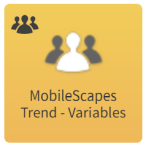


MobileScapes Trend — Variable — USA

Provides the ability to select a single geofence 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 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 **Visits** or **Visitors**.

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: Brooklyn 1

Customer Level: Unique Visitors

Variables: Claritas Pop-Facts® Premier - 61 variables

| | 2022-07-01 - 2022-08-31 | 2021-07-01 - 2021-08-31 | Trend |
|--|-------------------------|-------------------------|---------------------|
| | % Comp | % Comp | % Comp Point Change |
| 2020 Group Quarters Population by Type | | | |
| 2020 Group Quarters Population, Noninstitutional: College/University Student Housing | 33.88 | 33.91 | -0.03 |
| 2020 Group Quarters Population, Institutional: Correctional Facilities for Adults | 0.81 | 0.27 | 0.54 |
| 2020 Group Quarters Population, Institutional: Juvenile Facilities | 0.33 | 0.38 | -0.06 |
| 2020 Group Quarters Population, Noninstitutional: Military Quarters | 0.00 | 1.45 | -1.45 |
| 2020 Group Quarters Population, Institutional: Nursing Home | 19.58 | 14.49 | 5.09 |
| 2020 Group Quarters Population, Noninstitutional: Other Facilities | 43.31 | 47.50 | -4.20 |

Here, **43.31%** represents the estimated proportion of those who visited (between July 1st—August 31st 2022) the geofence and who are likely to live in **Noninstitutional: Other Facilities** housing. During the same time period in the previous year (July 1st—August 31st 2021), **47.50%** of the estimated proportion of those who visited and who are likely to live in **Noninstitutional: Other Facilities** housing were found in the same geofence.

With a **% Comp Point Change** value of **-4.20%** (calculated as 43.31 - 47.50 = -4.20), there was a decrease in the proportion of those who live in **Noninstitutional: Other Facilities** housing and who visited the geofence between the two time periods.

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

% Comp Point Change: The difference in the proportion of visits to the geofence between the time periods by variable. 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.