



Invest with precision



**CENSAI**

Population Intelligence

BY RUSHMORE LABS™



## Find your real estate gold

CENSAI is your most valuable data partner for pinpointing real estate opportunities. With the industry's deepest market and property insights, we help you make the most informed decisions about where to place your capital. Investment opportunities can emerge anywhere. Know where to look.



## Roles we empower

**Investors** searching for opportunities positioned to deliver maximum ROI.

**Analysts** conducting due diligence and gathering data for investment committees.

**Data scientists** integrating data streams into customer modeling and forecasting.

**Procurement specialists** sourcing the best data solution for investment companies.

**Market researchers** observing population and demographic trends across markets.

**Agents and brokers** gathering insights into their markets and target audiences.





## Our data goes deepest

We unify high-quality datasets to provide you with the most granular analysis of real estate markets and properties. With insights into nearly every U.S. adult, our proprietary database creates the most accurate picture of people and places.



270M+ U.S. adults covering 117M+ residences

Third-party  
market data

Geo-spatial  
data

1.2M+ searchable property addresses covering  
100K+ multifamily properties, each containing 50+ units

Detailed  
demographic  
touchpoints

25M+  
annual moves



**Address histories  
from Q1–present**

**Purchase, lifestyle, and behavioral data**

## Any insight, anywhere in the U.S.

CENSAI analyzes markets and properties across all 50 states, at any geographic level you choose. From demographics to migration trends, you'll see markets from every angle.



### DEMOGRAPHICS

### GEOGRAPHIES

Gender	Region
Race	State
Age	MSA
Education level	County (FIPS)
Household income	Zip Code
Homeownership	Census block group
Child counts	Census block
Children in household	Building
Housing types	Custom polygons
Traffic routes	
Marital status	
Political affinity	
Wealth	

**Note:** Custom crosstabs are available for comparing demographic data.

## See the difference

Compare for yourself			Closest competitor
Data granularity	<b>Building</b>	Zip code	Zip code
Population and migration projections	<b>Zip code</b>	No	No
Individual demographic touchpoints	<b>Numerous attributes</b>	No	Limited
Data refresh	<b>Quarterly</b>	Decennially	Annually
Look-alike markets	<b>Yes</b>	No	No
Robust multifamily building panel	<b>Yes</b>	No	No
GenAI	<b>Yes</b>	No	No

## How to access our data



### Platform

Fast, easy access to deep market and property insights.



