

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. MobileScapes mobile movement data is de-identified (removing any personally identifiable information to prevent re-identification), and received via permission-based, location-enabled apps from our trusted suppliers.

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.

Are the data privacy compliant?

Yes. EA MobileScapes data is modeled from permission-based data collected by our trusted suppliers, using location-enabled apps. The data are de-identified by our suppliers before it is sent to Environics Analytics. The data are used as inputs to models that normalize and weight to the general population. The models combine these summarized and de-identified movement data with other EA databases to create an aggregated estimate of the movement patterns for dissemination areas and postal codes.