

HOW TO READ

Executive Dashboards - Behavioural - Vividata - Media Overview

Provides behavioural data regarding media consumption for the selected trade area.

Note: Vividata is based on survey data with respondents aged 14 or older.

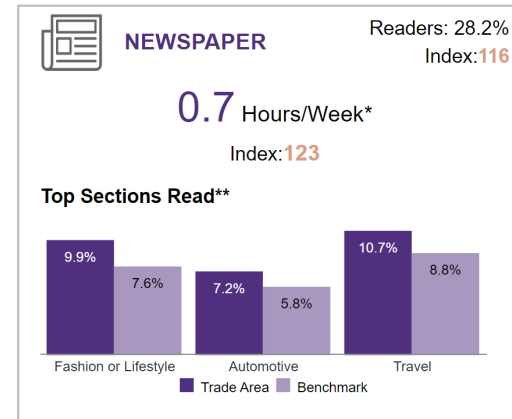
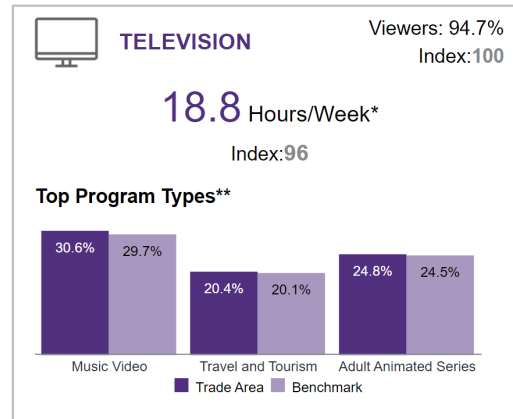
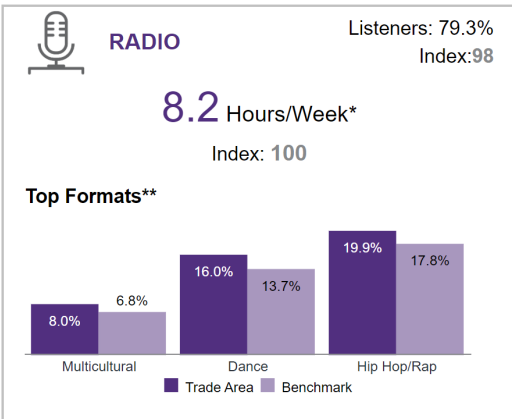
Behavioural - Vividata | Media Overview



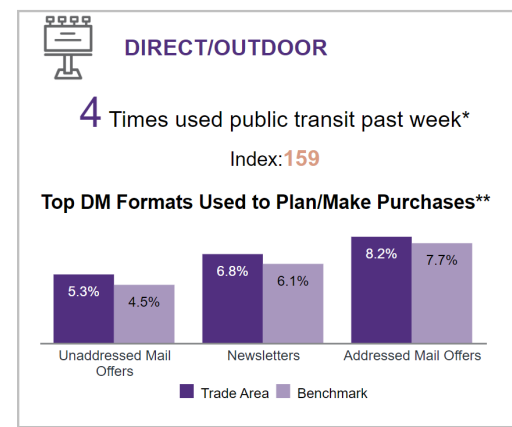
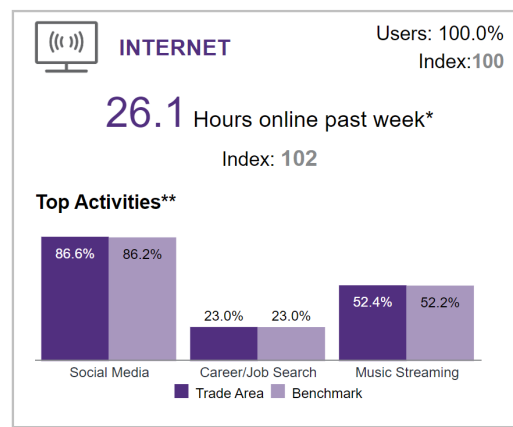
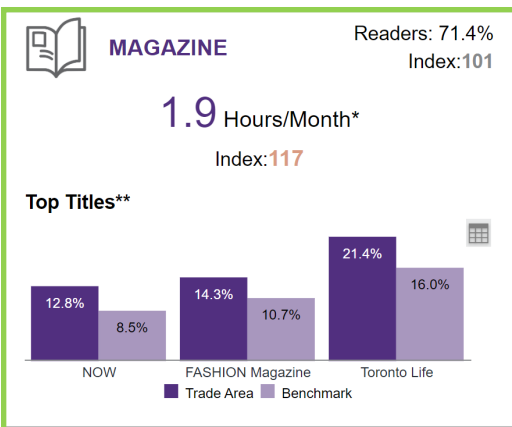
Trade Area: Toronto, ON

Household Population 14+: 5,667,852

The **Trade Area** selected for analysis. The **Household Population 14+** 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.



Looking at the magazine section, **71.4%** of the household population 14+ in Toronto are magazine readers. With an index of **101**, readers in this trade area are on par with the benchmark of Ontario in reading a magazine.

Readers spent about **1.9 Hours/Month** in a magazine in the past month. With an index value of **117**, they are **17%** more likely than the average Ontarian to follow this consumption.

The top three magazines read by index and with at least a 5% proportion of the Trade Area are NOW, FASHION Magazine, and Toronto Life.

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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* Consumption values based to variable's incidence count.

** Chosen from index ranking with minimum 5% composition.