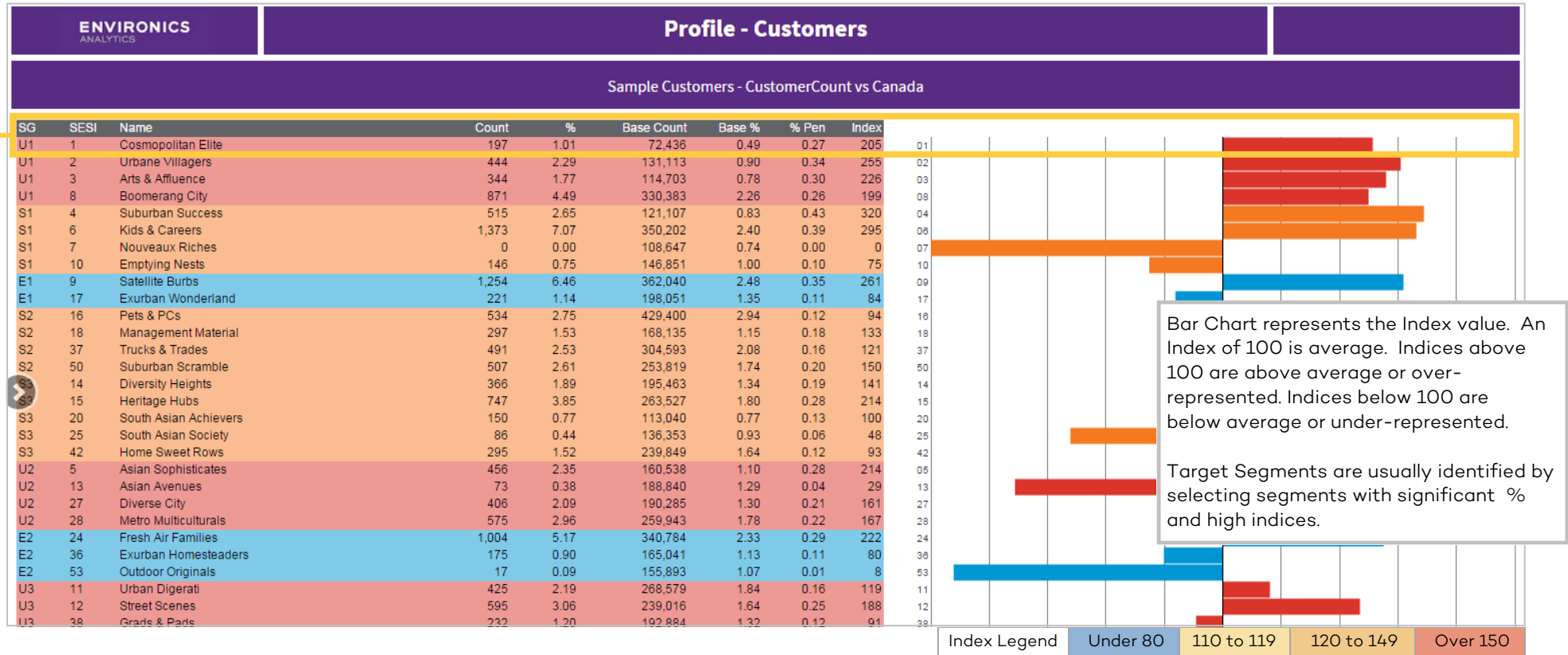


# HOW TO READ



## PRIZM5 Profile Bar Chart—Customers

The PRIZM5 segment composition of your customers. Helps answer the questions: What PRIZM5 segments do my customers belong to? Who are my best customers?



**SG** - Social Group: classification and ranking of urbanity and affluence. ex. U1 - Urban Elite, U7 - Urban Francophone

**SESI** - Socio-Economic Status Indicator: Segment ranking includes income, education, low-income indicator, dwelling value, net worth, discretionary income, household size

**Name:** Descriptive name to evoke an image of the segment

Sample Customers		Canada (households or population)	
<b>Count:</b> 197		<b>Base Count</b> 72,436	<b>% Pen:</b> 0.27
Customers classified Segment 1 Cosmopolitan Elite	÷	Number of Households in Canada classified Segment 1 Cosmopolitan Elite	× 100
<b>%:</b> 1.01		<b>Base %:</b> 0.49	<b>Index:</b> 205
Segment 1 represents 1.01% of total customer file	÷	Segment 1 represents 0.49% of Canadian households	× 100
			Segment 1 Customers are penetrating the market at 0.27%
			You are 2 times more likely to have a Segment 1 in your customers file than in all of Canada