



# Consumer Concentration Report

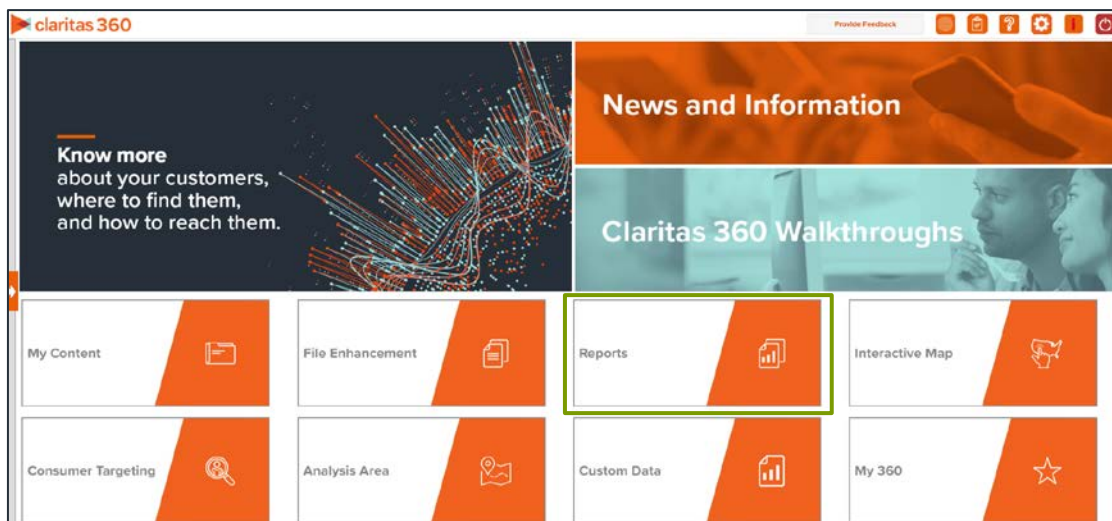
## OVERVIEW

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

The Consumer Concentration report shows details about demographics, consumer demand and customer data for any selected analysis areas.

## LOCATE THE REPORT

1. From the homepage, click on Reports.



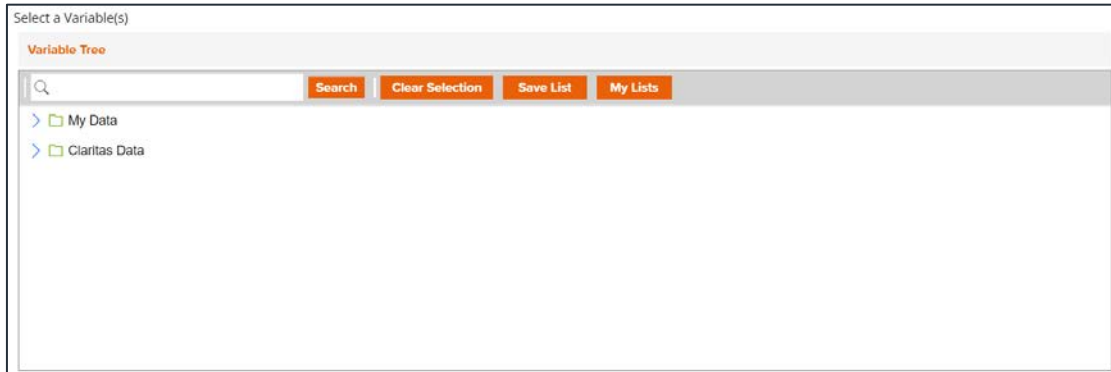
2. Select Standard Reports → Demographic Reports → Consumer Concentration.

## SELECT REPORT INPUTS

### Select Variables and Analysis Areas

1. Select the variable(s) you want to include in your report.

Note: A maximum of 50 variables can be selected.