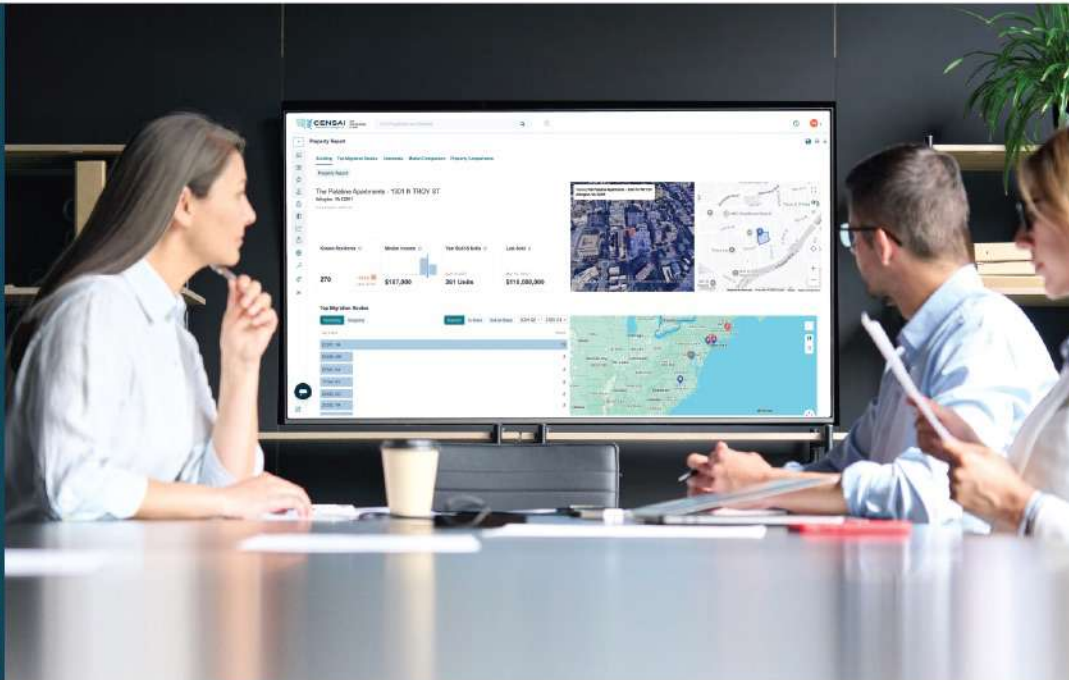
### Data stream

Row-level population and migration trends for custom analysis.



### Segments

Curated digital audiences for real estate advertising.



**Population** 95,688  
Current (2025 Q1)

**Censai Forecast** -0.18%  
Declining  
Net Migration next 12 months

**Investability** Bottom 32%: 49

**Rental Affordability** Top 5% of zip codes: 95

**Mortgage Affordability** Top 11% of zip codes: 84

**Income** All Available

\$0-\$25k	1.8%	-50.0%	11.5% Nationally
\$25k-\$50k	9.3%	-38.4%	23.2% Nationally
\$50k-\$75k	15.1%	-21.8%	18.3% Nationally
\$75k-\$100k	14.9%	-5.1%	12.7% Nationally
\$100k-\$150k	38.7%	+7.5%	23.1% Nationally
\$150k-\$200k	20.2%	+84.2%	11.2% Nationally

**Age Range** All Available

18-30	17.6%	+15.0%	13.0% Nationally
30-45	28.3%	-5.4%	25.9% Nationally
45-55	18.1%	-10.0%	14.5% Nationally
55-65	15.2%	-10.6%	15.2% Nationally
65+	20.8%	+17.5%	31.4% Nationally

**Gender** All Available

Male	46.9%	+0.9%	46.8% Nationally
Female	51.9%	-1.1%	51.1% Nationally
Unspecified	1.2%	+20.0%	3.3% Nationally

**Marital Status** All Available

Unmarried	21.1%	-5.0%	35.7% Nationally
Married	64.9%	+0.8%	49.2% Nationally
Unknown	14.0%	+4.5%	15.1% Nationally

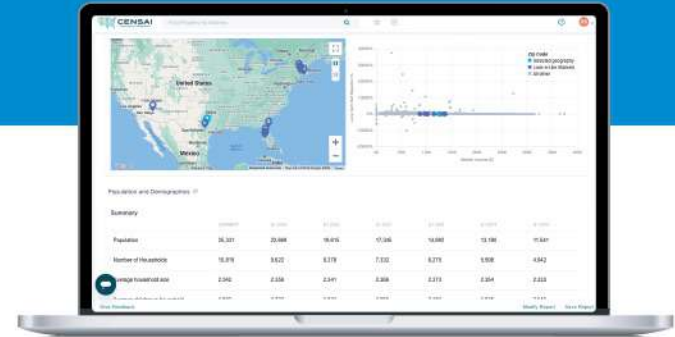




## Platform

Why chase multiple sources for the insights you need? We bring the best of everything together in one place – the CENSAI platform. Market research has never been easier, faster, or smarter.

The platform offers many ways to access data about markets and properties: simple searches, interactive maps, advanced filters, and an AI-powered chat. When it comes to expanding real estate portfolios, CENSAI is the ultimate navigator for investment opportunities.



**Discover everything you need to perform due diligence.**

### Markets

- Demographics and trends
- Look-alikes
- Investability
- Affordability
- Projections
- Comparisons
- Occupation (coming soon)

### Properties

- Tenant demographics and trends
- Occupation (coming soon)
- Look-alikes
- Property comparisons
- Traffic rings



## Data stream

The CENSAI platform is driven by the industry's largest data pool, featuring levels of granularity not available anywhere else. That data is available in bulk for your independent analysis.

Explore quarterly inflows, outflows, and net migration for multiple demographics and geographies, including custom-defined boundaries. CENSAI's row-level insights are updated every quarter and available through the Snowflake Marketplace.



