

Ranking Variables - Trade Area - MoverStats

This report provides a list of variables ranked in a trade area. When MoverStats variables are used, the report estimates the count of residential moves in and out of the trade area over time. You can also see a demographic breakdown of the household population moving into the trade area.



Ranking Variables | Trade Area

ENVIRONICS
ANALYTICS

Trade Area: Kingston, ON

The trade area selected for analysis.

		Count	%	Base Count	Base %	% Pen	Index
2022Q02 - Basics							
MV22Q02BASHPOP	2022Q02 - Total Household Population (2022)	172,393	100.00	14,783,859	100.00	1.17	100
MV22Q02BAS15HP	2022Q02 - Total Household Population 15+ (2022)	148,036	100.00	12,494,195	100.00	1.18	100
MV22Q02BASHHD	2022Q02 - Total Households (2022)	73,865	100.00	5,658,895	100.00	1.31	100
2022Q02 - MoverStats							
MV22Q02HPOPMI	2022Q02 - Total Household Population Moving In	2,904	1.68	340,404	2.30	0.85	73
MV22Q02HPOPMO	2022Q02 - Total Household Population Moving Out	3,160	1.83	342,399	2.32	0.92	79
MV22Q02HHDMI	2022Q02 - Total Households Moving In	1,257	1.70	129,909	2.30	0.97	74
MV22Q02HHDMO	2022Q02 - Total Households Moving Out	1,393	1.89	130,630	2.31	1.07	82
MV22Q0215HPMI	2022Q02 - Total Household Population 15+ Moving In	2,497	1.69	288,003	2.31	0.87	73
MV22Q0215HPMO	2022Q02 - Total Household Population 15+ Moving Out	2,736	1.85	289,762	2.32	0.94	80
2022Q02 - Demographics - Moving In							
MV22Q02MTN1524	2022Q02 - Household by Maintainer Age - Maintainers 15 To 24	54	4.33	3,392	2.61	1.60	166
MV22Q02MTN2534	2022Q02 - Household by Maintainer Age - Maintainers 25 To 34	200	15.88	19,085	14.69	1.05	108
MV22Q02MTN3544	2022Q02 - Household by Maintainer Age - Maintainers 35 To 44	193	15.38	22,491	17.31	0.86	89
MV22Q02MTN4554	2022Q02 - Household by Maintainer Age - Maintainers 45 To 54						

Benchmark: Ontario

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

In Kingston, 54 household maintainers between the ages of 15 to 24 were estimated to have moved into the trade area during Q2 of 2022, which makes up 4.33% of total households moving in. In comparison, 3,392 household maintainers between the ages of 15 to 24 were estimated to have moved into the benchmark, Ontario, during this time period, which is 2.61% of total households moving into the province. Of all household maintainers of this age group moving into Ontario, 1.6% moved into Kingston; this is the penetration rate. With an index of 166, the number of household maintainers in this age group moving into the trade area is well above average compared to the benchmark.

Count: The number of people or households who moved into or out of the Trade Area for the variable.

%: The proportion of the Trade Area population or households who moved into or out of the Trade Area for the variable.

Base Count: The number of people or households who moved into or out of the Benchmark for the variable.

Base %: The proportion of the Benchmark population or households who moved into or out of the Benchmark for the variable.

% Pen: The proportion of the Benchmark population or households who are found in the Trade Area for the variable.

Index: A measure of comparison of the proportion of the Trade Area to the proportion of the Benchmark for the variable. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented.

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