

MicroVision Market Segmentation System

The following descriptions are lifestyle generalizations provided by MicroVision.

MicroVision data is based on 1990 Census information and current-year consumer demand data. The evaluations are made at the ZIP+4 level of postal geography, which can describe a sector of several blocks, a group of streets, several buildings or even one side of a street.

Top Tier

01 Top Tier

These are families with older children located in the suburbs. They have very high levels of income and education and work in executive, managerial and other professional occupations.

02 Top Tier

These are family homeowners, with children, living in the suburbs. They have a very high level of income and education and work in sales and other white-collar occupations. Many households contain two or more workers and three or more people.

03 Top Tier

These are families with and without children. They are typically homeowners located in suburban areas. They have very high levels of income and education and work in white-collar, executive and managerial occupations.

04 Top Tier

These are households with very high incomes living in suburban areas. They are homeowners with very high property values, primarily working in white-collar occupations such as sales.

05 Top Tier

These are typically married couples with young children, living in suburban and urban areas. They have high income and education levels, are homeowners and work in white-collar occupations.

06 Top Tier

These are typically high income, married couples with children. They live in rural areas and live in owner-occupied, single family detached units. They have a high level of education and work in white-collar occupations.

07 Top Tier

These are typically high-income households, with slightly older than average married couples, with and without children. They live in the suburbs, own their home, have a high level of education and work in white-collar occupations.

08 Top Tier

These are typically households containing singles and couples, with two workers and no children. They live in the suburbs and some urban areas and have high levels of education and income.

09 Top Tier

These are typically married couples, with children, living in owner-occupied, detached single family units. They have a medium-high income level and live in rural and suburban areas.

Middle Tier

10 Upper Middle Tier

These households are typically married couples with one or no children at home. They have an above average household income, own their home and are primarily concentrated in the suburbs.

11 Upper Middle Tier

These households are generally families with children, living in suburban areas in the west. They have a medium-high level of income, have attended some college and live in houses built between 1960 and 1979.

12 Upper Middle Tier

These are typically 22 to 34 year olds living in non-family households with one or two people. They are concentrated in urban areas, are renters, have a high household income and very high per capita income.

13 Upper Middle Tier

These are renter-occupied, non-family households, usually containing one person and sometimes two, located in urban areas. They have very high income and education levels and white-collar occupations.

14 Upper Middle Tier

This segment has a high income level, a high concentration of people 45 to 59 years of age, and typically work in white-collar occupations. They are slightly above the national average in owner-occupied units, having two persons in the household and living in suburban areas.

15 Upper Middle Tier

These are typically households with one or two young adults, living in renter-occupied housing and located in urban and suburban areas. Their household income is slightly higher than average, as is the percent that have college degrees and white-collar occupations.

16 Upper Middle Tier, Rural

These are typically married families with children, located in rural areas. They have a household income very near the national average, own their home and work in blue-collar occupations.

17 Middle Tier

These are typically young families with a relatively large number of children. They live in urban and some suburban areas, have household incomes around the national average, work in blue-collar occupations and are slightly more likely than average to rent.

18 Middle Tier

These are typically suburban families with one or two children. They have household incomes around the national average, live in owner-occupied housing and work in blue-collar occupations.

19 Middle Tier, Young

This segment consists primarily of young adults without children. They are typically one and two person households renting in urban and suburban areas. They have a medium-high income level and white-collar occupations.

20 Middle Tier

Older singles and couples, living in the suburbs with no children and a household income near the national average. Typically home owners, living in single unit detached or mobile homes.

21 Middle Tier

These are older singles and couples, living in suburban and rural areas. They are both homeowners and renters, with household incomes near the national average, medium-low education and a high percentage that receive retirement income.

22 Middle Tier

This segment is comprised of singles and couples, some with one or two children, with medium-low levels of income and education. They live primarily in suburban areas, live in owner-occupied units and work in blue-collar occupations.

23 Middle Tier

These are primarily older couples, with no children in the household, or single person households. They live in suburban areas, have medium levels of income and education and a high likelihood of being retiree.

24 Middle Tier, Urban Families

These are families with a relatively large number of older children. They live primarily in urban areas and have medium-low income and education levels. They tend to have blue-collar occupations and take public transportation to work.

25 Lower Middle Tier

This segment consists of families with children, located primarily in rural areas. They have low income and education levels, are homeowners with low property value and work in blue-collar occupations.

