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

ENVIRONICS

Andrea Longman CM, CAIP Kasia Kosticin

Today's Presenters

Andrea Longman

Senior Vice President and Practice Leader



Kasia Kosticin

Director, Product Management 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"

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Trends sourced from PwC, Oracle and GroceryDive articles

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

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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





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



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

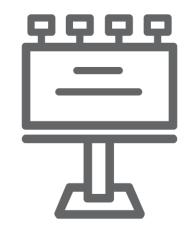
- ✓ Who is buying my brand?
- \checkmark Where is the greatest potential for my products?
- ✓ What other categories are my brand buyers likely to buy?
- ✓ How do our consumers differ from our competitors?
- ✓ Where should I allocate my media spend?



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.

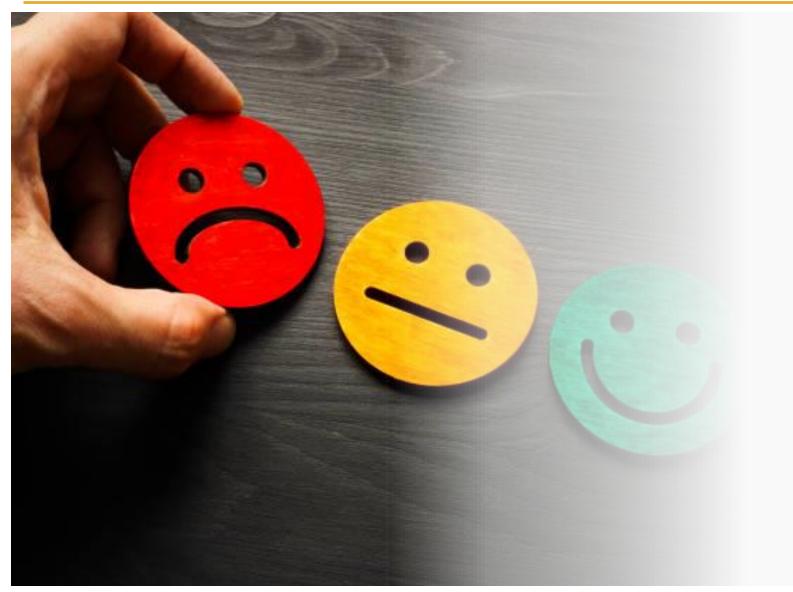
Homescan[®] Profiles allows the cheese brand to understand who buys the category, their product and competitive products to understand if and where target audiences overlap to drive volume and share.



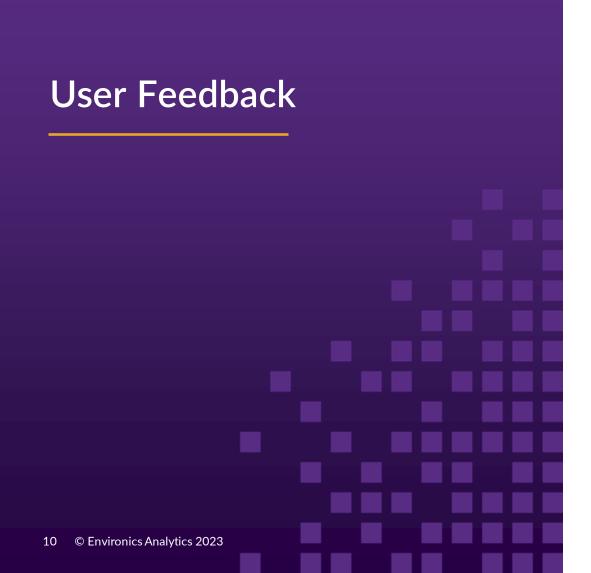
A media agency is looking to find the right audience for a CPG brand. That audience will already be buying the category, the brand and/or competitor brands.

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.

Why Enhance the Product?



