

# HOW TO READ

## Executive Reporting - Trade Area - Vividata

Provides current estimates of behavioural data for a specified Trade Area.

## Behavioural | Vividata - Grocery, Conv., Drug & Personal Care Retailers



**Trade Area:** Oshawa, ON (CY)

The **Trade Area** selected for the analysis and count of **Household Population 14+** within the Trade Area.

**Household Population 14+:** 147,347

<b>TOP GROCERY STORES (Shopped Mst Oft)</b>			
Ranked by Volume		Ranked by Index	
No Frills	21.2%	Index: <b>110</b>	FreshCo
			5.1% Index: <b>129</b>
Food Basics	9.3%	Index: <b>103</b>	Foodland (!)
			1.7% Index: <b>124</b>
Walmart	6.4%	Index: <b>85</b>	Real Canadian Superstore
			6.1% Index: <b>118</b>

<b>TOP CONVENIENCE STORES (Shopped Pst Mth)</b>			
Ranked by Volume		Ranked by Index	
Gas Station Convenience Store	13.1%	Index: <b>110</b>	Gas Station Convenience Store
			13.1% Index: <b>110</b>
Mac's	10.3%	Index: <b>106</b>	Mac's
			10.3% Index: <b>106</b>
7 Eleven	7.2%	Index: <b>98</b>	7 Eleven
			7.2% Index: <b>98</b>

The **Top Grocery Stores** section ranks the top grocery stores that the household population 14+ within the Trade Area visited based on volume and Index. In this example, **5.1%** of the household population 14+ in the Oshawa Trade Area visited a FreshCo. An Index value of **129**, indicates that these households are 29% more likely to visit a FreshCo location when compared to the benchmark of Ontario.

The **Top Convenience Stores** section ranks the top convenience stores that the household population 14+ within the Trade Area visited based on volume and Index. In this example, **13.1%** of the household population 14+ in the Oshawa Trade Area visited a Gas Station Convenience Store. An Index value of **110**, indicates that these households are 10% more likely to visit a Gas Station Convenience Store location when compared to the benchmark of Ontario.

**Benchmark:** Ontario

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

