

Ranking Areas - Consumption Variable - USA

Provides information about the geographic extents that resonate with a single consumption 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: CY College tuition

Geographic Level: ZIP

Name	Code	Aggregate Value	Aggregate %	Average Value	Base Count	Base %	Index
80109 (Castle Rock, CO)	80109	16,791,354	0.55	2,087.96	8,042	0.34	161
80229 (Denver, CO)	80229	16,681,561	0.54	842.25	19,806	0.83	65
80923 (Colorado Springs, CO)	80923	16,653,392	0.54	1,342.04	12,409	0.52	104
80014 (Aurora, CO)	80014	16,540,169	0.54	832.67	19,864	0.83	64
80113 (Englewood, CO)	80113	16,510,618	0.54	1,466.70	11,257	0.47	113
80528 (Fort Collins, CO)	80528	16,276,624	0.53	1,957.74	8,314	0.35	151
80219 (Denver, CO)	80219	16,264,078	0.53	737.30	22,059	0.93	57
80012 (Aurora, CO)	80012	16,208,977	0.53	803.42	20,175	0.85	62
80234 (Denver, CO)	80234	15,974,726	0.52	1,355.51	11,785	0.49	105
80908 (Colorado Springs, CO)	80908	15,700,581	0.51	2,106.61	7,453	0.31	162
80601 (Brighton, CO)	80601	15,106,058	0.49	1,105.05	13,670	0.57	85
80305 (Boulder, CO)	80305	15,065,973	0.49	2,008.53	7,501	0.32	155
80011 (Aurora, CO)	80011	15,044,924	0.49	812.98	18,506	0.78	63
80207 (Denver, CO)	80207	14,703,164	0.48	1,597.65	9,203	0.39	123
80003 (Arvada, CO)	80003	14,345,506	0.47	991.19	14,473	0.61	76

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

Geographic Level: The geographic level of detail chosen for analysis. ZIP Code was selected for this example.

Benchmark: Colorado

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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 dollar value spend on college tuition in the Trade Area of Colorado, at the Zip Code geographic level of detail. The 80528 Zip Code representing Fort Collins, CO spend **\$16,276,624** on college tuition. This represents **0.53%** of all expenditure on college tuition among Zip Codes in Colorado. With an Index of **151**, Fort Collins, CO is **51%** more likely to spend money on college tuition compared to the Benchmark of Colorado.

Code: Refers to the numeric code given to Standard Geographic Areas by the U.S. Census.

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 database.

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.