

MoverStats - Frequently Asked Questions

Data and Methodology

#	Question	Answer
1	What is the data source of MoverStats?	MoverStats is built using privacy compliant, mobile movement data derived from telecom data together with demographic data including EA's DemoStats and PRIZM. Telecom data are provided to EA in an aggregated and de-identified format, which are then used as inputs to models to create the MoverStats Estimates. No PII is provided.
2	Is MoverStats privacy compliant?	Yes. All of the demographic data ingredients used in MoverStats come from DemoStats and PRIZM, privacy compliant geodemographic data sources that have been trusted for decades. The mobile movement data ingredients are provided to EA in an aggregated and de-identified form and subjected to minimum observation thresholds. The neighbourhood estimates are derived from EA proprietary models.
3	How does MoverStats work?	MoverStats uses telecom data to model population migration patterns at the Dissemination Area level on a quarterly basis. First, device quality is assessed and nighttime locations are estimated. Second, as devices move to new nightly locations over time, they become a part of the estimated mover population. This mover and non-mover behaviour is then modelled out to represent the residential population using methods that take geographic proximity, PRIZM segment, and Social Group into consideration to enhance the accuracy of the model. We use DemoStats to assess the demographic qualities of the population moving into each given DA, and provide these as an aggregate estimate at the destination geography for the Moving In population/ households.
4	Are any outside data sources used?	<p>Yes, there are 2 data sources that we use to help validate our estimates:</p> <ul style="list-style-type: none"> • Canadian Housing Survey 5 Year mobility rates • Canadian Housing Survey regional migration rate <p>These data sources are used to help validate our mover estimates to ensure that these estimates make sense at both the national and regional level. While we use these estimates to validate our results, they are not used as true control totals, meaning that MoverStats estimates will not add up to totals from these data sources.</p>

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Update Cycle and Project Work

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5	How often is MoverStats updated?	MoverStats is updated quarterly. Refer to the Data Release Schedule on the Environics Analytics' Community to see next estimated MoverStats release dates.
6	How far back does the data go?	MoverStats data is available from 2020Q1 to 2022Q2 at launch. Throughout the year, we will continue to add quarters as they become available.
7	When will MoverStats be available on the 2021 Census boundaries?	MoverStats will move on to the 2021 Census Grid and into 2023 ENVISION workspaces in summer 2023.

Variable Definitions

#	Question	Answer
8	What does 'Moving In' refer to?	MoverStats provides Moving In counts for both Households and Household Population for each level of geography, Dissemination Area (DA) and above. Moving In counts represent the number of households/people moving into a DA within the specified geography. These counts capture all movers, regardless of their origin. This means that at higher levels of geography, Census Subdivisions and Census Metropolitan Areas for example, intra-geography movers are captured as well as people moving in from other areas.
9	What does 'Moving Out' refer to?	Similar to Moving in, Moving Out counts represent the number of households/people moving out of a DA within the specified geography. These counts also capture all movers, regardless of their destination. This means that at higher levels of geography, Census Subdivisions and Census Metropolitan Areas for example, a mover may be counted as both moving out and moving in if this mover moved within the same Census Subdivision or Census Metropolitan Area, as these are both valid moves.
10	What are the Demographic variables in ENVISION based to?	The Demographic variables in ENVISION are based to their appropriate 'Moving In' universe (Moving In Households, Moving In Household Population, Moving In Household Population 15+). Please refer to the metadata documentation to understand which base should be used with each demographic variable. For PRiZM licensees, the PRiZM variables are only available for total households.