Population Analytics

airsage

GET DRAMATICALLY BETTER INSIGHTS FASTER, AND AT LESS COST.

You have to deliver innovative solutions.

Transportation professionals are looking to capture more accurate population movement data. They need to develop creative, cost-effective and innovative transportation solutions to improve communities. But traditional data collection methods provide limited information, are time consuming, and are expensive. Plan better and stay in budget.

The power of where and when

→ Access to more data than ever before

AirSage Population Analytics are based on billions of location points derived every day from our exclusive access to over 100 million mobile devices – taking mobility and traffic analysis to an entirely new level.

→ Unprecedented insight into anonymous population movement

We automatically and continually create population location and movement information from all devices in our network. But AirSage receives no personally-identifiable information — mobile devices are aggregated to create population movement characteristics. AirSage Population Analytics provide 24x7 mobility insights by custom boundaries or zone-to-zone, by trips or travel patterns, and even by demographic characteristics.

→ Population Analytics Products

- **Home-Work Matrix**: the number of people who live and work in a specific pair of zones
- **Trip Matrix**: the number of people who traveled between two specific zones
- **Select Zone**: the number and types of trips that go to, or come from, a specific location and where those trips began or ended
- **Arrivals and Departures**: the number of people that go to, or come from, a specific location

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404.809.2499

AirSage unlocks the power of where and when people move by turning integrated anonymous cellular activity into meaningful local, regional and national data. The most accurate and up-to-the-minute population and location patterns, with robust historical data, means that when you need to reach people, help them or build for them, you have a map to follow.

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