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



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

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More Data Now Available to Users

2,200+ new variables added

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

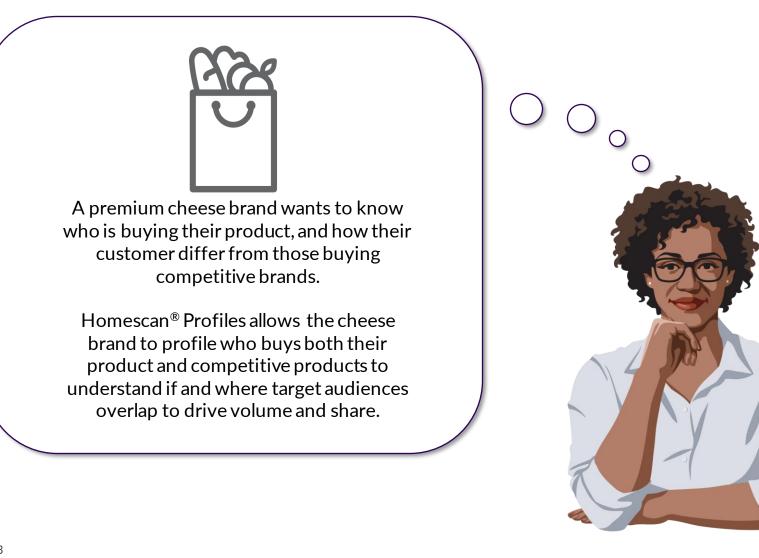
73 new categories added

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

What Does this Mean for our Premium Cheese Brand?

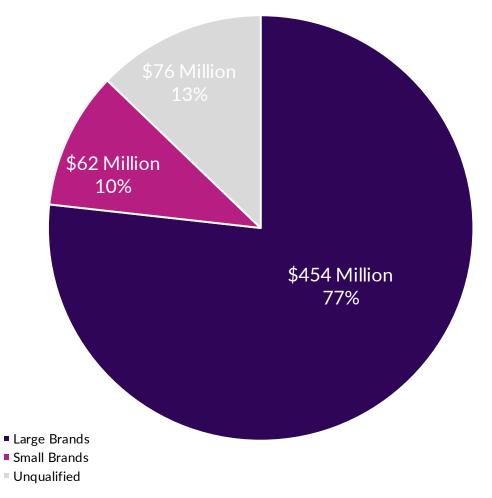


ENVIRONICS ANALYTICS



What Does this Mean for our Premium Cheese Brand?

