

HOW TO READ

Executive Dashboards - Household Demographic Profiles - Housing and Income

Provides housing and income data for the current year for the selected Target Group.

Note: Values are chosen based on index ranking with a minimum of 5% composition.

Household Demographic Profiles | Housing & Income



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

Households: 1,612,302

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.

HOUSEHOLD INCOME

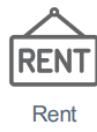
\$100,000 or More

Index: **161**
% Comp: **77.4**

TENURE



Index: **210**
% Comp: **98.9**



Index: **2**
% Comp: **0.9**

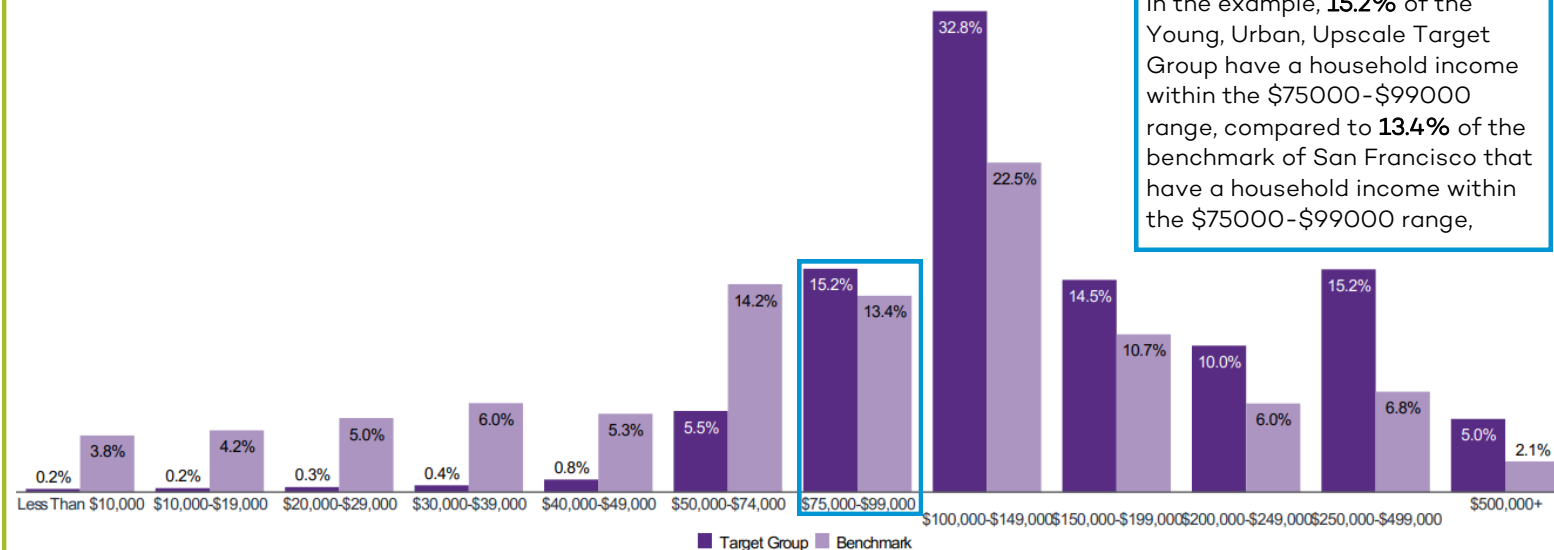
HOME VALUE*

\$500K-\$999K

Index: **214** % Comp: **36.0**

In the example, **98.9%** of the Target Group owns housing. The Index of **210** suggests that a household from this Target Group is more than twice as likely to own housing than any household within the benchmark of San Francisco.

HOUSEHOLD INCOME DISTRIBUTION



In the example, **15.2%** of the Young, Urban, Upscale Target Group have a household income within the \$75000-\$99000 range, compared to **13.4%** of the benchmark of San Francisco that have a household income within the \$75000-\$99000 range,

Household Income Distribution: The bar chart shows the distribution of the (Young, Urban, Upscale) Target Group by what proportion fits into each income range, compared to the benchmark of San Francisco.

Benchmark: San Francisco

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

Index Colours: <80 (Blue), 80 - 110 (Purple), 110+ (Red)