

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

Provides behavioural data regarding flyer, inserts and coupon usage for the selected target group in the benchmark. Vividata is based on survey data with respondents aged 14 or older.

Behavioural - Vividata | Flyers, Inserts and Coupons

ENVIRONICS
ANALYTICS

Target Group: Middle-Class Suburbia (38, 43)

Household Population 14+: 496,906

The **target group** selected for analysis and the total **household population** aged 14+ of the target group in the benchmark.

Flyer/Insert/Coupon - More Likely to Use



Print

47.5%

Index: 109



Digital

28.8%

Index: 91

Read Content from Publi-Sac*

7 Days



20.6%

Index: 96

8 - 30 Days



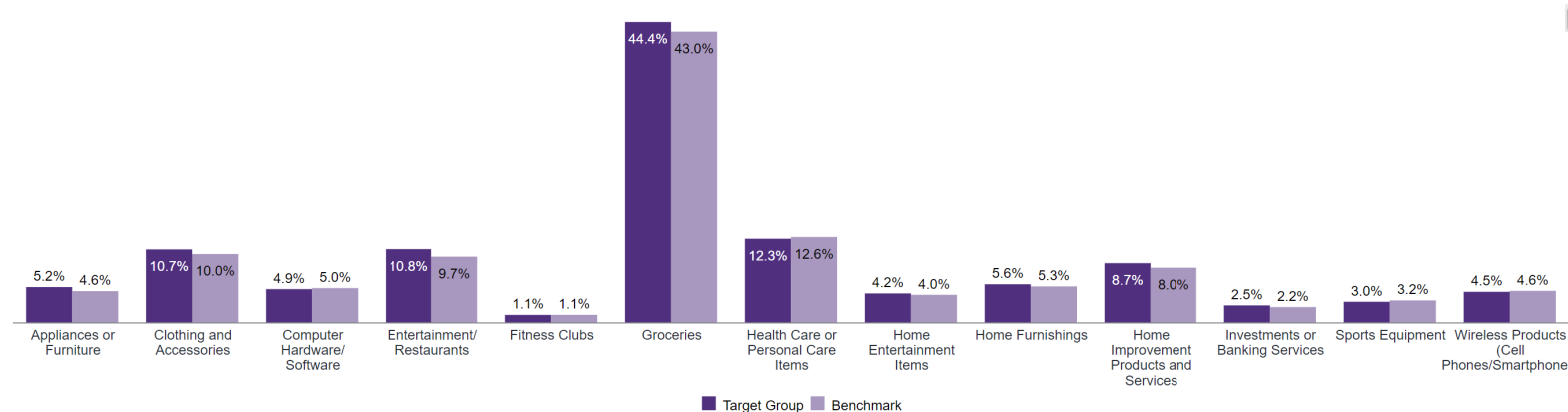
12.3%

Index: 90

Percentage composition and index values are reported for each variable.

For the Middle-Class Suburbia target group, **47.5%** of the population are more likely to use print than digital flyers. With an index of **109**, this behaviour is **9%** higher than the benchmark of Ontario.

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



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

For example, **44.4%** of the target group frequently used flyers, inserts, or coupons for groceries compared to **43%** of Ontario.

Benchmark: Ontario

The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

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Index Colours: <80 80 - 110 110+

* In Past Month.