Consumer Expenditures and Retail Demand and Supply

Experian's Census Area Projected Estimate (CAPE) data derived from Consumer Expenditures

Experian's Consumer Expenditure data from Census Area Projections and Estimates (CAPE) helps marketers solve persistent trade area problems. Imagine being able to measure supply and demand for specific lines of merchandise in order to determine the best location for a new brick-and-mortar site. Imagine also being able to understand the purchasing profile of a market beyond your first party spending metrics. With Experian's Consumer Expenditure and Retail Demand and Supply data from CAPE, these scenarios are a reality.

What is CAPE Consumer Expenditure data?

Experian's CAPE Consumer Expenditure data provides block group level spending estimates on approximately 670 expenditures covering over 45 different product and merchandise categories. Marketers use CAPE Consumer Expenditure data to:

- Identify target audiences
- Understand the spending profiles and habits of a particular geographic area
- Make data driven decisions to plan future store locations or product offerings.

CAPE Consumer Expenditure estimates are created based on Experian's analysis of household level respondent data from the government's Consumer Expenditure Survey. This analysis then results in both Current Year Estimates (CYE) and Five Year Projections (FYP).

How to make better business decisions with CAPE data:

- **Determine the impact of a new store location.** CAPE Consumer Expenditure data can provide a before-and-after market analysis to justify spend and support future investment proposals.

- **Identify areas where shoppers buy certain products.** With over 670 segments you can identify high concentrations of consumers who purchase everything from fresh fruit to footwear and book to bicycles.

- **Analyze consumer buying habits and trends.** Learn what products are being purchased in a target area; outside of what is being purchased in a brand's store.

What is CAPE Retail Demand and Retail Supply data?

CAPE Retail Demand and Retail Supply datasets utilize Census and government survey sources to accurately measure dollars spent on specific consumer expenditures at the block group level. These datasets help marketers understand Demand by dollar amount for both store type and merchandise line, and correspondingly, report Supply of the same expenditures by store type and merchandise line.

CAPE Consumer Expenditure data provides block group level spending information on approximately 670 expenditures, comprising 45 difference lines of merchandise and nearly 100 store types.

Major store categories:
- Alcoholic beverages
- Apparel and services
- Cash contributions
- Education
- Entertainment
- Food
- Health care
- Housing
- Personal care products and services
- Personal insurance and pensions
- Reading
- Tobacco products and smoking supplies
- Transportation

CAPE Retail Demand and Retail Supply allow for comparison of Retail Supply to Retail Demand for trade areas in terms of both (a) Store Types and (b) Merchandise Lines. It easily identifies areas where sales are greater or less than demand in order to help inform decisions regarding store locations and merchandise lines stocked.

How can I use CAPE Retail Demand and Retail Supply data?

• **Determine where to put a new store.** CAPE Retail Demand and Retail Supply provides statistical evidence to support the decision to enter a new market by finding high concentrations of demand for a product.

• **Identify the demand for a product in a specific market.** With more than 45 different lines of merchandise, CAPE Retail Demand and Retail Supply provides demand for various products, and also reveals information about the dollar amount being supplied in the area by store type and merchandise line.

• **Provide data-based decisioning to sunset a product.** CAPE Retail Demand and Retail Supply data considers competitive supplier sales data in the market, in addition to consumer expenditures captured at the household level and rolled up to the block group level. Know the true demand for a product to support the decision to retire or revive it.

For more information on Experian data assets, contact your local Experian Marketing Services sales representative, email targeting@experian.com or call 844.747.1667.

CAPE sources include:

• Experian household-level ConsumerView database statistics for small areas

• National Business Database

• US Census Bureau: Census, Annual Population Estimates, Annual Housing Unit Estimates, Maponics, Valassis Lists, HIS Global Insights and more for population estimates

• US Census Bureau: American Community Survey (ACS)

• US Census Bureau: Quarterly Census Employment and Wages (QCEW)

• US Census Bureau: Census of Retail Trade (part of the Economic Census)

• US Bureau of Labor Statistics: Consumer Price Index

• US Bureau of Labor Statistics: Consumer Expenditure Survey

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