

HOW TO READ

Executive Reporting - Trade Area - Consumer Profiles - Method of Travel Overview

Provides an overview of travel behaviors for the selected Trade Area.

Note: Values are chosen from Index ranking with the minimum threshold of 5% composition.

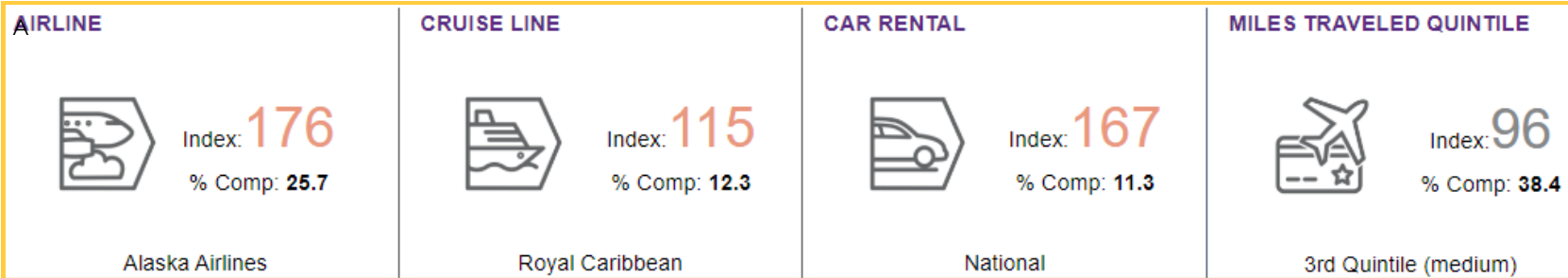
Consumer Profiles | Method of Travel Overview

ENVIRONICS ANALYTICS

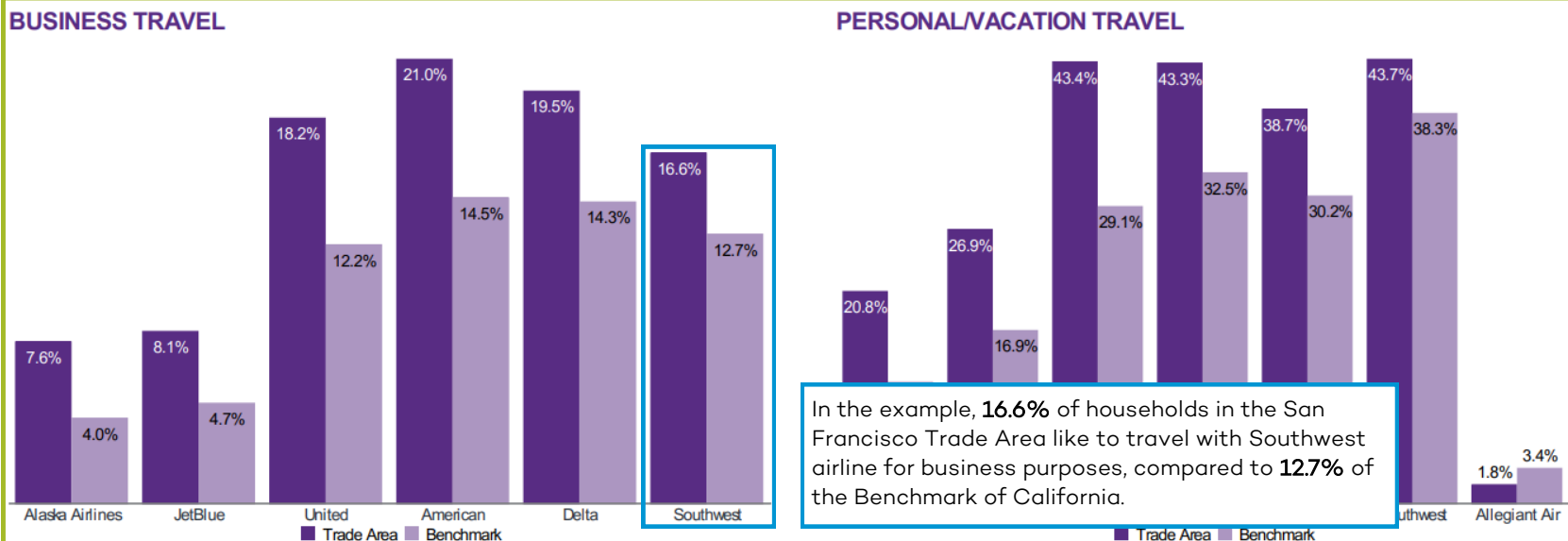
Trade Area: San Francisco

Households: 13,379,828

The **Trade Area** selected for the analysis and the number of **Households** within the Trade Area is indicated at the top of the report.



Airline: The Airline that the majority of the Trade Area use.
Cruise Line: The Cruise Line that the majority of the Trade Area use.
Car Rental: The Car Rental service that the majority of the Trade Area use.
Miles Traveled Quintile: The quintile of miles travelled that the majority of the Target Area full into.



In the example, the Trade Area falls under the quintile represents between 1 to 99 miles of travel per year.

Business Travel: The bar chart shows the proportion of households that use each airline for business travel.
Personal/Vacation Travel: The bar chart shows the proportion of households that use each airline for business travel.

Benchmark: California

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

Index Colours: <80 80 - 110 110+