

# HOW TO READ



## Ranking Areas—Customers

Rank Areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?

## Ranking Areas - Standard Geographies | Customers

How to Read



**Customers:** MobileScapes Extract - Visitors CEL: Visits

The customer file and geographic level selected for analysis.

**Geographic Level:** PRCDSCD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Pickering, ON (CY)	3518001	6,214	3.12	80,825	0.65	7.69	483
Toronto, ON (C)	3520005	178,510	89.68	2,577,758	20.63	6.92	435
Tweed, ON (MU)	3512030	267	0.13	5,465	0.04	4.89	307
Ajax, ON (T)	3518005	3,093	1.55	115,462	0.92	2.68	168
Ramara, ON (TP)	3543019	226	0.11	8,875	0.07	2.55	160
Havelock-Belmont-Methuen, ON (TP)	3515030	100	0.05	4,010	0.03	2.50	157
Asphodel-Norwood, ON (TP)	3515003	77	0.04	3,179	0.03	2.43	152
Edwardsburgh/Cardinal, ON (TP)	3507004	136	0.07	6,324	0.05	2.15	135
Uxbridge, ON (TP)	3518029	284	0.14	19,524	0.16	1.45	91
Alnwick/Haldimand, ON (TP)	3514024	85	0.04	5,983	0.05	1.43	90
Brock, ON (TP)	3518039	135	0.07	10,368	0.08	1.31	82
Kincardine, ON (MU)	3541024	116	0.06	10,138	0.08	1.14	72

Index Colours:	<80	80 - 110	110+
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Benchmark: Ontario

In this report, we focus on the **Count**, the **%** and the **% Pen** columns.

In our example, 6,214 of our customers live in the City of Pickering. This represents 3.12% of all our customers in our selected Area of Interest, which is Ontario.

There are 80,825 households in Pickering. Our 6,214 customers in Pickering represent a market penetration rate of 7.69%. With an Index of 483, our customers are over-represented in Pickering compared to the average market penetration across Ontario.

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

- Code:** Refers to the numbers given 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. Montréal Census Subdivision's code is 2466023.
- Count:** The number of customers living in that geography
- %:** (Count/Total Count \* 100) The percentage of the total customer file living in that geography
- Base Count:** The number of population or households living in that geography
- Base %:** (Base Count/Base Total Count \* 100) The percentage of the total population or households in the Area of Interest living in that geography
- % Pen:** (Count/Base Count \* 100) measures the count of customers in a geography compared to the Base population or household counts in selected Area of Interest
- Index:** (% /Base % \*100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)