

# HOW TO READ—STANDARD TABULAR REPORT



The standard tabular reports found in SPOTLIGHT provide counts and percentages (where applicable) for data variables. Most are divided into a Summary section with one or more additional sections of detailed data. The Summary page typically provides totals for things like population or total households, while the detailed sections provide more specific variables and breakdowns. This document uses the DemoStats—Census Plus Highlights report as the example, but all are similar.

**Trade Area: Welland, ON (CY)**

Trade area used to build report

## HOUSEHOLD & DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
<b>Base Variables</b>						
Total Population	52,293	100.00	35,151,728	100.00	0.15	100
Total Households	22,490	100.00	14,072,079	100.00	0.16	100
<b>Age of Household Maintainer</b>						
Under 25 years	660	2.94	437,225	3.11	0.15	94
25 to 34 years	2,457	10.93	1,991,686	14.15	0.12	77
35 to 44 years	3,389	15.07	2,414,916	17.16	0.14	88
45 to 54 years	4,165	18.52	2,862,858	20.34	0.15	91
55 to 64 years	4,852	21.57	2,859,312	20.32	0.17	106
65 to 74 years	3,805	16.92	2,034,235	14.46	0.19	117
75 to 84 years	2,269	10.09	1,084,699	7.71	0.21	131
85+ years	893	3.97	387,148	2.75	0.23	144
<b>Size of Household</b>						
1 person	6,839	30.41	3,969,784	28.21	0.17	108
2 persons	8,294	36.88	4,834,597	34.36	0.17	107
3 persons	3,332	14.82	2,140,643	15.21	0.16	97
4 persons	2,691	11.96	1,946,285	13.83	0.14	87

**Benchmark: Canada**

Benchmark used in report

## EMPLOYMENT, EDUCATION & INCOME

	Count	%	Base Count	Base %	% Pen	Index
<b>Household Total Income Distribution (Current Year)</b>						
Under \$5,000	274	1.22	228,800	1.63	0.12	75
\$5,000 to \$9,999	314	1.40	200,331	1.42	0.16	98
\$10,000 to \$14,999	926	4.12	374,585	2.66	0.25	155
\$15,000 to \$19,999	1,073	4.77	565,941	4.02	0.19	119
\$20,000 to \$24,999	1,278	5.68	602,795	4.28	0.21	133
<b>\$25,000 to \$29,999</b>	<b>1,154</b>	<b>5.13</b>	<b>538,733</b>	<b>3.83</b>	<b>0.21</b>	<b>134</b>
\$30,000 to \$34,999	1,260	5.60	603,479	4.29	0.21	131
\$35,000 to \$39,999	1,170	5.20	606,599	4.31	0.19	121
\$40,000 to \$44,999	1,188	5.28	596,111	4.24	0.20	125
\$45,000 to \$49,999	1,119	4.98	578,312	4.11	0.19	121
\$50,000 to \$59,999	2,067	9.19	1,097,340	7.80	0.19	118
\$60,000 to \$69,999	1,746	7.76	1,010,411	7.18	0.17	108
\$70,000 to \$79,999	1,605	7.14	924,316	6.57	0.17	109
\$80,000 to \$89,999	1,351	6.01	836,767	5.95	0.16	101
\$90,000 to \$99,999	1,201	5.34	745,648	5.30	0.16	101
<b>\$100,000 or Over</b>	<b>4,764</b>	<b>21.18</b>	<b>4,561,911</b>	<b>32.42</b>	<b>0.10</b>	<b>65</b>

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics.

Index Colours: <80 80 - 110 110+

### Report Column Definitions

**Count:** The number of households or the population in the trade area who exhibit that behaviour or attribute.

**%:** (Count/Total Count \* 100) The percentage of households or population in the trade area that exhibit that behaviour.

**Base Count:** The number of households or populations in the benchmark who exhibit that behaviour or attribute.

**Base %:** (Base Count/Base Total Count \* 100) The percentage of households in the benchmark that exhibit that behaviour.

**% Pen:** (Count/Base Count \* 100) Of all households who exhibit that behaviour in the base area, % Pen is the proportion that are found in the trade area.

**Index:** (% / Base % \* 100) Measures if the households in the trade area are more or less likely to exhibit that behaviour when compared to the benchmark (average = 100).

### Sample Analysis

In this analysis, we will look at the trade area of Welland, ON, highlighting two rows of data from the Household Total Income Distribution (Current Year) category.

In the trade area of Welland, ON, there are 1,154 households with an Household Total Income of \$25,000 to \$29,999. This count makes up 5.13% of the total households in Welland, ON. Compared to the benchmark of Canada, households are 34% more likely (Index = 134) to be in the Household Total Income group of \$25,000-\$29,999.

In comparison to the Household Total Income group of \$100,000 or over, this group is made up of 4,764 Households, or 21.18% of the total households in Welland, ON. Compared to the benchmark of Canada, Households in Welland Ontario are 35% less (Index = 65) likely to be in the Household Total Income group of \$100,000 or over.