



## Ranking Areas—Variable

Rank Areas based on a Variable. Helps answer the question: How do my trade areas behave based on a single variable? Which areas are more likely to exhibit a certain behavior based on a variable? In which areas are households more likely to own a particular product?

### Ranking Areas - Standard Geographies | Variable

ENVIRONICS ANALYTICS

Variable: Bachelor's Degree

Geographic Level: PLACE

Name	Code	Count	%	Base Count	Base %	% Pen	Index
San Francisco, CA (city)	667000	231,963	16.50	706,132	13.29	32.85	124
San Jose, CA (city)	668000	169,988	12.09	706,889	13.30	24.05	91
Oakland, CA (city)	653000	69,598	4.95	310,921	5.85	22.38	85
Fremont, CA (city)	626000	47,110	3.35	164,503	3.10	28.64	108
Sunnyvale, CA (city)	677000	31,499	2.24	106,969	2.01	29.45	111
Berkeley, CA (city)	606000	26,355	1.88	80,521	1.51	32.73	124
Santa Clara, CA (city)	669084	26,252	1.87	88,219	1.66	29.76	113
Santa Rosa, CA (city)	670098	23,981	1.71	125,524	2.36	19.10	72
Daly City, CA (city)	617918	22,475	1.60	79,252	1.49	28.36	107
San Mateo, CA (city)	668252	21,926	1.56	76,171	1.43	28.79	109
Hayward, CA (city)	633000	21,254	1.51	109,801	2.07	19.36	73
Concord, CA (city)	616000	20,202	1.44	90,614	1.71	22.29	84
San Ramon, CA (city)	668378	20,150	1.43	51,377	0.97	39.22	148
Walnut Creek, CA (city)	683346	19,890	1.42	54,888	1.03	36.24	137
Pleasanton, CA (city)	657792	19,087	1.36	54,011	1.02	35.34	134
Alameda, CA (city)	600562	18,765	1.33	59,178	1.11	31.71	120
Mountain View, CA (city)	649670	17,363	1.24	60,223	1.13	28.83	109
Livermore, CA (city)	641992	17,019	1.21	63,144	1.19	26.95	102
Vallejo, CA (city)	681666	15,659	1.11	83,665	1.57	18.72	71
Milpitas, CA (city)	647766	15,447	1.10	54,043	1.02	28.58	108

We focus on the **Count**, the **%** and the **% Pen** columns in this report.

In our example, we want to know which cities have large/small concentration of population 25+ who have a Bachelors Degree. We chose the San Francisco DMA as the trade area and we choose a Place as a geographic detail level. The default view of the output is by Count descending.

Santa Rosa has a population of 23,981 over the age of 25 with a Bachelor's Degree. This represents 1.71% of the population aged 25+ who have a Bachelors Degree in the San Francisco DMA (the trade area). There are 125,524 people aged 25+ in Santa Rosa, which makes up 2.36% of the total population aged 25+ in the San Francisco DMA. The 23,981 Bachelor's Degree holders in Santa Rosa represent a market penetration rate of 19.10%. There are 28% fewer people 25+ with Bachelor's Degree in Santa Rosa, than there are in the San Francisco DMA (Index = 72).



**Code** Refers to the number code given to Standard Geographic Areas by the U.S. Census.

**Count** The count of total population, total households or other base attributed to the variable of interest in that geography.

**%** (Count/Total Count \* 100) The percentage of the total count attributed to the variable of interest in that geography.

**Base Count** The count of total population, total households or other base who live in that geography.

**Base %** (Base Count/Base Total Count \* 100) The percentage of the total population, total households or other base in the trade area who live in that geography.

**% Pen** (Count/Base Count \* 100) Measures the proportion attributed to the variable of interest in the geography compared to the base population or household count in that particular geography.

**Index** (% /Base % \*100) Measures if the presence of the variable of interest in a geography is over represented (above average) or under represented (below average) when compared to the base population or households in the geography (average = 100).