

# MoverStats

## Release Notes

### What is it?

MoverStats estimates residential moves within Canada every quarter allowing you to have a more up-to-date view of changing Canadian neighbourhoods. It measures the number of people and households moving in and out of each census dissemination area (DA) along with selected demographics and a PRIZM® profile of movers at their destination based on their origin.

MoverStats estimates are built using privacy-compliant, mobile movement data that capture changes in nighttime location in combination with Environics Analytics' DemoStats database and PRIZM® segmentation system. These data are then used as inputs to models which create estimates that represent the residential population. Access MoverStats in ENVISION to leverage easy-to-use reporting on the geographies you define or as a flat file to add these data to your existing tools.

Distinct counts of movers into or out of a standard geography and other custom analysis types are available as custom projects. Please reach out to your account representative for more information.

### Product Vintage

2024

### Base level Geography

Dissemination Area

### Update Frequency

Quarterly

### Variables

Base - 108

With PRIZM® - 175

\*To view the complete list of variables please visit:  
[environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)

### What's New?

We're excited to announce significant enhancements to MoverStats, our comprehensive data product for analyzing mover behaviour. This release introduces several key improvements designed to increase accuracy and align our estimates more closely with official statistics.

A major update in this release is the introduction of additional data from Statistics Canada which act as soft control totals. This change has led to interprovincial volumes that more closely align with Statistics Canada estimates. Additionally, we've seen an overall increase in mover volumes, providing a more comprehensive picture of movement patterns across the country.

Our Innovation team has conducted extensive research to update and optimize the way movers are qualified using mobile movement data. As a result, we have extended the lookback period from 13 weeks to 16 weeks. This adjustment enhances our ability to identify and understand the patterns of different types of movers, such as permanent movers, seasonal workers, and students, leading to more accurate and reliable data.

These enhancements have been applied retroactively to all available quarters, ensuring consistency across our historical data. While these changes significantly improve the accuracy and utility of MoverStats, please note that the current vintage is not directly comparable to previously released versions. We strongly recommend updating any references to prior vintages with the new product to ensure you're working with the most accurate and up-to-date information.



## How it's Used?



Municipalities and utility companies can use MoverStats to find which neighbourhoods have high movement activity to understand who is moving into neighbourhoods and how that activity is changing the composition and characteristics of the area



Understand how your trade areas and territories are changing over time. Track the quarter-over-quarter OR year-over-year changes in your trade area and identify how the population is changing demographically over time



Retailers and Business Improvement Areas (BIA) can leverage MoverStats with our other demographic data products like DemoStats and NewToCanada to understand the comprehensive demographic composition of your trade areas

## Sample Questions it Can Answer

- Where do I find the most movers to target my products and services?
- Do residents in my area move more or less often than average?
- What is the profile of movers in my area? How is it different from those already here?
- Does my area have a net inflow or outflow of population or households based on domestic movers?