

Frequently Asked Questions

Q: Where do we find the dashboard?

A: The Geopath Daily Mobility Dashboard can be accessed via the Geopath website at www.geopath.org or directly via <https://travel.geopath.io/>

Q: What time frame is the benchmark looking at?

A: There are three types of data depicted in the Geopath Daily Mobility Dashboard, all of which are based on the median total miles traveled per individual per day for 2020 to date, starting on January 1, 2020.

The benchmark for comparison is the median total miles traveled per individual for an average day in 2019. The entire 2019 year was used as comparison because it provided the foundation for the 2020 Geopath average weekly impression forecast.

Q: Is there a way to export this data into excel?

A: Currently, you can download the dashboard as an Image, PDF, or PowerPoint. Excerpts of the raw data may be provided upon request to geekOUT@geopath.org.

Q: How often is the dashboard data updated?

A: The dashboard is updated daily. Data are refreshed with an approximate delay of two days.

Q: Does daily miles traveled include vehicular movement as well as movement by other means such as walking, buses, public transport?

A: It includes vehicular travel as well as pedestrian, buses, public transportation, ferries, horseback, etc. It does not include travel by air.

Q: What data sources is Geopath using to build this solution?

A: Geopath and Intermx are utilizing multiple background SDK data aggregators. Data is being captured from opt-in app data across iOS and Android devices.

Q: How many devices are included in this analysis?

A: Intermx utilizes a base of 70 million weekly devices. It identifies the devices that provide the most relevant, consistent, persistent data – this represents 10-15% of visible devices. It is worth noting that those devices provide 85%-90% of all device activity across the 70 million device panel.

Q: Is this data available for all CBSAs across the US?

A: Yes. All CBSAs are represented.

Q: Are there plans to provide other regional cuts to the data such as DMAs or counties?

A: Yes. Geopath is building DMA-level data and plans to supply county-level data for counties with stable samples. County-level data are available upon request by emailing geekOUT@geopath.org.

If you have any questions or comments, please reach out to geekout@geopath.org!