

# 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.

Consumption Profile for a Sample Customer File with Dollars Spent — Albany-Schenectady-Troy, NY (CBSA)

SG	LG	Code	Name	Count	%	Market Hhlds	Market Hhlds %	% Pen	Index	Consumption	Consumption %	Unit/Customer	Unit/Customer Index	Unit/Hhld	Unit/Hhld Index
S1	M1	01	Upper Crust	0	0.00	2,176	0.60	0.00	100	0	0.00	0.00	100	0.00	0
S1	F1	02	Networked Neighbors	0	0.00	893	0.24	0.00	100	0	0.00	0.00	100	0.00	0
S1	M1	03	Movers & Shakers	4	9.52	2,562	0.70	0.16	1,355	2,191	11.06	547.69	116	0.85	1,574
U1	Y1	04	Young Digerati	0	0.00	0	0.00	0.00	100	0	0.00	0.00	100	--	100
T1	F1	05	Country Squires	16	38.09	25,702	7.05	0.06	540	7,364	37.18	460.27	98	0.29	527
S2	F1	06	Winner's Circle	0	0.00	2,432	0.67	0.00	100	0	0.00	0.00	100	0.00	0
T4	Y3	65	Young & Rustic	0	0.00	2,849	0.78	0.00	100	0	0.00	0.00	100	0.00	0
C3	Y3	66	New Beginnings	1	2.38	4,144	1.14	0.02	209	491	2.48	490.60	104	0.12	218
C3	M4	67	Park Bench Seniors	0	0.00	6,318	1.73	0.00	100	0	0.00	0.00	100	0.00	0
T4	F4	68	Bedrock America	0	0.00	465	0.13	0.00	100	0	0.00	0.00	100	0.00	0
<b>Total</b>				<b>42</b>	<b>100.00</b>	<b>364,485</b>	<b>100.00</b>			<b>19,807</b>	<b>100.00</b>				

Focus on the Country Squires segment. In this sample file, there are 16 customers in the Country Squires segment in the trade area of the Albany-Schenectady-Troy CBSA. That makes up 38.09% of all the customers in this CBSA. There is a total of 25,702 market households in the Country Squires segment in all of Albany-Schenectady-Troy. That makes up 7.05% of all the households in this CBSA. The % Pen of 0.06 indicates that the customer file is 0.06% penetrated into this segment in Albany-Schenectady-Troy. With an index of 540, you are 440% more likely to have a customer in the Country Squires segment, than in this CBSA. The total consumption for the customers in the Country Squires segment in this CBSA was \$7,364, making up 37.18% of the total consumption for the customers in this CBSA. The customers in the Country Squires segment are consuming \$460.27 per customer. With a Unit/Customer Index of 98, the Country Squires customers consume at a rate 2% lower than average. When compared to all the households in Country Squires in Albany-Schenectady-Troy, the rate of consumption is \$0.29 per household. With an index of 527, this is more than five times 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.  $(Count \div Total\ Count) \times 100$  While only two decimal places are shown, more are used in all the calculations.

**Market Hhlds** The total number of households in that segment across the entire trade area.

**Market Hhlds %** The percentage of households for that segment across the entire trade area.  $(Market\ Hhlds \div Total\ Market\ Hhlds) \times 100$

**% Pen** A measure of how well the customers are penetrating that segment  $(Count \div Market\ Hhlds) \times 100$

**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.  $(\% \div Market\ Hhlds\ \%) \times 100$

**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.  $(Consumption \div Total\ Consumption) \times 100$

**Unit per Customer** The amount being consumed per customer.  $(Consumption \div Count)$

**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.  $((Consumption \div Count) \div (Total\ Consumption \div Total\ Count)) \times 100$

**Unit per Hhld** The amount being consumed per all the households in the entire benchmark trade area.  $(Consumption \div Market\ Hhlds)$

**Unit per Hhld Index** The rate at which the item is being consumed across the entire trade area, not just the customers.  $((Consumption \div Market\ Hhlds) \div (Total\ Consumption \div Total\ Market\ Hhlds)) \times 100$