

Executive Dashboards - Behavioural - Vividata - Media Overview

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

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

Behavioural - Vividata | Media Overview

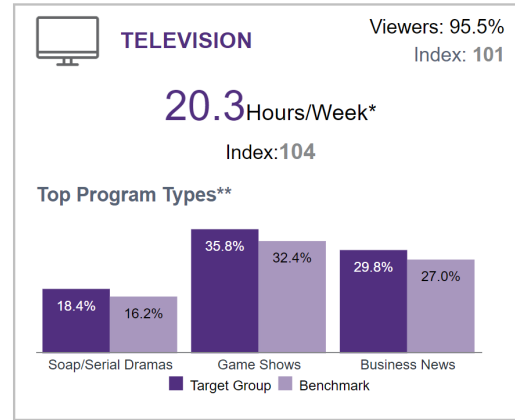
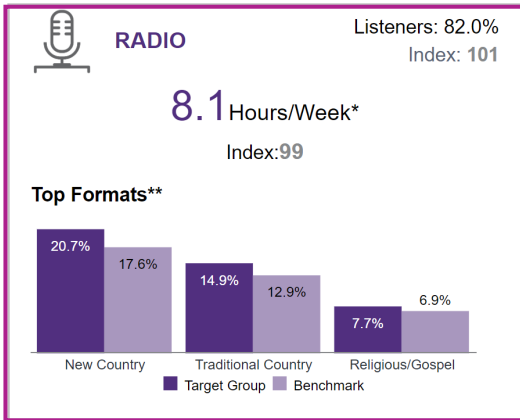
ENVIRONICS ANALYTICS

Target Group: Middle-Class Suburbia (38, 43)

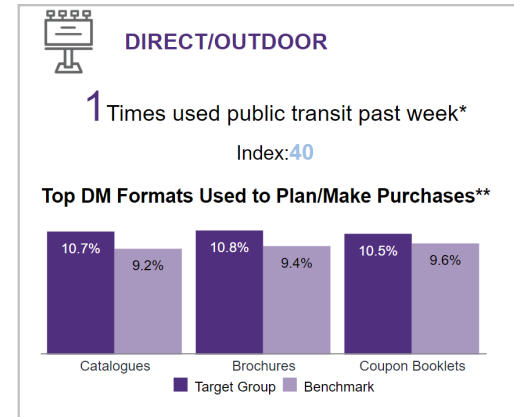
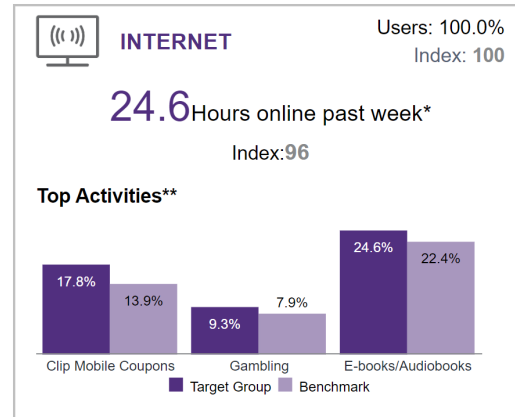
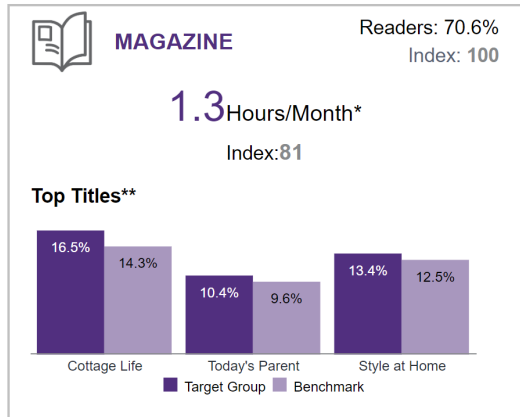
Household Population 14+: 496,906

The **target group** selected for analysis and the **total household population** aged 14+ within the target group in the benchmark.

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



In this example, **82%** of the Middle-Class Suburbia target group in the benchmark of Ontario listened to the radio at least once in the past week. This is on par with the behaviour of the average Ontarian (index = 101).



Target group listeners spent about **8.1** hours a week consuming radio media, which is average for Ontario (index = 99). Of the top radio formats, New Country comes out on top for the Middle-Class Suburbia target group who listen to these station types more than the average (**20.7%** vs. **17.6%**)

Benchmark: Ontario

* Consumption values based to variable's incidence count.

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

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Index Colours: <80 80 - 110 110+

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