HOW TO READ

Consumption Profile—Customers

This report provides information about consumption data within your customer file. You see how much of the item is being consumed (whether it is dollars or something else) and how many of your customers, across all segments, are consuming it within a specific trade area, relative to the entire trade area. Be sure to note the base that was set when the customer file was imported—that will dictate the base value throughout this report.

Consumption Profile - Customers

Consumption Profile for a Sample Customer File with Dollars Spent — Victoria, BC

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index	Consumption	Consumption %	Unit/Customer	Unit/Customer Index	Unit/Base	Unit/Base Index
U1	F8	01	Cosmopolitan Elite	1	0.48	13	0.03	7.69	1,778	1	0.00	0.51	0	0.04	2
U1	F8	02	Urbane Villagers	0	0.00	21	0.04	0.00	100	0	0.00	0.00	100	0.00	0
U1	F5	03	Arts & Affluence	0	0.00	0	0.00	0.00	100	0	0.00	0.00	100	--	100
U1	F9	08	Boomerang City	21	10.14	2,797	5.85	0.75	174	10,157	10.10	483.65	100	3.63	173
S1	F8	04	Suburban Success	0	0.00	29	0.06	0.00	100	0	0.00	0.00	100	0.00	0
U6	Y2	65	Young & Connected	0	0.00	0	0.00	0.00	100	0	0.00	0.00	100	--	100
U6	Y2	68	Low-Rise Renters	9	4.35	3,365	7.03	0.27	62	4,525	4.50	502.82	104	1.34	64
U7	Y1	44	Jeunes et Actifs	0	0.00	0	0.00	0.00	100	0	0.00	0.00	100	--	100
U7	Y2	49	Enclaves Multiethniques	0	0.00	0	0.00	0.00	100	0	0.00	0.00	100	--	100
U7	Y1	67	Survivre en Ville	0	0.00	0	0.00	0.00	100	0	0.00	0.00	100	--	100
			Total	207	100.00	47,847	100.00			100,543	100.00				

Focus on the Boomerang City segment. In this sample file, there are 21 customer households (*this file was imported with a base of households) in the Boomerang City segment in the trade area of Victoria, BC. That makes up 10.14% of all the customer households in Victoria. There is a total of 2,797 households in the Boomerang City segment in all of Victoria. That makes up 5.85% of all the households in Victoria. The % Pen of 0.75 indicates that the customer household file is 0.75% penetrated into this segment in Victoria. With an index of 174, you are 74% more likely to have a customer household in the Boomerang City segment, than in Victoria. The total consumption for the households in the Boomerang City segment in Victoria was $10,157, making up 10.10% total consumption for the households in Victoria. The customer households in the Boomerang City segment are consuming $483.65 per customer household. With a Unit/Customer Index of 100, the Boomerang City customer households consume at a rate that is equal to the average. When compared to all the households in Boomerang City in Victoria, the rate of consumption is $3.63 per household. With an index of 173, this is 73% higher than average.

Count The total number of customers in the segment within the benchmark trade area.

% The percentage of customers in the segment within the trade area. *(Count ÷ Total Count) × 100 While only two decimal places are shown, more are used in all the calculations.*

Base Count The total number of households in that segment across the entire trade area.

Base % The percentage of households for that segment across the entire trade area. *(Market Hhlds ÷ Total Market Hhlds) × 100*

% Pen A measure of how well the customers are penetrating that segment *(Count ÷ Market Hhlds) × 100*

Index A measure of whether a segment is over or under represented in terms of the number of customers in that segment, compared to the benchmark. An index above 100 is higher than average, an index below 100 is less than average. *(% ÷ Market Hhlds %) × 100*

Consumption The total number of items being consumed by that segment in the trade area If the variable is a dollar value, this will be the aggregate dollars.

Consumption % The percentage of the total consumption for that segment across the entire trade area. *(Consumption ÷ Total Consumption) × 100*

Unit per Customer The amount being consumed per customer. *(Consumption ÷ Count)*

Unit per Customer Index A measure of whether a segment is consuming more or less per customer, compared to all the segments in the trade area. *((Consumption ÷ Count) ÷ (Total Consumption ÷ Total Count)) × 100*

Unit per Base The amount being consumed per all the households in the entire benchmark trade area. *(Consumption ÷ Market Hhlds)*

Unit per Base Index The rate at which the item is being consumed across the entire trade area, not just the customers. *((Consumption ÷ Market Hhlds) ÷ (Total Consumption ÷ Total Market Hhlds)) × 100*