Select a Variable(s)

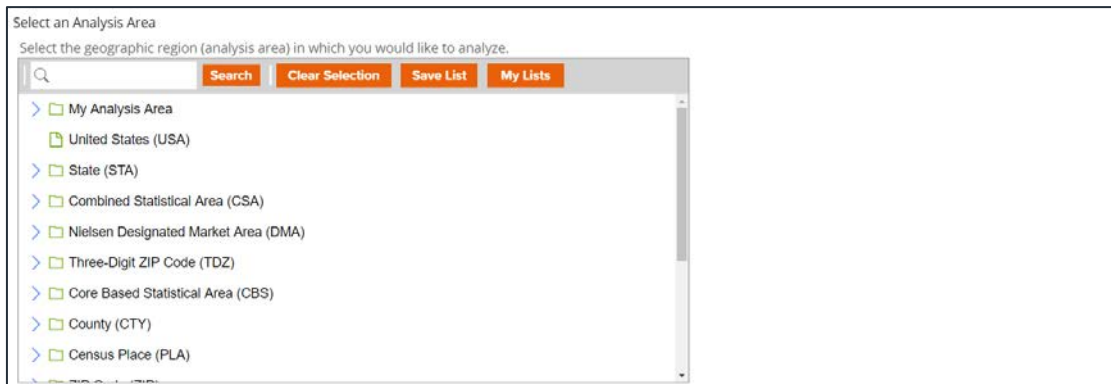
Variable Tree

Search Clear Selection Save List My Lists

- > My Data
- > Claritas Data

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. A maximum of 10,000 custom analysis areas can be included in the report output. However, there are no limits on standard geographies.



Select an Analysis Area

Select the geographic region (analysis area) in which you would like to analyze.

Search Clear Selection Save List My Lists

- > My Analysis Area
  - United States (USA)
- > State (STA)
- > Combined Statistical Area (CSA)
- > Nielsen Designated Market Area (DMA)
- > Three-Digit ZIP Code (TDZ)
- > Core Based Statistical Area (CBS)
- > County (CTY)
- > Census Place (PLA)

3. Select the level of detail. The options are:

ANALYSIS AREA, LEVEL OF DETAIL	
LEVEL OF DETAIL	DEFINITION
As Selected	Creates individual columns for each analysis area in the selected order.
Component	Creates individual columns for all the analysis area components you selected (State, County, ZIP Code, etc.)

4. (Optional) To update the analysis area (a single geography) that will be used to calculate the report index, set the Select different Analysis Area for Index to ON. You will then be prompted to select the geography that you would like used for the index calculation.

Note: The default is that the selected analysis areas will be the base for the index calculation. Setting this option to ON will allow users the ability to select a consistent geography for calculating index, regardless of the number of analysis areas selected.

Select different Analysis Area for Index	ON
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5. (Optional) To include parent geographies in the report, set Include Parent Geographies to ON. When the Parent Geography pop-up window appears, click the Name and/or Code check box next to the parent geography(ies) that you want appended to the report.

Include Parent Geographies			ON
Parent Geographies			
Geography Level	Name	Code	
	<input type="checkbox"/>	<input type="checkbox"/>	
Analysis Area	<input type="checkbox"/>		
United States (USA)	<input type="checkbox"/>	<input type="checkbox"/>	
State (STA)	<input type="checkbox"/>	<input type="checkbox"/>	
Continental United States (CON)	<input type="checkbox"/>	<input type="checkbox"/>	

## Select Sort Method

You'll be prompted to make the following selections:

SORT & SUBTOTAL OPTIONS	
SORT/SUBTOTAL PROMPT	ADDITIONAL INFORMATION
Sort method	Sets the method used for sorting your records. The selected sort method will affect which of the remaining sort/subtotal options will appear.
Sort variable	This is the variable that the report will be sorted on.
Sort measure	This is the measure tied to the sort variable that will be used for the basis of sorting.
Sort direction	The options are ascending and descending.
Subtotal method	Sets the method used for grouping the records into subtotals. The selected subtotal method will affect which of the remaining subtotal options will appear.
Number of Ranges	Sets the number of subtotal groups included in your report.
Subtotal measure	Sets the measure that will be used for the basis of subtotalling.

1. Select a sort method. The options are:

SORT METHODS	
SORT METHOD	DEFINITION
None	No sort applied.
Row ID	Sorts data according to row ID.
Row Name	Sorts data according to name in alphabetical order.
Report Selection	Displays additional options that allow you to sort data based on a specific profile measure.

2. (Optional) If you selected Report Selection as the sort method, you'll be prompted to select a sort variable and sort measure.

Select a sort Variable

CY Pop, Age 25 - 34

CY Pop, Age 35 - 44

CY Pop, Age 45 - 54

Select a sort measure

Index

3. Select a sort direction:

Select a sort direction

Ascending

Descending

4. (Optional) If you selected Report Selection as the sort method, you'll be prompted to select a subtotal method. The options are:

Note: If you want a themed map included in your report output, you must select a sub-total method and change the Include Map prompt to ON.

