
Where do your customers live?

Another important aspect of understanding your customer base is knowing where they live. If you have a specific location and you know where your customers live, you get a better idea of how commuting patterns, competitive locations, etc. may play a role in who comes to your location. Additionally, if you are interested in reaching your customers for a targeted marketing mail campaign, knowing where they live allows you to target your marketing message to specific geographic areas rather than distributing them across the entire market.

Esri further analyzed customer records and created the *Customer Geographic Summary*. You can use this report to see where most of your current customers are located. This report *summarizes* your customer records at the state, county, ZIP Code, Core Based Statistical Areas (CBSA) levels to find your top 20 geographic areas. Each record is assigned to the state, county, ZIP Code, Core Based Statistical Areas (CBSA) according to a point-in-polygon approach from the record's latitude and longitude. See the Locator (LOC_NAME) field in the output file to view the qualities of the latitude and longitude. Each geographic level is analyzed according to the record count and the percentages. Records that cannot be matched are noted at the end of each section.

This report shows you the geographic areas and percentages where most of your customers are located, ranked top to bottom according to the numbers of customers in each area. Now, you can begin to see where you should concentrate your organization and marketing planning efforts!

The state with the highest number of customers is California (100.00%) of your customer base. When you look at other levels of geography, you find that the San Francisco-Oakland-Hayward, CA Metropolitan Statistical Area CBSA (Core Based Statistical Areas) has the highest percentage of customers (100.00%). You should further review the list to identify other top concentrations of your customers and look at these potential opportunities.

The geographic summary displays the top 20 states, counties, ZIP Codes and CBSAs in rank order.

A. 600 (100.00%) of your records are in the state of California (06).

B. 600 (100.00%) of your records are in San Francisco County, CA county. The number after the county (06075) is county FIPS code.

C. Records that cannot be matched at the designated level are noted at the bottom of each section.

D. 141 (23.50%) of your records are in SAN FRANCISCO ZIP Code 94115. The top-ranked ZIP Code.

E. In addition of the top 20 ZIP Codes, there are 0 'Other ZIP Codes' represented in your customer database (0.00% of all records).

F. 600 (100.00%) of your records are located within the San Francisco-Oakland-Hayward, CA Metropolitan Statistical Area (41860) Metropolitan Area.

Top 20 States

| Name | (A) | Count | Percent |
|----------------------|-----|-------|---------|
| California (06) | | 600 | 100.00 |
| Other States | | 0 | 0.00 |
| Non-geocoded Records | | 0 | 0.00 |

Top 20 Counties

| Name | (B) | Count | Percent |
|----------------------------------|-----|-------|---------|
| San Francisco County, CA (06075) | | 600 | 100.00 |
| Other Counties | (C) | 0 | 0.00 |
| Non-geocoded Records | | 0 | 0.00 |

Top 20 ZIP Codes

| Name | (D) | Count | Percent |
|--------------------------|-----|-------|---------|
| 94115 SAN FRANCISCO, CA | | 141 | 23.50 |
| 94131 SAN FRANCISCO, CA | | 81 | 13.50 |
| 94110 SAN FRANCISCO, CA | | 61 | 10.17 |
| 94112 SAN FRANCISCO, CA | | 49 | 8.17 |
| 94117 SAN FRANCISCO, CA | | 43 | 7.17 |
| 94127 SAN FRANCISCO, CA | | 34 | 5.67 |
| 94118 SAN FRANCISCO, CA | | 33 | 5.50 |
| 94114 SAN FRANCISCO, CA | | 32 | 5.33 |
| 94109 SAN FRANCISCO, CA | | 30 | 5.00 |
| 94102 SAN FRANCISCO, CA | | 26 | 4.33 |
| 94121 SAN FRANCISCO, CA | | 15 | 2.50 |
| 94122 SAN FRANCISCO, CA | | 13 | 2.17 |
| 94116 SAN FRANCISCO, CA | | 12 | 2.00 |
| 94103 SAN FRANCISCO, CA | | 11 | 1.83 |
| 94134 SAN FRANCISCO, CA | | 11 | 1.83 |
| 94107 SAN FRANCISCO, CA | | 6 | 1.00 |
| 94124 SAN FRANCISCO, CA | | 1 | 0.17 |
| 94108 SAN FRANCISCO, CA | | 1 | 0.17 |
| Other ZIP Codes | (E) | 0 | 0.00 |
| Records with no ZIP Code | | 0 | 0.00 |

Top 20 CBSAs

| Name | (F) | Count | Percent |
|---|-----|-------|---------|
| San Francisco-Oakland-Hayward, CA Metropolitan Statistical Area (41860) | | 600 | 100.00 |
| Other CBSAs | | 0 | 0.00 |
| Records not in an CBSAs | | 0 | 0.00 |