

# Express Analytics Key Finding Analysis Example

X Analysis—Visitor Demographics

SAMPLE ONLY

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# Among Anytown Area Adults Who Have Visited X in the Past 12 Months:

- More than 2.3 million adults 18+ have visited X in the past 12 months, representing 32% of all Anytown-area residents.
- X visitors, on average, are slightly younger (43 yrs vs. 46 yrs) compared to the Anytown market.
- Nearly two-thirds (62%) of X visitors are between the ages of ages 25 to 54. Visitors are evenly split within the demo, with just under 21% being 25-34, 35-44 and 45-54. All demos within the 25-54 age group index at 109 or higher.
- Among those Anytown residents ages 18 to 29, 37% have visited X in the past 12 months.
- Half (51%) of X visitors are married, although they do over-index the market for being Single-Never Married (114).
- While half (54%) of visitors are White-non Hispanic, nearly one in four (23%) are Hispanic with another 18% of visitors being Black/African-American.
- More than a third of both Hispanics (39%) and Black/African-Americans (39%) living in the Anytown market have visited X in the past year.
- X visitors are educated, as one-third (35%) are college graduates (or higher). Compared to the Anytown market, visitors are 15% more likely to have a 4-year college degree or higher.
- The majority of X visitors are employed, either full-time (50%) or part-time (20%). Visitors are 14% more likely than the Anytown market to be employed in White Collar professions, such as Management/Business/Financial/Professional occupations (32%).
- Nearly half (47%) of X past year visitors have a HHLD income of \$75K+, while 30% have a HHLD income of \$100K+. Compared to the Anytown market, X visitors have a higher average HHLD income (\$85,800 vs. \$79,900).
- Two-thirds (67%) of X visitors own their home, although they do over-index the market for being renters (112).
- Visitors primarily reside in single-family dwellings (60%), with more than a third (38%) living in townhouses/condos or apartments. A third (33%) have resided in their present home for 15+ years, while one in four (28%) have lived in their home less than 5 years.
- X visitors live in large households. Forty-two percent of visitors live in households with 4 or more members, compared to 38% of the market.
- Nearly half (45%) of X visitors have a child age 17 or younger living in the home, while 21% have a teenager (ages 12-17) in the home. Visitors are 14% more likely than the Anytown market to have a child ages 6-11 living in the home.



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