HOW TO READ

FootFall - Glossary

Track and compare visits to your own and competitive locations. The weekly updates use permission-based and anonymized data collected from location-enabled mobile devices combined with EA's proprietary geofence library. Note, the data: 1) goes as far back as January 2019, 2) is weighted and projected to the total population, and 3) is updated weekly, every Friday to include data up to the previous Sunday.

Search by Geography Type: Search and select from a list of geography types. See FAQ tab for detailed definitions of each geography type.

Search by Geography: Refine your variable(s) by selecting a specific geography. The list of variables is filtered according to the geography selection.

Search by Category: Search and select from the list of commercial, institutional and recreational location categories.

Variable(s) Type: Select how the visit data should be summarized; by category(s), banner(s), or by a specific location(s).

Variable(s): Select from a list of variables based on the Geography, Category, Variable Type selected.

Select Metric:

- count = number of visits
- % change - Previous Period = rate of change compared to the previous week or month
- % change - 1 Year Ago = rate of change compared to the same week or month one year prior
- % change - 2 Years Ago = rate of change compared to the same week or month two years prior

Benchmark Type: Add an optional comparative graph of the respective banner or category using the same metric and time frame. **Note:** if you select locations from multiple banners, the benchmark will be calculated from the sum of all respective banners. The same logic applies to locations from multiple categories and banners from multiple categories.

Comparison Period: Add an optional comparison trend line from 1 or 2 years ago.

Time Frame Type: Choose between months or weeks.

Target Period: Use the date slider or type in your time frame of interest.

Count or Visits: Visits are the estimated number of unique daily visits to a FootFall location, banner, or category by the household population 15+ within a specified time frame. They reflect visits made by individuals living in Canada and can originate from anywhere in Canada.
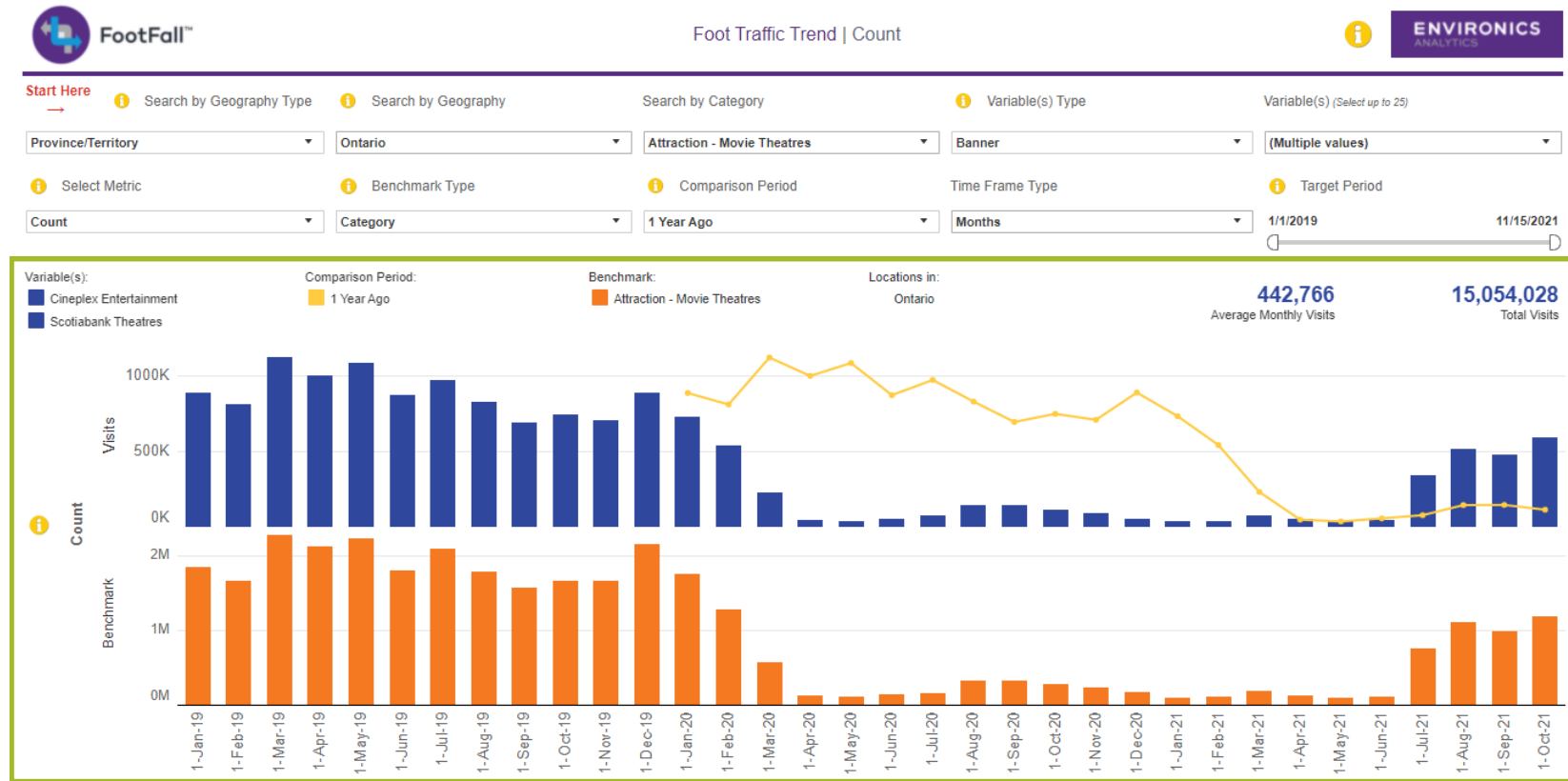
Share of (i.e. Benchmark): Choose between banner or category as the base for the proportion of the selected variable(s).

