

EDDM® Campaign Summary

For ZIP Code: 90304

Total Reach

4,811



Age 25-34

16.2%



Average Income

\$43,361



Business Mix

6.8%



Area Insights

Demographics and Lifestyle

90304 is a working-class neighborhood with a diverse mix of residents. Many of them are younger, with a good number of families, and they mostly live in small homes or apartments.

Market Opportunities

The best direct mail marketing opportunities here would target budget-conscious families, offering deals on everyday essentials, family activities, or affordable services.

Business Environment

The local business environment is quite vibrant, with many small businesses, retail shops, and restaurants serving the community. It's a great place to support local and reach out to businesses who want to connect with their neighborhood.

Selected Routes

| ROUTE | BATCH | RESIDENTIAL | BUSINESS | TOTAL | SIZE | INCOME |
|------------|-------|-------------|----------|-------|------|----------|
| 90304-C001 | 1 | 855 | 4 | 859 | 4.58 | \$34,300 |
| 90304-C012 | 1 | 793 | 92 | 885 | 4.43 | \$41,880 |
| 90304-C009 | 1 | 755 | 44 | 799 | 2.80 | \$66,380 |
| 90304-C008 | 1 | 625 | 55 | 680 | 4.40 | \$36,550 |
| 90304-C015 | 1 | 557 | 42 | 599 | 4.45 | \$39,580 |
| 90304-C003 | 1 | 525 | 1 | 526 | 4.32 | \$48,110 |
| 90304-C007 | 1 | 372 | 91 | 463 | 4.83 | \$36,730 |