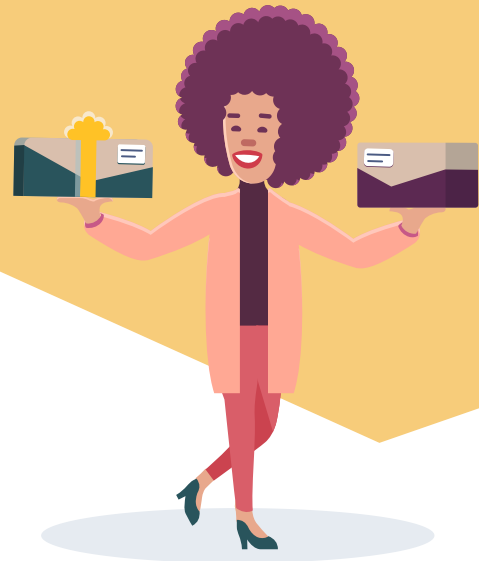


Customer Profile



Highlights

Your top 5 attribute categories

Here you go! The total amount of profiled customers are **223675 unique persons**. Here are the highlights of your report. The table on the left shows the most common age group, family type, income level, municipality of residence and Conzoom® category for your customers. The table on the right tells what kind of customers you have compared to the average population.

Your register

This kind of customers you have the most in your customer register.

 **30-39** **25.32%**
Age range IDX 155

 **Adult family** **29.59%**
Family Type IDX 122

 **30 000 € - 40 000 €** **21.18%**
Income Level IDX 125

 **Helsinki** **8.26%**
Top 10 Cities IDX 71

 **Picket fences** **23.31%**
Conzoom® Group IDX 140

Comparison to average population (index)

When comparing your customers to average population, your offering appeals most to this kind of customers.

 **30-39** **155**
Age range 25.32%

 **Family with children** **171**
Family Type 28.26%

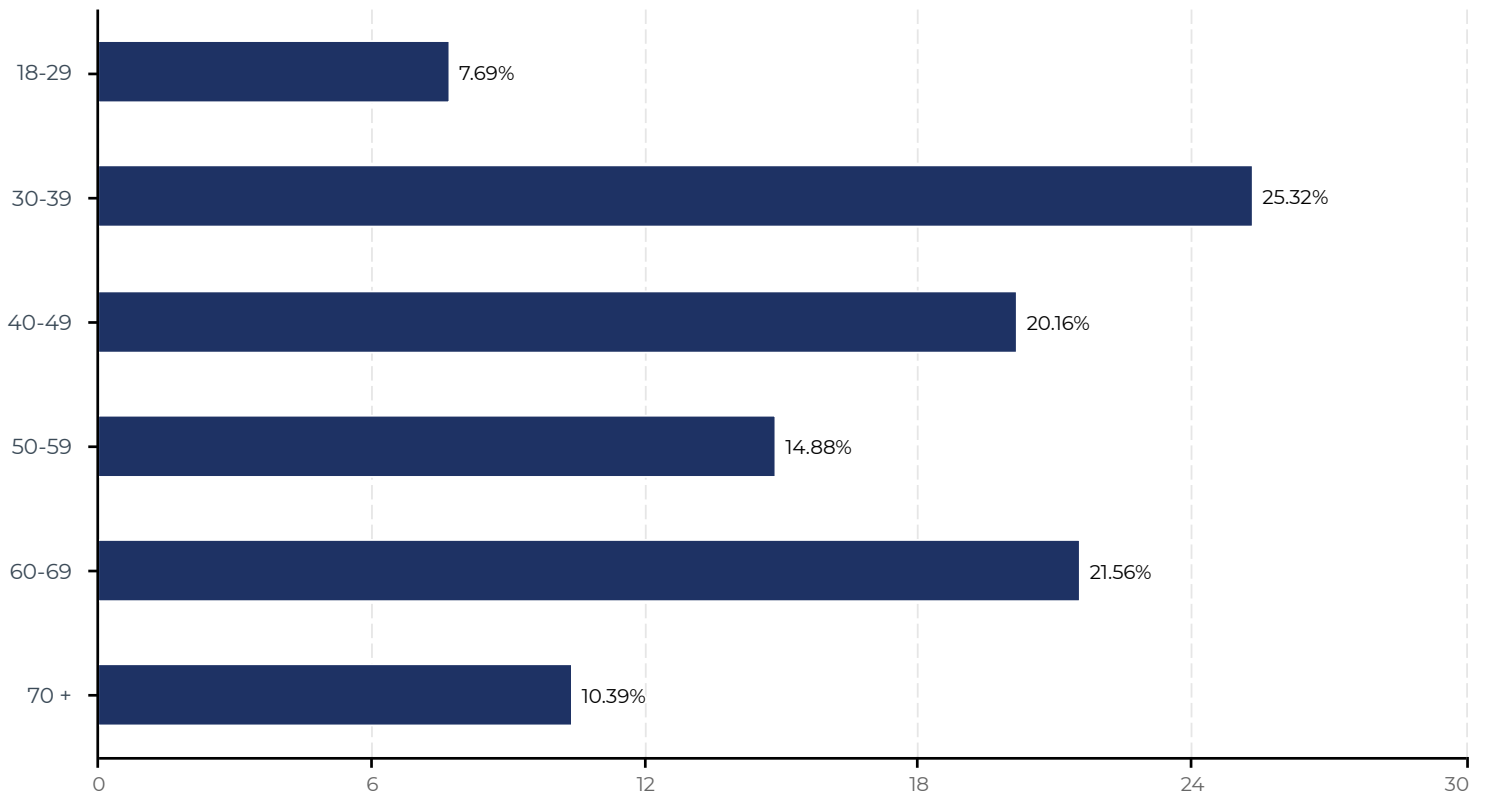
 **> 65 000 €** **175**
Income Level 6.82%

 **Liminka** **206**
Top 10 Cities 0.28%

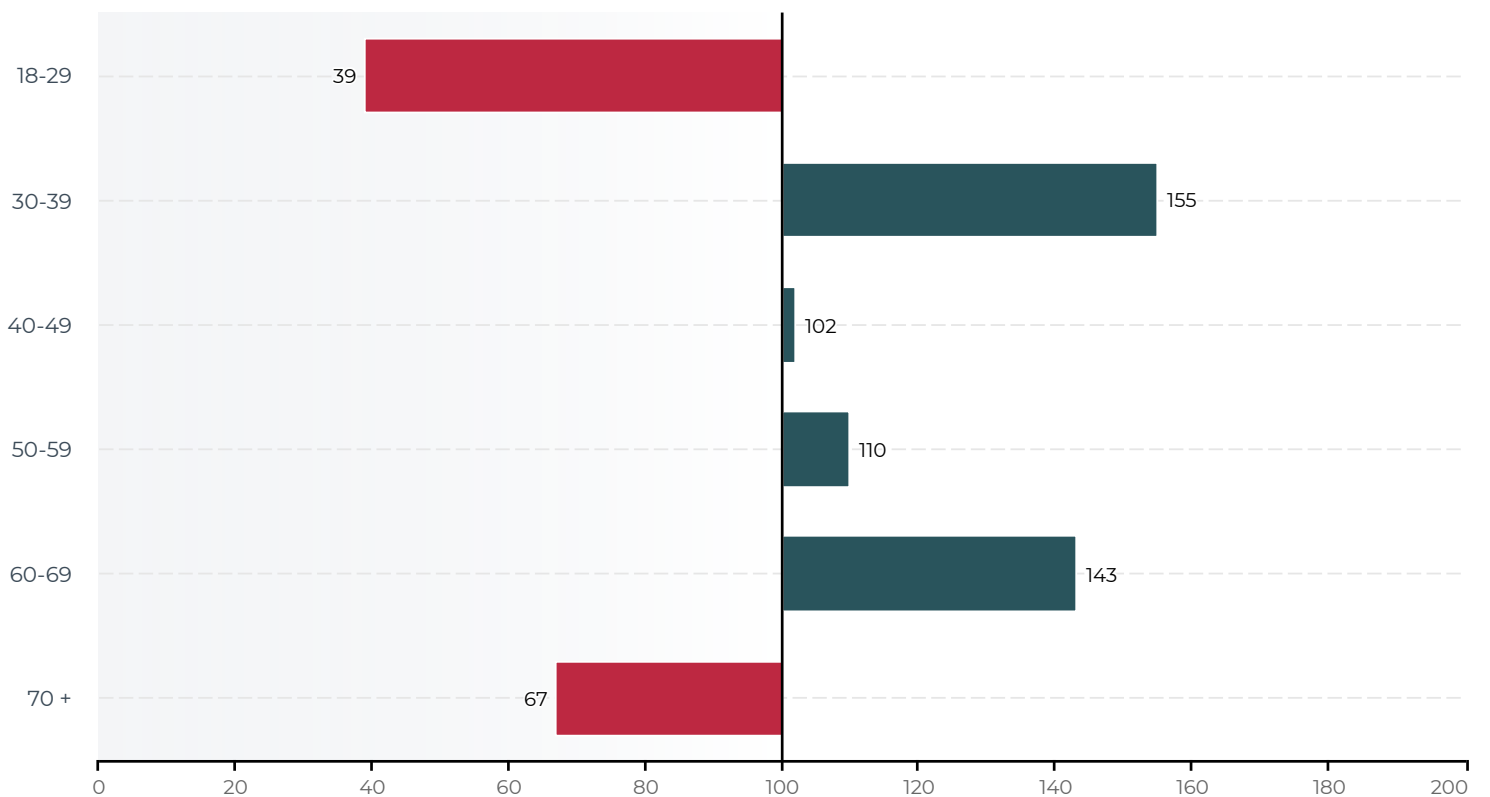
 **The Silver Lining** **155**
Conzoom® Group 12.61%

