

MobileScapes Out & About

Frequently Asked Questions - Canada

What is the foundation of the MobileScapes Out & About product?

The foundation of MobileScapes Out & About is EA's MobileScapes data source, a comprehensive and up-to-date mobile movement database built using three combined sources of high-quality mobile movement data. The MobileScapes data source is based on anonymized, permission-based data collected from location-enabled apps on mobile devices.

How are the mobile movement data modelled to the neighbourhood level?

MobileScapes is modelled at the Census Dissemination Area (DA) level. The behavioural characteristics are distilled from mobile movement datasets and aggregated to produce rates (for example, the share of devices that are observed leaving their home neighbourhoods). These aggregated characteristics are then applied to individual DAs using geographically weighted averages by PRIZM segment and region. To allow for easy aggregation of characteristics to higher levels of geographies and trade areas, the rates are multiplied against the universe (Household Population 15+).

Can I get MobileScapes Out & About counts for all levels of standard geography?

Yes, MobileScapes Out & About is built at the census DA geography as a base level. It is rolled up to other census geographies and linked to postal codes. This also allows you to use MobileScapes Out & About with custom trade areas, such as radii or drive-times around your locations, and to append it to customer data.

How often is MobileScapes Out & About Updated?

The MobileScapes Out & About data are updated in EA's ENVISION platform weekly. If you access the data in the form of a project, you can also get weekly updates.

What threshold is used to determine if someone is "out and about?"

When someone has moved beyond 500 metres from their common evening location (CEL), they are considered to be "out and about."

The common evening location (CEL) is the centroid (latitude/longitude) of the postal code where the device is most typically located during the evening and overnight hours.

How do you determine who is seen in a state of commercial activity (shopping behaviour)?

Environics Analytics has undertaken a large-scale effort to build a vast layer of polygons for Canadian commercial, institutional and recreational locations. We use the polygons built for general commercial (retail) activity, such as retail shopping, restaurants and entertainment activities to identify bricks-and-mortar consumers.

How can I compare MobileScapes Out & About insights for two different time periods?

If you license MobileScapes Out & About in ENVISION, you will have access to several reports that make it easy to compare one period to another going back to January 2019. For example, you can view a chart comparing months or weeks from the current year to the same months or weeks from the previous year.

Similar trend reports can be available as projects for non-ENVISION users.

If I license the Add-On Insights, will I also get access to the Basic Insights?

Yes, a license for Add-On Insights is inclusive of the Basic Insights.

Basic Insights

- People moving beyond 500 meters from the inferred Common Evening Location (CEL) in any observation
- Time of day they are going out
- Furthest range of movement
- How long are they observed away from home when they are out

Add-On Insights

- Uses devices' pre-COVID inferred Common Daytime Location (CDL) to determine commuting movement: going to work, school or other
- General greenspace outdoor activity – running, hiking, going to parks, etc.
- General economic / commercial activity: Using an aggregation of retail geofences to create counts of devices seen in a shopping behaviour
- Heavy Commuter Rail Use

Are the data privacy compliant?

Yes. Our mobility movement data are collected only if consent or permission is provided by the individual device user. Consumers have the ability to change their level of location sharing for the overall device or for individual mobile apps at any time via their privacy settings on their mobile device. Depending on the individual app settings, device holders can decide if a particular app should share their location while in use or block that permission outright. EA acquires data from organizations that are compliant with privacy laws.