

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

Provides current estimates of behavioural data for a specified Target Group.

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



Target Group: Group 1 (28, 36, 38, 43, 51) — The **Target Group** selected for the analysis, including PRIZM segment codes, and count of **Household Population 12+** within the Group. — **Household Population 12+:** 990,672

TOP DEPARTMENT STORES <i>Shopped, Past year</i>			
Ranked by Volume		Ranked by Index	
Canadian Tire	60.8% Index:102	Giant Tiger	26.5% Index:122
Walmart/Walmart Supercentres	60.6% Index:105	Walmart/Walmart Supercentres	60.6% Index:105
Costco	47.5% Index:101	Canadian Tire	60.8% Index:102

TOP GROCERY STORES <i>Shopped, Past month</i>			
Ranked by Volume		Ranked by Index	
Drug stores	47.0% Index:105	Discount grocery stores	18.5% Index:136
Walmart/Walmart Supercentres	46.7% Index:103	Co-op	1.3% Index:118
Metro	31.5% Index:96	IGA/Foodland	10.0% Index:110

In this example, **60.8%** of the household population 12+ in the Target Group shopped at a **Canadian Tire** in the past year. An Index value of **102** indicates that these households are only 2% more likely to shop at a Canadian Tire location when compared to the benchmark of Ontario.

Other	27.3% Index:104	Gas station convenience stores	15.1% Index:109
Other	19.3% Index:103	Other	27.3% Index:104
Circle K/Couche-Tard	15.1% Index:109	Other	19.3% Index:103

TOP DRUG STORES <i>Shopped, Past month</i>			
Ranked by Volume		Ranked by Index	
Shoppers Drug Mart/Pharmaprix	66.2% Index:99	Proxim	0.2% Index:251
Grocery stores	34.2% Index:106	London Drugs	0.3% Index:158
Big box/warehouse stores	18.8% Index:96	Pharmasave	5.4% Index:114

Benchmark: Ontario — The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Copyright © 2023 by Environics Analytics (EA). Source: ©2023 Numeris. All Rights Reserved., ©2023 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------