

Ranking Areas - My Areas - Variable - Opticks DigitalPlus - Minutes

Rank levels of geography in an area based on one or more database variables. The ranking provides insight on geographies that are more or less likely to exhibit a certain behaviour when compared to the base count (total population or households in the geography). 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.



Ranking Areas - My Areas | Variable

WalkMe Through



Variable: Apple TV (App - Minutes) AND Shop In-Store/Online - Movies [Most Often] - Online

The Variable that the report is ranked against is at the top of the report. This is a **cross-tabulated** report. The entirety of the variable is referred to as the cross-tabulated variable, created from the Relationship between the website/app variable (reported at the top of the report) and the behaviours that are listed in the table. Of the five measures available, the one selected is shown in brackets at the end of the website/app name.

| Area | Count | % | Base Count | Base % | % Pen | Index |
|--------------------------------|--------|-------|------------|--------|-------|-------|
| Toronto, ON (C) | 23,479 | 89.82 | 2,499,775 | 93.14 | 0.01 | 96 |
| Kingston, ON | 1,699 | 6.50 | 142,935 | 5.33 | 0.01 | 122 |
| Whitchurch-Stouffville, ON (T) | 961 | 3.68 | 41,370 | 1.54 | 0.02 | 239 |

Of the household population 18+ within the **Toronto** Trade Area who most often buy movie tickets online (exhibit the behaviour), they have spent a total of **23,479** minutes of the Apple TV app, within a 28-day cycle. Of the total household population +18 who exhibit the cross-tabulated variable behaviour in the selected Trade Areas, **89.82%** live within the **Toronto** Trade Area. An Index of **96** suggests that an individual within the population 18+ who exhibits the cross-tabulated variable behaviour is 4% less likely to like to live in the **Toronto** Trade Area over the other Trade Areas selected.

Universe: Ontario

The Universe indicates the geographic extent for the report. Any Trade Areas selected outside the extent will not be included in the report.



Count: The total minutes spent engaging with the website/app by the household population 18+ in the Trade Area who engaged in the cross-tabulated behaviour.
%: The proportion of the total household population 18+ across all Trade Areas who engaged in the cross-tabulated behaviours within the specific Trade Area.
Base Count: The total household population 18+ in the Trade Area.
Base %: The proportion of the total household population 18+ across all Trade Areas that are within the specific Trade Area.
% Pen: The average minutes per household population 18+ in the Trade Area engaged in the cross-tabulated behaviour. Note, this is not a percentage (Count / Base Count).
Index: A measure of comparison of the proportion of household population 18+ who engaged in the cross-tabulated behaviours that are within the Trade Area, to the proportion of the total household population 18+ that are within the Trade Area. 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 %).