

Decoding the CSDx Buying Period

Analysis on the Buyer Percent & Buyer Average metrics



Background

The Buyer Average and Buyer Percent measures in Claritas Consumer Spending Dynamix (CSDx) are being presented in a new paradigm compared to previous versions. These variables for Diary survey are presenting estimates based on **the time period for which data is collected**. With this release, buyer averages and buyer percent for items from the Interview survey were annualized, to the greatest extent possible. While it is possible a household is buying a product or using services on a weekly or quarterly basis, data to accurately estimate these purchases over an annual period is not available and is estimated on the time period provided in the source data (Consumer Expenditure Survey). The buying period for each product is a separate column noted on all variable rosters, and contains the following values:

- D – Weekly (diary)
- I – Quarterly (interview) - Buyer Averages and percentages were annualized, to the greatest extent possible.
- X – Mix/Combination of weekly and quarterly (mostly for sub-category parent variables)

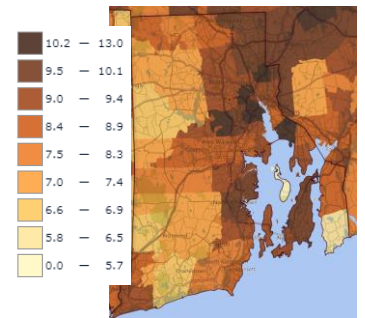
More detailed information on this topic is available in the *Claritas Consumer Spending Dynamix 2023 Methodology*.

Example

In the examples here, we look at Rice by ZIP code in Rhode Island. As shown in the variable roster, Rice is a weekly (diary) item.

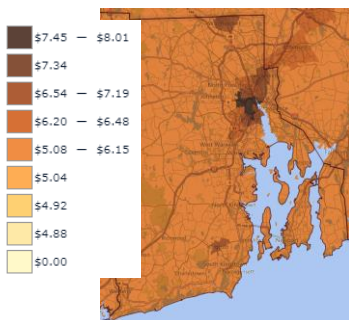
UCC	Title	Description	Buying Period
010310	Rice	rice	D

Buyer Percent



Consider the Buyer Percent as the percent of households who would purchase a product or service in the given time period. The darker clusters around Providence, Kingstown, and Newport indicate the ZIP codes with a high propensity to purchase rice on a **weekly** basis.

Buyer Average



Similarly, the Buyer Average shows the average amount paid by households that purchase rice in the given time period. As shown in the example, a few ZIP codes near Providence are averaging over \$2 higher per transaction than the rest of the state, likely indicative of a larger package and/or higher quality product.

What to Do

More detailed information on this topic is available in the *Claritas Consumer Spending Dynamix 2023 Methodology*.

For the Buying Period of each individual product, please consult the *Claritas Consumer Spending Dynamix 2023 Variable Roster* provided by your account rep.

For more information contact your Claritas representative at 800.234.5973 or visit www.claritas.com

