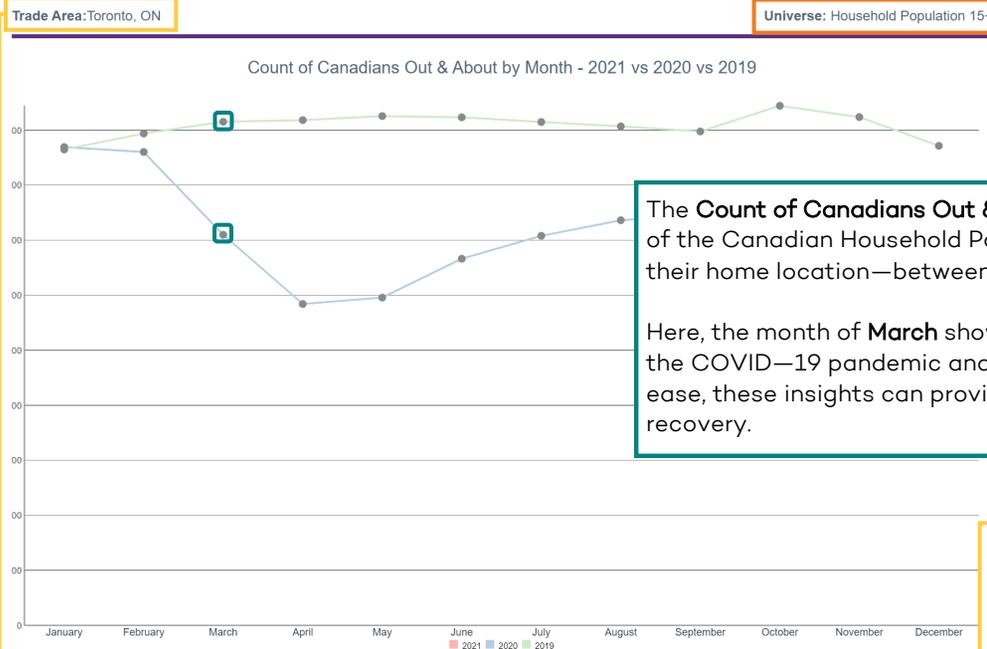


MobileScapes – Out & About – Monthly Trend Report – Canada

Provides monthly 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 2021) and between geographic areas (Trade Area vs Benchmark).



The Universe for these monthly trend reports is **Household Population 15+**.

The **Count of Canadians Out & About by Month** graph illustrates a month-by-month comparison of the Canadian Household Population 15+ who left their home—moving more than 500m from their home location—between 2019 to 2021.

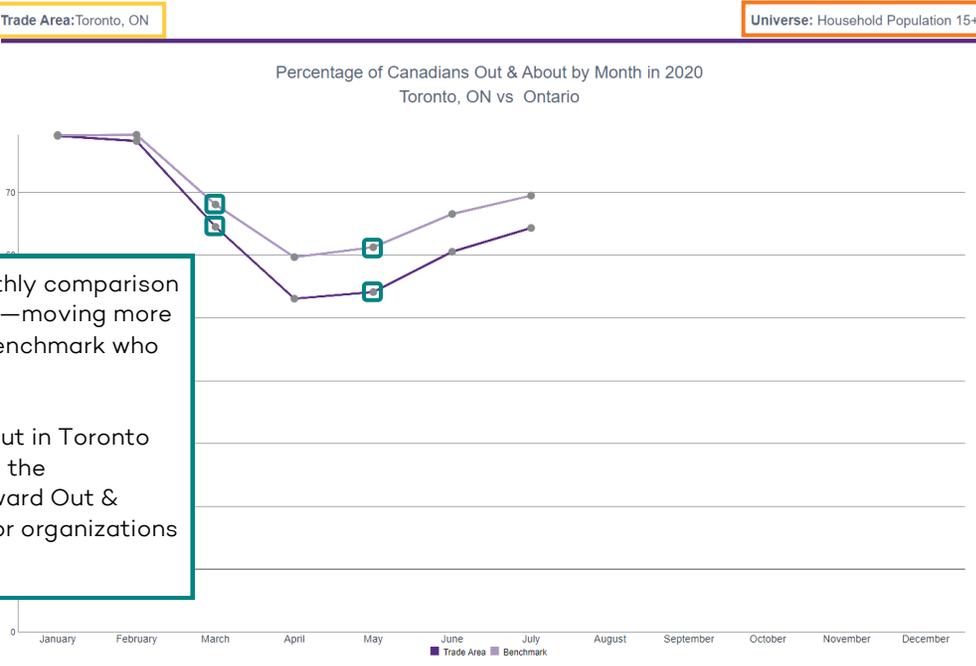
Here, the month of **March** shows a visible downwards trend between 2019 to 2020. This is due to the COVID—19 pandemic and the restrictions that were then put in place. As restrictions begin to ease, these insights can provide value for organizations to further analyze and strategize plans for recovery.



The Trade Area for these monthly trend reports is **Toronto, ON**.

The **Percentage of Canadians Out & About by Month in 2020** graph illustrates a monthly comparison of the Household Population 15+ in the Trade Area who left their home (dark purple) —moving more than 500m from their home location—versus the Household Population 15+ in the Benchmark who left their home location (light purple). This graph only looks at the current year.

