

**COMFORTABLE LIVING**  
Population: 55,570,000

**A1. SETTLED & CONTENT**  
• Many parents with children at university  
• Some families with younger kids  
• 68% haven't moved in the last 10 years  
• Only 19% with children living at home

77k Median Income | 311k Home Value | 44 Median Age | 75% Owner Occupancy

**A2. SPACIOUS SUBURBS**  
• Lots of families with children of all ages  
• Low population density  
• Over 70% of the adults have completed at least some college

83k Median Income | 224k Home Value | 40 Median Age | 85% Owner Occupancy

**A3. HIGH EARNING FAMILIES**  
• Lots of families with children of all ages  
• Over 50% of adults are college graduates  
• Tight distribution of income, far above the national average

114k Median Income | 336k Home Value | 40 Median Age | 89% Owner Occupancy

**B1. COUNTRY LIVING**  
• Lowest population density (244/sq. mile)  
• High employment in agriculture  
• Nearly 10% of workforce is self-employed  
• Primarily white and English speaking

53k Median Income | 152k Home Value | 46 Median Age | 80% Owner Occupancy

**B2. PROVINCIAL LIFESTYLES**  
• Low population density  
• High percentage of manufacturing jobs  
• Tight income distribution  
• Smaller, single-family, detached housing

46k Median Income | 106k Home Value | 39 Median Age | 71% Owner Occupancy

**B3. AGRARIAN OUTBACKS**  
• High percentage of persons age 45-59  
• High rates of vehicle ownership  
• Tight income distribution near the national mean

64k Median Income | 149k Home Value | 41 Median Age | 79% Owner Occupancy

**C1. SPRAWLING SOUTHEAST**  
• Primarily high-school educated  
• High youth and middle-age population  
• Many single-parent households  
• Primarily black and English speaking

25k Median Income | 64k Home Value | 34 Median Age | 44% Owner Occupancy

**C2. FAMILIES ON THE RISE**  
• Many families with children in high school  
• Over 50% have completed some college  
• Primarily black, non-hispanic population

51k Median Income | 127k Home Value | 38 Median Age | 68% Owner Occupancy

**C3. BLUE COLLAR BOROUGHS**  
• Rents below the national average  
• High percentage of public transportation use  
• Urban, high population density

29k Median Income | 113k Home Value | 32 Median Age | 26% Owner Occupancy

**C4. PASTORAL PATCHWORK**  
• Rural suburbs of Endeavoring Estates  
• High Native American population  
• High percentage of individuals employed in manufacturing

33k Median Income | 86k Home Value | 34 Median Age | 52% Owner Occupancy

**D1. COMMUNITIES ON THE MOVE**  
• Many residents have moved in past 10 years  
• Many adults age 20-24  
• Rents below the national average  
• Usually on the outskirts of smaller cities

34k Median Income | 103k Home Value | 31 Median Age | 18% Owner Occupancy

**D2. STRIVING INDIVIDUALS**  
• High population 20-29 and 80+  
• High percentage of individuals living alone  
• Moderate population density within or just outside smaller cities

44k Median Income | 123k Home Value | 42 Median Age | 43% Owner Occupancy

**D3. BREADWINNERS**  
• Highest college graduation rate in segment  
• High percentage of individuals living alone  
• High population 20-29  
• 55% have moved in past 10 years

47k Median Income | 170k Home Value | 36 Median Age | 40% Owner Occupancy

**D4. INDUSTRIOUS ACREAGES**  
• High percentage of manufacturing jobs  
• Many drive to work  
• Commonly found in industrial cities like Detroit or Cleveland

36k Median Income | 94k Home Value | 36 Median Age | 46% Owner Occupancy

**E1. CITY-FRINGE ASSORTMENTS**  
• Racially-mixed population  
• Even age distribution between 0-55  
• Even income distribution  
• Found on the edge and just inside major cities

73k Median Income | 347k Home Value | 36 Median Age | 57% Owner Occupancy

**E2. AMBITIOUS UP-AND-COMERS**  
• High population of young families  
• High average family size  
• High home values & rent despite income below the average

