

THE GEOFOCUS® micro-TERRITORIAL SEGMENTATION

The segmentation concerned the 367,000 sections in which the national territory was divided by ISTAT during the 2011 Census. Based on the socio-economic data collected, the sections were classified, with statistical procedures, in 34 clusters. Each section, containing on average 67 families and 162 people, therefore belongs to a single cluster (segment).

The 34 segments were then grouped into 12 groups based on their main characteristics. In the following descriptions we refer to the average characteristics of each group or segment and therefore to the average of thousands of sections. When we speak of "maximum value" or "minimum value" we mean the highest, or lowest, value that occurs in the average values of the segments of groups A to M, excluding therefore the special areas (group S).

GROUP A - Neighborhoods - 8.8% of the population

It is formed by the areas inhabited by the richest and most educated class. Families are quite small, with many singles and an older population than the average.

The population has high levels of employment, especially in business services and in public administration.

Very high the presence of entrepreneurs, professionals and managers.

It is mainly concentrated in the historical centers of large cities and in provincial capitals, especially in the central north.



Group A - Rome, Piazza dei Quiriti

The following segments are made up of the group:

A01 - Top & Vip 3.6% of the population

Population with the highest level of education and income (over 33% of the population has a university degree and per capita income is almost double that of the national average). Very high the presence of entrepreneurs, freelancers, managers and technicians of high specialization (maximum value) who work mainly in financial services, health, education and P.A.

The population is older than average with a reasonable presence of students, families are rather small (just over 2 people per family, 45% of families are single) and live mainly in medium-large apartments within large condominiums . The presence of mini apartments is also above average.

It is mainly concentrated in the historical centers and in the neighborhoods built between the two wars of the major cities of the central north, especially Milan and Rome.

A02 - The bourgeoisie spread 2.7% of the population

Population with a very high level of education and income, maximum presence of entrepreneurs, freelancers and managers who work mainly in business services.

The population is older than average with a fair number of students. Families are smaller than average and mostly live in rather large homes within condominiums.

It is concentrated in cities over 50,000 inhabitants and in the municipalities of urban belts mainly in the central north.

A03 - Silver hair golden pensions 2.5% of the population

Population with very high level of education and income. Particularly high the presence of entrepreneurs, freelancers and technicians of medium and high specialization (maximum values) who work mainly in the services and in the P.A.

The population is much older than average (maximum values for age groups between 60 and 74 years) with a high number of retired people, Families are smaller than average and live mainly in medium-large apartments within condominiums built mostly between 1946 and the 80s.

It is quite widespread throughout Italy and concentrated in cities over 50,000 inhabitants and in urban belt towns mainly in the north-east and in Sicily.

GROUP B - Neighborhoods 9.2% of the population

It is formed by areas inhabited by a population slightly older than the average with a level of income and education significantly higher than the national average.

Families have a size slightly below the average.

The population has higher levels of employment than the average with a high presence of employees, managers and technicians with high and medium specialization who work especially in the tertiary sector and in business services.

It is mainly concentrated in the semi-peripheral districts, built in the second half of the 20th century, of the municipalities with over 20,000 inhabitants, especially in the central north.



Group B - Milan, Via Uruguay

The following segments are made up of the group:

B04 - Jacket and tie 3,2% of the population

Population with high income and education level (maximum value for graduates). The presence of medium and high specialization employees and technicians is high, and they mainly work in services, in P & A in Transportation (maximum value).

The population is older than average. The families are rather small (2/3 of them have 1-2 members) and live in small-medium-sized properties, located in large condominiums built between 1946 and 1970 (maximum value for buildings built between 1946 and 1960). It is mainly concentrated in the center (especially in Lazio) and in the north-west in municipalities with more than 200,000 inhabitants mainly in the populous suburbs and semi-peripheral neighborhoods.

B05 - Generational exchange 2.9% of the population

Population with high level of education and income. There is a high level of employees and technicians with medium and high specialization who work mainly in services, especially those in companies.

