

HOW TO READ

Ranking Areas - Variable (using My Areas and a Homescan Buyer Variable)

Provides information about the geographic extents that resonate with a single variable. This report indicates households who have purchased a product without being weighted to volume or dollars. This is valuable for reaching light and medium buyers to encourage a higher spend or finding similar households to raise awareness for smaller brands with lower penetration rates.



Ranking Areas - My Areas | Variable



Variable: HAND SANITIZERS - ABC | BODY CARE | HAND SANITIZERS (B)

The **Variable** that the report is weighted against is at the top of the report, The first three letters in a Homescan product line indicate their placement in the hierarchy. This example includes **ABC** for Aisle by Category. Other variations are: ASL representing aisle and BAC representing Brand by Aisle by Category. At the end of each variable name, a notation indicates whether it is a buyer variable (B) or represents dollars (D).

Area	Count	%	Base Count	Base %	% Pen	Index
SHOPPERS DRUG MART - 808 (ETOBICOKE - 3010 BLOOR ST W)	418	15.09	1,553	13.07	26.92	116
SHOPPERS DRUG MART - 915 (EAST YORK - 812 O CONNOR DR)	408	14.73	1,733	14.58	23.54	101
SHOPPERS DRUG MART - 500 (TORONTO - 1630 DANFORTH AVE)	390	14.08	1,588	13.36	24.56	105
SHOPPERS DRUG MART - 877 (NORTH YORK - 1859 LESLIE ST)	328	11.84	1,360	11.44	24.12	104
SHOPPERS DRUG MART - 993 (TORONTO - 524 QUEEN ST W)	306	11.05	1,500	12.62	20.40	88
SHOPPERS DRUG MART - 867 (TORONTO - 620 KEELE ST)	277	10.00	1,212	10.20	22.85	98
SHOPPERS DRUG MART - 843 (NORTH YORK - 1515 STEELES AVE E)	246	8.88	985	8.29	24.97	107
SHOPPERS DRUG MART - 955 (AURORA - 15408 YONGE ST)	197	7.11	877	7.38	22.46	96
SHOPPERS DRUG MART - 1034 (CORUNNA - 420 LYNDOCK ST BOX 820)	90	3.25	417	3.51	21.58	93
SHOPPERS DRUG MART - 1292 (DRYDEN - 25 DUKE ST)	59	2.13	377	3.17	15.65	67
SHOPPERS DRUG MART - 1355 (KENORA - 305 MAIN ST S)	49	1.77	284	2.39	17.25	74

Universe: Ontario

The trade area selected in the report. Represents the geographic extent or universe for the geographic level selected.

Index Colours:	<80	80 - 110	110+
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For example, Shoppers Drug Mart—1292 location has **59** projected buyers of hand sanitizers which represents **2.13%** of the total buyers. This store location represents **3.17%** of all households in the universe. With an Index of **74**, the share of buyers is 26% lower than the universe trade area. This store location has a relatively low level of penetration, **15.65%**.

Count: Projected number of buyers.

%: (Projected Buyers / Total Buyers * 100). Percentage of projected buyers.

Base Count: The number of weighted households.

Base %: (Weighted HHs / Total Weighted HHs * 100).

% Pen: (Count / Base Count * 100). Percent penetration of projected buyers compared to weighted households.

Index: Measures if the presence of the projected buyers in the area is over represented or under represented when compared to the weighted households in the area (average = 100).