How to Fast-Track Your Understanding of Household Purchases of Packaged Goods

A look at how the Homescan® Profiles experience in ENVISION is now better than ever

Andrea Longman CM, CAIP

Kasia Kosticin

ENVIRONICS
ANALYTICS

Today's Presenters

Andrea Longman

Senior Vice President and Practice Leader

Kasia Kosticin

Director, Product Management

The CPG Landscape

Inflation affecting shopper budgets and how private labels increase competition

Improved in-store experience and product personalization

Growing opportunities for alternative grocery options

Focus on local options with an emphasis on "made in Canada"

Trends sourced from PwC, Oracle and GroceryDive articles

ENVIRONICS
ANALYTICS

Today's Topics

How to obtain **a holistic view of a brand or category** beyond first-party data

How the increased availability of more brands and products in ENVISION enables a **deeper understanding of the CPG market**

How to **reduce time invested in running reports** by utilizing the new tools in ENVISION, which provide metrics on buyers and dollars

ENVIRONICS
ANALYTICS

Homescan® Profiles Supports CPG Initiatives

A holistic way of understanding your brand, your competitors' brands, the category or market in terms of:

Potential buying households

Potential dollars

from a market level to a store trade area and down to a postal code

What is Homescan® Profiles?

Built from Nielsen's Homescan® panel that captures what consumers are purchasing and how much they are spending at the household level.

Data are aggregated and then modelled down to the Postal Code level for a privacy-by-design data solution.

How Can Homescan® Profiles Help your Business

Homescan®
Profiles

Leverage Homescan® Profiles in conjunction with PRIZM® or other EA datasets to get the complete picture of your customers and how they fit into markets and categories of interest.

Sample questions Homescan® Profiles can answer

✓ Who is buying my brand?

✓ Where is the greatest potential for my products?

✓ What other categories are my brand buyers likely to buy?

✓ How do our consumers differ from our competitors?

✓ Where should I allocate my media spend?

ENVIRONICS
ANALYTICS

Homescan® Profiles Use Cases

A premium cheese brand wants to know who is buying their product, and how their customer differ from those buying competitive brands.

Homescan® Profiles allows the cheese brand to understand who buys the category, their product and competitive products to understand if and where target audiences overlap to drive volume and share.

A media agency is looking to find the right audience for a CPG brand. That audience will already be buying the category, the brand and/or competitor brands.

Homescan® Profiles allow the agency to identify the optimal PRIZM segments, best FSAs or create custom audiences from the data to drive their brand awareness, performance and conquesting campaigns.

ENVIRONICS
ANALYTICS

Why Enhance the Product?

User feedback was telling us it was time for a change.

ENVIRONICS
ANALYTICS

User Feedback

I don't have a good understanding of smaller players in my category

ENVIRONICS
ANALYTICS

More Data Now Available to Users

2,200+

new variables added

Including nearly 700 new brands
and 1,500 new Brand and Category variables

73

new categories added

Including among others, 5 new categories in Baby Care,
4 new categories in Pet Needs and 12 new categories in
OTC

Allowing users to:

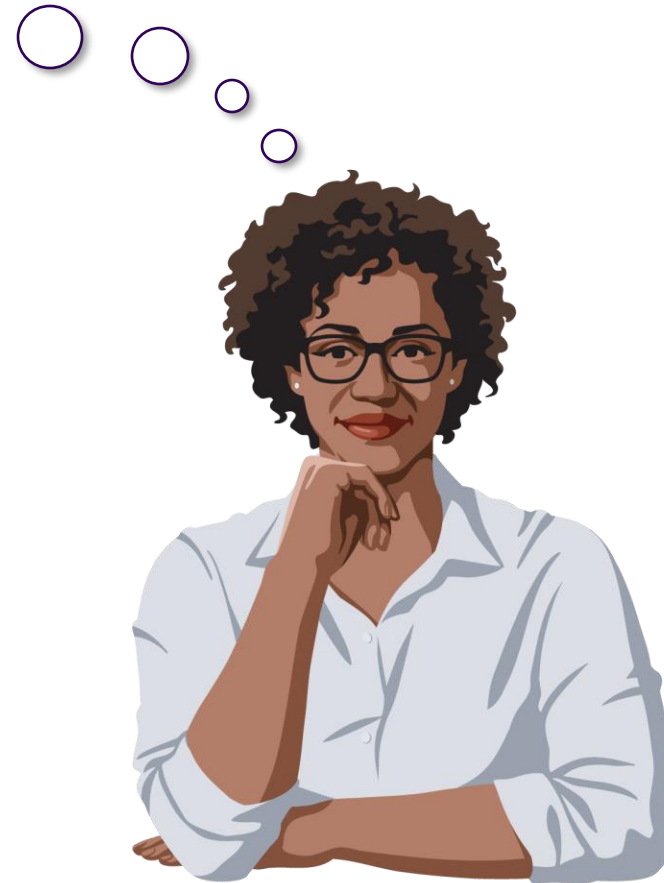✓ expand understand smaller players in
their market or category

