

## Ranking Variables - Trade Area - Opticks DigitalPlus - Visitors

This report provides a list of variables ranked in a trade area. When **Opticks DigitalPlus** variables are used, the results are presented as a **cross-tabulation**. The base for this database is **household population 18+**. The variable and measure listed at the top of the report is cross-tabulated to each behaviour listed in the table.



## Ranking Variables | Trade Area

ENVIRONICS ANALYTICS

**Trade Area:** Ontario

The trade area selected for analysis.

**Variable:** Apple TV (App) - (Visitors)

The **website or app** selected that is cross-tabulated to each and every behavioural variable listed in the table. Of the five measures available, the one selected is shown in brackets at the end of the variable name.

		Count	%	Base Count	Base %	% Pen	Index
<b>Online Shopping - Shop Online</b>							
VMENA070DIS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	3,867	0.03	31,410	0.10	12.31	31
VMENA070DIS3101	Shop In-Store/Online - Books [Most Often] - Online	55,587	0.46	204,652	0.67	27.16	69
VMENA070DIS3102	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online						
VMENA070DIS3103	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online						
VMENA070DIS3104	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online						
VMENA070DIS3105	Shop In-Store/Online - Electronics [Most Often] - Online						
VMENA070DIS3106	Shop In-Store/Online - Footwear [Most Often] - Online						
VMENA070DIS3107	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - Online						
VMENA070DIS3108	Shop In-Store/Online - Gardening Supplies [Most Often] - Online						
VMENA070DIS3109	Shop In-Store/Online - Groceries [Most Often] - Online						
VMENA070DIS3110	Shop In-Store/Online - Household Appliances [Most Often] - Online						
VMENA070DIS3111	Shop In-Store/Online - Jewellery [Most Often] - Online	23,238	0.19	66,166	0.22	35.12	89
VMENA070DIS3112	Shop In-Store/Online - Men's Clothing [Most Often] - Online	59,367	0.49	119,937	0.39	49.50	126
VMENA070DIS3113	Shop In-Store/Online - Movies [Most Often] - Online	36,298	0.30	102,193	0.33	35.52	90
VMENA070DIS3114	Shop In-Store/Online - Music [Most Often] - Online	38,926	0.32	126,232	0.41	30.84	79
VMENA070DIS3115	Shop In-Store/Online - Personal Care [Most Often] - Online	37,549	0.31	101,074	0.33	37.15	95
VMENA070DIS3116	Shop In-Store/Online - Pet Food/Care [Most Often] - Online	34,422	0.29	58,398	0.19	58.94	150
VMENA070DIS3117	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - Online	28,160	0.23	74,221	0.24	37.94	97
VMENA070DIS3118	Shop In-Store/Online - Tickets - Concert [Most Often] - Online	17,294	0.14	59,070	0.19	29.28	75
VMENA070DIS3119	Shop In-Store/Online - Tickets - Movie [Most Often] - Online	26,342	0.22	47,936	0.16	54.95	140
VMENA070DIS3120	Shop In-Store/Online - Tickets - Sporting Events [Most Often] - Online	19,511	0.16	39,028	0.13	49.99	127
VMENA070DIS3121	Shop In-Store/Online - Tickets - Theatre [Most Often] - Online	13,234	0.11	29,535	0.10	44.81	114

In Ontario, of the total household population 18 years or over, 26,342 people (0.22%) visited the Apple TV app and shop for movie tickets most often online. In comparison, 47,936 people (18+) in Canada (the Benchmark or Base) who visit the Apple TV app also shop for movie tickets online, which is 0.16% of the total population (18+). Of all people who visit the Apple TV app and shop for movie tickets online, 54.95% of them are found in Ontario; this is the penetration rate. With an index of 140, people in Ontario are much more likely to exhibit these two behaviours compared to all of Canada.

**Benchmark:** Canada

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+

**Count:** The household population 18+ (visitors) in the Trade Area who engaged in the cross-tabulated behaviours.

**%:** The proportion of the Trade Area household population 18+ who engaged in the cross-tabulated behaviours.

**Base Count:** The household population 18+ in the Benchmark who engaged in the cross-tabulated behaviours.

**Base %:** The proportion of the Benchmark household population 18+ who engaged in the cross-tabulated behaviours.

**% Pen:** The proportion of the Benchmark household population 18+ who are found in the Trade Area who engaged in the cross-tabulated behaviours.

**Index:** A measure of comparison of the proportion of the Trade Area to the proportion of the Benchmark for the variables. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented.