

Dynamic Neighborhoods

Reach your audience where they are and grow your business

Consumers are on the move, and where they go matters

Understanding where relevant populations visit and how they engage with those locations is essential for making smarter, more impactful business decisions.

Unfortunately, gaining a clear picture of population movement can be difficult. Most demographic data is static—only providing insight into the residential, nighttime population of an area. Harnessing visitation data is also challenging due to its complexity and large file sizes. Moreover, organizations want to use demographics and visitation in tandem, but linking them often requires extensive expertise and data science resources.

Turning real-world movement patterns into location intelligence

Dynamic Neighborhoods provides a clear, actionable picture of how neighborhoods come to life with pre-calculated metrics that reveal where populations visit, how busy these areas are, how long people stay, and how these patterns vary over time and across age, sex, income, occupation, and consumer spend.

It combines visitation and demographic data aggregated to U.S. census block groups to deliver the actionable information you need without having to devote valuable time and resources to grappling with complex visitation data, privacy concerns, and joining disparate datasets.

Dynamic Neighborhoods

Neighborhood:
Mission District

Block Group:
060750177001

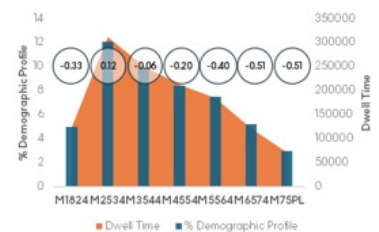
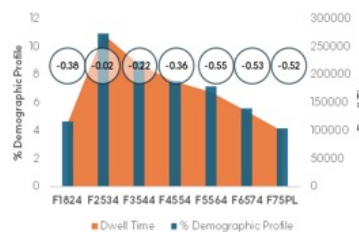
Location & Overall Activity

Weekpart: Weekday



Demographic Profile, Dwell Time & Importance Score

Daypart: Night



Income Profile, Dwell Time & Importance Score

Daypart: Night



Key Benefits

- **Make more informed decisions** with a complete view of how busy neighborhoods are, which populations visit them, when they visit, and how they shift over time.
- **Enhance customer engagement and satisfaction** by ensuring you have the right products and services for key cohorts, in the right places, and at the right times.
- **Save time and money** with easy-to-use, analysis-ready visitation and demographic data that can be easily connected to other complementary datasets.

Key Features

- **Activity:** Indicates how popular a block group is with visitors relative to other locations across the U.S., allowing for comparison of activity across locations and over time.
- **Dwell Time:** Provides an estimate of the total and average dwell time for a location in minutes based on aggregated visitation data.
- **Detailed demographics:** Breaks down visits by age, sex, income, occupation, and consumer spend for parts of the day and days of the week.
- **Location Importance Score:** Indicates the relative importance of a location to a specific demographic cohort by combining visit volume and dwell time.
- **Population Flow Indicator:** Indicates and quantifies the movement of visitors from origin locations to their destination at the census block group level.

Purpose-built for real-world challenges

Dynamic Neighborhoods supports key use cases across industries like retail, financial services, telecommunications, real estate, advertising, insurance, and more. Common use cases include:

- **Site selection:** Find ideal locations with insight into which locations are most popular, how long populations visit them, when they visit, and which cohorts frequent them most.
- **Location-based marketing:** Identify catchment areas, enhance out-of-home advertising, and reach key consumers with a deep understanding of demographics and visits.
- **Network planning:** Pinpoint the best areas for coverage expansion with visitation data for distinct demographic cohorts that reveal where they spend time throughout the day.
- **Logistics and delivery planning:** Better allocate resources and services with a deep understanding of where and when key audiences visit most.
- **Insurance policy pricing:** Enhance pricing with data that reveals the popularity of locations and how long populations dwell at them.

Complete privacy compliance

Get the information you need without worrying about data privacy regulations. Dynamic Neighborhoods uses only anonymized, aggregated data collected with consent. It contains no personally identifiable information (PII) and complies with all privacy laws and best practices.

Get started today

Quickly and easily understand where populations move, how they interact with locations, and how it affects your business. Dynamic Neighborhoods is analysis-ready, integrates smoothly with your data using unique IDs, and can be delivered via API, subscription-based dashboard, or as a flat file.

Product specifications

File Format	Pipe-delimited text MapInfo Extended TAB (NativeX)
Coverage	Data covers the entire U.S.
Update Frequency	Quarterly
Sources	Precisely Visitation and Demographics data products