✓ better qualify purchase behaviours of
their target buyers

✓ Get a fuller picture of aisles shopped

✓ Know more about what else your
customers are likely to buy

ENVIRONICS
ANALYTICS
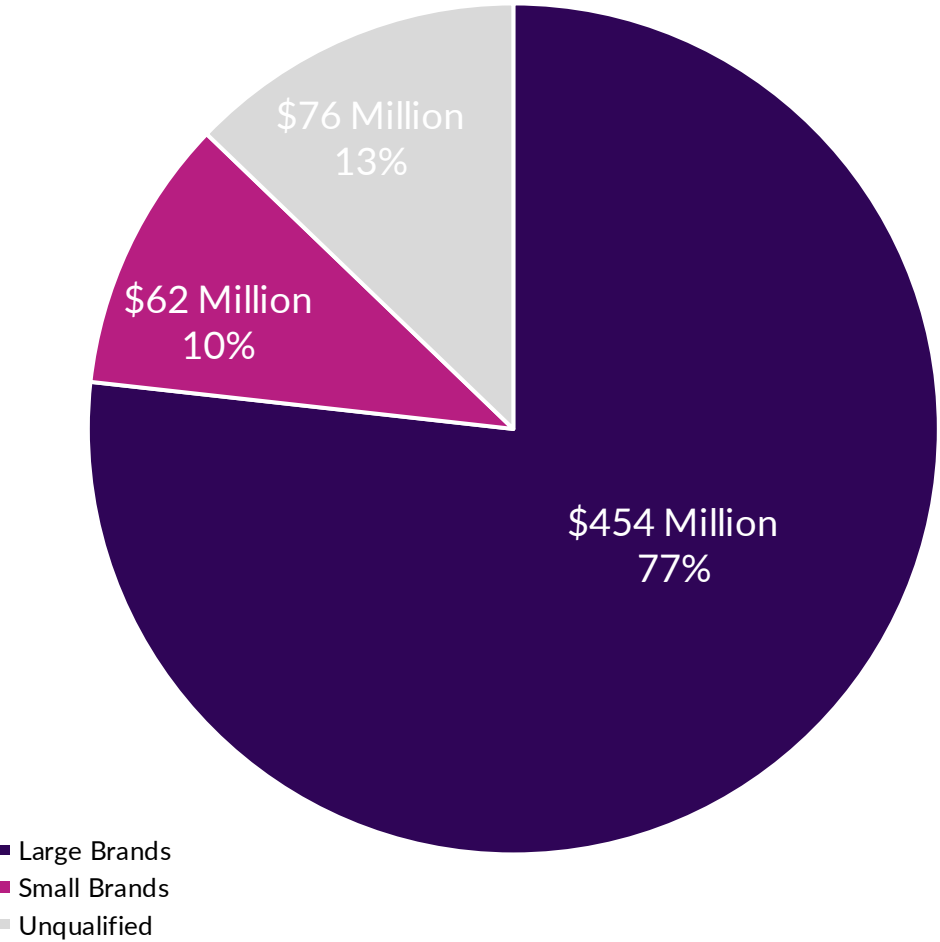
What Does this Mean for our Premium Cheese Brand?

A premium cheese brand wants to know who is buying their product, and how their customer differ from those buying competitive brands.

Homescan® Profiles allows the cheese brand to profile who buys both their product and competitive products to understand if and where target audiences overlap to drive volume and share.

ENVIRONICS
ANALYTICS

What Does this Mean for our Premium Cheese Brand?

Total Dollars Natural Cheese

$76 Million
13%

$62 Million
10%

$454 Million
77%

■ Large Brands
■ Small Brands
■ Unqualified

16

new brands added to Natural Cheese Aisle

$62M

in additional dollars are accounted for

87%

total dollar coverage of Natural Cheese Aisle

ENVIRONICS
ANALYTICS

User Feedback

Homescan reporting is complex and time consuming
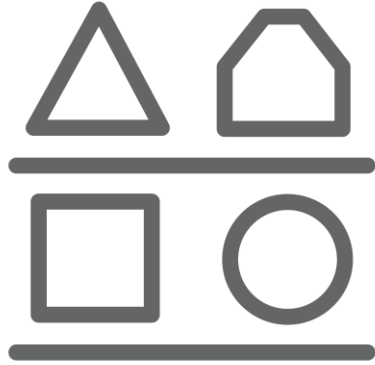
ENVIRONICS
ANALYTICS

Introducing the New Homescan Suite of Tools

Simpler

Variables selection simplified by only needing to choose a single variable and receiving both buyer and dollar details

New labels on standard report outputs allow for easy interpretation of your results.

Faster

Get to answers faster by having the full view in one report, removing the need for extensive consolidation of reports outside of ENVISION

To avoid disruption in any workflows, Homescan® Profiles is still accessible through standard tools

ENVIRONICS ANALYTICS

Introducing the New Homescan Suite of Tools

Profile - Homescan	Homescan - Ranking Variables - Trade Area	Homescan - Ranking Variables - Customer	Homescan - Ranking Variables - Target Group	Homescan - Ranking Areas - Variable

Simpler

Variables selection simplified by only needing to choose a single variable and receiving both buyer and dollar details
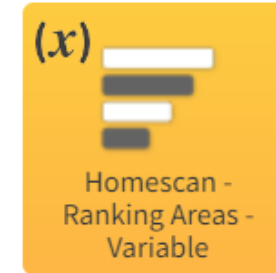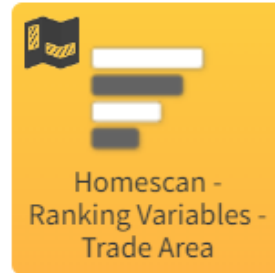
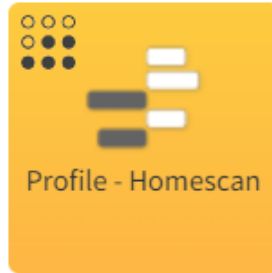New labels on standard report outputs allow for easy interpretation of your results.

Faster

Get to answers faster by having the full view in one report, removing the need for extensive consolidation of reports outside of ENVISION

To avoid disruption in any workflows, Homescan® Profiles is still accessible through standard tools

ENVIRONICS
ANALYTICS

Running the New Tools: Ranking Variables

© Environics Analytics 2023

Single Selection Within Variable Tree

Standard Tools

Variable shows up twice in list, once each for buyers (B) and dollars (D)

New Homescan Tools

Variable shows up only once as a dollar metric (D) however returns both buyer and dollar details

ENVIRONICS
ANALYTICS

Ranking Aisle Variables for Toronto CMA

Homescan® Profiles - Ranking Variables | Trade Area

How to Read

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON (CMA)

Total Households in Trade Area: 2,449,353
Total Households in Benchmark: 15,756,514

	Buyer Hhld	Buyer % Pen	Base Buyer Hhld	Base Buyer % Pen	Buyer Index	$	$/Hhld	Base $	Base $/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
BAKED DESSERTS/BREAKFAST												
ASL | BAKED DESSERTS/BREAKFAST (D)	2,046,380	83.55	13,222,480	83.92	100	137,826,208.78	56.27	992,695,108.66	63.00	89	67.35	90
BREADS & ROLLS												
ASL | BREADS & ROLLS (D)	2,377,508	97.07	15,294,227	97.07	100	312,106,482.14	127.42	2,231,999,886.04	141.66	90	131.27	90
DELI MEAT												
ASL | DELI MEAT (D)	506,260	20.67	4,944,114	31.38	66	26,095,865.07	10.65	248,403,321.80	15.77	68	51.55	103
HOME MEAL REPLACEMENT												
ASL | HOME MEAL REPLACEMENT (D)	1,720,873	70.26	12,088,305	76.72	92	114,284,976.24	46.66	911,144,357.07	57.83	81	66.41	88
NATURAL CHEESE												
ASL | NATURAL CHEESE (D)	1,488,476	60.77	10,459,245	66.38	92	74,441,320.04	30.39	588,344,308.00	37.34	81	50.01	89
ALCOHOLIC BEVERAGES												
ASL | ALCOHOLIC BEVERAGES (D)	1,230,596	50.24	8,568,079	54.38	92	458,546,879.50	187.21	4,035,127,716.57	256.09	73	372.62	79
BAKING NEEDS												
ASL | BAKING NEEDS (D)	2,219,026	90.60	14,459,964	91.77	99	170,516,851.82	69.62	1,184,860,891.65	75.20	93	76.84	94
COLD BEVERAGES												
ASL | COLD BEVERAGES (D)	2,330,877	95.16	15,178,224	96.33	99	368,569,350.69	150.48	2,651,306,001.24	168.27	89	158.12	91
CONDIMENTS & SAUCES												
ASL | CONDIMENTS & SAUCES (D)	2,380,996	97.21	15,406,204	97.78	99	369,488,921.15	150.85	2,604,830,102.65	165.32	91	155.18	92
CONFECTIONERY												
ASL | CONFECTIONERY (D)	2,248,423	91.80	14,694,973	93.26	98	235,698,210.36	96.23	1,811,535,998.46	114.97	84	104.83	85

Household counts provided standard on the Trade Area and Target Group Reports

ENVIRONICS ANALYTICS

Ranking Aisle Variables for Toronto CMA

Homescan® Profiles - Ranking Variables | Trade Area

How to Read

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON (CMA)

Total Households in Trade Area: 2,449,353
Total Households in Benchmark: 15,756,514

	Buyer Hhld	Buyer % Pen	Base Buyer Hhld	Base Buyer % Pen	Buyer Index	$	$/Hhld	Base $	Base $/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
BAKED DESSERTS/BREAKFAST												
ASL | BAKED DESSERTS/BREAKFAST (D)	2,046,380	83.55	13,222,480	83.92	100	137,826,208.78	56.27	992,695,108.66	63.00	89	67.35	90
BREADS & ROLLS												
ASL | BREADS & ROLLS (D)	2,377,508	97.07	15,294,227	97.07	100	312,106,482.14	127.42	2,231,999,886.04	141.66	90	131.27	90
DELI MEAT												
ASL | DELI MEAT (D)	506,260	20.67	4,944,114	31.38	66	26,095,865.07	10.65	248,403,321.80	15.77	68	51.55	103
HOME MEAL REPLACEMENT												
ASL | HOME MEAL REPLACEMENT (D)	1,720,873	70.26	12,088,305	76.72	92	114,284,976.24	46.66	911,144,357.07	57.83	81	66.41	88
NATURAL CHEESE												
ASL | NATURAL CHEESE (D)	1,488,476	60.77	10,459,245	66.38	92	74,441,320.04	30.39	588,344,308.00	37.34	81	50.01	89
ALCOHOLIC BEVERAGES												
ASL | ALCOHOLIC BEVERAGES (D)	1,230,596	50.24	8,568,079	54.38	92	458,546,879.50	187.21	4,035,127,716.57	256.09	73	372.62	79
BAKING NEEDS												
ASL | BAKING NEEDS (D)	2,219,026	90.60	14,459,964	91.77	99	170,516,851.82	69.62	1,184,860,891.65	75.20	93	76.84	94
COLD BEVERAGES												
ASL | COLD BEVERAGES (D)	2,330,877	95.16	15,178,224	96.33	99	368,569,350.69	150.48	2,651,306,001.24	168.27	89	158.12	91
CONDIMENTS & SAUCES												
ASL | CONDIMENTS & SAUCES (D)	2,380,996	97.21	15,406,204	97.78	99	369,488,921.15	150.85	2,604,830,102.65	165.32	91	155.18	92
CONFECTIONERY												
ASL | CONFECTIONERY (D)	2,248,423	91.80	14,694,973	93.26	98	235,698,210.36	96.23	1,811,535,998.46	114.97	84	104.83	85

Improved labels catering to the Homescan® Profiles data and consistent across all reports

ENVIRONICS ANALYTICS

Ranking Aisle Variables for Toronto CMA

Homescan® Profiles - Ranking Variables | Trade Area

Trade Area: Toronto, ON (CMA)

Total Households in Trade Area: 2,449,353

Total Households in Benchmark: 15,756,514

	Buyer Hhld	Buyer % Pen	Base Buyer Hhld	Base Buyer % Pen	Buyer Index	$	$/Hhld	Base $	Base $/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
BAKED DESSERTS/BREAKFAST												
ASL | BAKED DESSERTS/BREAKFAST (D)	2,046,380	83.55	13,222,480	83.92	100	137,826,208.78	56.27	992,695,108.66	63.00	89	67.35	90
BREADS & ROLLS												
ASL | BREADS & ROLLS (D)	2,377,508	97.07	15,294,227	97.07	100	312,106,482.14	127.42	2,231,999,886.04	141.66	90	131.27	90
DELI MEAT												
ASL | DELI MEAT (D)	506,260	20.67	4,944,114	31.38	66	26,095,865.07	10.65	248,403,321.80	15.77	68	51.55	103
HOME MEAL REPLACEMENT												
ASL | HOME MEAL REPLACEMENT (D)	1,720,873	70.26	12,088,305	76.72	92	114,284,976.24	46.66	911,144,357.07	57.83	81	66.41	88
NATURAL CHEESE												
ASL | NATURAL CHEESE (D)	1,488,476	60.77	10,459,245	66.38	92	74,441,320.04	30.39	588,344,308.00	37.34	81	50.01	89
ALCOHOLIC BEVERAGES												
ASL | ALCOHOLIC BEVERAGES (D)	1,230,596	50.24	8,568,079	54.38	92	458,546,879.50	187.21	4,035,127,716.57	256.09	73	372.62	79
BAKING NEEDS												
ASL | BAKING NEEDS (D)	2,219,026	90.60	14,459,964	91.77	99	170,516,851.82	69.62	1,184,860,891.65	75.20	93	76.84	94
COLD BEVERAGES												
ASL | COLD BEVERAGES (D)	2,330,877	95.16	15,178,224	96.33	99	368,569,350.69	150.48	2,651,306,001.24	168.27	89	158.12	91
CONDIMENTS & SAUCES												
ASL | CONDIMENTS & SAUCES (D)	2,380,996	97.21	15,406,204	97.78	99	369,488,921.15	150.85	2,604,830,102.65	165.32	91	155.18	92
CONFECTIONERY												
ASL | CONFECTIONERY (D)	2,248,423	91.80	14,694,973	93.26	98	235,698,210.36	96.23	1,811,535,998.46	114.97	84	104.83	85

Inclusion of Buyer Households and Dollars Spent in a combined report

Ranking Aisle Variables for Toronto CMA

Homescan® Profiles - Ranking Variables | Trade Area

How to Read **ENVIRONICS** ANALYTICS

Trade Area: Toronto, ON (CMA)

Total Households in Trade Area: 2,449,353
Total Households in Benchmark: 15,756,514

	Buyer Hhld	Buyer % Pen	Base Buyer Hhld	Base Buyer % Pen	Buyer Index	$	$/Hhld	Base $	Base $/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
BAKED DESSERTS/BREAKFAST												
ASL | BAKED DESSERTS/BREAKFAST (D)	2,046,380	83.55	13,222,480	83.92	100	137,826,208.78	56.27	992,695,108.66	63.00	89	67.35	90
BREADS & ROLLS												
ASL | BREADS & ROLLS (D)	2,377,508	97.07	15,294,227	97.07	100	312,106,482.14	127.42	2,231,999,886.04	141.66	90	131.27	90
DELI MEAT												
ASL | DELI MEAT (D)	506,260	20.67	4,944,114	31.38	66	26,095,865.07	10.65	248,403,321.80	15.77	68	51.55	103
HOME MEAL REPLACEMENT												
ASL | HOME MEAL REPLACEMENT (D)	1,720,873	70.26	12,088,305	76.72	92	114,284,976.24	46.66	911,144,357.07	57.83	81	66.41	88
NATURAL CHEESE												
ASL | NATURAL CHEESE (D)	1,488,476	60.77	10,459,245	66.38	92	74,441,320.04	30.39	588,344,308.00	37.34	81	50.01	89
ALCOHOLIC BEVERAGES												
ASL | ALCOHOLIC BEVERAGES (D)	1,230,596	50.24	8,568,079	54.38	92	458,546,879.50	187.21	4,035,127,716.57	256.09	73	372.62	79
BAKING NEEDS												
ASL | BAKING NEEDS (D)	2,219,026	90.60	14,459,964	91.77	99	170,516,851.82	69.62	1,184,860,891.65	75.20	93	76.84	94
COLD BEVERAGES												
ASL | COLD BEVERAGES (D)	2,330,877	95.16	15,178,224	96.33	99	368,569,350.69	150.48	2,651,306,001.24	168.27	89	158.12	91
CONDIMENTS & SAUCES												
ASL | CONDIMENTS & SAUCES (D)	2,380,996	97.21	15,406,204	97.78	99	369,488,921.15	150.85	2,604,830,102.65	165.32	91	155.18	92
CONFECTIONERY												
ASL | CONFECTIONERY (D)	2,248,423	91.80	14,694,973	93.26	98	235,698,210.36	96.23	1,811,535,998.46	114.97	84	104.83	85

Inclusion of new normalized metrics: Dollars per Buyer Household

ENVIRONICS ANALYTICS

Ranking Aisle Variables for Toronto CMA

Homescan® Profiles - Ranking Variables | Trade Area

Trade Area: Toronto, ON (CMA)

Total Households in Trade Area: 2,449,353
Total Households in Benchmark: 15,756,514

	Buyer Hhld	Buyer % Pen	Base Buyer Hhld	Base Buyer % Pen	Buyer Index	$	$/Hhld	Base $	Base $/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
BAKED DESSERTS/BREAKFAST												
ASL | BAKED DESSERTS/BREAKFAST (D)	2,046,380	83.55	13,222,480	83.92	100	137,826,208.78	56.27	992,695,108.66	63.00	89	67.35	90
BREADS & ROLLS												
ASL | BREADS & ROLLS (D)	2,377,508	97.07	15,294,227	97.07	100	312,106,482.14	127.42	2,231,999,886.04	141.66	90	131.27	90
DELI MEAT												
ASL | DELI MEAT (D)	506,260	20.67	4,944,114	31.38	66	26,095,865.07	10.65	248,403,321.80	15.77	68	51.55	103
HOME MEAL REPLACEMENT												
ASL | HOME MEAL REPLACEMENT (D)	1,720,873	70.26	12,088,305	76.72	92	114,284,976.24	46.66	911,144,357.07	57.83	81	66.41	88
NATURAL CHEESE												
ASL | NATURAL CHEESE (D)	1,488,476	60.77	10,459,245	66.38	92	74,441,320.04	30.39	588,344,308.00	37.34	81	50.01	89
ALCOHOLIC BEVERAGES												
ASL | ALCOHOLIC BEVERAGES (D)	1,230,596	50.24	8,568,079	54.38	92	458,546,879.50	187.21	4,035,127,716.57	256.09	73	372.62	79
BAKING NEEDS												
ASL | BAKING NEEDS (D)	2,219,026	90.60	14,459,964	91.77	99	170,516,851.82	69.62	1,184,860,891.65	75.20	93	76.84	94
COLD BEVERAGES												
ASL | COLD BEVERAGES (D)	2,330,877	95.16	15,178,224	96.33	99	368,569,350.69	150.48	2,651,306,001.24	168.27	89	158.12	91
CONDIMENTS & SAUCES												
ASL | CONDIMENTS & SAUCES (D)	2,380,996	97.21	15,406,204	97.78	99	369,488,921.15	150.85	2,604,830,102.65	165.32	91	155.18	92
CONFECTIONERY												
ASL | CONFECTIONERY (D)	2,248,423	91.80	14,694,973	93.26	98	235,698,210.36	96.23	1,811,535,998.46	114.97	84	104.83	85

How to Read

ENVIRONICS ANALYTICS

© Environics Analytics 2023

ENVIRONICS ANALYTICS

Running to New Tools: Ranking Areas

© Environics Analytics 2023

Top 20 Census Metropolitan Areas for Balderson Cheese

Homescan® Profiles - Ranking Areas | Variable

Variable: BAC | BALDERSON | NATURAL CHEESE | PRE-PACKAGED CHEDDAR CHEESE (D)

How to Read | ENVIRONICS ANALYTICS

Geographic Level: CMACA

Name	Code	Buyer Hhld	Buyer %	Base Hhld	Base Hhld %	% Pen	Buyer Index	$	% ($)	$/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
Toronto, ON	533	261,680	15.10	2,449,343	15.54	10.68	97	9,714,030	15.98	4	103	37	100
Montréal, QC	462	156,330	9.02	1,925,194	12.22	8.12	74	5,347,838	8.80	3	72	34	98
Vancouver, BC	933	125,112	7.22	1,087,599	6.90	11.50	105	4,338,628	7.14	4	103	35	99
Moderate MIZ / ZIM modérée	997	118,242	6.82	981,163	6.23	12.05	110	4,172,964	6.86	4	110	35	101
Strong MIZ / ZIM forte	996	104,008	6.00	848,441	5.38	12.26	111	3,677,712	6.05	4	112	35	101
Ottawa - Gatineau, ON/QC	505	76,167	4.39	643,406	4.08	11.84	108	2,681,116	4.41	4	108	35	100
Weak MIZ / ZIM faible	998	66,027	3.81	595,249	3.78	11.09	101	2,340,556	3.85	4	102	35	101
Calgary, AB	825	65,226	3.76	610,835	3.88	10.68	97	2,314,862	3.81	4	98	35	101
Edmonton, AB	835	63,547	3.67	587,320	3.73	10.82	98	2,183,363	3.59	4	96	34	98
Hamilton, ON	537	42,000	2.42	325,143	2.06	12.92	117	1,516,385	2.49	5	121	36	103
Winnipeg, MB	602	37,765	2.18	351,002	2.23	10.76	98	1,290,519	2.12	4	95	34	97
Québec, QC	421	32,942	1.90	404,254	2.57	8.15	74	1,208,320	1.99	3	77	37	105
London, ON	555	30,499	1.76	232,974	1.48	13.09	119	1,053,826	1.73	5	117	35	99
Kitchener - Cambridge - Waterloo, ON	541	30,122	1.74	233,842	1.48	12.88	117	1,035,727	1.70	4	115	34	98
St. Catharines - Niagara, ON	539	25,899	1.49	185,324	1.18	13.97	127	891,350	1.47	5	125	34	98
Halifax, NS	205	25,103	1.45	215,876	1.37	11.63	106	867,136	1.43	4	104	35	98
Victoria, BC	935	24,011	1.39	184,401	1.17	13.02	118	875,745	1.44	5	123	36	104
Windsor, ON	559	21,858	1.26	168,224	1.07	12.99	118	754,287	1.24	4	116	35	98
Oshawa, ON	532	20,975	1.21	159,606	1.01	13.14	119	722,389	1.19	5	117	34	98
Saskatoon, SK	725	14,711	0.85	133,799	0.85	10.99	100	481,291	0.79	4	93	33	93

