

MOBILESCAPES OUT & ABOUT

RELEASE NOTES

DATA SOURCE

Mobile Movement Data
(3 Combined Sources)

BASE LEVEL GEOGRAPHY

Dissemination Area

UPDATE FREQUENCY

Weekly

BASE POPULATION

Household Population 15+

VARIABLES

8733 Add-On, 6405 Basic

WHAT IT IS

MobileScapes Out & About identifies populations who are becoming more active as pandemic restrictions begin to ease. Discover who is starting to leave home as the economy re-opens, where they are going and at what time of day. Use weekly monitoring reports to compare activity week-over-week or versus the same time last year to provide insights and inform recovery plans. MobileScapes Out & About is available in EA's ENVISION analytical platform as a standard database with weekly monitoring reports or outside ENVISION as projects:

- Historical data from Jan 1, 2019 for time series analysis
- Built at the DA level, then rolled up to geographies
- Weighted to Household Population 15+
- Data includes Out & About metrics, dayparts (eight ranges), and purposes (Add-on only) that are all available as weekparts (weekend, weekday, total week) and summarized to averages by month and year
- Anonymized devices observed to be more than 500m from their home location are qualified and selected for modelling and data aggregation

MobileScapes Out & About offers two levels of insights – Basic and Add-On:

Basic Insights

- People moving beyond 500 metres from the inferred Common Evening Location (CEL) in any observation
- Time of day they are going out
- Furthest range of movement
- How long are they observed away from home when they are out

Add-On Insights

- Uses devices' pre-COVID inferred Common Daytime Location (CDL) to determine purpose of current movement: going to work, school or other
- General greenspace outdoor activity – running, hiking, going to parks, etc.
- General economic / commercial activity: Using an aggregation of retail geofences to create counts of devices seen in a shopping behaviour
- Heavy Commuter Rail Use

WHAT'S NEW

ENVISION users can now access 2021 MobileScapes Out & About data in a 2021 ENVISION workspace. As well, we have shortened the lead time for weekly data updates to be promoted to ENVISION. As of February 1st, 2021, weekly data will be made available on Monday mornings with a one week lead time.

PRIVACY AND SECURITY WITH MOBILITY MOVEMENT DATA

We are committed to protecting consumer privacy and data security. We actively participate in industry and association conversations in these areas, creating policies that protect individuals and allow for the responsible use of data.

Our mobility movement data are collected only if consent or permission is provided by the individual. Consumers can easily change their level of location sharing overall or for individual mobile apps at any time via their privacy settings on their mobile device. Depending on the individual app settings, device holders can decide if a particular app should share their location while in use or block that permission outright.

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?