Note: if you select locations from multiple banners, the percent share will be calculated from the respective banner for each location. The same logic applies to locations from multiple categories, and banners from multiple categories.

HOW TO READ

FootFall - Foot Traffic Trend Summary

Identifies and monitors visit trends and evaluates the impacts of seasonality, marketing response, COVID-19, and other factors important to your business. The dashboard provides an overview of foot traffic trends over time by volume and percent change. Weekly and monthly views are both available, going as far back as January 2019. Categories, banners, or specific locations can be summarized and compared to 1 or 2 years ago, as well as compared to respective industry benchmarks.
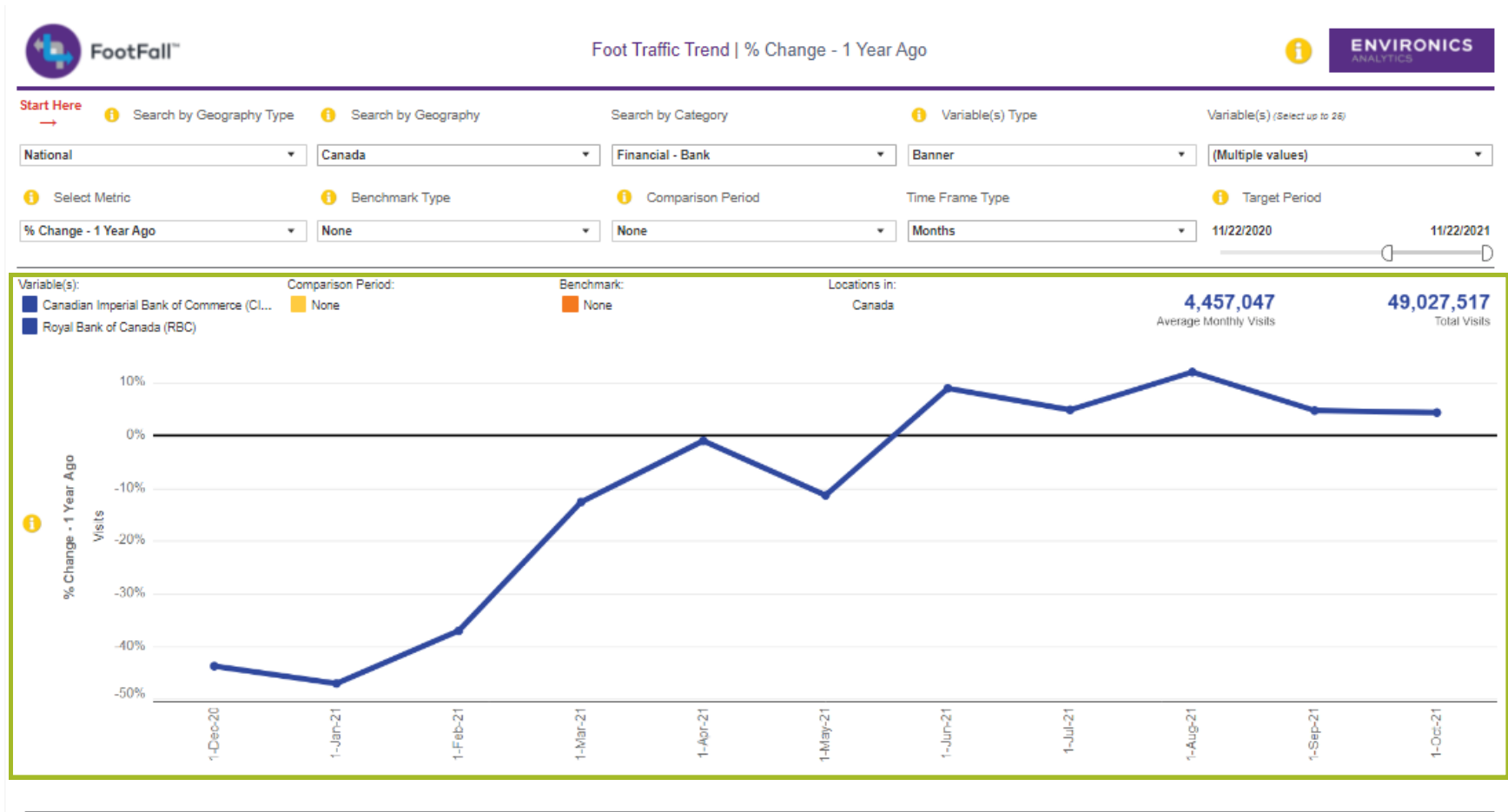