Improved labels catering to the Homescan® Profiles data and consistent across all reports

© Environics Analytics 2023

ENVIRONICS ANALYTICS

Top 20 Census Metropolitan Areas for Balderson Cheese

Homescan® Profiles - Ranking Areas | Variable

How to Read

ENVIRONICS ANALYTICS

Variable: BAC | BALDERSON | NATURAL CHEESE | PRE-PACKAGED CHEDDAR CHEESE (D)

Geographic Level: CMACA

Name	Code	Buyer Hhld	Buyer %	Base Hhld	Base Hhld %	% Pen	Buyer Index	$	% ($)	$/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
Toronto, ON	535	261,680	15.10	2,449,343	15.54	10.68	97	9,714,030	15.98	4	103	37	106
Montréal, QC	462	156,330	9.02	1,925,194	12.22	8.12	74	5,347,838	8.80	3	72	34	98
Vancouver, BC	933	125,112	7.22	1,087,599	6.90	11.50	105	4,338,628	7.14	4	103	35	99
Moderate MIZ / ZIM modérée	997	118,242	6.82	981,163	6.23	12.05	110	4,172,964	6.86	4	110	35	101
Strong MIZ / ZIM forte	996	104,008	6.00	848,441	5.38	12.26	111	3,677,712	6.05	4	112	35	101
Ottawa - Gatineau, ON/QC	505	76,167	4.39	643,406	4.08	11.84	108	2,681,116	4.41	4	108	35	100
Weak MIZ / ZIM faible	998	66,027	3.81	595,249	3.78	11.09	101	2,340,556	3.85	4	102	35	101
Calgary, AB	825	65,226	3.76	610,835	3.88	10.68	97	2,314,862	3.81	4	98	35	101
Edmonton, AB	835	63,547	3.67	587,320	3.73	10.82	98	2,183,363	3.59	4	96	34	98
Hamilton, ON	537	42,000	2.42	325,143	2.06	12.92	117	1,516,385	2.49	5	121	36	103
Winnipeg, MB	602	37,765	2.18	351,002	2.23	10.76	98	1,290,519	2.12	4	95	34	97
Québec, QC	421	32,942	1.90	404,254	2.57	8.15	74	1,208,320	1.99	3	77	37	105
London, ON	555	30,499	1.76	232,974	1.48	13.09	119	1,053,826	1.73	5	117	35	99
Kitchener - Cambridge - Waterloo, ON	541	30,122	1.74	233,842	1.48	12.88	117	1,035,727	1.70	4	115	34	98
St. Catharines - Niagara, ON	539	25,899	1.49	185,324	1.18	13.97	127	891,350	1.47	5	125	34	98
Halifax, NS	205	25,103	1.45	215,876	1.37	11.63	106	867,136	1.43	4	104	35	98
Victoria, BC	935	24,011	1.39	184,401	1.17	13.02	118	875,745	1.44	5	123	36	104
Windsor, ON	559	21,858	1.26	168,224	1.07	12.99	118	754,287	1.24	4	116	35	98
Oshawa, ON	532	20,975	1.21	159,606	1.01	13.14	119	722,389	1.19	5	117	34	98
Saskatoon, SK	725	14,711	0.85	133,799	0.85	10.99	100	481,291	0.79	4	93	33	93

Inclusion of Buyer Households and Dollars Spent in a combined report

ENVIRONICS ANALYTICS

Top 20 Census Metropolitan Areas for Balderson Cheese

Homescan® Profiles - Ranking Areas | Variable

Variable: BAC | BALDERSON | NATURAL CHEESE | PRE-PACKAGED CHEDDAR CHEESE (D)

