

HOW TO READ

Consumption Profile - Variable - Opticks DigitalPlus - Minutes

This report provides two different measures for any available consumption variable. 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.



PRIZM® Consumption Profile | Variable

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

WalkMe Through

ENVIRONICS ANALYTICS

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.

SG	LG	Code	Name	Incidence	Incidence %	Base	Base %	% Pen	Index	Consumption	Consumption %	Unit/Incidence	Unit/Incidence Index	Unit/Base	Unit/Base Index
U1	M1	01	The A-List	87	0.14	115,443	0.97	0.08	14	123	0.13	1.41	93	0.00	13
U1	M1	02	Wealthy & Wise	378	0.60	191,887	1.61	0.20	37	1,052	1.10	2.79	184	0.01	68
U1	F1	06	Downtown Verve	609	0.96	225,173	1.89	0.27	51	968	1.01	1.59	105	0.00	54
S1	F3	04	Turbo Burbs	1,024	1.62	185,962	1.56	0.55	104	1,614	1.69	1.58	104	0.01	108
S1	F2	05	First-Class Families	489	0.77	363,899	3.05	0.13	25	989	1.03	2.02	134	0.00	34
S1	M1	09	Boomer Bliss	1,140	1.80	281,128	2.35	0.41	77	2,291	2.39	2.01	133	0.01	102
S2	F2	08	Multiculture-ish	532	0.84	455,930	3.82	0.12	22	412	0.43	0.78	51	0.00	11
S2	Y3	11	Modern Suburbia	1,484	2.35	291,369	2.44	0.51	96	830	0.87	0.56	37	0.00	36
F1	F2	03	Asian Sophisticates	73	0.12	204,130	1.71	0.04	7	84	0.09	1.15	76	0.00	5

Of the total household population 18+ within the **Wealthy & Wise** segment, who most often buy movie tickets online (exhibit the behaviour), there have been **378** Visit Days where the Apple TV app has been visited (**Incidences** of the website/app) at least once in a day, per visitor, within the 28-day cycle. Across the visit days, a total of **1,052** minutes have been spent on the Apple TV app. A **Unit/Incidence Index** of **184** suggests that the **Wealthy & Wise** segment are **84%** more like to have visited the Apple TV app, and to most often buy movie tickets online.

Benchmark: Ontario

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

Index Colours: <80 80 - 110 110+

SG: Each segment is assigned to one Social Group (SG) based on consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity. The SG's are : Urban (U), Urban Fringe (F), Suburban (S), Town (T), or Rural (R).

LG: The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families. The LG's are Young (Y), Family (F), and Mature (M).

Code: An integer assigned to each segment.

Name: Descriptive name to evoke an image of the segment.

Incidence: The number of days where the website/app was visited within a 28-day cycle of when the behaviour occurred, for the household population 18+ in the segment.

Incidence %: The percentage of incidences in the segment compared to the total sum of incidences across all segments for the cross-tabulated variable. (Incidence / Total Incidences * 100).

Base: The total household population 18+ within that segment who exhibit the cross-tabulated variable.

Base %: The percentage of the household population 18+ within the Benchmark that fall within the segment that exhibit the cross-tabulated variable. (Base / Total Bases * 100).

% Pen: The percentage of incidences out of the total household population 18+ within the segment that exhibit the cross-tabulated variable. (Incidence / Base * 100).

Index: Measures if the household population 18+ in the segment are more or less likely to exhibit a behavior when compared to 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. (Incidence % / Base % * 100).

Consumption: The total minutes of consumption of the website/app that occurred within a 28-day cycle of when the behaviour occurred, for the household population 18+ in the segment.

Consumption %: The percentage of consumption in the segment compared to the total sum of consumption across all segments for the cross-tabulated variable. (Consumption / Total Consumption * 100).

Unit/Incidence: The number of minutes being consumed per incidence of consumption, within that segment. (Consumption / Incidence).

Unit/Incidence Index: The rate of minutes consumed per visit day in that segment out of all segment rates of consumption per incidence. (Consumption % / Incidence % * 100).

Unit/Base: The consumption across the entire Base household population 18+ within the segment.

Unit/Base Index: The proportion of consumption within the segment out of the proportion of the Base within the segment. (Consumption % / Base % * 100).