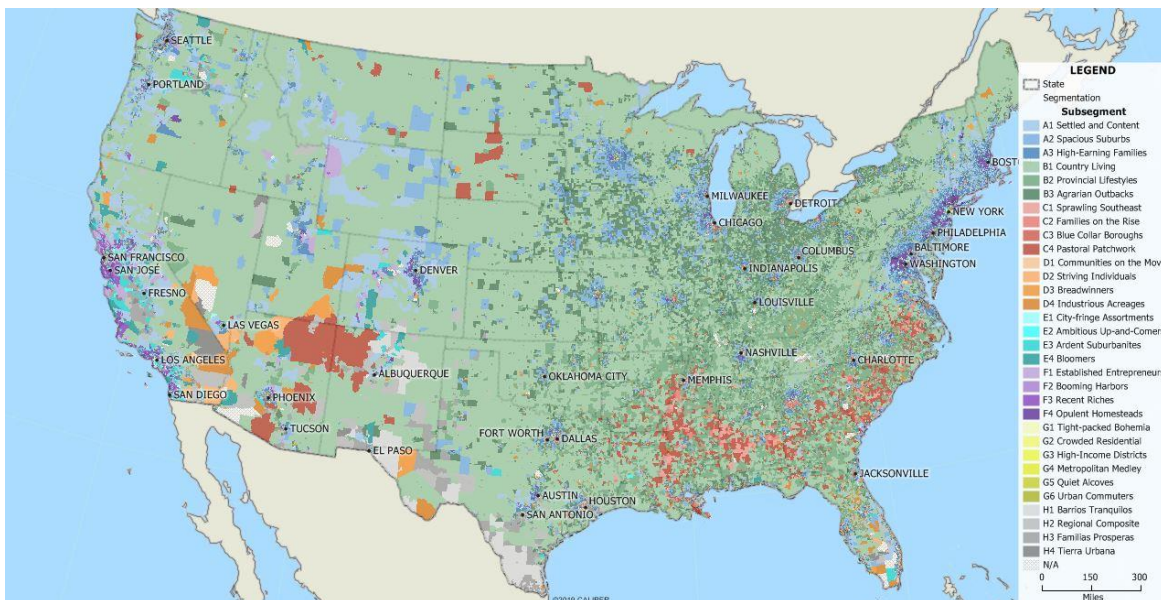


# Getting Started with Maptitude Geodemographic Segmentation

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. These segments and subsegments are then given unique names based on their demographic makeup.

Geodemographic segmentations can be used:

- To search for potential markets for a new franchise location
- To analyze the success of current business locations based on demographics
- To understand the composition of your target market
- To examine prevalence of different demographics from region to region
- To quickly and easily visualize demographic compositions of an area



## Using the Maptitude Geodemographic Segmentation

There are many ways to use the geodemographic segmentation. The pages that follow highlight a few popular use cases for this layer as well as how you can incorporate it into your analysis.

## Installing the Maptitude Geodemographic Segmentation Layer for Maptitude

The Maptitude Geodemographic Segmentation layer is available for free through the online store for users with the latest version of Maptitude. Once you've checked out in the store, you can follow the steps below to install:

1. Click the **Download Now** button in the download email to begin.
2. Enter the serial number associated with your license in the Serial Number box.
3. Wait for the download to complete. Once it completes, click **Install**.
4. Follow the prompts to install the Geodemographic Segmentation layer.


- Once complete, you can find all the installed data in the **C:\ccdata\Geodemographic Segmentation 20XX** folder.

## Targeting a Demographic Within an Area


Often, when looking to open a new store or restaurant location, you'll be looking to set up somewhere where a particular demographic is prominent. While thematic maps can help with this, they're not a perfect solution. Perhaps you need to look for multiple demographic or economic indicators at the same time, or maybe you don't have exact values for the indicators that you're looking for. The Maptitude Geodemographic Segmentation can help with this type of problem.

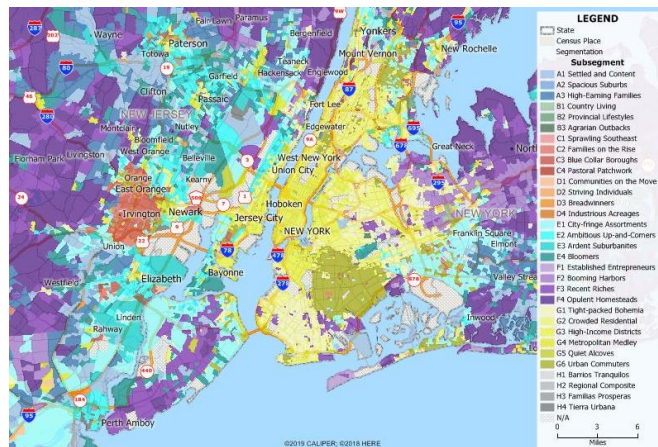
The following example demonstrates how to use the Segmentation to identify a location for a daycare facility somewhere near New York City.

