

HOW TO READ

MobileScapes Trend — Consumption — 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 expenditure 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**, **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 - Consumption 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: HouseholdSpend - 33 variables

	2021-11-01 - 2022-10-31		2018-11-01 - 2019-10-31		Trend	
	Consumption Unit Average	% Comp	Consumption Unit Average	% Comp	Consumption Unit Average % Change	% Comp Point Change
Real Estate						
Total non-current consumption	6,004.77	100.00	8,310.48	100.00	-27.74	0.00
Improvements and alterations to owned principal residence	2,868.65	47.77	3,140.47	37.79	-8.66	9.98
Exterior additions or extensions	139.82	2.33	192.05	2.31	-27.20	0.02
Interior additions or extensions	109.06	1.82	127.76	1.54	-14.64	0.28
Insulation						
Fences, driveways, patios, swimming pools, hot tubs and major landscaping projects						
Complete re-roofing						
Eavestroughing						
Concrete basement floor, exterior walls, siding, soffits, fascia, chimneys and foundations						
Windows and exterior doors						
Interior windows and doors						
Hard surface flooring						
Plumbing fixtures and equipment						
Septic systems and wells						
Heating and/or air conditioning equipment	137.10	2.28	139.87	1.68	-1.98	0.60
Home Security Devices	4.82	0.08	4.98	0.06	-3.14	0.02
Central vacuums	3.72	0.06	5.73	0.07	-35.02	-0.01
Other	113.12	1.88	83.43	1.00	35.59	0.88

Here, **1.82%** represents the estimated proportion of total category dollars spent by those who visited the geofence between November 1st, 2021 – October 31st, 2022 and spent on **Interior additions or extensions**. For the previous time period (November 1st 2018 – October 31 2019), **1.54%** of the estimated proportion of total category dollars was spent by those who visited the geofence and spent on **Interior additions or extensions**.

The **Consumption Unit Average % Change** value of **-14.64%** (calculated as $109.06 - 127.76 / 127.76$) represents a decrease in the proportion of total category dollars spent by those who visited the geofence and engaged in **Interior additions or extensions** between the two time periods.

- Consumption Unit Average:** The total dollars spent divided by visits/visitors to the geofence during the specified time period.
- % Comp:** The estimated proportion of total category dollars spent by those who visited the geofence during the specified time period.
- Consumption Unit Average % Change:** Percentage variance between the Consumption Unit Averages for your selected date ranges.
- % Comp Point Change:** The change of the proportion of the total category dollars spent between the two date ranges.