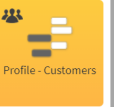


# HOW TO READ

## PRIZM Profile Bar Chart - Customers

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



## PRIZM Profile | Customers

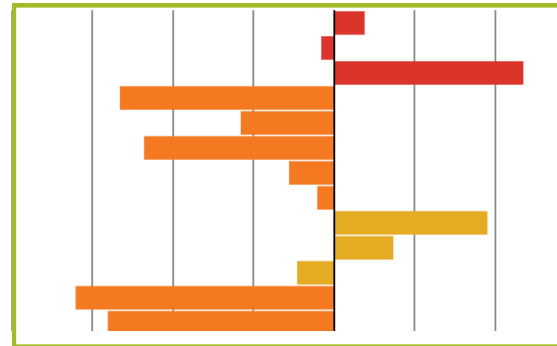


Customers: Sample Customer File: Record Count

The customer file selected for analysis.

Social Group ▼

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	251	2.10	107,174	1.95	0.23	108
U1	M1	02	Wealthy & Wise	232	1.94	109,394	1.99	0.21	97
U1	F1	06	Downtown Verve	793	6.63	193,795	3.53	0.41	188
S1	F3	04	Turbo Burbs	66	0.55	64,657	1.18	0.10	47
S1	F2	05	First-Class Families	295	2.47	175,880	3.20	0.17	77
S1	M1	09	Boomer Bliss	18	0.15	15,673	0.28	0.11	53
S2	F2	08	Multiculture-ish	731	6.11	376,206	6.85	0.19	89
S2	Y3	11	Modern Suburbia	308	2.58	147,637	2.69	0.21	96
F1	F2	03	Asian Sophisticates	752	6.29	214,383	3.90	0.35	161
F1	M1	07	Mature & Secure	451	3.77	176,329	3.21	0.26	117
F1	F2	18	Multicultural Corners	665	5.56	335,331	6.10	0.20	91
S3	F3	19	Family Mode	61	0.51	76,796	1.40	0.08	36
S3	Y3	24	All-Terrain Families	12	0.10	12,497	0.23	0.10	44



The bar chart represents the Index value with the center line representing an Index of 100. Target Segments are usually identified by selecting segments with significant percentages and high Indices. The colours are associated with the Social Group. When observing the output, the bar colours can also be changed to represent Lifestage Group.

**SG:** Each segment is assigned to one Social Group (SG) based on 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:** The name of the PRIZM segment.

**Count:** The number of people or households within the customer file that fit into that segment.

**%:** (Count / Total Count \* 100) The proportion of the total customer population or households in each PRIZM segment.

**Base Count:** The number of people or households in the benchmark.

**Base %:** (Base Count / Base Total Count \* 100) The proportion of the total benchmark population or households in each segment.

**% Pen:** (Count / Base Count \* 100) Of all people or households who fit into that segment in the base area, % Pen is the proportion that are found in the customer file.

**Index:** (% / Base % \* 100) Measures if the customers are more or less likely to fit into that segment 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.