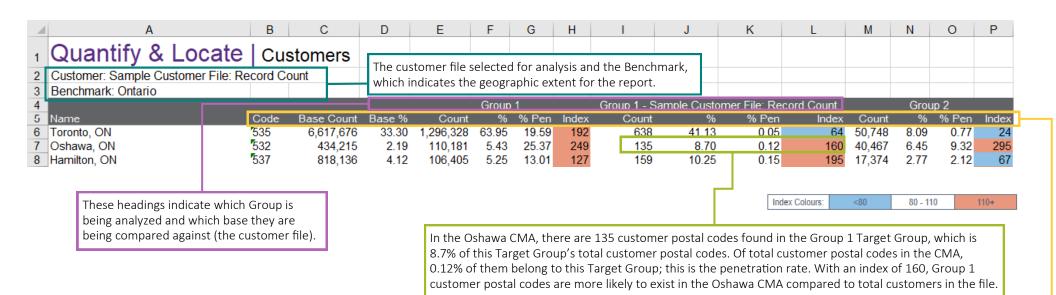# HOW TO READ



## Quantify & Locate

Quantify & Locate is a versatile tool that enables businesses to identify the location of their customers and compare them with others in the market or territory. With the ability to use target groups and customers side by side, businesses can easily identify areas with high concentrations of customers within a specific target group. Because of the various data slices in this report, it is best interpreted when downloaded as an Excel file from ENVISION in **Side-by-Side** format.

**Quantify & Locate | Customers**

Customer: Sample Customer File: Record Count
Benchmark: Ontario

The customer file selected for analysis and the Benchmark, which indicates the geographic extent for the report.

| Name | Code | Base Count | Base % | Count | % | % Pen | Index | Count | % | % Pen | Index | Count | % | % Pen | Index |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | **Group 1** | | | | **Group 1 - Sample Customer File: Record Count** | | | | **Group 2** | | | |
| Toronto, ON | 535 | 6,617,676 | 33.30 | 1,296,328 | 63.95 | 19.59 | 192 | 638 | 41.13 | 0.05 | 64 | 50,748 | 8.09 | 0.77 | 24 |
| Oshawa, ON | 532 | 434,215 | 2.19 | 110,181 | 5.43 | 25.37 | 249 | 135 | 8.70 | 0.12 | 160 | 40,467 | 6.45 | 9.32 | 295 |
| Hamilton, ON | 537 | 818,136 | 4.12 | 106,405 | 5.25 | 13.01 | 127 | 159 | 10.25 | 0.15 | 195 | 17,374 | 2.77 | 2.12 | 67 |

Index Colours: <80 | 80 - 110 | 110+

These headings indicate which Group is being analyzed and which base they are being compared against (the customer file).

In the Oshawa CMA, there are 135 customer postal codes found in the Group 1 Target Group, which is 8.7% of this Target Group's total customer postal codes. Of total customer postal codes in the CMA, 0.12% of them belong to this Target Group; this is the penetration rate. With an index of 160, Group 1 customer postal codes are more likely to exist in the Oshawa CMA compared to total customers in the file.

**Code:** Refers to the numeric code assigned to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462.

**Base Count:** The population or households in the component geography.

**Base %:** The percentage that the population or households in the component geography make up of the Benchmark.

**Count (for Target Group):** The population or households present within the specified Target Group in the component geography.

**Count (for Customer File in Target Group):** The population or households in the customer postal codes present within the specified Target Group in the component geography.

**% (for Target Group):** The percentage of Target Group population or households in the component geography versus the Benchmark.

**% (for Customer File in Target Group):** The percentage of population or households in the customer postal codes for that Target Group in the component geography versus all customer Target Group postal codes in the Benchmark.

**% Pen (for Target Group):** Of all population or households in the component geography, % Pen is the proportion that are found in the specified Target Group.

**% Pen (for Customer File in Target Group):** Of all customer postal codes in the component geography, % Pen is the proportion of households or population that are found in the specified Target Group.

**Index (for Target Group):** Measures if the population or households in the Target Group are more or less likely to live in the component geography when compared to the Benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

**Index (for Customer File in Target Group):** Measures if the customer postal codes in the Target Group are more or less likely to live in the component geography when compared to the base. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.