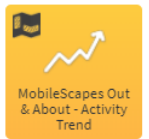


MobileScapes – Out & About — Activity Trend Report — Canada

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

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



Trade Area: Toronto, ON

The Trade Area for this trend reports is Toronto, ON.

	2020 - January - Total Month		2019 - January - Total Month		Absolute Change	% Change
	Count	%	Count	%		
2020 - January - Total Month						
Out & About	4,346,811	78.98	4,324,155	80.17	22,656	1
2020 - January - Total Month - Dayparts						
12:00 AM to 6:00 AM	754,334	13.71	809,980	15.02	-55,646	-7
6:00 AM to 9:00 AM	2,003,917	36.41	1,814,690	33.64	189,227	10
9:00 AM to 12:00 PM						
12:00 PM to 3:00 PM						
3:00 PM to 6:00 PM						
6:00 PM to 9:00 PM						
9:00 PM to 12:00 AM						
9:00 AM to 5:00 PM (Business Hours)						
2020 - January - Total Month - Metrics						
Furthest distance from home (KM)						
Time spent away from home (Minutes)						
2020 - January - Total Month - Purpose						
Commuted						
Visited a park/green space						
Visited a commercial location						
Used Heavy Rail transit						
2020 - January - Weekday						
Out & About	4,499,219	81.75	4,324,155	80.17	175,064	4

Here, **36.41%** represents the proportion of total Household Population 15+ in Toronto that left their home—moving more than 500m from their home location— between 6-9am in the month of January, 2020. During the same time period in the previous year (January, 2019), **33.64%** of the proportion of the total Household Population 15+ in Toronto left their home.

The **% Change** value of **10** (calculated as $((36.41 - 33.64) / 33.64) * 100$) represents an increase in the proportion of the total Household Population 15+ in Toronto that left their home during 6-9am in January 2020 versus January 2019.

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

Here, **81.75%** represents the proportion of total Household Population 15+ in Toronto that left their home—moving more than 500 meters from their home location— during Weekdays in January, 2020. During the same time period in the previous year (January, 2019), **80.17%** of the proportion of the total Household Population 15+ in Toronto left their home on weekdays.

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

%: Of the total Household Population 15+ in the trade area, 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 trade area. Red cells indicate a positive change while blue cells a negative change.

Notes:

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

'Total Month' variables factor in both Weekdays and Weekends, this is important to consider, as Out & About rates tend to be lower on Weekends.