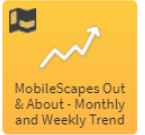


## MobileScapes – Out & About – Monthly Trend Report – USA

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).

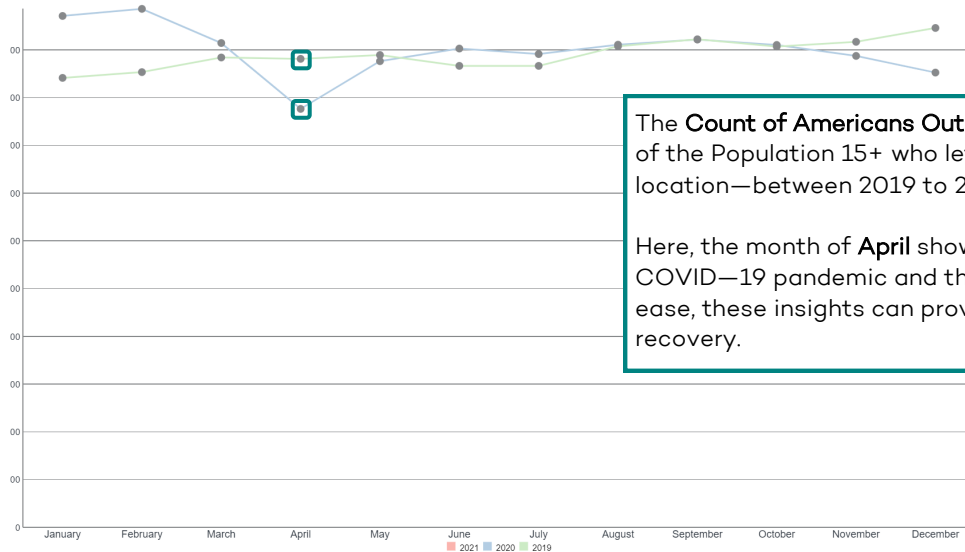


Trade Area: Santa Ana

Universe: Population 15+

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

Count of Americans Out & About by Month - 2021 vs 2020 vs 2019



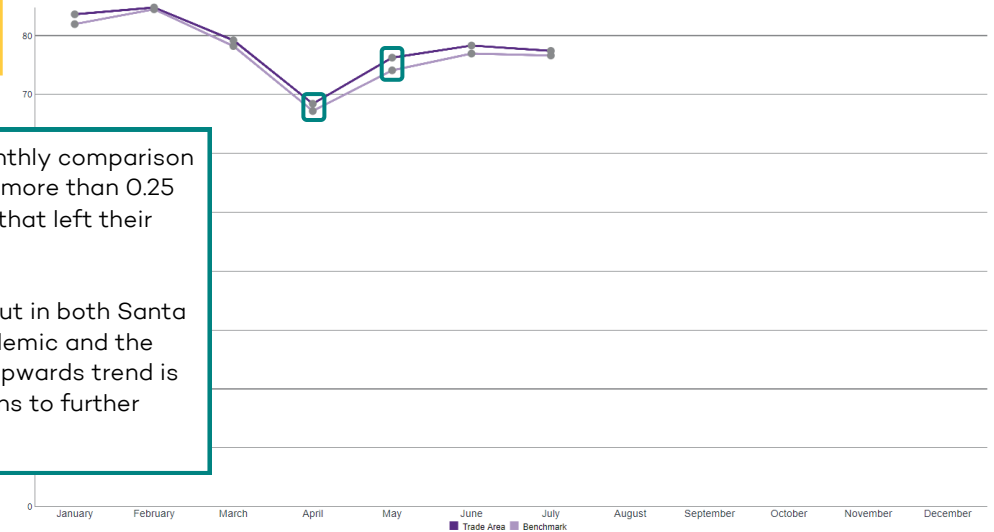
The **Count of Americans Out & About by Month** graph illustrates a month-by-month comparison of the Population 15+ who left their home—moving more than 0.25 miles from their home location—between 2019 to 2021.

Here, the month of **April** shows a visible difference 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.

