



Consumer Spending Dynamix Report

Interpretations

BUSINESS ISSUES IT CAN SOLVE FOR:

- Provide consumer expenditures for products and services by analysis area.
- Compare current year expenditures to the estimated five-year expenditures.
- Identify pockets of high/low penetration for consumption of goods and services.
- Compare household behaviors for specific items by household multi-cultural makeup for optimal delivery of marketing messaging.

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 Spending Dynamix Complete					
Houston-The Woodlands, TX (288)					
Hispanic Households	2021 Aggregate Expenditure Estimate	2021 Ave Household Expenditure	2021 Index of Ave Household Expenditure	2021 Buyer %	2021 Buyer Ave Household Expenditure
AGGREGATE ANNUAL EXPENDITURES (BASE MARKET)	\$1,074,979,696,206	\$61,226		100.00%	\$15,307
AGGREGATE ANNUAL EXPENDITURES (AREA)	\$47,149,894,449	\$60,136	98	100.00%	\$15,034
Food	[A] \$6,804,401,598	[B] \$8,679	[C] 99	[D] 100.00%	[E] \$167
Apparel and services	\$1,802,622,465	\$2,299	96	N/A	N/A
Transportation	\$8,250,093,272	\$10,522	105	N/A	N/A

Important: Expenditure data is collected either weekly or quarterly. Faster moving goods is collected on a per-week basis. Larger, longer-term expenses is collected on a quarterly basis. A value of N/A in the report output indicates that the data within that category includes both weekly and quarterly estimates which cannot be accurately combined to publish a Buyer Percent or Buyer Average Expenditure.

Note: Not all of the following measures are included in the Consumer Spending Dynamix Basic and Consumer Spending Dynamix Basic Plus reports.

- A. Current Year Aggregate Expenditure Estimate: The estimated annual expenditure for the selected product or service. Ex) The expected annual Food expenditure for Hispanic households in the Houston CBSA is \$6,804,401,598.
- B. Current Year Average Household Expenditure: The estimated average annual household expenditure for the selected product or service. Ex) The expected annual average Food expenditure for Hispanic households in the Houston CBSA is \$8,679.
- C. Current Year Index of Average Household Expenditure: A comparison of average household spending for the selected product or service in the selected analysis area versus household spending in the base analysis area selected during report creation. Ex) Hispanic households in the Houston CBSA spend 1% less on Food compared to Total U.S. Hispanic households.
- D. Current Year Buyer %: Percentage of households that made a purchase in this category, during the collection timeframe. Ex) 100% of Hispanic households in the Houston CBSA purchased Food in the last week.

Note: The % Buyer timeframe will be either weekly or quarterly, depending on the category.

- E. Current Year Buyer Average Household Expenditure: The estimated average expenditure for households that made a purchase within the category, during the collection timeframe. Ex) For Hispanic households in the Houston CBSA who have purchased food, the estimated weekly average Food expenditure is \$167.

Note: The Buyer Average Household Expenditure timeframe will be either weekly or quarterly, depending on the category.

Five-Year Estimates

When creating a Consumer Spending Dynamix Complete report, five-year estimates for the measures described above are also included in the report output.