

Executive Dashboard - Demographics - Housing and Income (Customer)

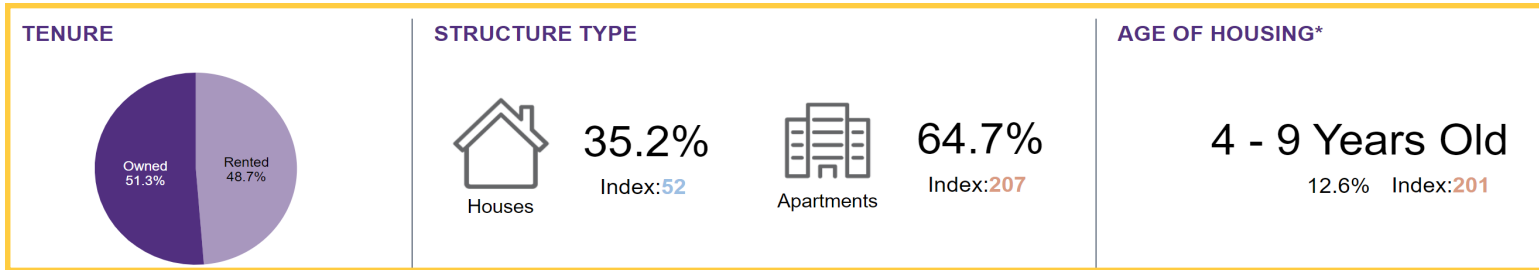
Provides demographic data for housing and income based on the presence of a customer file. Estimates the demographic characteristics of the neighbourhoods where customers live based on weights calculated using the customer file.

Demographics | Housing & Income

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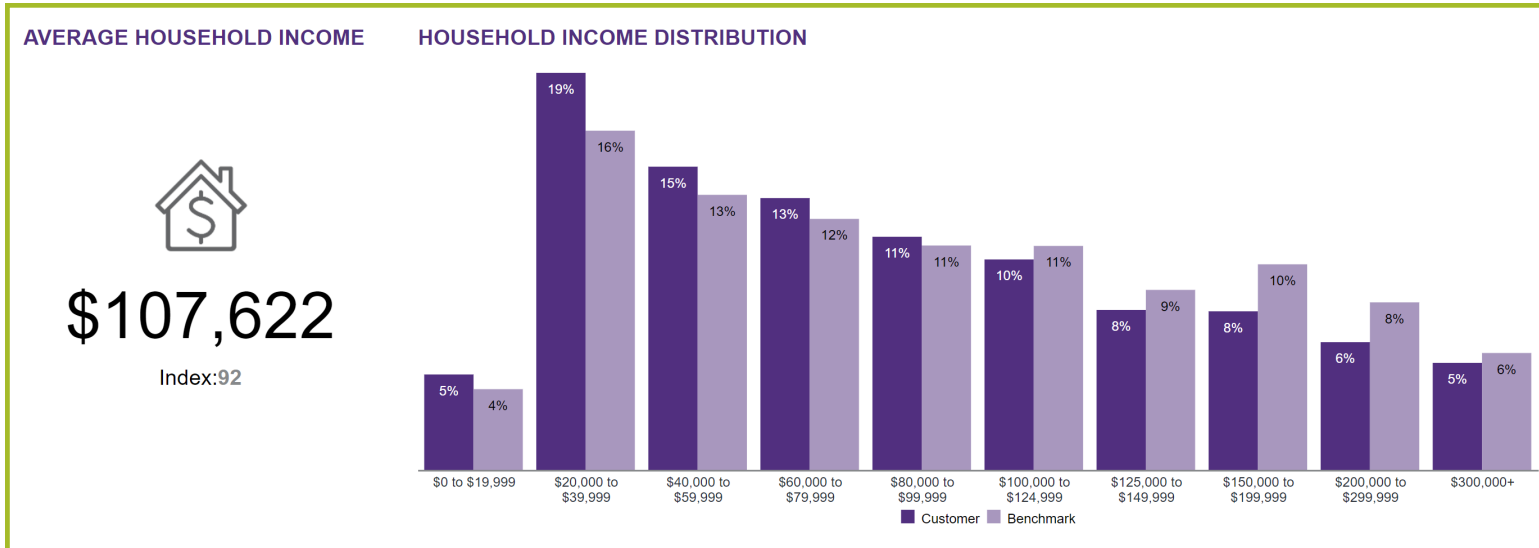
Customers: MobileScapes Extract - Visitors CEL

The Customer file used for analysis.



Tenure: The customer weighted proportion of customers who own or rent their home.
Structure Type: The top two types of housing structures that have been estimated for the customers.
Age of Housing: 12.6% represents the weighted proportion of the customer file that live in dwellings that are between 4 and 9 years old. With an Index value of 201, these customers are 101% more likely to live in neighbourhoods that have high rates of home ownership for houses that are between 4-9 years old when compared to the benchmark.

Note: The data is not representative of the customer file but of the neighbourhoods where customers reside.



Average Household Income: The estimated average household income for the customer file.
Household Income Distribution: The bar chart shows the estimated income distribution for the customer file.

Benchmark: Ontario

The Benchmark indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

*Chosen from index ranking with minimum 5% composition

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