

HOW TO READ

Highlights - ShopperChoice - Target Group

Provides a list of behavioural variables ranked based on the presence within a Target Group. Use the side panel navigation within the ENVISION interface to toggle between Target Groups.



ShopperChoice | Online Shopping Highlights



Target Group: Young Single Urbanites (12, 20, 28, 40, 47)

The **Target Group** includes the name with the associated PRIZM segments.

Households: 90,711

The **Total Household** count of the Target Group in the benchmark.

ONLINE GROCERY SHOPPING

	Count	%	Base Count	Base %	% Pen	Index
Online Grocery Shopping						
Have researched but not purchased online	10,239	52.35	100,472	39.26	10.19	133
Have purchased online	5,099	26.07	86,567	33.83	5.89	77
Have not purchased/researched online	4,218	21.57	68,862	26.91	6.13	80

HAVE PURCHASED / RESEARCHED ONLINE

	Count	%	Base Count	Base %	% Pen	Index
Canned/packaged foods	3,125	15.98	53,487	20.90	5.84	76
Beauty/grooming products	3,421	17.50	52,714	20.60	6.49	85
Baby products (!)	930	4.75	18,973	7.41	4.90	64
Pet care	1,345	6.88	27,157	10.61	4.95	65
Household items	3,485	17.82	56,145	21.94	6.21	81
Paper products	2,571	13.15	41,781	16.33	6.15	81
Healthcare items	1,924	9.84	42,320	16.54	4.55	60
Fresh foods	2,002	10.23	39,950	15.61	5.01	66
Meal kits (!)	495	2.53	19,037	7.44	2.60	34
Beverages	1,893	9.68	34,136	13.34	5.55	73
Frozen Foods	1,581	8.09	43,908	17.16	3.60	47

PREFERRED DELIVERY PREFERENCES

	Count	%	Base Count	Base %	% Pen	Index
Methods most preferred to get your online grocery orders						
Order Online And Pick Up In Stores (!)	232	1.19	20,216	7.90	1.15	15
Order Online And Deliver To The Address I Prefer	2,310	11.81	41,772	16.32	5.53	72

For example, **11.81%** of the households in the Young Single Urbanites Target Group prefer ordering groceries online and delivered. Comparatively, **16.32%** of households in the benchmark of the City of Mississauga prefer ordering groceries online and delivered.

With an Index value of **72**, households within the Young Single Urbanites Target Group are 28% less likely to prefer ordering their groceries online and delivered, when compared to households in the benchmark of the City of Mississauga.

Paper products	7,857	40.18	83,538	32.65	9.41	123
Healthcare items	9,949	50.87	89,819	35.10	11.08	145
Fresh foods	6,219	31.80	74,038	28.93	8.40	110
Meal kits	4,726	24.17	58,927	23.03	8.02	105
Beverages	6,722	34.38	66,004	25.79	10.18	133
Frozen Foods	6,220	31.81	71,636	27.99	8.68	114

Benchmark: City of Mississauga

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

Count: The number of households in the Target Group in the benchmark who exhibit that behavior.

%: (Count/Total Count * 100) The percentage of the households in the Target Group that exhibit that behavior.

Base Count: The number of households in the benchmark who exhibit that behavior.

Base %: (Base Count/Base Total Count * 100) The percentage of the households in the benchmark that exhibit that behavior.

% Pen: (Count/Base Count * 100) Of all households who exhibit that behavior in the base area, **% Pen** is the proportion that are found in the Target Group.

Index: (% /Base % *100) Measures if the households in the Target Group are more or less likely to exhibit that behavior when compared to the benchmark (average = 100).

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Index Colours:	<80	80 - 110	110+