The first step is to add the Segmentation layer to a US map:

- From the **Home** window, choose **New Map of United States**.
- Highlight **United States** and click **Finish** to open a US map.
- Choose **Map>Layers** or click  on the Standard toolbar.
- Click **Add Layer**, browse to your "C:\ccdata\Geodemographic Segmentation 20XX" folder, choose the **ccGeodemographicSegmentation.cdf** file, and click **Open**.
- Click **Close** to return to your map. You should see the multi-colored segmentation on your map.

Next, use the Find, Zoom, or Pan tools to display the general area of the map where you would like to do your analysis. For example:

- Choose **Edit>Find** or click  on the Standard toolbar.
- Choose **U.S. City** from the scroll list, type **New York, NY** in the **U.S. City, State** box, and click **OK**.



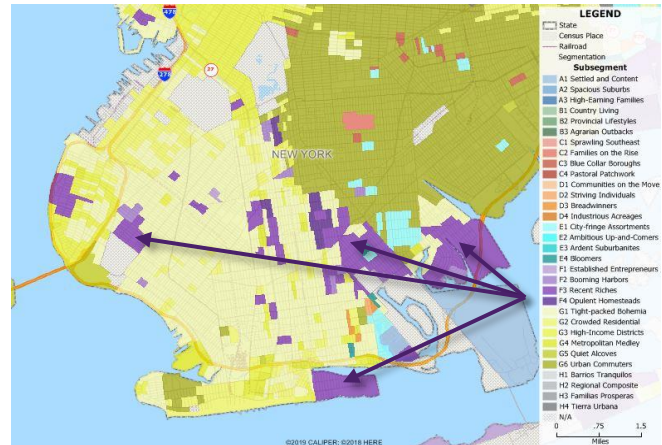
Next browse the descriptions of each segment found in the first few pages of the Maptitude Geodemographic Segmentation Handbook (**Demographic Handbook.pdf**) to identify the segment that contains demographics that are desirable to your application.

- Click on the title of the segment that best suits your application. For the daycare facility example, you may want to find neighborhoods that are high income and family-oriented, but still with moderate or higher population density so you could click **Affluent Environments** to jump to those pages.
- Read through the descriptions of the subsegments. You can probably skip over the **Established Entrepreneurs** (because their median age is 56) and the **Booming Harbors**

(because they are primarily located on the West Coast). That leaves the **Recent Riches** and **Opulent Homesteads**, both of which describe the target daycare market quite nicely.

10. Return to your map and check the legend; note that **Recent Riches** and **Opulent Homesteads** are both a dark purple, so those are the Block Groups to target.

From here, you could perform a conditional selection to highlight the subsegments on the map (see “Creating a Set for a Subsegment in a Specific Area” below for more information), but there are already some large dark-purple clusters in Brooklyn that stand out pretty well. These are moderate-to-high population density, wealthy, family-oriented neighborhoods in New York City. Perfect for opening a daycare!



## Finding the Lifestyle Composition of a Given Area


Oftentimes it may be useful to know what segments or subsegments make up each of your territories. To calculate the segment composition, you'll need to:

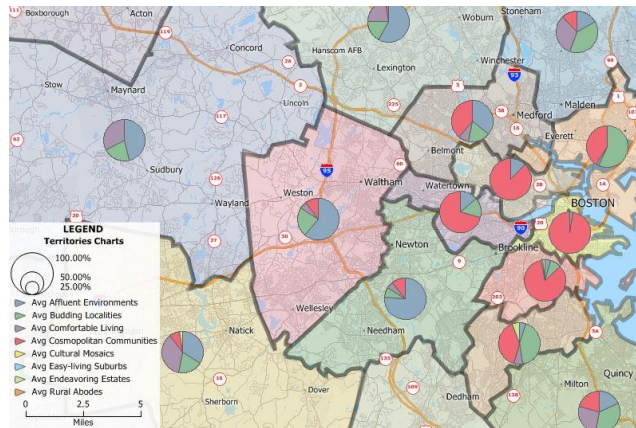
1. Open a map that contains your territories.
2. Follow steps 3-6 in the previous “Targeting a Demographic Within an Area” tutorial to add the Segmentation layer to the map.
3. Make your territory layer the working layer.
4. Choose **Tools>Analysis>Overlay**.
5. Choose **All Features** from the Overlay drop-down list, choose **Segmentation** from the Layer drop-down list, uncheck the **Create a Report** box, and click **OK**.

