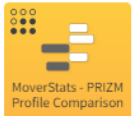


# HOW TO READ

## MoverStats - PRIZM® Profile Comparison

This report allows you to better understand movers into a particular trade area by analyzing their PRIZM® segments present by quarter. See the summary descriptions for the top 5 segments by count moving into your trade area and compare movers' segments to total trade area and benchmark segments.



## PRIZM® Profile | Top Segments



**Trade Area:** Kingston, ON

The trade area selected for analysis.

**Total Moving In Households:** 1,257

The total number of households moving into the trade area during the selected time period.

Top 5 segments represent **44.2%** of households moving in Kingston, ON



Rank:	1
Hhlds:	170
Hhld %:	13.54
% in Benchmark:	2.44
Index:	555

Boomer Bliss consists of older couples and families. Two-thirds of maintainers are over 55 years old, and most have college educations, those still employed hold comfortable single-detached houses graced with mature landscaping, art galleries and city parks—and outdoor activities like golfing and dining at a casual family restaurant.

Ranking in the top 5 segments by household count of movers, **52 - Friends & Roomies** is the second most represented segment for movers in this trade area during this time period. In Kingston, 122 households were estimated to have moved in during the selected time period who belong to this segment, which is 9.72% of total households moving in. When compared to the Benchmark of Ontario, there is a significantly lower proportion of movers into the province as a whole than the proportion of movers into the Trade Area for the selected time period (3.25% vs. 9.72%) and this yields an above average index of 299 (Calculation:  $(9.72/3.25) * 100$ ).



Rank:	2
Hhlds:	122
Hhld %:	9.72
% in Benchmark:	3.25
Index:	299

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35; more than half are under 44. With mixed educations, members hold a variety of predominantly service sector and white-collar jobs. Incomes in this segment are below average, and over three-quarters live in rental apartments. More than 40 percent of the population are first-generation Canadians, predominantly Filipino and South Asian immigrants. Young and socially active, they frequent bars, dance clubs, health clubs and art galleries; many also play team sports. These consumers like to shop—especially online—for video games, cosmetics, movies and music.

**Note:** Reported counts of PRIZM® segments are for the moving in population for the user-selected time period. Be sure to note your time period selection when setting up the report, or download the long file and find the time period in the variable description (VarDesc) or category description (CatDesc) fields.

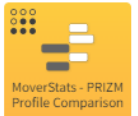
**Benchmark:** Ontario

The Benchmark, also referred to as the base, is used to calculate the Base Index for this report.

- Rank:** The position of the segment within the top 5 ranked by household count of movers in the Trade Area for the selected time period.
  - Hhlds:** The number of households who moved in the Trade Area during the selected time period who fall under this segment.
  - Hhlds %:** The proportion of the total households who moved in the Trade Area during the selected time period who fall under this segment.
  - % in Benchmark:** The proportion of the total households who moved in the Benchmark during the selected time period who fall under this segment.
  - Index:** A measure of comparison of the proportion of households moving in the Trade Area to the proportion of households moving in the Benchmark during the selected time period. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented.
- Tip: For more information, see our [MoverStats FAQs](#).

## MoverStats - PRIZM® Profile Comparison

This report allows you to better understand movers into a particular trade area by analyzing their PRIZM® segments present by quarter. See the summary descriptions for the top 5 segments by count moving into your trade area and compare movers' segments to total trade area and benchmark segments.



## PRIZM® Profile | Profile vs Trade Area

**Trade Area:** Kingston, ON

The trade area selected for analysis.

**Note:** Reported counts of PRIZM® segments are for the moving in population for the user-selected time period. Be sure to note your time period selection when setting up the report, or download the long file and find the time period in the variable description (VarDesc) or category description (CatDesc) fields. Tip: Click on the field names in the table to sort the data. For example, click on "Count" twice to sort the list in descending order.

	Count	%	Base Count	Base %	Base Index	Trade Area Count	Trade Area %	Trade Area Index
01 The A-List	0	0.03	1,038	0.80	4	0	0.00	--
02 Wealthy & Wise	4	0.30	1,578	1.22	24	288	0.39	76
03 Asian Sophisticates	0	0.03	2,019	1.55	2	1	0.00	3,300
04 Turbo Burbs	5	0.36	1,137	0.88	42	205	0.28	131
05 First-Class Families	22	1.77	3,572	2.75	64	1,174	1.59	112
06 Downtown Verve	5	0.40	1,951	1.50	27	0	0.00	--
07 Mature & Secure	17	1.34	3,762	2.90	46	1,168	1.58	85
08 Multiculture-ish	0	0.00	3,773	2.90	0	0	0.00	--
09 Boomer Bliss	170	13.54	3,170	2.44	555	8,553	11.58	117
10 Asian Achievement								
11 Modern Suburbia								
12 Eat, Play, Love								

**Benchmark:** Ontario

The Benchmark, also referred to as the base, is used to calculate the Base Index for this report.

In Kingston, 22 households who are PRIZM® segment **05 - First-Class Families** were estimated to have moved into the trade area during the selected time period, which made up 1.77% of total households moving in during this time period. In this report, we can compare the movers for the selected time period to both the trade area and the benchmark. Looking at the benchmark, 3,572 First-Class Families households were estimated to have moved into Ontario, which makes up 2.75% of total households moving into the province. Since the proportion of provincial movers is higher than movers for the time period, the index is calculated as below the Ontario average (Index = 64. Calculation:  $(1.77/2.75) * 100$ ). Conversely, the trade area index of 112 ( $(1.77/1.59) * 100$ ) is showing that the movers for the selected time period are proportionally greater than the movers in the trade area (1.77% vs. 1.59%).

**Count:** The number of households moving in the Trade Area who fall under this segment for the user-defined time period. This count includes households moving within the Trade Area.

**%:** The proportion of the total households moving in the Trade Area who fall under this segment for the user-defined time period.

**Base Count:** The number of households moving in the Benchmark who fall under this segment. This count includes households moving within the Benchmark.

**Base %:** The proportion of the total households moving in the Benchmark who fall under this segment.

**Base Index:** A measure of comparison of the proportion of households moving in the Trade Area for the user-defined time period to the proportion of households moving in 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.

**Trade Area Count:** The number of households in the Trade Area who fall under this segment for the workspace data vintage selected.

**Trade Area %:** The proportion of the total households in the Trade Area who fall under this segment for the workspace data vintage selected.

**Trade Area Index:** A measure of comparison of the proportion of households moving in the Trade Area for the user-defined time period to the proportion of households in the Trade Area for the workspace data vintage selected. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented.

Tip: For more information, see our [MoverStats FAQs](#).