SimplyAnalytics®

SimplyAnalytics Community Lifestages

What Is the Community Lifestages Dataset?

SimplyAnalytics Community Lifestages is a segmentation dataset that combines age, income, and family status to classify households into 64 distinct market segments. Each segment represents a specific life situation such as young families with high incomes or older non-family households with moderate incomes. Rather than viewing age, income, and household structure separately, Community Lifestages integrates these dimensions into a single, intuitive framework that reflects real-world household composition.

Why Is This Dataset Useful?

Community Lifestages helps users move from basic demographic description to actionable segmentation analysis. By grouping households into meaningful life stages, students and analysts can more easily identify target audiences, compare markets, and understand how different household types are distributed geographically. For students, this dataset introduces a common analytical approach used in marketing, urban planning, site selection, and public policy, where decisions are often based on specific household profiles rather than isolated demographic variables.

Using the data in SimplyAnalytics

Getting Started - Creating a Project

Creating a project takes 3 quick steps.
1.) Add in at least one location **2.)** Click Next and **3.)** Choose at least one data variable from the list, and click **Create Project.**

New Project

Select a country for this project: USA ▾

Search for one or more locations that you would like to analyze:

🔍   ①

USA (USA) ✕

Next ②

Please select one or more "seed" variables so we can auto-generate maps and reports for you.

(Thousands of other data variables are available. Use the 'Data' tab to search and add them to your project.)

- ☐ # Total Population
- ☐ % Age | 65 years and over
- ☑ % Educational Attainment | Bachelor's degree or higher
- ☑ Median Household Income
- ☐ % Household Income | $100,000 or more
- ☐ Average Per Capita Income
- ☐ % Veteran Status | Veteran
- ☐ # Housing Units
- ☐ % Housing Tenure | Owner occupied
- ☐ % Housing Tenure | Renter occupied

③ Create project   Create project without seed variables

When you create a project in SimplyAnalytics, the database automatically generates 4 unique **"views"** for you.

These are different ways to look at data and include:

1. Comparison Table   3. Map
2. Quick Report   4. Ranking Report

Because these views represent different ways to look at data, each view can answer a different type of research question, and has a unique purpose. SimplyAnalytics contains many different views, in addition to the above. **Let's take a look at 3 examples.**

Identifying the Dominant Lifestages in a Location

Learning Objective
This approach shows how analysts quickly characterize a place by identifying its dominant household types.

How the analysis works:
Use a related data table to display all Community Lifestage segments for a selected location, sorted by share or household count, revealing which life stage is most represented.

Step 1:

