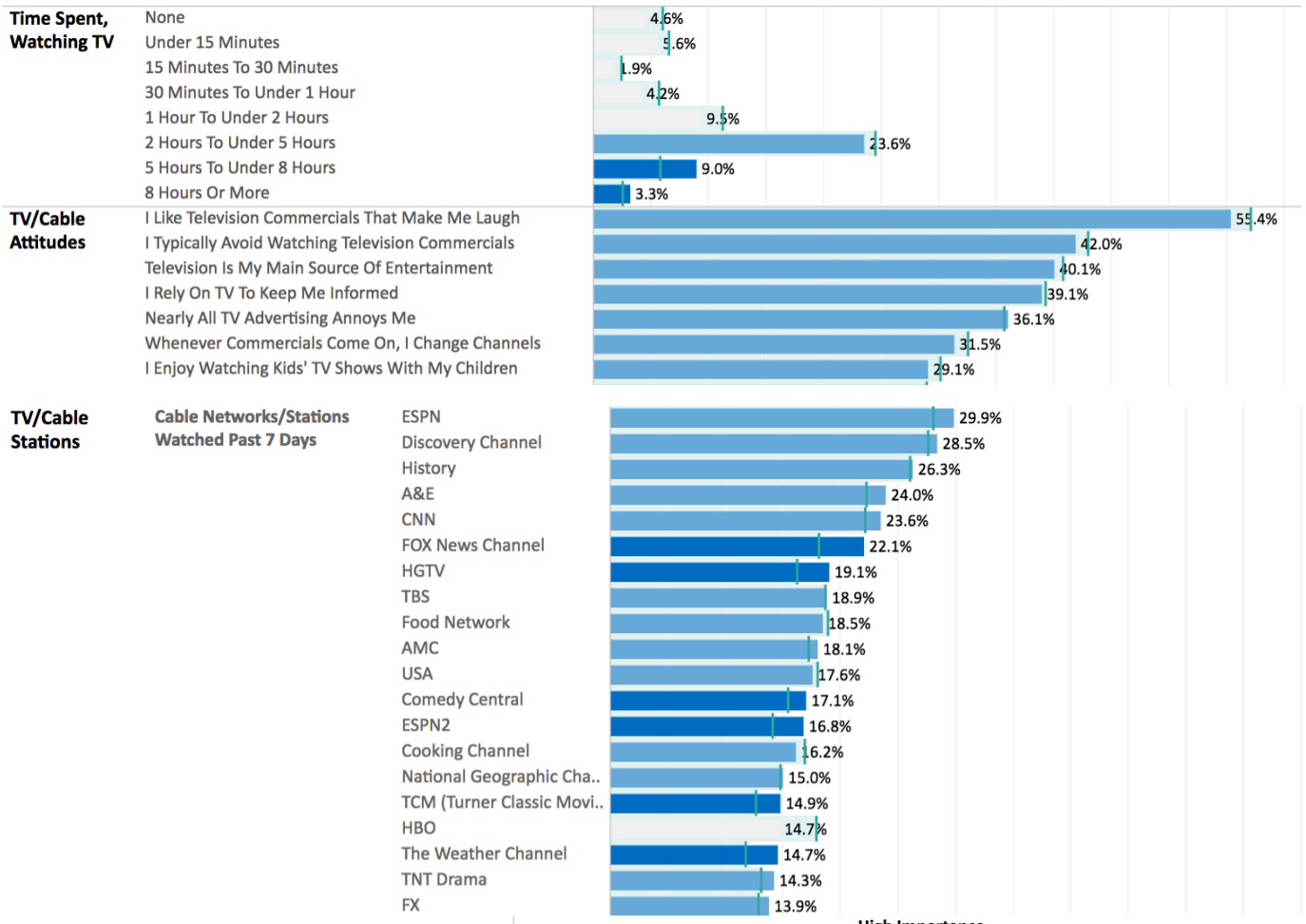


# Engagement

## TV

The Fallbrook Community watches TV a little longer than the San Diego DMA. 32.6% of the Fallbrook population watches 2-8+ hours of TV daily. This is compared to 30.3% of the San Diego DMA population.