Trade Area: Santa Ana

Universe: Population 15+

Percentage of Americans Out & About by Month in 2020  
Santa Ana vs California



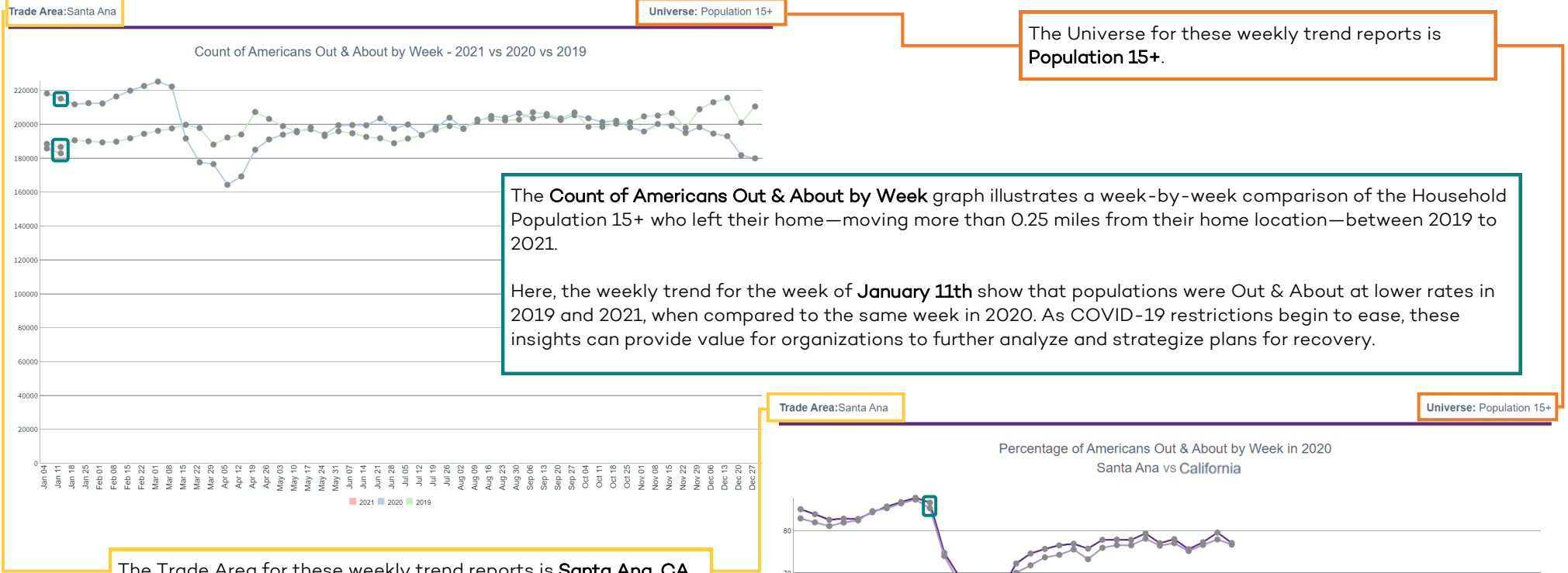
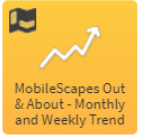
The Trade Area for these monthly trend reports is **Santa Ana, CA**.

The **Percentage of Americans Out & About by Month in 2020** graph illustrates a monthly comparison of the Population 15+ in the Trade Area who left their home (dark purple) —moving more than 0.25 miles from their home location—versus the Household Population 15+ in California that left their home location (light purple). This graph only looks at the current year.

Here, for the month of **April**, there is a lower rate of population who were Out & About in both Santa Ana (Trade Area) and in California (Benchmark). This is due to the COVID—19 pandemic and the restrictions that were then put in place. Looking at the month of **May** onwards, an upwards 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 – USA

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).



The Trade Area for these weekly trend reports is **Santa Ana, CA**.

The **Percentage of Americans Out & About by Week in 2020** graph illustrates a week-by-week comparison of the Population in the Trade Area who left their home (dark purple)—moving more than 0.25 miles from their home location—versus the Population 15+ in California that left their 'home location' (light purple). This graph only looks at the current year.

Here, between **March 9th** and **April 6th** there is a lower rate of population who were Out & About in Santa Ana (Trade Area) vs. in California (Benchmark). 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.

