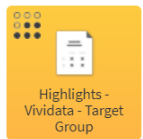


## Highlights - Vividata - Target Group

Provides a list of media variables ranked based on the presence within a Target Group.

**Note:** Provincial or National geographies are recommended for the benchmark.



### Highlights - Vividata - Sample Target Group vs Canada

**Target Group:** Affluent Families (01, 02, 03, 04, 05, 06, 07)

The **Target Group** name with component PRIZM segments breakout and the **Household Population 14+** within the Target Group in the benchmark.

**Household Population 14+: 2,700,741**

#### TELEVISION

	Count	%	% Pen	Index
<b>Viewership</b>				
Heavy	366,671	13.58	6.99	80
Medium Heavy	555,034	20.55	8.81	101
Medium	609,120	22.55	8.97	103
Medium Light	673,114	24.92	9.22	106
Light	496,802	18.39	9.31	107
<b>Program Types*</b>				
Business News	1,247,892	46.21	9.80	112
News/Current Affairs	1,773,870	65.68	9.18	105
Sports	1,414,674	52.38	8.99	103
Entertainment News	1,094,011	40.51	8.78	101
Movies	2,189,948	81.09	8.81	101
Documentaries/Biographies	1,573,010	58.24	8.75	100
Situation Comedies	1,328,467	49.19	8.65	99
Suspense/Crime Dramas	1,440,387	53.33	8.61	99
Cooking Shows	1,338,564	49.56	8.44	97
Home Improvement	1,256,054	46.51	8.46	97

#### RADIO

	Count	%	% Pen	Index
<b>Listenership</b>				
Heavy	498,184	18.45	7.79	89
Medium Heavy	492,195	18.23	8.59	99
Medium	732,656	27.13	10.06	115
Medium Light	573,562	21.24	9.30	107

	Count	%	% Pen	Index
<b>Usage</b>				
Heavy	473,785	17.54	7.86	90

In our example, **46.21%** represents the estimated proportion of the Affluent Families Target Group who are likely to watch Business News.

With an Index value of **112**, those within the Affluent Families Target Group are 12% more likely to watch Business News when compared to those within the benchmark.

Travel/Tourism	2,223,141	82.32	9.38	108
Finance	1,838,369	68.07	9.33	107
Maps/Map Directions	2,448,645	90.67	9.13	105
Sports	1,621,169	60.03	9.01	103
Automotive	1,432,954	53.06	8.88	102

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

In our example, **27.13%** represents the estimated proportion of the Affluent Families Target Group that are Medium Internet users.

With an Index value of **115**, those with the Affluent Families Target Group are 15% more likely to use the Internet at Medium rates, when compared to those within the benchmark.

**Count:** The number of households in the Target Group who exhibit that behaviour.

**%:** The weighted proportion of the households in the Target Group who exhibits that behaviour.

**% Pen:** Of all households who exhibit that behaviour, **% Pen** is the proportion that are found in the Target Group.

**Index:** Measures if the households in the Target Group are 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.

Index Legend   Under 81   Over 110