The population is considerably older than the average (maximum value for those over seventy). Many retirees. Families are smaller than average with many singles (39%) and live mainly in condominiums, in medium-small, often rented houses, built between 1946 and 1970 (maximum value). In these areas a generational change is probably taking place between grandparents, children and grandchildren.

It is concentrated in the center-north in the municipalities of more than 50,000 inhabitants.

B06 - Metropolitan Life 3.1% of the population

Population with average level of education and rather high income. The employed population is high, with managers, employees and technicians with medium and high specialization working in all sectors except agriculture.

The population has an average demographic profile with the national one, although with a greater population presence between 40 and 70 years. Senior retirees of the average.

The families are medium-sized and live mainly in small condominiums, in medium-sized houses, built mostly between 1946 and 1980, mostly properties, It is concentrated in the north in the municipalities between 10.000 and 50.000 inhabitants particularly in the metropolitan areas. Gruppo B – Milano, Via Uruguay

GROUP C - Young settlements 8.4% of the population

It is formed by areas inhabited by a generally younger population than the average with a medium-high income and education level.

Families are above average for the presence of children and teenagers.

The population has significantly higher employment levels than the average

Employees, mainly middle-class employees and technicians, but also managers and, to a lesser extent, skilled workers prevail.

It is concentrated mainly in the center-north, in the new suburbs, built after 1990, of the municipalities over 100,000 inhabitants and in small towns, especially in the Po Valley.



Group C - Reggio Emilia, Via Professor Dino Pampari

The following segments are made up of the group:

C07 - Mortgage and baby-sitter 4.2% of the population

Population with educational level and average high income. Both male and female employment is high (maximum value) and concerns all sectors excluding agriculture. Employees (employees and technicians with a medium specialization) prevail.

The population is young and has moved recently around 1/3. There is a significant presence of families with children under 10 (maximum value) and parents between 30 and 49 (maximum values for the forty). Families are larger than average and live mostly within rather small condominiums, in medium-sized, newly built homes and properties. It is concentrated mainly in the center-north in the suburbs of recent construction of cities over 100,000 inhabitants and in municipalities under 20,000 inhabitants of metropolitan areas.

C08 - First house 4.2% of the population

Population with educational level and income slightly higher than average. Both male and female employment is high (just below the maximum) and covers all sectors, excluding agriculture, with a certain accentuation of the industry. Employees (medium specialization technicians, employees and skilled workers) prevail.

The population is very young and about 37% moved recently. There is a significant presence of families with children under 10 and parents in their thirties (maximum values) and of teenagers and students. Families are above average and live mainly in one or two-family houses (73%) in medium-sized, recently built homes (maximum value for homes built after 2,000) and in properties. It is mainly concentrated in the municipalities under 20,000 inhabitants of the north, particularly in the Po Valley.

GROUP D - Intermediate areas 11.1% of the population

It is formed by areas inhabited by the population with characteristics close to the national average: a slightly older age and a level of income and education slightly higher than the average. Families generally have a size close to the average but one of the segments (D10) highlights the presence of small families with many singles.

The population has rather high levels of employment in all sectors except agriculture with a certain emphasis on services. Employees prevail, mainly workers but also employees, technicians of average qualification and employees in commerce.

The houses are of various ages, however, not very recent and of medium-small size.

It is mainly concentrated in municipalities with more than 20,000 inhabitants in the central north.



Group D - Piacenza, Via Roma

The following segments are made up of the group:

D09 - Middle age 2.4% of the population

Population with educational level and income slightly above average. Employment is slightly higher than average, especially in services. Many employees and technicians with medium and high qualifications.

The population is slightly older than the average with a strong presence of fifty (maximum value) and sixty with children in their twenties. Many students. The families are slightly above average and live mainly in condominiums, in medium-sized houses built after 1980. It is widespread throughout Italy in the municipalities over 20,000 inhabitants, with a greater concentration in the center.