Age range

Your registry

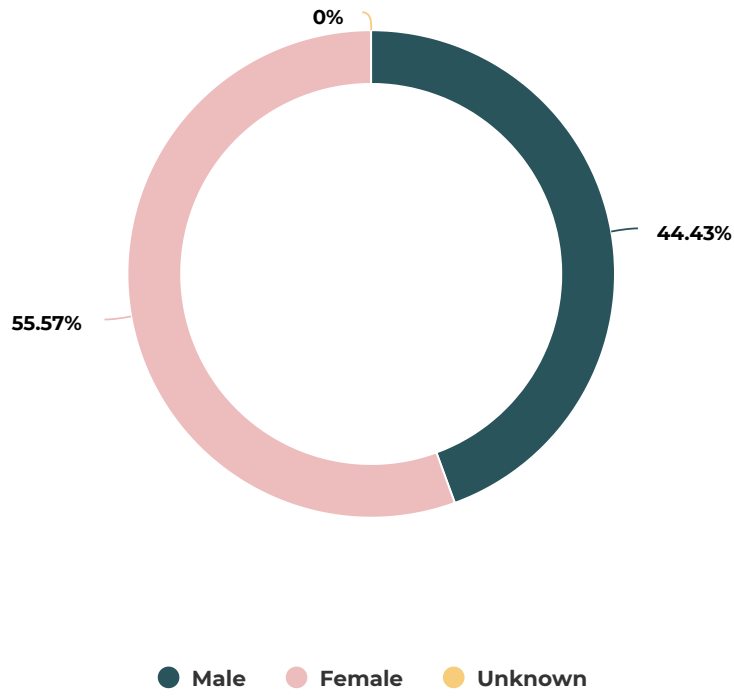


Compared to Population

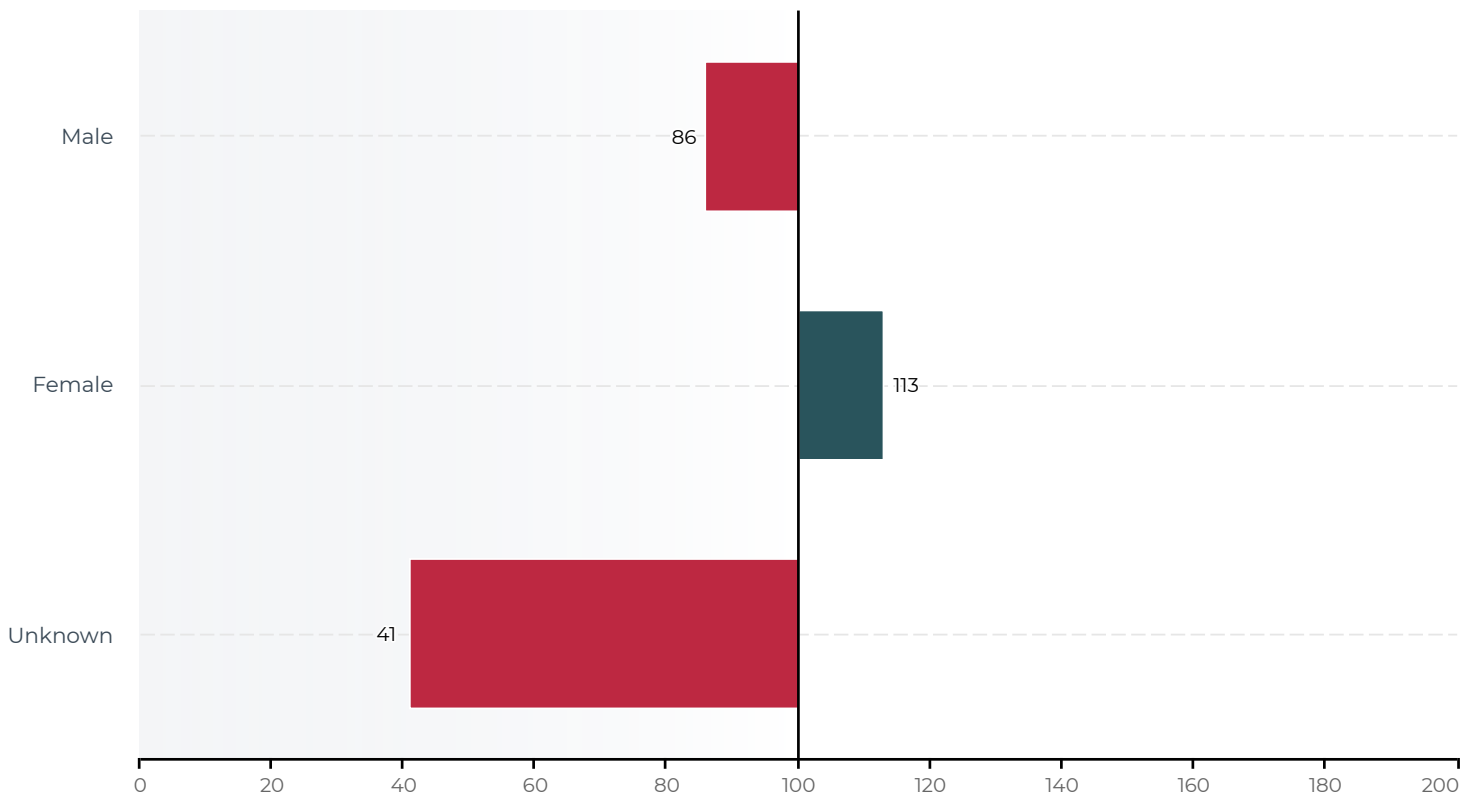


Gender

Your registry



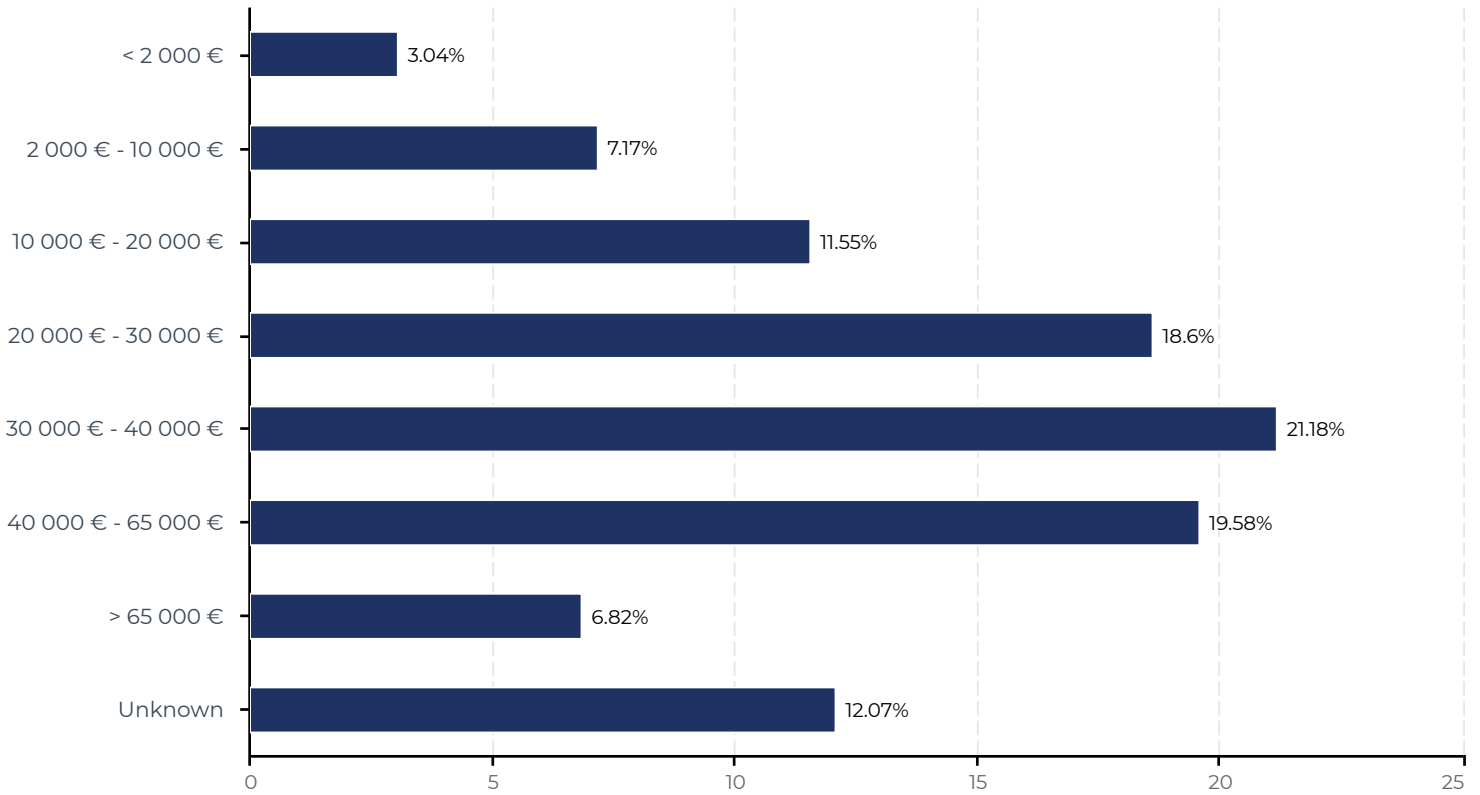
Compared to Population



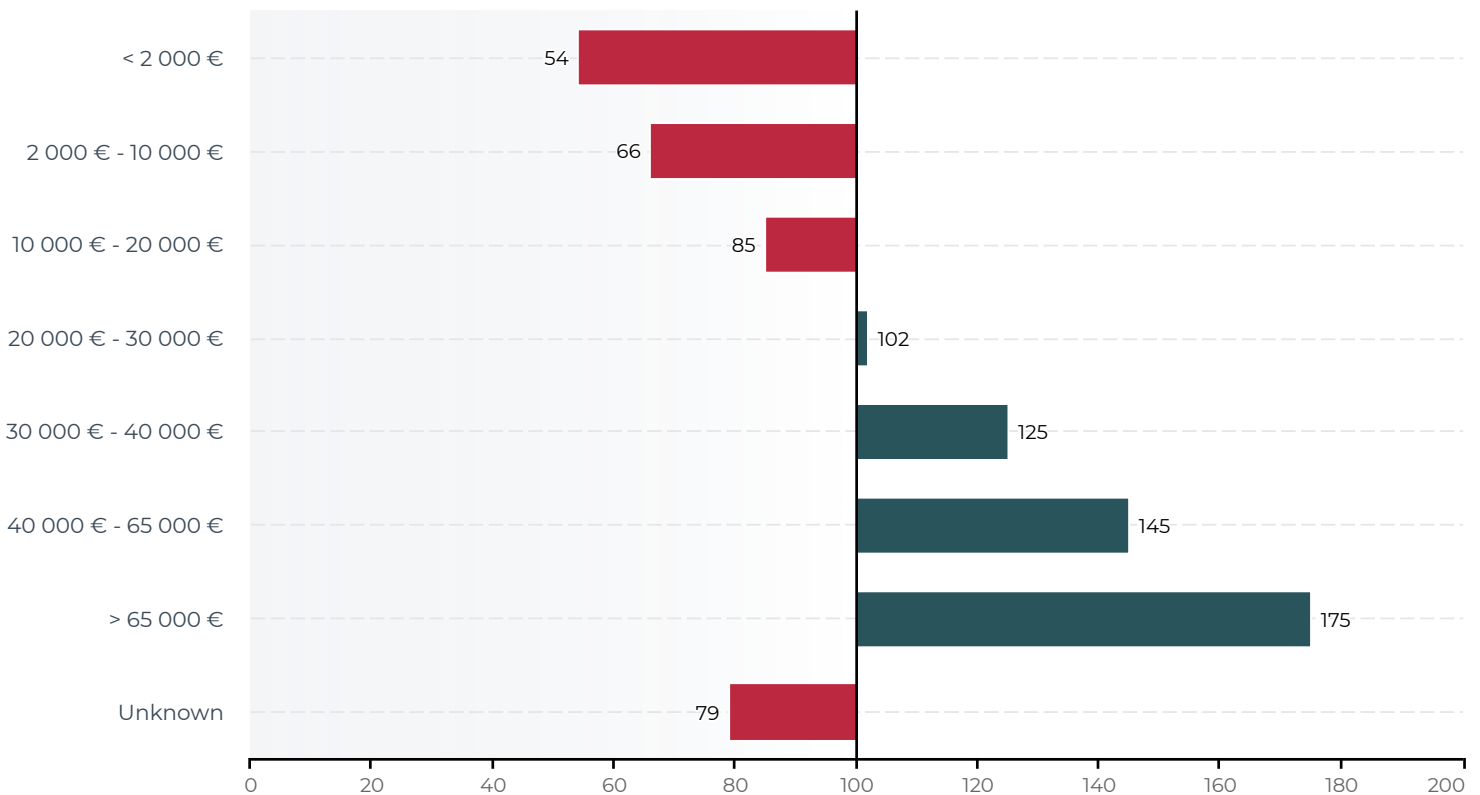
Income Level

Enrichment

Your registry



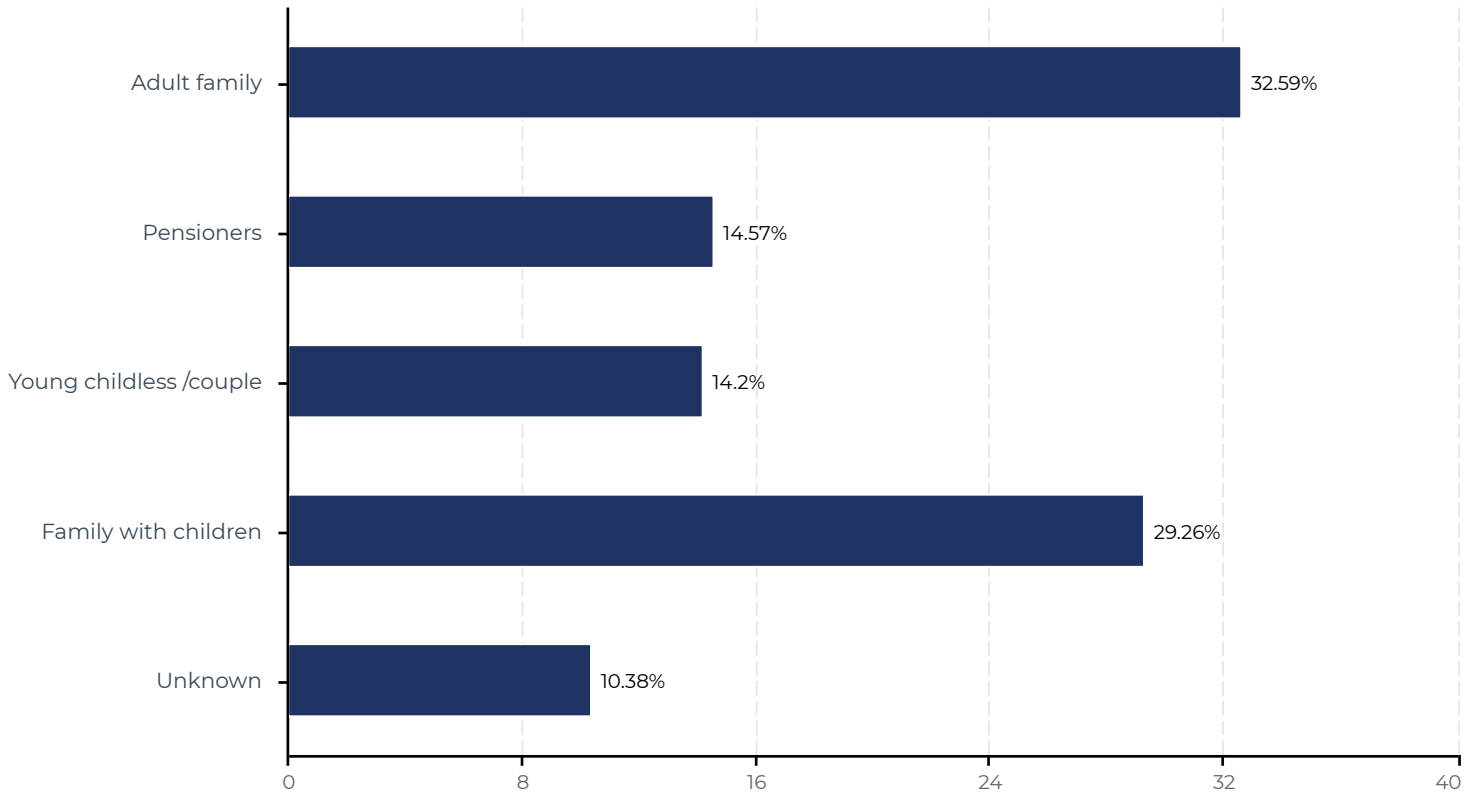
Compared to Population



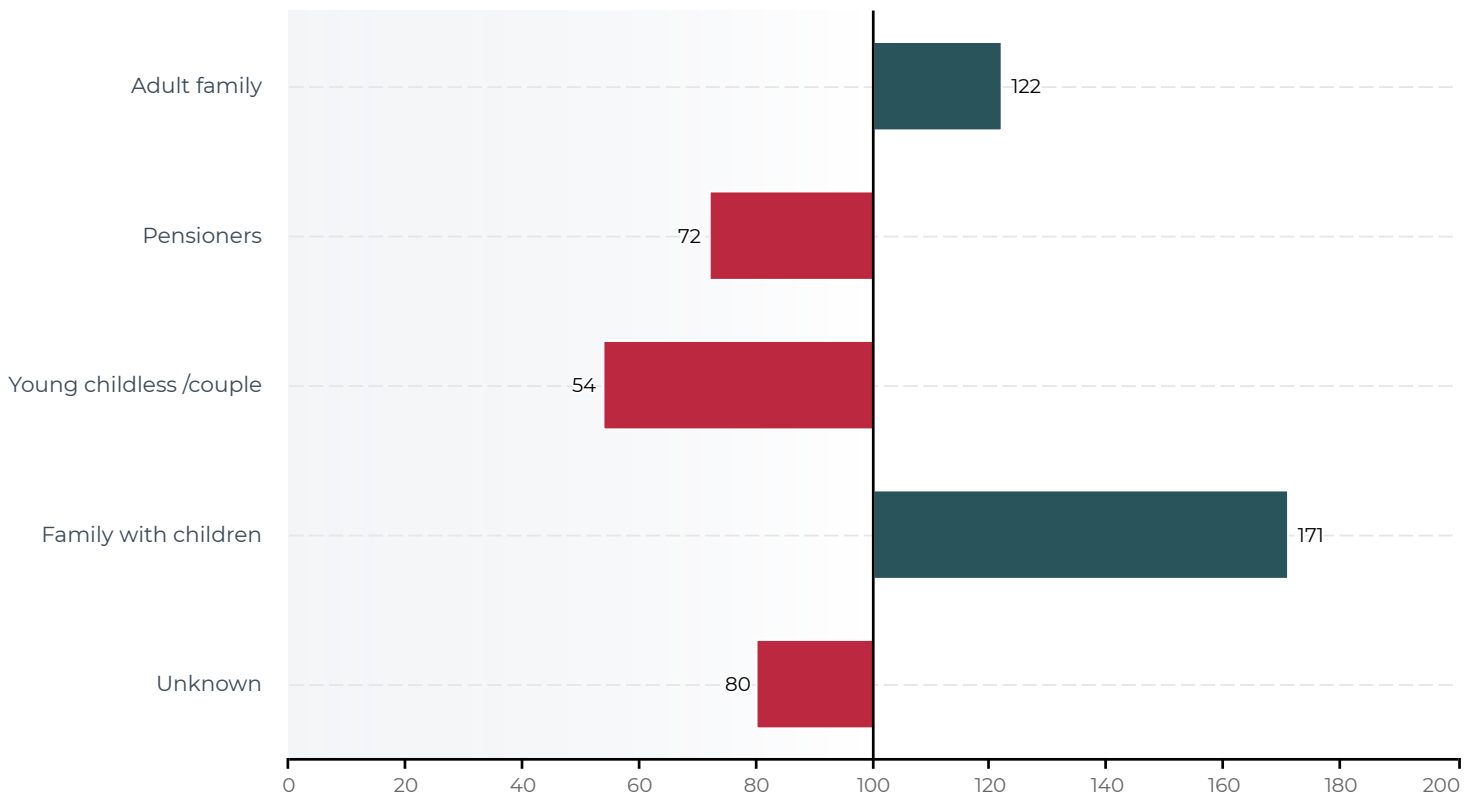
Family Type

Enrichment

Your registry



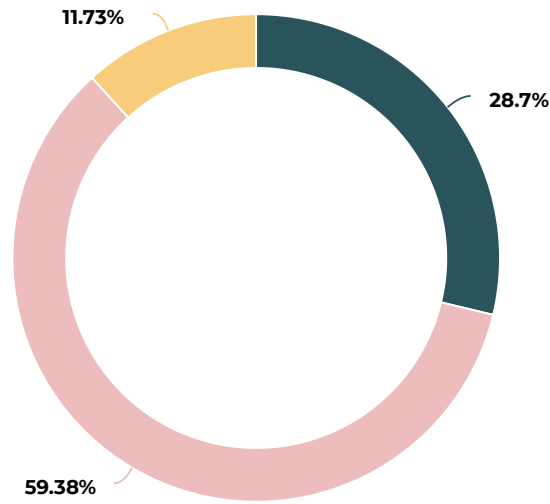
Compared to Population



Housing Type

