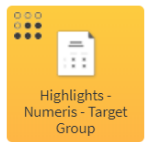


## Highlights - Numeris - Target Group

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 - Numeris - 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 12+** within the Target Group in the benchmark.

**Household Population 12+: 2,779,208**

#### TELEVISION

	Count	%	% Pen	Index
<b>Viewership</b>				
Heavy	375,490	13.51	6.64	76
Medium/Heavy	493,803	17.77	8.79	100
Medium	515,220	18.54	9.28	106
Medium/Light	540,674	19.45	9.77	112
Light	543,241	19.55	9.64	110
<b>Top Program Types (Watch in Typical Week)</b>				
Basketball (when in season)	240,360	8.65	11.02	126
Tennis (when in season)	212,549	7.65	10.01	114
Baseball (when in season)	455,462	16.39	9.88	113
Soccer	243,108	8.75	9.73	111
NFL football (when in season)	358,603	12.90	9.56	109
Golf	240,167	8.64	9.49	108
Situation comedies	718,057	25.84	9.36	107
Entertainment news programs	254,703	9.16	9.21	105
CFL football (when in season)	369,135	13.28	9.10	104
Late night talk shows	342,895	12.34	9.12	104

	Count	%	% Pen	Index
<b>Usage</b>				
Heavy	482,199	17.35	8.63	99
Medium/Heavy	526,687	18.95	9.23	105
Medium	537,437	19.34	9.66	110
Medium/Light	495,246	17.82	9.06	103
Light	464,073	16.70	8.51	97
<b>Online Social Networks (Used in Past Month)</b>				
LinkedIn	414,421	14.91	10.93	125
Instagram	747,781	26.91	9.54	109
Twitter	389,766	14.02	9.43	108
Snapchat	434,507	15.63	9.40	107
Tumblr	80,273	2.89	9.28	106
YouTube	1,133,605	40.79	9.08	104
Dating sites	74,329	2.67	9.02	103

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, **19.34%** represents the estimated proportion of the Affluent Families Target Group that are Medium Internet users.

With an Index value of **110**, those with this Target Group are 10% more likely to use the Internet at Medium rates, when compared to those within the benchmark.

In our example, **8.65%** represents the estimated proportion of the Affluent Families Target Group who are likely to watch Basketball (when in season).

With an Index value of **126**, those within this Target Group are 26% more likely to watch Basketball (when in season) when compared to those within the benchmark.

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

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

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

**Index:** Measures if the population or 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
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