

Customer Executive Report - Pop-Facts Demographics - Affluence and Education

Provides demographic data regarding affluence and education 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."

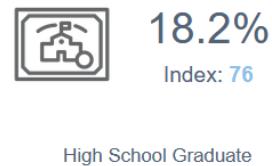
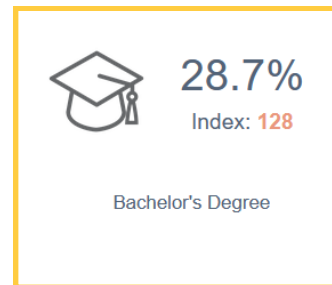
Pop-Facts® Demographics | Affluence & Education

ENVIRONICS ANALYTICS

Customers: US-Sample Customer File: Record Count

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

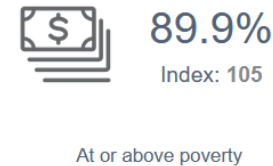
EDUCATIONAL ATTAINMENT: TOP 2*



EDUCATION: HISPANIC/LATINO



POVERTY STATUS



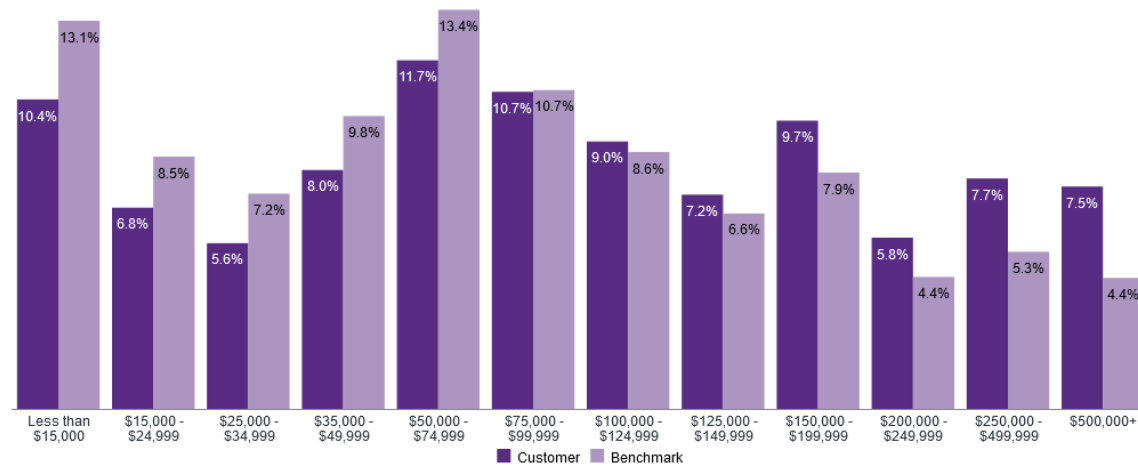
HOUSEHOLD INCOME



Median Household Income
\$92,245
Index: **130**

Average Household Income
\$142,496
Index: **127**

HOUSEHOLD INCOME DISTRIBUTION



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

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

For the category of Educational Attainment, **28.7%** represents the estimated proportion of the customers file who live in the Benchmark that have acquired a Bachelor's Degree. This value is based on weights that are computed using the number of customers and the demographic data for the neighborhoods in the Benchmark. With an Index value of **128**, these customers are 28% more likely to live in neighborhoods that have higher levels of educational attainment when compared to the Benchmark of New York.

Household Income is also displayed. The bar chart shows the customer file compared to the benchmark in terms of Household Income Distribution.

Benchmark: New York

*Ranked by percent composition

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

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