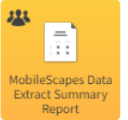


HOW TO READ

MobileScapes Data Extract Summary Report

This report provides a summary of key metrics from a standard MobileScapes data extract in a downloadable .PDF file. The Summary Report includes visual features such as graphs, tables, and maps to easily understand your data extract.

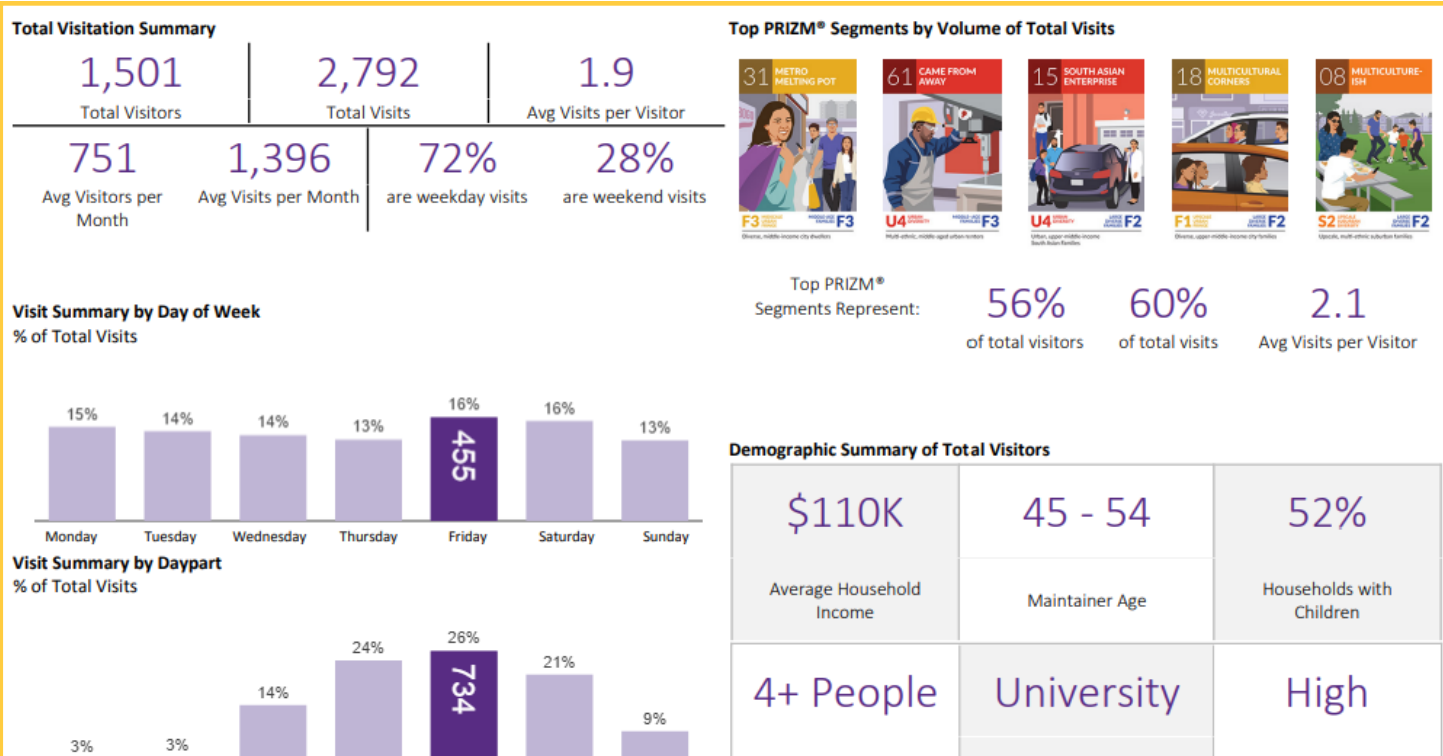


MobileScapes | Visitor Summary

2303727 - Morningside Crossing including Fire & Flower (4525 Kingston Rd) | Time Period: July 01, 2022 - August 31, 2022



The geofence and time period selected for analysis.



Benchmark: Canada

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Total Visitation Summary: Highlights from your data extract including counts and averages from your geofence during the selected time period. Note: **Avg Visitors per Month** and **Avg Visits per Month** will appear as per Month when the time period is greater than 8 weeks, and will appear as per Week if the time period is less than 8 weeks.

Visit Summary by Day of Week & Daypart: % of Total Visits by day of week or time of day, with the **dark purple** bar highlighting the highest volume of visits.

Top PRIZM® Segments by Volume of Total Visits: Shows which PRIZM® segments are contributing the most visits to your geofence. If your organization licenses PRIZM®, you'll see the top 5 segments. If your organization does not license PRIZM®, you'll only see the top 1 segment.

