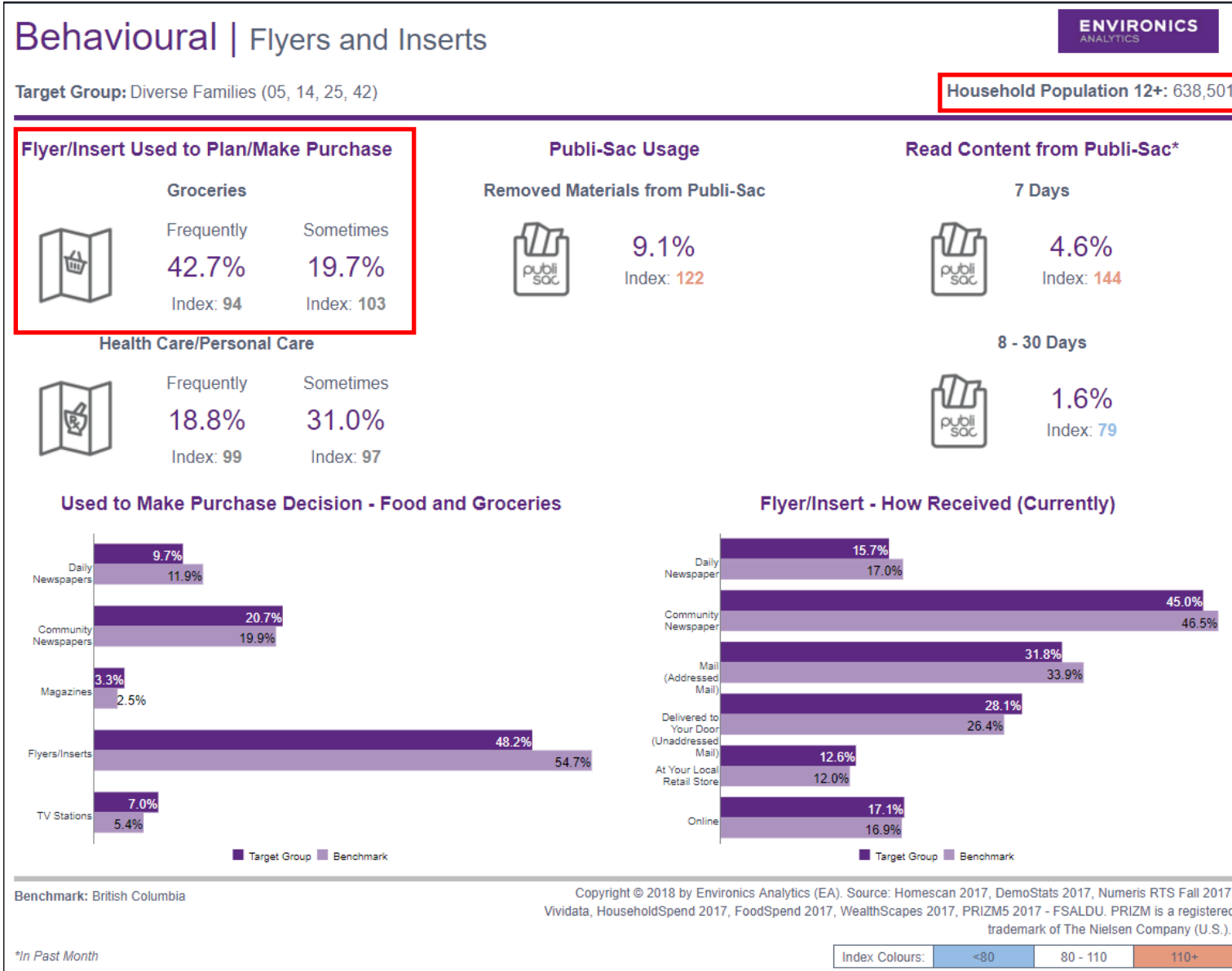


Executive Dashboards - Behavioural - Vividata - Flyers and Inserts

Provides behavioural data regarding flyer and insert usage for the selected Target Group. Vividata is based on survey data with respondents aged 12 or older.



Each of the variables has a percentage and an index shown.

42.7% of the Diverse Families Target Group are likely to frequently use flyers or inserts to plan or purchase their groceries. With an index of 94 this is 6% lower than the benchmark of British Columbia

There are also two bar charts. They compare the percentage of the Target Group who are likely to do the activity to the percentage of the benchmark who are likely to do the activity.