

## 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:** Bacon

**Geographic Level:** PRCD

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
Toronto, ON (CDR)	3520	49,425,721	15.77	40.26	1,227,549	21.84	72
Peel, ON (RM)	3521	21,564,746	6.88	45.20	477,097	8.49	81
Ottawa, ON (CDR)	3506	19,485,003	6.22	46.80	416,372	7.41	84
York, ON (RM)	3519	19,056,266	6.08	49.40	385,742	6.86	89
<b>Hamilton, ON (CDR)</b>	<b>3525</b>	<b>14,878,424</b>	<b>4.75</b>	<b>65.24</b>	<b>228,063</b>	<b>4.06</b>	<b>117</b>
Waterloo, ON (RM)	3530	14,347,599	4.58	63.92	224,448	3.99	115
Simcoe, ON (CTY)	3543	14,264,027	4.55	70.17	203,285	3.62	126

In the example, Hamilton, Ontario has spend **\$14,878,424** on bacon. This represents **4.75%** of the spending on bacon in the province of Ontario. An average value of **\$65.24** is being spent on bacon, based on a base count of **228,063** households in Hamilton. Those households represent **4.06%** of the households in Ontario. An Index value of **117** indicates that Hamilton is 17% above average for the proportion of spending on bacon per household compared to the proportion of households in Ontario.

**Benchmark:** Ontario

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

Index Colours:	<80	80 - 110	110+
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**Code:** Refers to the numeric code assigned to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

**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.