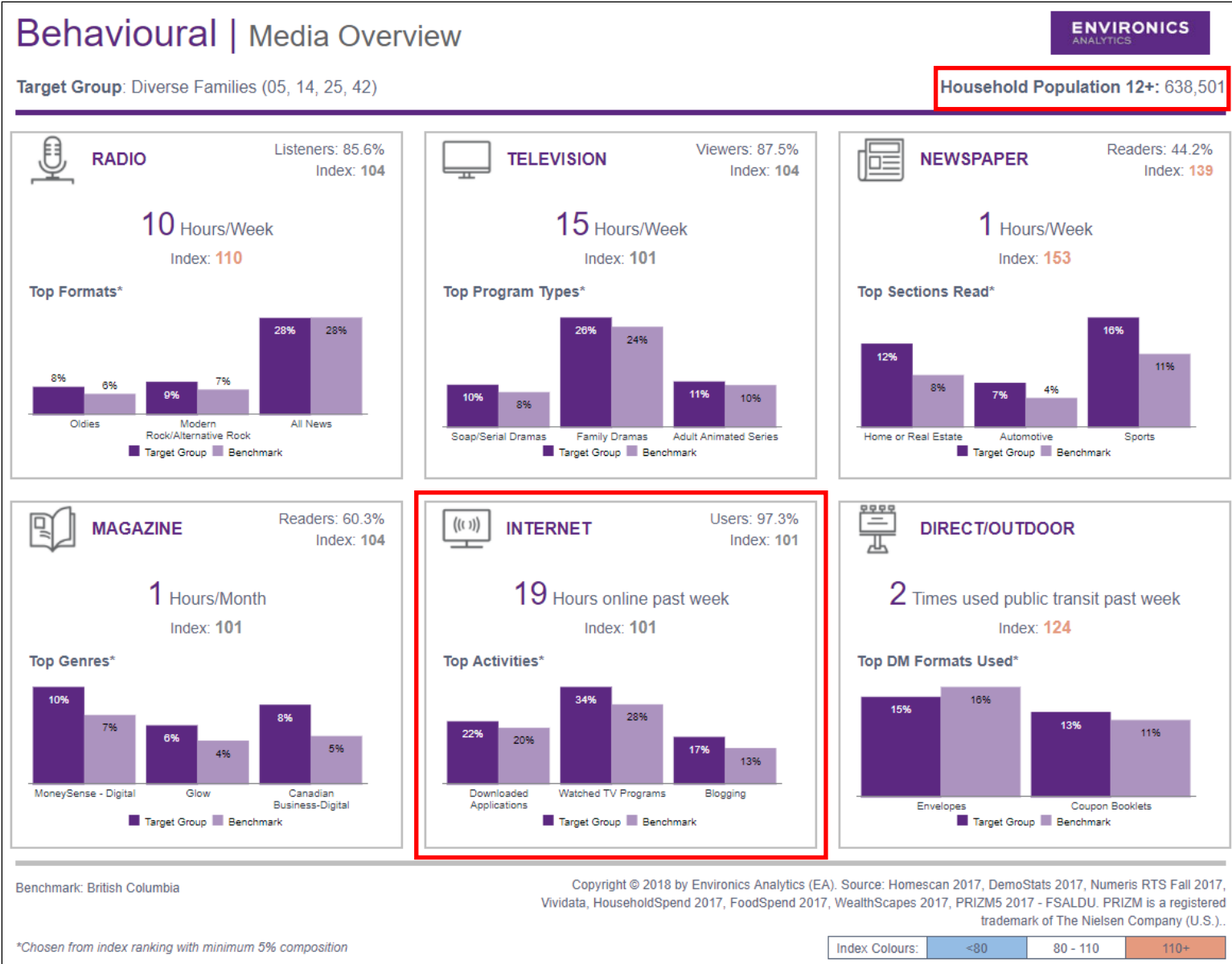


## Executive Dashboards - Behavioural - Vividata - Media Overview

Provides behavioural data regarding media consumption for the selected Target Group. Vividata is based on survey data with respondents aged 12 or older.



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, 97.3% of the Diverse Families Target Group are internet users. The index value is 101 means that you are 1% more likely to find an internet user in this Target Group than in the benchmark of British Columbia.

Those users spent about 19 hours online in a week. This has an index value of 101 which is 1% 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 Target Group that use the internet for those activities, compared to the benchmark.