

# SHOPPERCHOICE RELEASE NOTES

## DATA VINTAGE

2021

## BASE LEVEL GEOGRAPHY

Postal Code

## SAMPLE SIZE

25,000

## SURVEY COLLECTION

HMR: Aug-Sept 2020

DSS: May 2020

EI: Jan-Mar 2020

HW: Dec 2020

PL: May 2018

## VARIABLES

2,053

To view the complete list of variables please visit:  
[environicsanalytics.com/variables](https://environicsanalytics.com/variables)

## WHAT IT IS

More than ever before, shoppers have endless possibilities when it comes to making purchase decisions for food, health, and household products. Yet at the same time they have access to a tremendous amount of information to be mindful about these choices. Whether they are focused on nutrition, saving money, helping the environment, or saving time, Canadians can select products and services using a combination of online and offline resources to shape their daily lives.

ShopperChoice helps CPG retailers, CPG manufacturer, restaurants, and food delivery companies understand the mindset of today's shopper and how they navigate the path to purchase when empowered with so many choices.

ShopperChoice offers insights into how Canadians are shopping smarter, and what type of products they research and purchase. It also looks at shopping preferences, online shopping behaviours, and what store qualities will earn their loyalty and keep them coming back.

ShopperChoice is also helpful in answering the daily question that all Canadian's face, "what's for dinner?" It shows a perspective into the daily meal habits of Canadian households. ShopperChoice helps identify the occasion, frequency, and satisfaction of households that are eating at home, eating out, or simply picking up a ready-to-eat meal while doing groceries.

ShopperChoice combines Nielsen's Economic Impact (EI), Private Label Review – Consumer (PL), Health & Wellness (HW), Digital Shopper Segmentation (DSS) and Home Meal Replacement (HMR) surveys and links to PRIZM, our comprehensive segmentation system that classifies Canadian Neighbourhoods into 67 unique groups, based on geographic, demographic and psychographic data.

## WHAT'S NEW

This release of ShopperChoice includes updates to the Nielsen's EI, HW, DSS and HMR surveys. PL data was not released in time for this update. Besides an overall update to geography and household estimates, there has been a major shift in methodology that has been applied to all surveyed data. ShopperChoice 2021 will now include a more granular view into shoppers' attitudes and behaviours. Where possible, we have preserved the full scale for a behaviour so that the distribution can paint a better picture. For instance, "I tend to spend less money on grocery products I buy online than in-store",

includes the full 5-point scale from strongly agree to strongly disagree. To make this possible, we had to introduce two low sample warnings:

(!) low sample

(^) extremely low sample

We would not recommend profiling variables denoted with either of the above low sample flags but viewed in part as a range can help interpret the behaviour directionally. These low sample flags have also provided us the opportunity to add variables that might be niche or region-specific. This might be important for capturing special diets or market specific preferences.

Also new for this release, the timing of the DS, HMR, and HW survey contributed over 100, COVID-19 specific variables including:

- Pre-COVID eating profiles
- COVID-19 purchasing behaviours and post-COVID purchasing intent for ready-to-eat, takeout/delivery from a restaurant, or meal-kits
- COVID-19 impact on organic foods – feel safer consuming
- Consumer behaviours to minimize exposure
- COVID-19 impact on physical lifestyles

## HOW IT'S USED



Grocery retailers use ShopperChoice to determine what types of ready-to-eat food should be served or what category items will be in higher demand in that trade area and how to promote these with insights into why households purchase prepared meals.



Pharmacies use ShopperChoice to discover private label opportunities for their over-the-counter (OTC, non-prescription) medications or health and beauty products by profiling their customers with PRIZM.



CPG manufacturers use ShopperChoice to support labelling and packaging decisions, product innovation ideas, customized digital offers, and shopper marketing strategies.



Restaurants and food delivery companies use ShopperChoice to understand meal occasions and health-related food choices to inform menu selections and delivery service offerings.



Government and Health clients can use insights to understand how proactive Canadians are with healthy eating on a local level to develop programs and services to encourage healthier lifestyles.

## SAMPLE QUESTIONS IT CAN ANSWER

- What label information do consumers watch for relating to their health and wellness (e.g., fibre, sodium, carbs).
- What groceries store categories are being researched online prior to the shopping occasion?

- How much time does the households in my trade area spend eating out?
- Which ShopperChoice segments within my trade area would use a pickup service?
- How concerned are my customers about food that is ethically sourced, organic, or part of a healthy lifestyle?
- How much are households around my grocery stores spending on ready-to-eat meals?