

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

---

A look at how the Homescan<sup>®</sup> 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*

# 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

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<sup>®</sup> Profiles?

---



Built from Nielsen's Homescan<sup>®</sup> 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<sup>®</sup> Profiles Help your Business

---



Leverage Homescan<sup>®</sup> Profiles in conjunction with PRIZM<sup>®</sup> 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<sup>®</sup> 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?

# 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 conquering campaigns.



# Why Enhance the Product?

---



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

# User Feedback

---

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

# 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

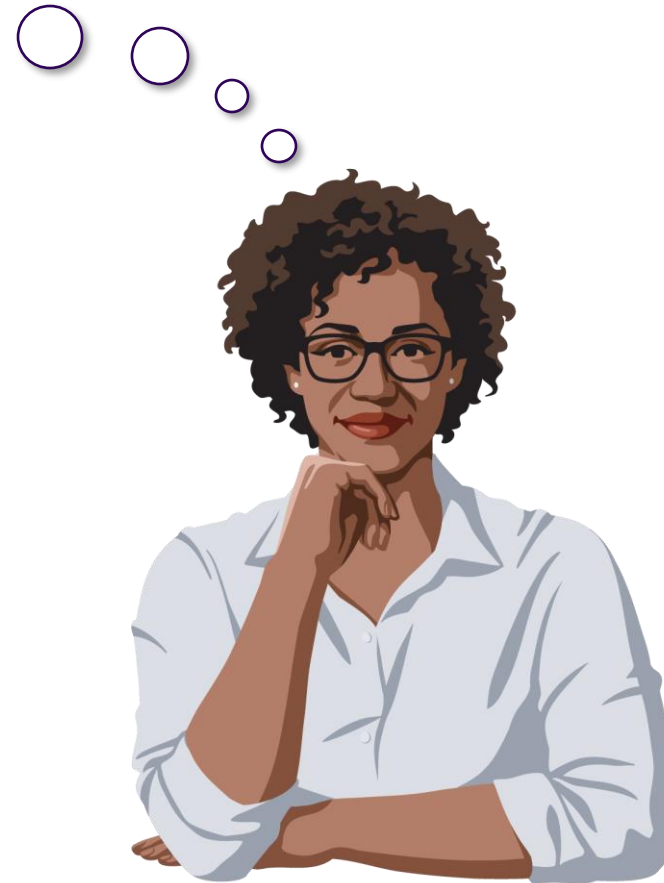
# What Does this Mean for our Premium Cheese Brand?

---



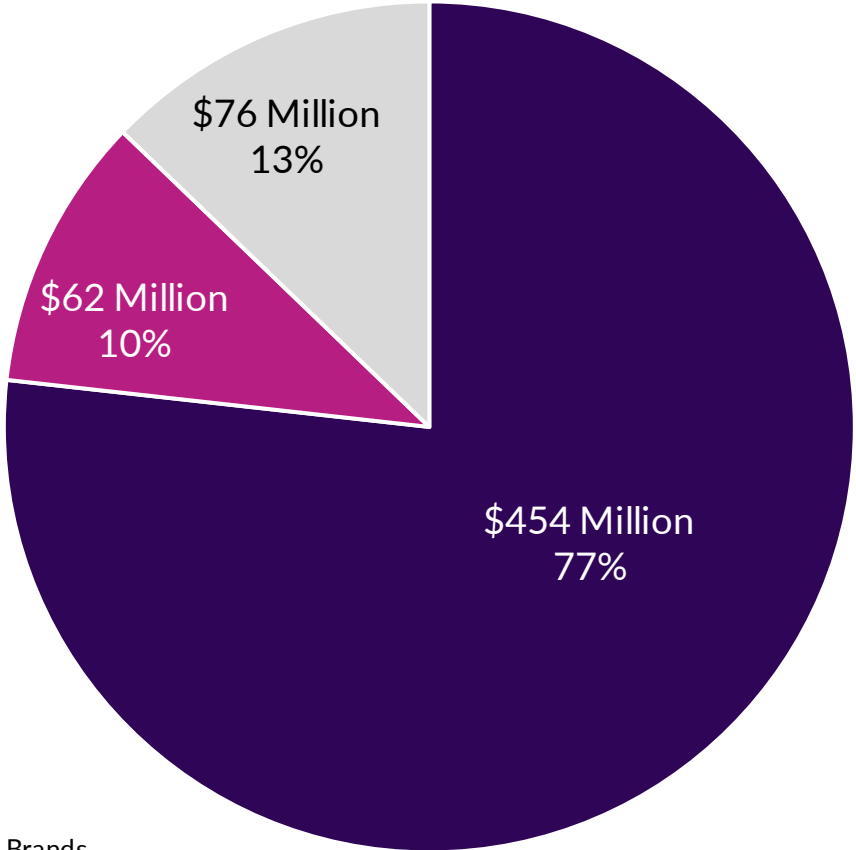
A premium cheese brand wants to know who is buying their product, and how their customer differ from those buying competitive brands.

