

# MobileScapes Out & About

## Release Notes

### What is it?

MobileScapes Out & About identifies populations who are becoming more active as pandemic restrictions begin to ease. Discover what populations are starting to leave home as the economy re-opens, where they are going and at what time of day. Use weekly reporting to compare activity week-over-week or versus the same time last year to provide insights and inform recovery plans.

MobileScapes Out & About is modeled from permission-based mobile movement data provided by our trusted suppliers, using location-enabled apps. De-identified devices observed to be more than 500m from their home postal code are qualified and selected for modelling and data aggregation. 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.

MobileScapes Out & About is available in EA's ENVISION analytical platform as a standard database with weekly reporting or outside ENVISION as projects. MobileScapes Out & About offers the following features:

- MobileScapes Out & About offers two levels of insights – Basic and Add-On
- Historical data is available starting from Jan 1, 2019 for time series analysis
- Built at the Dissemination Area level, then rolled up to higher level geographies
- Weighted to Household Population 15+
- Data includes Out & About metrics, dayparts (eight ranges), and reasons for being out and about (e.g. commuting) that are all available as weekparts (weekend, weekday, total week) and summarized by month and year.

### Data source

Five combined sources of permission-based, de-identified mobile movement data

### Base level Geography

Dissemination Area

### Update frequency

Weekly

### Base population

Household population 15+

### Variables

14,585 Add-On, 10,697 Basic

### What is New?

MobileScapes is now available in 2023 ENVISION Workspaces featuring 2021 Census geography and population estimates from Demostats 2023.

## How it's Used?

Leveraging and integrating mobile movement data with EA's traditional databases provides incremental, actionable insight on consumers and citizens. As economies reopen, MobileScapes Out & About will help businesses with their reopening plans and provide critical insights to municipalities as they adapt to a post-COVID reality. Leveraging MobileScapes Out & About through EA's ENVISION platform, or as projects, will provide up-to-date insights into the changing movement patterns of different population groups down to small geographic levels. By adding MobileScapes Out & About to your existing market and customer analysis, your business can be well-prepared to serve your customers and municipalities will be able to ensure they are providing the appropriate services and infrastructure.

## Sample Questions it Can Answer

- How much of the population is starting to leave home for work, school, shopping, exercise? How does it compare to previous time periods?
- When are people going out, how far are they going and how long are they out?
- For commercial activity, how quickly are different parts of the population heading back to bricks-and-mortar locations for general shopping activities?
- How do changing shopper patterns impact staffing, store hours and sales forecasting?
- How have shopping patterns changed pre- and post-pandemic?
- Which groups of citizens are beginning to access parks and other greenspaces?
- How should municipalities adjust their infrastructure for things like rail use?