## Segments

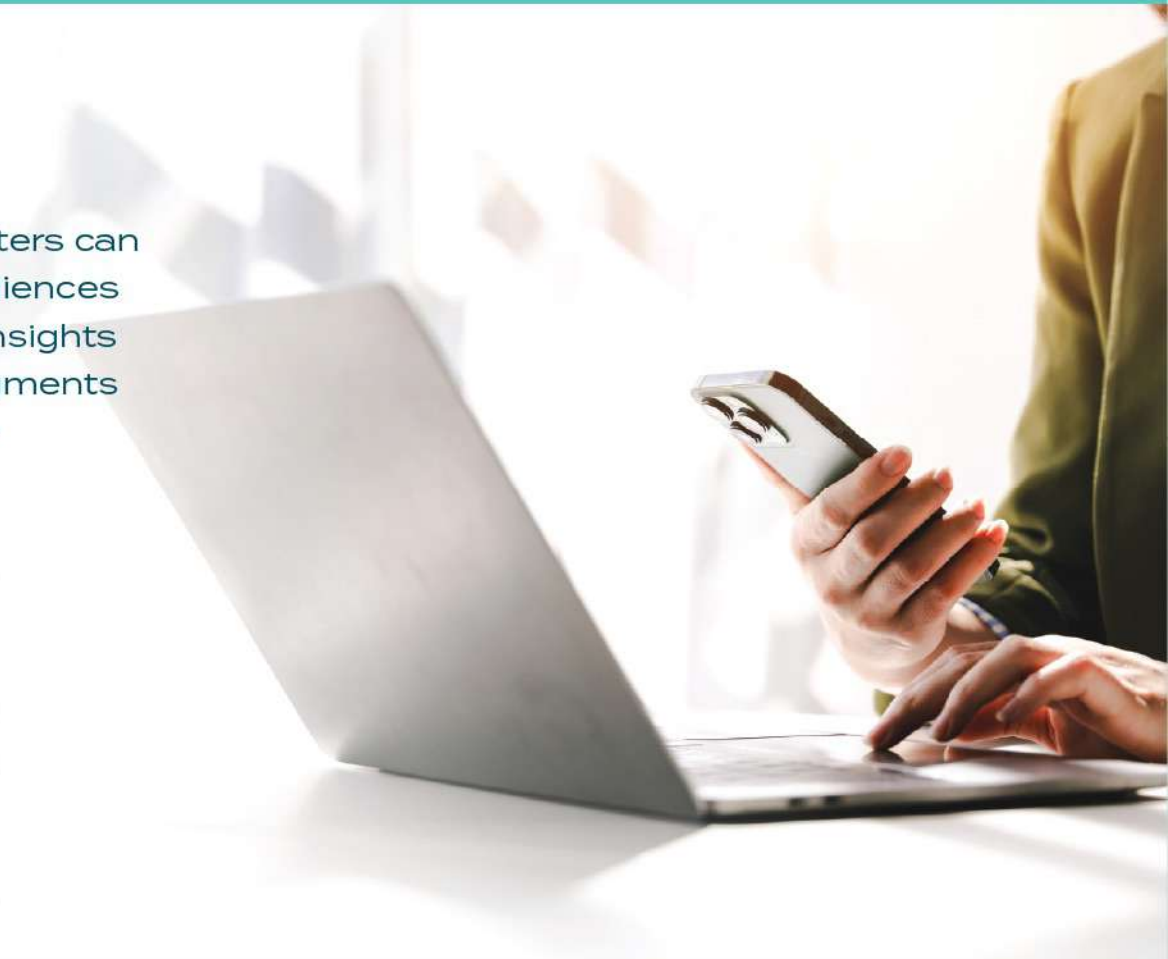
Real estate agents, brokers, and marketers can leverage our data to create custom audiences for digital advertising. Built on verified insights into 270 million U.S. adults, CENSAI segments deliver precision targeting across major advertising platforms.

**TARGET**  
your customers online  
with greater accuracy

**SERVE**  
relevant ads to  
the right people

**INCREASE**  
return on ad spend  
via scalable targeting

**BOOST**  
brand recognition with  
omnichannel consistency





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