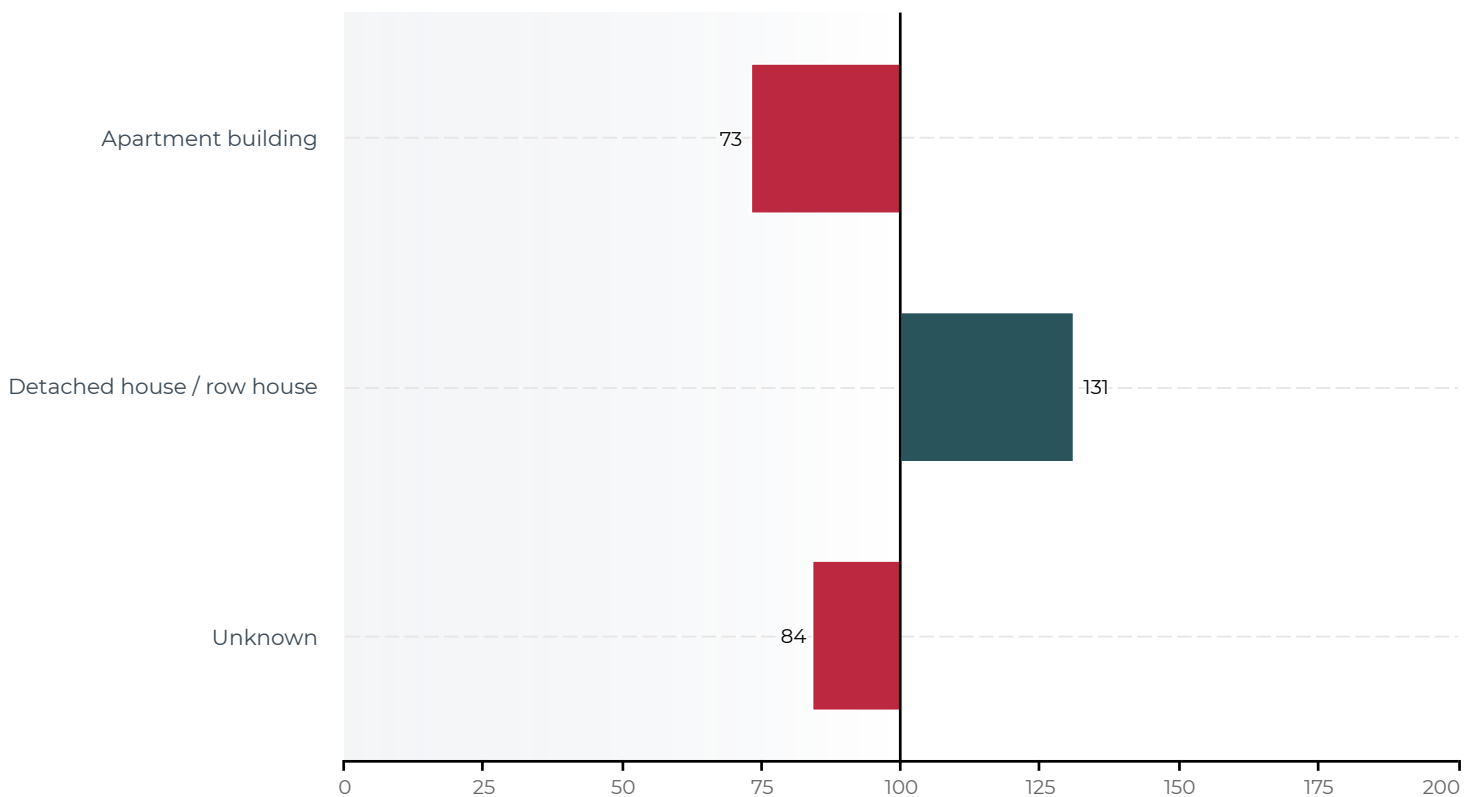
Enrichment

Your registry



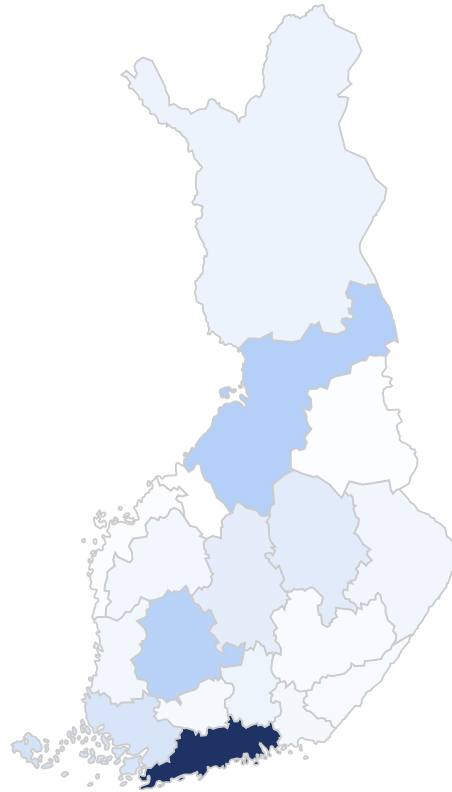
● Apartment building ● Detached house / row house ● Unknown

Compared to Population



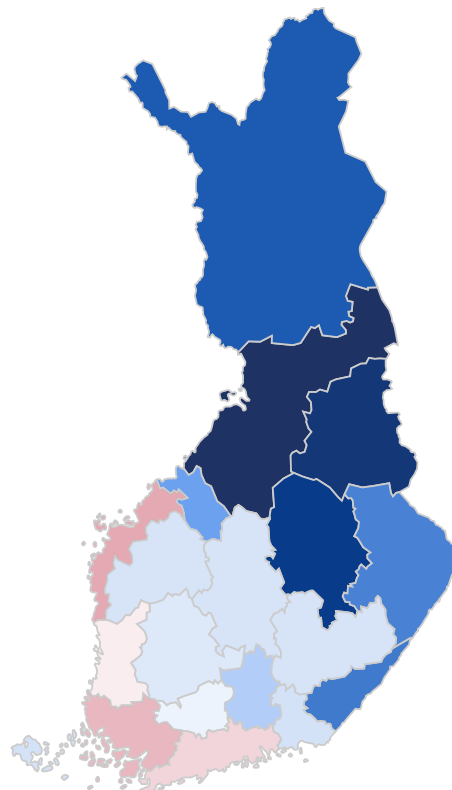
Region

Your registry



#	Region	
1.	Uusimaa	26.98 %
2.	Pohjois-Pohjanmaa	9.92 %
3.	Pirkanmaa	9.54 %
4.	Varsinais-Suomi	7.13 %
5.	Pohjois-Savo	5.66 %
6.	Keski-Suomi	5.15 %
7.	Lappi	3.97 %
8.	Päijät-Häme	3.75 %
9.	Pohjois-Karjala	3.4 %
10.	Etelä-Pohjanmaa	3.16 %
11.	Satakunta	3.14 %
12.	Unknown	3.05 %
13.	Kymenlaakso	2.81 %
