

Executive Reporting - Trade Area - Consumer Profiles - Shopping Overview

Provides shopping overview data for the current year for the selected Trade Area.

Note: Values are chosen from Index ranking with the minimum of 5% composition.

Consumer Profiles | Shopping Overview

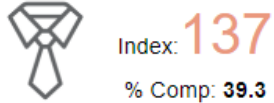
ENVIRONICS ANALYTICS

Trade Area: San Francisco

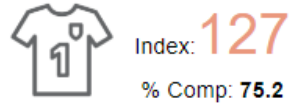
Households: 383,927

The **Trade Area** selected for the analysis and the number of **Households** within the Trade Area is indicated at the top of the report.

ITEMS PURCHASED (TOP 2)

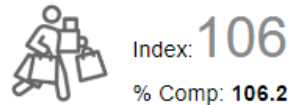


Men's business clothing



Athletic clothing

SHOPPED/VISITED A MALL (Past 30 days)



Any mall/shopping center

SPECIALTY ITEMS - JEWELLERY



Fine Gold Jewelry

Items Purchased (Top 2): The two items the largest proportion of adults (people aged 21+) in the Trade Area purchase.

Shopping Center Visit: Proportion of adults that visited a shopping mall or center within at least one month of the year.

Specialty Items - Jewelry: The specialty item most purchased by households in the Trade Area.

Note: The % Comp of the variables compares the population aged 21+ in the Trade Area against households in the Trade Area, which may cause % Comp to be greater than 100%.

TOP RETAIL SPEND

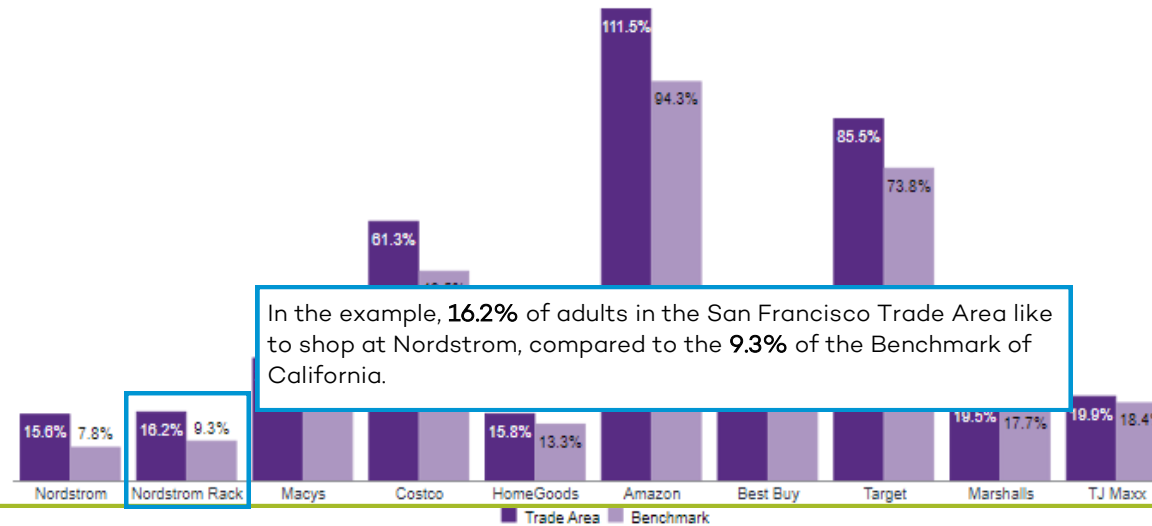
Men's Business Clothing



Index: **190**
% Comp: **9.2**

\$500 or more

TOP 10 MAJOR DEPARTMENT STORES (BOUGHT FROM)



In the example, **16.2%** of adults in the San Francisco Trade Area like to shop at Nordstrom, compared to the **9.3%** of the Benchmark of California.

Top Retail Spend: The category a majority of the Trade Area spent the most money on.

Top 10 Major/Department Stores (Bought From): The bar chart shows the proportion of adults in purchase at each store, compared to the Benchmark

Benchmark: California

The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+