Demographic Summary of Total Visitors: Highlights key demographic variables from your visitors during the selected time period. Displayed metrics are based on the highest index when compared to the benchmark.

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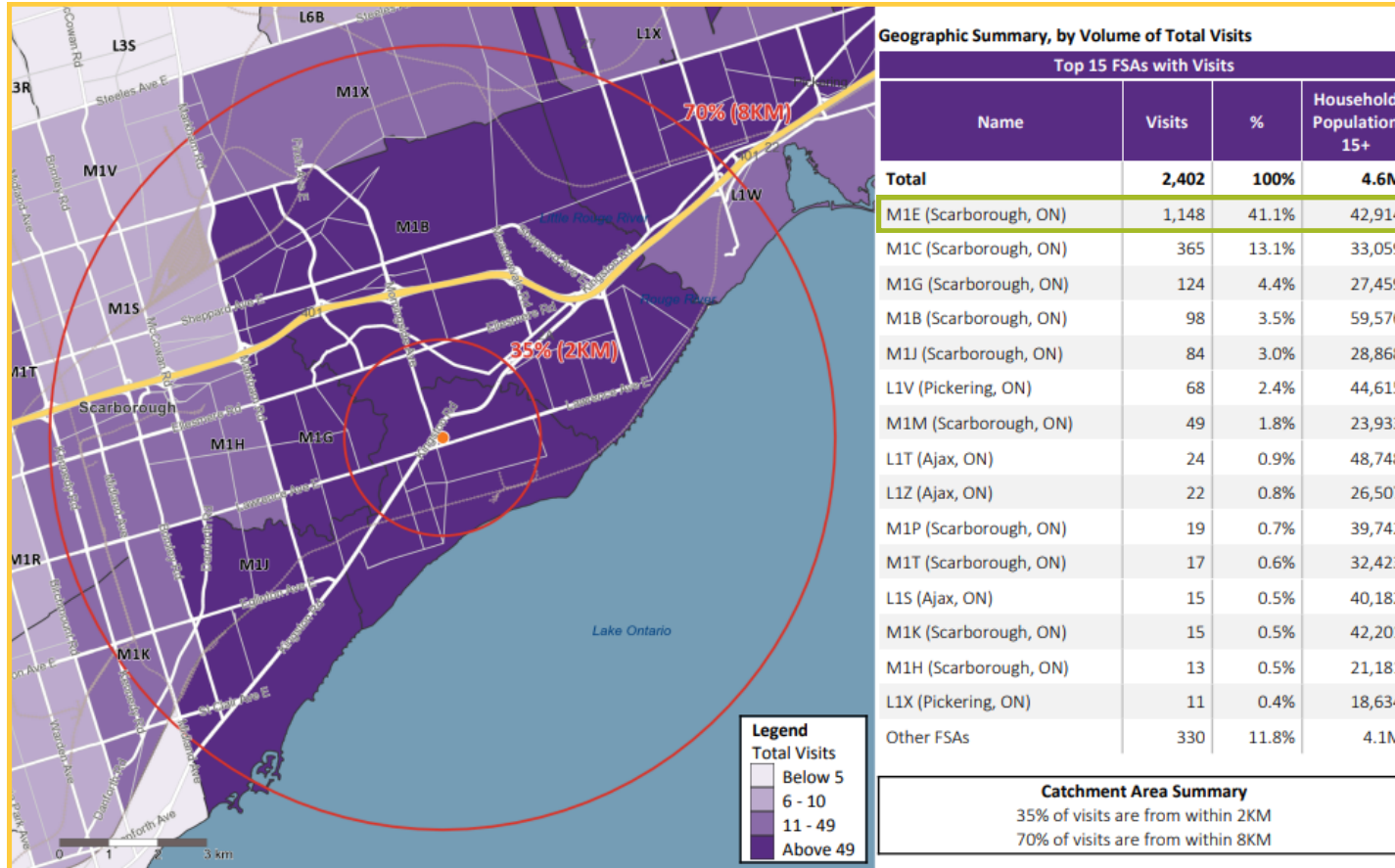


MobileScapes | Geographic Distribution



2303727 - Morningside Crossing including Fire & Flower (4525 Kingston Rd) | Time Period: July 01, 2022 - August 31, 2022

The geofence and time period selected for analysis.



In this example, 1,148 visits to this geofence originated from the M1E FSA; this makes up 41.1% of total visits during this time period. M1E falls within the 2km catchment area. For comparison purposes, the M1E FSA has a total household population (15+) of 42,914.

Map: Displays geofence location, with two catchment area rings and colours conveying total visit volume per FSA (see Legend).
Geographic Summary, by Volume of Total Visits: Table that highlights the top 15 FSAs with visits, denoting FSA name, count of visits, percentage of total visits, and the total household population of the FSA to help you understand penetration rate.
Catchment Area Summary: This helps you understand how far visitors travel to the geofence.