14.	Kanta-Häme	2.75 %
15.	Etelä-Karjala	2.65 %
16.	Etelä-Savo	2.25 %
17.	Pohjanmaa	1.84 %
18.	Kainuu	1.63 %
19.	Keski-Pohjanmaa	1.23 %

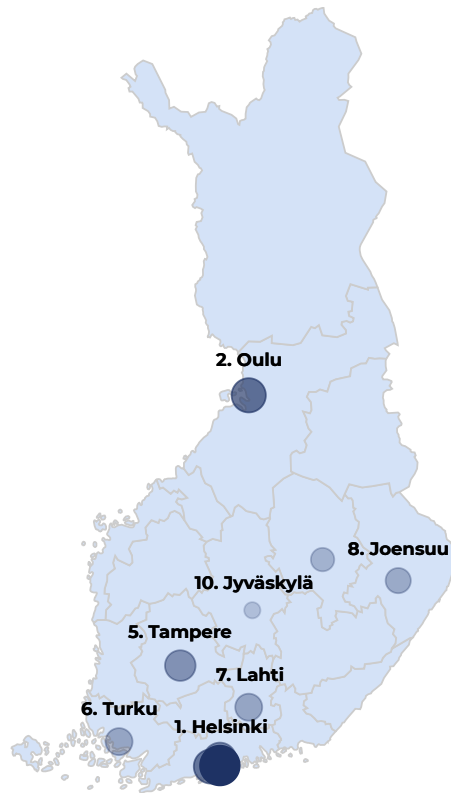
Compared to Population



#	Region	
1.	Pohjois-Pohjanmaa	147
2.	Kainuu	142
3.	Pohjois-Savo	137
4.	Lappi	130
5.	Etelä-Karjala	126
6.	Pohjois-Karjala	125
7.	Keski-Pohjanmaa	121
8.	Päijät-Häme	111
9.	Kymenlaakso	106
10.	Keski-Suomi	105
11.	Etelä-Pohjanmaa	105
12.	Etelä-Savo	105
13.	Pirkanmaa	103
14.	Kanta-Häme	98
15.	Satakunta	91
16.	Uusimaa	89
17.	Varsinais-Suomi	83
