

O₂ Motion – Origin Destination Insights



Analyse travel between regions so you can identify demand for transport infrastructure

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.

Our Origin Destination Insights solution provides insight into how travellers in the UK move around different regions of the UK by travel mode, purpose, time of the day, day of the week and month of the year.

We supply this information to relevant local authorities, transport consultancies and government bodies looking to make informed decisions on transport infrastructure in different regions across the UK. With a more accurate and cost-effective picture of who is travelling where, these entities can ensure their infrastructure investment decisions are going to provide real benefits to the UK.



What's involved?

Our Origin & Destination Insight solution brings together O2's mobile network location data with a number of different data sources, including routing data and census population data.

We use pattern recognition to identify different travel behaviours. The output is an origin-destination matrix that can be augmented with add-ons, such as catchment maps.

Outputs from the Origin & Destination Insight solution are both GDPR and WebTAG compliant. Every output we supply is extensively validated against a range of industry standard datasets.

Origin Destination Insights can provide insight into how travel patterns change by:

- The mode of travel (Motorised road, rail, air, heavy goods vehicles)
- The purpose of travel (commutes, leisure, education)
- The time of the day
- The day of the week
- Demographics (age/gender)
- Activity chains

The benefits

Accurate

Insights on travel patterns are based on considerably larger and more statistically significant sample than traditional survey techniques (for example, roadside interviews, and national travel survey)

Fast

O2 Motion data collected passively from the network, removing the need to set up or install expensive equipment and enabling you to get insights in days rather than months

Far-reaching

O2 Motion data covers the whole of the UK. We can produce outputs covering any region in the UK

Flexible

O2 Motion data is available over the last 3 years, enabling you to understand how travel patterns have changed over time

Get in touch

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