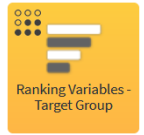


HOW TO READ

Ranking Variables - Target Group - Opticks DigitalPlus - Visitors

This report provides a list of variables ranked based on presence within a target group. 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 | Target Group

Target Group: Old (16, 35, 51, 62)

The target group selected for analysis, including PRIZM® segment codes.

Variable: Apple TV (App) - (Visitors)

ENVIRONICS ANALYTICS

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
Online Shopping - Shop Online							
VMENA070DIS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	65	0.01	3,855	0.03	1.68	29
VMENA070DIS3101	Shop In-Store/Online - Books [Most Often] - Online	3,260	0.47	55,272	0.46	5.90	101
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	571	0.08	23,135	0.19	2.47	42
VMENA070DIS3112	Shop In-Store/Online - Men's Clothing [Most Often] - Online	1,877	0.27	59,090	0.49	3.18	54
VMENA070DIS3113	Shop In-Store/Online - Movies [Most Often] - Online	1,288	0.18	36,111	0.30	3.57	61
VMENA070DIS3114	Shop In-Store/Online - Music [Most Often] - Online	908	0.13	38,753	0.33	2.34	40
VMENA070DIS3115	Shop In-Store/Online - Personal Care [Most Often] - Online	712	0.10	37,371	0.31	1.90	33
VMENA070DIS3116	Shop In-Store/Online - Pet Food/Care [Most Often] - Online	2,733	0.39	34,223	0.29	7.99	137
VMENA070DIS3117	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - Online	979	0.14	27,992	0.23	3.50	60
VMENA070DIS3118	Shop In-Store/Online - Tickets - Concert [Most Often] - Online	311	0.04	17,204	0.14	1.81	31
VMENA070DIS3119	Shop In-Store/Online - Tickets - Movie [Most Often] - Online	3,430	0.49	26,139	0.22	13.12	224
VMENA070DIS3120	Shop In-Store/Online - Tickets - Sporting Events [Most Often] - Online	412	0.06	19,430	0.16	2.12	36
VMENA070DIS3121	Shop In-Store/Online - Tickets - Theatre [Most Often] - Online	2,070	0.30	13,122	0.11	15.78	270
VMENA070DIS3122	Shop In-Store/Online - Toys/Games/Learning [Most Often] - Online	1,138	0.16	34,400	0.29	3.31	57
VMENA070DIS3123	Shop In-Store/Online - Travel [Most Often] - Online	1,624	0.23	45,606	0.38	3.56	61

For this Target Group, 3,430 people (18+) who visit the Apple TV app also shop for movie tickets online, which is 0.49% of the Target Group. In comparison, 26,139 people (18+) in Ontario (the Benchmark) who visit the Apple TV app also shop for movie tickets online, which is 0.22% of the total population (18+). Of all people who visit the Apple TV app and shop for movie tickets online, 13.12% of them are found in the Target Group; this is the penetration rate. With an index of 224, people in the Target Group are much more likely to exhibit these two behaviours compared to all of Ontario.

Benchmark: Ontario

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



Count: The household population 18+ in the Target Group who engaged in the cross-tabulated behaviours.

%: The proportion of the Target Group 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 Target Group who engaged in the cross-tabulated behaviours.

Index: A measure of comparison of the proportion of the Target Group 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.