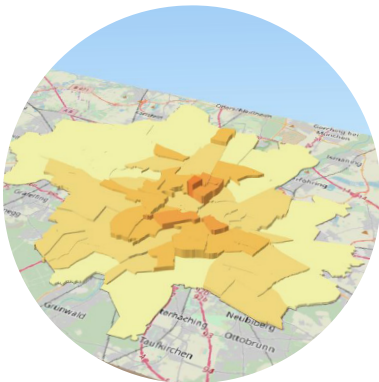




DAYTIME POPULATION DENSITY

**GLOBALLY
CONSISTENT
AND COMPARABLE**

Global Daytime Population Density gives information about the size of population that is present in a given area during the day.

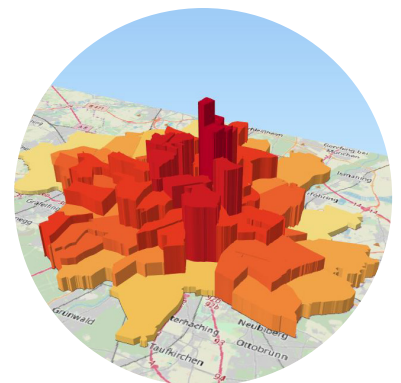


Nighttime/Resident Population

The population within an area is defined by official statistics as the number of residents being registered in that area. This refers to nighttime population, consisting of permanent residents.

Daytime Population

On the other hand there is the daytime population, consisting of the number of people who are present in an area during the day. It includes, among others, consumers, tourists, workers and residents. Yet there are two different types of populations for any given area.



This is an important difference, especially for organizations that want to find out where people are during the day, rather than where they live. Despite official statistics, many parts of the world have populations that vary wildly from day to night. The daytime population in most areas increase substantially during the day, particularly those that have a workforce coming into the area for work and then commuting elsewhere at the end of the day.

DAYTIME POPULATION DENSITY

MB-International
Worldwide Geodata

USE CASES

- Predicting best retail locations
- Better understanding of industrial area population
- Human Resource Planning
- Logistics



ADVANTAGES

- Build on a variety of unique digital mobile data
- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- Gives a true representation of where people are located during an average day
- Target group-relevant implementation of marketing strategies
- Avoidance of scatter loss
- Budget savings
- Benchmarking
- Insights into customer journey

MBI

Worldwide
Geodata

Globally consistent and comparable
Trusted partner and preferred data provider to global companies
100% GDPR compliant
Uniform database - same formats, structure and developing methodology
190 countries covered

DAYTIME POPULATION DENSITY

MB-International
Worldwide Geodata

METHODOLOGY

Calculated by using a multitude of variables:

- 📍 Total current resident population of a given area
- 📍 The number of workplaces, secondary home, POIs and other regular locations
- 📍 Internal migration based on the change of the residences within an area
- 📍 Cross-border migration based on the regular travels between different countries
- 📍 Accessing temporary population statistics
- 📍 Assessing temporary population (hourly, daily, weekly, monthly, etc.)

GIS FORMATS

Esri Shape file (.shp)
Esri Geodatabase (.gdb)
MapInfo (.tab)
MapInfo MIF/MID

DATA FORMATS

Tab delimited file (TXT)
KML
Access database (MDB)
Excel (xls)

ACCESSIBLE
BY API

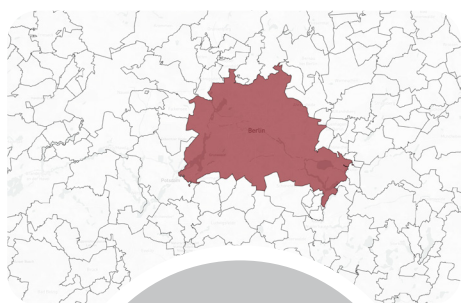


DATALINK Rest APIs & Platform Extensions Formats
Use simple HTTP GET methods providing maps, socio-demographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.

DAYTIME POPULATION DENSITY

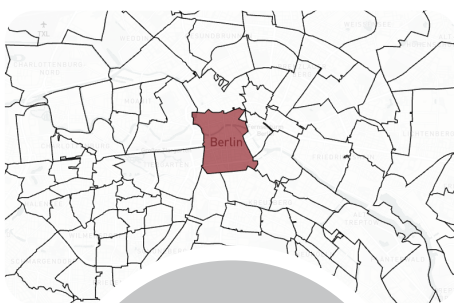
MB-International
Worldwide Geodata

DAYTIME POPULATION IS CONSISTENT TO MBI GLOBAL BOUNDARIES



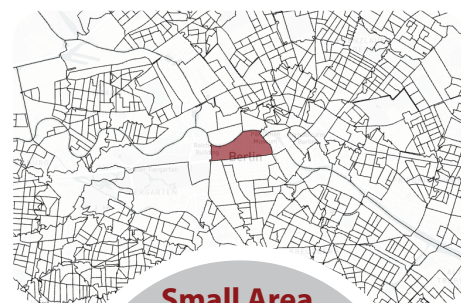
Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries



Postcode Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode



Small Area Level

Could be subdivisions of the postcode or administrative boundaries like census areas

CONSISTENT DATA AND AREA VINTAGE



Shopping

Home

Work

Sight-seeing









Delivery

Indicator for consumer base

Significant for planners in retail, insurances, advertising, marketing and site location planning.

ABOUT MBI

MBI Office 

-  Leading global data provider
-  Preferred data provider & partner to leading IT & GIS companies
-  One of the first global HERE Technologies Distributors
-  Standardized data sets, consistent and comparable with a seamless global coverage
-  Over 20 years experience in geodata and location intelligence through various industries
-  MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
-  GDPR compliant
-  Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

Karlsruhe

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CONTACT US

for more information on our worldwide comparable geodata offering!

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