

## Ranking Areas - Variable - Opticks DigitalPlus - Visitors

Rank custom or standard areas based on a **cross-tabulation** of behavioural variables. The ranking provides insight on areas that are more or less likely to exhibit a certain combination of behaviours when compared to the base count (total **household population 18+**).



## Ranking Areas - My Areas | Variable

WalkMe Through

ENVIRONICS ANALYTICS

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

The website or app and the behavioural variable selected. Of the five measures available, the one selected is shown in brackets beside the website or app name.

Area	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON (C)	5,981	92.31	2,499,775	93.14	0.24	99
Kingston, ON	342	5.28	142,935	5.33	0.24	99
Whitchurch-Stouffville, ON (T)	156	2.41	41,370	1.54	0.38	156

**Universe:** Ontario

The Universe for the list of areas. Only areas contained in the universe will be ranked.

Index Colours: <80 80 - 110 110+

**Example:** In Whitchurch-Stouffville, of the total household population 18 years or over (41,370), 156 people visited the Apple TV app and shop for movies most often online, which makes up 0.38% (% Pen). Of all of the areas selected, Whitchurch-Stouffville makes up 2.41% of the total of people who visit Apple TV and show for movies online. With an index of 156, the area of Whitchurch-Stouffville is more likely to exhibit these two behaviours compared to the other areas selected.

- Count:** The household population 18+ in the listed geography who engaged in the cross-tabulated behaviours.
- %:** The proportion of the household population 18+ across all listed geographies who engaged in the cross-tabulated behaviours.
- Base Count:** The household population 18+ in the listed geography.
- Base %:** The proportion of the household population 18+ across all listed geographies.
- % Pen:** The proportion of the household population 18+ in the listed geography who engaged in the cross-tabulated behaviours.
- Index:** A measure of comparison of the proportion of the listed geography 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.