

## ClickScapes Trends

Identify trends across individual mobile apps and websites including interest categories. The data is available for weekly and monthly time periods. The output contains data for counts of visitors and number of visit days for each variable across each time period selected. Two files are created for each area of interest selected: a PDF document and an Excel file. Both offer views of the same data points; the PDF provides trend lines while the Excel file contains the corresponding data tables.

### ClickScapes Trends | Visitors

Trade Area: Toronto, ON



	A	B	C	D	E	F	G	H
1	Variable	January, '21	February, '21	March, '21				
2	Home Internet - Website - frigidaire.ca	19127	32129	28723				
3	Home Internet - Website - geappliances.ca	2932	3166	3078				
4	Home Internet - Website - geappliances.com	11876	13265	15302				
5	Home Internet - Website - whirlpool.com	38014	43522	47368				
6								
7								
8								
9								
10								

1 Visitors | 2 % Chng Visitors - PoP | 4 Visit Days | 5 % Chng Visit Days - PoP | 7 % Share

	A	B	C	D	E	F	G	H
1	Variable	January, '21	February, '21	March, '21				
2	Home Internet - Website - frigidaire.ca		67.972	-10.5987				
3	Home Internet - Website - geappliances.ca		8.0158	-2.7885				
4	Home Internet - Website - geappliances.com		11.6974	15.3514				
5	Home Internet - Website - whirlpool.com		14.4899	8.8364				
6								
7								
8								
9								
10								

1 Visitors | 2 % Chng Visitors - PoP | 4 Visit Days | 5 % Chng Visit Days - PoP | 7 % Share

In this example, the website frigidaire.ca, welcomed **19,127**, **32,129** and **28,723** visitors for the months of January, February and March respectively in 2021. This corresponds to a positive percent change of visitors from January 2021 to February 2021 of **68%**  $\left(\frac{32,129 - 19,127}{19,127} * 100\right)$  then a negative percent change from February 2021 to March 2021 of **-11%**  $\left(\frac{28,723 - 32,129}{32,129} * 100\right)$ .

**Visitors:** The count of total households (for Home Internet) or total household population 15 years or over (for Mobile Network) that visited a website, app, interest category or company within the specified time frame.  
**% Chng Visitors - PoP:** Percent change of visitors from one period of time to another.  
**Visit Days:** The number of days a website, app, interest category or company was visited in the specified time frame, including the total visit days for the time frame. The days reflect the total days and do not need to be sequential. Note, the total number of days is represented in a separate trend line graph (Total Visit Days) as part of the PDF output.  
**% Chng Visit Days - PoP:** Percent change of visit days from one period of time to another.  
**% Share of Visit Days:** The proportion of total visit days for a time period for each selected website, app, interest category of company.