Geographic Level: CMACA

Name	Code	Buyer Hhld	Buyer %	Base Hhld	Base Hhld %	% Pen	Buyer Index	$	% ($)	$/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
Toronto, ON	535	261,680	15.10	2,449,343	15.54	10.68	97	9,714,030	15.98	4	103	37	106
Montréal, QC	462	156,330	9.02	1,925,194	12.22	8.12	74	5,347,838	8.80	3	72	34	98
Vancouver, BC	933	125,112	7.22	1,087,599	6.90	11.50	105	4,338,628	7.14	4	103	35	99
Moderate MIZ / ZIM modérée	997	118,242	6.82	981,163	6.23	12.05	110	4,172,964	6.86	4	110	35	101
Strong MIZ / ZIM forte	996	104,008	6.00	848,441	5.38	12.26	111	3,677,712	6.05	4	112	35	101
Ottawa - Gatineau, ON/QC	505	76,167	4.39	643,406	4.08	11.84	108	2,681,116	4.41	4	108	35	100
Weak MIZ / ZIM faible	998	66,027	3.81	595,249	3.78	11.09	101	2,340,556	3.85	4	102	35	101
Calgary, AB	825	65,226	3.76	610,835	3.88	10.68	97	2,314,862	3.81	4	98	35	101
Edmonton, AB	835	63,547	3.67	587,320	3.73	10.82	98	2,183,363	3.59	4	96	34	98
Hamilton, ON	537	42,000	2.42	325,143	2.06	12.92	117	1,516,385	2.49	5	121	36	103
Winnipeg, MB	602	37,765	2.18	351,002	2.23	10.76	98	1,290,519	2.12	4	95	34	97
Québec, QC	421	32,942	1.90	404,254	2.57	8.15	74	1,208,320	1.99	3	77	37	105
London, ON	555	30,499	1.76	232,974	1.48	13.09	119	1,053,826	1.73	5	117	35	99
Kitchener - Cambridge - Waterloo, ON	541	30,122	1.74	233,842	1.48	12.88	117	1,035,727	1.70	4	115	34	98
St. Catharines - Niagara, ON	539	25,899	1.49	185,324	1.18	13.97	127	891,350	1.47	5	125	34	98
Halifax, NS	205	25,103	1.45	215,876	1.37	11.63	106	867,136	1.43	4	104	35	98
Victoria, BC	935	24,011	1.39	184,401	1.17	13.02	118	875,745	1.44	5	123	36	104
Windsor, ON	559	21,858	1.26	168,224	1.07	12.99	118	754,287	1.24	4	116	35	98
Oshawa, ON	532	20,975	1.21	159,606	1.01	13.14	119	722,389	1.19	5	117	34	98
Saskatoon, SK	725	14,711	0.85	133,799	0.85	10.99	100	481,291	0.79	4	93	33	93

Inclusion of new normalized metrics: Dollars per Buyer Household

Top 20 Census Metropolitan Areas for Balderson Cheese

Homescan® Profiles - Ranking Areas | Variable

Variable: BAC | BALDERSON | NATURAL CHEESE | PRE-PACKAGED CHEDDAR CHEESE (D)

Geographic Level: CMACA

How to Read — ENVIRONICS ANALYTICS

Name	Code	Buyer Hhld	Buyer %	Base Hhld	Base Hhld %	% Pen	Buyer Index	$	% ($)	$/Hhld	$/Hhld Index	$/Buyer Hhld	$/Buyer Hhld Index
Toronto, ON	535	261,680	15.10	2,449,343	15.54	10.68	97	9,714,930	15.98	4	103	37	106
Montréal, QC	462	156,330	9.02	1,925,194	12.22	8.12	74	5,347,838	8.80	3	72	34	98
Vancouver, BC	933	125,112	7.22	1,087,599	6.90	11.50	105	4,338,628	7.14	4	103	35	99
Moderate MIZ / ZIM modérée	997	118,242	6.82	981,163	6.23	12.05	110	4,172,964	6.86	4	110	35	101
Strong MIZ / ZIM forte	996	104,008	6.00	848,441	5.38	12.26	111	3,677,712	6.05	4	112	35	101
Ottawa - Gatineau, ON/QC	505	76,167	4.39	643,406	4.08	11.84	108	2,681,116	4.41	4	108	35	100
Weak MIZ / ZIM faible	998	66,027	3.81	595,249	3.78	11.09	101	2,340,556	3.85	4	102	35	101
Calgary, AB	825	65,226	3.76	610,835	3.88	10.68	97	2,314,862	3.81	4	98	35	101
Edmonton, AB	835	63,547	3.67	587,320	3.73	10.82	98	2,183,363	3.59	4	96	34	98
Hamilton, ON	537	42,000	2.42	325,143	2.06	12.92	117	1,516,385	2.49	5	121	36	103
Winnipeg, MB	602	37,765	2.18	351,002	2.23	10.76	98	1,290,519	2.12	4	95	34	97
Québec, QC	421	32,942	1.90	404,254	2.57	8.15	74	1,208,320	1.99	3	77	37	105
London, ON	555	30,499	1.76	232,974	1.48	13.09	119	1,053,826	1.73	5	117	35	99
Kitchener - Cambridge - Waterloo, ON	541	30,122	1.74	233,842	1.48	12.88	117	1,035,727	1.70	4	115	34	98
St. Catharines - Niagara, ON	539	25,899	1.49	185,324	1.18	13.97	127	891,350	1.47	5	125	34	98
Halifax, NS	205	25,103	1.45	215,876	1.37	11.63	106	867,136	1.43	4	104	35	98
Victoria, BC	935	24,011	1.39	184,401	1.17	13.02	118	875,745	1.44	5	123	36	104
Windsor, ON	559	21,858	1.26	168,224	1.07	12.99	118	754,287	1.24	4	116	35	98
Oshawa, ON	532	20,975	1.21	159,606	1.01	13.14	119	722,389	1.19	5	117	34	98
Saskatoon, SK	725	14,711	0.85	133,799	0.85	10.99	100	481,291	0.79	4	93	33	93

