

## Executive Dashboard - Demographics - Population and Households (Customer)

Provides demographic data for population and households 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 | Population & Households



**Customers:** MobileScapes Extract - Visitors CEL

The **Customer file** selected for analysis is indicated at the top of the report.

#### MEDIAN MAINTAINER AGE

**48**

Index:90

#### MARITAL STATUS



**50.4%**

Index:90

Married/Common-Law

#### FAMILY STATUS\*



**23.5%**

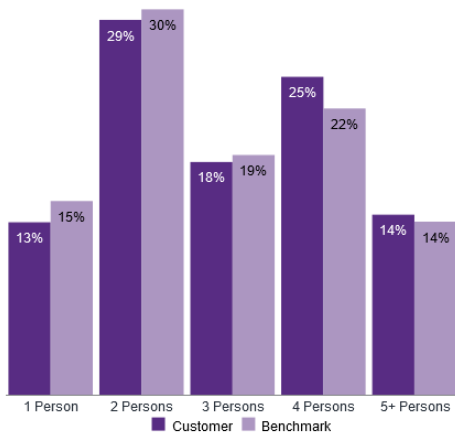
Index:139

Total Lone-Parent Families

The **Median Maintainer Age** for the estimated proportion of the customer file is **48**. This value is based on weights that are computed using the number of customers and the demographic data for the neighbourhoods in the benchmark. With an Index value of **90**, these customers are 10% less likely to have this median age compared to those in the benchmark.

**Note:** Each of the variable data represents the neighbourhoods in which the customers live. This does not mean that your customers have the same percentages, just that they live in neighbourhoods with these characteristics.

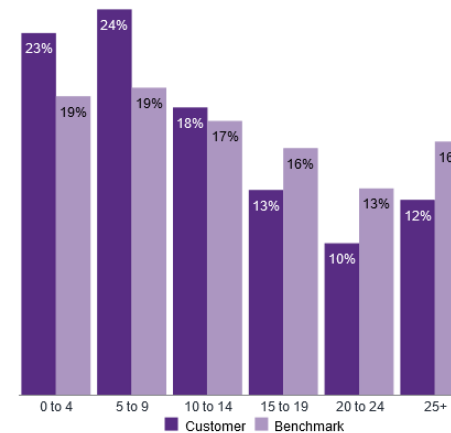
#### HOUSEHOLD SIZE



#### POPULATION BY AGE

Age Group	%	Index
0 to 4	7.7	116
5 to 9	8.2	126
10 to 14	7.1	113
15 to 19	5.3	90
20 to 24	4.0	77
25 to 29	3.6	70
30 to 34	6.2	92
35 to 39	8.9	122
40 to 44	8.3	125
45 to 49	6.6	104
50 to 54	5.4	83
55 to 59	4.5	68
60 to 64	4.5	73
65 to 69	4.9	93
70 to 74	5.5	113
75 to 79	3.9	122
80 to 84	2.7	116
85+	2.7	116

#### AGE OF CHILDREN AT HOME



**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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