

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 130,000 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.

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*

What's new?

This latest update reflects continued innovation in our use of cellular network data, unlocking deeper insights and delivering more precise spatial assignments. These improvements enhance the spatial accuracy of estimates within a geofence, ensure smoother trend continuity over time, and increase the overall performance of data extracts.

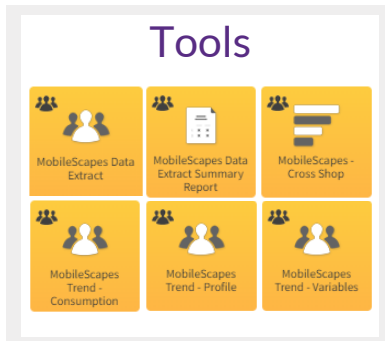
As part of our update to the 2025 vintage, data from 2021 will no longer be included. We maintain data for the current year and the three previous years, so the dataset now spans from 2022 to 2025.

For ENVISION users, MobileScapes is now available in a 2025 Workspace. Please note that we do not recommend comparing results across different vintages or Workspaces, as this may lead to inconsistencies.

*Data may be reinstated 4-5 days after the initial update due to variance in when we receive source data.



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?

Retail and Shopping Centres

- **Use Case:** A national retail chain wants to find out where to open new store locations.
- **How MobileScapes Helps:**
 - Analyze foot traffic patterns around potential store locations.
 - Understand peak visitation times.
 - Compare traffic volume estimates at competitor locations.
 - Identify trade areas based on actual visitor origins, not just proximity.
- **Key Questions:**
 - Who are our shoppers/visitors, and what are their interests?
 - How do my shoppers/visitors and trade area compare to my competitors?

Banking

- **Use Case:** A bank is evaluating which branches to consolidate or renovate based on daytime visitors.
- **How MobileScapes Helps:**
 - Analyze customer visit estimates to different branches during regular operating hours.
 - Identify areas with low foot traffic to optimize branch locations.
 - Compare PRIZM profiles of visitors across locations and time of day.
- **Key Questions:**
 - How does traffic trend month over month and year over year to my area of interest?
 - Which visitor segments should we target in our next marketing campaign?

Real Estate Development

- **Use Case:** A REIT is assessing the viability of a new mixed-use development in its area of interest.
- **How MobileScapes Helps:**
 - Measure foot traffic trends in the area over time.
 - Identify types of visitors and how far they travel to and from the area.
 - Evaluate nearby amenities and their draw to the area.
- **Key Questions:**
 - Where are visitors coming from and what attractions do they see while here?
 - Which types of retailers should we include in the development based on traffic in the area?

Note About Use Cases for MobileScapes

We'd like to remind users that visit and visitor counts in MobileScapes are weighted estimates. We recommend focusing on trends, seasonality, and the PRIZM profile of visitors rather than an exact volume and count.

Non-supported use cases:

- Single event analysis
- People counting
- Estimating visitors to larger geographies such as CSDs

If you have questions or concerns about how to best use MobileScapes for your needs, please contact your account representative to discuss project options.

