

Market Potential Report

Market Potential data measures the likely demand for a product or service for your market area by a specific geography level. You can use this report to make decisions about where to offer products and services.

The Expected is the estimated number of adults or households that use a particular product or service.

The Penetration Percent is a measure of the percent of adults or households that use a particular product or service compared to the Total Households or Total Adults in the geography.

The Index measures the likelihood of adults or households in a specified area to exhibit certain consumer behavior compared to the base area average. The index is tabulated to represent a value of 100 as the overall demand for the base area. A value of more than 100 represents high demand; a value of less than 100 represents low demand. For example, an index of 120 implies that demand in the trade area is likely to be 20 percent higher than the base area average; an index of 85 implies demand is 15 percent lower than the base area average.

The Expected Volume is the estimated volume usage of a particular product or service. Depending on the volumetric value used, this could be a count or a dollar amount.

The Average Volume is the average volume usage per adult or household.

The Volume Index measures the likelihood of adults or households in a specified area to exhibit certain consumer behaviour compared to the base profile average. The index is tabulated to represent a value of 100 as the overall demand for the base area. A value of more than 100 represents high demand; a value of less than 100 represents low demand. For example, an index of 120 implies that demand in the trade area is likely to be 20 percent higher than the base profile average; an index of 85 implies demand is 15 percent lower than the base profile average.

Geographies by Market Potential Data:

Geography ID	Name	Total	Expected	Percent Penetration	Index	Expected Volume	Average Volume	Volume Index
94116	San Francisco	15,490.00	194.00	1.25	476	194.00	1.00	100
94112	San Francisco	22,526.00	264.00	1.17	446	264.00	1.00	100
94015	Daly City	20,070.00	222.00	1.11	421	222.00	1.00	100
94134	San Francisco	12,418.00	132.00	1.06	404	132.00	1.00	100
94014	Daly City	13,866.00	141.00	1.02	387	141.00	1.00	100
94132	San Francisco	10,491.00	76.00	0.72	276	76.00	1.00	100
94122	San Francisco	22,127.00	129.00	0.58	222	129.00	1.00	100
94124	San Francisco	9,774.00	47.00	0.48	183	47.00	1.00	100
94104	San Francisco	217.00	1.00	0.46	175	1.00	1.00	100
94121	San Francisco	17,625.00	79.00	0.45	170	79.00	1.00	100
94133	San Francisco	14,266.00	28.00	0.20	75	28.00	1.00	100
94127	San Francisco	7,161.00	12.00	0.17	64	12.00	1.00	100
94130	San Francisco	652.00	1.00	0.15	58	1.00	1.00	100
94118	San Francisco	17,405.00	21.00	0.12	46	21.00	1.00	100
94129	San Francisco	1,136.00	1.00	0.09	33	1.00	1.00	100
94110	San Francisco	27,926.00	24.00	0.09	33	24.00	1.00	100
94158	San Francisco	2,738.00	2.00	0.07	28	2.00	1.00	100
94108	San Francisco	7,569.00	5.00	0.07	25	5.00	1.00	100
94131	San Francisco	12,971.00	8.00	0.06	23	8.00	1.00	100
94114	San Francisco	17,093.00	10.00	0.06	22	10.00	1.00	100
94115	San Francisco	17,440.00	10.00	0.06	22	10.00	1.00	100
94103	San Francisco	13,549.00	8.00	0.06	22	8.00	1.00	100

Geography ID	Name	Total	Expected	Percent Penetration	Index	Expected Volume	Average Volume	Volume Index
94105	San Francisco	5,206.00	3.00	0.06	22	3.00	1.00	100
94107	San Francisco	14,122.00	8.00	0.06	22	8.00	1.00	100
94123	San Francisco	14,721.00	8.00	0.05	21	8.00	1.00	100
94607	Oakland	10,882.00	6.00	0.06	21	6.00	1.00	100
94117	San Francisco	18,637.00	10.00	0.05	20	10.00	1.00	100
94102	San Francisco	17,042.00	8.00	0.05	18	8.00	1.00	100
94111	San Francisco	2,251.00	1.00	0.04	17	1.00	1.00	100
94109	San Francisco	33,832.00	14.00	0.04	16	14.00	1.00	100
94005	Brisbane	1,855.00	0.00	0.00	0	0.00	0.00	0