Click **New View** at the far-right of the screen > Create under the **Related Data Table** heading.
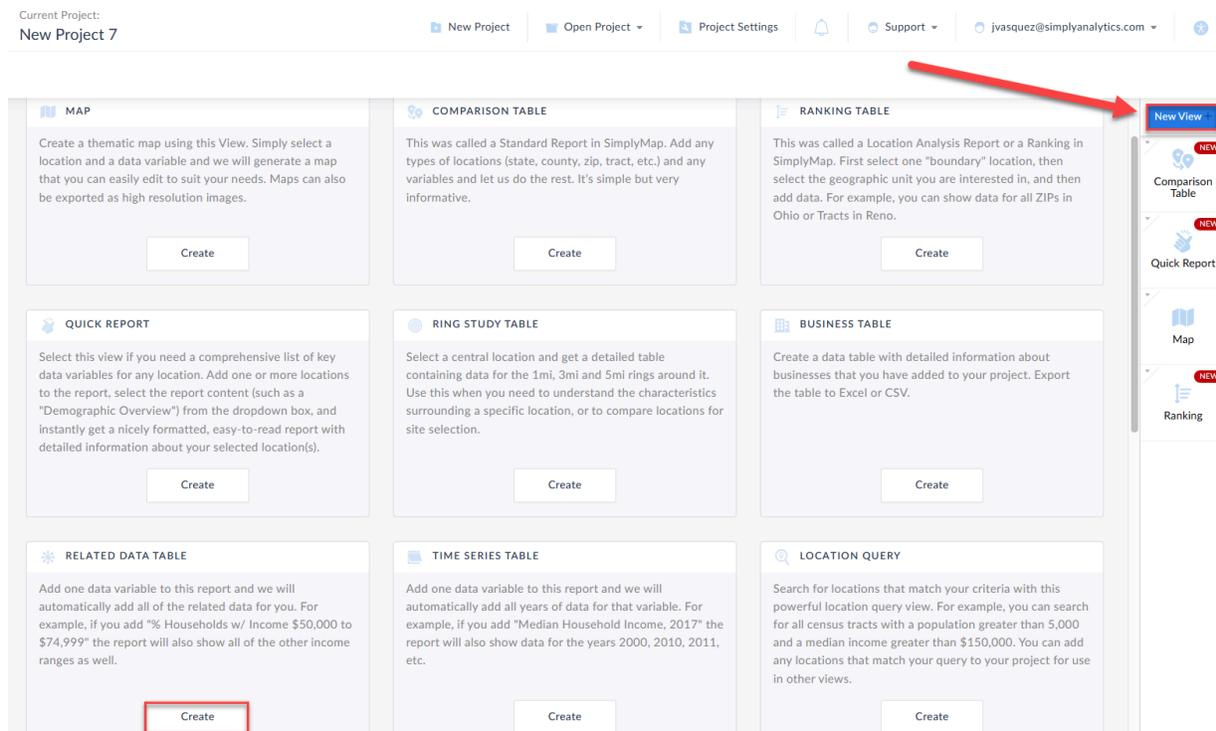
Step 2: Under the Locations block at the top-left, type in your desired location for analysis. This example will look at ZIP Code: 10001.

Step 3: Add in one Lifestage segment at this path: *Community Lifestages » Lifestages* and select, **Done.**

The **Related Data Table** will generate and automatically add in all lifestage segments for you. Click on the Location and **Sort, Largest to Smallest** to reveal the dominant lifestage in the target location.

Congrats! The final report will be generated as shown below highlighting the top distribution of lifestages in ZIP Code 10001.

| % Lifestage 1: Non-Family Households, Under 25, Less than $49,999, 2025 ▾ | sorted by | 10001, New York, NY ▾ | and showing | percent ▾ | data |

Data Variable	10001, New York, NY ▲	USA
% Lifestage 20: Non-Family Households, 25 to 44, $150,000 or more, 2025 cls	19.75%	1.49%
% Lifestage 17: Non-Family Households, 25 to 44, Less than $49,999, 2025 cls	9.60%	4.66%
% Lifestage 49: Non-Family Households, 65+, Less than $49,999, 2025 cls	7.85%	10.76%
% Lifestage 33: Non-Family Households, 45 to 64, Less than $49,999, 2025 cls	5.13%	7.21%
% Lifestage 19: Non-Family Households, 25 to 44, $100,000 to $149,999, 2025 cls	5.13%	1.68%

Finding Markets with a High Concentration of a Specific Age by Income

Learning Objective

This example demonstrates how rankings help quickly identify markets where a particular household type is most prevalent. It reinforces how lifestages simplify complex demographic combinations into a single, comparable measure.

What students learn:

- How segmentation is used to define target populations
- How ranking reports surface geographic concentration
- How integrated variables support clearer analysis than single metrics

Step 1: Select the **Ranking Report** table at the far-right of the screen.

Step 2: Navigate to this folder path: *Community Lifestages » Age by Income* to select the Age by Income variable: **% Under 25, $50,000 to $99,999**

Step 3: Set the dropdowns at the top of the report to show Counties in the USA, and sort it by the chosen data variable.

