

Customer Executive Report - Pop-Facts Demographics - Population and Race

Provides demographic data regarding population and race 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 | Population & Race

ENVIRONICS ANALYTICS

Customers: US-Sample Customer File: Record Count

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

ETHNICITY



23.0%

Index: 77

Hispanic/Latino

HISPANIC ORIGIN*



52.5%

Index: 98

Non Cuban/Mexican/Puerto Rican

HOME LANGUAGE*



54.0%

Index: 107

Only English

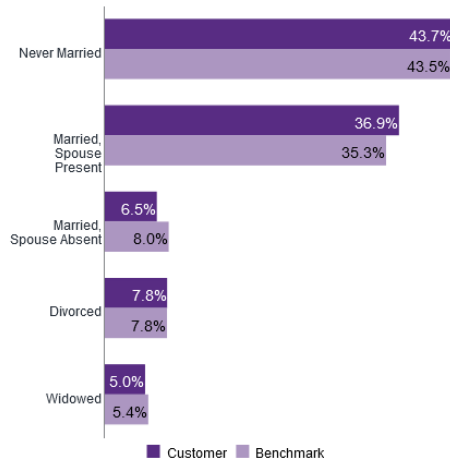
Each of the variables has a percentage and index shown, representing the neighborhoods in which the customers live.

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 Ethnicity, **23%** represents the estimated proportion of the customer file that are Hispanic/Latino. 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 77, these customers are 23% less likely to live in neighborhoods that have high rates of Hispanic/Latino populations when compared to the Benchmark of New York.

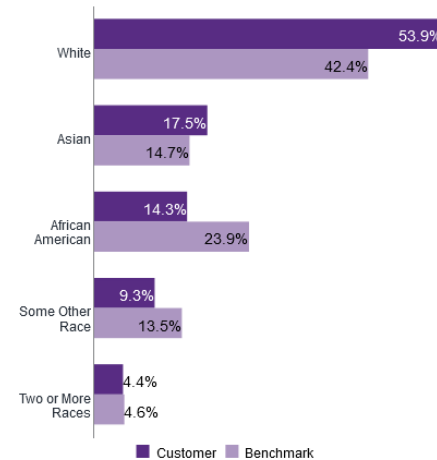
MARITAL STATUS



POPULATION BY AGE

Variable	%	Index
0 - 4	5.1	83
5 - 9	5.1	85
10 - 14	4.7	85
15 - 17	2.6	80
18 - 20	3.0	89
21 - 24	4.2	91
25 - 34	19.3	114
35 - 44	15.0	106
45 - 54	12.9	104
55 - 64	11.8	100
65 - 74	9.3	104
75 - 84	4.8	103
85+	2.1	104

POPULATION BY RACE**



Benchmark: New York

*Top variable chosen from percent composition ranking

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

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Index Colors: <80 80 - 110 110+