# HOW TO READ

Ranking Variables - Target Group - Opticks DigitalPlus - Avg. Minutes per Visit Day

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

Ranking Variables | Target Group

WalkMe Through | **ENVIRONICS** ANALYTICS
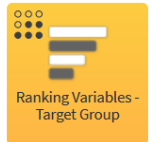
Target Group: Diverse Fit Families (05, 13, 14, 25, 28)

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

Variable: Apple TV (App) - (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.

			Count	%	Base Count	Base %	% Pen	Index
Online Shopping - Shop Online								
VMENA070MAS3100	Shop In-Store/Online - Automotive Services/Supplier/Products [Most Often] - Online		--	0.55	--	0.70	--	79
VMENA070MAS3101	Shop In-Store/Online - Books [Most Often] - Online		--	1.48	--	1.43	--	104
VMENA070MAS3102	Shop In-Store/Online - Building/Home Improvement Items/Tools [Most Often] - Online		--	1.38	--	1.23	--	113
VMENA070MAS3103	Shop In-Store/Online - Children's Clothing/Shoes [Most Often] - Online							
VMENA070MAS3104	Shop In-Store/Online - Cosmetics/Skin Care [Most Often] - Online							
VMENA070MAS3105	Shop In-Store/Online - Electronics [Most Often] - Online							
VMENA070MAS3106	Shop In-Store/Online - Footwear [Most Often] - Online							
VMENA070MAS3107	Shop In-Store/Online - Furniture/Home Accessories [Most Often] - Online							
VMENA070MAS3108	Shop In-Store/Online - Gardening Supplies [Most Often] - Online							
VMENA070MAS3109	Shop In-Store/Online - Groceries [Most Often] - Online		--	1.57	--	2.47	--	64
VMENA070MAS3110	Shop In-Store/Online - Household Appliances [Most Often] - Online		--	1.42	--	1.53	--	93
VMENA070MAS3111	Shop In-Store/Online - Jewellery [Most Often] - Online		--	1.35	--	1.20	--	113
VMENA070MAS3112	Shop In-Store/Online - Men's Clothing [Most Often] - Online		--	1.46	--	1.66	--	88
VMENA070MAS3113	Shop In-Store/Online - Movies [Most Often] - Online		--	2.20	--	1.87	--	118
VMENA070MAS3114	Shop In-Store/Online - Music [Most Often] - Online		--	2.11	--	1.54	--	137
VMENA070MAS3115	Shop In-Store/Online - Personal Care [Most Often] - Online		--	1.95	--	2.08	--	93
VMENA070MAS3116	Shop In-Store/Online - Pet Food/Care [Most Often] - Online		--	1.78	--	1.56	--	114
VMENA070MAS3117	Shop In-Store/Online - Sporting Goods/Athletic Wear [Most Often] - Online		--	1.83	--	1.83	--	100

> In the Diverse Fit Families Target Group, the average number of minutes spent on the Apple TV app for people who purchase movies online within a 28-day cycle is 2.20 minutes. With an index of 118, people (18+) in this Target Group spend more minutes engaging in both these behaviours compared to all of Ontario.

Index Colours:	<80	80 - 110	110+

Benchmark: Ontario

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

%: The average number of minutes per visit day that the household population (18+) in the Target Group 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 average number of minutes per visit day of the Target Group 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.