

POPULATION MOVEMENT ATLAS

A proprietary Ipsos multi-method approach to monitoring population movement preceding, during and following the COVID-19 pandemic.

What is it?

As the spread of COVID-19 evolves, it will become critical to have access to both rapid and validated information about population movement. This will provide greater clarity on how many people are out and about, how this fluctuates and, ultimately, increases over time.

Ipsos has existing Political and Biosurveillance products that provide integrated insight capabilities enabling us to bring together key data sources from satellite, traffic and environmental sensors, retail foot traffic sensors and anonymised cell phone and app data.

For any country, this enables us to provide weekly indexed traffic and pedestrian flows across roadside, retail and transit locations for regions and/or cities of interest.

More granular breakdowns and targeting is possible, both for time (day and/or hour) and geography if needed. Transactional and social data can also be overlaid to understand spend and travel plans/sentiment.

Contact Mark Flood, Global Innovation & OOH Lead, to find out more or to obtain a quote – mark.flood@ipsos.com

About Ipsos:

Ipsos' RAD Risk Analytics Division (RAD) combines real-time data streams with traditional survey data, applying proprietary algorithms and deep knowledge of environments to make these data streams and outputs useful. The team uses social media analytics, Internet of Things data, Human Movement data, and satellite imagery to provide political risk forecasting, rapid humanitarian crisis assessments, and real-time monitoring of population attitudes and issues.