



Insights on Shopping Behaviours and Attitudes of Canadians

Today's Presenters



Tyler Baird

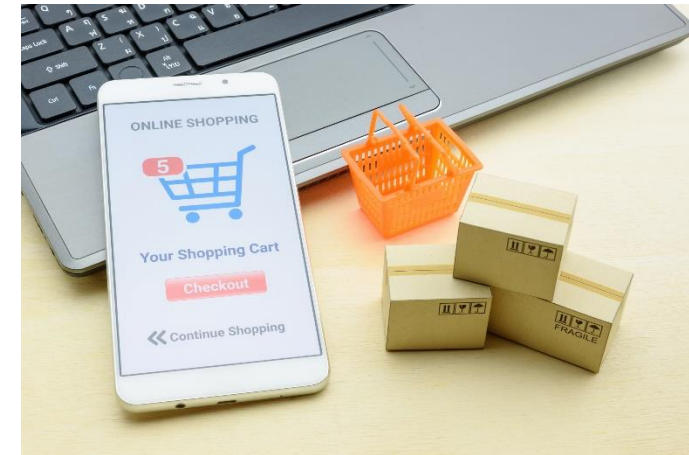
Account Manager, CPG
Environics Analytics



Perry Hassen

SVP and Practice Leader, CPG
Environics Analytics

Times They are A-Changing



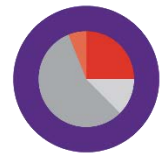
COVID-19 “New Norms”



How Do We Communicate?



Making the Connection



Demographic



Behavioural



Psychographic



Agenda

- What is ShopperChoice?
- Dataset details?
- How can it be used?

Solving for Meals



Shopping Behaviours



Health & Wellness



Online Shopping



Solving for Meals

- Eating at home
- Eating out
- Meal habits
- Meal types
- Ready-to-eat food

Shopping Behaviours



Health & Wellness



Online Shopping



Solving for Meals

- Eating at home
- Eating out
- Meal habits
- Meal types
- Ready-to-eat food

Shopping Behaviours

- Psychographics towards in-store shopping decisions
- Store characteristics driving loyalty
- Pricing, payment and packaging
- Private label attitudes

Health & Wellness



Online Shopping



Solving for Meals	Shopping Behaviours
<ul style="list-style-type: none"> • Eating at home • Eating out • Meal habits • Meal types • Ready-to-eat food 	<ul style="list-style-type: none"> • Psychographics towards in-store shopping decisions • Store characteristics driving loyalty • Pricing, payment and packaging • Private label attitudes
Health & Wellness	Online Shopping
<ul style="list-style-type: none"> • Dietary changes • Healthy alternatives • Label claims • Nutrition • Organic preferences 	



Solving for Meals	Shopping Behaviours
<ul style="list-style-type: none">• Eating at home• Eating out• Meal habits• Meal types• Ready-to-eat food	<ul style="list-style-type: none">• Psychographics towards in-store shopping decisions• Store characteristics driving loyalty• Pricing, payment and packaging• Private label attitudes
Health & Wellness	Online Shopping
<ul style="list-style-type: none">• Dietary changes• Healthy alternatives• Label claims• Nutrition• Organic preferences	<ul style="list-style-type: none">• Online grocery retailers• Pick-up and delivery• Researching habits• Online product quality• Smart shopping tools

Dataset Details

About ShopperChoice

ShoppersChoice Dataset Details

- ShopperChoice combines Nielsen's Economic Impact, Private Label Review – Consumer, Health & Wellness, Digital Shopper Segmentation and Home Meal Replacement surveys
- Fully integrated to our other data including PRIZM
- 1,200+ variables
- Nationally representative sample
- Available at the Postal Code level
- Updated annually in the Spring

DATA VINTAGE
2020

BASE LEVEL GEOGRAPHY
Postal Code

VARIABLES
1,215

To view the complete list of
variables please visit:
environicsanalytics.com/variables

Market Applications

Geographic Trade Areas

Standard

- Census/Postal level geographies
- Census Metropolitan Area, Census Subdivision



Custom

- User defined area
- Based on drive time, driving distance, radial distance

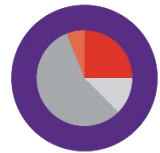


Spectra

- Probabilistic trade areas for grocery, mass merch, club, convenience, drug and discount channels
- Estimates the most likely customers by store



