



ESRI
EXTERNAL

Interpret a Measure Cannibalization Report

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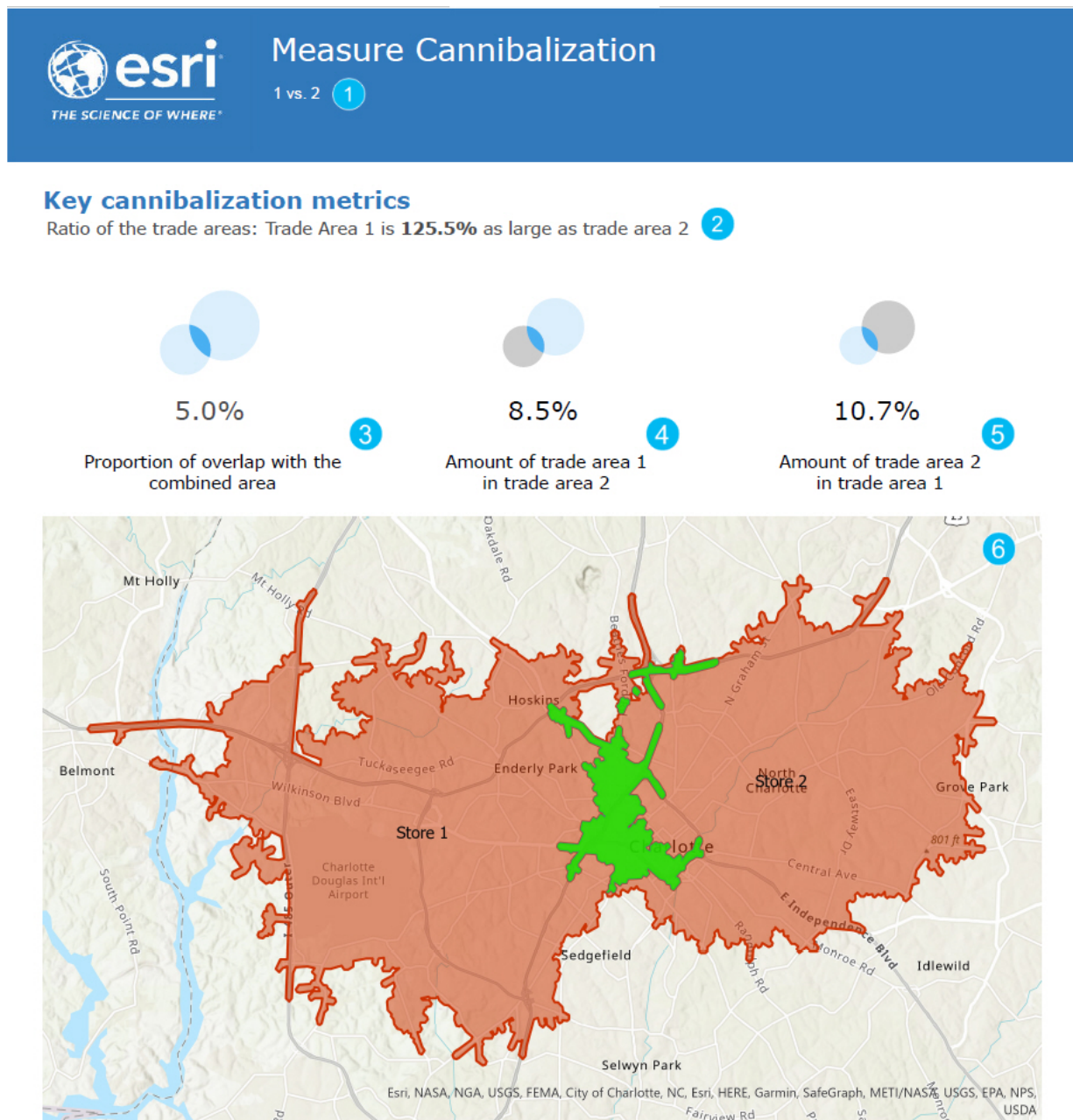
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Interpret a Measure Cannibalization Report

In addition to the attribute information and the output feature class showing the area of overlap, the Measure Cannibalization geoprocessing tool generates a report that provides in-depth information about the overlap between the trade areas or input polygons. The report summarizes key cannibalization statistics that help you assess the impact of the overlap.

Use this guide to interpret the contents of Measure Cannibalization report. The example report in this guide assesses the impact of opening a new store (Store 2) whose trade area will overlap with an existing store's (Store 1) trade area.

Interpret the key indicators:



- 1 The header of the report contains information about the trade areas being compared. In this report, Trade Area ID 1 is being compared with Trade Area ID 2.
- 2 The first metric compares the geographic areas of the input trade areas. In this report, trade area 1 is 125.5% (1.25 times) larger than trade area 2.

Tip: For best results, use a numeric ID field as input for **Trade Area ID** parameter. Values 1 and 2 are ID's of the input features.
- 3 The first indicator shows the percentage of overlapping area when compared to the combined area. In this report, the overlap area is 5% of the combined area.

