

Ranking Areas - Consumption Variable

Rank Areas based on a Consumption Variable. Helps answer the question: How do my trade areas behave based on a single consumption variable? Which areas are more likely to exhibit a certain behaviour based on a consumption variable?



Ranking Areas - Standard Geographies | Consumption Variable



Variable: CY Bacon

Geographic Level: CY

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 | Aggregate Value | Aggregate % | Average Value | Base Count | Base % | Index |
|------------------------|-------|-----------------|-------------|---------------|------------|--------|-------|
| Los Angeles County, CA | 06037 | 168,064,791 | 23.38 | 49.96 | 3,364,138 | 24.80 | 94 |
| San Diego County, CA | 06073 | 61,904,204 | 8.61 | 52.00 | 1,190,418 | 8.78 | 98 |
| Orange County, CA | 06059 | 60,700,010 | 8.44 | 57.06 | 1,063,847 | 7.84 | 108 |
| Santa Clara County, CA | 06085 | 47,285,791 | 6.58 | 70.30 | 672,613 | 4.96 | 133 |
| Riverside County, CA | 06065 | 38,738,766 | 5.39 | 49.35 | 785,015 | 5.79 | 93 |
| Alameda County, CA | 06001 | 37,466,161 | 5.21 | 60.31 | 621,220 | 4.58 | 114 |

In the example, Santa Clara County spend **\$47,285,791** on bacon. This represents **6.58%** of the spending on bacon in the state of California. An average value of **\$70.30** is being spent on bacon, based on a base count of **672,613** households in Santa Clara County. Those households represent **4.96%** of the households in California. An Index value of **133** indicates that Santa Clara County is 33% above average for the proportion of spending on bacon per household compared to the proportion of households in California.

Benchmark: California

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.

Aggregate Value The total amount of the consumption variable that was chosen.

Aggregate % ((Aggregate Value ÷ Total Aggregate Value) * 100) The percentage of the Aggregate Value attributed to the consumption variable of interest in that geography.

Average Value (Aggregate Value ÷ Base Count) The average amount of the consumption variable per item being counted in the Base Count.

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

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.