

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

Provides current estimates of behavioural data for a specified Customer file.

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



Customer: 2_Sample_Customer_File: Record Count

The **Customer** file selected for the analysis.

TOP DEPARTMENT STORES <i>Shopped, Past year</i>			
Ranked by Volume		Ranked by Index	
Canadian Tire	59.2% Index:99	Hudson's Bay	18.3% Index:105
Walmart/Walmart Supercentres	57.1% Index:99	Costco	48.2% Index:103
Costco	48.2% Index:103	Canadian Tire	59.2% Index:99

TOP GROCERY STORES <i>Shopped, Past month</i>			
Ranked by Volume		Ranked by Index	
Drug stores	45.3% Index:101	Save-On-Foods	0.3% Index:107
Walmart/Walmart Supercentres	45.3% Index: 100	Loblaws	28.8% Index:106
Metro	33.7% Index:102	Sobeys	19.0% Index: 106

In this example, **59.2%** of postal codes in the Customer file shopped at a **Canadian Tire** in the past year. An Index value of **99** indicates that these households are slightly less likely to shop at a Canadian Tire location when compared to the benchmark of Ontario.

TOP CONVENIENCE STORES <i>Shopped, Past year</i>			
Ranked by Volume		Ranked by Index	
Gas station convenience stores	26.2% Index: 100	7-Eleven	7.4% Index:110
Other	18.1% Index:97	Circle K/Couche-Tard	14.2% Index:103
Circle K/Couche-Tard	14.2% Index:103	Gas station convenience stores	14.2% Index:100

TOP DRUG STORES <i>Shopped, Past month</i>			
Ranked by Volume		Ranked by Index	
Shoppers Drug Mart/Pharmaprix	68.9% Index:103	Shoppers Drug Mart/Pharmaprix	68.9% Index:103
Grocery stores	32.4% Index:100	Natural health product stores	6.6% Index:103
Big box/warehouse stores	19.8% Index:101	Big box/warehouse stores	19.8% Index:101

Benchmark: Ontario

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

(!) Represents variables with low sample size. These analyses may be unreliable. Benchmark used for Index calculations.

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Index Colours:	<80	80 - 110	110+
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