

## Highlights - DemoStats - Customers

Provides a list of variables ranked based on the presence of customers from an imported customer file.

These reports reflect the distribution of customers across demographic variables.

**Note:** State/Provincial or National geographies are recommended for the Benchmark, along with a customer file with a minimum of 2,000 records.



### Highlights DemoStats - Sample Customers vs Canada

#### HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
<b>Basics</b>			
Total Population	100.00	100.00	100
Total Households	100.00	100.00	100
<b>Age of Household Maintainer</b>			
15 to 24	3.09	2.95	105
25 to 34	16.84	14.95	113
35 to 44	19.99	17.80	112
45 to 54	19.13	18.39	104
55 to 64	18.64	20.16	92
65 to 74	13.04	15.02	87
75 or Older	9.26	10.73	86
<b>Size of Household</b>			
1 Person	26.56	28.38	94
2 Persons	32.66	34.30	95
3 Persons	16.10	15.21	106
4 Persons	15.60	13.79	113
5 or More Persons	9.07	8.33	109
<b>Household Type</b>			
Total Family Households	68.59	67.36	102
One-Family Households	66.33	65.36	101
Multiple-Family Households	2.26	2.00	113
Non-Family Households	31.41	32.64	96
One-Person Households	26.64	28.43	94
Two-Or-More-Person Households	4.77	4.21	113
<b>Marital Status</b>			
Married Or Living With A Common-Law Partner	58.35	57.55	101
Single (Never Legally Married)	28.02	27.68	101
Separated	2.77	2.75	101
Divorced	5.93	6.33	94
Widowed	4.93	5.69	87

#### INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
<b>Household Income</b>			
Average Household Income	118,235.99	102,231.66	116
<b>Education</b>			
No Certificate, Diploma Or Degree	12.77	16.71	76
High School Certificate Or Equivalent	26.07	26.51	98
Apprenticeship Or Trades Cert/Dipl	6.37	9.36	68
College/CEGEP/Non-University Cert/Dipl	19.61	19.93	98
University Cert/Dipl Below Bachelor	2.44	2.43	100
University Degree	32.74	25.05	131
<b>Labour Force</b>			
In The Labour Force (15+)	66.74	63.91	104
<b>Labour Force by Occupation</b>			
Management	7.47	6.75	111
Business, Finance, Administration	10.82	9.76	111
Sciences	5.79	4.55	127

Focus on the **%** and the **Index** columns in this report.

In our example, 32.74% represents the estimated proportion of the customer file who live in the benchmark (Canada) who are likely to hold a university degree. This value is based on weights that are computed using the number of customers and the demographic data for the neighbourhoods in the benchmark.

With an Index value of 131, these customers are 31% more likely to live in neighbourhoods that have high rates for holding university degrees when compared to the benchmark.

**%:** The weighted proportion of the population or households in the customer file that exhibits that behavior.

**Base %:** The percentage of the population or households in the benchmark that exhibit that behavior.

**Index:** Provides a measure for the variable that describes the neighbourhood where customers are likely to live. A high Index indicates that customers are likely to live in a neighbourhood described by the variable.