D10 - Social integration 4.7% of the population

Population with educational level and income slightly above average. The level of employment is on average in all sectors excluding agriculture. Many workers, whether qualified or not, trade employees and employees.

The population has a demographic profile close to the average with an accentuation of the classes between 20 and 49 years and of the extreme classes (less than 10 and over 74 years). This circumstance, along with the presence of many foreign residents (maximum value) suggests that these are areas where there is a phenomenon of integration between old residents and new immigrant labor force.

Families are smaller than average with many singles and families in cohabitation and usually live in condominiums, in small apartments (maximum value) often rented and built mostly before 1945.

It is concentrated mostly in the north in the historical centers of municipalities over 20,000 inhabitants.

D11 - Suburban economy 4.0% of the population

Population with educational level and income slightly above average. Employment is on average and covers all sectors except agriculture. The professional profile is also close to the average with a higher presence of technicians with average qualifications, employees and sales staff.

The population is slightly older than the average with a slight accentuation of the age classes over 60 years. Families are medium-sized and live in one-family and two-family homes. Most of the houses were built between 1946 and 1980. It is concentrated mainly in the north and in the center, but also in Campania, in the municipalities over 20,000 inhabitants of urban belts.

GROUP E - industrious province 9.7% of the population

It is made up of areas inhabited by the population that has overall demographic and income characteristics close to the national average while the level of education is medium-low.

The population has above average levels of employment with an emphasis especially on industry and, to a lesser extent, on trade. Employees prevail, mainly workers, both general and specialized, and assigned to technical administrative tasks; discreet, in some segments, the presence of self-employed workers.

The houses are in the medium-large, one and two-family complexes, mostly owned and built between 1960 and 1990.

It is mainly concentrated in municipalities with less than 20,000 inhabitants in the center-north.



Group E - Spinea (VE) - Via Luneo

The following segments are made up of the group:

E12- Italian average 3.0% of the population

Population with medium-low education level and average income. Employment is higher than average. Employees work in all sectors, excluding agriculture, with a greater presence of industry and a significant presence of self-employed workers and activities of a low and highly specialized type of worker and of administrative-technical type. Retired people are above average.

The age distribution of the population is very close to the national average. The families are medium-sized and live mainly in rather large, semi-detached houses, owned mainly or before 1945 or after 1980.

It is mainly located in municipalities with less than 20,000 inhabitants in the north and in the center (mainly in Tuscany).

E13 - Hinterland productive 3.9% of the population

Population with medium-low education level and average income. Employment is on average and relatively low unemployment. Employed people work in all sectors except agriculture with a greater presence of industry. These are mainly workers and technicians. The presence of pensioners and foreigners is above average.

The population is relatively old with a certain prevalence of the classes over 50 years. The families are medium-sized and live mainly in semi-detached, medium-small, proprietary houses built between 1960 and 1980.

It is mainly located in the municipalities under 20,000 inhabitants of the center and north (especially in Piedmont and Lombardy around the main cities).

E14 - Made in Italy 2.8% of the population

Population with low level of education and income slightly below average.

Employed people, above average, work in industry and commerce, particularly as general or specialized workers (48%) and self-employed workers and artisans (16%).

The population is slightly older than the average with a certain prevalence of the classes over 50 years.

Families are above average and live mainly in large single-family dwellings (maximum value), built in general from 1946 to 1980.

It is mainly located in municipalities with less than 20,000 inhabitants of the north, especially the north-east.

GROUP F - Province laughing 9.0% of the population

It is made up of areas inhabited by the total population older than the national average, average income and lower than average education.

Families are smaller than average with several singles.

There is a good level of employment in services, including tourism and commerce, but there is also an employment component in the industry. Consequently, the presence of self-employment and small entrepreneurship and activities related to trade and crafts is high.

The houses are of average size, mostly one and two-family and generally or very old or built after the 60s.

It is widespread throughout Italy but mainly in the center-north in small coastal or hill towns, not particularly rural economies.



