HOW TO READ A PROFILE REPORT

The PRIZM Profile reports outline PRIZM segment composition of your trade area. This report helps answer the questions: Which PRIZM segments are in my trade area? What social groups do the segments in my area belong to? What lifestage do the high-index segments in my trade area belong to?
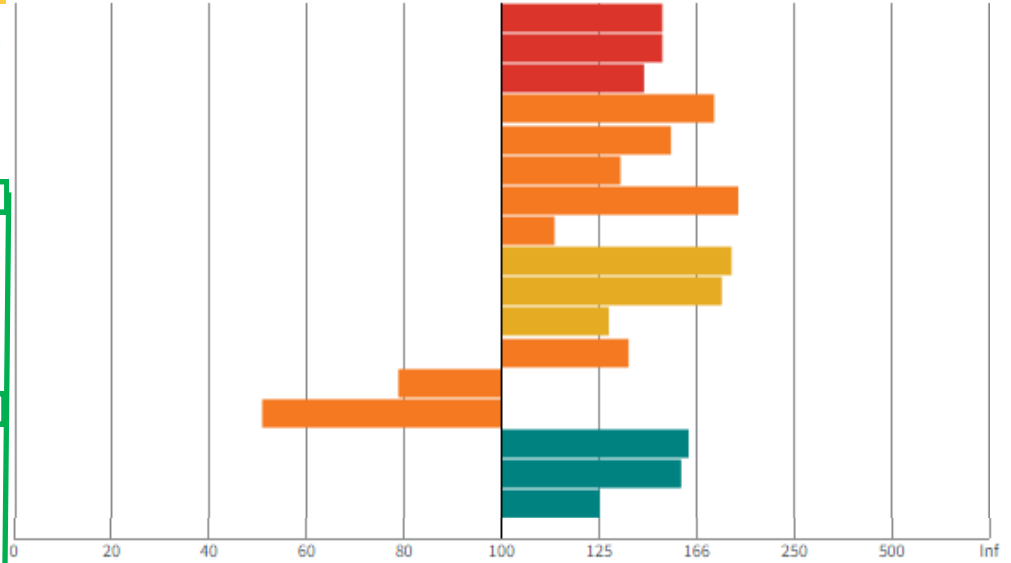
Trade Area: Ontario ⟶ Trade Area used in report

Base values used in count column ⟶ **Base Variable:** Total Households

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	48,218	0.86	86,437	0.57	55.78	149
U1	F1	06	Downtown Verve	96,085	1.71	172,415	1.15	55.73	149
U1	M1	02	Wealthy & Wise	64,087	1.14	121,380	0.81	52.80	141
S1	F2	05	First-Class Families	123,913	2.21	187,418	1.25	66.12	177
S1	M1	09	Boomer Bliss	129,075	2.30	226,265	1.50	57.05	153
S1	F3	04	Turbo Burbs	58,521	1.04	118,715	0.79	49.30	132
S2	F2	08	Multiculture-ish	168,071	2.99	232,147	1.54	72.40	194
S2	Y3	11	Modern Suburbia	121,085	2.15	290,256	1.93	41.72	112
F1	F2	18	Multicultural Corners	182,768	3.25	258,235	1.72	70.78	189
F1	F2	03	Asian Sophisticates	80,538	1.43	118,479	0.79	67.98	182
F1	M1	07	Mature & Secure	130,734	2.33	273,260	1.82	47.84	128
S3	F3	19	Family Mode	172,931	3.08	341,948	2.27	50.57	135
S3	F3	25	Suburban Sports	109,193	1.94	369,940	2.46	29.52	79
S3	Y3	24	All-Terrain Families	36,702	0.65	192,008	1.28	19.11	51
R1	F3	26	Country Traditions	148,644	2.65	244,928	1.63	60.69	162
R1	F3	14	Kick-Back Country	132,176	2.35	224,039	1.49	59.00	158
R1	F3	33	New Country	99,523	1.77	212,239	1.41	46.89	125

Benchmark: Canada ⟶ Benchmark used in report

Chart axis: 0, 20, 40, 60, 80, 100, 125, 166, 250, 500, Inf

Column header definitions and equations

SG: Social Group: classification and ranking of urbanity and affluence

LG: Lifestage Group: classification and ranking of age of children, age of household maintainer, and affluence,

Code: An integer assigned to each segment.

Name: The name of the PRIZM segment.

Count: The number of people or households in the segment who exhibit that behaviour.

%: (Count / Total Count * 100) The proportion of the population or households in each segment that exhibits that behaviour in the trade area.

Base Count: (Base Count / Base Total Count * 100) The number of people or households in the benchmark who exhibit that behaviour.

Base %: The percentage of the population or households in the benchmark that exhibit that behaviour.

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

Index: (% / Base % * 100) Measures if the households or population in the segment are more or less likely to exhibit a behaviour when compared to the benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Sample Analysis

For the trade area of the province of **Ontario,** the PRIZM segment **08—Multiculture-ish** accounts for **168,071** of all households in the province. In the benchmark of Canada, there are a total of **232,147** a part of the Multicultural-ish segment. This makes up **2.99%** of the total households in Ontario. An index of **194** means you are **94% more likely** to have a segment **08– Multiculure-ish** in Ontario compared to the benchmark of Canada. In comparison to segment **24—All-Terrain Families**, which only accounts for **36,702** households within inOntario, or **0.65%**. In Canada, there are a total of **192,008** households who are part of the All-Terrain Families segment. An index of **51** means you are **49% less likely** to have a segment **24—All-Terrain Families** in Ontario than in the benchmark of Canada.