18.	Pohjanmaa	70
19.	Unknown	51

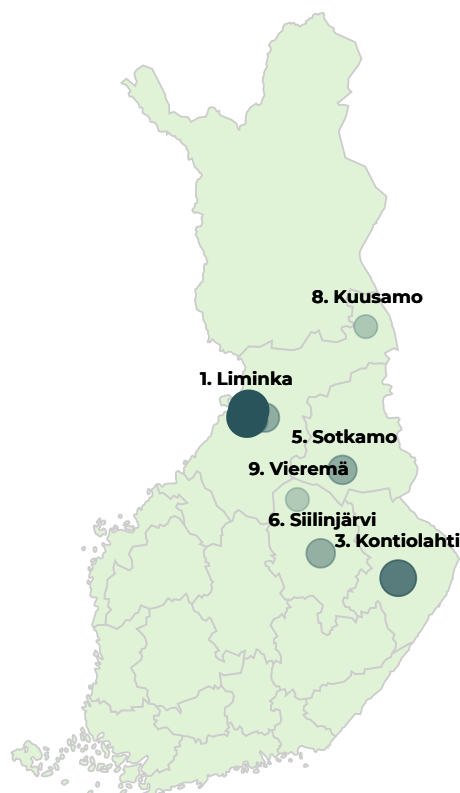
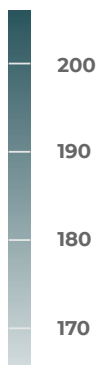
Top 10 Cities

Your registry



#	City	
1.	Helsinki	8.26 %
2.	Oulu	5.45 %
3.	Espoo	5.12 %
4.	Vantaa	4.32 %
5.	Tampere	3.8 %
6.	Turku	2.89 %
7.	Lahti	2.88 %
8.	Joensuu	2.64 %
9.	Kuopio	2.27 %
10.	Jyväskylä	1.67 %

Compared to Population

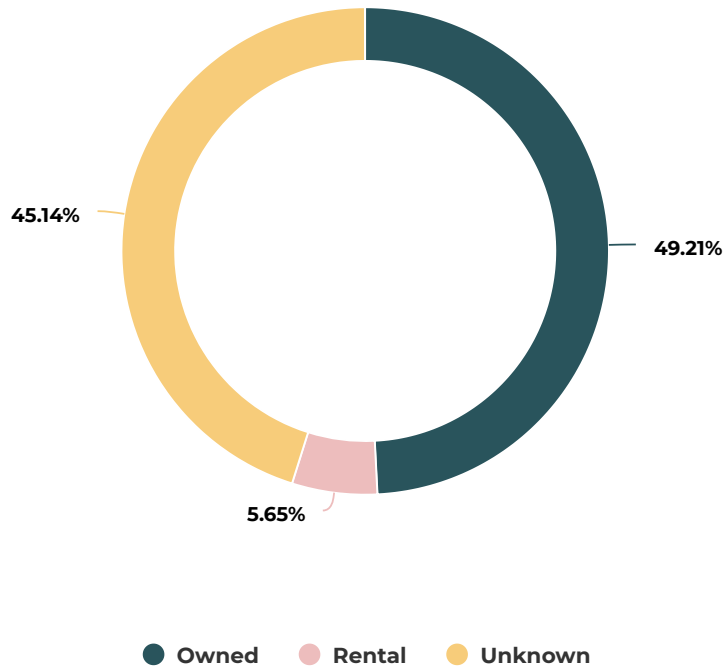


#	City	
1.	Liminka	206
2.	Kempele	206
3.	Kontiolahti	193
4.	Muhos	177
5.	Sotkamo	177
6.	Siilinjärvi	176
7.	Tyrnävä	174
8.	Kuusamo	169
9.	Vieremä	168
10.	Lumijoki	165

