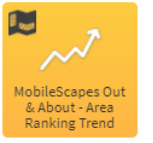


MobileScapes Out & About — Area Ranking Trend Report — Canada

Provides monthly, weekly and daypart monitoring reports to compare and analyze standard geographies or custom areas where populations are becoming more active as pandemic restrictions begin to ease. These reports compare populations year-over-year (2019 to 2020).



The Benchmark for this report is the Province of **Ontario**.

The Geographic Level for the areas in this report is at the **Census Division (PRCD)** level. **Note:** when the **My Areas** type of Area Ranking is selected, this field is excluded.

Benchmark: Ontario

Geographic Level: PRCD

Name	Code	2020 - April - Total Month - Out & About			2019 - April - Total Month - Out & About			Absolute Change	% Change
		Count	% Comp	% Pen	Count	% Comp	% Pen		
Stormont, Dundas and Glengarry, ON (UC)	3501	67,193	0.93	69.74	81,645	0.80	84.74	-14,452	-18
Prescott and Russell, ON (UC)	3502	53,377	0.74	68.20	64,340	0.63	82.21	-10,963	-17
Ottawa, ON (CDR)	3506	470,300	6.48	55.27	710,264	6.97	83.46	-239,964	-34
Leeds and Grenville, ON (UC)	3507	62,908	0.87	71.39	74,761	0.73	84.84	-11,853	-16
Lanark, ON (CTY)	3509	41,921	0.58	69.49	49,941	0.49	82.78	-8,020	-16
Frontenac, ON (CTY)	3510	90,189	1.24	66.80	110,027	1.08	81.50	-19,838	-18
Lennox and Addington, ON (CTY)	3511	26,113	0.36	72.23	30,396	0.30	84.07	-4,283	-14
Hastings, ON (CTY)	3512	83,666	1.15	70.08	98,427	0.97	82.44	-14,761	-15
Prince Edward, ON (CDR)	3513	14,993	0.21	69.14	17,197	0.17	79.31	-2,204	-13
Northumberland, ON (CTY)	3514	55,665	0.77	72.31	64,771	0.64	84.14	-9,106	-14

Here, **72.31%** represents the proportion of total Household Population 15+ that are Out & About —moving more than 500m from their home location— in the benchmark (Ontario) that live in the Northumberland PRCD in the month of April, 2020. During the same time period in the previous year (April, 2019), **84.14%** of the proportion of the total Household Population 15+ that are Out & About were from the Northumberland PRCD.

The **% Change** value of **-14** (calculated as $((72.31 - 84.14) / 83.83) * 100$) represents a decrease in the proportion of Household Population 15+ that were Out & About in the Northumberland PRCD in April 2020 versus April 2019.

This report can also be run for Weekday and Weekends, showing dayparts, metrics (furthest distance travelled in miles and the time spent away from home in minutes) and the purpose of travel (included in Add-On package) for both time periods.

Rainy River, ON (DIS)	3559	11,125	0.15	66.36	13,516	0.13	80.62	-2,391	-18
Kenora, ON (DIS)	3560	36,216	0.50	66.08	41,138	0.40	75.07	-4,922	-12
		7,256,333	100.00	59.68	10,192,484	100.00	83.83		

Code: Unique numeric identifier for the standard level of geography. Note, this field is excluded when the **My Areas** type of Area Ranking is selected.

Count: The estimated count of Household Population 15+ that were Out & About in the area during a specified time period.

% Comp: The proportion of total Household Population 15+ that were Out & About that live in the trade area during a specified time period.

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

Absolute Change: The difference in the counts of Household Population 15+ that were Out & About in the area between the time periods.

% Change: The year-over-year rate of change of the Household Population 15+ who were Out & About in the area. Red cells indicate a positive change while blue cells a negative change.

Note: The time period being analyzed can be found in the row above the Count, % Comp and % Pen.