26 Lower Middle Tier

These households are singles and couples, with and without children, located in suburban and some rural areas. They have low income and education levels, work in blue-collar occupations and have low property values and rent levels.

27 Middle Tier, Rural

This segment consists primarily of households with children, located in rural areas. They have a medium-low income and low education levels and work in blue-collar occupations, especially farming, forestry and fishing.

28 Lower Middle Tier

These are slightly younger than average households, with children, located in rural areas and living in older homes. They have low income, property value and education levels and work in blue-collar occupations.

29 Lower Middle Tier

These are primarily families with large numbers of children, located in rural areas and living in older homes. They have low income, property value and education levels and work in blue-collar occupations.

30 Middle Tier

This segment consists primarily of seniors, with one or two people in the residence, located in suburban areas. They live in multi-unit housing, have a medium-low income level and a relatively large percentage receive retirement income.

31 Middle Tier, Rural

These are owner-occupied households, containing mature couples and few children. They live in rural areas, have low household incomes and work in blue-collar occupations.

32 Lower Middle Tier, Urban

This segment consists of households containing relatively young singles, some couples and few children. They are typically renters, located in urban areas, with medium-low income and education levels and work in administrative support and blue-collar occupations.

33 Lower Middle Tier, Rural

These are married couples, many with children, located in rural areas. They are typically low-income homeowners, living in older houses with a low property value.

34 Lower Middle Tier, Young

This segment consists of young, single adults, living in rental or group housing, in urban and suburban areas. They have an above average education and medium-low income level, and they are likely to work in white-collar occupations.

35 Lower Middle Tier

These are married families, many with children, living in suburban and rural areas. Most are homeowners with low property value and household income, working in blue-collar occupations. Relatively few have education beyond the high school level.

36 Lower Middle Tier

Typically young singles, living in non-family households, located in urban areas. Primarily renters with medium-low income, little college education, working in administrative support and service occupations.

37 Middle Tier, Urban

This segment consists of singles, primarily living alone, in rental property. They live in urban areas, have a high level of education, medium-high income and work in white-collar occupations.

38 Lower Middle Tier, Rural

These are primarily rural households, containing married, middle aged adults, with older children. They have little education beyond high school, low income and work in blue-collar occupations.

39 Lower Middle Tier

These are typically young adults and seniors, living in renter-occupied households, located in urban and suburban areas. These households typically contain one to two persons, have a low level of income and work in white-collar specialty and blue-collar service occupations.

40 Lower Middle Tier

This segment typically consists of younger, single adults with young children, and seniors, located in urban and suburban areas. They are typically renters, with very low income and education, working in blue-collar occupations.

Lower Tier

41 Lower Tier, Urban

These are urban households, with relatively young adults and a large number of children. They are typically renters, with very low income, little education, working as laborers, machine operators and in other blue-collar occupations.

42 Lower Middle Tier, Rural

These are rural households with a large number of children. They are primarily homeowners, with very low incomes, little education, working in blue-collar occupations.

43 Lower Tier

This segment consists of very low-income households located in urban and suburban areas. They are young adults and seniors, many with children, living in renter-occupied housing. They have low levels of education and work in the service sector and other blue-collar occupations.

44 Lower Tier

This segment contains primarily young adults and seniors, renting in urban areas. They have very low income and education levels, live in multi-family dwelling units and work in blue-collar occupations.

45 Lower Middle Tier

These households are typically young singles, renting in urban areas. They have relatively few children, a low level of income, lower than average education and many employed in service positions.

46 Lower Tier

These are primarily families with a relatively large number of children. They have very low income and education levels, and are mostly renters and work in the service sector and other blue-collar occupations.

47 Lower Tier, Young

These are typically young singles with very low incomes, living in non-family households and group quarters, located in urban areas. Many are currently in college, living in one or two person households, in structures with ten or more units.

48 Lower Tier, Urban

This segment contains primarily young adults and seniors, renting in urban areas. They are single occupant households with few children and live in structures with over 50 units. They have a very low level of income and a less than average level of education.

Outliers

49 Anomalies

In every cluster solution, there are some observations that do not fit perfectly with the identified cluster. In the case of MicroVision, there were a small number of ZIP+4s whose characteristics were unusual and unlike the homogeneous clusters in the solution

50 Unclassified

The small number of ZIP+4s included in this segment are unclassified due to a lack of residential data. As a result, these areas are similar to Segment 49 in their lack of homogeneity. Since they reflect a lack of data indicating residential populations, they are likely to be business ZIP+4s or PO Boxes.