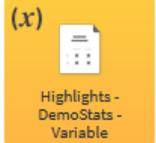


# HOW TO READ

## Highlights - DemoStats - Variable

This is a variable weighted report; it analyzes the neighbourhoods (DA) where you find projected variable households, weights the demographics of the neighbourhoods and compares those demographics to the benchmark demographics. The Highlights - DemoStats - Variable report helps answer the question: What are the key demographics for the variable of interest?



## DemoStats 2021 | Demographic Highlights



**Variable:** Opticks Vividata 2021 - 2021 Fitness Activities - Participated [Pst Yr] - Health/Fitness Club [Freq] - 10+ Times (P)

**Threshold:** 25%

The **Variable** that the report is ranked against is at the top of the report. The **Threshold** is also at the top of the report, and indicates the top percent of neighbourhoods with the greatest concentration of the variable. The default is 25% meaning that only the top 25% of neighbourhoods is represented in the report. The threshold can be increased up to 100%, indicating that all neighbourhoods where the variable households are found are included.

### 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	3.59	2.54	141
25 to 34	22.12	14.48	153
35 to 44	25.02	17.38	144
45 to 54	20.96	18.40	114
55 to 64	15.34	20.35	75
65 to 74	8.31	15.36	54
75 or Older	4.67	11.50	41
<b>Size of Household</b>			
1 Person	23.75	26.08	91
2 Persons	25.88	32.70	79
3 Persons	16.63	16.10	103
4 Persons	19.01	15.38	124
5 or More Persons	14.73	9.75	151
<b>Household Type</b>			
Total Family Households	71.39	69.80	102
One-Family Households	66.02	67.14	98
Multiple-Family Households	5.37	2.66	202
Non-Family Households	28.61	30.20	95
One-Person Households	23.87	26.21	91
Two-Or-More-Person Households	4.74	3.99	119
<b>Marital Status</b>			
Married/Common-Law	58.77	56.13	105
Single (Never Legally Married)	31.16	29.41	106
Separated	2.45	3.28	75
Divorced	4.17	5.73	73
Widowed	3.45	5.45	63

### INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
<b>Households Income</b>			
Average Household Income	124,220.00	116,877.51	106
<b>Education</b>			
No Certificate, Diploma Or Degree	11.80	15.01	79
High School Certificate Or Equivalent	23.33	27.34	85
Apprenticeship Or Trades Cert/Dipl	3.31	5.62	59
College/CEGEP/Non-University Cert/Dipl	17.29	21.52	80
University Cert/Dipl Below Bachelor	2.17	1.67	130
University Degree	42.10	28.85	146
<b>Labour Force</b>			
In The Labour Force	71.48	64.93	110
<b>Labour Force by Occupation</b>			
Management	8.57	6.91	124
Business Finance Administration	13.19	10.02	132
Sciences	8.71	5.21	167
Health	4.44	4.35	102
Education, Gov't, Religion, Social	8.22	8.14	101
Art, Culture, Recreation, Sport	2.33	2.12	110
Sales And Service	14.17	14.21	100
Trades and Transport	6.91	8.34	83
Natural Resources and Agriculture	0.41	1.10	37
Manufacturing And Utilities	3.00	3.24	93
<b>Commuting</b>			
Car (As Driver)	33.73	32.95	102
Car (As Passenger)	2.85	2.80	102
Public Transit	9.40	6.71	140
Walk	3.20	2.44	131
Bicycle	0.49	0.62	79

For household income, the % and Base % values are in dollar amounts.

Focus on the Index value in this report. The Index values determine how similar or different the variable households are compared to the benchmark (Base) households. A quick glance at the Index values for Age of Education shows an above-average Index for households with a University Degree frequenting a Health/Fitness Club 10+ times in the past year.

**%:** 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:** Measures if the households in the variable households 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.

**Area of Interest:** Ontario - The **Area of Interest** - also referred to as the Base Area or Base- indicates the geographic extent for the report

