



Actual Consumption Report

Interpretation & Calculations

OVERVIEW

Actual Consumption, like Actual Penetration, compares geographic summary counts of a behavior to a base, but it goes one step further to include behavior consumption measures.

ACTUAL CONSUMPTION FORMULAS

This analysis uses the following formulas:

- Percent composition of base households in each geounit and percent composition of actual consumption (i.e., behavioral or demographic characteristic) households in each geounit.

$\frac{\text{Geounit Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$
AND
$\frac{\text{Geounit's Behavior Count}}{\text{Total Behavior Count}} \times 100 = \text{Percent Composition}$

- How much higher or lower a particular geounit's average household consumption rate is (based on 100) than the average rate for the analysis area

$\frac{\text{Geounit's Average HH Consumption Rate}}{\text{Analysis Area's Average HH Consumption Rate}} \times 100 = \text{Index}$

- The percentage of market share that a particular geounit holds for a behavior's consumption in relation to all geounits in the specified analysis area.

$\frac{\text{Geounit's Consumption Value}}{\text{Total Consumption Value}} \times 100 = \text{Percent Share}$

- A geounit's actual customer consumption performance (percent share) based on the base household count's percent composition.

$$\frac{\text{Geounit's \% Share}}{\text{Geounit's Base \% Composition}} \times 100 = \text{Actual Consumption Index}$$

ACTUAL CONSUMPTION SAMPLE REPORT

The following sample report illustrates actual consumption for niche-market hypothetical natural soft drink users in the San Diego Market.

Actual Consumption										
Analysis Area Code	Analysis Area Name	Base		Behavior		Average Consumption		Total Consumption		
		Base Count	Base % comp	Count	% Comp	Demand/ Users	Index	Total Consumed	% Share	Actual Consumption Index
92036	Julian	179	0.21%	80	8.05%	1.66	9	133	0.74%	359
92058	Oceanside	18,731	[A] 21.67%	365	[A] 36.72%	25.00	[B] 139	9,125	[C] 51.06%	[D] 236
92071	Santee	14,695	17.00%	89	8.95%	35.39	197	3,150	17.53%	104
92065	Ramona	8,195	9.48%	112	11.27%	11.21	62	1,256	7.03%	74
	Total	86,426	100%	994	100%	17.98	100	17,870	100%	100

- A. Base Households % Comp and Behavior Households % Comp - The number of households in ZIP Code 92058 (18,731) represents 21.67% of the total households (86,426) in all of the San Diego market. Also, the number of user households in ZIP Code 22204 (365) represents 36.72% of the total user households (994) in all of the San Diego market.

$$\frac{18,731}{86,426} \times 100 = 21.67 \quad \text{OR} \quad \frac{365}{944} \times 100 = 36.72$$

- B. Index - User households in ZIP Code 92058 have an average consumption rate per household (25.00) that is 39% higher (index of 139) than the average consumption rate per household (17.98) for the San Diego market ZIP Code.

$$\frac{25.00}{17.98} \times 100 = 139$$

- C. Consumption % Share - The number of bottles of soda consumed by user households in ZIP Code 92058 (9,125) represents 51.06% of all the bottles of soda consumed by user households in San Diego market (17,870).

$$\frac{9,125}{17,870} \times 100 = 51.06$$

D. Actual Consumption Index (ACI) - The number of bottles of soda consumed by user households in ZIP Code 92058 is 136% higher (ACI of 236) than the average number of bottles consumed by the average ZIP Code in the San Diego market.

$$\frac{51.06}{21.67} \times 100 = 236$$