

Ranking Variables - Target Group

Provides a list of variables ranked based on the presence within a Target Group. This report is helpful in identifying variables that resonate with specific Target Groups.



Ranking Variables | Target Group

Target Group: Diverse Families (08, 18, 27, 31, 55)

The **Target Group** selected for analysis is indicated at the top of the report. Use the side panel navigation within the ENVISION interface to toggle between Target Groups.

		Count	%	Base Count	Base %	% Pen	Index
Household Population by Religion							
ECYRELBUDD	Buddhist	9,478	2.77	57,782	1.32	16.40	210
ECYRELCHR	Christian	199,634	58.38	2,632,905	60.02	7.58	97
ECYRELANGL	Anglican	11,022	3.22	175,504	4.00	6.28	81
ECYRELCATH	Catholic	98,748	28.88	1,074,053	24.48	9.19	118
ECYRELUNIT	United Church	17,024	4.98	322,923	7.36	5.27	68
ECYRELOCHR	Other Christian	72,840	21.30	1,060,426	24.17	6.87	88
ECYRELHIND	Hindu	6,928	2.03	49,721	1.13	13.93	179
ECYRELJEWI	Jewish	1,429	0.42	15,703	0.36	9.10	117
ECYRELMUSL	Muslim	17,398	5.09	148,744	3.39	11.70	150
ECYRELSIKH	Sikh	9,390	2.75	77,358	1.76	12.14	156
ECYRELOREL	Other Religions	1,699	0.50	41,649	0.95	4.08	52
ECYRELNREL	No Religious Affiliation	96,017	28.08	1,362,812	31.07	7.05	90

Benchmark: Alberta

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

Index Colours:	<80	80 - 110	110+
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For example, **2.77%** of the estimated proportion of households in the **Diverse Families** Target Group self-identify as Buddhist, relative to the Benchmark of Alberta. With an Index value of **210**, households in the **Diverse Families** Target Group are **110%** more likely to self-identify as Buddhist, when compared to the benchmark of Alberta.

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

%: (Count / Total Count * 100) The percentage of the population or households in the Target Group that exhibit that behavior.

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

Base %: (Base Count / Base Total Count * 100) The percentage of the population or households in the benchmark that exhibit that behavior.

% Pen: (Count / Base Count * 100) Of all people or households who exhibit that behavior in the base area, **% Pen** is the proportion that are found in the Target Group.

Index: (% / Base % *100) Measures if the population or households in the Target Group are more or less likely to exhibit that 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.