

Ranking Consumption - Target Group

Provides a list of variables ranked based on the presence within a Target Group.

These reports reflect the distribution of customers across behavioral and financial consumption variables.

Note: State/Provincial or National geographies are recommended for the benchmark.



Ranking Consumption - Sample Target Group vs Canada

Target Group: Affluent Families (01, 02, 03, 04, 05, 06, 07)

The Target Group breakout is captured at the top of the report.

Use the side panel navigation within the ENVISION interface to toggle between Target Groups.

	Consumption Unit	Unit/Hhld	% Comp	Base Consumption Unit	Base Unit/Hhld	Base % Comp	Index: Unit/hhld	Index: % Comp
Bakery products								
Bakery products	1,212,603,245	1,157.24	100.00	11,219,511,831	752.41	100.00	154	100
Bread and unsweetened rolls and buns	545,622,882	520.71	45.00	5,137,069,770	344.51	45.79	151	98
Bread	398,298,305	380.11	32.85	3,817,447,945	256.01	34.03	148	97
Unsweetened rolls and buns	147,324,577	140.60	12.15	1,319,621,825	88.50	11.76	159	103
Cookies and crackers	275,693,221	263.10	22.74	2,496,910,491	167.45	22.26	157	102
Cookies and sweet biscuits	150,903,819	144.01	12.44	1,470,040,743	98.59	13.10	146	95
Crackers and crisp breads	124,789,402	119.09	10.29	1,026,869,748	68.86	9.15	173	112

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

In our example, the estimated average expenditure on Crackers and crisp breads is \$119.09 per household within the Target Group. With an Index value of 173, this Target Group is likely spending 73% more than the benchmark (Canada) average.

10.29% represents the estimated proportion of the Target Group who live in the benchmark who are likely to consume Crackers and crisp breads. This value is based on weights that are computed using the number of households in the Target Group 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 Crackers and crisp breads consumption in the Target Group compared to the household expenditure on Crackers and crisp breads consumption in the benchmark.

2 Index: % Comp: Measures the percentage of the total household consumption on Crackers and crisp breads in the Target Group compared to the percentage of total household consumption on Crackers and crisp breads within the benchmark.

Unit/Hhld: The weighted proportion of expenditures (\$) per household within the Target Group.

% Comp: The weighted proportion of households in the Target Group 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 neighbourhoods where the Target Group is likely to live.

Index: % Comp: Provides a measure for comparing consumption variable rates, while also describing the neighbourhoods where the Target Group is likely to live.