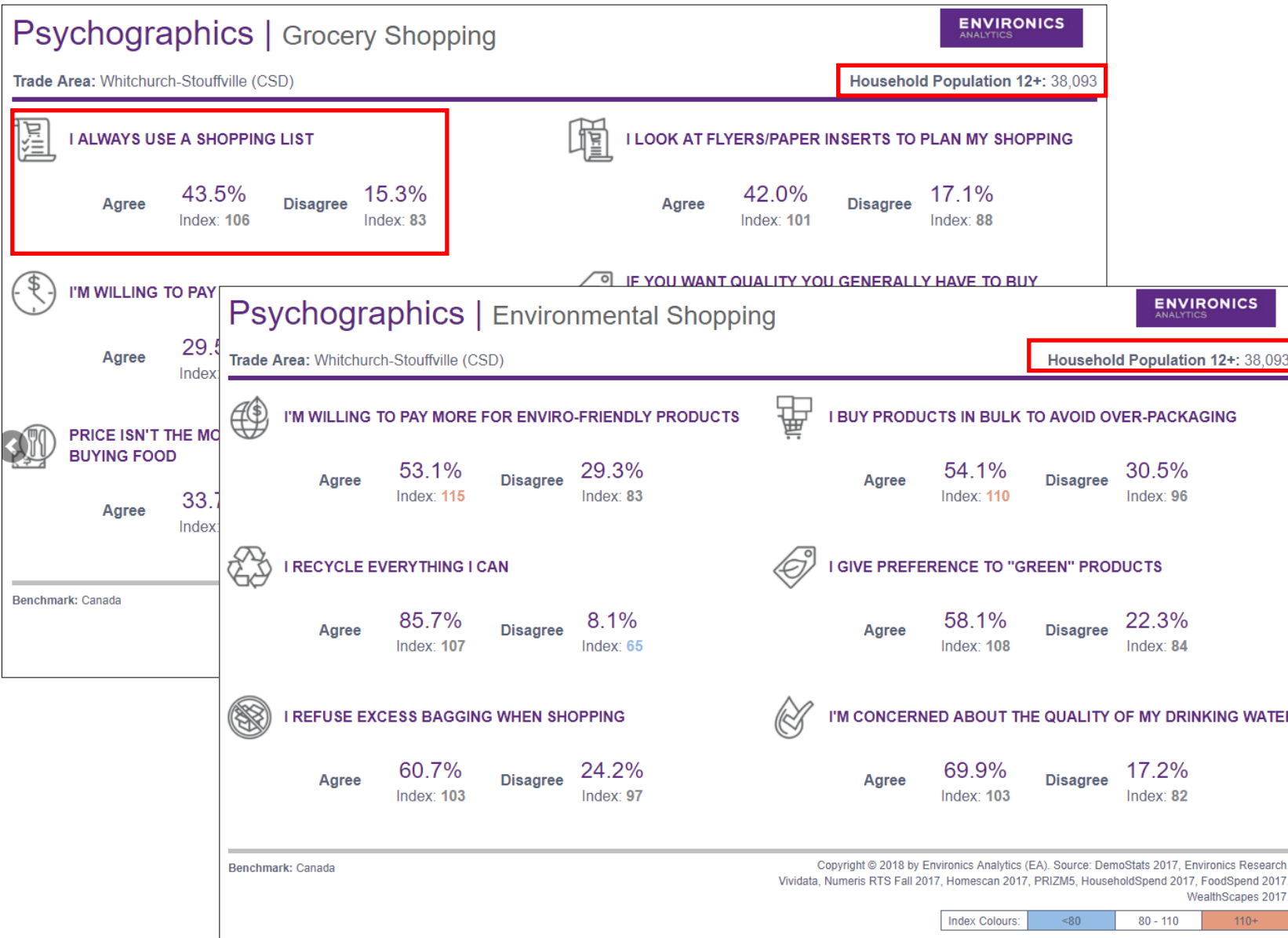


Executive Dashboards - Psychographic - Vividata - Grocery Shopping/Environmental Shopping

Provides psychographic data regarding grocery shopping for the selected trade area. Vividata is based on survey data with respondents aged 12 or older.



For each of the variables, there is a percentage of the population aged 12+ who agree and who disagree. Also shown is the index value for that variable.

Looking at the variable "I Always Use a Shopping List" 43.5 percent of the respondents in the trade area agree with that statement. It also has an Index value of 106 which indicates that the respondents in Whitchurch-Stouffville are 6% more likely to agree with that statement than the respondents in the benchmark.