



Pop-Facts Supplemental is a new demographic product that provides mid-year updates to 420 current year demographic variables. The variables cover basic demographics such as income, home value, population, households and education. The data are representative as of July 1st.

Pop-Facts clients will now be able to license and analyze demographic data on a more frequent basis. Pop-Facts Supplemental incorporates the most recent available input data sources, newly available data sources, and new statistical techniques to provide the best, most current look at today's demographics.

This data will be available in two new reports...

- Pop-Facts Supplemental: Demographic Overview
- Pop-Facts Supplemental: Household Income By Age of Householder

The cost for each report is \$49 for up to 3 radii, one polygon or a standard unit of geography. You can also add the Pop-Facts Supplemental report package to the Basic Demographics package and get unlimited access to these reports for only \$195. These offers are good for one registered user for a 12-month annual license.

Click [here](#) to add the report bundle to your license or call **1-866-737-7429** to speak with an account representative.