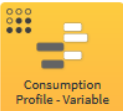


HOW TO READ

Consumption Profile - Variable

This report provides two different measures for any available consumption variable.



PRIZM Consumption Profile | Variable



Variable: Spent [Pst Yr] - Consumer Items - Power tools - 1+ (Dollars)

The **Variable** that the report is ranked against is at the top of the report.

SG	LG	Code	Name	Incidence	Incidence %	Base	Base %	% Pen	Index	Consumption	Consumption %	Unit/Incidence	Unit/Incidence Index	Unit/Base	Unit/Base Index
U1	M1	01	The A-List	349	0.40	1,358	0.38	25.70	105	78,251	0.38	224.32	95	57.64	100
U1	M1	02	Wealthy & Wise	1,719	1.97	7,144	2.01	24.06	98	395,662	1.93	230.15	98	55.39	96
U1	F1	06	Downtown Verve	700	0.80	3,555	1.00	19.68	80	155,342	0.76	222.00	94	43.69	76
S1	F3	04	Turbo Burbs	1,240	1.42	4,404	1.24	28.17	115	298,949	1.46	241.03	102	67.89	118
S1	F2	05	First-Class Families	189	0.57	3,330	0.58	23.76	87	111,195	0.56	234.54	98	54.98	85
S1	M1	09	Boomer Bliss												
S2	F2	08	Multiculture-ish												
S2	Y3	11	Modern Suburbia												
F1	F2	03	Asian Sophisticates	4	0.00	22	0.01	19.29	79	928	0.00	219.97	93	42.42	74
F1	M1	07	Mature & Secure	3,666	4.21	16,573	4.66	22.12	90	822,232	4.01	224.30	95	49.61	86
F1	F2	18	Multicultural Corners	57	0.07	252	0.07	22.71	93	13,647	0.07	238.18	101	54.09	94

In the example, the Turbo Burbs segment has an Incidence of **1,240**. A Unit/Incidence Index of **102** suggests that this segment is 2% more likely to consumes power tools, when compared to the benchmark of Victoria, BC.

SG: Each segment is assigned to one Social Group (SG) based on consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity. The SG's are : Urban (U), Urban Fringe (F), Suburban (S), Town (T), or Rural (R).

LG: The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families. The LG's are Young (Y), Family (F), and Mature (M).

Code: Refers to the segment's Socioeconomic Status Indicator (SESI): A composite ranking score based on factors such as average household income, discretionary income, educational attainment levels, dwelling value, average net worth, and household size.

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

Incidence: The total population or total number of households in the segment in the Trade Area that are consuming the item.

Incidence %: The percentage of incidences in the segment compared to the total count of incidences for the Variable.

Base: The total population or total number of households for that segment across the entire Trade Area.

Base %: The percentage of the population or households in the benchmark that exhibit that behavior.

% Pen: Proportion of all people or households who exhibit that behavior in the benchmark, that are present within the segment.

Index: Measures if the households or population in the segment are more or less likely to exhibit a behavior 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.

Consumption: The total number of items being consumed by that segment in the Trade Area. If the variable is a dollar value, this will be the aggregate dollars.

Consumption %: The percentage of the total consumption for that segment compared to the total consumption for the Variable.

Unit/Incidence: The amount being consumed per person or household that is consuming it.

Unit/Incidence Index: The rate at which the users of the product consume it in that segment compared to all users of the product in the Trade Area.

Unit/Base: The amount being consumed per person or household in the entire base Trade Area.

Unit/Base Index: The rate at which the product is being consumed across the Trade Area, not just the users of the product.

Benchmark: Victoria, BC — The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours:	<80	80 - 110	110+
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