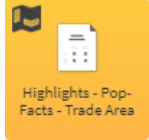


HOW TO READ

Highlights—Pop-Facts—Trade Area

A one-page summary of key demographic variables in a Trade Area and a map. Helps answer the questions: What are the demographics of the Trade Areas around my store locations? How do the demographics in my Trade Area compare with the general US population? What is the homeowner vs renter breakdown in my Trade Area?



Pop-Facts Highlights Trade Area						ENVIRONICS ANALYTICS
Trade Area: 12061 (East Greenbush, NY)						
BASIC \$						
Population	Count	%	Base Count	Base %	% Pen	Index
2000 Population	8,497	100.00	281,421,942	100.00	0.00	100
2010 Population	8,949	100.00	308,745,538	100.00	0.00	100
2018 Population	8,986	100.00	326,533,070	100.00	0.00	100
2023 Population	9,513	100.00	337,947,981	100.00	0.00	100
Population Change						
2000 to 2010 Population Change (%)	-	5.32	-	9.71	-	55
2010 to 2018 Population Change (%)	-	0.19	-	5.78	-	3
2018 to 2023 Population Change (%)	-	0.52	-	3.50	-	15
Households						
2000 Households	3,288	100.00	105,480,131	100.00	0.00	100
2010 Households	3,845	100.00	118,178,292	100.00	0.00	100
2018 Households	3,705	100.00	123,942,980	100.00	0.00	100
2023 Households	3,744	100.00	128,512,950	100.00	0.00	100
Household Change						
2000 to 2010 Household Change (%)	-	16.88	-	10.85	-	102
2010 to 2018 Household Change (%)	-	1.85	-	6.19	-	27
2018 to 2023 Household Change (%)	-	1.05	-	3.89	-	29
AFFLUENCE & EDUCATION						
2018 Households by Household Income						
< \$15,000	111	3.00	13,503,937	10.89	0.00	27
\$15,000 - \$24,999	178	4.80	11,748,733	9.48	0.00	61
\$25,000 - \$34,999	187	4.51	11,410,183	9.21	0.00	49
\$35,000 - \$49,999	384	10.36	18,903,853	12.81	0.00	81
\$50,000 - \$74,999	712	19.22	21,180,003	17.09	0.00	112
\$75,000 - \$99,999	490	13.22	15,152,282	12.28	0.00	108
\$100,000 - \$124,999	423	11.42	11,011,942	8.88	0.00	98
\$125,000 - \$149,999	340	9.18	7,363,805	5.94	0.00	74
\$150,000 - \$199,999	441	11.90	7,481,107	6.02	0.01	108
\$200,000 - \$249,999	223	6.02	3,524,111	2.84	0.01	212
\$250,000 - \$499,999	183	4.94	3,705,881	2.99	0.00	169
\$500,000+	53	1.43	1,889,343	1.52	0.00	94
Average Household Income	-	115,491.00	-	88,278.00	-	134
2018 Population by Sex and Educational Attainment (25+)						
Less than 5th Grade	108	1.83	12,302,218	3.80	0.00	29
Some High School, No Diploma	175	2.83	16,363,880	7.40	0.00	38
High School Graduate	1,863	24.13	81,028,420	27.80	0.00	87
Some College, No Degree	1,788	17.58	48,144,983	20.87	0.00	84
Associate's Degree	771	11.80	18,108,498	8.19	0.00	142
Bachelor's Degree	1,345	20.24	41,708,883	18.86	0.00	107
Master's Degree	1,037	15.61	18,054,297	8.18	0.01	197
Professional Degree	328	4.91	4,341,718	1.98	0.01	288
Doctorate Degree	111	1.67	2,997,110	1.35	0.00	123
EMPLOYMENT & OCCUPATION						
2018 Population Age 16+ by Employment Status						
Civilian Labor Force, Employed	4,879	64.87	152,983,131	58.55	0.00	111
Civilian Labor Force, Unemployed	193	2.57	11,173,928	4.28	0.00	80
Armed Forces	4	0.05	1,000,788	0.39	0.00	13
Not in Labor Force	2,445	32.51	98,119,002	38.78	0.00	88
2018 Workers by Means of Transportation to Work						
Worked at Home	171	3.51	6,832,889	4.56	0.00	77
Walked	25	0.51	4,138,959	2.78	0.00	19
Bicycle	19	0.39	903,317	0.80	0.00	85
Carpooled	202	4.00	13,883,731	9.12	0.00	118
Drive Alone	4,299	89.27	174,799,002	78.58	0.00	119

	Count	%	Base Count	Base %	% Pen	Index
2018 Population by Age						
Age 0 - 4	428	4.77	20,013,029	6.13	0.00	78
Age 5 - 9	435	4.85	20,311,548	6.22	0.00	78
Age 10 - 14	480	5.35	20,717,191	6.34	0.00	84
Age 15 - 17	314	3.50	12,768,710	3.91	0.00	90
Age 18 - 20	284	3.17	13,719,448	4.20	0.00	75
Age 21 - 24	381	4.25	17,863,297	5.47	0.00	78
Age 25 - 34	1,125	12.55	43,889,475	13.44	0.00	93
Age 35 - 44	1,043	11.63	41,204,795	12.62	0.00	92
Age 45 - 54	1,252	13.96	42,064,625	12.88	0.00	108
Age 55 - 64	1,413	15.76	42,205,344	12.93	0.00	122
Age 65 - 74	1,034	11.76	30,597,886	9.37	0.00	125
Age 75 - 84	479	5.34	14,761,285	4.52	0.00	118
Age 85+	278	3.10	6,416,437	1.97	0.00	158

We focus on the % and the Index columns in this report. High and low index values tell us how different our Trade Area is when compared to a Benchmark.

A quick glance at the index values for the Population by Age cohorts above shows us that the population in ZIP Code 12061 tends to be older than the US generally. This example shows the ZIP Code 12061 compared to the entire US.

15.76% of the population in ZIP Code 12061 55-64 years old, compared to 12.93% of the population in the entire US.

We can say that the population of 55-64 year olds in this ZIP Code are 22% over represented (Index = 122) compared to 55-64 year olds in the entire US.

- Count:** The number of people or households in the Trade Area which belong in that category variable.
- %:** $(\text{Count} \div \text{Total in the Trade Area}) \times 100$ the percentage of the population or households in the Trade Area which belong in that category variable. The denominator (Trade Area Total) is not shown on report.
- Base Count:** The number of people or households in the Benchmark who belong in that category variable.
- Base %:** $(\text{Base Count} \div \text{Base Total}) \times 100$ The percentage of the population or households in the Benchmark who belong in that category variable. The denominator (Base Total) is not shown on report.
- %Pen:** $(\text{Count} \div \text{Base Count}) \times 100$
- Index:** $(\% \div \text{Base \%}) \times 100$ Measures if the variable in the Trade Area is under represented or over represented when compared to the Benchmark.