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.



# What Does this Mean for our Premium Cheese Brand?

Total Dollars Natural Cheese



- 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

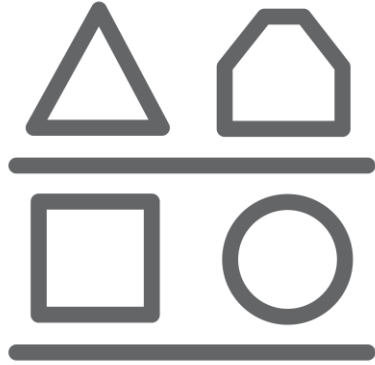
# User Feedback

---

Homescan reporting is  
complex and time  
consuming

# 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

# 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



# Running the New Tools: Ranking Variables

The screenshot displays the ENVISION software interface. The top navigation bar includes the ENVISION logo, the year 2023, and the user's name, Environics Analytics. A sidebar on the left lists various features: My Workspaces, Import Data, My Data, Mapping, Executive Reporting, Custom Reports & Models, Microsites, and Results. The main content area features a search bar and filter options for Market Intelligence, Consumer Insights, and Favourites. Below these are two sections: 'Workflows' and 'Tools'. The 'Workflows' section contains six icons for Customer Analysis, Trade Area Analysis, Segmentation Analysis, Personification, Buyer Analysis and Activation, and Retail Landscape. The 'Tools' section contains ten icons, with 'Ranking Variables - Trade Area' highlighted by a large left-pointing arrow. Other tools include Ranking Variables - Customers, Ranking Variables - Target Group, Ranking Areas - Customers, Ranking Areas - Variable, Location Lists, Distance Decay - Customers, Area Export, Target Set Builder, and Import Area - Spatial. A horizontal scroll bar is visible below the tools.

# Single Selection Within Variable Tree

## Standard Tools

Select a Variable▼

Homescan® Profiles ▼ Search by name or code

- BAKERY
  - BAKED DESSERTS/BREAKFAST
    - ASL | BAKED DESSERTS/BREAKFAST (B)
  - BREADS & ROLLS
- DELI
- GROCERY
  - HEALTH AND BEAUTY AIDS
  - MEAT & SEAFOOD
  - NON GROCERY
- PRODUCE
- All Channel-Dollars
  - BAKERY
    - BAKED DESSERTS/BREAKFAST
      - ASL | BAKED DESSERTS/BREAKFAST (D)
    - BREADS & ROLLS

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

## New Homescan Tools

Select a Variable▼

Homescan® Profiles ▼ Search by name or code

- Homescan® Profiles
  - Aisle Library
    - All Channel-Dollars
      - BAKERY
        - BAKED DESSERTS/BREAKFAST
          - ASL | BAKED DESSERTS/BREAKFAST (D)
        - BREADS & ROLLS
      - DELI
      - GROCERY
      - HEALTH AND BEAUTY AIDS
      - MEAT & SEAFOOD
      - NON GROCERY
      - PRODUCE
    - Aisle by Category Library
    - Brand Library

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

# Ranking Aisle Variables for Toronto CMA

## Homescan<sup>®</sup> Profiles - Ranking Variables | Trade Area

How to Read



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	\$/Buyer Hhld	\$/Buyer Hhld Index	
<b>BAKED DESSERTS/BREAKFAST</b>												
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
<b>BREADS &amp; ROLLS</b>												
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
<b>DELI MEAT</b>												
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
<b>HOME MEAL REPLACEMENT</b>												
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
<b>NATURAL CHEESE</b>												
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
<b>ALCOHOLIC BEVERAGES</b>												
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
<b>BAKING NEEDS</b>												
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
<b>COLD BEVERAGES</b>												
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
<b>CONDIMENTS &amp; SAUCES</b>												
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
<b>CONFECTIONERY</b>												
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



# Ranking Aisle Variables for Toronto CMA

## Homescan<sup>®</sup> Profiles - Ranking Variables | Trade Area

How to Read



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	\$/Buyer Hhld	\$/Buyer Hhld Index	
<b>BAKED DESSERTS/BREAKFAST</b>												
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
<b>BREADS &amp; ROLLS</b>												
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
<b>DELI MEAT</b>												
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
<b>HOME MEAL REPLACEMENT</b>												
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
<b>NATURAL CHEESE</b>												
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
<b>ALCOHOLIC BEVERAGES</b>												
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
<b>BAKING NEEDS</b>												
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
<b>COLD BEVERAGES</b>												
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
<b>CONDIMENTS &amp; SAUCES</b>												
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
<b>CONFECTIONERY</b>												
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<sup>®</sup> Profiles data and consistent across all reports



