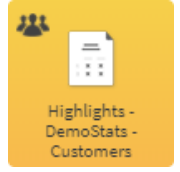


HOW TO READ

Highlights - DemoStats - Customer

This is a customer weighted report. It is used to identify a first approximation of descriptors of your customers. It reflects the distribution of customers across demographic variables in areas where the customers are found. That means that the customer weighted report analyzes the neighbourhood in which the customer falls and assigns the customers the same distribution of the variables in that neighbourhood.



HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Basics			
Total Population	100.00	100.00	100
Total Households	100.00	100.00	100
Age of Household Maintainer			
15 to 24	2.70	3.49	77
25 to 34	16.58	17.62	94
35 to 44	19.04	18.23	104
45 to 54	19.25	18.94	102
55 to 64	19.64	18.99	103
65 to 74	12.98	12.79	101
75 or Older	9.80	9.93	99
Size of Household			
1 Person	26.92	30.54	88
2 Persons	32.03	31.77	101
3 Persons	15.87	15.16	105
4 Persons	16.09	13.94	115
5 Persons	5.91	5.38	110
6 Or More Persons	3.18	3.21	99
Household Type			
Total Family Households	69.50	65.19	107
One-Family Households	67.51	63.14	107
Multiple-Family Households	2.00	2.04	98
Non-Family Households	30.50	34.81	88
One-Person Households	26.75	30.35	88
Two-Or-More-Person Households	3.75	4.46	84
Marital Status			
Married Or Living With A Common-Law Partner	57.16	53.60	107
Single (Never Legally Married)	28.91	31.24	93

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	101,107.80	91,690.41	110
Education			
No Certificate, Diploma Or Degree	17.40	18.90	92
High School Certificate Or Equivalent	27.43	27.84	99
Apprenticeship Or Trades Cert/Dipl	7.74	7.68	101
College/CEGEP/Non-University Cert/Dipl	15.80	15.13	104
University Cert/Dipl Below Bachelor	5.14	5.10	101
University Degree	26.49	25.35	104
Labour Force			
In The Labour Force (15+)	69.09	67.79	102
Labour Force by Occupation			
Management	5.75	4.98	115
Business, Finance, Administration	11.43	10.93	105
Sciences	4.90	4.34	113
Health	6.63	6.20	107
Social Science, Education, Government, Religion	10.31	9.74	106
Art, Culture, Recreation, Sport	1.72	1.75	98
Sales and Service	15.41	16.25	95
Trades, Transport, Operators	8.68	8.94	97
Natural Resources and Agriculture	0.71	0.72	98
Manufacturing and Utilities	2.44	2.67	91
Commuting			
Car (As Driver)	72.85	69.22	105
Car (As Passenger)	7.17	7.35	98
Public Transit	12.20	14.16	87
Walk	4.43	5.71	78
Bicycle	1.86	2.14	88

% - the estimated % of the customer file

Base % - % of total population or households (depending on the variable) in the benchmark

Index - $(\% \div \text{Base } \%) \times 100$ measures if the demographic characteristic is over or under represented for the variable when compared to the benchmark

Focus on the Commuting section. There are likely to be 4.43% of customers who commute by walking. The Index value of 78 indicates that the customers in this file tend to come from areas that have a lower than average proportion of people who commute on foot.