

## Executive Dashboard - Demographics - Diversity (Customer)

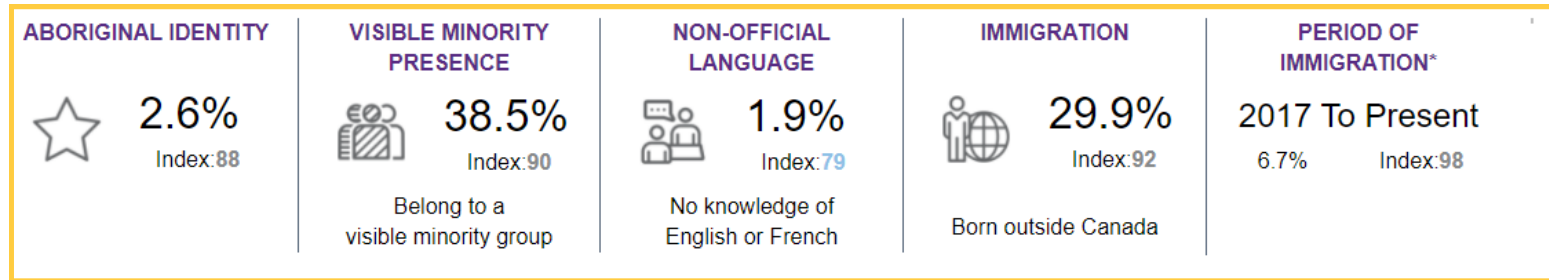
Provides demographic data regarding diversity based on the presence of a customer file. Estimates the demographic characteristics of the neighbourhoods where customers live based on weights calculated using the customer file.

### Demographics | Diversity

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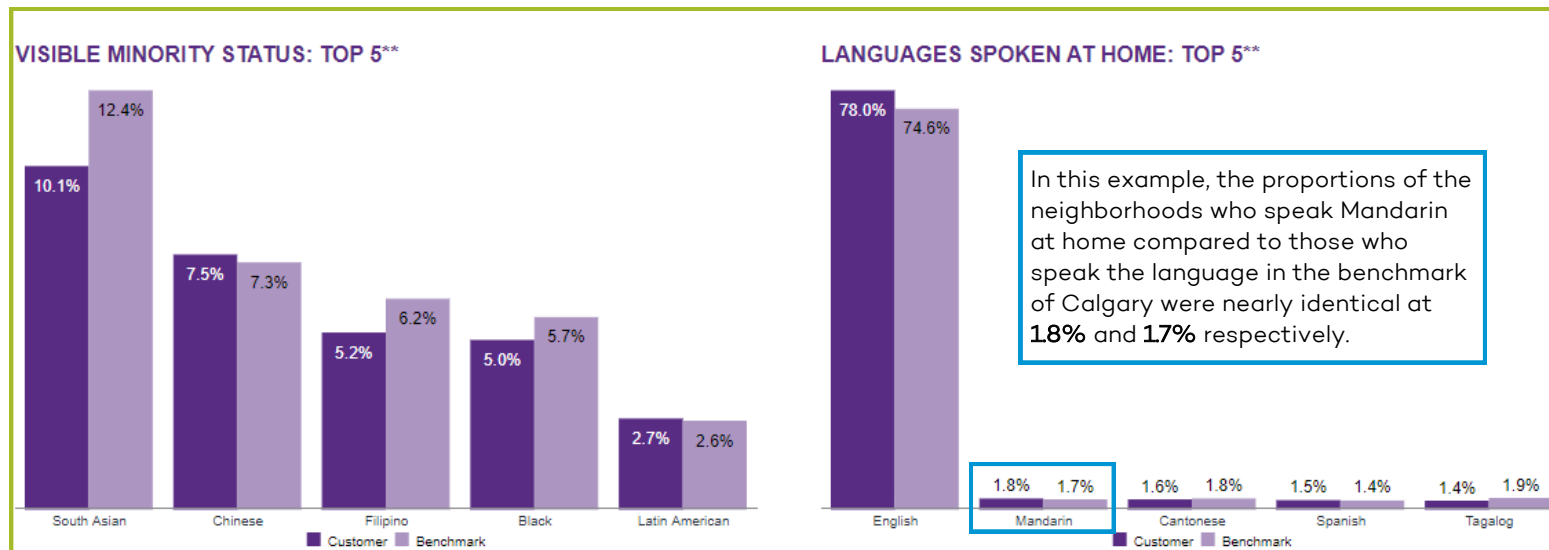
Customers: 2\_Sample\_Customers

The Customer file used for analysis.



For the Aboriginal Identity variable, an estimated **2.6%** of the households in the neighbourhoods where customers live identify with the Aboriginal peoples of Canada. With an index value of **88**, the estimated proportion of households who identify as Aboriginal is **12%** below the average in the Benchmark (Calgary).

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



**Visible Minority Status:** The bar chart shows the top 5 visible minority groups that are represented in the customer neighbourhoods.

**Languages Spoken at Home:** The bar chart shows the top 5 languages spoken at home for the neighbourhoods where customers live. 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

\*\*Ranked by percent composition

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