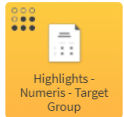


Highlights - Numeris - Target Group

Provides a list of media variables ranked based on the presence in a target group.



Media Highlights | Numeris RTS

ENVIRONICS ANALYTICS

Target Group: Middle-Class Suburbia (38, 43)

Household Population 12+: 44,075

The **Target Group** including the component PRIZM segments created for analysis and the **Household Population 12+** of the target group in the benchmark.

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	7,117	16.15	0.72	94
Medium/Heavy	7,478	16.97	0.76	100
Medium	7,969	18.08	0.78	103
Medium/Light	7,872	17.86	0.81	106
Light	7,737	17.55	0.73	96
Top Program Types (Watch in Typical Week)				
Curling (when in season)	2,516	5.71	0.92	121
Situation comedies	11,559	26.23	0.86	112
Suspense/crime dramas	12,560	28.50	0.83	108
Golf	3,314	7.52	0.81	106
Contest shows	4,944	11.22	0.80	105
Hockey (when in season)	9,937	22.55	0.79	104
Daytime talk shows	2,908	6.60	0.78	102
Game shows	6,928	15.72	0.77	101

In our example, **26.23%** of the Middle-Class Suburbia target group in the benchmark of Toronto watch situation comedies in a typical week.

With an index value of **112**, this target group is **12%** more likely to watch sitcoms compared to the benchmark.

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	11,235	25.49	0.72	94
Medium/Heavy	10,029	22.75	0.80	105
Medium	7,367	16.71	0.69	90
Medium/Light	7,049	15.99	0.92	121
Light	6,301	14.30	0.82	108
Online Social Networks (Used in Past Month)				
Pinterest	5,460	12.39	0.89	116
Video/photo sharing	3,660	8.30	0.85	111
Facebook	20,408	46.30	0.79	103
Snapchat	5,606	12.72	0.77	100
Instagram	14,039	31.85	0.74	97

Quintile bands are used to categorize media usage. They are categorized by Heavy, Medium/Heavy, Medium, Medium/Light and Light usage.

In our example, **15.99%** the Middle-Class Suburbia target group are Medium/Light internet users.

With an Index value of **121**, this target group is **21%** more likely to use the internet at Medium/Light rates, when compared to those in the benchmark.

Count: The household population in the target group who exhibits the behaviour.

%: The proportion of the target group who exhibits the behaviour.

% Pen: The proportion of the total household population who exhibits the behaviour that belongs to the target group.

Index: Measures if the household population in the target group is more or less likely to exhibit that 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.

Benchmark: Toronto, ON

The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

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Index Colours:	<80	80 - 110	110+
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