	Location	% Educational Attainment | Bac... ...egree or higher, 2025 `dem` `est`	Median Household Income, 2025 `dem` `est`	% Under 25, $50,000 to $99,999, 2025 `cls` ▴
1	Madison County, ID	41.14%	$59,990.36	11.84%
2	Kidder County, ND	23.05%	$62,195.45	10.70%
3	Pershing County, NV	8.74%	$73,303.53	8.72%
4	Tyrrell County, NC	17.66%	$52,291.70	8.67%
5	Gunnison County, CO	60.41%	$81,257.28	8.35%
6	Wallace County, KS	18.22%	$62,173.92	8.23%
7	Greer County, OK	14.60%	$61,241.56	7.82%
8	Aleutians East Borough, AK	18.98%	$74,584.00	7.76%
9	McKenzie County, ND	20.67%	$89,514.95	7.60%
10	Fallon County, MT	17.86%	$77,610.60	7.54%

Congrats! The final report will be generated as shown above. This shows the counties in the USA with the highest percentage of Under 25 Householders earning between $50,000-$99,999.

BONUS: If you want to help frame the data, add in **Total Population or Total Households.** This will add context to the concentrations shown above. You can also use a Data Filter (it can be created at the top of the report), to only show populations above a certain threshold. This is very useful if there is a need to only find larger areas - for example, only counties with a population above 50,000.

Measuring Family Status by Income Around a Specific Address

Learning Objective

This example highlights how distance-based analysis supports realistic service and market-area evaluation. It shows how segmentation data can be applied to site analysis, outreach planning, and accessibility studies.

Research Question

How many households within a target address are married with children and earn $150,000 or more?

What students learn:

- How ring studies model proximity-based populations
- How segmentation data supports location-specific analysis
- How geographic scale affects interpretation of results

Step 1: Select the **New View** button at the far-right of the screen.

Step 2: Click Create under the **Ring Study table.**

Step 3: This example includes geocoding an address. Click on **Locations** and paste this address into the field: *700 W Jefferson St, Boise, ID 83702* - click "*Address Lookup*" and choose the Block Group option available. This is the smallest unit of geography available in the platform. Image below for reference.
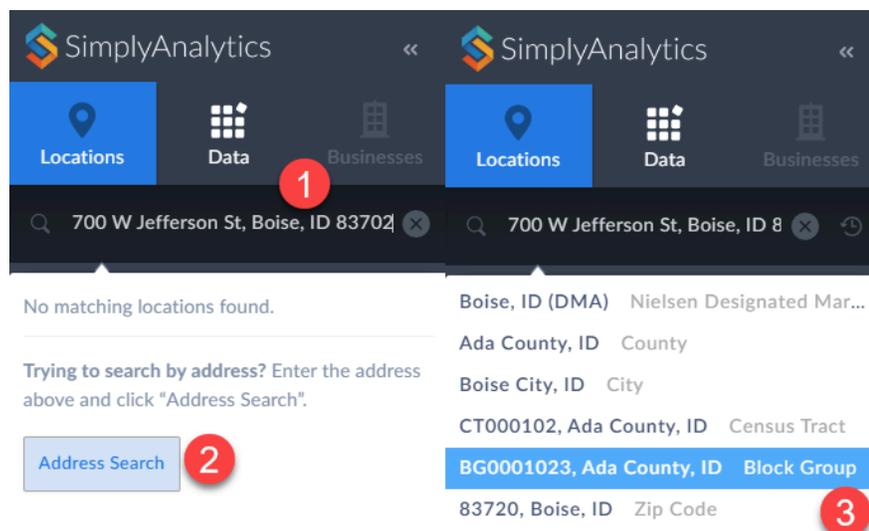
Step 4: Add this data variable: **# Married with Children, $150,000 or more** - this is located at this data folder path: *Community Lifestages » Family Status by Income* - click **done** to generate the report.

Congrats! The final report will be generated as shown below. This calculates the number of married households with children earning $150,000 or more within a 1, 3, and 5mi radius around an address.

BG0001023, Ada County, ID ▾

	1 mile radius	3 mile radius	5 mile radius	All of USA
# Married with Children, $150,000 or more, 2025 cls	397	2,328	4,088	8,547,133

Final Takeways

SimplyAnalytics Community Lifestages allows users to work with integrated household segments that reflect real-life situations, not just individual demographics. Through ranking reports, related data tables, and ring studies, students gain hands-on experience applying segmentation to compare markets, profile locations, and analyze populations around specific places—skills that directly translate to real-world analytical workflows.