

HOW TO READ

Executive Reporting - Target Group - Behavioural - Numeris - Media Overview

Provides behavioural data regarding media consumption for the selected target group in the benchmark.

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

Behavioural - Numeris | Media Overview

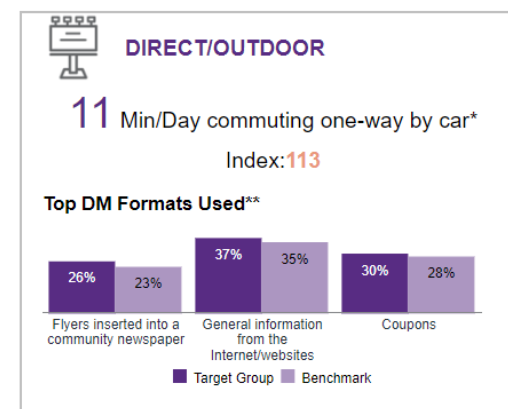
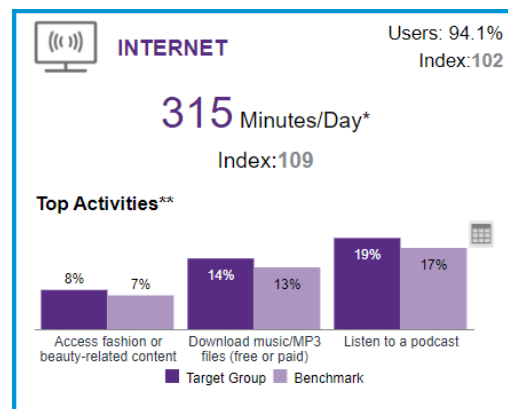
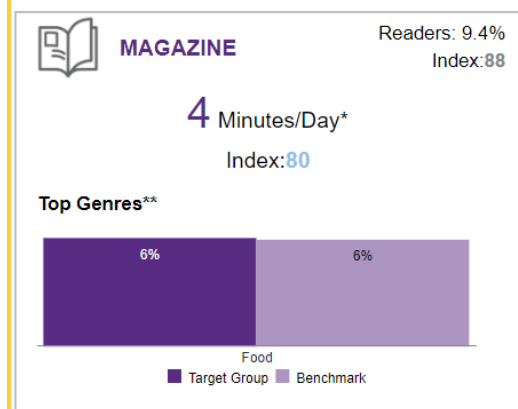
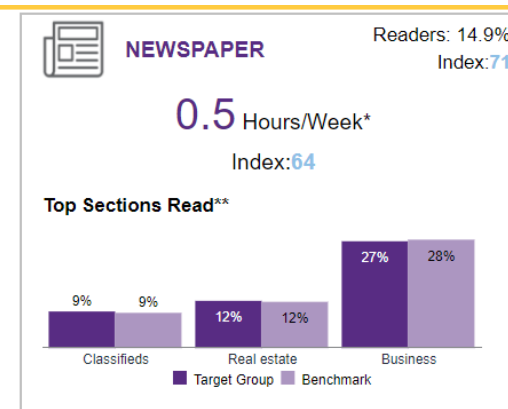
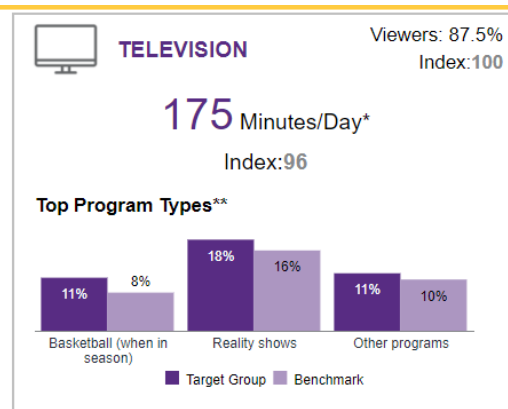
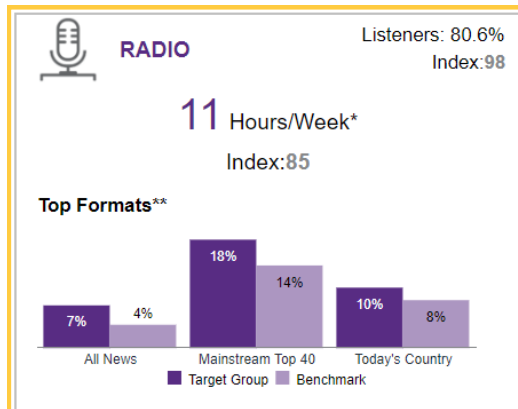


Target Group: Middle-Aged Families (03, 05, 15, 19, 30, 33)

Household Population 12+: 3,435,381

The **Target Group** selected for analysis and the **Household Population 12+** who belong to the target group and reside in the benchmark.

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



In this example, **94.1%** of households in the Middle-Aged Families target group are internet users. Compared to the benchmark of Canada, this usage is average, as indicated by an index close to 100 (**102**).

Target group households spend **315 minutes per day** on the internet, above the Canadian average (Index = **109**). The top activities include accessing fashion content, downloading music, and listening to podcasts all of which they do at above-average rates.

Benchmark: Canada

The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