Connecting Datasets



Demographic



DemoStats

Population: 20-24

Visible Minority: South Asian



Behavioural



Homescan® Profiles

Category: ready to eat cereals

Brands: Kellogg's



Psychographic



SocialValues

Social Trend: Effort Toward Health



Effort Toward Health



SocialValues



ShopperChoice

Solving for Meals



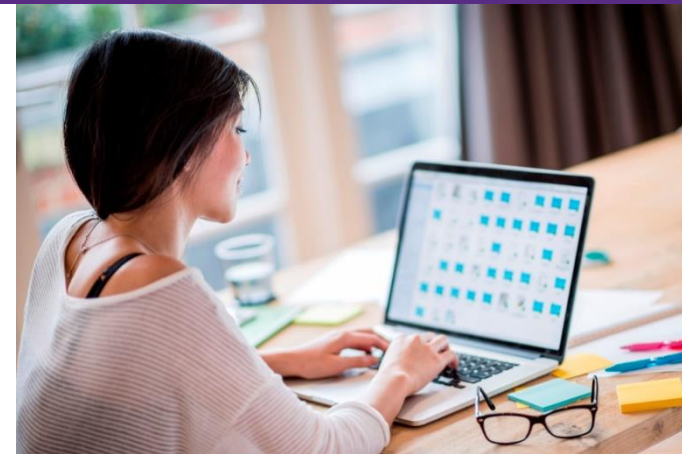
Shopping Behaviours



Health & Wellness



Online Shopping



Shopping Behaviours by Lifestage

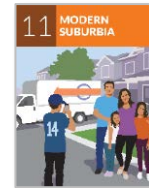
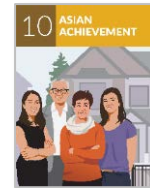
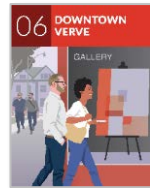
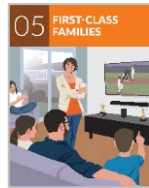
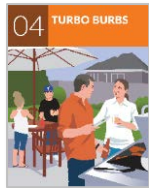
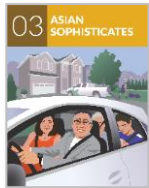
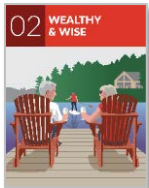
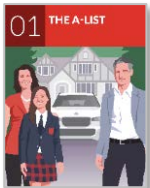
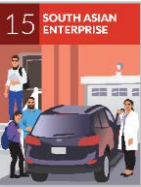
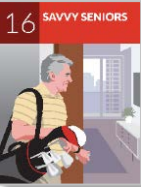
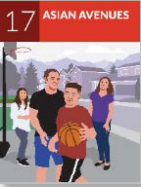
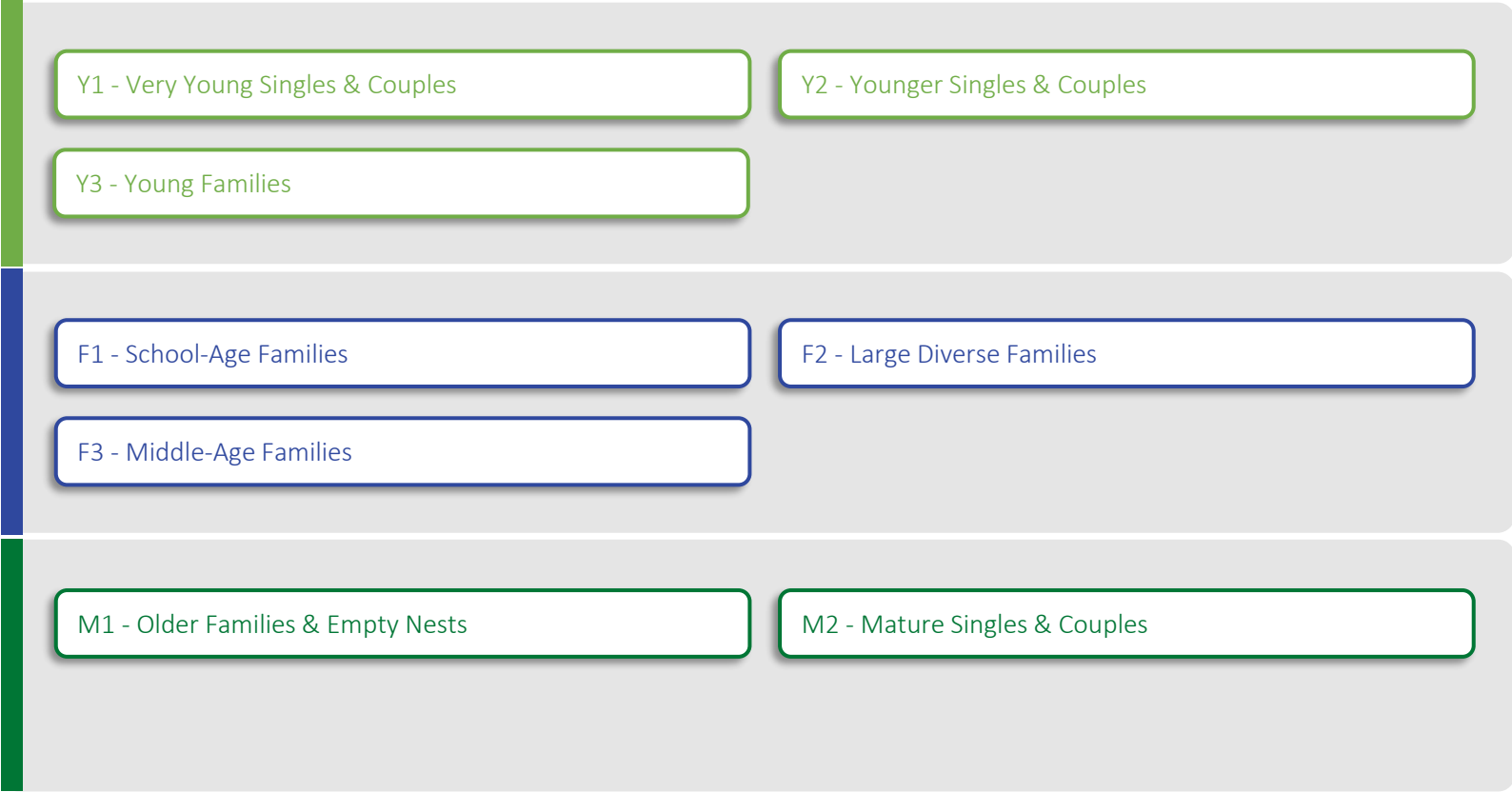