Total Dollars Natural Cheese



16

new brands added to Natural Cheese Aisle

\$62M

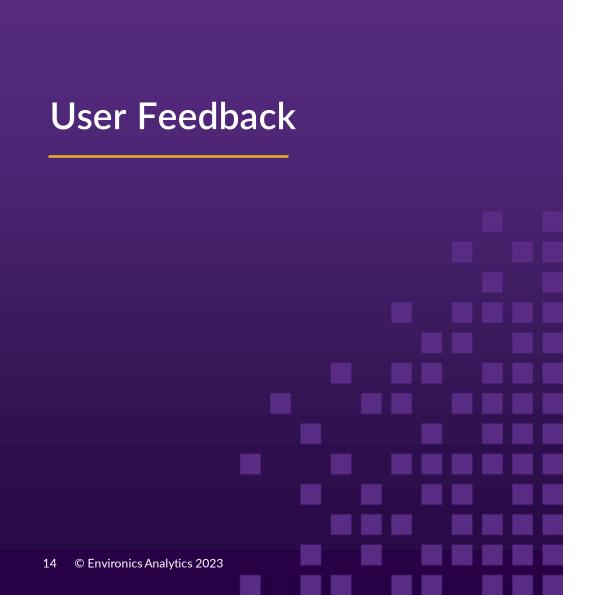
in additional dollars are accounted for

87%

total dollar coverage of Natural Cheese Aisle

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

Introducing the New Homescan Suite of Tools



Simpler

Faster

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

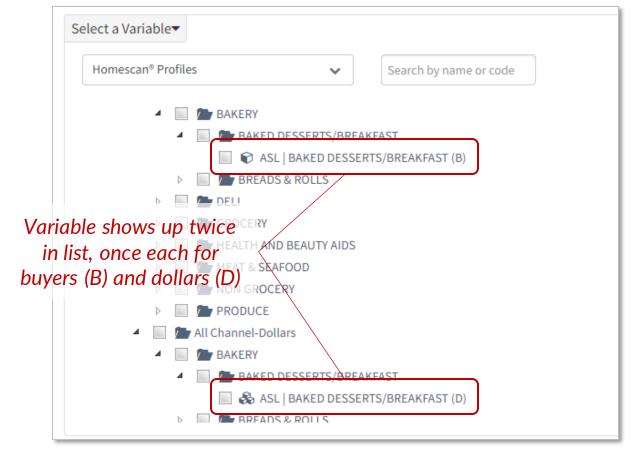
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Running the New Tools: Ranking Variables

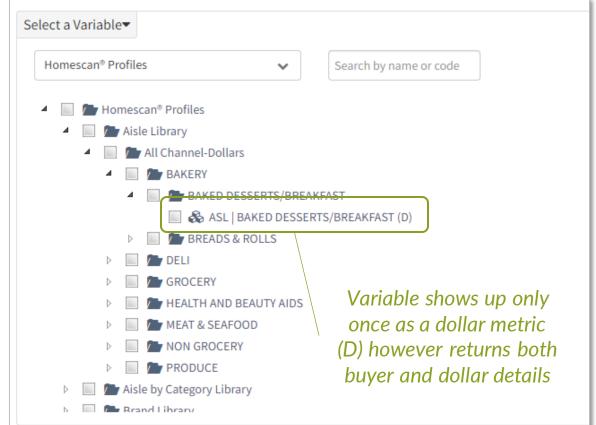
	🕶 2023 PRIZM® - Postal Code 🛛	🖁 Homescan Profiles Ne						? Environics Analytics
🚔 My Workspaces		Start typing to search			Filters: 🌰 Marke	t Intelligence 🛛 🖉 Consume	er Insights 🔺 Favourites	
import Data 🗸 🗸						•		
🛢 My Data 🗸 🗸		Workflows						
📁 Mapping		222	¥77.		$\mathbf{\infty}$	24	0	
🖬 Executive Reporting 🗸 🗸 🗸				•••				
Custom Reports & Models		Customer Analysis	Trade Area Analysis	Segmentation Analysis	Personification	Buyer Analysis and Activation	Retail Landscape	
📥 Microsites								
🖒 Results		Tools						
		Ranking Variables- Trade Area		nking Areas - Customers Ranking Areas- Variable	Location Lists	cay - Area Export Tar	rget Set Builder	
				• • • • •				

Single Selection Within Variable Tree

Standard Tools



New Homescan Tools



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	\$	\$/Hhid	Base \$	Base \$/Hhld	\$/Hhid Index	\$/Buyer ^{\$} Hhld	\$/Buyer Hhid Index
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BREADS & ROLLS												
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CONFECTIONERY												
ASL CONFECTIONERY (D)		91.80	14,694,973					1,811,535,998.46	114.97	84	104.83	

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



Homescan[®] Profiles - Ranking Variables | Trade Area

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ENVIRONICS

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	91.80	14,694,973					1,811,535,998.46	114.97	84	104.83	
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Improved labels catering to the Homescan[®] Profiles data and consistent across all reports

Homescan[®] Profiles - Ranking Variables | Trade Area

How to Read

ENVIRONICS

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CONFECTIONERY					_							
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Inclusion of Buyer Households and Dollars Spent in a combined report



Homescan[®] Profiles - Ranking Variables | Trade Area

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Inclusion of new normalized metrics: Dollars per Buyer Household



