

HOW TO READ

Executive Dashboards - Behavioural - Vividata - Grocery Shopping

Provides behavioural data regarding grocery shopping for the selected trade area.

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

Behavioural - Vividata | Grocery Shopping



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.

Each grocery shopping variable reports a percent composition and an index comparing the trade area to the benchmark.



STORE TYPE SHOPPED MOST OFTEN FOR GROCERIES

Grocery	Bulk Food	Department	Fruit & Vegetable
65.2%	6.3%	4.7%	1.7%
Index: 97	Index: 94	Index: 118	Index: 89



FREQUENCY OF GROCERY SHOPPING IN AVERAGE WEEK

1 Time	2 Times	3+ Times
40.7%	26.1%	13.0%
Index: 98	Index: 86	Index: 117

Of the household population 14+ in the Toronto trade area, **48.9%** regularly purchase store brands when grocery shopping. The index of **103** indicates that this trade area is **3%** more likely than the benchmark of Ontario to buy store brands when grocery shopping. Those who responded that they sometimes purchase store brands are **14%** below the Ontario average on this behaviour (index = **86**).



PURCHASE NATIONAL BRANDS

Sometimes	Regularly
41.1%	40.1%
Index: 99	Index: 94



PURCHASE STORE BRANDS

Sometimes	Regularly
30.3%	48.9%
Index: 86	Index: 103



USE COUPONS FOR GROCERIES

Sometimes	Regularly
37.4%	14.0%
Index: 92	Index: 90

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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Index Colours:	<80	80 - 110	110+