SUBTOTAL METHODS	
SUBTOTAL METHOD	DEFINITION
None	No subtotal applied.
Equal Ranges	Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable.
Equal Records	Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas.

SUBTOTAL METHODS	
SUBTOTAL METHOD	DEFINITION
n-Tile	Distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths. Dividing data in equal portions ranks the analysis areas by marketing potential, in groups showing the strongest to weakest.
Analysis Area	Groups the records by the selected analysis areas.

If you select the Equal Ranges or Equal Records subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings

If you select the n-Tile subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings
- Subtotal measure: select the desired measure to use for equal grouping

If you select the Analysis Area subtotal method, you need to specify the following:

- Display and calculate data for each duplicate geography. The options are:

DUPLICATE GEOGRAPHY METHODS	
DUPLICATE GEOGRAPHY METHOD	DEFINITION
Only Once	The report output will not contain any duplicate records (geographies).
In Subtotals Only	The report output will contain any duplicate geographies in the subtotals, but not the total.
In All Totals	The report output will contain duplicate geographies in both the subtotals and total.

### Add Additional Options

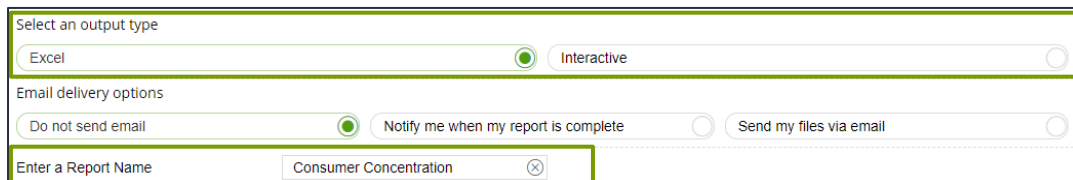
1. To include a map in your report output, set Include Map to ON.

2. Specify if you want to include labels and select a color scheme for your map.

## Specify Report Output Details

1. Specify your report output type and enter the report name. Click Submit.

Note: If you have selected more than 50 variables and/or 10,000 custom analysis areas, you will receive a message and be returned to your report selections so they can be modified.



## REVIEW REPORT OUTPUT

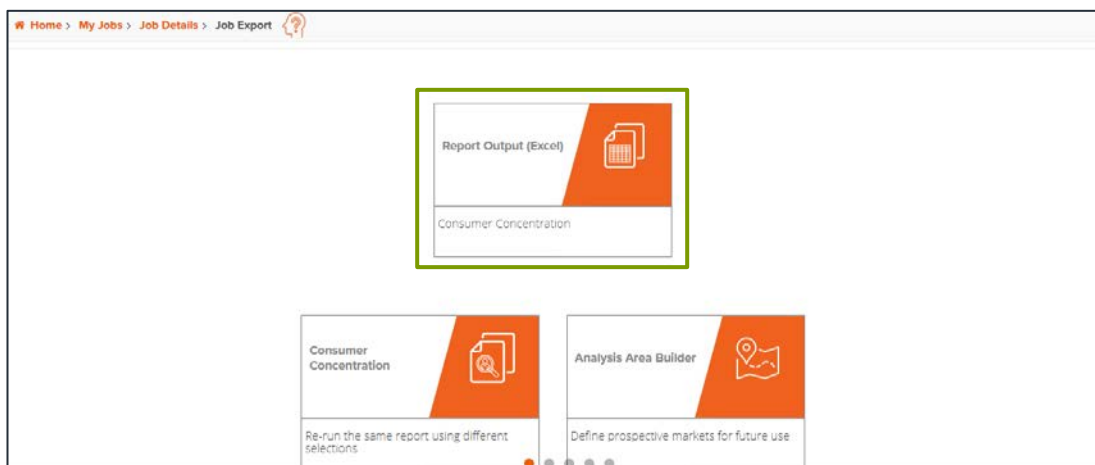
### If Creating Excel Output

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.



2. After the report generates, click Report Output to view your report.



If Creating Interactive Output

- 1. Once your report generates it will be displayed on the screen.

View Map		Parent Geography		Sort/Subtotal		Display & Edit Report Prompts		Export Report		Create Analysis Area		Create Report		Filter	
Analysis Area Code		Analysis Area Name		CY Pop, Age 25 - 34											
				Base Count	Base % Comp	Count	% Comp	% Pen	Index						
100		Amesbury, Devon, TX		200,000	10.00%	10,000	10.00%	10.00%	100						