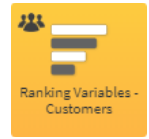


Ranking Variables - Customers - Opticks DigitalPlus - Minutes

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



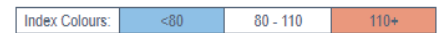
Customers: Member List: Record Count — The customer file selected for analysis.

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.

		%	Base Count	Base %	Index
Online Shopping - Shop Online					
VMENA070MCS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	0.00	4,527	0.00	49
VMENA070MCS3101	Shop In-Store/Online - Books [Most Often] - Online	0.02	221,621	0.02	132
VMENA070MCS3102	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online	0.01	78,397	0.01	200
VMENA070MCS3103	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online	0.04	269,046	0.02	175
VMENA070MCS3104	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online				
VMENA070MCS3105	Shop In-Store/Online - Electronics [Most Often] - Online				
VMENA070MCS3106	Shop In-Store/Online - Footwear [Most Often] - Online				
VMENA070MCS3107	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - Online				
VMENA070MCS3108	Shop In-Store/Online - Gardening Supplies [Most Often] - Online				
VMENA070MCS3109	Shop In-Store/Online - Groceries [Most Often] - Online	0.01	137,811	0.01	80
VMENA070MCS3110	Shop In-Store/Online - Household Appliances [Most Often] - Online	0.02	195,179	0.02	144
VMENA070MCS3111	Shop In-Store/Online - Jewellery [Most Often] - Online	0.02	114,331	0.01	194
VMENA070MCS3112	Shop In-Store/Online - Men's Clothing [Most Often] - Online	0.04	317,370	0.03	165
VMENA070MCS3113	Shop In-Store/Online - Movies [Most Often] - Online	0.01	204,707	0.02	44
VMENA070MCS3114	Shop In-Store/Online - Music [Most Often] - Online	0.02	223,555	0.02	89
VMENA070MCS3115	Shop In-Store/Online - Personal Care [Most Often] - Online	0.04	310,062	0.03	166
VMENA070MCS3116	Shop In-Store/Online - Pet Food/Care [Most Often] - Online	0.01	117,131	0.01	63
VMENA070MCS3117	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - Online	0.04	198,821	0.02	249

The customers represented in this file tend to live in neighbourhoods where there is an above average proportion (index of 132) of the household population 18+ who visit the Apple TV app and also shop for books online.

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



%: The estimated proportion of the neighbourhoods where customers live who exhibit both behaviours.
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 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.