

Executive Reporting - Trade Area - Numeris Retail & Restaurant - Department, Grocery, Conv. & Drug Retailers (Online or In-Store)

Provides current estimates of behavioural data for a specified Trade Area.

Behavioural - Numeris | In-Store Department, Grocery, Conv. & Drug Retailers



Trade Area: Whitby, ON (T) (PRDCSD)

The **Trade Area** selected for the analysis and count of Household Population 12+ within the Trade Area.

Household Population 12+: 129,455

TOP DEPARTMENT STORES <i>Shopped, Past year</i>			
Ranked by Volume		Ranked by Index	
Canadian Tire	62.8% Index:105	Costco	50.2% Index:107
Walmart/Walmart Supercentres	61.2% Index:106	Giant Tiger	23.0% Index:106
Costco	50.2% Index:107	Walmart/Walmart Supercentres	61.2% Index:106

TOP GROCERY STORES <i>Shopped, Past month</i>			
Ranked by Volume		Ranked by Index	
Walmart/Walmart Supercentres	47.6% Index:105	Save-On-Foods	0.5% Index:193
Drug stores	43.7% Index: 98	Provigo	0.8% Index:146
Big box/warehouse stores	29.9% Index:118	Discount grocery stores	18.8% Index: 138

In this example, **62.8%** of the household population 12+ in the Whitby Trade Area shopped at a **Canadian Tire** in the past year. An Index value of **105** indicates that these households are 5% more likely to shop at a Canadian Tire location when compared to the benchmark of Ontario.

Other	25.7% Index:98	Circle K/Couche-Tard	7.2% Index:106
Circle K/Couche-Tard	14.9% Index:79	Gas station convenience stores	14.5% Index:105
Circle K/Couche-Tard	14.5% Index:105	Gas station convenience stores	25.7% Index:98

TOP DRUG STORES <i>Shopped, Past month</i>			
Ranked by Volume		Ranked by Index	
Shoppers Drug Mart/Pharmaprix	69.3% Index:104	London Drugs	0.5% Index:222
Grocery stores	33.4% Index:104	Shoppers Drug Mart/Pharmaprix	69.3% Index:104
Big box/warehouse stores	20.2% Index:103	Grocery stores	33.4% Index:104

Benchmark: Ontario — The Benchmark—also referred to as the base—indicates the geographic extent for the report.
(!) Represents variables v

Benchmark used for Index calculations.

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Index Colours:	<80	80 - 110	110+
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