



Dominant Target

Interpretation & Calculations

OVERVIEW

The Dominant Target report locates the targets with the highest concentration in each analysis area.

The Target Concentration report shows the household distribution of selected targets and/or segments in an analysis area compared to total households in the analysis area. The results of this analysis help determine which geounits you should be pinpointing within your chosen comparison analysis area.

BUSINESS ISSUES IT CAN SOLVE FOR:

- Identify the analysis areas in which a selected target comprises the largest proportion of households.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- Which ZIP Codes (or other geographic level) are the best choice to reach your primary target?
- Does the target yield enough potential customers for the selected geographies?

SAMPLE REPORT OUTPUT

Dominant Target						
Dominant Target	Analysis Area Code	Analysis Area Name	Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]			
			Base Count	Base % Comp	Count	% Pen
[A] Y1 Midlife Success	[B] 60173	Schaumburg	[C] 6,059	[D] 0.32%	[E] 3,343	[F] 55.17%
Y1 Midlife Success	60706	Harhood Heights	9,105	0.49%	3,215	35.31%
Y1 Midlife Success	60176	Schiller Park	4,300	0.23%	769	17.88%
Y1 Midlife Success	6047	Chicago	35,659	1.91%	21,438	60.12%

- A. Dominant Target: Lists the most prevalent target for the selected geography. The LifeStage Group with the highest % Penetration in the Schaumburg ZIP Code is the Midlife Success target.
- B. Analysis Area Code/Name: Each analysis area is identified by code and name.
- C. Base Count: Number of households within the base selected geography. Ex) There are 6,059 households in the Schaumburg ZIP Code.
- D. Base % Comp: The percentage of households in the selected geography compared to the total number of households in the base geography. Ex) The Schaumburg ZIP Code makes up 0.32% of the households in Cook County.
- E. Count: Number of households in selected geography that belong to the specified target. Ex) There are 3,343 Midlife Success households in the Schaumburg ZIP Code.
- F. % Penetration: The percentage of households that belong to the specified target in the selected geography compared to the total household count in the selected geography. Ex) Midlife Success households make up 55.17% of Schaumburg's total households.

DOMINANT TARGET FORMULAS

This analysis uses the following formulas:

- Percent composition of base households

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

- Percent penetration of target households

$\frac{\text{Count}}{\text{Base Count}} \times 100 = \text{Percent Penetration}$
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