

MobileScapes Trend — Variables — Canada

Provides the ability to select multiple licensed geofences and create a trend report for two separate time periods. This report can be used to compare key demographic variables for a time series analysis.

Note: Your current time period selection will always appear to the left of the comparison time period in the output.



The name of the **Geofence** and the **Customer Level**, , and the database from which your **variables** are selected. The **Customer Level** can be represented by either **Visitors** or **Visits**.

Visitors: The number of distinct and unique devices that entered the geofence in the requested time range, regardless of how often they visit.

Visits: The number of times the device entered the geofence, no matter how many visitors make up those visits.

MobileScapes Trend - Variables | Customers

Geofence: 101108 - Econo Lodge (335 Jarvis St),103890 - Harvey's (278 Jarvis St),2175638 - Hampton Inn (300 Jarvis St)

Customer Level: Visits

Variables: DemoStats - 759 variables

	2021-11-01 - 2022-10-31	2018-11-01 - 2019-10-31	Trend
	% Comp	% Comp	% Comp Point Change
Census Families by Family Structure			
Total Census Families	100.00	100.00	0.00
Total Couple Families	80.12	82.70	-2.58
Without Children At Home	40.42	40.28	0.14
With Children At Home	39.71	42.42	-2.72
1 Child	16.90	17.12	-0.22
2 Children	15.93	17.76	-1.82
3 Or More Children	6.87	7.54	-0.67

Here, **6.87%** represents the estimated proportion of those who visited the geofence between November 1st 2021—October 31st 2022 and who are **Couple Families With 3 Or More Children At Home**. During the same time period a few years earlier (November 1st 2018—October 31st 2019), **7.54%** of the estimated proportion of those who visited and who are **Couple Families With 3 Or More Children At Home** were observed in the same geofence.

The **% Comp Point Change** value of **-0.67%** (calculated as $6.87 - 7.54 = -0.67$) represents a decrease in the proportion of those who are **Couple Families With 3 Or More Children At Home** and who visited the geofence between the two time periods.

% Comp: The proportion of visits to the geofence that represents the variable during a specified time period.

% Comp Point Change: The difference in the proportion of visits to the geofence between the time periods. Red cells indicate a positive change while blue cells a negative change.

Note: The time period being analyzed can be found in the row above the **% Comp** columns.