Group F - Portovenere (SP) - Via Olivo

The following segments are made up of the group:

F15 - Full activity 2.3% of the population

Population with medium-low education level and average income. Employment is higher than average. Employed people work in all sectors except agriculture with a greater presence of industry and commerce and a presence above the average of self-employed

workers, technical and administrative tasks related to the sale. Retired people are above average.

The population is older than the average with a certain prevalence of the classes over 50 years.

Families are medium-sized (54% of households have 2-3 components, maximum value) and live mainly in large, semi-detached houses, built after 1960.

It is mainly located in municipalities with less than 20,000 inhabitants in the center-north.

F16 - Mari and mountains 1.9% of the population

Population with educational level and income just above average. Employment is on average and mainly concerns services and in particular trade and public establishments (maximum value). They are generally employees, mostly salespeople but with a high presence of self-employed workers and small entrepreneurs.

The population is slightly older. Families are smaller than average with a high presence of singles (45%, maximum value) and live mainly in small-medium sized homes in properties built after 1970. Many homes not occupied by residents or empty (second homes). It is concentrated in municipalities with a tourist economy of less than 10,000 inhabitants in the mountain areas of the Alps and the Apennines and in the coastal areas of the regions with the highest tourism.

F17 - Healthy life 3.1% of the population

Population with educational level and income slightly below average. Employment (just below average) concerns all sectors with higher values in services to people and in commerce. The presence of sales workers, self-employed workers and small business entrepreneurs is higher than average.

The population is rather old with an accentuated presence above all of over seventy years old.

Pensioners are relatively high. Families are slightly below average with many singles and live mainly in one-family and semi-detached houses of medium size, built mainly before 1945 (maximum value). Of note the presence of empty homes or occupied by non-residents (about 1/4).

It is mainly located in the historical centers of municipalities less than 20,000 inhabitants of the north-west, central and south with a greater diffusion in the municipalities of the internal hilly areas.

F18 - Pension and orchard 1.7% of the population

Population with below-average level of education and average income. Employment is higher than average. Employees work in all sectors with a greater presence of industry and commerce and a higher than average presence of self-employed workers, workers and tasks related to sales. Retired people are very high (about 1/3 of the population, maximum value).

The population is very old with an accentuation of the classes over 60 years.

Families are quite small with many singles (38%) and live mainly in medium-sized, semi-detached houses, built before 1945.

It is mainly located in the historical centers of the municipalities with less than 10,000 inhabitants of the center-north.

GROUP G - Popular areas 10.2% of the population

It is made up of areas inhabited by a rather young population that has overall lower-than-average income characteristics while the level of education is medium-low.

Families are larger than average.

The population has lower than average employment levels with high levels of unemployment, including youth. Employees work as clerks, salespeople and non-specialized workers, especially in services and in P.A.

The type of housing and the construction period varies depending on the segment of belonging. It is concentrated mainly in the south and in the islands.



Group G - Palermo - Via Enrico Toti

The following segments are made up of the group:

G19 - School and uniform 2.7% of the population

Population with higher than average level of education but lower than average income. High unemployment, even young, many students. Employees work in all sectors with the prevalence of services and P.A and a lower incidence of industry. These are employees, operators of commercial activities, workers and also employees of highly specialized technical administrative activities; very high (maximum value) the military.

The population has an average demographic profile with the national one, although with a greater presence of young people under the age of 30.

Families are above average size with an accentuation of those of 4-5 members and live mainly in small condominiums, in medium-large houses, built mostly between 1960 and 1990, mostly owned.

It is concentrated in the south and in the islands (especially Sicily) in the municipalities between 20,000 and 200,000 inhabitants.

G20 - The factotum 4.9% of the population

Population with average educational level but lower than average income. Unemployment, even young, is higher than average; many students. Employed people work in all sectors with a greater presence of services and P.A. There are all the professions with a greater presence of employees in sales activities.

The population has a more gregarious demographic profile than the average with an accentuated presence of people under 40 years.

