

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

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



**Trade Area:** Kingston, ON — The Trade Area selected for analysis.

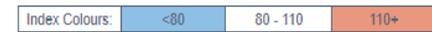
**Variable:** Apple TV (App) - (Minutes)

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>							
VMENA070MCS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	25	0.00	4,527	0.00	0.56	47
VMENA070MCS3101	Shop In-Store/Online - Books [Most Often] - Online	2,179	0.01	221,621	0.02	0.98	83
VMENA070MCS3102	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online	1,000	0.01	78,397	0.01	1.28	107
VMENA070MCS3103	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online	1,176	0.01	269,046	0.02	0.44	37
VMENA070MCS3104	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online	3,279	0.02	271,078	0.02	1.21	102
VMENA070MCS3105	Shop In-Store/Online - Electronics [Most Often] - Online	2,791	0.02	272,864	0.02	1.02	86
VMENA070MCS3106						1.29	108
VMENA070MCS3107						0.26	22
VMENA070MCS3108						0.18	15
VMENA070MCS3109						2.40	201

In the Kingston, ON Trade Area, the total household population 18 years or over who most often shop for books online have spent **2,179** minutes on the Apple TV app within the 28-day cycle. Compared to the Benchmark, which has **221,621** minutes on the Apple TV for the total household population 18 years or over who most often shop for books online, those in the Trade Area make up **0.98%** of the Benchmark's total usage minutes. An Index of **83** suggests that the population who most often shops for books online that lives within the **Kingston, ON** Trade Area has a 17% lower usage time on the Apple TV, than those that do so within the Benchmark.

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



**Count:** The total minutes spent on the selected website or app by the household population 18+ in the Trade Area who engaged in the behaviour.  
**%:** The proportion of the total household population 18+ across all behaviours who visited the selected website or app within the Trade Area.  
**Base Count:** The total minutes spent on the selected website or app by the household population 18+ in the Benchmark who engaged in the behaviour.  
**Base %:** The proportion of the total household population 18+ across all behaviours who visited the website or app within the Benchmark .  
**% Pen:** The proportion of the number of minutes the household population 18+ in the Benchmark who are found in the Trade Area who visited the website or app and engaged in the behaviour. (Count / Base Count \* 100).  
**Index:** A measure of comparison of the proportion of household population 18+ who engaged in the cross-tabulated behaviours that are within the Trade Area, to the proportion of the total household population 18+ that who engaged in the cross-tabulated behaviours within the Benchmark. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented. (% / Base %; Values may not add up perfectly due to rounding).