

## Statistics based on roads and addresses – step by step

### 1. Select variables

The first step in ranking roads, streets and addresses is to select the variables that characterize the target group you want to hit. A statistical profile of a company's current customers can be of great importance for a qualified selection of both the variables that characterize - and also the variables that do not characterize - the target group. Often you will already have a presumption of the significant variables. But it could be that having children under the age of 4 was not the only characteristic of the families who could possibly buy a quality high chair. Income and education could also play a role.

### 2. Select roads - segmentation

Following the selection of variables for the target group, Statistics Denmark makes the ranking of roads based on the selected criteria. In other words, ranking roads with the greatest probability of finding households that match the selected variables. All roads are sorted, eg. by declining average gross income per household. The roads are then grouped and assigned an area location code. The first group consists of a collection of roads with a total of at least 400 households, characterized by a relatively large proportion of households with high gross incomes, and is called Area No. 1. The next group of roads also consists of at least 400 households, but with a lower proportion of households with a high average gross income, and is called area # 2, etc. Normally, there will be slightly more than 400 households in a group, as the individual roads are being grouped until a number of at least 400 households is achieved. Only inhabited roads are grouped.

If there are at least 20 households on the road in question, the number of households can be stated.

### 3. Delivery

Statistics Denmark provides an overview of all roads in the desired geographical area, divided into groups characterized by the selected variable(s). If there are at least five households on a particular road, the road is assigned with a code indicating the area in which each road is located. All roads with less than five households are placed in a residual group.

### 4. An example

Below is an example of a result where the target group is households with high incomes and households in single-family homes.

The roads are sorted by selected postal codes and placed in areas with numbers, where area # 1 here in the example is an area with the highest household income and most single-family homes, respectively. For each selected postal code, the area location is specified for each road that has at least five households. In the table, the roads are sorted alphabetically.

The calculation is supplemented by interval distributions. For each area location code, for example, the average household income as well as the distribution of households by income level are given in three different intervals.

Postal code	Municipality and road code	Name of the road	Ranking after declining average house income	Ranking after declining proportion of single family homes	Number of households
3010	2970038	Abildvænget	area no. 14	area no. 12	117
3010	2970077	Ahorn Allé	area no. 1	area no. 1	21
3010	2970115	Allégade	area no. 16	area no. 14	94
3010	2970154	Anemonstræde	area no. 2	area no. 3	30
3010	2970180	Askevej	area no. 6	area no. 10	42