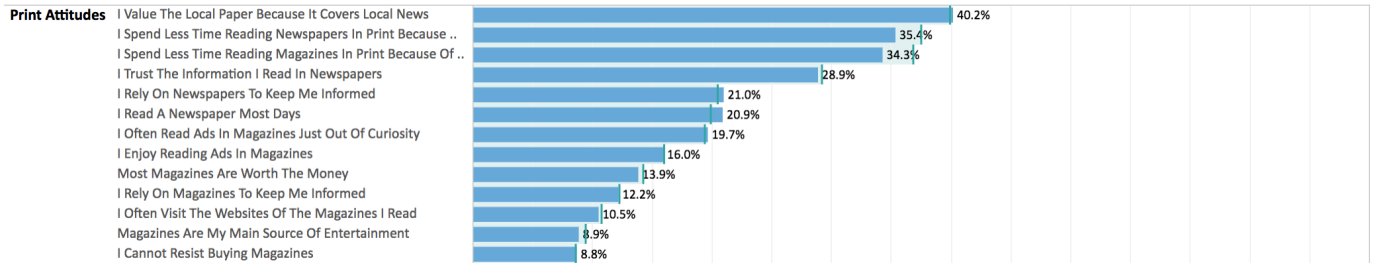
Email comes in first as an information source with TV coming in second for the Fallbrook Community. The San Diego DMA population go to their cellphones first. This shows again the age difference in these two populations.



# Engagement

## Print

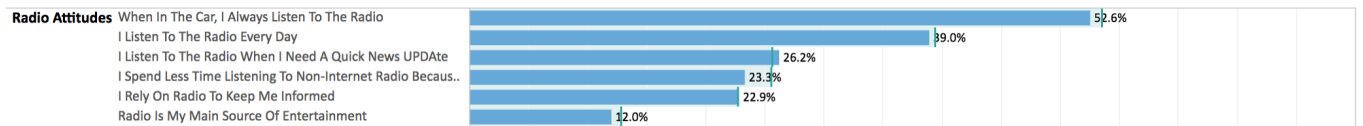
While print does not have the impact that it used to, close to 40% of each of the populations still spend some time reading newspapers and magazine.



		Under 15 Minutes	15 Minutes To 30 Minutes	30 Minutes To Under 1 Hour	1 Hour To Under 2 Hours	2 Hours To Under 5 Hours	5 Hours To Under 8 Hours	8 Hours Or More	None
<b>Time Spent</b>	Reading Magazines	13.7%	11.2%	8.9%	3.0%	1.0%	1.6%	0.8%	8.2%
	Reading Newspapers	9.5%	11.6%	8.9%	1.2%	2.8%	1.0%	1.7%	3.0%

## Radio

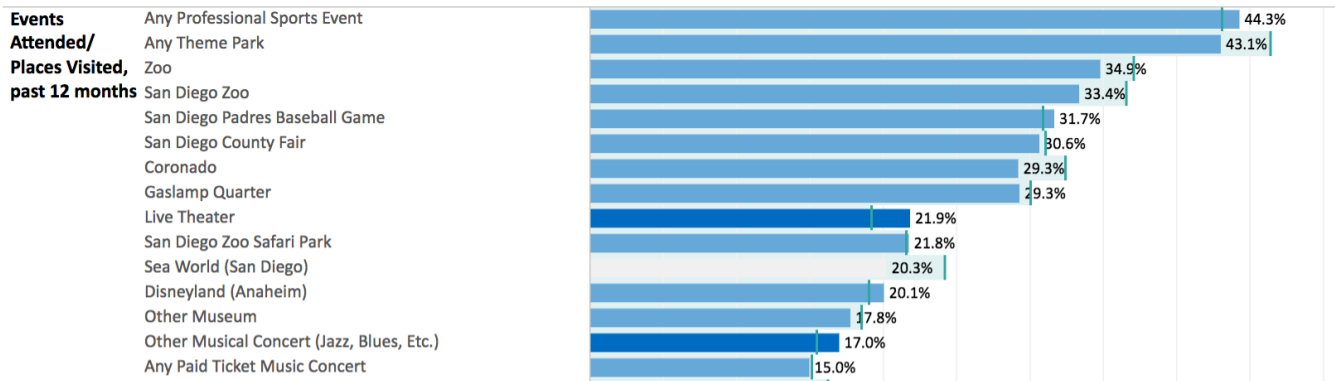
Half of both populations listen to the radio. Most have it on in the car and about 40% listen every day.



