



Consumer Concentration

Interpretation & Calculations

OVERVIEW

The Consumer Concentration Report shows details about demographics, consumer demand and customer data for any selected analysis area(s).

BUSINESS ISSUES IT CAN SOLVE FOR:

- Understand the demographic makeup of your markets.
- Depending on data licensed, shows data pertaining to spend, businesses, IPA, net worth, wire centers, etc.
- Attain a comprehensive overview of your market using any combination for the data listed above.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- What is the demographic make-up of my market?
- What is the penetration of data points across my market? i.e. Hispanic penetration rates.
- Calculates the count, % Composition, % Penetration and Index of selected variables for each analysis area.
- Allows for a highly customizable view of data for either quick overviews or comprehensive analysis of markets.

SAMPLE REPORT OUTPUT

Consumer Concentration							
Analysis Area Code	Analysis Area Name	CY Pop, Hisp/Lat					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index
91911	Chula Vista	90,776	2.66%	68,682	5.77%	75.66%	217
92154	San Diego	87,272	2.56%	61,011	5.12%	69.91%	200
[A] 91910	Chula Vista	[B] 80,724	[C] 2.37%	[D] 53,592	[E] 4.50%	[F] 66.39%	[G] 190
92126	San Diego	77,154	2.26%	12,014	1.01%	15.57%	45
92105	San Diego	71,057	2.08%	40,197	3.37%	56.57%	162
	Total	3,410,201	100.00%	1,191,262	100.00%	34.93%	100

- A. Analysis Area Code/Name: Each analysis area is identified by code and name.
- B. Base Count: Number of units within the base selected geography; the units are specified to the left of the data element name, in this case, CY Pop. EX) There are 80,724 people in Chula Vista ZIP Code.
- C. Base % Comp: The percentage of units in the selected geography compared to the total number of units in the base geography. Ex) Chula Vista ZIP Code makes up 2.37% of the population of the San Diego DMA.
- D. Count: Number of units for the selected data element within the selected geography. Ex) There are 53,592 Hispanic/Latino people in the Chula Vista ZIP Code.
- E. % Comp: The percentage of units for the selected data element in the selected geography compared to total number of units for selected behavior in the base geography. Ex) Chula Vista ZIP Code contains 4.50% of the San Diego DMA's Hispanic/Latino population
- F. % Penetration - The percentage of units for the selected data element in the selected geography compared to the units in the base geography. Ex) The Hispanic/Latino population makes up 66.39% of the Chula Vista ZIP Code's total population.
- G. Index: Indicates concentration of the selected data element in an analysis area, based on an average index of 100. Ex) A Hispanic/Latino person is 90% more likely to be found in the Chula Vista ZIP Code than the other ZIP Codes in the San Diego DMA.

REPORT FORMULAS

- Percent composition

$$\frac{\text{Geunit Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Percent penetration

$$\frac{\text{Behavior Count}}{\text{Base Count}} \times 100 = \text{Percent Penetration}$$

- Index

$$\frac{\% \text{ Composition of Behavior}}{\% \text{ Composition of Base}} \times 100 = \text{Index}$$