NuStats Regional Traffic Study Maximizes Mobility Insights from AirSage Data

Cellular Technology Augments and Validates Traditional Origin Destination Data to Deliver Never Seen Before Results in Less Time and with Reduced Resources

ATLANTA, April 10, 2013—The car-share program on the 80-mile corridor between Tucson and Sierra Vista, Arizona got an unexpected benefit from a regional traffic study conducted by NuStats using AirSage data. The project sought to identify high-volume corridors and commute traffic between the two cities. Mobility data from AirSage—the largest provider of consumer locations and population movement intelligence in the U.S.—provided critical information on commuter patterns that had been missed with previous travel surveys.

After gathering traffic data using traditional methods, NuStats sought to supplement and validate those results. The NuStats team, led by Lucia Lanini, NuStats' Sr. Research Associate and Project Leader, also wanted to evaluate commuting patterns outside of the city to get a bigger picture of regional travel behavior.

"Smaller, regional travel surveys allow us to collect all of that interesting demographic information that modelers require; we found that by augmenting travel survey data with AirSage OD data, we could validate our data and provide our clients with a more comprehensive regional picture of travel behavior." said Lanini.

AirSage's patented technology is faster to deploy, cheaper to integrate and far more accurate than traditional methods of collecting population movement patterns. For this project, AirSage provided NuStats with one month of population analytics (over the same period of time as the traditional data) to allow for an "apples to apples" comparison. The data included regional commute insights across 6,084 geographic zones between Tucson and Sierra Vista.

Information about how and when clusters of people move through the day can be utilized in a variety of industries including: transportation modeling and planning, commercial and residential development, retail site location research, public transit, airport planning, urban planning, and advertising.

Read the full story about NuStats' use of AirSage data and the surprising findings that are helping transform the transportation systems of southern Arizona here.

About AirSage:
AirSage™—a pioneer in population analytics—is the largest provider of consumer locations and population movement intelligence in the U.S. Each day, AirSage uses patented technology to capture and analyze more than 15 billion anonymous, real-time, cellular-signal data points to identify travel patterns and transportation trends. Partnerships with the nation's largest wireless carriers give AirSage exclusive access to data from more than 100 million mobile devices. Analyzed and aggregated, AirSage data provides actionable insights into where and when people travel and is transforming the transportation industry, commercial enterprises and a diverse range of industries. http://www.airsage.com.