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| **General Information:** |
| **ZIP** | [**13662**](http://zipskinny.com/index.php?zip=13662) | [**13676**](http://zipskinny.com/index.php?zip=13676) | [**12953**](http://zipskinny.com/index.php?zip=12953) | [**13669**](http://zipskinny.com/index.php?zip=13669) | [**13617**](http://zipskinny.com/index.php?zip=13617) |
| Population: |  16,729  |  17,029  |  16,270  |  17,892  |  10,942  |
|  |
| **Educational Achievement:** |
| **ZIP** | [**13662**](http://zipskinny.com/index.php?zip=13662) | [**13676**](http://zipskinny.com/index.php?zip=13676) | [**12953**](http://zipskinny.com/index.php?zip=12953) | [**13669**](http://zipskinny.com/index.php?zip=13669) | [**13617**](http://zipskinny.com/index.php?zip=13617) |
| <9th grade: |  5.8%  |  4.6%  |  14.2%  |  8.0%  |  5.1%  |
| 9-12th: |  11.7%  |  10.0%  |  30.8%  |  19.1%  |  9.1%  |
| H.S. grad: |  40.9%  |  29.8%  |  27.0%  |  35.2%  |  28.1%  |
| Some coll.: |  16.6%  |  14.8%  |  10.9%  |  15.9%  |  14.2%  |
| 2 yr deg.: |  8.2%  |  9.9%  |  7.1%  |  9.5%  |  13.1%  |
| 4 yr deg.: |  10.1%  |  12.7%  |  5.2%  |  6.4%  |  13.1%  |
| Grad/prof: |  6.7%  |  18.0%  |  4.8%  |  5.9%  |  17.4%  |
| H.S.+: |  82.6%  |  85.4%  |  55.0%  |  72.9%  |  85.8%  |
| 4 yr+: |  16.8%  |  30.8%  |  10.0%  |  12.2%  |  30.4%  |
| **ZIP** | [**13662**](http://zipskinny.com/index.php?zip=13662) | [**13676**](http://zipskinny.com/index.php?zip=13676) | [**12953**](http://zipskinny.com/index.php?zip=12953) | [**13669**](http://zipskinny.com/index.php?zip=13669) | [**13617**](http://zipskinny.com/index.php?zip=13617) |
| Never married: |  23.9%  |  50.1%  |  38.6%  |  33.3%  |  36.5%  |
| Married: |  55.8%  |  37.6%  |  43.7%  |  46.8%  |  48.8%  |
| Separated: |  2.9%  |  2.1%  |  3.8%  |  2.7%  |  2.1%  |
| Widowed: |  8.9%  |  5.5%  |  7.0%  |  8.0%  |  6.5%  |
| Divorced: |  8.5%  |  4.8%  |  7.0%  |  9.2%  |  6.2%  |
|  |
| **Household Income:** |
| **ZIP** | [**13662**](http://zipskinny.com/index.php?zip=13662) | [**13676**](http://zipskinny.com/index.php?zip=13676) | [**12953**](http://zipskinny.com/index.php?zip=12953) | [**13669**](http://zipskinny.com/index.php?zip=13669) | [**13617**](http://zipskinny.com/index.php?zip=13617) |
| <$10,000: |  13.1%  |  18.0%  |  10.4%  |  14.4%  |  10.1%  |
| $10,000-$14,999: |  9.4%  |  9.5%  |  11.5%  |  7.7%  |  8.1%  |
| $15,000-$24,999: |  14.8%  |  14.8%  |  20.7%  |  18.1%  |  15.1%  |
| $25,000-$34,999: |  14.7%  |  14.2%  |  14.2%  |  14.9%  |  11.7%  |
| $35,000-$49,999: |  17.0%  |  13.9%  |  17.2%  |  15.9%  |  21.9%  |
| $50,000-$74,999: |  18.2%  |  16.7%  |  16.6%  |  16.9%  |  16.7%  |
| $75,000-$99,999: |  7.2%  |  6.5%  |  4.5%  |  7.6%  |  10.5%  |
| $100,000-$149,999: |  4.1%  |  5.0%  |  3.1%  |  2.8%  |  4.7%  |
| $150,000-$199,999: |  0.8%  |  0.6%  |  1.0%  |  0.9%  |  0.7%  |
| $200,000+: |  0.8%  |  0.8%  |  0.7%  |  0.9%  |  0.6%  |
| **Median:** |  $33,037  |  $30,585  |  $28,191  |  $31,707  |  $38,294  |
|  |
|  |
| **Occupation:** |
| **ZIP** | [**13662**](http://zipskinny.com/index.php?zip=13662) | [**13676**](http://zipskinny.com/index.php?zip=13676) | [**12953**](http://zipskinny.com/index.php?zip=12953) | [**13669**](http://zipskinny.com/index.php?zip=13669) | [**13617**](http://zipskinny.com/index.php?zip=13617) |
| Mgt./Prof.: |  25.5%  |  34.4%  |  29.0%  |  29.7%  |  41.6%  |
| Service: |  20.8%  |  23.8%  |  20.3%  |  24.7%  |  16.6%  |
| Sales/Office: |  25.0%  |  25.0%  |  26.2%  |  23.7%  |  21.2%  |
| Fish./Farm./Forest.: |  0.1%  |  0.9%  |  1.7%  |  1.5%  |  1.5%  |
| Constr./Extr./Maint.: |  10.0%  |  7.6%  |  9.1%  |  7.7%  |  8.6%  |
| Prod./Trans.: |  18.6%  |  8.3%  |  13.7%  |  12.7%  |  10.5%  |
|  |
| **Unemployment/Poverty:** |
| **ZIP** | [**13662**](http://zipskinny.com/index.php?zip=13662) | [**13676**](http://zipskinny.com/index.php?zip=13676) | [**12953**](http://zipskinny.com/index.php?zip=12953) | [**13669**](http://zipskinny.com/index.php?zip=13669) | [**13617**](http://zipskinny.com/index.php?zip=13617) |
| Unemployed: |  3.8%  |  4.3%  |  2.9%  |  3.3%  |  8.3%  |
| Below Pov. Line: |  16.0%  |  22.2%  |  13.1%  |  15.8%  |  13.1%  |
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| **ZIP** | [**13662**](http://zipskinny.com/index.php?zip=13662) | [**13676**](http://zipskinny.com/index.php?zip=13676) | [**12953**](http://zipskinny.com/index.php?zip=12953) | [**13669**](http://zipskinny.com/index.php?zip=13669) | [**13617**](http://zipskinny.com/index.php?zip=13617) |
| Males: |  47.6%  |  51.2%  |  63.0%  |  53.7%  |  50.1%  |
| Females: |  52.4%  |  48.8%  |  37.0%  |  46.3%  |  49.9%  |
| Median Age: |  40.0  |  23.5  |  35.8  |  37.3  |  28.0  |
|  |

**DEMOGRAPHICS WITHIN MASSENA AREA MEETING SH-BOOM’S MARKET SEGMENTATION**

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| --- | --- | --- | --- | --- | --- |
| ZIP CODE | 13662 | 13676 | 12953 | 13669 | 13617 |
| AGE (30-60) | 42.0% | 44.4% | 47.5% | 44.4% | 33.5% |
| INCOME >$25,000 | 62.8% | 59.9% | 57.3% | 59.9% | 66.8% |
| POPULATION | 16,729 | 17,029 | 16,720 | 17,892 | 10,942 |
| SEGMENTED POPULATION SIZE | 7,026 | 7,560 | 7,942 | 7,944 | 3,665 |
| TOTAL POPULATION MEETING SEGMENTATION | 34,137 |  |