

# HOW TO READ



Ranking Variables - Customers - Opticks DigitalPlus - Avg. Minutes per Visit Day

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 **cross-tabulation**. 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

WalkMe Through

**ENVIRONICS**  
ANALYTICS

## **Customers:** Member List: Record Count

The customer file selected for analysis.

**Variable:** Apple TV (App) - (Average Minutes per Visit Day)

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.

Category	Description	%	Base Count	Base %	Index
Online Shopping - Shop Online					
VMENA070MAS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	0.38	--	0.70	5
VMENA070MAS3101	Shop In-Store/Online - Books [Most Often] - Online	1.84	--	1.43	12
VMENA070MAS3102	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online	1.29	--	1.23	10
VMENA070MAS3103	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online	1.96	--	1.96	10
VMENA070MAS3104	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online	1.59	--	1.86	8
VMENA070MAS3105	Shop In-Store/Online - Electronics [Most Often] - Online	1.90	--	1.65	11
VMENA070MAS3106	Shop In-Store/Online - Footwear [Most Often] - Online	1.50	--	1.45	10
VMENA070MAS3107	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - Online	1.95	--	1.94	10
VMENA070MAS3108	Shop In-Store/Online - Gardening Supplies [Most Often] - Online				
VMENA070MAS3109	Shop In-Store/Online - Groceries [Most Often] - Online				
VMENA070MAS3110	Shop In-Store/Online - Household Appliances [Most Often] - Online				
VMENA070MAS3111	Shop In-Store/Online - Jewellery [Most Often] - Online				
VMENA070MAS3112	Shop In-Store/Online - Men's Clothing [Most Often] - Online				
VMENA070MAS3113	Shop In-Store/Online - Movies [Most Often] - Online	1.87	--	1.87	10
VMENA070MAS3114	Shop In-Store/Online - Music [Most Often] - Online	1.92	--	1.54	12

The customers represented in this file tend to live in neighbourhoods where there is an above average proportion (index of 115) of the household population 18+ who visit the Apple TV app and also shop for electronics online.

Benchmark: Ontario

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 average number of minutes per visit day that the neighbourhoods where customers live engaged in the cross-tabulated behaviours. While labeled as a %, this value is not a percentage in this report.

**Base %:** The average number of minutes per visit day that the household population (18+) in the Benchmark engaged in the cross-tabulated behaviours. While labeled as a %, this value is not a percentage in this report.

**Index:** A measure of comparison of the estimated average number of minutes per visit day of the neighbourhoods where customers live to the average number of minutes 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.