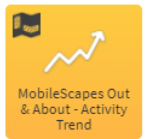


## MobileScapes – Out & About – Activity Trend Report – USA

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: California**

The Trade Area for this trend report is the State of **California**.

	2020 - January - Total Month		2019 - January - Total Month		Absolute Change	% Change
	Count	%	Count	%		
<b>2020 - January - Total Month</b>						
Out & About	26,551,146	81.94	24,116,450	74.49	2,434,696	10
<b>2020 - January - Total Month - Dayparts</b>						
12:00 AM to 6:00 AM	4,274,388	13.19	4,839,878	14.95	-565,490	-12
6:00 AM to 9:00 AM	11,546,071	35.63	8,301,932	25.64	3,244,139	39
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)						
<b>2020 - January - Total Month - Metrics</b>						
Furthest distance from home (Miles)						
Time spent away from home (Minutes)						
<b>2020 - January - Weekday</b>						
Out & About						
<b>2020 - January - Weekday - Dayparts</b>						
12:00 AM to 6:00 AM						
6:00 AM to 9:00 AM						
9:00 AM to 12:00 PM						
12:00 PM to 3:00 PM	19,946,803	61.36	16,505,866	50.98	3,440,937	21
3:00 PM to 6:00 PM	19,748,161	60.95	16,463,470	50.85	3,284,691	20
6:00 PM to 9:00 PM	13,835,241	42.70	12,171,284	37.59	1,663,957	14
9:00 PM to 12:00 AM						
9:00 AM to 5:00 PM (Business Hours)						
<b>2020 - January - Weekday - Metrics</b>						
Furthest distance from home (Miles)						
Time spent away from home (Minutes)						
<b>2020 - January - Weekend</b>						
Out & About	25,297,158	78.07	24,116,450	74.49	1,180,708	5

Here, **35.63%** represents the proportion of total Population 15+ in California that left their home—moving more than 0.25 miles from their home location— between 6-9am in the month of January, 2020. During the same time period in the previous year (January, 2019), **25.64%** of the proportion of the total Population 15+ in California left their home.

The **% Change** value of **39** (calculated as  $((35.36 - 25.64) / 25.64) * 100$ ) represents an increase in the proportion of total Population 15+ in California 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 miles and the time spent away from home in minutes) and the purpose of travel (included in Add-On package) for both time periods.

Here, **78.07%** represents the proportion of total Population 15+ in California that left their home—moving more than 0.25 miles from their home location— during the Weekends in January, 2020. During the same time period in the previous year (January, 2019), **25.64%** of the proportion of the total Population 15+ in California left their home on weekends.

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

**%:** Of the total 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 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 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.