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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 |
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| **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**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 |  | | | |