

# HOW TO READ

## Executive Dashboards - Household Demographic Profiles - Households

Provides household data for the current year for the selected Target Group.

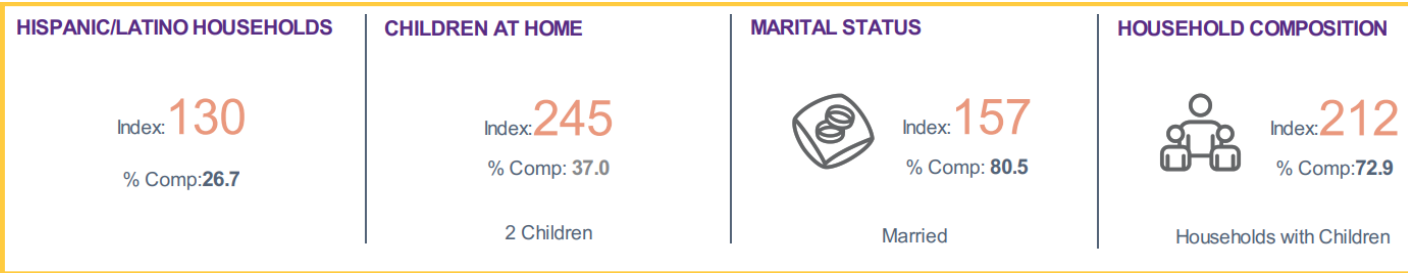
### Household Demographic Profiles | Households



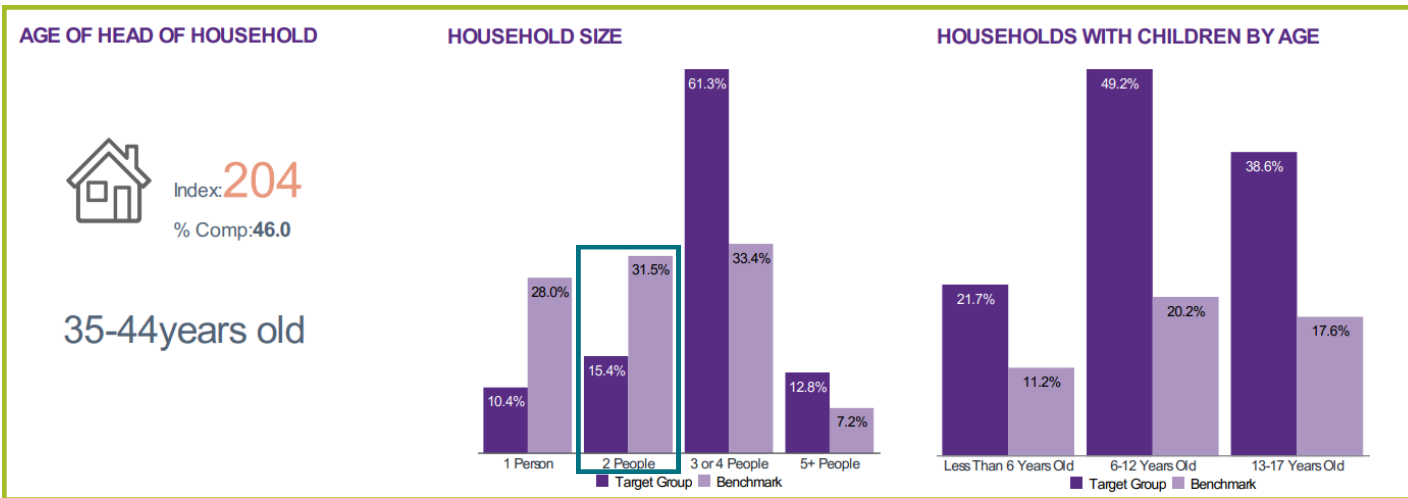
Target Group: Group 1 (01, 02, 03, 04, 05)

Households: 1,240,097

The **Target Group** name and breakout is indicated at the top of the report.  
The number of **Households** within the Target Group is also indicated at the top of the report.



In the example, **80.5%** of the Young, Urban, Upscale Target Group are married households. The Index of **157** suggests that a household from this Target Group is more than likely to be married than any household within the benchmark of San Francisco.



**Age of Head of Household:** The age of the individuals primarily responsible for household maintenance, compared to the benchmark of San Francisco.  
**Household Size:** The bar chart shows the percent of the (Young, Urban, Upscale) Target Group by the number of household members, compared to the benchmark of San Francisco.  
**Households with Children by Age:** The bar chart shows the percent of the (Young, Urban, Upscale) Target Group with children in the household for each age range, compared to the benchmark of San Francisco.

In the example, **15.4%** of the Young, Urban, Upscale Target Group live in two-person households, compared to **31.5%** of two-person households in the benchmark of San Francisco.

Benchmark: San Francisco

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