ENVIRONICS ANALYTICS

Profile - Homescan Tool

PRIZM® Homescan Profile | Buyers & Dollars

How to Read | ENVIRONICS ANALYTICS

Variable: BAC | BALDERSON | NATURAL CHEESE | PRE-PACKAGED CHEDDAR CHEESE (B)

SG	LG	Code	Name	Buyer Hhld	Buyer Hhld %	Base Hhld	Base Hhld %	Buyer % Pen	Buyer Index	$	$ (%)	$ Hhld	$/Hhld Index	$/Buyer	$/Buyer Index
U1	M1	01	The A-List	1,326	0.41	9,291	0.24	14.28	174	68,365	0.64	7.36	269	51.56	154
U1	M1	02	Wealthy & Wise	1,150	0.36	8,427	0.22	13.64	166	49,017	0.46	5.82	212	42.62	128
F1	F2	03	Asian Sophisticates	115	0.04	1,177	0.03	9.74	119	4,032	0.04	3.43	125	35.06	105
S1	F3	04	Turbo Burbs	334	0.10	3,023	0.08	11.04	135	13,682	0.13	4.53	165	40.96	123
S1	F2	05	First-Class Families	823	0.26	7,005	0.18	11.76	143	31,793	0.30	4.54	166	38.63	116
U1	F1	06	Downtown Verve	2,048	0.64	18,800	0.48	10.89	133	73,210	0.68	3.89	142	35.75	107
F1	M1	07	Mature & Secure	2,634	0.82	16,709	0.43	15.77	192	133,100	1.24	7.97	291	50.53	151
S2	F2	08	Multiculture-ish	417	0.13	4,558	0.12	9.14	111	13,716	0.13	3.01	110	32.89	99
S1	M1	09	Boomer Bliss	98	0.03	654	0.02	15.02	183	4,225	0.04	6.46	236	43.11	129
F2	F2	10	Asian Achievement	56	0.02	1,010	0.03	5.56	68	1,995	0.02	1.98	72	35.63	107
S2	Y3	11	Modern Suburbia	281	0.09	6,606	0.17	4.25	52	8,867	0.08	1.34	49	31.56	95
U3	Y1	12	Eat, Play, Love	7,081	2.21	70,595	1.81	10.03	122	234,229	2.19	3.32	121	33.08	99
S4	F2	13	Vie de Rêve	13,161	4.11	164,702	4.22	7.99	97	448,045	4.19	2.72	99	34.04	102
R1	F3	14	Kick-Back Country	42	0.01	336	0.01	12.39	151	1,716	0.02	5.11	186	40.86	122
U4	F2	15	South Asian Enterprise	43	0.01	483	0.01	8.80	107	1,308	0.01	2.71	99	30.42	91
U2	M1	16	Savvy Seniors	1,530	0.48	11,737	0.30	13.03	159	49,092	0.46	4.18	153	32.09	96
U4	F3	17	Asian Avenues	32	0.01	772	0.02	4.20	51	947	0.01	1.23	45	29.59	89
F1	F2	18	Multicultural Corners	137	0.04	1,322	0.03	10.34	126	4,719	0.04	3.57	130	34.45	103
S3	F3	19	Family Mode	96	0.03	926	0.02	10.39	127	3,413	0.03	3.69	135	35.55	106
F2	Y2	20	New Asian Heights	986	0.31	10,332	0.26	9.55	116	22,192	0.21	2.15	78	22.51	67
S6	M2	21	Scenic Retirement	457	0.14	3,105	0.08	14.72	179	16,808	0.16	5.41	198	36.78	110
U3	Y2	22	Indieville	378	0.12	3,990	0.10	9.48	115	15,470	0.14	3.88	142	40.93	123
U2	M1	23	Mid-City Mellow	520	0.16	3,708	0.09	14.02	171	21,644	0.20	5.84	213	41.62	125
S3	Y3	24	All-Terrain Families	0	0.00	0	0.00	--	100	0	0.00	--	100	--	100
S3	F3	25	Suburban Sports	11	0.00	90	0.00	11.69	142	388	0.00	4.31	157	35.27	106
R1	F3	26	Country Traditions	138	0.04	1,149	0.03	11.98	146	5,312	0.05	4.62	169	38.49	115
F2	F3	27	Diversité Nouvelle	21,998	6.86	252,665	6.47	8.71	106	704,445	6.58	2.79	102	32.02	96
U5	Y1	28	Latte Life	391	0.12	4,488	0.11	8.71	106	13,967	0.13	3.11	114	35.72	107
S4	F3	29	C'est Tiguidou	39,600	12.35	408,699	10.46	9.69	118	1,345,184	12.57	3.29	120	33.97	102
F3	F2	30	South Asian Society	11	0.00	251	0.01	4.49	55	364	0.00	1.45	53	33.09	99
F3	F3	31	Metro Melting Pot	707	0.22	7,281	0.19	9.71	118	21,996	0.21	3.02	110	31.11	93

Inclusion of buyer metrics within a Homescan Profiles ® PRIZM ® Profiles

ENVIRONICS ANALYTICS

More Really is More

Use Homescan® Profiles as a holistic way of understanding your brand, competition, category or market in terms of potential buyers and potential dollars spent.

Over 2,200 added variables provide a wider view into what is being purchased and who are smaller players in your category.

Leverage **new reporting tools in ENVISION** catered to the Homescan® Profiles product to reduce the time it takes to get to answers.

ENVIRONICS
ANALYTICS

Question?

support@environicsanalytics.com

Account Management team

Thank You

www.environicsanalytics.com

ENVIRONICS
ANALYTICS