HOW TO READ

ENVISION

Ranking Consumption - Customers

Provides a list of variables ranked based on the presence of customers from an imported customer file.
These reports reflect the distribution of customers across behavioral consumption variables.
Note: State/Provincial or National geographies are recommended for the Benchmark, along with a customer file with a minimum of 2,000 records.

Ranking - Consumption - Customers

Ranking Consumption - Sample Customers vs Canada

	Unit/Hhld	% Comp	Base Unit/Hhld	Base % Comp	Index: Unit/Hhld	Index: % Comp
Fish and Seafood						
Fish and seafood	290.13	100.00	271.26	100.00	107	100
Fresh or frozen fish	140.21	48.33	129.39	47.70	108	101
Cod, flounder, sole and haddock (fresh or frozen, uncooked)	11.89	4.10	12.26	4.52	97	91
Cod (fresh or frozen, uncooked)	4.07	1.40	4.07	1.50	100	94
Flounder and sole (fresh or frozen, uncooked)	3.31	1.14	3.51	1.29	94	88
Haddock (fresh or frozen, uncooked)	4.51	1.55	4.68	1.73	96	90
Salmon (fresh or frozen, uncooked)	94.99	32.74	86.35	31.83	110	103
Other fish (fresh or frozen, uncooked)	33.32	11.49	30.78	11.35	108	101
Canned fish or other preserved fish	56.27	19.39	51.72	19.07	109	102
Tuna (canned)	25.93	8.94	21.88	8.07	[1] 119	[2] 111

Focus on the **Unit/Hhld**, **% Comp** and the **two Index** columns in this report.

In our example, the estimated average expenditure on Tuna (canned) is $25.93 per household within the customer file. With an Index value of 119, these customers are likely spending 19% more than the benchmark (Canada) average.

8.94% represents the estimated proportion of the customer file who live in the benchmark who are likely to consume Tuna (canned). This value is based on weights that are computed using the number of customers and the consumption data for the neighbourhoods in the benchmark.

Note: Variability in consumption patterns can be seen from one category to the next, along with between variables. This is due to subjectivity and response rates to individual survey questions.

[1] **Index: Unit/Hhld:** Measures the household expenditure on Tuna (canned) consumption in the customer file compared to the household expenditure on Tuna (canned) consumption in the benchmark.

[2] **Index: % Comp:** Measures the percentage of the total household consumption on Tuna (canned) in the customer file compared to the percentage of total household consumption on Tuna (canned) within the benchmark.

Unit/Hhld: The weighted proportion of expenditures ($) per household within the customer file.
% Comp: The weighted proportion of households in the customer file that exhibits that behavior.
Base Unit/Hhld: The average expenditure ($) per households in the benchmark that exhibit that behavior.
Base % Comp: The average proportion of the households in the benchmark that exhibit that behavior.
Index: Unit/Hhld: Provides a measure for comparing consumption variable expenses, while also describing the neighbourhood where customers are likely to live.
Index: % Comp: Provides a measure for comparing consumption variable rates, while also describing the neighbourhood where customers are likely to live.