

## Highlights - Vividata - Trade Area

Provides a list of variables ranked based on the presence within a Trade Area.  
 Highlights - Numeris and Vividata reports reflect the distribution of behavioural variables.



### Highlights - Vividata - Trade Area (Toronto) vs Canada

#### TELEVISION

	Count	%	% Pen	Index
<b>Viewership</b>				
Heavy	423,409	16.55	8.02	98
Medium Heavy	527,911	20.64	8.33	101
Medium	525,289	20.54	7.69	94
Medium Light	656,494	25.67	8.94	109
Light	424,631	16.60	7.91	96
<b>Program Types*</b>				
Religion	572,493	22.38	10.25	125
Daytime Talk Shows	825,224	32.26	9.93	121
Music Video	822,803	32.17	9.69	118
Late Night Talk Shows	900,988	35.23	9.58	117
Entertainment News	1,167,079	45.63	9.31	113
Business News	1,171,465	45.80	9.14	111
Factual Entertainment	822,154	32.14	9.10	111
Reality TV	1,083,124	42.35	9.06	110
Science Fiction/Fantasy Dramas	1,146,378	44.82	9.04	110
Paranormal	691,117	27.02	8.91	109

In our example, **32.26%** represents the estimated proportion of the Trade Area who are likely to watch Daytime Talk Shows.

With an Index value of **121**, those within this Trade Area are 21% more likely to watch Daytime Talk Shows when compared to those within the benchmark.

#### INTERNET

	Count	%	% Pen	Index
<b>Usage</b>				
Heavy	596,702	23.33	9.84	120
Medium Heavy	552,948	21.62	8.95	109
Medium	609,362	23.82	8.26	101
Medium Light	491,171	19.20	7.10	87
Light	303,014	11.85	6.63	81

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, **23.33%** represents the estimated proportion of Heavy Internet users.

With an Index value of **120**, those with this Trade Area are 20% more likely to use the Internet at Heavy rates, when compared to those within the benchmark.

#### Online Purchases (Past Month)\*

Home Furnishings	220,412	8.62	10.99	134
Tickets - Theatre	204,979	8.01	10.23	125
Tickets - Movie	354,988	13.88	10.13	123
Books	631,629	24.70	10.05	122
Movies	243,291	9.51	9.13	111
Computer Hardware/Software	353,184	13.81	8.94	109
Grocery	200,680	7.85	8.92	109
Clothing/Footwear	768,024	30.03	8.69	106

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

**%:** The percentage of the population or households in the Trade Area that exhibits that behaviour.

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

**Index:** Provides a measure for comparing people or households in the Trade Area and their likeliness to exhibit a behaviour when compared to those within 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