Homescan[®] Profiles - Ranking Variables | Trade Area

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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)		91.80	14,694,973					1,811,535,998.46	114.97	84	104.83	

Running to New Tools: Ranking Areas

	📔 2023 PRIZM® - Postal Code 🛛 🚔 Ho	omescan Profiles Ne						? 🔋 Environics Analytics 😡
🏥 My Workspaces								
		Start typing to search			Filters:	t Intelligence 🗳 Consume	r Insights 🔺 Favourites	
- Import Data 🗸								
曼 My Data 🗸 🗸		Workflows						
📁 Mapping							9	
🖬 Executive Reporting 🗸		**	¥ ? .		$\mathbf{\infty}$			
Custom Reports & Models		Customer Analysis	Trade Area	Segmentation	Personification	Buyer Analysis	Retail Landscape	
			Analysis	Analysis		and Activation		
📥 Microsites								
ᅌ Results		Tools						
		Ranking Variables- Trade Area		(x) Ranking Areas - Uustomers	Location Lists	ay - Area Export Tar	get Set Builder	



Homescan[®] Profiles - Ranking Areas | Variable

How to Read ENVIRONICS

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

Geographic Level: CMACA

Name	Code	Buyer Hhld	Buyer %	Base Hhld ^{Ba}	ase Hhld %	% Pen	Buyer Index	\$	% (\$)	\$/Hhld	\$/Hhld Index	\$/Buyer Hhld	\$/Buyer Hhld Index
Toronto, ON	000	201,000	10.10	2,448,040	10.04	10.00	31	9,714,000	10.00	4	103	31	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



Homescan[®] Profiles - Ranking Areas | Variable

How to Read ENVIRONICS

Geographic Level: CMACA

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

Base Hhld Base Hhld Buyer \$/Hhld \$/Buyer \$/Buyer % (\$) \$/Hhld Name Buyer Hhld Buyer % % Pen \$ Code % Index Index Hhld Hhld Index 2.449.343 Toronto, ON 535 261.680 15.10 15.54 10.68 97 9.714.030 15.98 4 103 37 106 74 Montréal, QC 462 156.330 1.925.194 12.22 8.12 5.347.838 3 72 34 98 9.02 8.80 125,112 1,087,599 6.90 11.50 4,338,628 Vancouver, BC 933 7.22 105 7.14 4 103 35 99 118.242 981.163 12.05 4.172.964 35 Moderate MIZ / ZIM modérée 997 6.82 6.23 110 6.86 4 110 101 104,008 848,441 12.26 111 3,677,712 6.05 4 112 35 Strong MIZ / ZIM forte 996 6.00 5.38 101 505 76.167 643,406 2.681.116 35 Ottawa - Gatineau, ON/QC 4.39 4.08 11.84 108 4.41 4 108 100 595,249 Weak MIZ / ZIM faible 998 66,027 3.81 3.78 11.09 101 2,340,556 3 85 4 102 35 101 825 65.226 3.76 610.835 3 88 10.68 97 2.314.862 35 Calgary, AB 3.81 4 98 101 Edmonton, AB 835 63.547 3.67 587.320 3.73 10.82 98 2.183.363 3 59 4 96 34 98 5 Hamilton, ON 537 42,000 2.42 325,143 2.06 12.92 117 1,516,385 2.49 121 36 103 37,765 351,002 1,290,519 2.12 95 Winnipeg, MB 602 2.18 2.23 10.76 98 4 34 97 404,254 74 3 37 Québec, QC 421 32,942 1.90 2.57 8.15 1,208,320 1.99 77 105 555 30,499 232.974 1 48 119 1,053,826 5 117 35 99 London, ON 1.76 13.09 173 Kitchener - Cambridge - Waterloo, ON 541 30,122 1.74 233.842 1.48 12.88 117 1,035,727 1.70 4 115 34 98 539 25.899 185.324 13.97 127 891.350 1 47 5 125 34 98 St. Catharines - Niagara, ON 1.49 1.18 215.876 35 Halifax, NS 205 25,103 1.45 1.37 11.63 106 867.136 1.43 4 104 98 5 Victoria, BC 935 24.011 1.39 184,401 1.17 13.02 118 875.745 1.44 123 36 104 Windsor, ON 559 21,858 1.26 168,224 1.07 12.99 118 754,287 1.24 4 116 35 98 5 34 Oshawa, ON 532 20,975 1.21 159,606 1.01 13.14 119 722,389 1.19 117 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

