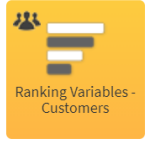


HOW TO READ

Ranking Variables - 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, financial, and behavioral variables.

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



Ranking Variables | Customers

Customers: MobileScapes Extract - Visitors CEL: Unique visitors

The **Customer file** selected for the analysis.

		%	Base Count	Base %	Index
Household Population by Visible Minority Status					
ECYVISHPOP	Household Population For Visible Minority	100.00	14,588,977	100.00	100
ECYVISVM	Visible Minority Total	62.34	4,744,583	32.52	192
ECYVISCHIN	Visible Minority Chinese	16.82	894,433	6.13	274
ECYVISSA	Visible Minority South Asian	20.61	1,484,937	10.18	202
ECYVISBLCK	Visible Minority Black	7.34	774,933	5.31	138
ECYVISFILI	Visible Minority Filipino	3.32	310,602	2.13	156
ECYVISLAM	Visible Minority Latin American	1.93	228,254	1.56	123
ECYVISSEA	Visible Minority Southeast Asian	1.25	147,938	1.01	123
ECYVISARAB	Visible Minority Arab	2.32	275,342	1.89	123
ECYVISWA	Visible Minority West Asian	3.61	204,803	1.40	257
ECYVISKOR	Visible Minority Korean	1.47	98,421	0.68	218
ECYVISJAPA	Visible Minority Japanese	0.28	29,948	0.20	137
ECYVISOVM	Visible Minority All Other Visible Minorities	1.46	136,988	0.94	156
ECYVISMVM	Visible Minority Multiple Visible Minorities	1.93	157,984	1.08	178
ECYVISNVM	Visible Minority Not A Visible Minority	37.66	9,844,394	67.48	56

For example, **16.82%** represents the estimated proportion of the customer file who live in the benchmark (Canada) who identify as Chinese. This value is based on weights that are computed using the number of customers, along with behavioural data for the neighbourhoods in the benchmark. With an Index value of **274**, they are 174% more likely to identify as Chinese when compared to the benchmark of Canada.

Benchmark: Canada

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

Index Colours: <80 80 - 110 110+

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

Base Count: The number of people or households in the Benchmark who exhibit that behaviour.

Base %: The percentage of the population or households in the Benchmark that exhibits that behaviour.

% Pen: Of all people or households who exhibit that behaviour, **% Pen** is the proportion that are found in the Trade Area.

Index: Provides a measure for comparing people or households in the customer file and their likeliness to exhibit a behaviour when compared to those within 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.