

## Ranking Areas - Consumption Variable

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 | Consumption Variable

ENVIRONICS ANALYTICS

Variable: 2021 Energy/Sports Drinks - # of Drinks/Glasses Drank [Pst Week] - Consumption (Glasses) (P)

Geographic Level: FSAQ420

| Name                  | Code | Aggregate Value | Aggregate % | Average Value | Base Count | Base % | Index |
|-----------------------|------|-----------------|-------------|---------------|------------|--------|-------|
| L7A (Brampton, ON)    | L7A  | 29,253          | 2.03        | 0.36          | 80,364     | 1.36   | 149   |
| L6R (Brampton, ON)    | L6R  | 27,081          | 1.88        | 0.30          | 89,496     | 1.52   | 124   |
| NOB (Elora, ON)       | NOB  | 23,945          | 1.66        | 0.32          | 74,249     | 1.26   | 132   |
| L6P (Brampton, ON)    | L6P  | 22,451          | 1.56        | 0.26          | 87,601     | 1.49   | 105   |
| L6Y (Brampton, ON)    | L6Y  | 21,951          | 1.52        | 0.24          | 92,062     | 1.56   | 97    |
| L9T (Milton, ON)      | L9T  | 20,388          | 1.41        | 0.22          | 92,933     | 1.58   | 90    |
| L5M (Mississauga, ON) | L5M  | 20,153          | 1.40        | 0.21          | 94,591     | 1.61   | 87    |
| L5N (Mississauga, ON) | L5N  | 19,963          | 1.38        | 0.27          | 75,165     | 1.28   | 108   |
| L6X (Brampton, ON)    | L6X  | 19,340          | 1.34        | 0.28          | 69,253     | 1.18   | 114   |
| M5V (Toronto, ON)     | M5V  | 17,832          | 1.24        | 0.28          | 62,859     | 1.07   | 116   |
| L5B (Mississauga, ON) | L5B  | 14,821          | 1.03        | 0.25          | 59,387     | 1.01   | 102   |
| L0K (Coldwater, ON)   | L0K  | 14,751          | 1.02        | 0.44          | 33,221     | 0.56   | 181   |
| L3S (Markham, ON)     | L3S  | 13,999          | 0.97        | 0.27          | 51,104     | 0.87   | 112   |
| M1B (Scarborough, ON) | M1B  | 13,972          | 0.97        | 0.23          | 59,958     | 1.02   | 95    |
| M2N (Willowdale, ON)  | M2N  | 13,707          | 0.95        | 0.18          | 75,797     | 1.29   | 74    |

Benchmark: Toronto, ON

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Index Colours: <80 80 - 110 110+

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.

This report shows weekly energy drink consumption in the Trade Area of Toronto, ON, at the Forward Sortation Area (FSAQ420) geographic level of detail. The NOB FSAQ420 representing Elora, ON consumed **23,945** energy drinks on average per week. This represents **1.66%** of all energy drink consumption in Ontario FSA's. With an Index of **132**, Elora, ON is **32%** more likely to consume energy drinks per week compared to the benchmark of Toronto, ON.

**Variable:** The variable used for analysis, indicated at the top of the report

**Geographic Level:** The geographic level of detail chosen for analysis. Forward Sortation Area was selected in this example.

**Code:** Refers to the numeric code given to Standard Geographic Areas by Statistics Canada.

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

**Aggregate %:** ((Aggregate Value / Total Aggregate Value) \* 100) The percentage of Aggregate Value attributed to the consumption variable of interest in the chosen 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 Base Count variable is determined by the chosen data-base.

**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.

**Index:** ((Aggregate % / Base %) \* 100) Measures if the presence of the consumption 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. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.