



# Consumer Spending Dynamix Report

## OVERVIEW

This document will take you through the process of creating a Consumer Spending Dynamix report.

The Consumer Spending Dynamix report provides consumer expenditures for products and services by analysis area.

## LOCATE THE REPORT

1. From the homepage, click Reports.



2. Select Standard Reports → Consumer Demand Reports.
3. Select the desired Consumer Spending Dynamix report template.

Note: Due to the large amount of data included in the Consumer Spending Dynamix Complete reports, longer processing time may be expected.

## SELECT REPORT INPUTS

### Select Analysis Areas

1. Select a base area type. The options are:

BASE AREA TYPE	
BASE TYPE	DEFINITION
Total US	Compares the selected analysis area to the US.
Parent Geography	Compares the selected analysis area to a larger geography or geographies that encompass all of your area(s). Note: You will be prompted to select a parent geography level.
Geography	Compares the selected area to any geography or geographies. Note: You will be prompted to select a geography or previously created analysis area.

2. Select the geography(ies) or analysis area(s).

Select an Analysis Area

Select the geographic region (analysis area) in which you would like to analyze.

Search
Clear Selection
Save List
My Lists

- >  My Analysis Area
  - United States (USA)
- >  State (STA)
- >  Combined Statistical Area (CSA)
- >  Nielsen Designated Market Area (DMA)
- >  Three-Digit ZIP Code (TDZ)
- >  Core Based Statistical Area (CBS)
- >  County (CTY)
- >  Census Place (PLA)

3. Select the level of detail. The options are:

LEVEL OF DETAIL	
LEVEL OF DETAIL	DEFINITION
As Selected	Creates individual columns for each analysis area in the selected order.
Aggregate	Creates a column of the aggregate total for the analysis areas you selected.
Component	Creates individual columns for all the analysis area components you selected (State, County, ZIP Code, etc.)
Aggregate & Component	Shows a column for the aggregate analysis area followed by separate columns for each of its components.

## Select Report Sections

1. Select the ON/OFF buttons to determine which report sections to include.

Select the Report Sections to include in your Consumer Spending Dynamix Basic report

Select All	OFF
Summary	OFF
Read Edu Tobacco	OFF
Exp Contr Ins	OFF
Food	OFF
Alcoholic Beverages	OFF
Housing	OFF
Apparel & Services	OFF
Transportation	OFF
Healthcare	OFF
Entertainment	OFF
Personal Care	OFF

## Specify Report Output Details

1. Select whether not to include a map in your report output.

Include Map  ON

2. (Optional) If you select to include a map, you'll be prompted to make additional selections:
  - a. Select a color scheme for your map.
  - b. Specify if you want to include labels.

Select a color scheme  ▼

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Include Labels  ON

3. Select the report generation method. The options are:

REPORT GENERATION METHODS	
GENERATION METHOD	DEFINITION
Single	Generates one report for a group of analysis areas or geographies
One Report per Area	Generates an individual report for each selected analysis area or geography

4. Select an output type.

Select an output type

Excel  PDF  PDF and Excel

5. Enter the report name. Click Submit.

Enter a Report Name

Consumer Spending Dynamix

## REVIEW REPORT OUTPUT

1. While the report generates, you can either wait for the report to complete or you are given the option to navigate away from the current page.

Note: If you move on to another task, your report output can be retrieved from My Jobs.

**Report Status**

Your report is being generated. You may continue to wait for your report to complete, or you can navigate away from this page and retrieve it later on the "My Content" page.

**Create another report of this type.**  
**Create a different report type.**  
**Go to my content.**  
**Go to my jobs.**

2. After the report generates, click Report Output to view your report.

Home > My Jobs > Job Details > Job Export

**Report Output (Zip)**  
Batch Report

**Consumer Spending Dynamix Basic**  
Re-run the same report using different selections

**Consumer Concentration Report**  
Specify certain product types to do further analysis on

**Location Detail**  
Retrieve a list of businesses/competitors in the market

**Analysis Area Builder**  
Define a more specific market to examine consumer demand