



# Consumer Concentration

## Using Consumer Buying Power Data, Interpretations & Calculations

### BUSINESS ISSUES IT CAN SOLVE FOR:

- Provides consumer expenditures for products and services by analysis area.
- Compare current year expenditures to the estimated five-year expenditures.

### WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- What is the consumer expenditure for various products and services across my market?

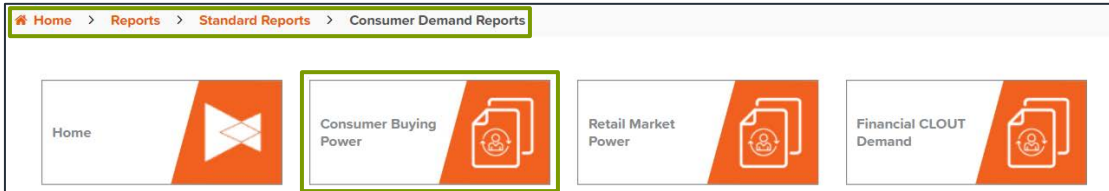
### SAMPLE REPORT OUTPUT

Consumer Concentration							
Analysis Area Code	Analysis Area Name	CY Furniture stores (NAICS 4421)					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index
13057	Cherokee County	91,925	4.07%	21,001,053	4.63%	22845.86%	114
13067	Cobb County	296,658	13.14%	65,630,713	14.46%	22123.36%	110
13113	Fayette County	41,651	1.84%	10,749,511	2.37%	25808.53%	128
13151	Henry County	79,417	3.52%	15,329,296	3.38%	19302.29%	96



1. Analysis Area Code/Name: Each analysis area is identified by code and name.
2. Base Count: The number of consumer units (households and dorm population) in the selected geography. Ex) There are 91,925 consumer units in Cherokee County.
3. Base % Comp: The percentage of consumer units (households and dorm population) in the selected geography compared to the total number of consumer units in the base analysis area. Ex) Cherokee County makes up 4.07% of the consumer units in the Atlanta CBSA.
4. Count: The estimated annual expenditure for the selected product or service. Ex) The expected annual furniture stores expenditure in Cherokee County is \$21,001,053.

5. % Comp: The percentage of expenditure for the selected product or service in the selected geography compared to total expenditure for the selected product or service in the base analysis area. Ex) Cherokee County comprises 4.63% of the furniture store expenditures in the Atlanta CBSA.
- 6 & 7. % Penetration & Index: These fields are not intended for use when using Consumer Buying Power data in the Consumer Concentration Report. For additional consumer expenditure information please refer to the Consumer Buying Power Report located here:



## REPORT FORMULAS

This analysis uses the following formulas:

- Percent composition

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

- Index

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