46k Median Income | 332k Home Value | 31 Median Age | 27% Owner Occupancy

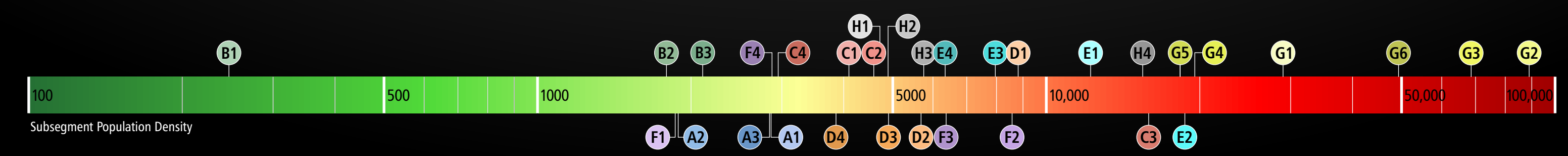
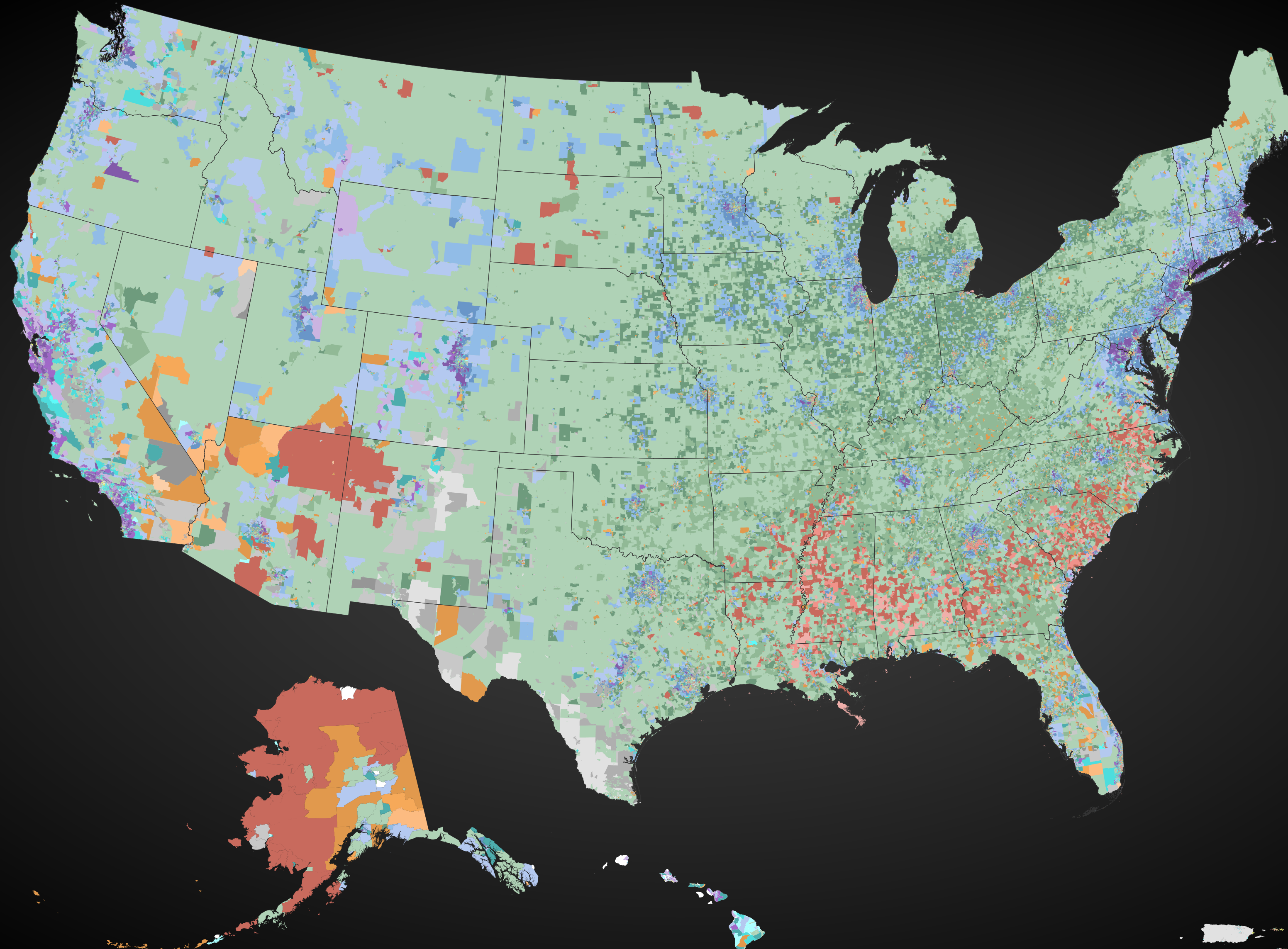
**E3. ARDENT SUBURBANITES**  
• Over half the households speak languages other than English at home  
• Primarily single-family detached housing despite high density

