

WORKPLACENOW RELEASE NOTES

DATA VINTAGE

2022

UPDATE FREQUENCY

Monthly

BASE LEVEL GEOGRAPHY

Dissemination Area

VARIABLES

516

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

WorkplaceNow provides estimates of the number of workers and days worked at employment locations. Detailed estimates for all levels of Census geography, allow users to see trends in employment districts, cities, regions and user-defined geographies like trade areas. Current data can be compared with any other period, back to 2019 to put occupancy levels in perspective.

WorkplaceNow estimates are based on privacy-compliant mobile movement data that capture the Common Daytime Locations of Canadians. Access WorkplaceNow's weekly and monthly summarized data in ENVISION for convenient reporting on the geographic areas you define, or as a flat file to incorporate in your own tools. When used with EA's BusinessProfiles database, WorkplaceNow paints a picture of which industries are moving back sooner, which are moving back later, and which ones may see longer-term changes to workplace utilization

HOW IT'S USED



Property managers can uncover occupancy trends in their markets and allow them to compare properties to other workplace areas to track patterns.



Restaurants can use WorkplaceNow to gauge the level of workplace activity in their trade areas to ensure the right locations are properly staffed to service the workday crowds.



Transportation planners can use WorkplaceNow to forecast travel demand in different neighbourhoods based on office occupancy to optimize service levels.

SAMPLE QUESTIONS IT CAN ANSWER

- What share of workers have returned to workplaces?
- How many commuter trips happened in a specific week to the vicinity of a transit station?
- Which areas have the least utilized workplaces?
- Which of my locations have the most workers in the vicinity compared to 2019?
- What is the average number of days per worker onsite in a week?
- Which of my locations are trending up in terms of occupancy?
- Which of my locations are not increasing in terms of occupancy?