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 moving 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 available as custom projects. Please reach out to your account representative for more information.

Product Vintage
2022

Base level Geography
Dissemination Area

Update Frequency
Quarterly

Variables
Base - 105
With PRIZM® - 172

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

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?
- Is my area having a net inflow or outflow of population or households based on domestic movers?