



ClickScapes Summary Profile - Variables

The PRIZM segment composition of a Variable (individual mobile apps and websites including interest categories). The data is available for weekly and monthly time periods. The output contains data for counts of visitors and number of visit days for each variable across each time period selected. Two files are created for each area of interest selected: a PDF document and an Excel file.

PRIZM Profile | ClickScapes Trends - Aggregated Variables

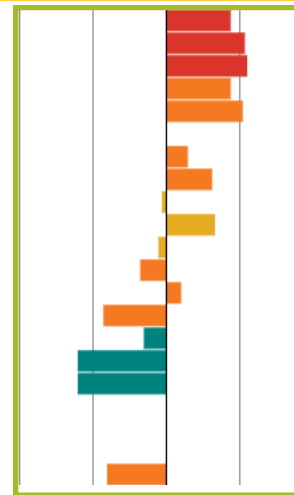
ENVIRONICS
ANALYTICS

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

The **Variable** that the report is ranked against is at the top of the report.
Note: The time period for the report is indicated alongside the variable.

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 individual month or week time periods selected, for the PRIZM segment composition of visitors across an aggregated set of ClickScapes variables.

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 Lifestage 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: An integer assigned to each segment.

Name: The name of the PRIZM segment.

Count: The number of people or households in the segment who exhibit that behavior.

%: (Count/Total Count * 100) The weighted proportion of the population or households in each segment that exhibits that behavior.

Base Count: The number of people or households in the benchmark who exhibit that behavior.

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