

# HOW TO READ

## Highlights - ShopperChoice - Trade Area

Provides a list of behavioural variables ranked based on the presence within a selected Trade Area. Use the side panel navigation within the ENVISION interface to toggle between Trade Areas.



## ShopperChoice | Online Shopping Highlights

ENVIRONICS ANALYTICS

Trade Area: City of Mississauga

The Trade Area selected for analysis.

Households: 90,711

The **Total Household** count of the selected Trade Area.

### ONLINE GROCERY SHOPPING

	Count	%	Base Count	Base %	% Pen	Index
<b>Online Grocery Shopping</b>						
Have researched but not purchased online	100,472	39.26	4,694,971	31.23	2.14	126
Have purchased online	86,567	33.83	4,679,059	31.13	1.85	109
Have not purchased/researched online	68,862	26.91	5,657,814	37.64	1.22	71

### HAVE PURCHASED / RESEARCHED ONLINE

	Count	%	Base Count	Base %	% Pen	Index
Canned/package foods	53,487	20.90	3,119,538	20.75	1.71	101
Beauty/grooming products	52,714	20.60	2,887,860	19.21	1.83	107
Baby products (!)	18,973	7.41	902,410	6.00	2.10	124
Pet care	27,157	10.61	1,815,272	12.08	1.50	88
Household items	56,145	21.94	2,869,387	19.09	1.96	115
Paper products	41,781	16.33	2,211,330	14.71	1.89	111
Healthcare items	42,320	16.54	2,278,711	15.16	1.86	109
Fresh foods	39,950	15.61	2,348,054	15.62	1.70	100
Meal kits (!)	19,037	7.44	1,105,956	7.36	1.72	101
Beverages	34,136	13.34	1,944,953	12.94	1.76	103
Frozen Foods	43,908	17.16	2,599,275	17.29	1.69	99

Benchmark: Canada

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

### PREFERRED DELIVERY PREFERENCES

	Count	%	Base Count	Base %	% Pen	Index
<b>Methods most preferred to get your online grocery orders</b>						
Order Online And Pick Up In Stores (!)	20,216	7.90	1,347,325	8.96	1.50	88
Order Online And Deliver To The Address I Prefer	41,772	16.32	1,967,419	13.09	2.12	125
Both Picking Up In Stores And Delivery Are Fine (!)	24,579	9.61	1,364,316	9.08	1.80	106

### HAVE NOT PURCHASED / RESEARCHED ONLINE BUT MAY IN FUTURE

	Count	%	Base Count	Base %	% Pen	Index
<b>Have Browsed/Researched Online But Not Purchased Online</b>						
Canned/package foods	70,186	27.43	2,942,107	19.57	2.39	140
Beauty/grooming products	87,109	34.04	4,101,158	27.28	2.12	125
Baby products (!)	33,327	13.02	1,417,373	9.43	2.35	138
Pet care	52,744	20.61	2,864,562	19.06	1.84	108
Household items	90,495	35.36	4,061,145	27.02	2.23	131
Paper products	83,538	32.65	3,536,657	23.53	2.36	139
Healthcare items	89,819	35.10	4,132,576	27.49	2.17	128
Fresh foods	74,038	28.93	2,928,192	19.48	2.53	149
Meal kits	58,927	23.03	2,636,431	17.54	2.24	131
Beverages	66,004	25.79	2,728,951	18.16	2.42	142
Frozen Foods	71,636	27.99	2,856,141	19.00	2.51	147

For example, **16.32%** of the households in the City of Mississauga prefer ordering groceries online and delivered. Comparatively, **13.09%** of households in the benchmark of Canada prefer ordering groceries online and delivered.

With an Index value of **125**, households within the City of Mississauga are 25% more likely to prefer ordering their groceries online and delivered, when compared to households in the benchmark of Canada.

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Index Colours:	<80	80 - 110	110+
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**Count:** The number of households in the Trade Area who exhibit that behavior.

**%:** (Count/Total Count \* 100) The percentage of households in the Trade Area 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 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 Trade Area.

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