Maptitude displays the overlay results in a dataview with the percentage composition of each of your territories by segment and subsegment. You can export the results to Excel as follows:

1. Make the **Overlay** Dataview the active window.
2. Choose **File>Export>Table**.
3. Choose a folder in which to save the file, choose **Excel Worksheet** from the Save as Type drop-down list, enter a file name, and click **Save**.

Alternatively, a chart theme can be used to visualize the results:

1. Minimize your **Overlay** Dataview and return to your map.
2. Verify that your territory layer is still the working layer.
3. Choose **Map>Thematic Mapping >Chart** or click  on the Standard toolbar.
4. Highlight either all of the segments or all of the subsegments and click **OK**.




Maptitude displays a chart theme illustrating the lifestyle composition of the territories. You may want to hide the Segmentation layer.

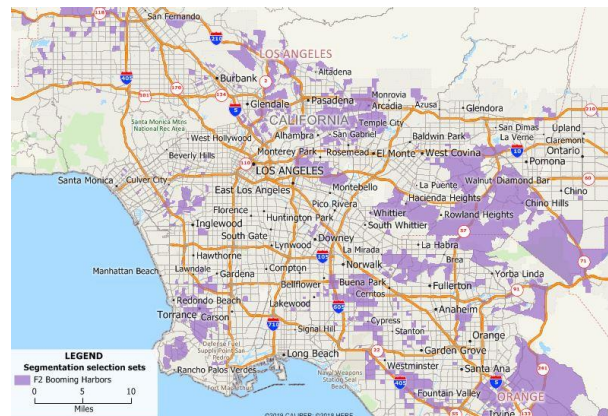
## Isolating Segments or Subsegments

You may find that you would like the ability to toggle different segments and subsegments on and off. This is easy to do by simply converting the color theme to selection sets:

1. Use the **Edit>Find** command or the Zoom and Pan tools to display a location of your choice.
2. Make the **Segmentation** layer the working layer.
3. Choose **Selection>Select by Theme**.
4. Click **OK** then **Yes** to confirm. Maptitude converts the color theme into 33 selection sets.

Now that the theme has been converted, you can toggle the different sets on and off.

5. Choose the subsegment that you want to isolate from the drop-down list on the Selection toolbar.
6. Click  on the Selection toolbar. Maptitude will hide all sets except for the one you've chosen, making it easy to look for specific types of neighborhoods.
7. Repeat steps 5 and 6 to see different subsegments.





## Creating a Set for a Subsegment in a Specific Area

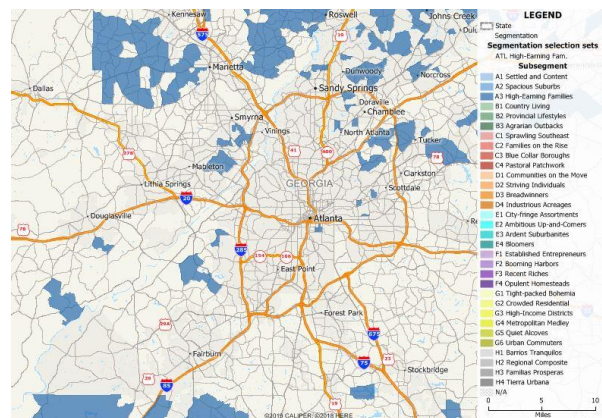
If you just want to see the extent of a single subsegment in an area, you can create a selection set of that particular subsegment. You can follow the steps below to do this:

1. Use the **Edit>Find** command or the Zoom and Pan tools to display a location of your choice.
2. Make the **Segmentation** layer the working layer.
3. Choose **Selection>Select by Condition**.

- a. In the Set Name box, type a name for your set.
- b. Choose **Subsegment** from the Field List drop-down list.
- c. Choose = from the Operator List drop-down list.
- d. Choose the subsegment that you want to examine from the **Values of Subsegment** drop-down list. If you don't see your subsegment listed, you can manually type it in the Enter a Condition box. Make sure to include quotes around your subsegment if you do enter it manually. (e.g., To examine the High-Earning Families subsegment, the condition would be **Subsegment = "A3 High-Earning Families"**)
- e. Check the **Select from Visible Features Only** box and click **OK**.

4. Click  on the Selection toolbar to display just the selected subsegment.
5. Click  on the Selection toolbar and click **Reset** to revert the color of the selection set back to the default color for the subsegment.

The resulting selection set is composed of block groups of your chosen subsegment limited to the area visible in the map.



## **Caliper Geodemographic Segmentation Data**

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