# Ranking Aisle Variables for Toronto CMA

## Homescan® Profiles - Ranking Variables | Trade Area

How to Read



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	\$/Buyer Hhld	\$/Buyer Hhld Index	
<b>BAKED DESSERTS/BREAKFAST</b>												
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
<b>BREADS &amp; ROLLS</b>												
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
<b>DELI MEAT</b>												
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
<b>HOME MEAL REPLACEMENT</b>												
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
<b>NATURAL CHEESE</b>												
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
<b>ALCOHOLIC BEVERAGES</b>												
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
<b>BAKING NEEDS</b>												
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
<b>COLD BEVERAGES</b>												
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
<b>CONDIMENTS &amp; SAUCES</b>												
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
<b>CONFECTIONERY</b>												
ASL   CONFECTIONERY (D)	2,248,423	91.80	14,694,973	93.26	98	235,698,210.26	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<sup>®</sup> 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	Index	\$/Buyer Hhld	\$/Buyer Hhld Index
<b>BAKED DESSERTS/BREAKFAST</b>												
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
<b>BREADS &amp; ROLLS</b>												
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
<b>DELI MEAT</b>												
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
<b>HOME MEAL REPLACEMENT</b>												
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
<b>NATURAL CHEESE</b>												
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
<b>ALCOHOLIC BEVERAGES</b>												
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
<b>BAKING NEEDS</b>												
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
<b>COLD BEVERAGES</b>												
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
<b>CONDIMENTS &amp; SAUCES</b>												
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
<b>CONFECTIONERY</b>												
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	95

*Inclusion of new normalized metrics: Dollars per Buyer Household*

# Ranking Aisle Variables for Toronto CMA

## Homescan® Profiles - Ranking Variables | Trade Area

How to Read



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	\$/Buyer Hhld	\$/Buyer Hhld Index	
<b>BAKED DESSERTS/BREAKFAST</b>												
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
<b>BREADS &amp; ROLLS</b>												
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
<b>DELI MEAT</b>												
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
<b>HOME MEAL REPLACEMENT</b>												
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
<b>NATURAL CHEESE</b>												
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
<b>ALCOHOLIC BEVERAGES</b>												
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
<b>BAKING NEEDS</b>												
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
<b>COLD BEVERAGES</b>												
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
<b>CONDIMENTS &amp; SAUCES</b>												
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
<b>CONFECTIONERY</b>												
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

# Running to New Tools: Ranking Areas

The screenshot displays the ENVISION software interface. At the top, the header includes the ENVISION logo, the year 2023, and project information: PRIZM® - Postal Code and Homescan Profiles Ne... On the right side of the header, there are icons for user profile, help, and the text 'Environics Analytics' with a user profile picture.

The left sidebar contains a navigation menu with the following items: My Workspaces, Import Data, My Data, Mapping, Executive Reporting, Custom Reports & Models, Microsites, and Results.

The main content area features a search bar with the placeholder text 'Start typing to search'. Below the search bar, there are filter buttons for 'Market Intelligence', 'Consumer Insights', and 'Favourites'.

The 'Workflows' section contains six orange cards with icons and labels: Customer Analysis, Trade Area Analysis, Segmentation Analysis, Personification, Buyer Analysis and Activation, and Retail Landscape.

The 'Tools' section contains ten orange cards with icons and labels: Ranking Variables - Trade Area, Ranking Variables - Customers, Ranking Variables - Target Group, Ranking Areas - Customers, Ranking Areas - Variable, Location Lists, Distance Decay - Customers, Area Export, Target Set Builder, and Import Area - Spatial. A horizontal scroll bar is visible below the tools cards.



# 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: CMAA

Name	Code	Buyer Hhld	Buyer %	Base Hhld	Base Hhld %	% Pen	Buyer Index	\$	% (\$)	\$/Hhld	\$/Hhld Index	\$/Buyer Hhld	\$/Buyer Hhld Index
Toronto, ON	333	281,680	13.10	2,449,343	13.34	10.88	97	9,714,030	13.98	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

# 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: CMAA

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*

# 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 new normalized metrics: Dollars per Buyer Household*

# 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	261,690	15.10	2,140,343	15.54	10.68	87	9,714,030	15.09	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

# 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*

# 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.

Question?

---

[support@environicsanalytics.com](mailto:support@environicsanalytics.com)

Account Management team



# Thank You

---

[www.environicsanalytics.com](http://www.environicsanalytics.com)