

Ranking Consumption - Trade Area

Provides a report for total dollar values (or another consumption variable) per household in the specified Trade Area of annual expenditures of goods and services used.



Consumption Ranking | Opticks Numeris



Trade Area: Montréal, QC

The **Trade Area** selected for the analysis is indicated at the top of the report.

	Consumption Unit	Unit/Hhld	% Comp	Base Consumption Unit	Base Unit/Hhld	Base % Comp	Index: Unit/Hhld	Index: % Comp
Food - Beverages								
Drinks Per Day - Beverages - Regular coffee - 1+ (Cups)	3,890,805	1.05	69.92	34,152,405	1.05	68.17	100	103
Drinks Per Day - Beverages - Decaffeinated coffee - 1+ (Cups)	521,148	0.14	16.18	4,825,535	0.15	15.46	95	105
Drinks Per Day - Beverages - Flavoured coffee - 1+ (Cups)	364,571	0.10	11.55	4,424,786	0.14	15.66	72	74
Drinks Per Day - Beverages - Regular tea - 1+ (Cups)	1,800,512	0.48	47.87	18,779,422	0.58	53.71	84	89
Drinks Per Day - Beverages - Herbal tea - 1+ (Cups)	1,102,291	0.30	35.32	11,452,050	0.35	40.83	84	87
Drinks Per Day - Beverages - Premium coffee/tea - 1+ (Cups)	868,652	0.23	26.52	6,281,146	0.19	26.28	121	101

Benchmark: Canada

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.

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Index Colours:	<80	80 - 110	110+
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For example, daily consumption of premium coffee or tea is **0.23** cups per household in Montréal, Québec. This is **21%** (Index Unit/Hhld = **121**) above average compared to the **0.19** cups of premium coffee or tea consumed in the benchmark of Canada. Daily consumption of premium coffee or tea represents **26.52%** of the total daily consumption of premium coffee or tea in the beverage category for the Trade Area of Montréal, Québec. This is **1%** above average (Index % Comp = **101**) compared to the **26.28%** daily coffee or tea consumption in the Canada.

Consumption Unit: The aggregate expenses of the consumption variable in the Trade Area.
Unit/Hhld: The average expenses per household of the consumption variable in the Trade Area.
% Comp: The proportion of the total consumption (parent variable) that composes the consumption variable (child variable) in the Trade Area.
Base Consumption Unit: The aggregate expenses of the consumption variable in the benchmark.
Base Unit/Hhld: The average expenses per household of the consumption variable in the benchmark.
Base % Comp: The proportion of total consumption (parent variables) that composes the consumption variable (child variable) in the benchmark.
Index Unit/Hhld: Compares the average expenses per household in the Trade Area to the averages expenses per household in the benchmark.
Index % Comp: Compares the proportion of total expenses in the Trade Area to the proportion of total expenses in the benchmark (average = 100). An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.