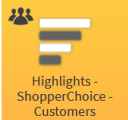


Highlights - ShopperChoice - Customers

Provides a list of behavioural variables ranked based on the presence within a customer file.



ShopperChoice | Online Shopping Highlights

ENVIRONICS
ANALYTICS

Customers: Sample Customer File: Record Count

The customer file used to generate the report.

ONLINE GROCERY SHOPPING

	%	Base %	Index
Online Grocery Shopping			
Have researched but not purchased online	34.81	31.23	111
Have purchased online	34.33	31.13	110
Have not purchased/researched online	30.86	37.64	82

PREFERRED DELIVERY PREFERENCES

	%	Base %	Index
Methods most preferred to get your online grocery orders			
Order Online And Pick Up In Stores (!)	9.88	8.96	110
Order Online And Deliver To The Address I Prefer	13.94	13.09	107
Both Picking Up In Stores And Delivery Are Fine (!)	10.51	9.08	116

HAVE PURCHASED / RESEARCHED ONLINE

	%	Base %	Index
Canned/packaged foods	23.13	20.75	111
Beauty/grooming products	22.33	19.21	116
Baby products (!)	7.59	6.00	126
Pet care	13.02	12.08	108
Household items	21.82	19.09	114
Paper products	16.66	14.71	113
Healthcare items	17.77	15.16	117
Fresh foods	17.39	15.62	111
Meal kits (!)	8.95	7.36	122
Beverages	14.77	12.94	114
Frozen Foods	19.06	17.29	110

HAVE NOT PURCHASED / RESEARCHED ONLINE BUT MAY IN FUTURE

	%	Base %	Index
Have Browsed/Researched Online But Not Purchased Online			
Canned/packaged foods	21.69	19.57	111
Beauty/grooming products	30.57	27.28	112
Baby products (!)	10.63	9.43	113
Pet care	19.78	19.06	104
Household items	30.86	27.02	114
Paper products	27.20	23.53	116
Healthcare items	31.10	27.49	113
Fresh foods	22.36	19.48	115
Meal kits	20.57	17.54	117
Beverages	20.59	18.16	113
Frozen Foods	21.62	19.00	114

Benchmark: Canada

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

For example, **34.33%** of the households in the customer file have ordered groceries online. Comparatively, **31.13%** of households in the benchmark of Canada have ordered groceries online. With an Index value of **110**, households within the customer file are 10% more likely to purchase groceries online compared to households in the benchmark of Canada.

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Index Colours:	<80	80 - 110	110+
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%: The weighted proportion of the population or households in the customer file who exhibit the behavior.

Base %: The percentage of the population or households in the benchmark who exhibit the behavior.

Index: Provides a measure for the variable that describes the neighbourhood where customers are likely to live. A high Index indicates that customers are likely to live in a neighbourhood described by the variable.