Homescan[®] Profiles - Ranking Areas | Variable ENVIRONICS How to Read Variable: BAC | BALDERSON | NATURAL CHEESE | PRE-PACKAGED CHEDDAR CHEESE (D) Geographic Level: CMACA Base Hhld Base Hhld Buyer \$/Hhld \$/Buyer \$/Buyer Buyer Hhld Buyer % % (\$) \$/Hhld Name Code % Pen \$ % Index Index Hhld Hhld Index 10.68 Toronto, ON 535 261.680 15.10 2.449.343 15.54 97 9.714.030 15.98 4 103 37 106 462 156.330 9.02 1.925.194 12.22 8.12 74 5.347.838 8.80 3 72 34 98 Montréal, QC 125,112 1,087,599 4,338,628 35 Vancouver, BC 933 7.22 6.90 11.50 105 7.14 4 103 99 118.242 981.163 12.05 4.172.964 35 Moderate MIZ / ZIM modérée 997 6.82 6.23 110 6.86 4 110 101 104,008 848,441 12.26 111 3,677,712 6.05 4 112 35 Strong MIZ / ZIM forte 996 6.00 5.38 101 505 76.167 2.681.116 35 100 Ottawa - Gatineau, ON/QC 4.39 643,406 4.08 11.84 108 4.41 4 108 2,340,556 Weak MIZ / ZIM faible 998 66.027 3.81 595,249 3.78 11.09 101 3 85 4 102 35 101 825 65.226 3.76 610.835 3 88 10.68 2.314.862 98 35 101 Calgary, AB 97 3.81 4 835 63.547 3.67 587.320 3.73 10.82 98 2.183.363 3 59 4 96 34 98 Edmonton, AB 5 Hamilton, ON 537 42,000 2.42 325,143 2.06 12.92 117 1,516,385 2.49 121 36 103 602 37,765 351,002 1,290,519 95 34 97 Winnipeg, MB 2.18 2.23 10.76 98 2.12 4 74 3 37 Québec, QC 421 32,942 1.90 404,254 2.57 8.15 1,208,320 1.99 77 105 555 30,499 232.974 1 48 119 1.053.826 5 117 35 London, ON 1.76 13.09 173 99 1,035,727 Kitchener - Cambridge - Waterloo, ON 541 30.122 1.74 233.842 1.48 12.88 117 1.70 4 115 34 98 539 25 899 185.324 13.97 127 891.350 1.47 5 125 34 98 St. Catharines - Niagara, ON 1.49 1.18 35 Halifax, NS 205 25.103 1.45 215.876 1.37 11.63 106 867,136 1.43 4 104 98 5 Victoria, BC 935 24.011 1.39 184,401 1.17 13.02 118 875,745 1.44 123 36 104 Windsor, ON 559 21.858 1.26 168,224 1.07 12.99 118 754,287 1.24 4 116 35 98 5 34 Oshawa, ON 532 20,975 1.21 159,606 1.01 13.14 119 722,389 1.19 117 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

