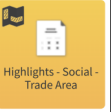


## Highlights - Social - Trade Area

Provides a list of social media variables ranked based on the presence within a trade area.



## Highlights | Opticks Social



Trade Area: Toronto, ON

Household Population 18+: 5,379,585

The Trade Area selected for analysis. The household population 18+ for the Trade Area.

### USAGE, BEHAVIOURS & ATTITUDES

	Count	%	% Pen	Index
<b>Social Media Usage (Currently Use)</b>				
WhatsApp	2,796,944	53.48	30.93	175
Flickr	370,742	7.09	30.87	175
Reddit	623,422	11.92	28.41	161
Tinder	233,685	4.47	27.96	158
Blogs	910,792	17.41	24.17	137
LinkedIn	2,926,892	55.97	23.70	134
Twitter	1,844,665	35.27	23.07	131
Dating platform (excl. Tinder)	331,883	6.35	23.18	131
Instagram	2,204,384	42.15	22.52	128
Audio Podcasts	993,526	19.00	22.41	127
Health and Fitness Sites	918,144	17.56	22.35	127
Wikis	2,059,621	39.38	22.17	126
Snapchat	855,787	16.36	20.91	118
YouTube	3,950,926	75.55	19.45	110
Facebook	3,950,783	75.54	16.74	95
Pinterest	1,405,692	26.88	15.87	90

In our example, **53.48%** represents the proportion of the household population 18+ in the trade Area who currently use WhatsApp.

With an index value of **175**, this trade area is **75%** more likely to use WhatsApp when compared to those in the benchmark.

### ACTIVITIES BY CHANNEL

	Count	%	% Pen	Index
<b>Facebook (Daily)</b>				
Tag people in photos	269,613	5.16	28.20	160
Post videos	202,852	3.88	25.06	142
Create a group or fan page for a company, cause, event	166,901	3.19	24.91	141
Update my status	337,915	6.46	23.26	132
Watch live videos	535,230	10.23	22.18	126
Post photos	293,914	5.62	21.32	121
Click on an ad	331,484	6.34	21.35	121
Like or become a fan of a page created by a brand, company	343,059	6.56	19.01	108
Facebook - Read my news feed	1,965,460	37.58	17.89	101
Watch videos	1,104,740	21.12	17.44	99
Comment/Like other users' posts	1,312,729	25.10	14.88	84
Answer messages	1,449,814	27.72	14.21	80
<b>Twitter (Daily)</b>				
Click on an ad	175,833	3.36	32.23	183
Watch live videos	279,722	5.35	32.17	182
Share a link to a blog post , news article or item of interest	264,034	5.05	31.60	179
Retweet	312,327	5.97	30.42	172
Respond to tweets	294,553	5.63	29.48	167
Tweet	305,084	5.83	28.76	163
Actively follow new users	222,312	4.25	28.44	161
Send or Receive Direct Messages	344,787	6.59	27.90	158
Watch videos	445,626	8.52	27.91	158
Follow users who follow you	242,338	4.63	26.92	152
Read tweets	770,425	14.73	23.06	131

**Count:** The household population 18+ in the trade area who exhibits the behaviour.

**%:** The proportion of the household population 18+ in the trade area that exhibits that behaviour.

**% Pen:** The proportion of all people or households who exhibit that behaviour that is found in the trade area.

**Index:** Provides a measure for comparing people or households in the trade area and their likeliness to exhibit the behaviour when compared to those within the benchmark.

**Benchmark:** Ontario

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.

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Index Colours: <80 (blue), 80 - 110 (white), 110+ (orange)