PRIZM by Lifestage

Younger Years

Family Life

Mature Years



Urbanity and Purchase Behaviour



Online Grocery Retailers	Younger Years			Family Life			Mature Years	
	Very Young Singles & Couples	Younger Singles & Couples	Young Families	School-Age Families	Middle-Age Families	Large Diverse Families	Older Families & Empty Nests	Mature Singles & Couples
Loblaws.ca	116	114	139	93	94	129	91	78
Metro.ca	126	103	49	130	97	121	85	83
Realcanadiansuperstore.ca	89	113	173	77	98	132	92	83
Save-on-Foods.ca	90	126	233	77	90	134	87	81
Walmart.ca	90	106	133	96	98	117	94	94
Amazon.ca	104	109	142	97	97	118	91	86

Benchmark: Canada

Index Legend	Under 80	81 to 109	110 to 119	120 to 149	Over 150
	Below Average	Average	Slightly Above Average	Above Average	Well Above Average

Manufacturing Applications

Who are Fruit Drink Buyers?



Opticks
powered by Vividata



ShopperChoice

Solving for Meals



Shopping Behaviours



Health & Wellness



Online Shopping



Retail Applications by Urbanity

Urbanity

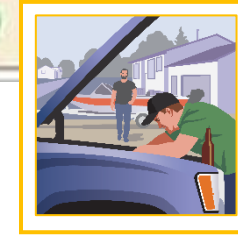
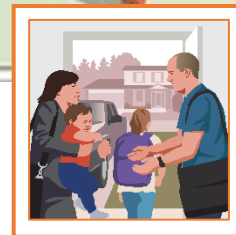
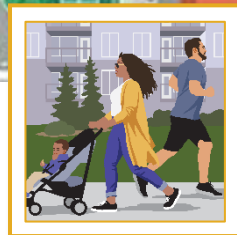
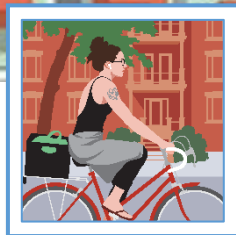
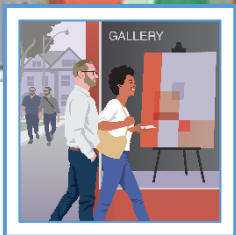


