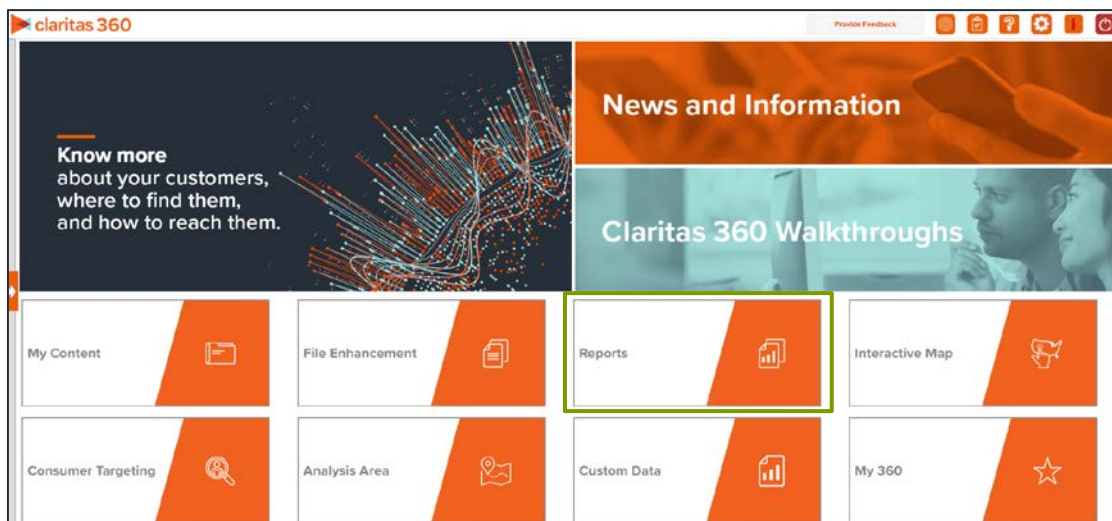# Consumer Buying Power Report

OVERVIEW

This document will take you through the process of creating a Consumer Buying Power report.

The Consumer Buying Power report provides consumer expenditures for products and services by analysis area.

LOCATE THE REPORT

1. From the homepage, click on Reports.

2. Select Standard Reports � Consumer Demand Reports ➤ Consumer Buying Power.
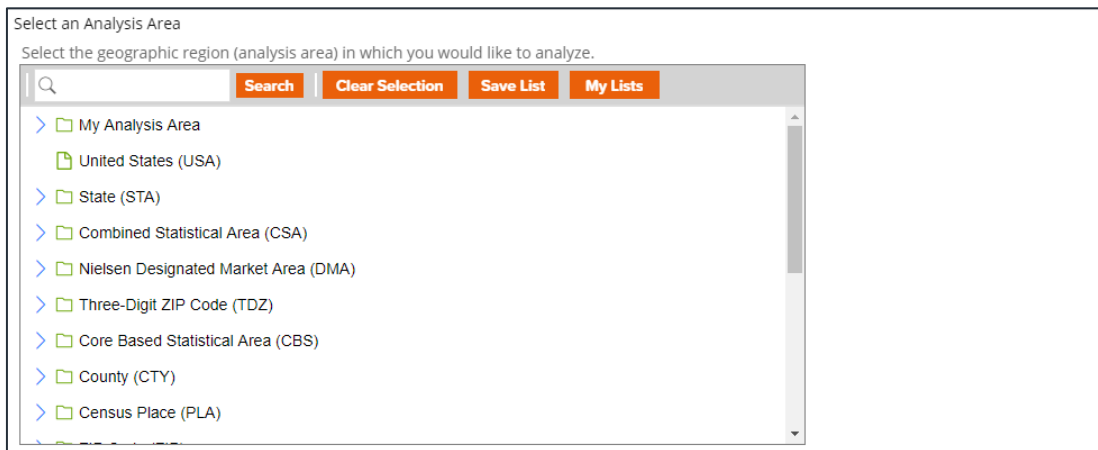
SELECT REPORT INPUTS

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).
   Note: Clicking on the folder (without opening it) will select all areas contained within the folder.

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 Buying Power report

Select All	OFF
Summary	OFF
Food	OFF
Alcoholic Beverages	OFF
Housing	OFF
Apparel & Services	OFF
Transportation	OFF
Healthcare	OFF
Entertainment	OFF
Personal Care	OFF
Read Edu Tobacco	OFF
Exp Contr Ins	OFF
Non-Current	OFF
Spending Patterns	OFF
Retail Store Types	OFF
YPH	OFF

Specify Report Output Details

1. Enter the report name. Click Submit.

Enter a Report Name	Consumer Buying Power ⊗

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.