

Executive Dashboard - Demographics - Education and Employment (Customer)

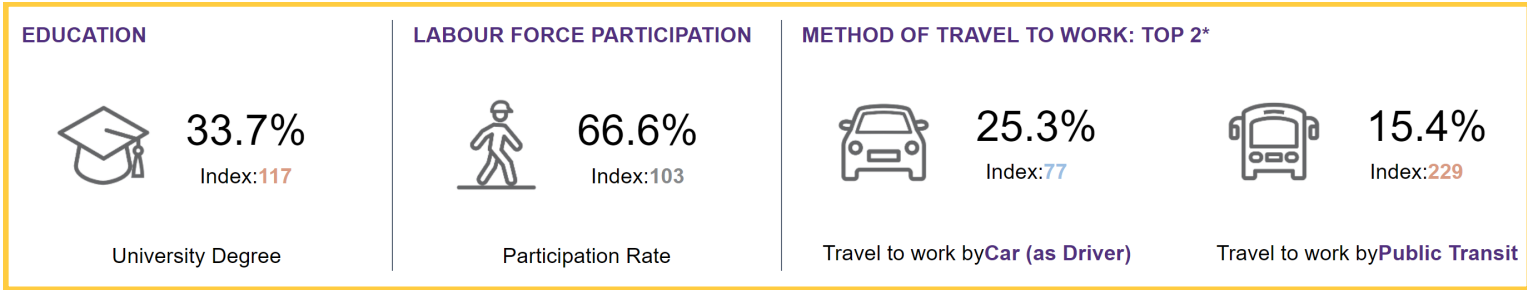
Provides demographic data regarding education and employment based on the presence of a customer file. Estimates the demographic characteristics of the neighbourhoods where customers live based on weights calculated using the customer file.

Demographics | Education & Employment



Customers: MobileScapes Extract - Visitors CEL

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

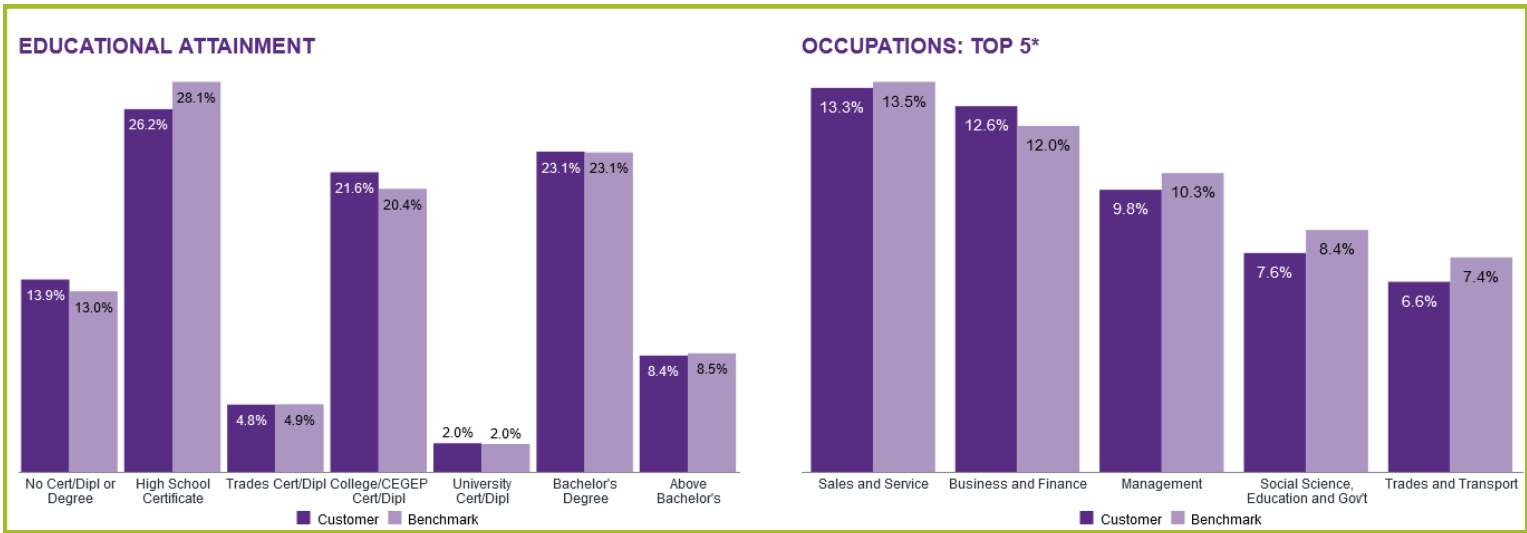


Education: The weighted proportion of customers with a Bachelor's degree or higher level of education.

Labour Force Participation: The weighted proportion of customers who are members of the labour force.

Method of Travel to Work: In the example, **15.4%** represents the weighted proportion of the customer file who travel to work by public transit. With an Index value of **229**, these customers are **129%** more likely to live in neighbourhoods that have high rates of public transit usage when compared to the benchmark.

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



Educational Attainment: The bar chart shows the weighted proportion of customers at each level of education by percent composition, compared to the benchmark.

Occupations: The bar chart shows the estimated top 5 occupation types for customers by percent composition, compared to the benchmark.

Benchmark: Ontario

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

*Ranked by percent composition

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Index Colours:	<80	80 - 110	110+
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