The families are above average and live mainly in one and two-family houses medium-large, built mostly after 1970, mostly in property, It is concentrated in Lazio, in the south and in the islands in the municipalities between 20,000 and 200,000 inhabitants, especially in the peripheral belt of municipalities and metropolitan areas.

G21 - The art of getting 2.6% of the population

Population with income and low level of education. Very high unemployment (maximum value) also young, many housewives and people with disabilities and the elderly with minimum pensions. Employed people work in all sectors with a greater presence of trade and services. Among the professions the employee work prevails with a high presence of employees in sales activities (maximum value) and general workers.

The population has a younger demographic profile than the average with a greater presence of people under the age of 20.

Families are above average and live mainly in small to medium-sized houses, built mostly before 1970, mostly in property but with a fair share of rent, It is concentrated in the south and in the islands in the municipalities beyond 50,000 inhabitants.

GROUP H - Production areas 7.4% of the population

It is formed by areas inhabited by a rather young population that has overall low income and education characteristics.

Families are larger than average with the presence of children and teenagers.

The population has rather good levels of employment as employees in industry, mainly as generic or specialized workers.

The houses are on the whole rather large, single-family houses, mainly owned.

It is mainly concentrated in municipalities under 20,000 inhabitants of the north and the center.



Group H - Almè (BG) - Via Ponte Regina

The following segments are made up of the group:

H22 - Tractors and forklifts 2.0% of the population

Population with low level of education and income. Employment is slightly above average. The employed work mostly in industry and agriculture. They are mainly workers, both qualified and specialized, and employed in agricultural activities, but many are also self-employed workers. Above average the presence of foreigners.

The population is relatively young with a greater incidence of the classes around 20 years. Families are larger than average (especially those larger than 4 members are particularly frequent) and live mainly in rather large, semi-detached houses of their own.

It is mainly concentrated in municipalities under 20,000 inhabitants of the center, north-east and in Abruzzo and Molise.

H23 - Blue collar 3.5% of the population

Population with low level of education and average income. Employment is high above all in industry. Most of them are mainly skilled workers. Above average the presence of foreigners.

Families are slightly younger and numerous than average.

They live predominantly in residential properties in single-family buildings or in small apartment buildings built after 1960.

It is mainly concentrated in the municipalities under 20,000 inhabitants of the north (particularly Lombardy and Veneto) and the center (particularly the Marche and Umbria).

H24 - Industrial culture 1.9% of the population

Population with very low level of education and low income. Employment is high above all in industry (49%, maximum value). It is mainly a matter of workers, both generic and specialized. The presence of foreigners is very high.

The population is significantly younger than average with an accentuation of the classes under 40 and above all under 10 years.

Families are larger than average (particularly those larger than 4 members are particularly frequent) and live mainly in semi-detached medium-sized homes, owned with a significant share of rent, often built after 1990.

It is mainly concentrated in the municipalities under 20,000 inhabitants of the north (particularly Lombardy and Veneto) and the center (particularly Marche) in areas with a well-established industrial tradition.

GROUP I - Agricultural areas 9.3% of the population

It is made up of areas with a demographic profile around the average and families of size slightly larger than the average. They are characterized by a strong occupation in agriculture. Consequently, the professional profile highlights many workers, qualified and not and self-employed with adjuvants. Education is low and, in two segments, very low with high percentages of alphabets and illiterates.

Income and employment are however non-homogeneous within the group: one of the segments (I25) has, in fact, slightly below average income with fair employment levels, while the other two have very low income and high levels of unemployment and social hardship.

The houses, mostly single-family, are on the whole rather old, very large, mainly owned. For over 30% they are empty, indicating a probable progressive depopulation.

It is concentrated above all in the south and in some regions of the north, in the municipalities under 20,000 inhabitants.



Group I - Alberobello (BA) - Strada Comunale Albero della Croce

The following segments are made up of the group:

I25 - Dynamic agriculture 2.5% of the population

Population with income slightly below average and rather low level of education.

