Target Concentration

Interpretation & Calculations

OVERVIEW

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:

- Locate concentrations and projected counts of a single set of potential customer households in a given area.
- Rank geographies within a market based on potential for households from a single target.

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?
- What is the projected household count for the primary target in a selected market?
- Does the target yield enough potential customers for the selected geographies?
- Which areas index highest for key desired segments?
- What market offers the strongest opportunity to reach desired consumers?

identify
deliver
optimize

SAMPLE REPORT OUTPUT

Target Concentration							
Analysis Area Code	Analysis Area Name	Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index
[A] 13089	Dekalb County	[B] 302,590	[C] 20.07%	[D] 53,284	[E] 25.52%	[F] 17.61%	[G] 127
13057	Cherokee County	89,105	5.91%	1,460	0.70%	1.64%	12
13067	Cobb County	290,052	19.24%	28,274	13.54%	9.75%	70
13117	Fulton County	436,064	28.92%	108,950	52.18%	24.98%	180

A. Analysis Area Code/Name: Each analysis area is identified by code and name.

B. Base Count: Number of households within the base selected geography. Ex) There are 302,590 households in DeKalb County.

C. Base % Comp: The percentage of households in the selected geography compared to the total number of households in the base geography. Ex) DeKalb County makes up 20.07% of the households in the Atlanta CBSA.

D. Count: Number of target/segment households in selected geography. Ex) There are 53,284 Midlife Success households in DeKalb County.

E. % Comp: The percentage of target/segment households in the selected geography compared to total target/segment households in the base geography. Ex) DeKalb County contains 25.52% of the Atlanta CBSA's Midlife Success households.

F. % Penetration: The percentage of target/segment households in the selected geography compared to the total household count in the selected geography. Ex) Midlife Success households make up 17.61% of DeKalb County's total households.

G. Index: Indicates concentration of the target/segment households in an analysis area,(based on an average index of 100). Ex) A Midlife Success household is 27% more likely to be found in DeKalb County than the other counties in the Atlanta CBSA.

REPORT FORMULAS

This analysis uses the following formulas:

• Percent composition (base or behavior)

$$\frac{\text{Segment/Target Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Percent penetration

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

- Index

$$\frac{\text{\% Composition of Segment/Target Count}}{\text{\% Composition of Base}} \times 100 = \text{Index}$$