

HOW TO READ

Ranking Areas - Consumption Variable

Rank Areas based on a Consumption Variable. Helps answer the question: How do my trade areas behave based on a single consumption variable? Which areas are more likely to exhibit a certain behaviour based on a consumption variable?



Ranking Areas - Standard Geographies | Consumption Variable



Variable: CY Bacon

Geographic Level: CY

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 level of standard geography of the areas listed in the report.

Name	Code	Aggregate Value	Aggregate %	Average Value	Base Count	Base %	Index
Los Angeles County, CA	06037	168,064,791	23.38	49.96	3,364,138	24.80	94
San Diego County, CA	06073	61,904,204	8.61	52.00	1,190,418	8.78	98
Orange County, CA	06059	60,700,010	8.44	57.06	1,063,847	7.84	108
Santa Clara County, CA	06085	47,285,791	6.58	70.30	672,613	4.96	133
Riverside County, CA	06065	38,738,766	5.39	49.35	785,015	5.79	93
Alameda County, CA	06001	37,466,161	5.21	60.31	621,220	4.58	114

In the example, Santa Clara County spend **\$47,285,791** on bacon. This represents **6.58%** of the spending on bacon in the state of California. An average value of **\$70.30** is being spent on bacon, based on a base count of **672,613** households in Santa Clara County. Those households represent **4.96%** of the households in California. An Index value of **133** indicates that Santa Clara County is 33% above average for the proportion of spending on bacon per household compared to the proportion of households in California.

Benchmark: California

The trade area selected in the report. Represents the geographic extent or universe for the geographic level selected.

Index Colours:	<80	80 - 110	110+
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Code: Refers to the numeric code assigned to Standard Geographic Areas by the USA Census. The smaller the number, the larger the Area. For example, USA's code is 1. New York's code is 36. Syracuse's Designated Market Area (DMA) code is 555. Fulton town's Minor Civil Division (MCD) code is 3609527826.

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

Aggregate % ((Aggregate Value ÷ Total Aggregate Value) * 100) The percentage of the Aggregate Value attributed to the consumption variable of interest in that 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 total number of people or households in the individual geography.

Base %: The proportion of the total population or households in the Trade Area for each listed geography.

Index: Measures if the households in the geography are more or less likely to exhibit a behavior when compared to the total population or households in the same 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.