

PRIZM Profile Bar Chart - Trade Area

The PRIZM segment composition of a defined Trade Area. Helps answer the questions: Which segments are in my trade area? What social groups do the segments in my area belong to? What lifestage do the high-index segments in my trade area belong to?



PRIZM Profile | Trade Area



Trade Area: Toronto, ON

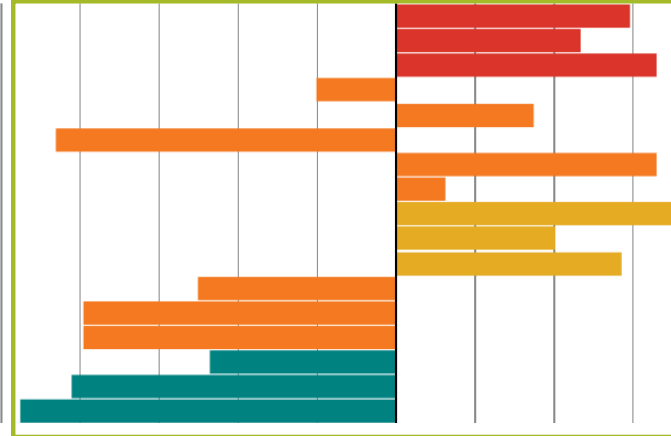
The Trade Area selected for the analysis is indicated at the top of the report.

Base: 2021 Total Children At Home

The Base Variable used for analysis.

Social Group ▼ ⌵

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	45,178	2.09	94,304	0.86	47.91	244
U1	M1	02	Wealthy & Wise	43,902	2.03	119,553	1.09	36.72	187
U1	F1	06	Downtown Verve	66,496	3.08	115,820	1.05	57.41	292
S1	F3	04	Turbo Burbs	26,826	1.24	169,653	1.54	15.81	80
S1	F2	05	First-Class Families	79,698	3.69	264,221	2.41	30.16	153
S1	M1	09	Boomer Bliss	4,783	0.22	172,769	1.57	2.77	14
S2	F2	08	Multiculture-ish	190,027	8.80	330,822	3.01	57.44	292
S2	Y3	11	Modern Suburbia	75,898	3.52	337,151	3.07	22.51	114
F1	F2	03	Asian Sophisticates	90,718	4.20	136,130	1.24	66.64	339
F1	M1	07	Mature & Secure	72,884	3.38	222,425	2.03	32.77	167
F1	F2	18	Multicultural Corners	134,935	6.25	295,674	2.69	45.64	232
S3	F3	19	Family Mode	34,461	1.60	353,500	3.22	9.75	50
S3	Y3	24	All-Terrain Families	5,917	0.27	142,197	1.29	4.16	21
S3	F3	25	Suburban Sports	11,876	0.55	287,887	2.62	4.13	21
R1	F3	14	Kick-Back Country	17,353	0.80	166,080	1.51	10.45	53
R1	F3	26	Country Traditions	9,151	0.42	263,439	2.40	3.47	18
R1	F3	33	New Country	1,687	0.08	185,364	1.69	0.91	5



The bar chart represents the Index value with the center line representing and 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 trade area that fit into the consumer segment.

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

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

Index: (% / Base % * 100) Measures if the trade area population or households are more or less likely to fit into that consumer 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.