Here, for the month of **March**, there is a lower rate of population who were Out & About in Toronto (Trade Area) vs. in Ontario (Benchmark). This is due to the COVID—19 pandemic and the restrictions that were then put in place. Looking at the month of **May** onward, an upward Out & About trend is seen as restrictions begin to ease. These insights can provide value for organizations to further analyze and strategize plans for recovery.



MobileScapes – Out & About – Weekly Trend Report – Canada

Provides weekly 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 2021) and between geographic areas (Trade Area vs Benchmark).

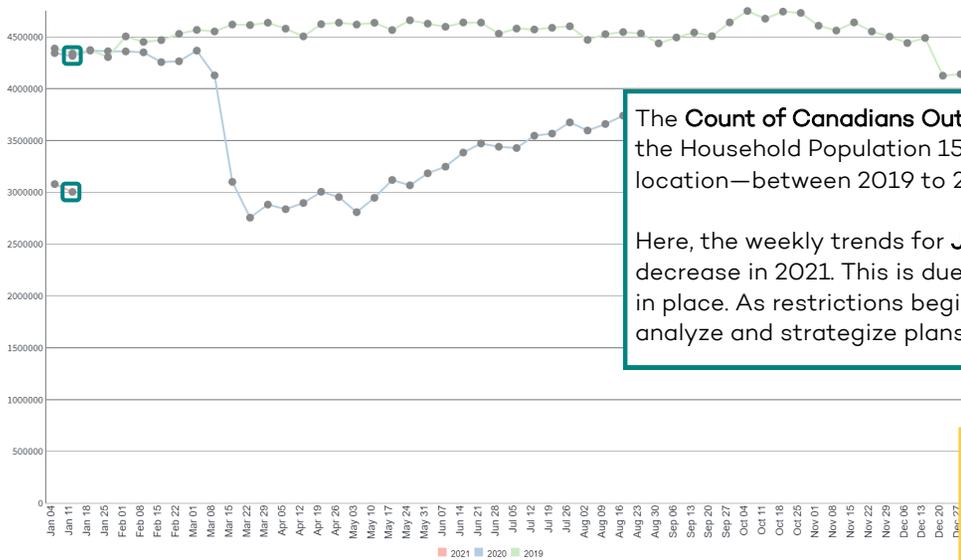


Trade Area: Toronto, ON

Universe: Household Population 15+

The Universe for these weekly trend reports is Household Population 15+.

Count of Canadians Out & About by Week - 2021 vs 2020 vs 2019



The **Count of Canadians Out & About by Week** graph illustrates a week-by-week comparison of the Household Population 15+ who that left their home—moving more than 500m from their home location—between 2019 to 2021.

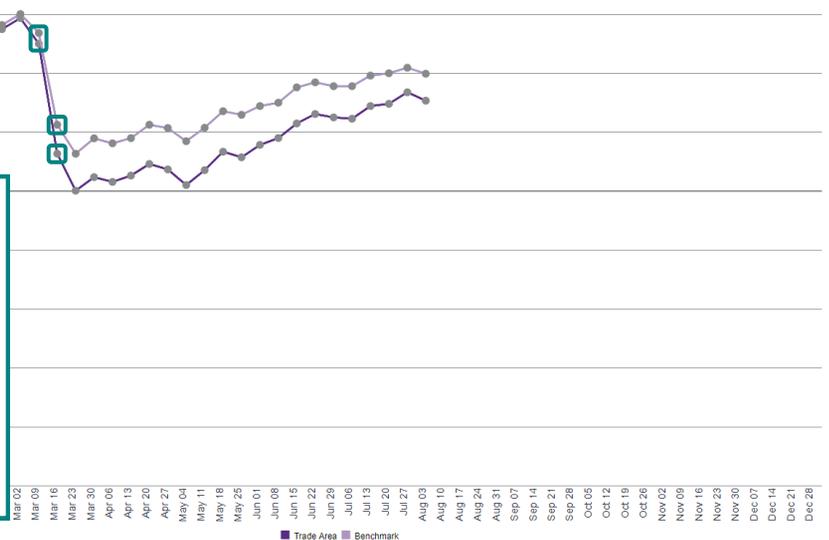
Here, the weekly trends for **January 11th** show a similar trend between 2019 and 2020 but a visible decrease in 2021. This is due to the COVID—19 pandemic and the restrictions that were then put in place. As restrictions begin to ease, these insights can provide value for organizations to further analyze and strategize plans for recovery.

The Trade Area for these weekly trend reports is **Toronto, ON**.

Trade Area: Toronto, ON

Universe: Household Population 15+

Percentage of Canadians Out & About by Week in 2020
Toronto, ON vs Ontario



The **Percentage of Canadians Out & About by Week in 2020** graph illustrates a week-by-week comparison of the Household Population 15+ in the Trade Area who left their home (dark purple) —moving more than 500m from their home location—versus the Household Population 15+ in the Benchmark who left their home location (light purple). This graph only looks at the current year.

Here, between **March 9th** and **16th** there is a lower rate of population who were Out & About in Toronto (Trade Area) vs. in Ontario (Benchmark). This is due to the COVID—19 pandemic and the restrictions that were then put in place. Looking at the weeks in **May** onward, an upward Out & About trend is seen as restrictions begin to ease. These insights can provide value for organizations to further analyze and strategize plans for recovery.