

HOW TO READ



Ranking Areas—Customers

Rank areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?

Ranking Areas - Standard Geographies | Customers

ENVIRONICS ANALYTICS

Customers: Customers: Record Count

Geographic Level: ZIP

Name	Code	Count	%	Base Count	Base %	% Pen	Index
94005 (Brisbane, CA)	94005	1	0.06	1,927	0.07	0.05	95
94019 (Half Moon Bay, CA)	94019	1	0.06	7,478	0.26	0.01	24
94022 (Los Altos, CA)	94022	1	0.06	7,779	0.27	0.01	23
94027 (Atherton, CA)	94027	1	0.06	2,472	0.09	0.04	74
94028 (Portola Valley, CA)	94028	1	0.06	2,671	0.09	0.04	68
94104 (San Francisco, CA)	94104	1	0.06	156	0.01	0.64	1,170
94130 (San Francisco, CA)	94130	1	0.06	792	0.03	0.13	231
94301 (Palo Alto, CA)	94301	1	0.06	8,008	0.28	0.01	23
94305 (Stanford, CA)	94305	1	0.06	4,250	0.15	0.02	43
94508 (Angwin, CA)	94508	1	0.06	1,097	0.04	0.09	166
94515 (Calistoga, CA)	94515	1	0.06	2,815	0.10	0.04	65
94549 (Lafayette, CA)	94549	1	0.06	10,994	0.38	0.01	17
94574 (Saint Helena, CA)	94574	1	0.06	3,758	0.13	0.03	49
94603 (Oakland, CA)	94603	1	0.06	9,692	0.33	0.01	19
94609 (Oakland, CA)	94609	1	0.06	10,212	0.35	0.01	18
94621 (Oakland, CA)	94621	1	0.06	9,701	0.33	0.01	19
94706 (Albany, CA)	94706	1	0.06	8,306	0.29	0.01	22
94708 (Berkeley, CA)	94708	1	0.06	5,074	0.17	0.02	36
94920 (Belvedere Tiburon, CA)	94920	1	0.06	5,623	0.19	0.02	32
94951 (Penngrove, CA)	94951	1	0.06	1,726	0.06	0.06	106

We focus on the **Count**, the **%** and the **% Pen** columns in this report.

In our example, 1 of our customers live in the ZIP Code 94130 This represents 0.06% of all our customers in our selected trade area, which is the San Francisco DMA.

There are 792 households in the ZIP Code 94130. Our 1 customer in the ZIP 94130 represents a market penetration rate of 0.13%. We can say that our customers are 131% over represented in the ZIP 94130 compared to the proportion of total households in this ZIP (0.03%).

Code Refers to the number code given to Standard Geographic Areas by the U.S. Census.

Count The number of customers living in that geography.

% (Count/Total Count * 100) The percentage of the total customer file living in that geography.

Base Count The number of households living in that geography.

Base % (Base Count/Base Total Count * 100) The percentage of the total households in the trade area living in that geography.

% Pen (Count/Base Count * 100) Measures the proportion of customers in the geography compared to the total household count in that geography.

Index (% /Base % *100) Measures whether the proportion of customers in the geography is over represented or under represented when compared to the percentage of the total households in the trade area living in that geography (average = 100).

