

HOW TO READ

Executive Reporting - Target Group - Consumer Profiles - Shopping Overview

Provides shopping overview data for the current year for the selected Target Group.

Note: Values are chosen from Index ranking with the minimum of 5% composition.

Consumer Profiles | Shopping Overview



Target Group: Young & Affluent (3 Groups)

Households: 880,560

The **Target Group** selected for the analysis and the number of **Households** within the Target Group is indicated at the top of the report.

ITEMS PURCHASED (TOP 2)



Men's business clothing



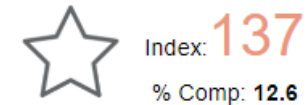
Sports equipment

SHOPPED/VISITED A MALL (Past 30 days)



Any mall/shopping center

SPECIALTY ITEMS - JEWELRY



Fine Diamond Jewelry

Items Purchased (Top 2): The two items the largest proportion of adults (people aged 21+) in the Target Group purchase.

Shopping Center Visit:

Proportion of adults that visited a shopping mall or center within at least one month of the year.

Specialty Items - Jewelry: The specialty item most purchased by adults in the Target Group.

Note: The % Comp of the variables compares the population aged 21+ in the Target Group against households in the Target Group, which may cause % Comp to be greater than 100%.

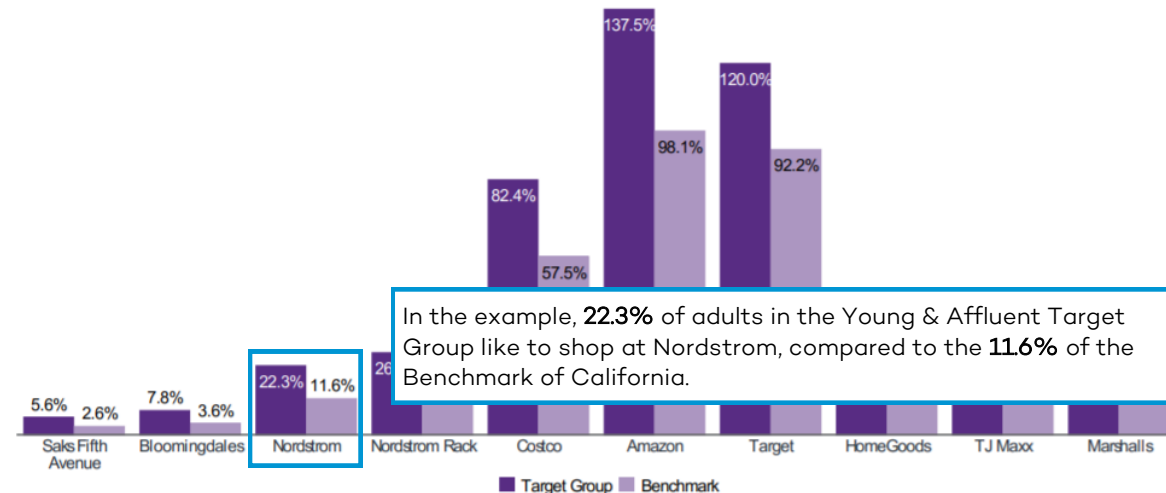
TOP RETAIL SPEND

Men's Business Clothing



\$500 or more

TOP 10 MAJOR/DEPARTMENT STORES (BOUGHT FROM)



In the example, **22.3%** of adults in the Young & Affluent Target Group like to shop at Nordstrom, compared to the **11.6%** of the Benchmark of California.

Top Retail Spend: The category a majority of adults in the Target Group spent the most money on.

Top 10 Major/Department Stores (Bought From): The bar chart shows the proportion of adults in purchase at each store, compared to the Benchmark

Benchmark: California

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

Index Colours: <80 80 - 110 110+