Employment is slightly above average, especially in agriculture. The concentration of self-employed workers, skilled workers and agricultural workers (maximum value) is particularly high. The presence of entrepreneurs (agricultural) is higher than average.

The population has a profile slightly older than the average with a moderate presence of retirees.

The size of households is higher than average, especially those greater than 4 components. They live mainly in large single-family dwellings (maximum value) in properties, built before 1971. Almost 30% of homes are empty.

It is concentrated in some regions: in the north in Piedmont, Veneto, Emilia and Romagna and Trentino A.A .; in the center of the Marche and Umbria; in the south in Abruzzo, Molise, Puglia and Sardinia, in the municipalities with less than 10,000 inhabitants.

I26 - Sun and subsidies 2.5% of the population

Population with low income and very low education (the percentage of alphabets and illiterates is close to the top with almost 14%).

Employment is below average due to the presence of unemployed people and above all people who benefit from subsidies, disability and minimum pensions. Employment in agriculture and commercial services prevails. Particularly high is the presence of workers, especially unskilled workers and their own employees and engaged in activities of an agricultural nature.

The population is slightly younger than average due to the presence of teenagers and twenties.

The size of the families is higher than the average, especially those greater than 3 components. They live mainly in large single-family dwellings (maximum value), owned, built before 1990. Almost 30% of homes are empty.

It is concentrated in the south and in the islands in the municipalities under 20,000 inhabitants.

I27 - Cultural distress 4.3% of the population

Population with very low income and education (the percentage of alphabets and illiterates is highest with almost 16%).

Employment is very low due to the presence of many unemployed and young people looking for first jobs (values close to the maximum). The occupation in agriculture (maximum value) and in commercial services. Particularly high is the presence of workers, especially non-specialized (maximum value) assigned to agricultural activities.

The demographic profile is average even in the presence of more accentuated age classes at the ends of the pyramid (minors and over seventy). Families have an average size and live mainly in large single-family dwellings, built before 1970. The 35% of homes are empty.

It is concentrated in the south and in the islands (particularly Calabria and Sicily) in the municipalities under 20,000 inhabitants.

GROUP L - Senior areas 6.1% of the population

It is formed by areas with elderly population and low income. The two segments that make up the group are joined, in addition to the demo-income profile by elements of social hardship that, in addition to the income level, concern the shortage of "labor force", high unemployment and low level of education.

Employees work in all sectors in general as employees: workers of various qualifications, employees and employees.

Most of them live in owned housing but with a strong rent, in rather small and rather old homes.

From the territorial point of view the two segments are non-homogeneous: the first is widespread everywhere and concentrated mainly in the municipalities over 50,000 inhabitants, the second is more present in the municipalities under 10,000 inhabitants of the inner hilly areas of the center-south.



Group L - Perugia - Via Tomaso Albinoni

The following segments are made up of the group:

L28 - Popular housing 2.9% of the population

Population with low level of education and income. Employment is lower than average with many unemployed and young people looking for first jobs. Employees work as employees (maximum value) in all sectors with a greater presence of services, trade and transport:

mainly unskilled workers, sales staff and employees. Many old-age and invalidity pensions.

The population is quite old with an accentuation of the classes over 50 years.

The families are of average size even with an accentuation of those of 2 components and over 5. They live mainly in medium-small houses, rented, for over 1/3 of IACP or ATER properties and other Public Bodies (maximum value), located often in large condominiums and built before 1980.

It is widespread throughout Italy in municipalities with more than 50,000 inhabitants.

L29 - The homeland 3.2% of the population

Population with low level of education and income. Education is particularly low (maximum value for the presence of only the elementary license and high values also for alphabets and illiterates). The employment is much lower than the average with many unemployed and young people looking for first employment. Particularly high "non-labor force" (maximum value) with pensioners, invalids and minimum widespread pensions. Employed people work in all sectors, including agriculture, except for business services. The professional profile is varied with a high presence of skilled and unskilled workers, involved in commercial activities and agricultural activities.

