

Pop-Facts — MobileScapes Trend — 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**. The **Customer Level** can be represented by either **Visits** or **Visitors**.

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

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

Pop-Facts® Highlights - MobileScapes Trend | Customers

Geofence: Sample

Customer Level: Unique Visitors

	2020-01-01 - 2020-06-30	2019-01-01 - 2019-06-30	Trend
	% Comp	% Comp	% Comp Point Change
2020 Employed Civilian Population by Occupation (16+)			
Architecture/Engineering	1.58	1.46	0.12
Arts/Design/Entertainment/Sports/Media	3.19	3.47	-0.28
Building/Grounds Cleaning/Maintenance	3.69	3.52	0.17
Business/Financial Operations	8.39	8.01	0.38
Community/Social Services	1.81	1.83	-0.01
Computer/Mathematical	7.08	6.88	0.20

Here, **7.08%** represents the estimated proportion of those who visited (between January 1st—June 30th 2020) the geofence and who are likely to work in **Computer/Mathematical** occupations. During the same time period in the previous year (January 1st—June 30th 2019), **6.88%** of the estimated proportion of those who visited and who are likely to work in **Computer/Mathematical** occupations were found in the same geofence.

With a **% Comp Point Change** value of **0.20%** (calculated as $7.08 - 6.88 = 0.20$) represents an increase in the proportion of those who work in **Computer/Mathematical** occupations 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 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.