

Executive Dashboards - Behavioural - Numeris - Media Overview

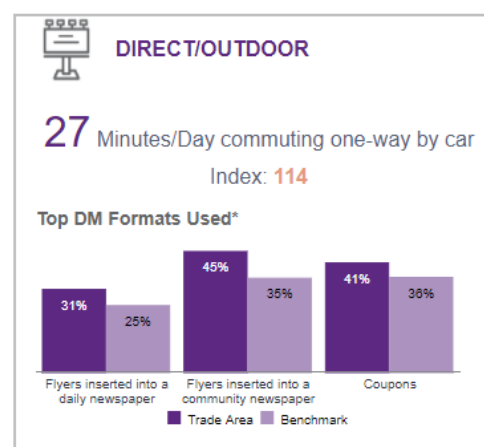
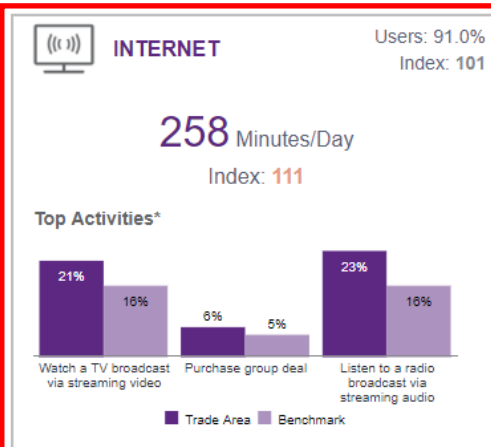
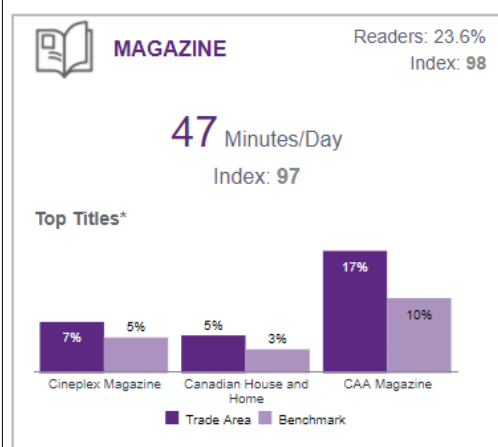
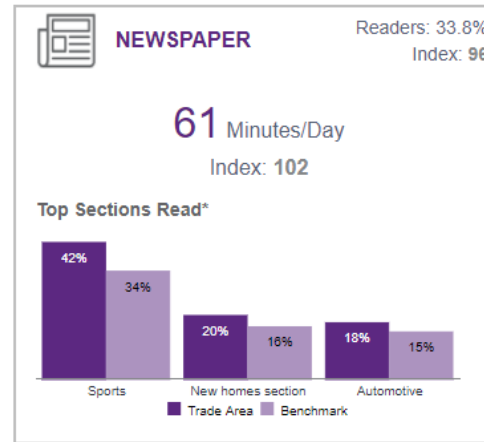
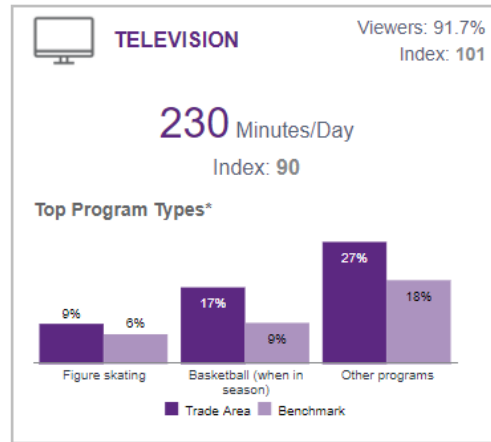
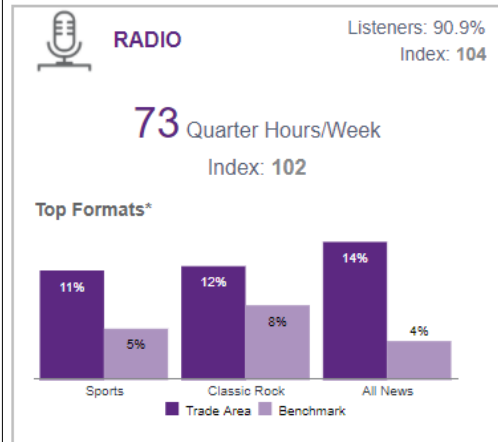
Provides behavioural data regarding media consumption for the selected trade area. Numeris is based on survey data with respondents aged 12 or older.

Behavioural | Media Overview

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville (CSD)

Household Population 12+: 38,093



For each of the media types, there are several values listed. There is an incidence value, a consumption value, and specific formats/programs/genres/etc.

Looking at the Internet section, 91.0% of the household population 12+ in Whitchurch-Stouffville are internet users. The index value is 101 meaning that you are 1% more likely to find an internet user in this trade area than in the benchmark.

Those users spent about 258 minutes per day online. This has an index value of 111 which is 11% above the benchmark. (This is the consumption.)

The top three activities (or genres, formats, etc.) are listed as well, ranked based on the Index values for those variables, with a minimum of 5% composition. The percentage listed is the percentage of the household population 12+ in the trade area that use the internet for those activities, compared to the benchmark.

Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+