		Under 15 Minutes	15 Minutes To 30 Minutes	30 Minutes To Under 1 Hour	1 Hour To Under 2 Hours	2 Hours To Under 5 Hours	5 Hours To Under 8 Hours	8 Hours Or More	None
<b>Time Spent</b>	Listening To The Radio	5.9%	14.1%	15.1%	1.7%	5.3%	1.6%	2.1%	5.3%

## Events Attended

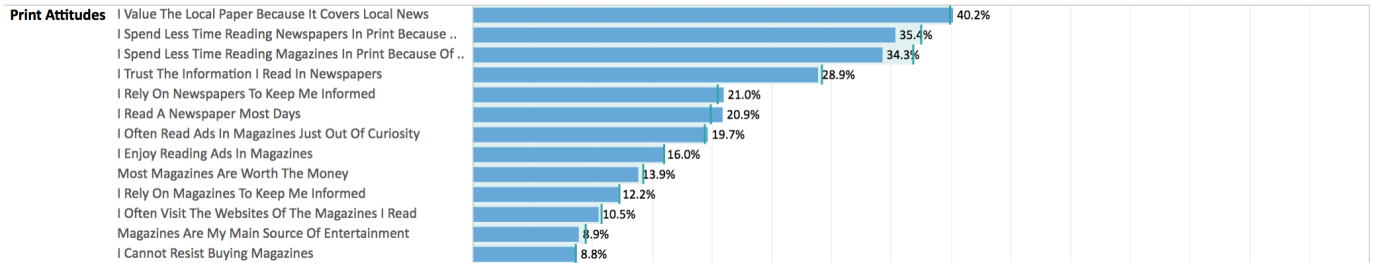
The most popular events for both populations are sports, with theme parks close behind. The Fallbrook Community enjoy the theater and jazz/blues concerts more tan San Diego DMA population.



# Engagement

## Print

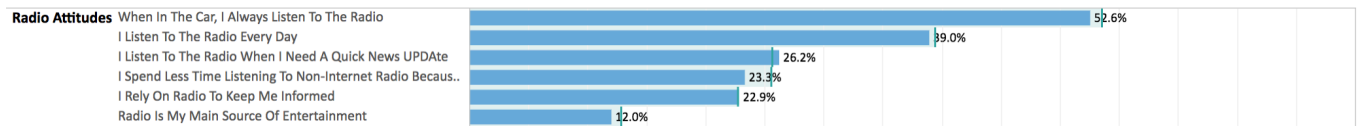
While print does not have the impact that it used to, close to 40% of each of the populations still spend some time reading newspapers and magazine.



		Under 15 Minutes	15 Minutes To 30 Minutes	30 Minutes To Under 1 Hour	1 Hour To Under 2 Hours	2 Hours To Under 5 Hours	5 Hours To Under 8 Hours	8 Hours Or More	None
<b>Time Spent</b>	Reading Magazines	13.7%	11.2%	8.9%	3.0%	1.0%	1.6%	0.8%	8.2%
	Reading Newspapers	9.5%	11.6%	8.9%	1.2%	2.8%	1.0%	1.7%	3.0%

## Radio

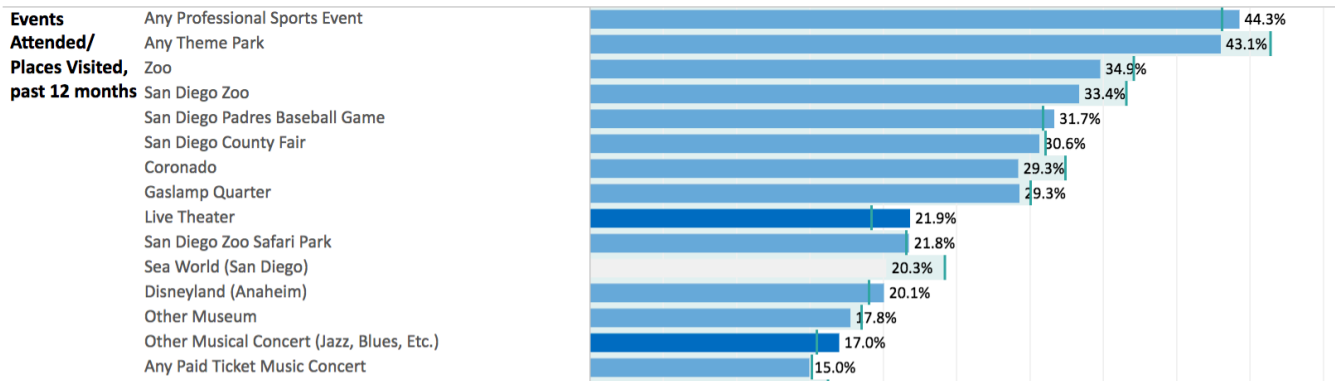
Half of both populations listen to the radio. Most have it on in the car and about 40% listen every day.



