

## Ranking Areas - Variable

Rank levels of geography in an area based on one or more database variables. The ranking provides insight on geographies that are more or less likely to exhibit a certain behaviour when compared to the base count (total population or households in the geography).



## Ranking Areas - Standard Geographies | Variable



**Variable:** 2021 Base Counts - Base: Population, Hispanic/Latino

**Geographic Level:** MCD

The **Variable** that the report is ranked against is at the top of the report, The **Geographic Level** is also found at the top of the report, indicating the level of standard geography of the areas listed in the report.

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Beaverton-Hillsboro, OR (CCD)	4106790289	83,179	13.82	465,100	10.86	17.88	127
Salem, OR (CCD)	4104792737	68,370	11.36	250,209	5.84	27.33	194

In the example, **11.36%** of the estimated proportion of the household population 16+ in **Salem** work identify as Hispanic or Latino. With an Index value of **194**, the household population 16+ in Salem are **94%** more likely to identify as Hispanic or Latino when compared to the Benchmark of Oregon.

**Benchmark:** Oregon

The trade area selected in the report. Represents the geographic extent or universe for the geographic level selected.



**Code:** Refers to the numeric code assigned to Standard Geographic Areas by the USA Census. The smaller the number, the larger the Area. For example, USA's code is 1. New York's code is 36. Syracuse's Designated Market Area (DMA) code is 555. Fulton town's Minor Civil Division (MCD) code is 3609527826.

**Count:** The number of people or households in the listed geography who exhibit that behavior.

**%:** The proportion of the total population or households in the Trade Area that exhibit that behavior for each listed geography..

**Base Count:** The count of total population, total households or other base who live in the chosen geography. The variable or database selected for ranking determines the Base Count variable.

**Base %:**  $((\text{Base Count} / \text{Base Total Count}) * 100)$  The percentage of total population, total households or other base in the benchmark found in that component geography.

**% Pen:** The proportion of the total number of people or households in the individual geography who exhibits the behaviour.

**Index:** Measures if the households in the geography are more or less likely to exhibit a behavior when compared to the total population or households in the same geography. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.