

Executive Reporting - Trade Area - Behavioural - Numeris - Media Overview

Provides behavioural data regarding media consumption for the selected Trade Area.

Note: Numeris is based on survey data with respondents aged 12 or older.

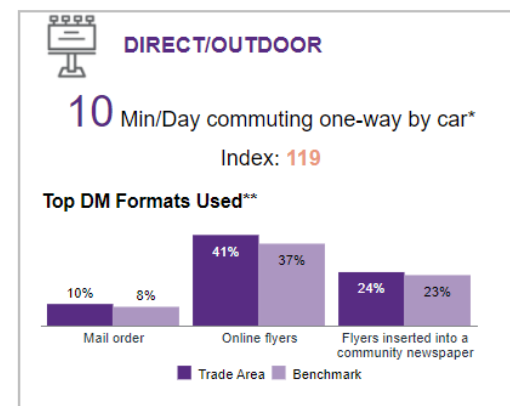
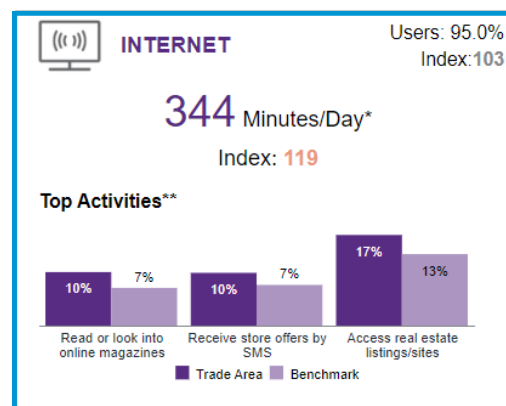
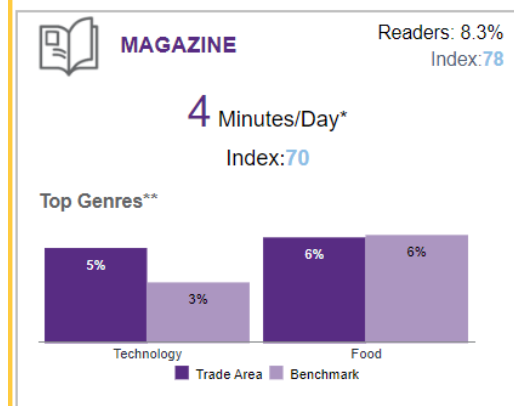
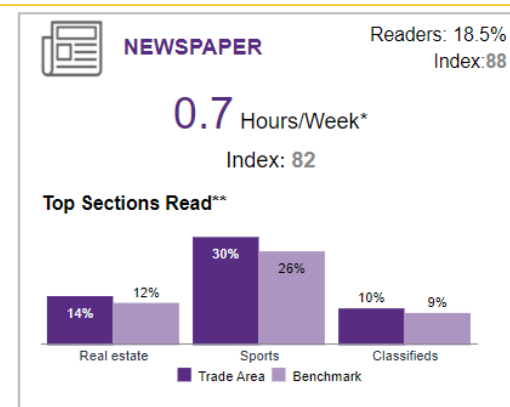
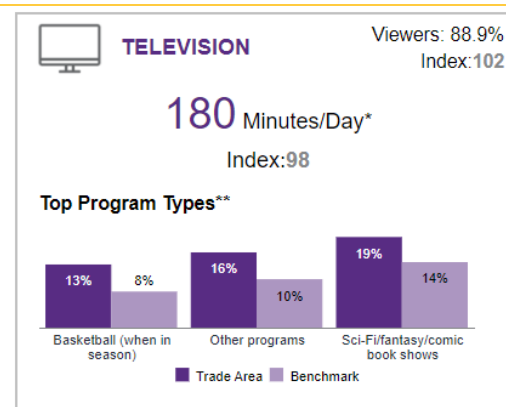
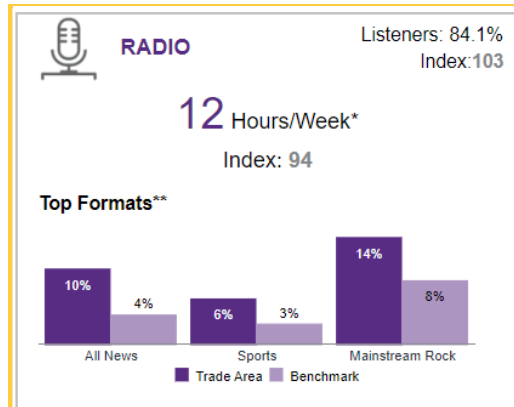
Behavioural - Numeris | Media Overview



Trade Area: Whitchurch-Stouffville, ON (T)

Household Population 12+: 45,270

The Trade Area selected for analysis. The Household Population 12+ within the Trade Area.



The report outlines the proportion of media consumers and the time spent per day or week for each media category by households in the Trade Area. The bar charts show the **top 3 indexing activities** with a minimum 5% composition for each media type in the Trade Area.

In this example, **95.0%** of households in the Trade Area (Whitchurch-Stouffville) are internet users. Compared to the benchmark of Canada, this usage is average, as indicated by an index close to 100 (**103**).

Households in the Trade Area spend **344 minutes per day** on the internet, above the Canadian average (Index = **119**). The top activities include reading online magazines, receiving store offers, and accessing real estate listings, all of which they do at above-average rates.

Benchmark: Canada

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

Index Colours: <80 80 - 110 110+