

SHOPPERCHOICE RELEASE NOTES

DATA VINTAGE

2023

BASE LEVEL GEOGRAPHY

Postal Code

SAMPLE SIZE

34,752*

SURVEY COLLECTION

HMR: Jun 2022

HW: Nov-Dec 2022

PL: Jul 2022

SB: Sep-Oct 2022

CS: Nov-Dec 2022

DS: Nov-Dec 2021

FB: Dec 2022-Jan 2023

VARIABLES

2,408

To view the complete list of variables please visit:

environicsanalytics.com/variables

Note: *total of all surveys

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 or preferences of households that are eating at home, eating out, or simply picking up a ready-to-eat meal while grocery shopping.

ShopperChoice is built by linking PRIZM®, our comprehensive segmentation system that classifies Canadian Neighbourhoods into 67 unique groups, to the following Nielsen surveys:

- Home Meal Replacement (HMR)
- Health & Wellness (HW)
- Private Label (PL)
- Sustainability (SB)
- Click and Shop (CS)
- Dollar Store (DS)
- Food and Beverage (FB)

WHAT'S NEW

This release of ShopperChoice has a considerable number of new variables in the sustainability category, including what sustainability looks like to individuals, concerns regarding sustainability options when considering different products and how households are reducing, reusing and recycling. A new section on Reducing Expenses provides insights into how consumers are looking to save when facing rising inflation and continued financial pressures.

The number of COVID-19 related variables is limited in the 2023 product vintage.

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.



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).
- How much do the households in my trade area spend on average for a ready-to-eat meal?
- 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?
- What are the reasons for the households in my trade area to shop at a dollar store?
- How do the households in my trade area feel about store brands? What are their purchasing habits between store brands and name brands for different products?