The population is very old (maximum average age) with an accentuation of the classes over 60 years and very few children and teenagers.

Families are very small (almost 2/3 does not exceed 2 components). They live mainly in small and medium-sized houses, most of which are owned and built before 1960. Many of the houses are empty.

It is concentrated in the center-south in the areas with less than 10,000 inhabitants, often in the hilly and mountainous areas that are subject to depopulation.

GROUP M - Disadvantaged areas 10.0% of the population

It is a very homogeneous Group within it and formed by areas characterized by very young population with very low income and education.

Families are much larger than average.

The population has lower than average employment levels with high levels of unemployment, including youth. Employees work as workers, employed in commercial activities and often embark on a military career.

On the whole, single and two-family houses, in property, built in general after 1970, prevail.

It is concentrated mainly in the south and in the islands in the municipalities between 10,000 and 100,000 inhabitants.



Group M - Naples, Vico Conte di Mola (Spanish districts)

The following segments are made up of the group:

M30 - I keep family 2.3% of the population

Population with very low income and education.

Employment is below average due to the presence of housewives, students (maximum value) unemployed and young people looking for their first job. Employee work prevails but also with a strong presence of self-employment in all sectors with an emphasis on trade and agriculture (general workers, trade workers and agricultural and even military).

The population is young due to the presence, clearly above average, of children, teenagers and twenties. The families are medium-large (maximum value, 26%, for those of 4 members) and live mainly in medium-sized houses, located in single-family buildings or in very small apartment buildings, built in majority after 1970 .

It is present above all in the south and in the islands in the municipalities up to 100,000 inhabitants.

M31 - Juvenile discomfort 4.8% of the population

Population with very low income and education.

Employment is very low (minimum value) due to the presence of unemployed people, young people looking for first employment (maximum value) housewives and people who benefit from social assistance and minimum pensions.

The presence of unemployed young people and the scarce presence of students suggests that it is high, in this segment, the presence of NEET, that is, of young people who do not study and do not work.

Employed persons are predominantly dependent but have a certain presence also of self-employment, in services, trade, transport and, to a lesser extent, in agriculture, mainly as workers and sales people.

The population is young with many teenagers and twenties (maximum value). Families are large (maximum value both for the average number of components and for those with more than 4 members) and live mainly in single-family homes or in very small apartment buildings, in property or lease, of medium-small size, built mostly after 1960.

It is particularly concentrated in Campania in the municipalities between 10,000 and 100,000 inhabitants and in the capital.

M32 - Bike and discount 2.9% of the population

Population with extremely low income and education.

Employment is very low with the presence of unemployed and young people looking for first jobs, housewives (maximum value), students and people who benefit from social assistance and minimum pensions. Employee labor prevails but also has a certain presence of self-employment, in commerce, transport and, to a lesser extent, in agriculture and industry mainly as workers and sales people.

The population is young with many children, teenagers (maximum value) and twenties. Families are large (many that exceed 3 people) and live mainly in semi-detached houses, in property or lease, of medium size, built mostly after 1970, often very recent.

It is particularly concentrated in the south in the municipalities between 10,000 and 100,000 inhabitants.

GROUP S - Special areas 0.8% of the population

It concerns sections of the census that have characteristics that do not fit into any of the previous groups or census sections that have zero or no resident population.

The following segments are made up of the group:

S33 - Community 0.2% of the population

Sections in which the population that lives in the community prevails (welfare, religious, military and other). In this segment some sections not inhabited by communities have been inserted but with particular demographic characteristics and a large majority foreign population (Example i Cara).

S34 - Not classified 0.6% of the population

Sections whose population is so small as not to allow a stable and significant classification.

EXAMPLE OF GROUPS AND SEGMENTS ACCORDING TO THE AXES OF DEMOGRAPHY (Youth / Elderly) AND Income / Education

