

## Consumption Profile – Customers

This report provides information about consumption data within your customer file.



## PRIZM Consumption Profile | Customers



**Customers:** Sample\_Customer\_File: Dollars

The **Customer file** and consumption field that the report is ranked against is at the top of the report.

SG	LG	Code	Name	Count	%	Market Hhlds	Market Hhlds %	% Pen	Index	Consumption	Consumption %	Unit/Customer	Unit/Customer Index	Unit/Hhld	Unit/Hhld Index
T1	M1	09	Big Fish, Small Pond	12	27.91	17,454	4.79	0.07	583	80,046	33.97	6,670.50	122	4.59	709
T1	F1	05	Country Squires	6	13.95	25,031	6.87	0.02	203	40,319	17.11	6,719.83	123	1.61	249
S3	M2	20	Empty Nests	3	6.98	7,767	2.13	0.04	327	9,587	4.07	3,195.67	58	1.23	191
S3	Y1	25	Up-and-Comers	3	6.98	12,567	3.45	0.02	202	18,012	7.64	6,004.00	110	1.43	222
S4	M3	36	Toolbelt Traditionalists	2	4.65	13,024	3.58	0.01	130	9,355	3.97	4,677.50	85	0.72	111
S1	M1	01	Upper Crust	1	2.23	2,072	0.57	0.05	400	1,762	0.75	1,762.00	22	0.85	132
S1	M1	03	Movers & Shakers	1	2.23	2,072	0.57	0.05	400	1,762	0.75	1,762.00	22	0.85	132
S2	M1	08	Gray Power	1	2.23	2,072	0.57	0.05	400	1,762	0.75	1,762.00	22	0.85	132
S2	F1	10	Executive Suites	1	2.23	2,072	0.57	0.05	400	1,762	0.75	1,762.00	22	0.85	132
S2	Y1	13	Upward Bound	1	2.23	2,072	0.57	0.05	400	1,762	0.75	1,762.00	22	0.85	132
S2	F1	14	Kids & Cul-de-Sacs	1	2.23	2,072	0.57	0.05	400	1,762	0.75	1,762.00	22	0.85	132
T1	F1	15	New Homesteaders	1	2.33	6,153	1.69	0.02	138	2,051	0.87	2,051.00	37	0.33	52
T2	M2	18	Mayberry-ville	1	2.33	15,174	4.17	0.01	56	5,475	2.32	5,475.00	100	0.36	56

In the example, **12** customers are in the Big Fish, Small Pond segment. An Index value of **583** suggests that a customer is 483% more likely to be in this segment than any other segment. There are **17,454** households within the segment that fall within the Benchmark of Victoria, BC. A Unit/Customer Index of 122 suggests that customers in this segment consume 22% more than customers across the entire Benchmark.

**SG:** Each segment is assigned to one Social Group (SG) based on consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity. The SG's are: Urban (U), Urban Fringe (F), Suburban (S), Town (T), or Rural (R).

**LG:** The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families. The LG's are: Young (Y), Family (F), and Mature (M).

**Code:** Refers to the segment's Socioeconomic Status Indicator (SESI): A composite ranking score based on factors such as average household income, discretionary income, educational attainment levels, dwelling value, average net worth, and household size.

**Name:** Descriptive name to evoke an image of the segment.

**Count:** The number of customers in the segment.

**%:** The percentage of total customers are in the segment.

**Market Hhlds (Households):** The total number of households for that segment across the entire Benchmark.

**Market Hhlds (Households) %:** The percentage of households in the Benchmark within the segment.

**% Pen:** Proportion of customers in the segment compared to households within the segment, from the Benchmark.

**Index:** Measures how likely a household in the segment is to be a customer when compared to the Benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

**Consumption:** The total number of items being consumed by the customers in that segment.

**Consumption %:** The percentage of the consumption for that segment compared to the total consumption for all customers.

**Unit/Customer:** The amount being consumed by the customer that is consuming it.

**Unit/Customer Index:** The rate at which the customers consume in that segment compared to all customers.

**Unit/Base:** The amount being consumed per all the households in the entire benchmark

**Unit/Base Index:** The rate at which the product is being consumed across all households in each segment, not just the customers.

**Benchmark:** Victoria, BC

The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+