

 全国うごき統計

人のうごきから、
日本の「今」にこたえる。



Population Flow Statistics of 120 million people nationwide.
Visualize their transportation means and routes.



Zenkoku Ugoki Tokei

National Population Flow Statistics

Location data of mobile terminals which is
obtained from mobile phone base stations

Traffic

Monitor Daily Traffic Volume

- Study of maintenance effectiveness
- Reduce traffic congestion and inflow
- Analyze road maintenance plans and potential demand

Public Transportation

Absorb the railroads usage

- Expand station facilities and secondary transportation network
- Confirm latent demand for new station construction
- Understand passenger trends with competing routes

Tourism

Grasp the trends of tourist

- Promoting tourist visits to tourist destinations
- Traffic congestion/congestion measures at tourist destinations
- Consider promotional activities by attribute

Cities

Monitor the daily population changes

- Study of the layout and functions of each facility
- Levelling off population concentration
- Efficient energy use

Real Estate

Investigate potential demand and possibilities

- Consideration new locations of stores
- Construction plan of parking lots based on traffic volumes
- Comparison of the trading area with competing facilities

Disaster

Monitor the people flow during disasters

- Development of evacuation plans against disasters
- Development of emergency preparedness stockpile plan
- Estimated number of stranded people in case of disasters

*Only data from customers who have given us permission to use their data is used for population flow data. Well-stratified and secure information is used.

**National Population Flow Statistics" are services jointly developed by Softbank Corp. and Pacific Consultants Co. Ltd.

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● Features

Comprehensiveness

Required information can be found 24 hours a day, 365 days a year, as data to be compiled is obtained at Softbank's cell phone base stations across Japan.

Functionality

Softbank's cell phone base station data and Pacific Consultants' proprietary algorithm provide a more accurate transportation method.

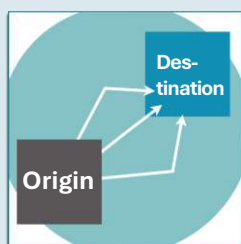
Reliability

Highly accurate statistic data can be provided based on a vast amount of location information and various statistic data.

● Service Menu

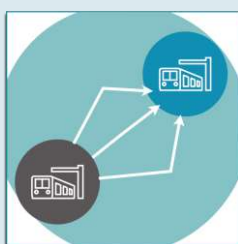
OD traffic survey between meshes

Monitoring the number of people departing from & arriving at specific meshes



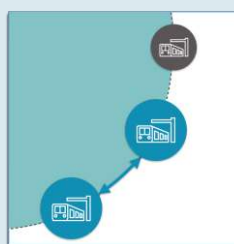
OD traffic survey between facilities

Monitor the traffic volume between specific two transportation facilities.



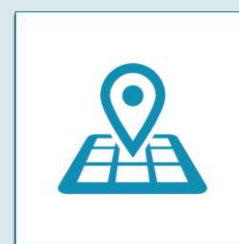
Cross-sectional traffic volume survey

Monitor the traffic volume between two adjacent transportation facilities



Visiting population survey by area

Monitoring the number of people temporally staying target areas



Gender



Age



Residence



Time Zone



● Service Specifications

| Item | OD traffic survey between meshes | OD traffic survey between facilities | Cross-sectional traffic volume survey | Visiting population survey by area |
|---------------------------------------|--|--|--|--|
| Survey target | Any meshes | Any transportation facilities (airports, train stations, highway ICs) | Two adjacent transportation facilities (airports, train stations, highway ICs) | Any meshes or areas (prefectures/cities) |
| Survey descriptions | Number of people departing from and arriving at target meshes | Number of people through the applicable means of transportation: departing from, arriving at & passing | Number of people who moved between target transportation facilities | Number of people staying in target meshes or areas |
| Determination of transportation means | Aircraft, Shinkansen, conventional line, highway, local road, etc. | In accordance with target transportation facilities | | N/A |
| Target data | Daily / Monthly average data | | Daily / Monthly average data for 24h time zones (per hour) | |

*Please contact us for detailed specifications.

*The number of people moving is expanded to the national population based on the number of Softbank's cell phones (excluding tourists from overseas).

*Attribute information, data disaggregated by gender, age, or place of residence, is an optional service.

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● Service Flow

Contact us

Contact you within few days

Hearing your requests

Determine data specifications

Estimate issue (price / term)

Agreement

Provide data

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Approval No 930