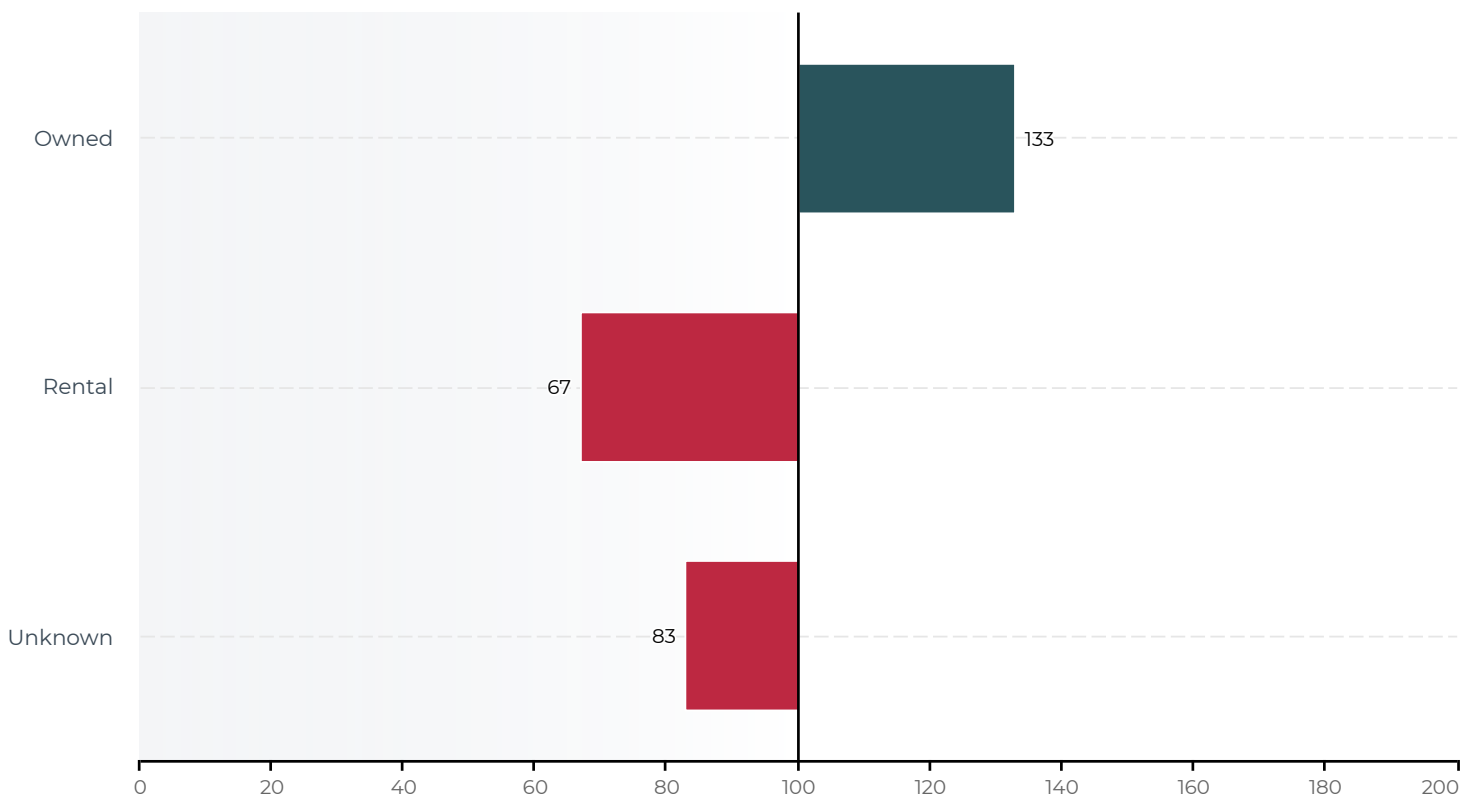
House ownership

Enrichment

Your registry



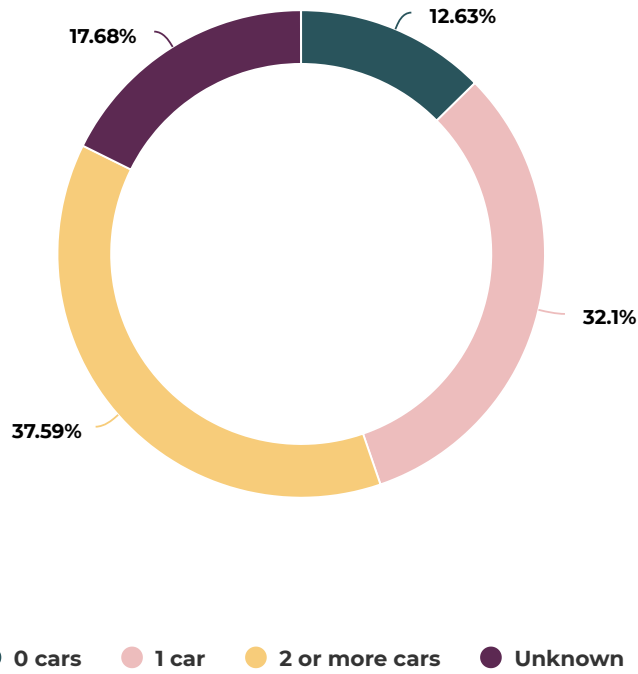
Compared to Population



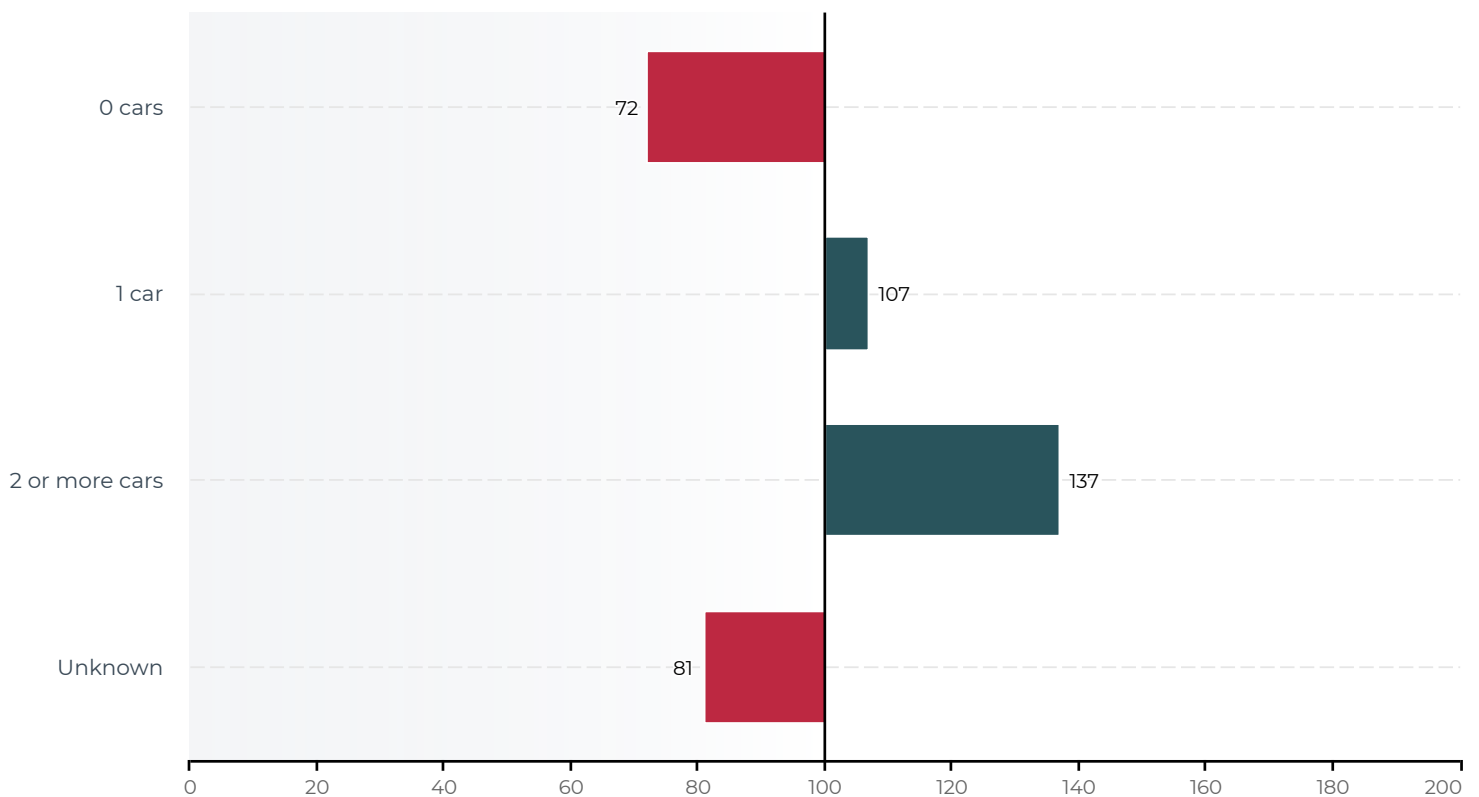
Number of Cars

Enrichment

