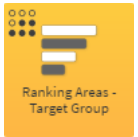


Ranking Areas - Target Group

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



Ranking Areas - Standard Geographies | Target Group



Target Group: Multicultural Families (08, 10, 11, 15, 17, 18)

Geographic Level: PRCDSCD

The **Target Group** breakout is captured at the top of the report. Use the side panel navigation within the ENVISION interface to toggle between Target Groups. The **Geographic Level** is also found at the top of the report.

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON (C)	3520005	124,426	17.49	1,217,308	21.91	10.22	80
Brampton, ON (CY)	3521010	114,046	16.03	189,492	3.41	60.19	470
Mississauga, ON (CY)	3521005	87,489	12.30	255,147	4.59	34.29	268

In our example, **12.30%** represents the estimated proportion of the **Multicultural Families** Target Group in **Mississauga**. With an Index value of **268**, households within this Target Group are **168%** more likely to be found in Mississauga when compared to the Benchmark of Ontario.

Note: An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Benchmark: Ontario

The **Benchmark** - also referred to as the base - is found at the bottom of the report.

Code: Refers to the numbers given to Standard Geographic Areas by Statistics Canada. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

Count: The number of people or households attributed to the Target Group who live in that geography.

%: The percentage of the population or households attributed to the Target Group who live in that geography.

Base Count: The number of people or households who live in the Benchmark.

Base %: The percentage of the population or households who live in the Benchmark.

% Pen: Of all people or households in the Base, **% Pen** is the proportion that are found in the Target Group.

Index: Measures if the population or households in the Target Group are more or less likely to live in certain geographic areas when compared to the population or households within the Benchmark.

Index Legend	Under 80	Over 110
--------------	----------	----------