

ClickScapes Extract - Trade Area

ClickScapes captures weekly and monthly web visit browsing behaviours of Canadian consumers across a broad cross-section of mobile applications, individual websites, companies, and interest categories. The ClickScapes Extract Tools provide comprehensive ClickScapes data, in the form of a downloadable .CSV report, so you can take a detailed look at your trade area's browsing behaviour.



Order: Corresponds to the order in which the Variables have been listed in the variables list.

AreaName: The name of the Trade Area selected for the extract and where the home or mobile network is located.

BaseAreaName: The name of the Base or Benchmark selected for the extract and where the home or mobile network is located.

VarCode: The unique code identifier for each Variable.

VarDesc: A description of the Variables selected for the extract, including method of web browsing (Home Internet vs. Mobile), type of variable (website vs. app), and URL visited.

CatDesc: The category to which the website, app, or company is assigned.

Count: The count of visit days by the Trade Area for the website, app, or company in the Benchmark. Visit days are the number of days a website, app, interest category, or company was visited in the specified time frame. The days reflect the total days and do not need to be sequential.

PctComp: The proportion of the total Trade Area visit days for the category for the website, app, or company in the Benchmark.

BaseCount: The count of visit days by the total Benchmark for the website, app, or company in the Benchmark. Visit days are the number of days a website, app, interest category, or company was visited in the specified time frame. The days reflect the total days and do not need to be sequential.

BasePctComp: The proportion of the total Benchmark visit days for the category for the website, app, or company.

PctPen: The proportion of the total Benchmark visit days for the Trade Area for the website, app, or company.

Index: A measure of comparison between the proportion of visit days in the Trade Area and the proportion of visit days in the Benchmark. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented.

DateRange: The user-defined time period selected for the extract, in weeks or months.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Order	AreaName	BaseAreaName	VarCode	VarDesc	CatDesc	Count	PctComp	BaseCount	BasePctComp	PctPen	Index	DateRange
2	1	Kingston, ON	Ontario	WH14802C	Home Internet - Website - 247wallst.com (Visit Days)	Finance	57.013112	7.72E-04	4437.132001	7.84E-04	1.28E-02	98.438578	2022 - September, 2022 - October

People in Kingston visited the Finance website 247wallst.com via a home internet connection for approximately 57 days in September and October 2022. For the whole Finance category, this makes up less than one percent (0.000772%) of visit days for this time period. Comparatively, all visitors in the Benchmark (Ontario) contributed approximately 4,437 days to this same website, which is also a low proportion at 0.000784% of total visit days for this time period. Of all Benchmark visit days to this website, 0.0128% were from this Trade Area; this is the penetration rate. With an index of 98, people in Kingston are about as likely to visit this website compared to people in Ontario.