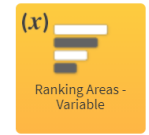


## Ranking Areas - Variables

Provides information about the geographic extents that resonate with a single variable. This report indicates the population or households who are more or less likely to exhibit a certain behaviour when compared to the market.



## 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 geographic extents 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, **1136%** 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 **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

**Code:** Refers to the numbers given to Standard Geographic Areas by the U.S. Census Bureau. For example, the United States code is 001. New York State's code is 36. Albany County's code is 36001. The code for the city of Albany is 3601000.

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

**%:** The percentage of population or households in the Trade Area that exhibit that behavior.

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

**Base %:** The percentage of people or households in the Benchmark that exhibit that behavior

**% Pen:** Of all people or households who exhibit that behavior in the base area (Benchmark), **% Pen** is the proportion that are found in the Trade Area.

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

Index Legend   Under 80   Over 110