



Consumer Measures Definitions

Projected Buyers – Number of Buyers Purchasing (by line item)

Projected Dollars/Units – Number of Dollars/Units Purchased (by line item)

Dollar Share – Line Item's Share of Total (Cat/Dept) Dollars

Price per Unit – Average Price Paid per Unit (by line item) during the time period

Penetration - % of Households Purchasing (by line item) during the time period
a.k.a. – % Households Buying

Buying Rate (Dollars/Units) – The average dollars/units purchased per buying HH during the time period.
Equals Dollars/Units Per Purchase Occasion X Purchase Frequency
a.k.a. – amount purchased

Purchase Frequency – Average Number of Purchases per buyer (by line item) during the time period
a.k.a. – # of purchase occasions

Dollars/Units per Occasion – Average Dollars/Units spent per buyer (by line item) during the time period
a.k.a. – purchase size

Raw Buyers – Number of buyers buying line item (sample, not projected).
Use to determine significance of data (ie ~30 buyers minimum to have confidence in the projected results)

Raw Transactions - Number of transactions including line item (sample, not projected)

Repeat (2+) – Expressed as a percent (%). % of buyers buying line item 2 or more times during the period.
Used to determine long term viability of brand

Share of Requirements – Among line item buyers % of dollar volume that was satisfied by the brand/category.
Shared to:
Total Conventional + Nat products (IRI + SPINS dictionaries)
Total Natural/Organic Products (SPINS dictionary)
Used to determine loyalty to the brand/category

Projected Item Baskets – Number of shopping baskets that contain line item

Projected Item Baskets Containing Organic (Category) – Number of shopping basket's that contain line item and also contain an organic item.

Pct (%) Item Baskets with Organic (Category) - % of Shopping baskets by line item that contain an organic item.

Consumer Demographic Measures - Examples

Female Age 18-34
Female Age 35-44
Female Head Age 45-54
Female Head Age 55 or older
No Female Head

Income <\$25K
Income \$25K-\$44.9K
Income \$45K-54.9K
Income \$55K-\$64.9K
Income \$65K-\$74.9K
Income \$75K-\$99.9K
Income \$100K or More

Race White
Race Black
Race Hispanic
Race Asian
Race Other

1 Member HH
2 Member HH
3 - 4 Member HH
5 + Member HH

Female Head Full Time
Female Head Part Time
Female Head Not Employed
No Female Head Reported

Male College Grad
Male Some College
Male High School Grad or Less
No Male Head Reported

Male Head Occ White Collar
Male Head Occ Blue Collar
Male Head Occ Not Employed / Retired
No Male Head Reported