ENVIRONICS

Homescan [®] P	rofile	s - Ra	nkin	g Are	as	Varia	ble			How to I	Read	ENVIRO ANALYTICS	ONICS
Variable: BAC BALDERSON	NATURAL	CHEESE P	RE-PACK	AGED CHE	DDAR C	HEESE (D)			G	eograpl	nic Level	: CMACA
													<u> </u>
Name	Code	Buyer Hhld	Buyer %	Base Hhld Ba	ase Hhld %	% Pen	Buyer Index	\$	% (\$)	\$/Hhld	\$/Hhld Index	\$/Buyer Hhld	\$/Buyer Hhld Index
Terente, ON	535	261,600	15.10	2,110,313	15.51	10.60	07	0,714,020	15.00	4	103	27	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
Winnineg, MB	602	37,765	2 18	351,002	2.23	10.76	0.9	1,200,510	2 12	Л	95	2/	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

Profile - Homescan Tool

	M [®] Home						;)			How t			IICS
SG LG Code	e Name	Buyer Hhld Bu	iyer Hhid %	Base Hhid Ba	ase Hhid %	Buyer % Pen	Buyer Index	s	\$ (%)	\$ Hhid	\$/Hhld Index	¢/Dunior \$/	Buyer Inde:
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	buyer mue 15
U1 M1 02	Wealthy & Wise	1,150	0.36	8,427	0.24	13.64	166	49.017	0.46	5.82	212	42.62	12
F1 F2 03	Asian Sophisticates	115	0.04	1,177	0.03	9.74	119	4.032	0.04	3.43	125	35.06	10
S1 F3 04	Turbo Burbs	334	0.10	3.023	0.08	11.04	135	13.682	0.13	4.53	165	40.96	12
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	11
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	10
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	15
S2 F2 08	Multiculture-ish	417	0.13	4.558	0.12	9.14	111	13,716	0.13	3.01	110	32.89	
S1 M1 09	Boomer Bliss	98	0.03	654	0.02	15.02	183	4,225	0.04	6.46	236	43.11	12
F2 F2 10	Asian Achievement	56	0.02	1,010	0.03	5.56	68	1,995	0.02	1.98	72	35.63	1
S2 Y3 11	Modern Suburbia	281	0.09	6,606	0.17	4.25	52	8,867	0.08	1.34	49	31.56	9
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	
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	1(
R1 F3 14	Kick-Back Country	42	0.01	336	0.01	12.39	151	1,716	0.02	5.11	186	40.86	12
U4 F2 15	South Asian Enterprise	43	0.01	483	0.01	8.80	107	1,308	0.01	2.71	99	30.42	9
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	9
U4 F3 17	Asian Avenues	32	0.01	772	0.02	4.20	51	947	0.01	1.23	45	29.59	1
F1 F2 18	Multicultural Corners	137	0.04	1,322	0.03	10.34	126	4,719	0.04	3.57	130	34.45	1(
S3 F3 19	Family Mode	96	0.03	926	0.02	10.39	127	3,413	0.03	3.69	135	35.55	1(
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	(
S6 M2 21	Scenic Retirement	457	0.14	3,105	0.08	14.72	179	16,808	0.16	5.41	198	36.78	1
U3 Y2 22	Indieville	378	0.12	3,990	0.10	9.48	115	15,470	0.14	3.88	142	40.93	12
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	12
S3 Y3 24	All-Terrain Families	0	0.00	0	0.00		100	0	0.00		100		1(
S3 F3 25	Suburban Sports	11	0.00	90	0.00	11.69	142	388	0.00	4.31	157	35.27	1(
R1 F3 26	Country Traditions	138	0.04	1,149	0.03	11.98	146	5,312	0.05	4.62	169	38.49	1
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	(
U5 Y1 28	Latte Life	391	0.12	4,488	0.11	8.71	106	13,967	0.13	3.11	114	35.72	1
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	1
F3 F2 30	South Asian Society	11	0.00	251	0.01	4.49	55	364	0.00	1.45	53	33.09	9
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	9

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

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.





support@environicsanalytics.com

Account Management team



Thank You

www.environicsanalytics.com

ENVIRONICS

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