

Customer Executive Report - Pop-Facts Demographics - Housing and Household Composition

Provides demographic data regarding housing and household composition based on the presence of a customer file. You can say "My customers tend to live in neighbourhoods where there is a higher or lower proportion of a variable, compared to a selected benchmark."

Pop-Facts® Demographics | Housing & Household

ENVIRONICS ANALYTICS

Customers: US-Sample Customer File: Record Count

The Customer file selected for analysis is indicated at the top of the report.

MEDIAN AGE OF HOUSEHOLDER

54

Index: 98

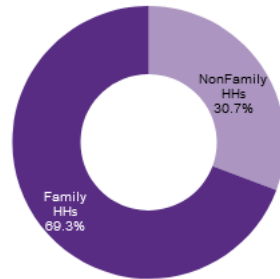
PRESENCE OF CHILDREN*



33.2%

Index: 101

HOUSEHOLD TYPE



HOUSING TENURE



Own

73.7%

Index: 106



Rent

26.3%

Index: 87

AGE OF HOUSING**



9 - 18 years old

% Comp: 27.8 Index: 148

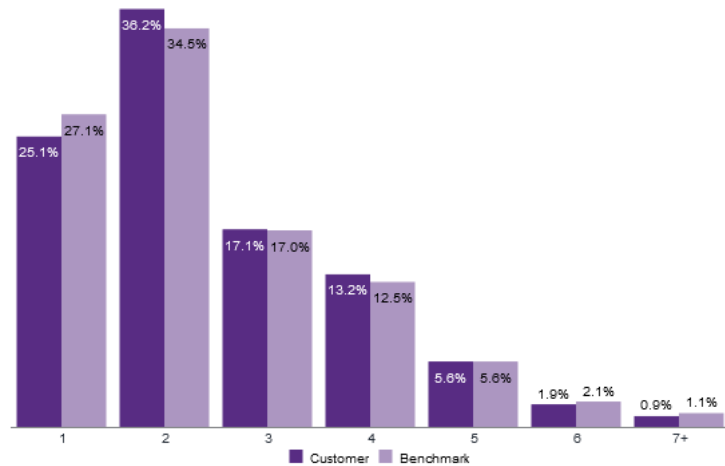
Each of the variables has a percentage and Index shown, representing the neighbourhoods in which the customers live.

Note: This does not mean that your customers have the same percentages, just that they live in neighbourhoods with these characteristics.

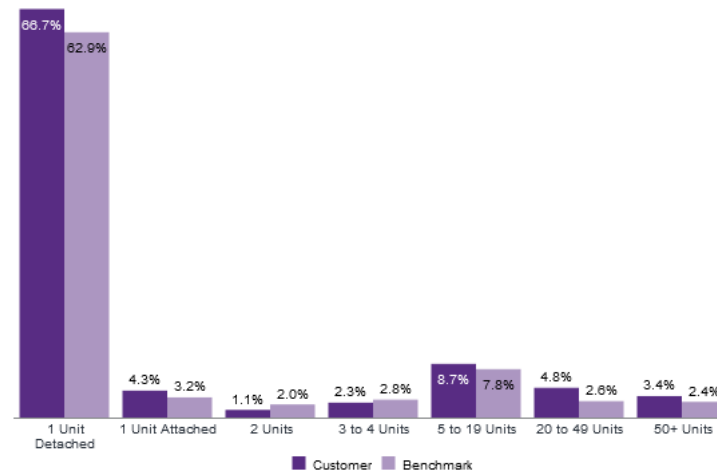
For the category of Age of Housing, **27.8%** represents the estimated proportion of the customer file that live in dwellings that are between 9 - 18 years old. This value is based on weights that are computed using the number of customers and the demographic data for the neighbourhoods in the Benchmark.

With an Index value of **148**, these customers are 48% more likely to live in neighbourhoods that have high rates of home ownership for houses that are between 9-18 years old when compared to the Benchmark of Carolina.

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: South Carolina

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.

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