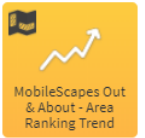


## MobileScapes Out & About — Area Ranking Trend Report — USA

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 State of **California**.

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

**Benchmark: California**

**Geographic Level: CSA**

Name	Code	2020 - April - Total Month - Out & About			2019 - April - Total Month - Out & About			Absolute Change	% Change
		Count	% Comp	% Pen	Count	% Comp	% Pen		
Fresno-Madera-Hanford, CA	260	745,280	4.19	73.78	740,708	3.58	73.32	4,572	1
Los Angeles-Long Beach, CA	348	10,216,135	57.41	66.46	11,912,515	57.51	77.49	-1,696,380	-14
Redding-Red Bluff, CA	454	152,640	0.86	76.65	147,202	0.71	73.92	5,438	4
Sacramento-Roseville, CA	472	1,527,500	8.58	71.01	1,646,736	7.95	76.56	-119,236	-7
San Jose-San Francisco et al, CA	488	5,153,939	28.96	64.26	6,265,941	30.25	78.13	-1,112,002	-18
		<b>17,795,494</b>	<b>100.00</b>	<b>66.52</b>	<b>20,713,102</b>	<b>100.00</b>	<b>77.42</b>		

Here, **57.41%** represents the proportion of total Population 15+ that are Out & About —moving more than 0.25 miles from their home location— in the benchmark (California) that live in the Los Angeles-Long Beach CSA in the month of April, 2020. During the same time period in the previous year (April, 2019), **57.51%** of the proportion of the total Population 15+ that are Out & About were from the Los Angeles-Long Beach CSA.

The **% Change** value of **-14** (calculated as  $((66.46 - 77.49) / 77.42) * 100$ ) represents a decrease in the proportion of Population 15+ that were Out & About in the Los Angeles-Long Beach CSA 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.

**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 Population 15+ that were Out & About in the area during a specified time period.

**% Comp:** The proportion of total 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 Population 15+ that were Out & About in the area between the time periods.

**% Change:** The year-over-year rate of change of the 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.