

## PRODUCT BEST PRACTICES: WorkplaceNow

WorkplaceNow provides estimates of the number of workers and days worked at employment locations. Some areas have higher workplace estimates in 2023 when compared to 2019. This is due, in part, to shifts in commuting patterns, population growth, and decreased unemployment rates. It is also possible that as “big data” shifts constantly in real time, some of this change compared to pre-pandemic is due to the changing size of cell tower coverage areas as the telecoms roll out their coverage of 5G and make other enhancements to their services.

When making comparisons to pre-pandemic periods, please avoid using the data for a single (or very few) dissemination areas to smooth out shifts caused by cell tower coverage changes. As with all modeled data, best practices include using enough observations for the results to be statistically valid.

Use particular caution in Montréal, Kitchener-Cambridge-Waterloo, and Fredericton. Some areas within these cities can be particularly impacted by changing commuting patterns and changes in cell tower coverage areas. If possible, use a larger study area when conducting analysis in these cities. Do not hesitate to call our support desk if results for these areas raise questions for you.

Our team of “big data” scientists continue to work on ways to harness of these very useful, yet volatile, data sources. Please be assured that we deem the data released to be of high quality and fit-for-purpose.

## PRODUCT BEST PRACTICES

- WorkplaceNow estimates are more reliable when using larger geographies. It is generally recommended to use an area that covers at least 1 square kilometre.
- If a small area is required, avoid using single DAs or single building footprints.

## IMPACT TO RESEARCH

- Please be cautious when conducting analysis on areas within Montreal, Kitchener-Cambridge-Waterloo, and Fredericton.
- When using smaller geographies, you may see higher-than-expected count of workers in 2023 when compared to 2019.

## QUESTIONS

We are here to help, if you have any questions about this communication, please feel free to reach out to Support ([support@environicsanalytics.com](mailto:support@environicsanalytics.com)).