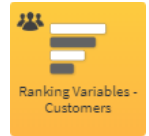


HOW TO READ

Ranking Variables - Customers - Opticks DigitalPlus - Visitors

This report provides a list of variables ranked based on the estimated presence within a customer file. When **Opticks DigitalPlus** variables are used, the results are presented as a **crosstab**. This is a customer weighted report and thus the percentages (%) presented are estimates based on the neighbourhoods where the customers live. We advise to read this report directionally by reading the index values as the key measure for analysis.



Ranking Variables | Customers



Customers: 2_Sample_Customer_File: Record Count

The customer file 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.

		%	Base Count	Base %	Index
Online Shopping - Shop Online					
VMENA070DIS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	0.05	31,410	0.10	51
VMENA070DIS3101	Shop In-Store/Online - Books [Most Often] - Online	0.68	204,652	0.67	102
VMENA070DIS3102	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online	0.23	57,998	0.19	124
VMENA070DIS3103	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online	0.35	70,417	0.23	150
VMENA070DIS3104	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online	0.47	108,380	0.35	134
VMENA070DIS3105	Shop In-Store/Online - Electronics [Most Often] - Online	0.22	55,222	0.22	100
VMENA070DIS3106	Shop In-Store/Online - Footwear [Most Often] - Online	0.20	44,190	0.20	100
VMENA070DIS3107	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - Online	0.29	66,166	0.22	135
VMENA070DIS3108	Shop In-Store/Online - Gardening Supplies [Most Often] - Online	0.49	119,937	0.39	124
VMENA070DIS3109	Shop In-Store/Online - Groceries [Most Often] - Online	0.32	102,193	0.33	97
VMENA070DIS3110	Shop In-Store/Online - Household Appliances [Most Often] - Online	0.40	126,232	0.41	96
VMENA070DIS3111	Shop In-Store/Online - Jewellery [Most Often] - Online	0.45	101,074	0.33	136
VMENA070DIS3112	Shop In-Store/Online - Men's Clothing [Most Often] - Online	0.21	58,398	0.19	111
VMENA070DIS3113	Shop In-Store/Online - Movies [Most Often] - Online	0.34	74,221	0.24	141
VMENA070DIS3114	Shop In-Store/Online - Music [Most Often] - Online	0.20	59,070	0.19	101
VMENA070DIS3115	Shop In-Store/Online - Personal Care [Most Often] - Online	0.17	47,936	0.16	111
VMENA070DIS3116	Shop In-Store/Online - Pet Food/Care [Most Often] - Online	0.15	39,028	0.13	115
VMENA070DIS3117	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - Online	0.11	29,535	0.10	117
VMENA070DIS3118	Shop In-Store/Online - Tickets - Concert [Most Often] - Online	0.43	102,423	0.34	128
VMENA070DIS3119	Shop In-Store/Online - Tickets - Movie [Most Often] - Online	0.52	147,326	0.48	108
VMENA070DIS3120	Shop In-Store/Online - Tickets - Sporting Events [Most Often] - Online				
VMENA070DIS3121	Shop In-Store/Online - Tickets - Theatre [Most Often] - Online				
VMENA070DIS3122	Shop In-Store/Online - Toys/Games/Learning [Most Often] - Online				
VMENA070DIS3123	Shop In-Store/Online - Travel [Most Often] - Online				

The customers represented in this file tend to live in neighbourhoods where there is an above average proportion (index of 141) of the household population 18+ who visit the Apple TV app and also shop for sporting goods/athletic wear online.

Benchmark: Canada

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

Index Colours:	<80	80 - 110	110+
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- %:** The estimated proportion of the neighbourhoods where customers live who exhibit both behaviours.
- Base Count:** The household population 18+ in the Benchmark who exhibit both behaviours.
- Base %:** The proportion of the Benchmark household population 18+ who exhibit both behaviours.
- Index:** A measure of comparison of the proportion of the customer neighbourhoods 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.