67k Median Income | 323k Home Value | 34 Median Age | 66% Owner Occupancy

**E4. BLOOMERS**  
• Many recent university graduates  
• Mix of people living alone and young families  
• High home values and rents  
• Close proximity to cities

61k Median Income | 302k Home Value | 37 Median Age | 43% Owner Occupancy

# Geodemographic Segmentation



**F1. ESTABLISHED ENTREPRENEURS**  
• High percentage of wealthy retirees  
• Many unoccupied housing units/vacation homes  
• Over 50% have a B.A. or higher  
• Low household size

96k Median Income | 786k Home Value | 56 Median Age | 79% Owner Occupancy

**F2. BOOMING HARBORS**  
• Wealthy families primarily white and Asian  
• Almost half have a B.A. or higher  
• Relatively high population density  
• Very low percentage of one-person households

120k Median Income | 786k Home Value | 41 Median Age | 76% Owner Occupancy

**F3. RECENT RICHES**  
• Suburbs typically found near wealthy cities  
• Many high income individuals & young families  
• 56% with a B.A. or higher  
• More mobile than other Affluent Environments

104k Median Income | 703k Home Value | 42 Median Age | 68% Owner Occupancy

**F4. OPULENT HOMESTEADS**  
• Populated with some of the wealthiest households in the country  
• Nearly 75% with a B.A. or higher  
• Many families with children of all ages

162k Median Income | 741k Home Value | 43 Median Age | 91% Owner Occupancy

**G1. TIGHT-PACKED BOHEMIA**  
• More family-oriented than the rest of the segment  
• More detached single-family houses than the rest of the segment

67k Median Income | 688k Home Value | 35 Median Age | 28% Owner Occupancy

**G2. CROWDED RESIDENTIAL**  
• Highest population density (88,631/sq. mile)  
• Racially diverse population  
• Many children and young adults  
• Many single-parent households

36k Median Income | 334k Home Value | 34 Median Age | 12% Owner Occupancy

**G3. HIGH-INCOME DISTRICTS**  
• Highest home values and rent  
• 75% have B.A. or higher  
• High percentage of people living alone  
• High percentage of persons 20-29

111k Median Income | 877k Home Value | 36 Median Age | 33% Owner Occupancy

**G4. METROPOLITAN MEDLEY**  
• Diverse income and racial population  
• Many recent university graduates age 20-29  
• Over 1/4 of population live alone  
• 59% have moved in the last 10 years

59k Median Income | 434k Home Value | 35 Median Age | 26% Owner Occupancy

**G5. QUIET ALCOVES**  
• Consists of many university campuses  
• High percentage of persons 20-24  
• 74% have moved in the last 10 years  
• Lowest population density in the segment

41k Median Income | 415k Home Value | 28 Median Age | 1% Owner Occupancy

**G6. URBAN COMMUTERS**  
• Highest percentage of public transportation use  
• Mostly attached housing units  
• Over 1/4 of population have 1+ hour commute  
• Many single-parent families

45k Median Income | 456k Home Value | 35 Median Age | 24% Owner Occupancy

**H1. BARRIOS TRANQUILOS**  
• Lowest household income of any subsegment  
• High unemployment & poverty rate near 40%  
• 98% Hispanic population  
• Typically found in Southwestern U.S.

22k Median Income | 106k Home Value | 40 Median Age | 69% Owner Occupancy

**H2. REGIONAL COMPOSITE**  
• Suburban with many young families  
• Most demographically diverse in the segment  
• Over 25% of the population did not complete high school

42k Median Income | 108k Home Value | 31 Median Age | 56% Owner Occupancy

**H3. FAMILIAS PROSPERAS**  
• High percentage of families with children  
• Low unemployment rate for the segment  
• Many employed in construction & manufacturing  
• High poverty rate

49k Median Income | 124k Home Value | 31 Median Age | 69% Owner Occupancy

**H4. TIERRA URBANA**  
• Expansive population pyramid  
• High family and household size  
• High Hispanic population  
• High poverty rate

33k Median Income | 102k Home Value | 30 Median Age | 31% Owner Occupancy

**COSMOPOLITAN COMMUNITIES**  
Population: 20,678,000

**AFFLUENT ENVIRONMENTS**  
Population: 27,985,000

**CULTURAL MOSAICS**  
Population: 26,181,000

A geodemographic segmentation is a process in which geographic areas are clustered into groups based on their demographic compositions. In the Maptitude Geodemographic Segmentation, Census Block Groups are first categorized into one of eight segments, then one of three to six subsegments.

Segments typically vary greatly from one another and are often clustered by region. Subsegments within the same segment are often characteristically similar, only differing by a few demographics.