



Profile Segment Consumption

Interpretation & Calculations

OVERVIEW

The Profile Segment Consumption Report displays usage and consumption data, by segment, for behavioral profiles. Consumption profiles show **how often** or **how much** a segment uses a selected product or service. This analysis helps you identify segments to pinpoint based on the fact that although a segment's usage is low, its consumption rate may be quite high, making it a viable prospect.

Note: Syndicated consumption profiles are designated with an asterisk () at the end of the profile name. If there is no consumption data associated with a profile, that profile will not be available for selection within this report.*

BUSINESS ISSUES IT CAN SOLVE FOR:

- Understand each segment's usage and consumption of a product or service.
- Identify segments with high/low propensity to consume a product.
- Determine the segments that prime customers fall within.
- Tailor marketing campaigns to reach prime segments.
- Understand key demographic characteristics for potential customers.
- Develop a brand strategy for target consumers.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- Which households are most likely to use a product?
- Which households spend the most on a product?
- Are there households that index low for product usage that I should target because of their high spend?
- Do I need different target groups based on behavior, average spend, and total spend?

SAMPLE REPORT OUTPUT

Profile Segment Consumption												
Segment Code	Segment Name	Base		Behavior				Average Consumption		Total Consumption		
		Average Bill Amount: Landline Phone HH (H)										
		Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index	Demand/ Users	Consumption Index	Total Demand	% Share	Total Demand Index
[A] 01	Upper Crust	[B] 29,382	[C] 1.32%	[D] 3,952	[E] 2.12%	[F] 13.45	[G] 160	[H] 59.73	[I] 85	[J] 236,032.20	[K] 1.80%	[L] 136
02	Networked Neighbors	41,246	1.85%	2,124	1.14%	5.15	61	116.39	165	247,201.94	1.88%	101
03	Movers & Shakers	57,366	2.58%	7,698	4.12%	13.42	160	44.59	63	343,258.87	2.61%	101
04	Young Digerati	18,414	0.83%	2,227	1.19%	12.09	144	86.73	123	193,151.11	1.47%	178
05	Country Squires	60,260	2.71%	4,881	2.62%	8.10	97	75.35	107	369,780.39	2.80%	103

- A. Segment Code/Name: Each segment is identified by code and name.
- B. Base Count: Number of households within the segment identified for the base geography. Ex) There are 29,382 Upper Crust households in the Atlanta CBSA.
- C. Base % Comp: The percentage of households within the identified segment compared to the total number of households for all segments in the base geography. Ex) Upper Crust households make up 1.32% of the households in the Atlanta CBSA.
- D. Count: The total number of estimated households or adults, within each segment, that are expected fit that behavior. Note that if this is an adult profile, which is denoted by '(A)' in the profile name, this will be the count of adults; otherwise, it is the count of households. Ex) There are an estimated 3,952 Upper Crust households in the Atlanta CBSA that have a landline phone.
- E. % Comp: The percentage of estimated users in the identified segment compared to the total number of estimated users in the base geography. Ex) Upper Crust households make up 2.12% of households that have a landline phone in the Atlanta CBSA.
- F. Users/100 HHs: The proportion of households or adults that exhibit the profile behavior compared to the total households in the identified segment. Ex) Out of every 100 Upper Crust households in the Atlanta CBSA, there are an estimated 13.45 households that have a landline phone.
- G. Index: The likelihood that the identified segment's households exhibit the profile behavior, as compared to the base geography. Ex) Upper Crust households in the Atlanta CBSA are 60% more likely to have a landline phone when compared to other segments.
- H. Demand / Users: The average consumption for the households or adults who exhibit the behavior within the selected segment. Ex) Upper Crust households who have a landline phone in the Atlanta CBSA spend \$59.73 on average for their landline phone.

Note: Depending on the profile selected, the consumption value may capture something other than dollars spent. For example, it could capture time spent doing something, number of visits, etc. For specific questions on consumption data for different profile categories, please contact your account team.

- I. Consumption Index: The likelihood of the selected segment's average consumption (Demand/Users), as compared to the average consumption of the base geography. Ex) Upper Crust households who have a landline in the Atlanta CBSA spend, on average, 15% less on their landline phone bill when compared to other segments. (An index of 100 is average.)
- J. Total Demand: The total consumption of the profile behavior for the selected segment. Ex) Upper Crust households in the Atlanta CBSA spent a total of \$236,032 on their landline phone.
- K. % Share: The percentage of total demand in the identified segment compared to the total demand in the base geography. Ex) Upper Crust household's spending on landline phones make up 1.80% of the total dollars spent on landline phones in the Atlanta CBSA.
- L. Total Demand Index: Compares the identified segment's overall consumption with the overall consumption in the base market. Ex) Upper Crust households in the Atlanta CBSA spend, in total, 36% more on their landline phone bill when compared to other segments.

REPORT FORMULAS

This analysis uses the following formulas:

- Percent composition (of base or behavior)

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

- Users per 100 households

$$\frac{\text{Behavior Count}}{\text{Base Count}} \times 100 = \text{Users / 100 HHs}$$

- Index of behavior

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

- Index (of behavior's consumption measure)

$$\frac{\text{Average Consumption Measure of Segment}}{\text{Average Consumption Measure of Total}} \times 100 = \text{Consumption Rate Index}$$

- Percent share (of total demand)

$$\frac{\text{Segment's Total Demand}}{\text{Total Demand of all Segments}} \times 100 = \text{Percent Share}$$

- Index (of total demand)

$$\left(\frac{\text{Segment's Total Demand}}{\text{Segment's Total Base HHs}} \right) \times 100 = \text{Index (of behavior's total demand)}$$
$$\left(\frac{\text{Total Demand of all Segments}}{\text{Total Base HHs of all Segments}} \right)$$