Your registry



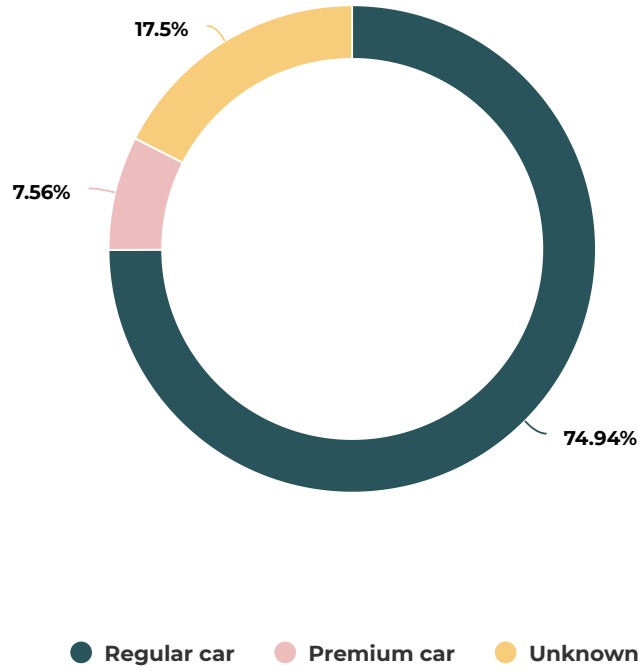
Compared to Population



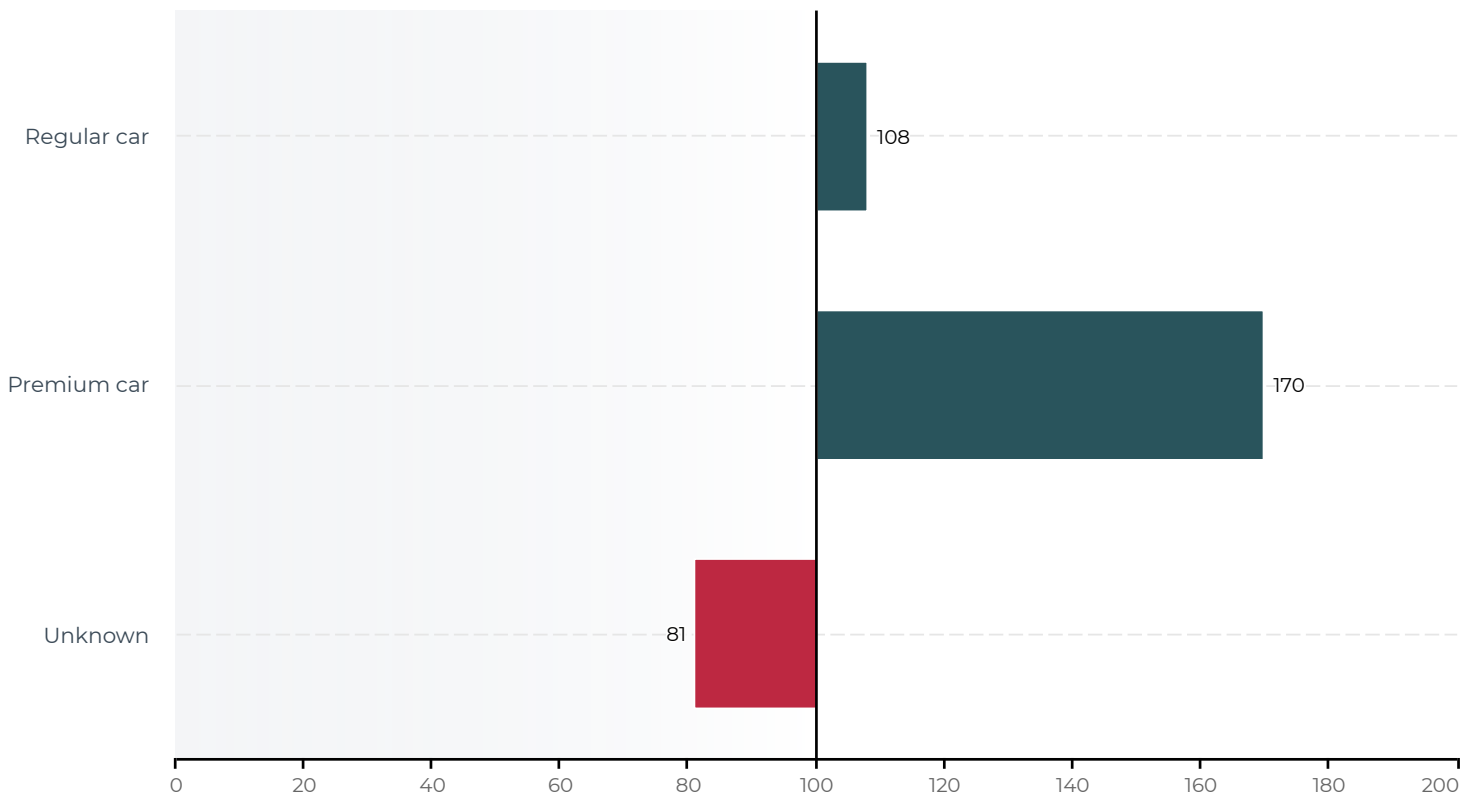
Premium Car Owner

Enrichment

Your registry



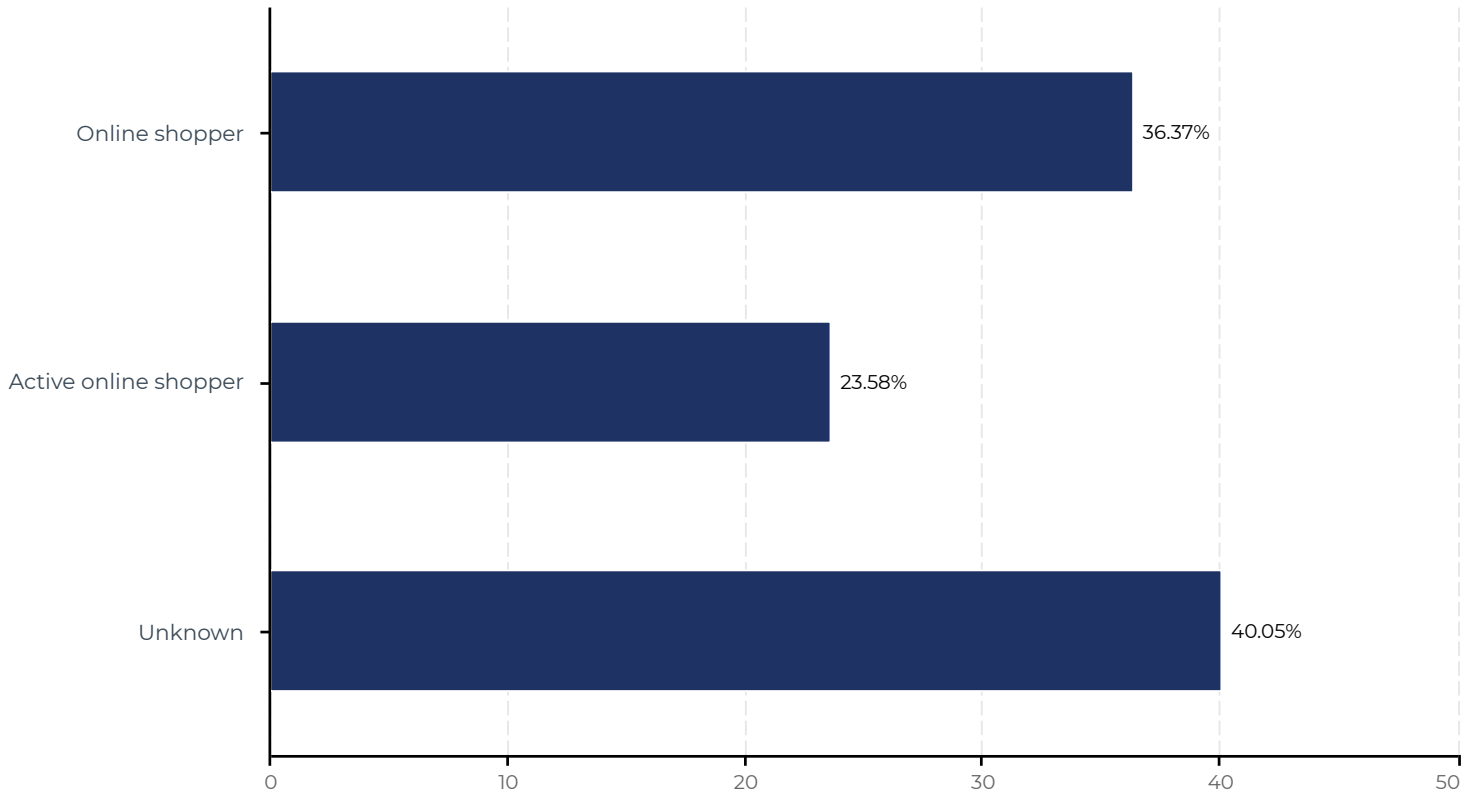
