

MobileScapes

Release Notes

What is it?

MobileScapes is Canada's most comprehensive and up-to-date mobile movement database for marketing, planning, and business applications. These data, linked to Environics Analytics' demographic, segmentation, financial, behavioural, and psychographic consumer information, provide timely insights into the ongoing changes in Canadians' movement and behaviour. Within ENVISION, users can define a geofence of interest or select one of over 100,000 pre-defined geofences from our Geofence Library. The MobileScapes database is updated every 10 days.

Our data sources provide de-identified mobile movement data (removing any personally identifiable information to prevent re-identification) received via permission-based, location-enabled apps. The mobile movement data are combined with cellular network data for trend analysis. They are then used as inputs to models that normalize and weight to the general population by using best practices, external controls, and advanced modelling techniques. The models combine these summarized and de-identified movement data with other EA databases to create aggregated estimates of movement patterns.

What's new?

Our new MobileScapes data represents a substantial improvement from the previous version. For the first time anywhere, EA data scientists have successfully combined high-precision consent-based mobile app location data with geo-location data from phones on the cellular network, which is also consent-based. By combining the two sources we expand by over 20 times the number of observations underlying the estimation process, thus improving the accuracy of our foot traffic estimates through:

- Better coverage and representativity
- Less volatility
- Enhanced reflection of seasonal trends

After a thorough evaluation, we excluded pre-2021 data from our new MobileScapes database to ensure product stability, data reliability and comparability. Going forward, we will only carry data for the current year and the three preceding years. For example, for the 2024 release and the remaining weekly updates this year, we will retain data from January 2021 through 2024. In 2025, we will retain data from January 2022 through 2025.

Due to the application of more stringent Privacy by Design restrictions, we can no longer release estimates of Residents' and Workers' visits. Therefore, these variables will be removed.

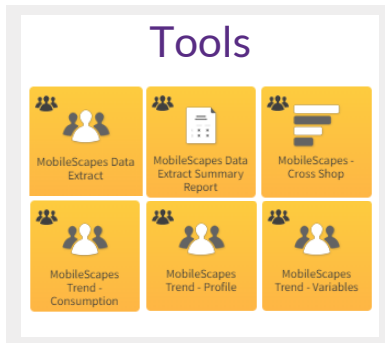
Data source
Four sources of permission-based, de-identified mobile movement data combined with cellular network data

Base level Geography
Postal Code

Update frequency
Daily updates, posted every 10 days



Geofences and Accessing the Data



MobileScapes offers several options to access mobile movement data. MobileScapes Plus offers mobile movement data via APIs that can configure and automate the standard delivery of daily, weekly or monthly data extracts. For ENVISION users, MobileScapes ENVISION provides data extract tools and trend report tools for analyzing mobile movement data through the lens of Environics Analytics databases, such as DemoStats and PRIZM. MobileScapes data extracts allow the ENVISION user to define custom polygons or use the MobileScapes EA geofence library of predefined geofences. The MobileScapes EA geofence library is a network of proprietary geofences in Canada. Periodic updates ensure the geofences are enhanced with industry best practices in privacy and methodology. The predefined geofences are accessible in ENVISION using the Geofence Explorer tool.

Since the geofences are predefined, you can easily extract mobile data for your locations or competitors.

For a complete list of categories, please refer to the latest MobileScapes EA Geofences Library – Category List.

For more information, or to see how MobileScapes EA geofences library can help your analysis, please contact an EA sales representative or email support@environicsanalytics.com.

Predefined geofence selected using Geofence Explorer (map view). Geofence selected is retail shopping centre in Toronto (Stockyards).



PRIVACY AND SECURITY WITH MOBILE MOVEMENT DATA

EA adheres to strict privacy principles as stated in [our Privacy Policy](#). The objective of the Environics Analytics Privacy Policy is to promote responsible and transparent information management practices in a manner consistent with the provisions in Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA), Canadian Anti-Spam Legislation (CASL). In addition to these Canadian laws MobileScapes is also compliant with US Privacy Laws, and General Data Protection Regulation (GDPR).

Environics Analytics is currently engaged in a Privacy by Design Certification, demonstrating a proactive, risk-based approach to achieving compliance. EA is SSAE SOC1 and SOC2 and HIPAA compliant - the highest auditable standards for data processing, security and privacy.

MobileScapes is developed in adherence not just to Canada’s privacy laws but in keeping with forward looking global best practices. This means implementing transparency and consent principles consistent with Privacy by Design standards that are in place all over the world – including those embodied in the GDPR, Law 25 and other Canadian provincial jurisdictions. In fact, our production processes are ISO 31.700 certified.



How it's Used?



Shopping centres can use MobileScapes to understand who visits their location or their competitors. This information can be used to develop trade areas and consumer profiles based on actual visitors. By comparing profiles of their own shoppers with those visiting their competition, shopping centres can better understand their areas and see who their real competition is.



Automotive dealers can profile visitors to their location and their competitors to determine whether they compete for the same shopper or appeal to different market segments. They can also compare profiles of the total visitors to purchasers to identify potential gaps.



Banks can develop trade areas based on their visitors' daytime locations to determine what areas they draw from during their regular operating hours. They can compare the PRIZM profile of these visitors across locations and by daypart.

Sample Questions it Can Answer

- Where are my visitors coming from and what attractions do they see while here?
- Do the events we sponsor attract consumers that match our target?
- Who are our shoppers/visitors and what are their interests?
- How do my shoppers/visitors and trade area compare to my competitors?
- How does traffic trend month over month and year over year to my area of interest?