

MDM4U Final Project

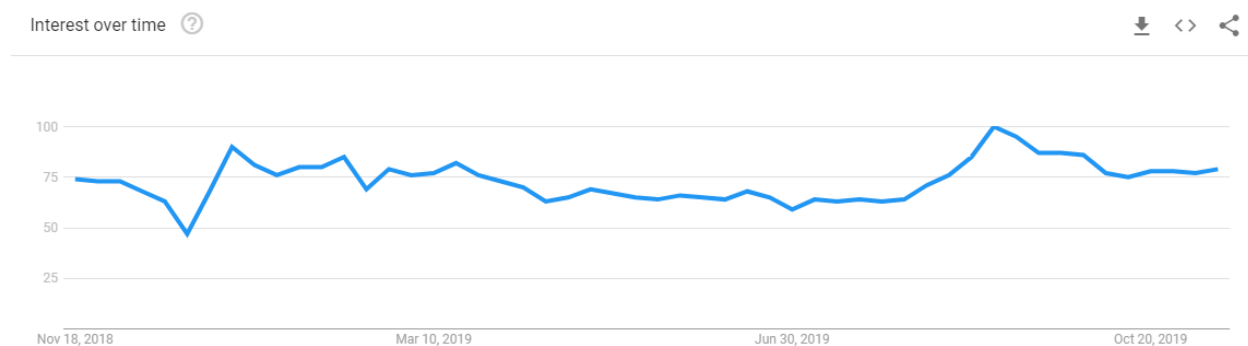
Plan Phase

3. Google Trends – Primary Research

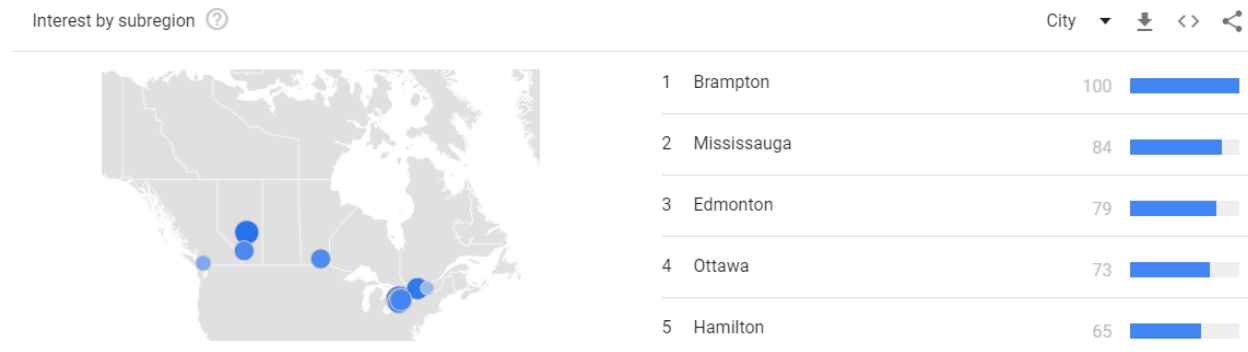
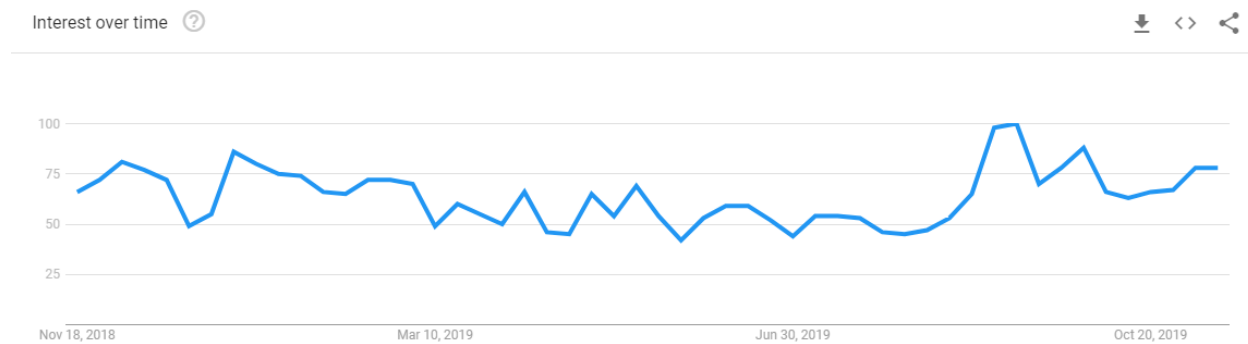
Replication Size: 1 year, Google search results

Source: *Google Trends*. <https://trends.google.com/trends/?geo=CA>, November 15, 2019

Term searched: University



Term searched: University Requirements



The CVS downloaded:

	A	B	C	D	E	F
1	Category: All categories					
2						
3	City	university requirements: (11/15/18 - 11/15/19)				
4	Brampton	100				
5	Mississauq	84				
6	Edmonton	79				
7	Ottawa	73				
8	Hamilton	65				
9	Toronto	62				
10	Calgary	58				
11	Winnipeg	56				
12	Vancouve	30				
13	Montreal	17				

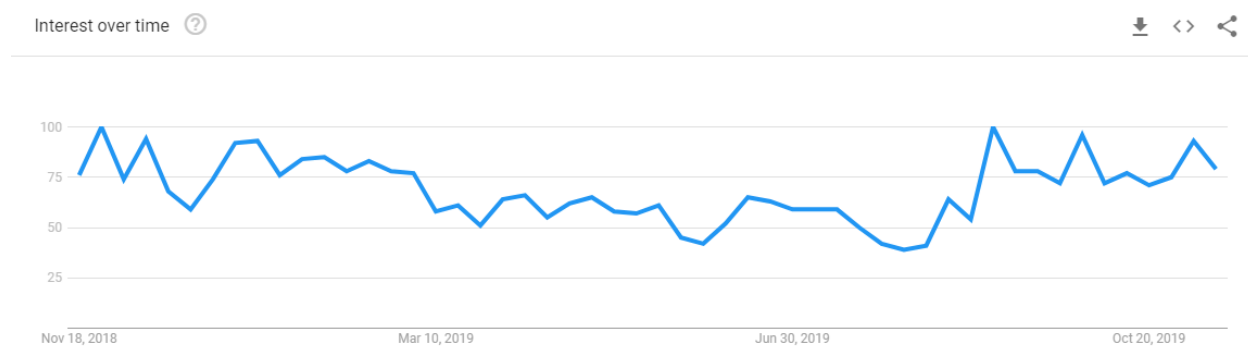
I intend to search the populations of each of these cities.

The number of searches doesn't seem to correlate with population.... which might mean that Brampton students are more worried about admissions.

Variables:

	Name	Categorical/Numerical	Discrete/Continuous
1	City	Categorical	None
2	Searches	Numerical	Discrete
3	Population	Numerical	Discrete

Term Searched: Admission Requirements



Related queries ? Rising ▼ ↓ <> ↻

1	university of guelph	+60%
2	mcgill university	+40%

These two universities are the ones that students are most worried about?/ interested in?