

## Customer Executive Report - Pop-Facts Demographics - Employment and Occupation

Provides demographic data regarding employment and occupation 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.”

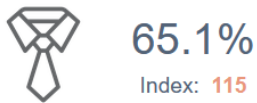
### Pop-Facts® Demographics | Employment & Occupation

ENVIRONICS ANALYTICS

Customers: US-Sample Customer File: Record Count

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

#### OCCUPATIONAL CLASS\*



White Collar

#### UNEMPLOYMENT RATE



Percent of civilian labor force unemployed

#### METHOD OF TRAVEL TO WORK: TOP 2\*

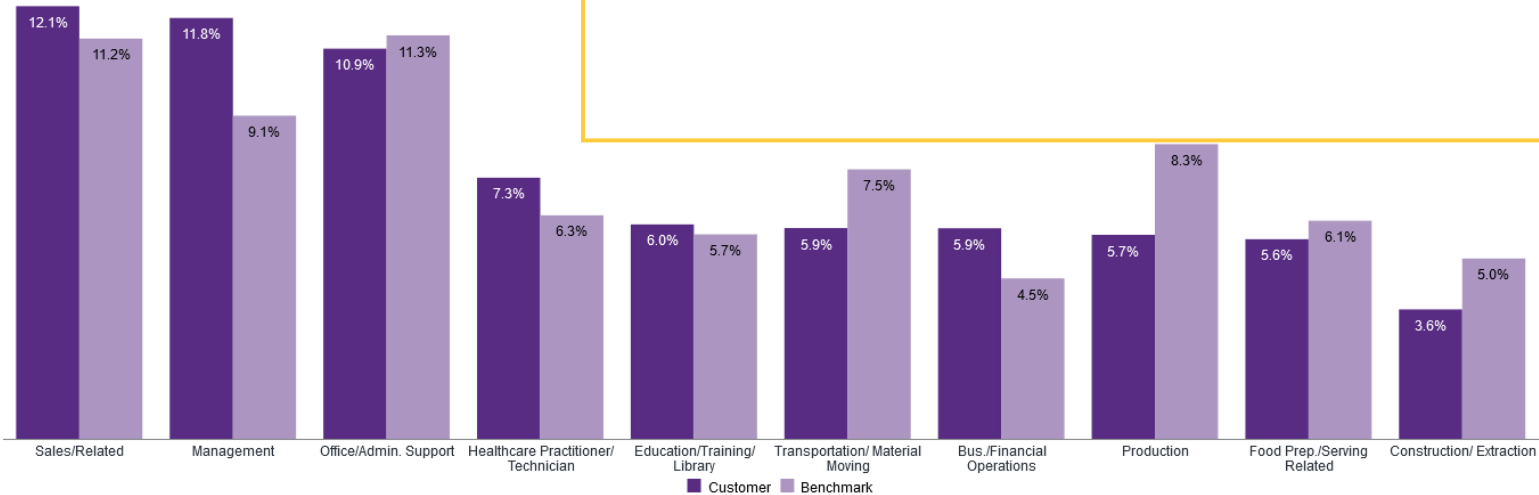


Travel to work by **Driving Alone**



Travel to work by **Carpooling**

#### OCCUPATION: TOP 10\*



Benchmark: South Carolina

\*Chosen from percent composition ranking

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

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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 Unemployment Rate, **4.4%** represents the estimated proportion of the customers file who live in the Benchmark that are Unemployed. 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 **80**, these customers are 20% less likely to live in neighborhoods that have higher levels of Unemployment when compared to the Benchmark of South Carolina.