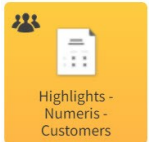


## Highlights - Numeris - Customers

Provides a list of variables ranked based on the presence of customers from an imported customer file.



## Media Highlights | Numeris RTS



**Customers:** Canada\_Sample Location File\_Lat-Long: Record Count

The **Customer File** for analysis.

### TELEVISION

	%	Base %	Index
<b>Viewership</b>			
Heavy	16.92	18.60	91
Medium/Heavy	16.69	17.57	95
Medium	16.95	16.77	101
Medium/Light	17.94	16.88	106
Light	18.55	17.52	106
<b>Top Program Types (Watch in Typical Week)</b>			
TV infomercials	0.91	0.82	112
Basketball (when in season)	10.70	9.66	111
CFL football (when in season)	12.38	11.15	111

Focus is on the **%** and the **Index** columns in this report.

In our example, **12.38%** represents the estimated proportion of the customer file who live in the benchmark of Ontario who are likely to watch CFL football (when in season). This value is based on weights that are computed using the number of customers, along with behavioral data for the neighbourhoods in the benchmark.

With an Index value of **111**, these customers are 11% more likely to live in neighbourhoods that have high rates for viewing CFL football (when in season) when compared to the benchmark.

### INTERNET

	%	Base %	Index
<b>Usage</b>			
Heavy	20.74	18.07	115
Medium/Heavy	18.96	17.77	107
Medium	17.96	17.75	101
Medium/Light	17.33	17.72	98
Light	15.94	17.39	92
<b>Online Social Networks (Used in Past Month)</b>			
Tumblr	1.92	1.57	122
Video/photo sharing	2.18	1.81	120
Twitter	16.02	13.62	118
LinkedIn	12.39	10.71	116
Dating sites	2.91	2.53	115
Instagram	28.73	25.68	112
Snapchat	14.00	12.83	109
YouTube	40.84	37.69	108
Pinterest	12.79	12.22	105
Facebook	50.17	50.01	100
<b>Top Activities (Past Week)</b>			
Purchase group deal (e.g. Groupon)	2.52	2.08	121
Listen to a podcast	14.59	12.16	120
Download/print/redeem discount coupon	10.40	8.93	116
Access restaurant guides/reviews	14.16	12.20	116
Use ad blocking software	16.79	14.56	115
Watch a subscription-based video service (e.g. Netflix)	38.46	34.58	111
Access fashion or beauty-related content	7.54	6.80	111

**%:** (Count/Total Count \* 100) The weighted proportion of the population or households in the customer file that exhibits that behavior.

**Base %:** (Base Count/Base Total Count \* 100) The percentage of the population or households in the benchmark that exhibit that behavior.

**Index:** (% /Base % \* 100) Provides a measure for the variable that describes the neighbourhood where customers are likely to live. A high Index indicates that customers are likely to live in a neighbourhood described by the variable.

**Benchmark:** Ontario

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

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Index Colours:	<80	80 - 110	110+
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