

O₂ Motion – Movement Insights

Gain insights on population movements and demographics on a daily basis, to enable you to adapt to the changes as they happen

O₂
business

What we do

O2 Motion uses aggregated, anonymised data on movement, profiles and preferences generated by 35% of the UK's population from billions of daily network events.

Movement Insights allows you to have better information to support your planning decisions by; understanding mobility trends and behaviour, organising by adapting supply to meet demand, and monitoring the impact of changes.



What's involved?

Movement Insights using anonymised O2 mobile network data, and provides area to area insight on journey's time, frequency, catchment, crowd profiles, origin & destination.

Reported volumes can be split by resident, worker and visitor. Whether you're planning new store locations, where to place ads or how to serve a constant stream of visitors, you can do so based on an unparalleled level of tangible insight

Movement Insights allow you to understand:

- Understand volumes of journeys taking place between 2 points and how they change. Split by hour of day, journey purpose
- Understand volumes of people (split by age / gender) leaving their home area and how many times
- People Counts focuses on the number of people in a particular area at any one time, split by hour of day, split by age, gender
- OD Matrix provides daily volume of journeys taking place between one LAD and another LAD. Split by purpose
- Trip Length Distribution: shows the distance distribution of journeys which are taking place

The benefits

Accurate

No other insight solution has the scale, accuracy, latency for the whole UK

Latency

Every Monday we deliver a data pack, for the previous 7 days, up until last Thursday.

Hardware-free

The insight is always on, and available without the need to invest in any infrastructure

Fast

We can provide very recent data very quickly following the request

Get in touch

Visit our [website](#) or call us on **0800 955 5590**

Published in October 2020. All information is correct at time of going to print.
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