

## Executive Dashboards - Behavioural - Vividata - Flyers, Inserts and Coupons

Provides behavioural data regarding flyer, insert and coupon usage for the selected trade area.

**Note:** Vividata is based on survey data with respondents aged 14 or older.

### Behavioural - Vividata | Flyers, Inserts and Coupons

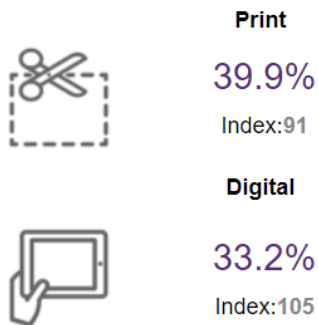
ENVIRONICS ANALYTICS

Trade Area: Toronto, ON

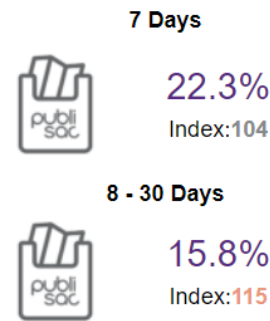
Household Population 14+: 5,667,852

The Trade Area selected for analysis and the total household population aged 14+ within the trade area.

#### Flyer/Insert/Coupon - More Likely to Use



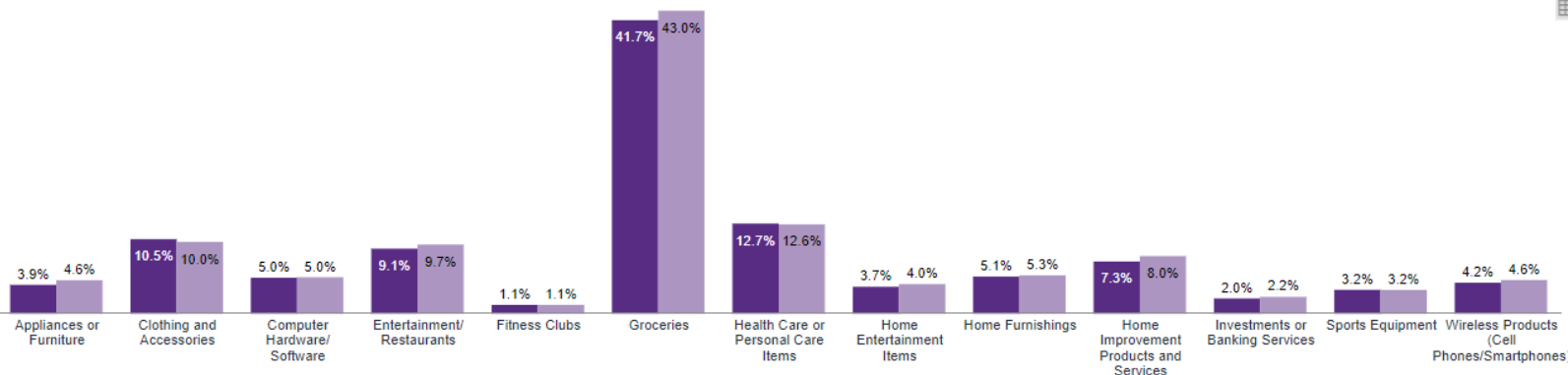
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Percentage composition and index values are reported for each variable.

For the Toronto trade area, **39.9%** of the household population 14+ report that they are more likely to use print than digital flyers, inserts, or coupons. With an index of **91**, this behaviour is below average at **9%** lower than benchmark of Ontario. While fewer are more likely to use digital (**33.2%**), this behaviour is **5%** above (index = **105**) the Ontario average.

#### Flyer/Insert/Coupon - Used to Plan/Make Purchases [Frequently]



The bar chart shows the percentage of the household population 14+ in the trade area who frequently use flyers, inserts, or coupons to make purchases compared to the benchmark of Ontario.

For example, **5.1%** of the trade area use flyers, inserts, or coupons to make purchases for home furnishings compared to **5.3%** of households in the benchmark.

Benchmark: Ontario

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

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\* In Past Month.