

Dakota Worldwide Corporation

“Retail Research by Retail People”



**Locus Conference Lifestyle Modeling
December 2006**



LocusPro

- STI Landscape Lifestyles have been added to the LocusPro modeling process



LocusPro Sector Table

File Edit Grid Calculate Display Reports Report Writer Print w/o Sort Graphics Lifestyle About														
Project Info		Facility Groups		Sector Groups		Customer Surveys		Site Evaluation		Market Totals		Report		Forecast
Header Info		Facilities		Sectors		Barriers		Curve Override		Image Override		Radius Override		Sister Pairs
	key	% Other	% Hispanic	% under 18	% over 65	% College	% Military	pop limit	sq. mi.	nat prop	comment	longitude	latitude	lifestyle index
1	1.00	0.6	0.1	2.8	53.3	0.0	0.0	0	0.00	0		-94.340538	36.480377	O1
2	2.00	1.5	0.6	10.0	46.2	0.0	0.0	0	0.00	0		-94.313347	36.465443	O1
3	3.00	1.3	1.4	12.9	41.9	0.0	0.0	0	0.00	0		-94.267502	36.481476	O6
4	4.00	1.8	1.0	17.9	32.2	0.0	0.0	0	0.00	0		-94.225098	36.452229	O1
5	5.00	2.7	1.5	15.4	32.3	0.0	0.0	0	0.00	0		-94.192154	36.45037	O1
6	6.00	3.1	0.7	30.1	9.7	0.0	0.0	0	0.00					K3
7	7.00	2.3	1.7	29.5	11.1	0.0	0.0	0	0.00					K7
8	8.00	5.1	5.7	27.2	14.3	0.0	0.0	0	0.00					L3
9	9.00	1.8	1.4	22.9	19.0	0.0	0.0	0	0.00					L2
10	10.00	2.0	0.9	16.9	32.6	0.0	0.0	0	0.00					L2
11	11.00	2.6	2.3	31.1	6.3	0.0	0.0	0	0.00					A4
12	12.00	1.5	0.8	10.8	53.2	0.0	0.0	0	0.00					O1
13	13.00	2.3	1.2	18.2	30.7	0.0	0.0	0	0.00					O1
14	14.00	3.5	2.7	33.3	8.1	0.0	0.0	0	0.00					K7
15	15.00	5.1	4.4	30.2	9.4	0.0	0.0	0	0.00					K7
16	16.00	4.4	2.2	27.7	11.1	0.0	0.0	0	0.00			-94.309448	36.2124	K3
17	17.00	3.1	1.5	27.7	9.1	0.0	0.0	0	0.00	0		-94.208160	36.20932	K1
18	18.00	7.2	8.7	27.2	7.1	0.0	0.0	0	0.00	0		-94.231728	36.35297	B1
19	19.00	3.5	1.8	32.8	7.2	0.0	0.0	0	0.00	0		-94.235237	36.380314	A4
20	20.00	5.3	5.7	31.3	8.3	0.0	0.0	0	0.00	0		-94.184937	36.392269	B2
21	21.00	6.1	4.8	28.4	13.4	0.0	0.0	0	0.00	0		-94.209953	36.380795	B4
22	22.00	4.0	4.7	25.3	17.7	0.0	0.0	0	0.00	0		-94.218155	36.376869	C5