Urban

Urban Fringe





Suburban

Town & Rural









Urbanity and Online Behaviour

Urbanity	Households	less concerned with sales or promotions when shopping online - Agree	Used Smartphone for Online Groceries	Used Food Ordering App/Website	Researched/ Purchased online Pet Supplies	Spend more on grocery online than in-store	Order Online and use drive-thru pick up
 Urban	5,636,478 37.7%	103	96	130	100	106	97
 Urban Fringe	1,817,204 12.2%	134	106	132	86	140	115
 Suburban	4,535,288 30.3%	101	110	92	103	102	104
 Town & Rural	2,959,873 19.8%	73	88	34	105	61	89

Benchmark: Canada

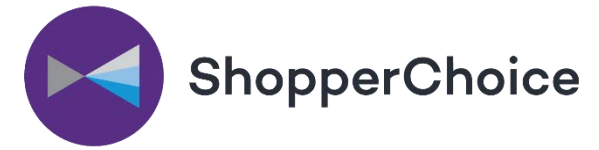
Index Legend	Under 80 Below Average	81 to 109 Average	110 to 119 Slightly Above Average	120 to 149 Above Average	Over 150 Well Above Average
--------------	---------------------------	----------------------	--------------------------------------	-----------------------------	--------------------------------

Urbanity and Purchase Behaviour

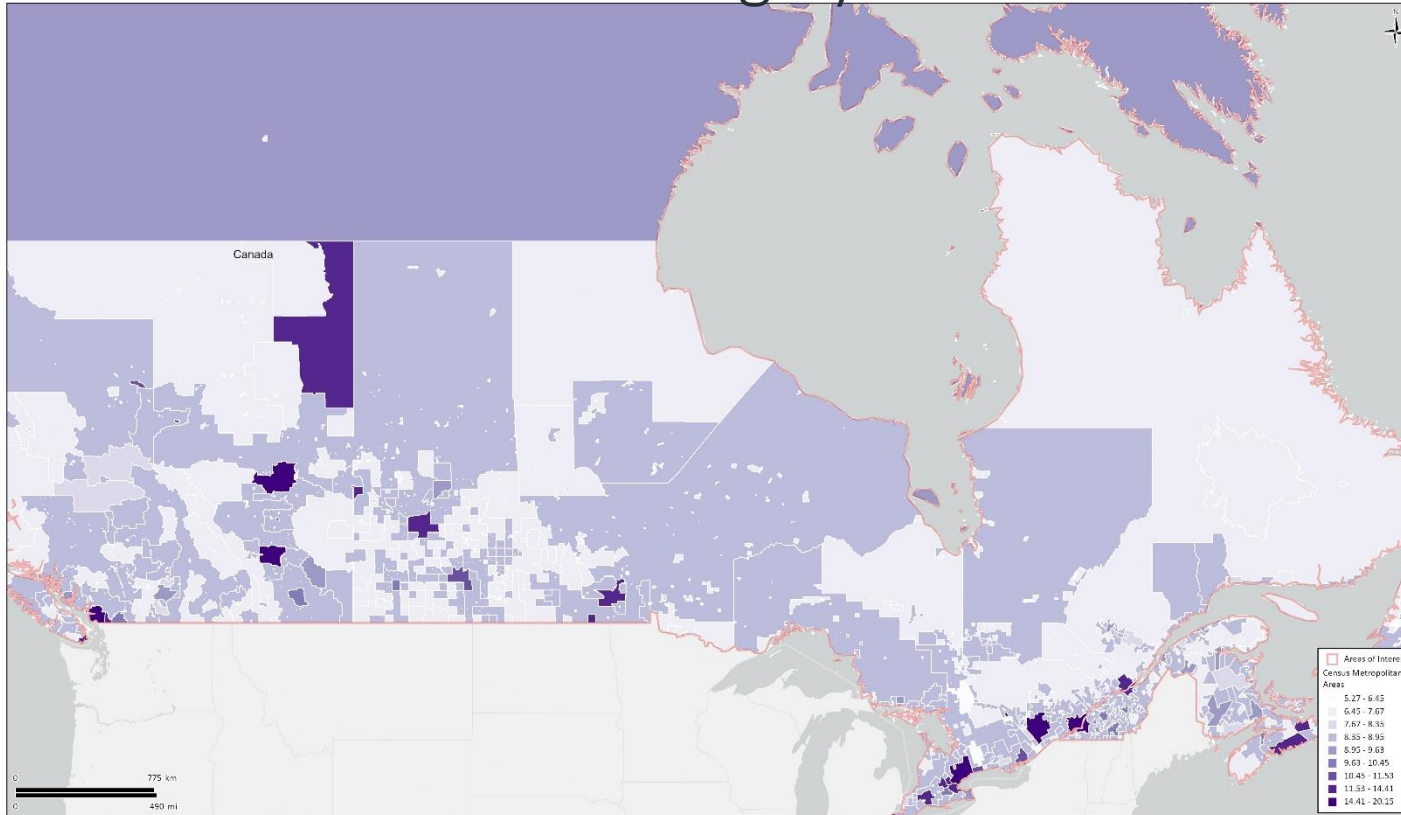
Urbanity	Households	Meal Kits	Freshly Prepared Foods and Meal Solutions	Care for animals in the food industry -Very Concerned	Check Labels for Peanut Free Product	Not willing to use Self-Service checkouts	Store Carries Ethnic Products -Highly Influential
 Urban	5,636,478 37.7%	111	110	89	82	100	125
 Urban Fringe	1,817,204 12.2%	121	130	106	110	75	131
 Suburban	4,535,288 30.3%	100	89	98	115	93	82
 Town & Rural	2,959,873 19.8%	66	79	121	106	128	60

