



Consumer Concentration

Using Consumer Spending Dynamix, Interpretations & Calculations

BUSINESS ISSUES IT CAN SOLVE FOR:

- Provides consumer expenditures for products and services by analysis area.
- Compare current year expenditures to the estimated five-year expenditures.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- What is the consumer expenditure for various products and services across my market?

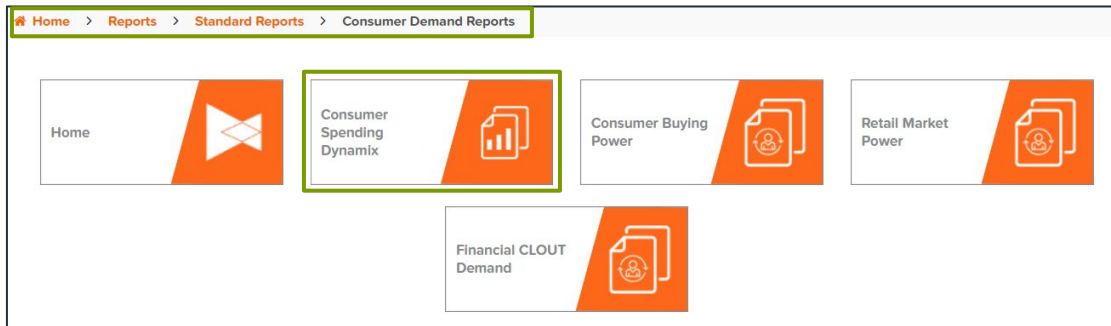
SAMPLE REPORT OUTPUT

Consumer Concentration							
Analysis Area Code	Analysis Area Name	CY Furniture: Total Expenditures, Total HH					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index
[A] 13113	[A] Fayette County	[B] 42,314	[C] 1.87%	[D] 32,769,687	[E] 2.12%	[F] 77444.08%	[G] 114
13057	Cherokee County	95,592	4.21%	67,941,152	4.40%	71074.10%	105
13223	Paulding County	58,244	2.57%	38,501,648	2.50%	66104.06%	97
13097	Douglas County	52,084	2.30%	31,601,203	2.05%	60673.53%	89

- A. Analysis Area Code/Name: Each analysis area is identified by code and name.
- B. Base Count: The number of households in the selected geography. Ex) There are 42,314 households in Fayette County.
- C. Base % Comp: The percentage of households in the selected geography compared to the total number of households in the base analysis area. Ex) Fayette County makes up 1.87% of the households in the Atlanta CBSA.
- D. Count: The estimated annual expenditure for the selected product or service. Ex) The expected annual furniture expenditure in Fayette County is \$32,769,687.
- E. % Comp: The percentage of expenditure for the selected product or service in the selected geography compared to total expenditure for the selected product or service in the base analysis area. Ex) Fayette County comprises 2.12% of the furniture expenditures in the Atlanta CBSA.



F & G. % Penetration & Index: These fields are not intended for use when using Consumer Spending Dynamix data in the Consumer Concentration Report. For additional consumer expenditure information please refer to the Consumer Spending Dynamix Report located here:



REPORT FORMULAS

This analysis uses the following formulas:

- Percent composition

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