Lifestyle Index is a new column in the Sector Table



LocusPro Facility Table

File Edit Grid Calculate Display Reports Report Writer Print w/o Sort Graphics Lifestyle About																								
Project Info		Facility Groups		Sector Groups		Customer Surveys		Site Evaluation		Market Totals		Report		Forecast										
Header Info		Facilities		Sectors		Barriers		Curve Override		Image Override		Radius Override		Sister Pairs										
Default Radius 2																								
	key	name	DWC_ID	1-Std	2-Mkt	3-S	A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	C1	
1	1.00	Wal-Mart SC					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
2	15.00	Wal-Mart SC					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
3	34.00	Wal-Mart SC					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
4	9.00	W					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
5	5.00	W					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
6	22.00	W					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
7	25.00	W					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
8	14.00	W					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
9	20.00	W					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
10	8.00	W					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
11	31.00	Wal-Mart SC					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
12	10.00	Price Cutter					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
13	21.00	Price Cutter					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
14	30.00	Ozark Nat Foods					1	116	123	130	120	129	114	50	50	126	96	110	82	99	102	50	50	
15	1						1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
16	3						1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
17							1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
18	3						1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
19	3						1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
20	1						1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
21	1						1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
22							1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
23							1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
24	24.00	Harps					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
25	32.00	Harps					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

One new column has been added to the Facility Table for each Lifestyle Index (A1, A2,...).

The cells in the Lifestyle columns hold each facilities Lifestyle multipliers. For example, facility 30 Ozark Nat Foods has a mulitplier of 116 for all sectors with Lifestyle Index A1.

The multipliers range from 1 to 200.



Pulling Powers

- Each facility has a pulling power for each sector.
- The **Pulling Power** is a number that is a function of the distance from the sector to the facility, the facility size, the facility image, the radius and the curve .
- The **Lifestyle Multiplier** is a direct multiplier of the pulling power.
 - A multiplier greater than 100 (101-200) increases the pulling power.
 - A multiplier less than 100 (1-99) decreases the pulling power.



Pulling Power Example

- Two facilities compete for the volume of one sector
 - **Sector Demand** = 330 **Lifestyle Index** = B2

Lifestyle B2

Facility	Pulling Power	Multiplier
1	100	90
2	200	120

- **Without Lifestyle** – Total Pulling Power is 300 (100 + 200)
 - Facility 1 volume = $(100/300) * 300 = 110$
 - Facility 2 volume = $(200/300) * 300 = 220$
- **With Lifestyle Information** – The Pulling Power Changes
 - Facility 1 pulling power is $(90/100) * 100 = 90$
 - Facility 2 pulling power is $(120/100) * 200 = 240$
- **With Lifestyle** – The Total Pulling Power is 330 (90 + 240)
 - Facility 1 volume = $(90/330) * 330 = 90$
 - Facility 2 volume = $(240/330) * 330 = 240$



Changing the Multipliers –Part 1

Locus Professional C:\Documents and Settings\bambi murphy\My Documents\LifeStyle\lifestyletestmodel\lifestyletestmodel.ha

File Edit Grid Calculate Display Reports Report Writer Print w/o Sort Graphics Lifestyle About

Project Info Facility Groups Sector Groups Customer Surveys Site Evaluation Market Totals Report Forecast

Header Info Facilities Sectors Barriers Curve Override Image Override Radius Override Sister Pairs

Default Radius 2

key	name	DWC_ID	1-Stl	2-Mkt	3-Spcl	A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	C1
1	1.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
2	15.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
3	34.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
4	9.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
5	5.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
6	22.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
7	25.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
8	14.00	Wal-Mart NM				1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
9	20.00	Wal-Mart NM				1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
10	8.00	Wal-Mart NM				1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
11	31.00	Wal-Mart NM				1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
12	10.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
13	21.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
14	30.00					1	116	123	130	120	129	114	50	50	126	96	110	82	99	102	50	50
15	16.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
16	35.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
17	4.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18	33.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
19	36.00					1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
20	11.00	Harps S-mercado				1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
21	17.00	Harps					00	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
22	2.00	Harps					00	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
23	6.00	Harps					00	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
24	24.00	Harps					00	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
25	32.00	Harps					00	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

To set the multipliers you may type them in the facility table or click the lifestyle menu.

The lifestyle menu brings up a box to enter a facility or a group of facilities.

Select facility or facilities for lifestyle multipliers.