This FootFall Traffic Trend dashboard displays the count, as monthly visits, of select **Movie Theatre** banner variables benchmarked to the **Attraction—Movie Theatres** category, for Ontario. In addition, a comparison period of one year prior was selected. The target period is from January 1st 2019 to October 31st 2021. In this example, in **March 2020,** there were over **230,000 visits** to the movie theatres within the selected banners compared to nearly **563,000** in Ontario overall. Looking at the previous year, shown as the yellow line, the number of visits, year over year, for the same month was significantly larger at over **1.1 million** visits.

Note: The geography filters the variables available for selection and not visitors. Therefore, visitors can potentially come from outside the geography.

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This FootFall Traffic Trend report displays the % change in monthly visits compared to one year ago to CIBC and RBC locations in Canada. In the report above, the data reflects the impact that the COVID-19 pandemic had on monthly visits to banks, reaching a low in January 2021 of −47% in visits year-over-year for that month. In line with the re-opening of businesses, there was a positive rate of change for visitors compared to the year before from June 2021 onwards.

HOW TO READ

FootFall - Compare Foot Traffic Summary

Provides competitive intelligence by allowing you to compare locations to one another, as well as banners and categories to one another. It can help tell a story about how overall visitation volumes between locations differ, but also how visitation change is similar or different, and how competitors may be impacting one another.

This Compare Foot Traffic dashboard displays the count, as monthly visits, of select location variables for the **Restaurants—Sit-Down Dining** category, for the census metropolitan area of Guelph, Ontario. The target period is from January 1st 2019 to October 31st 2021. In this example, in January 2020, the selected Cora Breakfast & Lunch location had the highest number of visits (3,506) while the selected Sunset Grill had the least number of visits (1,056).

Note: The geography filters the variables available for selection and not visitors. Therefore, visitors can potentially come from outside the geography.

