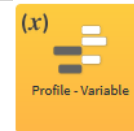


How to Read

PRIZM Profile Bar Chart - Variable (Standard Benchmark)

The PRIZM segment composition of a Variable. Helps answer the questions: What is the PRIZM segment composition of a survey variable? Which segments are more likely to watch baseball games? What are the top 3 segments, by index, for creating YouTube videos?

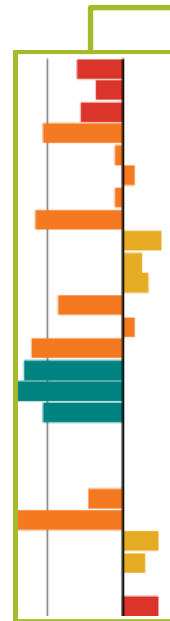


PRIZM Profile | Variable

Variable: Opticks Vividata - Sports & Leisure - Venues - Attended [Pst Yr] - Art Gallery [Freq] - 1-2 Times (P)

The Variable that the report is ranked against is at the top of the report.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	10,012	1.73	108,856	1.96	9.20	88
U1	M1	02	Wealthy & Wise	10,693	1.84	110,911	1.99	9.64	93
U1	F1	06	Downtown Verve	18,248	3.15	196,256	3.53	9.30	89
S1	F3	04	Turbo Burbs	5,408	0.93	65,651	1.18	8.24	79
S1	F2	05	First-Class Families	18,253	3.15	178,582	3.21	10.22	98
S1	M1	09	Boomer Bliss	1,700	0.29	15,836	0.28	10.74	103
S2	F2	08	Multiculture-ish	39,075	6.74	383,512	6.89	10.19	98
S2	Y3	11	Modern Suburbia	12,066	2.08	150,785	2.71	8.00	77
F1	F2	03	Asian Sophisticates	25,157	4.34	217,403	3.91	11.57	111
F1	M1	07	Mature & Secure	19,599	3.38	178,813	3.21	10.96	105
F1	F2	18	Multicultural Corners	37,983	6.55	339,525	6.10	11.19	107
S3	F3	19	Family Mode	6,789	1.17	78,120	1.40	8.69	83
S3	Y3	24	All-Terrain Families	1,366	0.24	12,741	0.23	10.72	103
S3	F3	25	Suburban Sports	2,506	0.43	31,686	0.57	7.91	76
R1	F3	14	Kick-Back Country	3,623	0.63	47,237	0.85	7.67	74
R1	F3	26	Country Traditions	1,880	0.32	25,104	0.45	7.49	72
R1	F3	33	New Country	395	0.07	4,781	0.09	8.26	79
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	2,919	0.50	30,751	0.55	9.49	91
S5	F3	43	Happy Medium	1,103	0.19	14,789	0.27	7.46	72
F2	F2	10	Asian Achievement	21,817	3.76	189,853	3.41	11.49	110
F2	Y2	20	New Asian Heights	22,104	3.81	200,711	3.61	11.01	106
F2	F3	27	Diversité Nouvelle	0	0.00	0	0.00	-	100
U2	M1	16	Savvy Seniors	9,177	1.58	80,007	1.44	11.47	110



The bar chart represents the Index values with the center line representing an Index of 100. Target segments are usually identified by selecting segments with significant percentages and high Indices.

The bar colours are associated with Social Group. When observing the output, the bar colours can also be changed to represent Lifestage Group.

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.

% 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 Trade Area.

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