Please designate a facility, a facility group (ex. &FG1) or a group of facilities (ex. 2,6-9,My Chain Name,20,22-45)

If you choose more than one facility, only the multipliers from the first facility will be on the startup grid but the multipliers on the grid will be applied to all the facilities chosen.

Marvin's IGA

OK Cancel



Changing the Multipliers –Part 2

Copy Paste Group Set Group Add Group Multiply Read Weights from File Write Weights to File

Lifestyle multipliers for Marvin's IGA

	A	B	C	D	E	F	G	H	I
1	100	100	100	100	100	100	100	100	100
2	100	100	100	100	100	100	100	100	100
3	100	100	100	100	100	100	100	100	100
4	100	100	100	100	100	100	100	100	100
5	100	100	100	100	100	100	100	100	100
6	100	100	100	100	100	100	100	100	100
7	100	100	100	100	100	100	100	100	100
8	100	100	100	100	100	100	100	100	100

Cancel Apply changes and exit

The multipliers that appear on this form are from the first Marvin's IGA. However any of the multipliers on this form will be applied to all the Marvin's IGAs if the "Apply changes and exit" button is clicked



Selecting the Correlation Report

Locus Professional C:\Documents and Settings\bambi murphy\My Documents\LifeStyle\lifestyletestmodel\lifestyletestmodel.bal

File Edit Grid Calculate Display Reports Report Writer Print w/o Sort Graphics Lifestyle About

Header Info Facilities Summary Curve Override Image Override Radius Override Sister Pairs
Project Info Facility Group Marketplace Profile Site Evaluation Market Totals Report Forecast
Facility 30 Chain Reports Facility Sector Tables Delete current survey
Single Facility Reports Market Share By Distance
Nbhd/District Reports Store Vol By Sector
Trade Area Data by Census Tract Correlation Report
Store Volume by Census Tract

* The optional total purchases column

	Sector	Customer cnt (dot cnt)	Avg purchase/customer		m sector
1	1.00	12	51.03		0.00
2	2.00	17	51.03		0.00
3	3.00	6	51.03		0.00
4	4.00	7	51.03		0.00
5	5.00	7	51.03		0.00
6	6.00				0.00
7	7.00				0.00
8	8.00				0.00
9	9.00				0.00
10	10.00				0.00
11	11.00				0.00
12	12.00				0.00
13	13.00				0.00
14	14.00				0.00
15	15.00	1	51.03		0.00
16	16.00	2	51.03		0.00
17	17.00	15	51.03		0.00
18	18.00	5	51.03		0.00
19	19.00	12	51.03		0.00

NOT SAVED.

If you have survey information the correlation report could be helpful in determining the lifestyle multipliers.



The Correlation Report

CORRELATION REPORT								
Facility Map Key = 30				Ozark Nat Foods				
Sector Map Key	-----Market Share-----			-----Sales-----			Lifestyle	
	Model	Survey	Dif.	Model	Survey	Dif.	Miles	Index
11	0.00	0.65	-0.65	0	867	-867	22.59	A4
120	4.62	3.21	1.41	6,238	4,337	1,901	1.73	A4
17	0.00	0.33	-0.33	0	561	-561	14.98	A4
2	0.00	0.33	-0.33	0	561	-561	21.09	A4
5	0.00	0.33	-0.33	0	561	-561	0.85	A5
7	0.00	0.33	-0.33	0	561	-561	1.60	A6
2	0.00	0.33	-0.33	0	561	-561	4.60	A6
4	0.00	0.33	-0.33	0	561	-561	2.76	B1
1	0.00	0.33	-0.33	0	561	-561	1.33	B1
28	0.00	0.25	-0.25	0	153	-153	18.00	B1
57	0.00	0.46	-0.46	0	459	-459	13.00	B1

The correlation report can be sorted by lifestyle index. This would allow you to see if sectors of a certain lifestyle index tend to over or under calculate.



Dakota Worldwide Corporation

- Questions and Answers