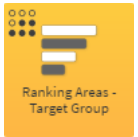


Ranking Areas - Target Group (USA)

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 Group** breakout is captured 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.

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 **Benchmark** - also referred to as the base - is found at the bottom of 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 attributed to the Target Group who live in that geography.

%: The percentage of the population or households attributed to the Target Group who live in that geography.

Base Count: The number of people or households who live in the Benchmark.

Base %: The percentage of the population or households who live in the Benchmark.

% Pen: Of all people or households in the Base, **% Pen** is the proportion that are found in the Target Group.

Index: Measures if the population or households in the Target Group are more or less likely to live in certain geographic areas when compared to the population or households within the Benchmark.

Index Legend Under 80 Over 110