Compared to Population



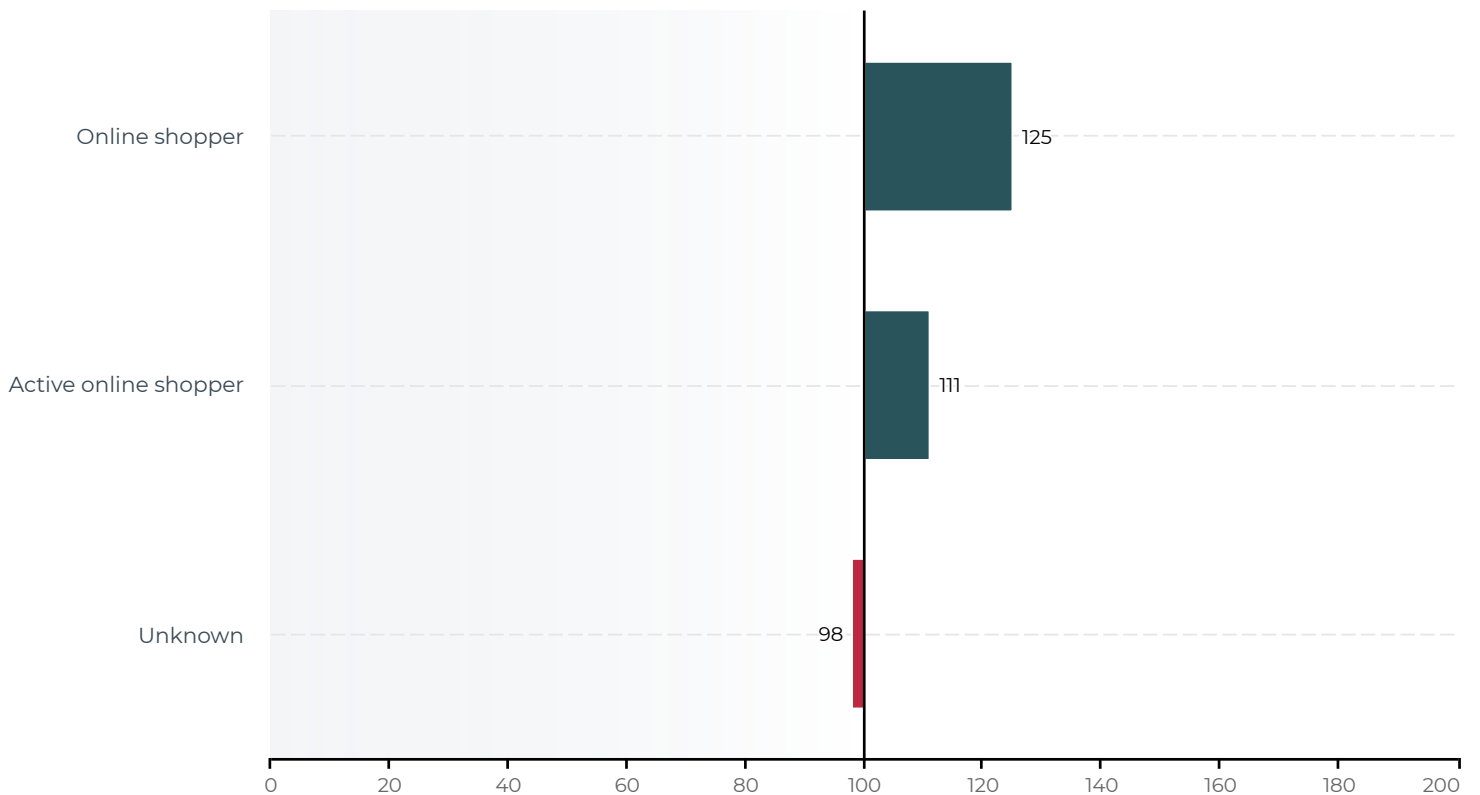
Online Shoppers

Enrichment

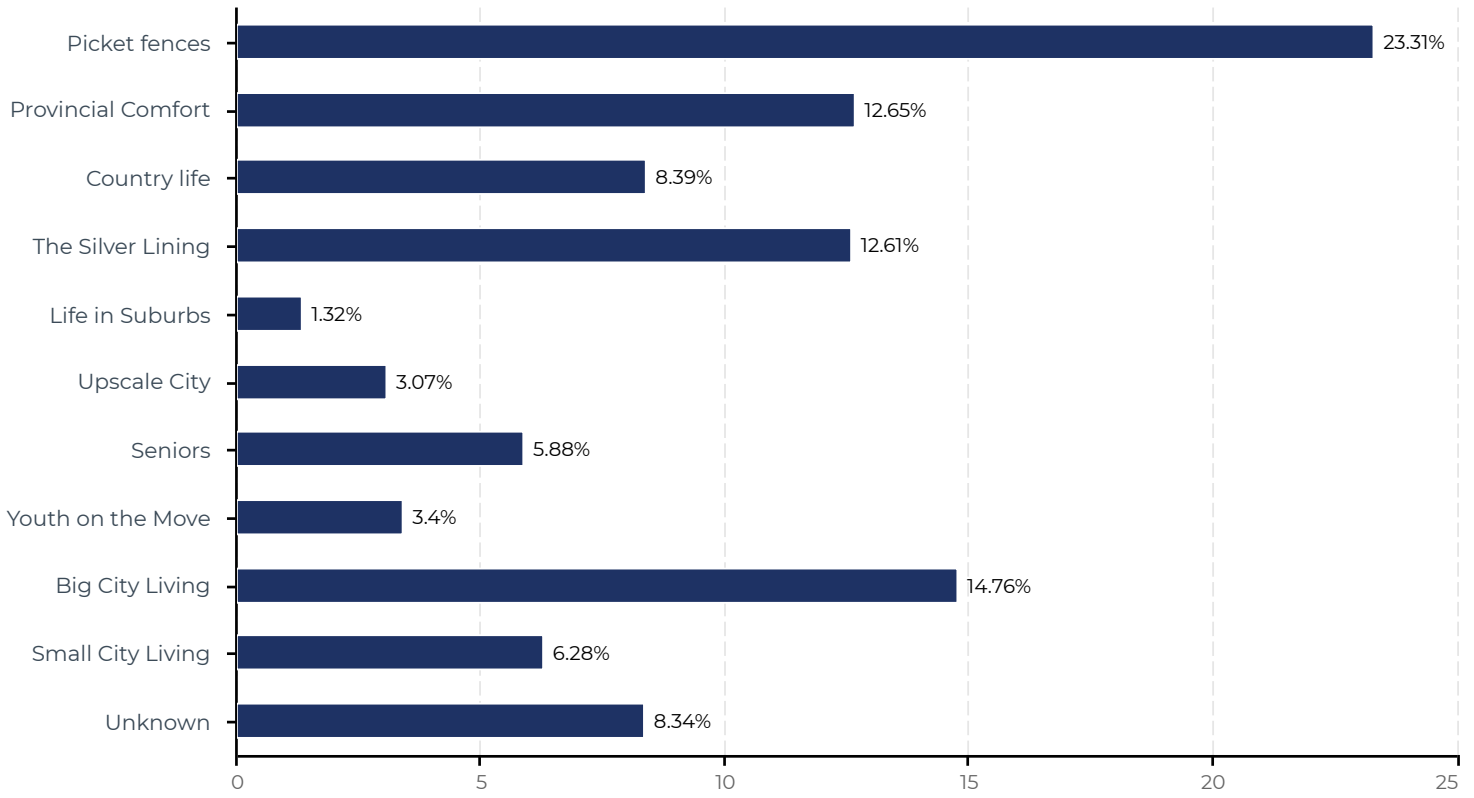
Your registry



Compared to Population



Your registry



Compared to Population