Benchmark: Canada

Mapping & Ranking (Census Division)



Ethnic Products – Highly Influential



Ranking Areas - Std. Geo. | Variable

Trade Area: Canada by Census Division

Name	Base Count	Base %	The store carries a wide variety of ethnic products - Highly influential			
			Count	%	% Pen	Index
Toronto, ON	1,217,308	8.14	252,345	12.33	20.73	151
Greater Vancouver, BC	1,033,601	6.91	198,820	9.72	19.24	141
Montréal, QC	918,033	6.14	194,298	9.50	21.16	155
Peel, ON	468,670	3.13	108,298	5.29	23.11	169
Division No. 6, AB	607,398	4.06	99,069	4.84	16.31	119
Division No. 11, AB	565,920	3.79	84,369	4.12	14.91	109
York, ON	387,314	2.59	71,087	3.47	18.35	134
Ottawa, ON	409,796	2.74	68,506	3.35	16.72	122
Division No. 11, MB	300,594	2.01	43,662	2.13	14.53	106
Québec, QC	277,358	1.85	35,711	1.75	12.88	94
Halton, ON	209,378	1.40	31,253	1.53	14.93	109
Hamilton, ON	226,052	1.51	31,003	1.51	13.71	100
Middlesex, ON	205,610	1.38	29,626	1.45	14.41	105
Durham, ON	242,536	1.62	29,348	1.43	12.10	88
Waterloo, ON	220,874	1.48	28,639	1.40	12.97	95
Longueuil, QC	180,682	1.21	25,889	1.26	14.33	105
Halifax, NS	188,031	1.26	23,930	1.17	12.73	93
Laval, QC	166,721	1.11	22,995	1.12	13.79	101
Capital, BC	179,638	1.20	22,848	1.12	12.72	93
Essex, ON	168,605	1.13	18,335	0.90	10.87	79

