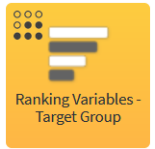


Ranking Variables - Target Group - Opticks DigitalPlus - Minutes

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

WalkMe Through

ENVIRONICS ANALYTICS

Target Group: Diverse Fit Families (05, 13, 14, 25, 28)

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

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
Online Shopping - Shop Online							
VMENA070MCS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online	451	0.00	4,515	0.00	9.99	141
VMENA070MCS3101	Shop In-Store/Online - Books [Most Often] - Online	20,136	0.02	220,450	0.02	9.13	129
VMENA070MCS3102	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online	15,446	0.02	77,862	0.01	19.84	279
VMENA070MCS3103	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online	24,125	0.03	268,228	0.02	8.99	127
VMENA070MCS3104	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online	26,977	0.03	270,057	0.02	9.99	141
VMENA070MCS3105	Shop In-Store/Online - Electronics [Most Often] - Online	33,159	0.04	271,730	0.02	12.20	172
VMENA070MCS3106	Shop In-Store/Online - Footwear [Most Often] - Online	21,104	0.03	200,116	0.02	10.55	148
VMENA070MCS3107	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - Online	17,663	0.02	171,465	0.01	10.30	145
VMENA070MCS3108	Shop In-Store/Online - Gardening Supplies [Most Often] - Online	7,073	0.01	134,984	0.01	5.24	74
VMENA070MCS3109	Shop In-Store/Online - Groceries [Most Often] - Online	16,522	0.02	136,983	0.01	12.06	170
VMENA070MCS3110	Shop In-Store/Online - Home Goods [Most Often] - Online	15,446	0.02	136,983	0.01	11.28	162
VMENA070MCS3111	Shop In-Store/Online - Home Improvement Items/Tools [Most Often] - Online	15,446	0.02	77,862	0.01	19.84	279
VMENA070MCS3112	Shop In-Store/Online - Home Services [Most Often] - Online	15,446	0.02	77,862	0.01	19.84	279
VMENA070MCS3113	Shop In-Store/Online - Home Supplies [Most Often] - Online	15,446	0.02	77,862	0.01	19.84	279
VMENA070MCS3114	Shop In-Store/Online - Home Textiles [Most Often] - Online	15,446	0.02	77,862	0.01	19.84	279
VMENA070MCS3115	Shop In-Store/Online - Home Appliances [Most Often] - Online	15,446	0.02	77,862	0.01	19.84	279
VMENA070MCS3116	Shop In-Store/Online - Home Decor [Most Often] - Online	15,446	0.02	77,862	0.01	19.84	279
VMENA070MCS3117	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - Online	11,993	0.01	198,006	0.02	6.06	85
VMENA070MCS3118	Shop In-Store/Online - Tickets - Concert [Most Often] - Online	3,355	0.00	62,171	0.01	5.40	76
VMENA070MCS3119	Shop In-Store/Online - Tickets - Movie [Most Often] - Online	12,891	0.01	95,726	0.01	13.47	189
VMENA070MCS3120	Shop In-Store/Online - Tickets - Sporting Events [Most Often] - Online	6,109	0.01	105,692	0.01	5.78	81

In the Diverse Fit Families Target Group, the total household population 18 years or over who most often shop for books online have spent **20,126** minutes on the Apple TV app within the 28-day cycle. Compared to the Benchmark, which has **220,450** minutes on the Apple TV for the total household population 18 years or over who most often shop for books online, those in the Target Group make up **9.13%** of the Benchmark's total usage minutes. An Index of **129** suggests that the population in the Target Group who most often shops for books online has a 29% higher 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.

Index Colours: <80 80 - 110 110+

Count: The total minutes spent on the selected website or app by the household population 18+ in the Target Group 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 Target Group.

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 Target Group 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 Target Group, 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).