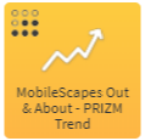


MobileScapes Out & About — PRIZM Trend Report — Canada

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

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



The Area of Interest for this trend reports is **Toronto, ON**.

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

Area of Interest: Toronto, ON

Universe: Household Population 15+

SG	LG	Code	Name	2020 - April - Total Month - Out & About				2019 - April - Total Month - Out & About				Absolute Change	% Change
				Count	%	% Pen	Index	Count	%	% Pen	Index		
U1	M1	01	The A-List	59,048	2.03	56.77	107	86,811	1.90	85.41	100	-27,763	-32
U1	M1	02	Wealthy & Wise	58,934	2.03	56.71	107	88,255	1.93	86.31	101	-29,321	-33
U1	F1	06	Downtown Verve	102,729	3.54	53.06	100	158,331	3.46	82.78	97	-55,602	-35
S1	F3	04	Turbo Burbs	42,029	1.45	65.92	124	54,792	1.20	88.20	104	-12,763	-23
S1	F2	05	First-Class Families	103,547	3.56	58.88	111	153,237	3.35	88.47	104	-49,690	-32
S1	M1	09	Boomer Bliss	9,490	0.33	63.62	120	12,333	0.27	84.11	99	-2,843	-23
S2	F2	08	Multiculture-ish	204,490	7.04	52.90	100	335,527	7.34	88.34	104	-131,037	-39
S2	Y3	11	Modern Suburbia	76,947	2.65	52.08	98	124,674	2.73	88.98	105	-47,727	-38
F1	F2	03	Asian Sophisticates	106,580	3.67	54.06	102	169,345	3.71	87.22	102	-62,765	-37
F1	M1	07	Mature & Secure	103,921	3.58	56.96	107	154,703	3.39	86.01	101	-50,782	-33
F1	F2	18	Multicultural Corners	194,776	6.70	57.21	108	289,936	6.35	86.20	101	-95,160	-33

Here, **6.70%** represents the proportion of total Household Population 15+ that are Out & About —moving more than 500m from their home location— in Toronto within the month of April, 2020 who were identified as belonging to the **Multicultural Corners** segment. During the same time period in the previous year (April, 2019), the same segment accounted for **6.35%** of the total proportion of Household Population 15+ that were Out & About that year.

The **% Change** value of **-33%** (calculated as $((194,776 - 289,936) / 289,936) * 100$) represents a decrease in the proportion of those who were Out & About and identified as **Multicultural Corners** between the two time periods within Toronto.

Count: The estimated Household Population 15+ in the trade area captured by a PRIZM segment that are Out & About during a specified time period.

%: The proportion of total Household Population 15+ that were Out & About by a PRIZM segment, in a trade area, during a specified time period.

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

Index: Measures the likeliness of a segment to contain members who are leaving their homes compared to the total population 15+ in the trade area.

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

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

- Notes:**
- The values for total Household Population 15+ can be found by running a report for the **Household Population 15+** variable.
 - The time period being analyzed can be found in the row above the Count.