Benchmark: Canada

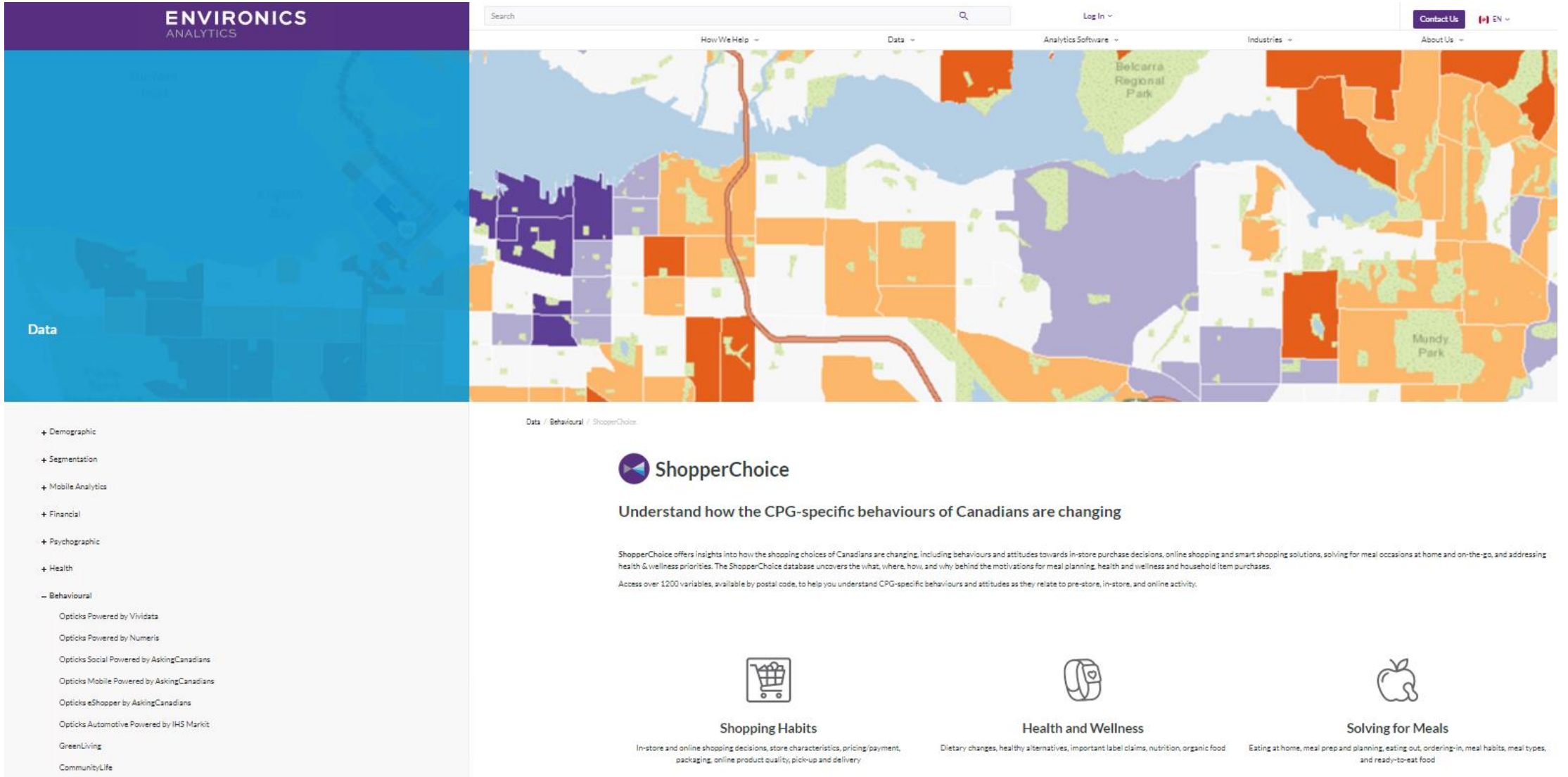
Connecting with Customer Data

Comparing with Customer Data



Explore ShopperChoice behaviours against your customer file





ENVIRONICS ANALYTICS

Search Log In Contact Us EN

How We Help Data Analytics Software Industries About Us

Data

- + Demographic
- + Segmentation
- + Mobile Analytics
- + Financial
- + Psychographic
- + Health
- Behavioural
 - Opticks Powered by Vividata
 - Opticks Powered by Numeris
 - Opticks Social Powered by AskingCanadians
 - Opticks Mobile Powered by AskingCanadians
 - Opticks eShopper by AskingCanadians
 - Opticks Automotive Powered by IHS Markit
 - GreenLiving
 - CommunityLife


Data / Behavioural / ShopperChoice

ShopperChoice

Understand how the CPG-specific behaviours of Canadians are changing


ShopperChoice offers insights into how the shopping choices of Canadians are changing, including behaviours and attitudes towards in-store purchase decisions, online shopping and smart shopping solutions, solving for meal occasions at home and on-the-go, and addressing health & wellness priorities. The ShopperChoice database uncovers the what, where, how, and why behind the motivations for meal planning, health and wellness and household item purchases.

Access over 1200 variables, available by postal code, to help you understand CPG-specific behaviours and attitudes as they relate to pre-store, in-store, and online activity.




Shopping Habits

In-store and online shopping decisions, store characteristics, pricing/payment, packaging, online product quality, pick-up and delivery



Health and Wellness

Dietary changes, healthy alternatives, important label claims, nutrition, organic food



Solving for Meals

Eating at home, meal prep and planning, eating out, ordering-in, meal habits, meal types, and ready-to-eat food

Questions?



Joshua Levi

Vice President of Business Development

Joshua.Levi@environicsanalytics.com



Perry Hassen

SVP and Practice Leader, CPG

Perry.Hassen@environicsanalytics.com



Tyler Baird

Account Manager, CPG

Tyler.Baird@environicsanalytics.com