

HOW TO READ

MoverStats Trends

This report provides an estimate of the count of residential moves in and out of a specified trade area over time. Use this tool to get an idea of how many people or households have moved in, out, or within a trade area in the past year, including the net change of population or households and mover counts by quarter. The report contains two pages. The first page represents household population counts, and the other household counts. This example uses the household population page.



MoverStats | Population Trends

ENVIRONICS ANALYTICS

Trade Area: Kingston, ON

The trade area selected for analysis.

Trade Area Household Population: 172,393

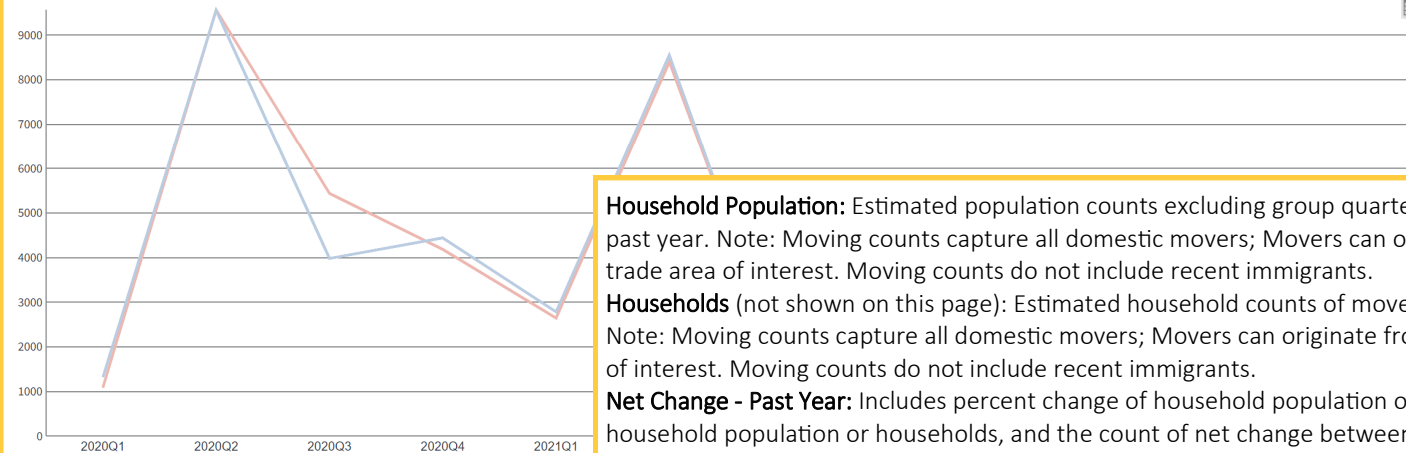
The household population of the trade area.

MOVERSTATS - PAST YEAR*

Household Population	Net Change - Past Year*	Mover Activity - Past Year*
		% of Population Moving Into a Different Residence
7,886 Moving In - Past Year	-428 Net Change	4.6% Kingston, ON
8,314 Moving Out - Past Year	-0.2% Net Change vs Kingston, ON	45 Index vs Ontario

In this example, 7,886 people moved into a residence within the trade area of Kingston in the past year, while 8,314 people moved out. This is a net change of -428 people, which is a -0.2% change compared to the base household population already in Kingston. 4.6% of the household population in Kingston moved into a different residence in the past year. With an index of 45, the estimated number of people moving into a different residence in Kingston is very low at 55% below the benchmark (Ontario) average.

HOUSEHOLD POPULATION MOVING BY TIME PERIOD



Household Population: Estimated population counts excluding group quarters of movers in and out of the trade area in the past year. Note: Moving counts capture all domestic movers; Movers can originate from both within and from outside of the trade area of interest. Moving counts do not include recent immigrants.

Households (not shown on this page): Estimated household counts of movers in and out of the trade area in the past year. Note: Moving counts capture all domestic movers; Movers can originate from both within and from outside of the trade area of interest. Moving counts do not include recent immigrants.

Net Change - Past Year: Includes percent change of household population or households in trade area compared to base household population or households, and the count of net change between movers in and out of the trade area.

Mover Activity - Past Year: Displays the household population or households moving into a different residence in the trade area as a percentage of the existing trade area population/households. The index compares mover activity in the trade area to mover activity in the benchmark.

Household Population/Households Moving by Time Period: Displays household population or households moving in (red line) compared to moving out (blue line) by quarter.

Tip: For more information, see our [MoverStats FAQs](#).

Benchmark: Ontario

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