HOW TO READ

FootFall - Percent Share Trend Summary

The proportion of visits that your selection represents of the total banner or category, providing insight into how your share is trending over time allowing you to assess store performance or competitive impacts. You can also compare your share to other locations or banners to further understand competition.
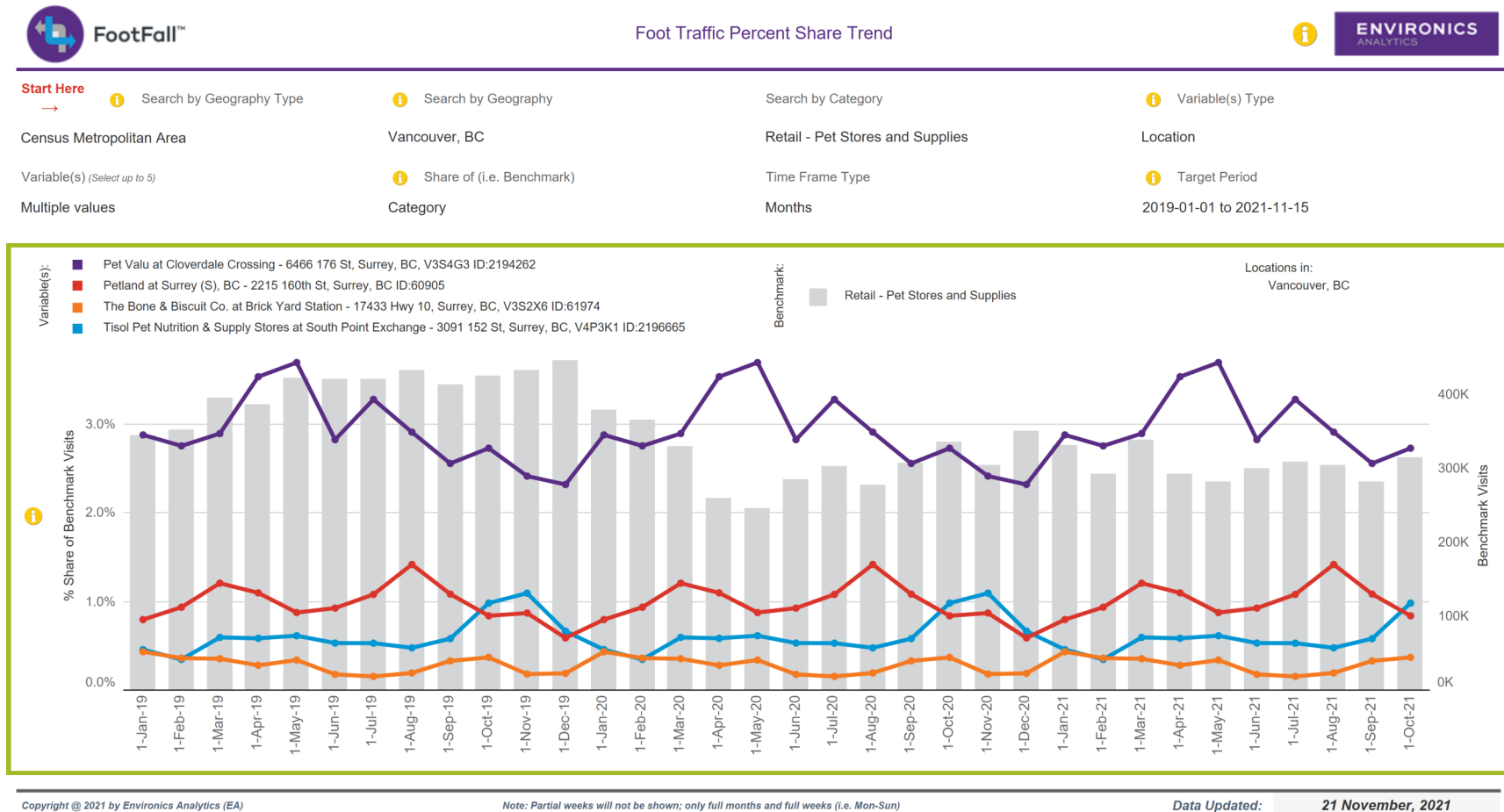
This Foot Traffic Percent Share Trend dashboard displays the monthly visits of four pet store locations as a percent share of all available locations in the **"Retail—Pet Stores and Supply"** category, for the census metropolitan area of Vancouver, B.C. The target period is from January 1st 2019 to October 31 2021. The total category monthly visits is also displayed and is plotted on the right axis. In this example, Pet Valu represents the highest percent share of visits among the four selected stores, while Petland, The Bone & Biscuit Co., and Tisol Pet Nutrition & Supply compete for percent share of visits throughout this target period.

Note: The 'Geography Type' input filters locations (i.e. geofences) not visitors, meaning not all visitors necessarily come from within the selected province.