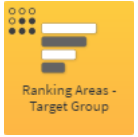


Ranking Areas - Target Group (USA)

Provides a list of areas ranked based on the presence within a Target Group. This report is helpful in identifying geographic areas that that resonate with specific Target Groups.



Ranking Areas - Standard Geographies | Target Group



Target Group: Affluent Families (01, 02, 03, 06, 07)

Geographic Level: PLACE

The **Target Groups** used are at the top of the report. Use the side panel navigation within the ENVISION interface to toggle between Target Groups. 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
Portland, OR (city)	4159000	35,462	38.05	282,772	20.64	12.54	184
Lake Oswego, OR (city)	4140550	8,265	8.87	17,806	1.30	46.42	682
Beaverton, OR (city)	4105350	5,623	6.03	43,525	3.18	12.92	190

In our example, **6.03%** represents the estimated proportion of the **Affluent Families** Target Group in **Beaverton**. With an Index value of **190**, households within this Target Group are **90%** more likely to be found in Beaverton when compared to the Benchmark of Oregon.

Note: An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Benchmark: Oregon

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

Index Colours: <80 (light blue), 80 - 110 (white), 110+ (orange)

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.