

# HOW TO READ

## ClickScapes Summary Profile - Time Periods

Create a summary PRIZM® profile of one ClickScapes Trends variable for a combination of weeks or months. Combine time frames to align with your organization's calendar, and understand the number of days in your time frame the site was visited.



## PRIZM Profile | ClickScapes Aggregated Time Periods

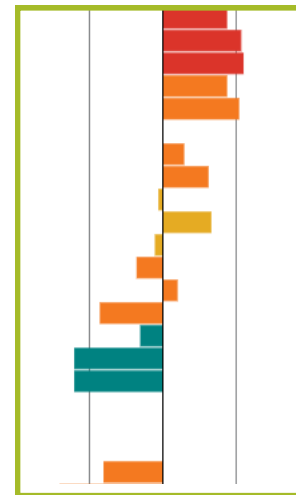
ENVIRONICS ANALYTICS

Variable: 2021 - January - Home Internet - Website - airbnb.ca (Visit Days)

The Variable that the report is ranked against and the time period selected.

Social Group

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	21,211	2.12	41,033	1.75	0.52	121
U1	M1	02	Wealthy & Wise	23,064	2.30	42,440	1.80	0.54	127
U1	F1	06	Downtown Verve	49,503	4.94	90,416	3.85	0.55	128
S1	F3	04	Turbo Burbs	12,491	1.25	24,251	1.03	0.52	121
S1	F2	05	First-Class Families	33,488	3.34	62,503	2.66	0.54	126
S1	M1	09	Boomer Bliss	2,994	0.30	6,997	0.30	0.43	100
S2	F2	08	Multiculture-ish	59,072	5.89	130,981	5.57	0.45	106
S2	Y3	11	Modern Suburbia	27,613	2.75	56,949	2.42	0.48	114
F1	F2	03	Asian Sophisticates	31,069	3.10	73,541	3.13	0.42	99
F1	M1	07	Mature & Secure	32,975	3.29	67,343	2.86	0.49	115
F1	F2	18	Multicultural Corners	54,832	5.47	131,770	5.60	0.42	98
S3	F3	19	Family Mode	11,821	1.18	29,719	1.26	0.40	93
S3	Y3	24	All-Terrain Families	2,279	0.23	5,128	0.22	0.44	104
S3	F3	25	Suburban Sports	4,751	0.47	13,464	0.57	0.35	83
R1	F3	14	Kick-Back Country	7,414	0.74	18,582	0.79	0.40	94
R1	F3	26	Country Traditions	3,369	0.34	10,423	0.44	0.32	76
R1	F3	33	New Country	621	0.06	1,924	0.08	0.32	76
S4	F2	13	Vie de Rêve	0	0.00	0	0.00	--	100
S4	F3	29	C'est Tiguidou	0	0.00	0	0.00	--	100
S4	F3	34	Familles Typiques	0	0.00	0	0.00	--	100
S5	F3	38	Stressed in Suburbia	4,708	0.47	13,179	0.56	0.36	84



The bar chart represents the Index value. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented. Target Segments are usually identified by selecting segments with significant % and high Indices.

**Note:** The bar chart and values are based on the number of ClickScapes variables, for the PRIZM segment composition for an aggregated set of time periods.

Benchmark: Mississauga, ON (CY)

The **Benchmark**—also referred to as the base—is indicated at the bottom of the report.

**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 Lifestyle 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 daily visits made by each segment.

**%:** (Count/Total Count \* 100) The percentage of daily visits made by each segment versus all segments.

**Base Count:** The total households for each segment in the benchmark area, if the variable is a **Home Internet** variable. Or, the total household population 15+ for each segment in the benchmark area, if the variable is a **Mobile Internet** variable.

**Base %:** The percentage of the base count in the benchmark area within the segment.

**% Pen:** (Count/Base Count \* 100) The average number of visits per base count unit.

**Index:** (%/Base % \*100) 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.