

Executive Reporting - Trade Area - ShopperChoice

Provides insights into how Canadians are shopping smarter in a specified Trade Area, and what type of products they research and purchase.

ShopperChoice | Online Grocery Shopping

ENVIRONICS
ANALYTICS

Trade Area: Toronto, ON The **Trade Area** selected for the analysis and count of **Total Household** within the Trade Area. **Total Households:** 2,351,756

ONLINE GROCERY SHOPPING

34.2% Index: **102**
Have purchased online

39.0% Index: **111**
Have researched but not purchased online

26.8% Index: **86**
Have not purchased/researched online

For example, **39.0%** of the households in the City of Toronto have researched but not purchased groceries online. With an Index value of **111**, households within the City of Toronto are 11% more likely to research but not purchase groceries online, when compared to households in the benchmark of Ontario.

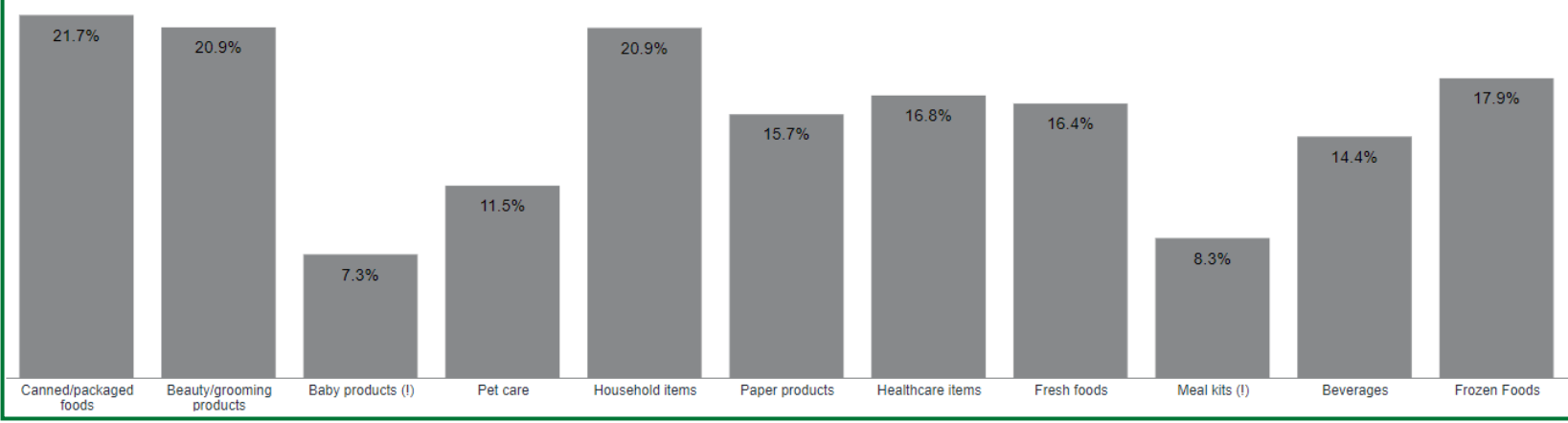
DELIVERY PREFERENCES FOR ONLINE GROCERY ORDERS

8.0% Index: **80**
Order Online And Pick Up In Stores (!)

16.3% Index: **120**
Order Online And Deliver To Preferred Address

9.9% Index: **98**
Both Pick Up In Stores And Delivery Are Fine (!)

GROCERY CATEGORIES PURCHASED ONLINE



The Grocery Categories Purchased Online bar chart outlines the various Grocery categories that households within the Trade Area consumed.

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

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Index Colours: <80 80 - 110 110+