

## Executive Dashboards - Demographics - Diversity (Target Group)

Provides diversity data for the current year for the selected target group.

**Note:** The variables shown for Period of Immigration will dynamically display the top variable based on the Index ranking with a minimum 5% composition.

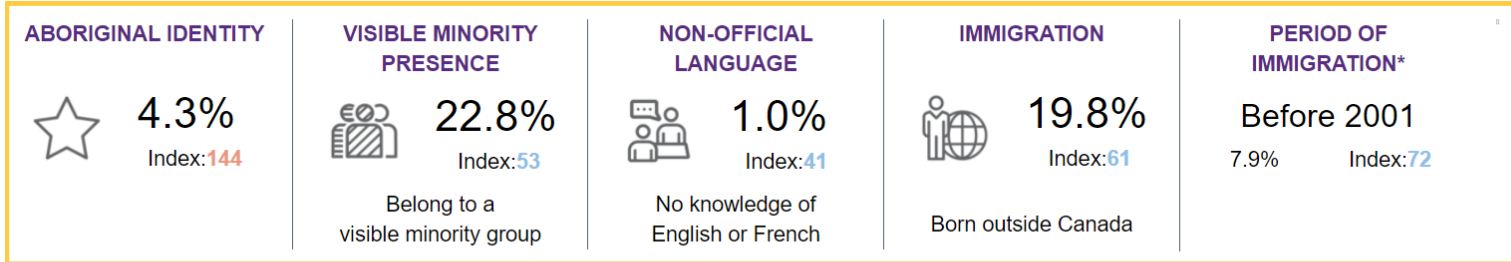
### Demographics | Diversity



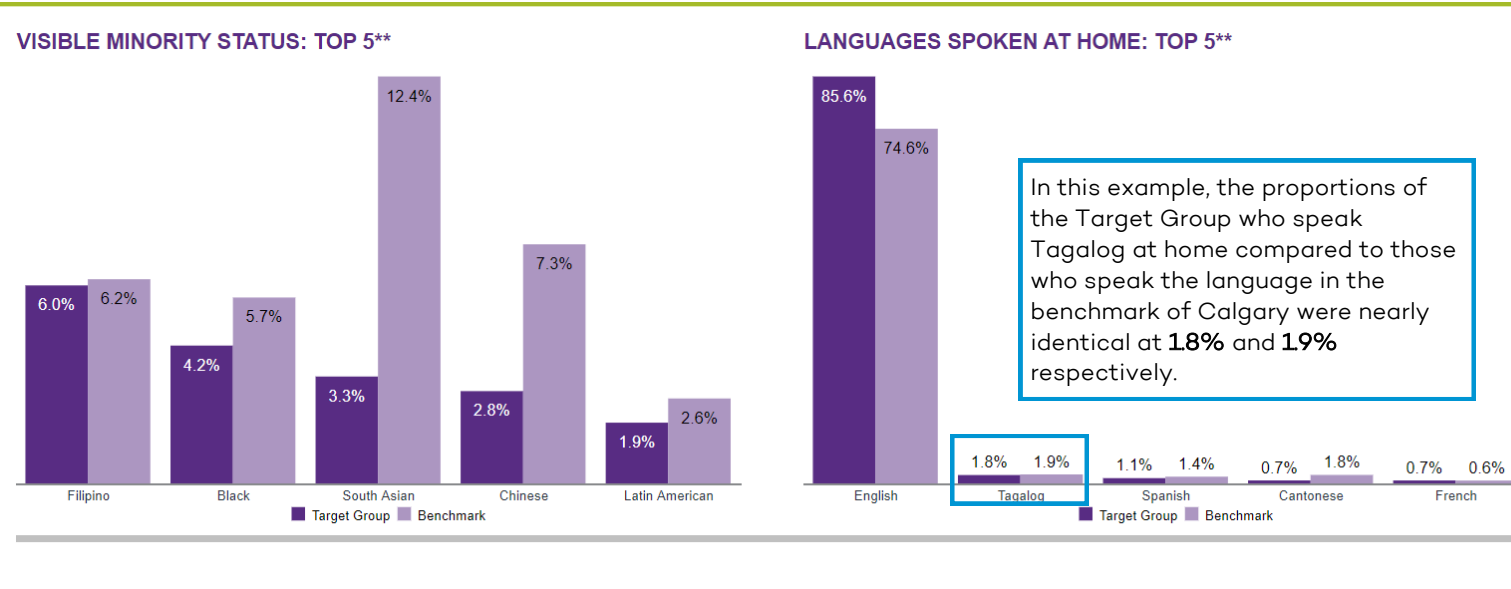
**Target Group:** Middle-Class Suburbia (38, 43)

**Population:** 20,372 | **Households:** 7,868

The **Target Group** used for the report and the **Population** and **Households** counts of the target group in the benchmark.



Using the **Aboriginal Identity** variable as an example, the Middle-Class Suburbia target group accounts for **4.3%** of the total target group households in Calgary. With an index value of **144**, the target group is **44%** more likely to identify with the Aboriginal peoples of Canada compared to the benchmark of Calgary.



**Visible Minority Status:** The bar chart shows the top 5 visible minority groups in the target group by percent composition, compared to the benchmark.

**Languages Spoken at Home:** The bar chart shows the top 5 languages spoken at home by the target group by percent composition, compared to the benchmark. It can include official languages, English and French.

**Benchmark:** Calgary, AB (CY)

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

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------