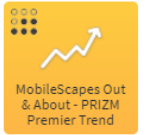


## MobileScapes – Out & About – PRIZM Premier Trend Report – USA

Provides monthly, weekly and daypart monitoring reports to compare and analyze populations by PRIZM Premier segments who are becoming more active as pandemic restrictions begin to ease.

These reports compare populations year-over-year (2019 to 2020).



The Area of Interest for this trend reports is **Santa Ana, CA.**

The Universe for this trend reports is **Population 15+.**

Area of Interest: Santa Ana

Universe: Population 15+

SG	LG	Code	Name	2020 - January - Total Month - Out & About				2019 - January - Total Month - Out & About				Absolute Change	% Change
				Count	%	% Pen	Index	Count	%	% Pen	Index		
S1	M1	01	Upper Crust	0	0.00	--	100	0	0.00	--	100	0	--
S1	F1	02	Networked Neighbors	38	0.02	88.48	106	37	0.02	88.40	121	1	3
S1	M1	03	Movers & Shakers	0	0.00	--	100	0	0.00	--	100	0	--
U1	Y1	04	Young Digerati	5,786	2.71	83.64	100	5,264	2.80	75.22	103	522	10
U1	M1	07	Money & Brains	7,776	3.64	82.53	99	7,213	3.84	76.01	104	563	8
U1	M2	19	American Dreams	7,197	3.37	83.77	100	6,393	3.40	74.03	101	804	13
U1	Y1	21	The Cosmopolitans										
S2	F1	06	Winner's Circle										
S2	M1	08	Gray Power										
S2	F1	10	Executive Suites										
S2	M1	12	Cruisin' to Retirement										
S2	Y1	13	Upward Bound										
S2	F1	14	Kids & Cul-de-Sacs										
S2	F1	16	Beltway Boomers										

Here, **3.37%** represents the proportion of total Population 15+ that are Out & About —moving more than 0.25 miles from their home location - in Santa Ana — within the month of January, 2020 who were identified as belonging to the **American Dreams** segment. During the same time period in the previous year (January 2019), the same segment accounted for **3.40%** of the total proportion of Population 15+ that were Out & About that year.

The **% Change** value of **13%** (calculated as  $((7,197-6,393)/6,393)*100$ ) represents an increase in the proportion of those who were Out & About and identified as **American Dreams** between the two time periods within Santa Ana.

**Count:** The estimated Population 15+ in the trade area captured by PRIZM Premier segment that are Out & About during a specified time period.

**%:** The proportion of total Population 15+ that were Out & About by a PRIZM Premier segment in the trade area, during a specified time period.

**% Pen:** Of the total Population 15+ by segment in the trade area, % Pen represents the proportion that were Out & About during a specified time period.

**Index:** Measures the likeliness of a segment to contain members who are leaving their homes compared to the total population 15+ in the trade area.

**Absolute Change:** The difference in the count of Population 15+ that were Out & About in the trade area between the time periods by segment.

**% Change:** The year-over-year rate of change of the Population 15+ who were Out & About between the time periods by segment. Red cells indicate a positive change while blue cells a negative change.

**Notes:** - The values for total Population 15+ can be found by running a report for the **Population 15+** variable.

- The time period being analyzed can be found in the row above the Count.