		Under 15 Minutes	15 Minutes To 30 Minutes	30 Minutes To Under 1 Hour	1 Hour To Under 2 Hours	2 Hours To Under 5 Hours	5 Hours To Under 8 Hours	8 Hours Or More	None
<b>Time Spent</b>	Listening To The Radio	5.9%	14.1%	15.1%	1.7%	5.3%	1.6%	2.1%	5.3%

## Events Attended

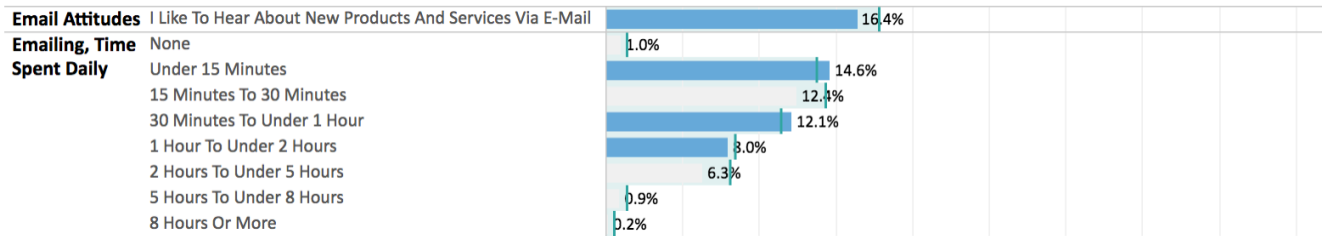
The most popular events for both populations are sports, with theme parks close behind. The Fallbrook Community enjoy the theater and jazz/blues concerts more tan San Diego DMA population.



# Engagement

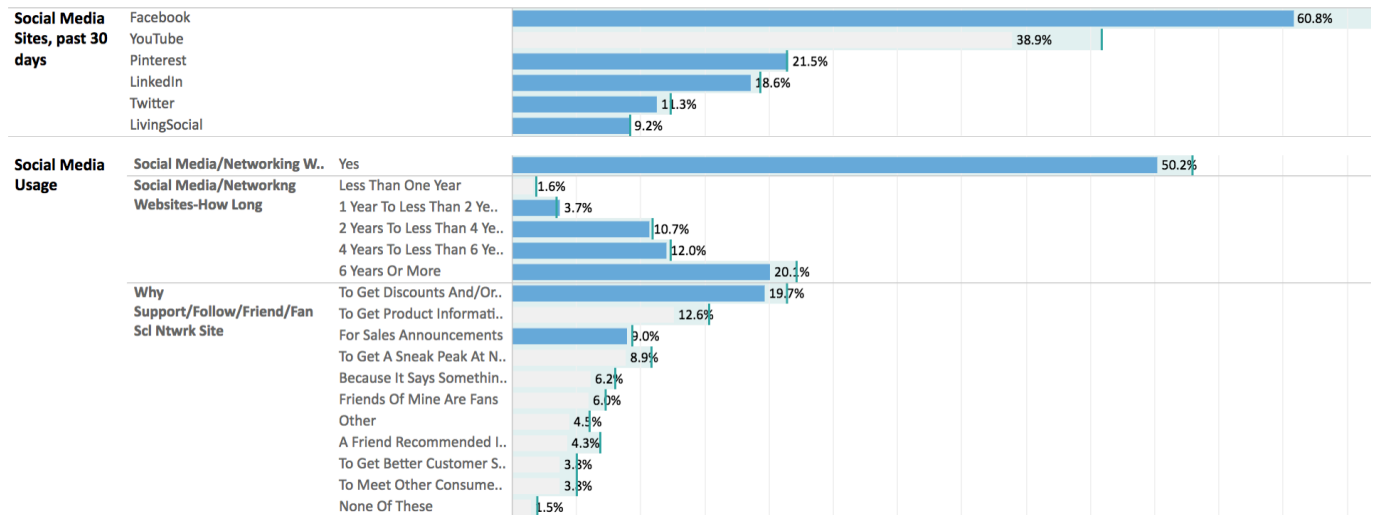
## Email

Almost one fifth of the both populations “..like to hear about new products and services via email.” All in all the San Diego DMA population spend more time on emailing.



## Social Media

50.2% of the Fallbrook Community is on social with 53% of the San Diego DMA adult population. Most use social media/ Some follow sites to get discounts but the majority use social media to connect with friends. Facebook, YouTube and Pinterest are most popular. Twitter is used by about 12% each population.



## Text

71.6% of the Fallbrook Community population are texters. One quarter keep it to one to four texts a day.