Note: Combined area = (Area of trade area 1 + Area of trade area 2) – Area of overlap. This ensures that the area of overlap is not considered twice.
- 4 The second and third indicators show the proportion of each area that overlaps the other area. In this report, 8.5% of trade area 1 overlaps with trade area 2 and 10.7% of trade area 2 overlaps with trade area 1.
- 5
- 6 The map shows the input features and the area of overlap represented by a green polygon between the input features. The labels in the map are defined by the **Store ID** field (when specified) or the **Trade Area ID** field.

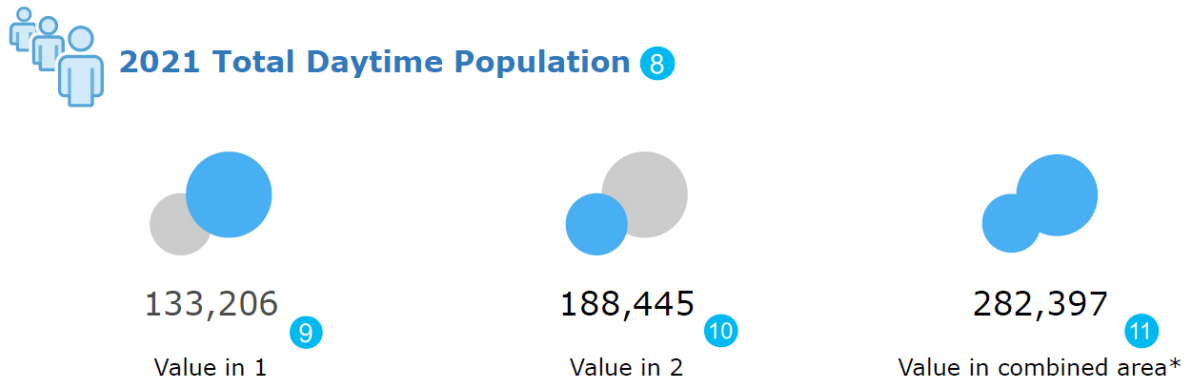
Interpret About this report section:

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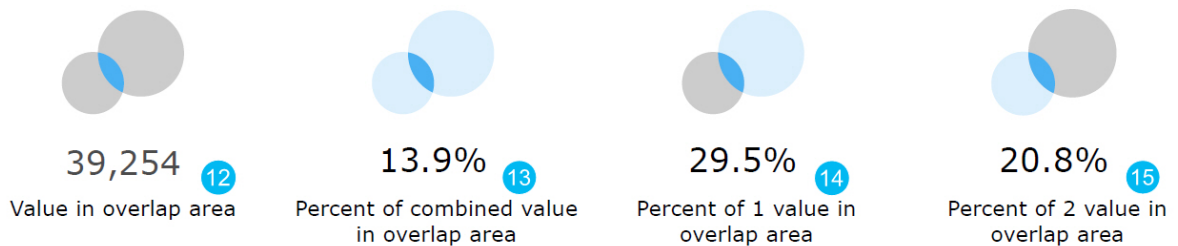
This report provides information about the amount of **overlap** between two or more polygons. Overlap refers to the extent of the polygons beyond intersection. More information about this report can be viewed in the [How Measure Cannibalization Works](#) documentation page.

- 7 This section gives general information about the Measure Cannibalization report.

Interpret key statistics:



Cannibalization Statistics



- ⁸ The variable chosen under the **Additional Metrics** parameter of the tool.
- ⁹ The amount of variable in each trade area. In this report, the Total Daytime Population in Trade Area 1 is 133,206 and the Total Daytime Population in Trade Area 2 is 188,445.
- ¹⁰
- ¹¹ The amount of the variable in the combined area. In this report, the Total Daytime Population in the combined area is 282,397.
- ¹² The amount of the variable in the area of overlap between the two trade areas. In this report, the Total Daytime Population in the area of overlap is 39,254.
- ¹³ The percentage of the variable in the area of overlap when compared to the variable value in the combined area. In this report, 13.9% $((39254/282397) \times 100)$ of Total Daytime Population is in the area of overlap.
- ¹⁴ The percentage of the variable in the area of overlap when compared to the variable value in each trade area. In this report, 29.5% $((39254/133206) \times 100)$ of Trade Area 1's Total Daytime Population is in the area of overlap. 20.8% $((39254/188445) \times 100)$ of Trade Area 2's Total Daytime Population is in the area of overlap.
- ¹⁵

Interpret the key statistics:

2021 Total Daytime Population in 1 area (133,206) is 70.7% of 2021 Total Daytime Population in 2 area (188,445) ¹⁶

13.9% of 2021 Total Daytime Population in the combined area (282,397) is in the overlap area (39,254).

29.5% of 2021 Total Daytime Population in 1 area (133,206) is in the overlap area (39,254).

20.8% of 2021 Total Daytime Population in 2 area (188,445) is in the overlap area (39,254).

*2021 Total Daytime Population in combined area = 2021 Total Daytime Population in (1 + 2 - Overlap).

¹⁶ This information further explains the statistics indicators. The asterisk on ¹¹ is explained in this section of the report.