2026 Planning Dataset

What Has Changed & Why it Matters

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The table below outlines changes found in the 2026 Planning Dataset, and their potential impact to measurement metrics.

KEY UPDATES

CATEGORY	WHAT HAS CHANGED	WHY IT MATTERS
ROAD NETWORK	The 2026 dataset uses a **2025 vintage** of the OpenStreetMap (OSM) network, compared to the 2023 vintage used in the previous dataset.	The 2025 vintage of the OSM roadway network provides a more contemporary look at roadways, and provides ~50% more granularity in roadway segments than the previously-used vintage.
HOME LOCATION & TRIPS DATA	The 2026 dataset features scaled actual **trips from 2025**, sourced from Bentley's OpenPaths data. Additionally, a revised method of deriving "home location" has been used.	Core methodology changes in the 2025 OpenPaths data successfully resolved previous localization errors, resulting in a statistically significant increase in the share of residents correctly placed within their home county.
ROADSIDE REACH & FREQUENCY MODEL TRAINING	The 2026 dataset features a **2026 Vintage** of Motionworks' Set Dynamics data, which represents movement activities from the 2025 calendar year.	The 2026 dataset leverages the most contemporary version of Motionworks' "observed" mobile device source data (called **Set Dynamics**) for package-level roadside reach/frequency model training & calibration. This input dataset includes improvements to automatic assignment logic, logical consistency, travel path derivation, and an expanded device panel and represents the most contemporary training data available.
PEDESTRIAN VOLUMES	The 2026 dataset features Point of Interest data from **Overture Maps** for deriving pedestrian volumes. In the previous dataset, OpenStreetMap (OSM) Point of Interest data was used.	Overture Maps provides higher fidelity and more accurate pedestrian volumes data, through a better understanding of pedestrian activities and land-use characteristics.
ROAD SEGMENT AREA TYPE	The 2026 dataset features adjusted ACS 5-year population data (**published in 2024**) and adjusted LODES employment data (**published in 2023**).	These updated sources provide a more contemporary representation of population (+17M people nationally), and of employment figures (+1.6M employees). Population density has increased for ~16% of road segments, which may impact visibility.
UPDATED MOVEMENT/ REFERENCE DATA	**Claritas Audience definitions** have been updated for recency of audience residence information to the 2026 definitions.	Audience demographic distributions have been updated. The supported Audience segments in the 2026 dataset remain the same as in the 2025 dataset.
	Geography Library definitions have been updated for recency to 2026 definitions, as some County and CBSA designations have changed.	Geopath has updated the underlying market data to ensure alignment with these more contemporary market definitions.
	Places Library definitions have been updated for recency to 2026 definitions.	The Places and POI library now include the most contemporary Places metadata available.
	Digital Populations have been updated for recency to 2026 definitions.	The digital population used to calculate audience measures has been updated to align with more contemporary DMA, CBSA, and County population counts for 2026.
	The 2026 dataset features Bentley-sourced vehicular speed data, with a **2025 vintage**.	Median free-flow speeds increased by 3 mph due to a systematic adjustment made by Bentley. This provides improved accuracy and better alignment with alternate sources.
	The 2026 dataset features **21.5k unique** pedestrian circulation reference sources.	Improved QA process has provided higher confidence in the reference sources, leading to a decreased volume of validation points required than in the previous dataset.
	The 2026 dataset features an update from Motionworks **PlaceCast 2.2** to **PlaceCast 2.3** for Place-Based visitation data. Additional documentation can be found here.	Trade area distances now reflect real-world travel routes, additional first-party transit station calibration data has been included, and expanded 'control groups' are now used to better measure new places and identify places changing use or closing.

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COMPARING DATASETS: 2025 & 2026

The below table shows a comparison of key inputs and how they differed between the 2025 and 2026 planning datasets.

CATEGORY	IMPACT OF 2025 DATASET UPDATES	IMPACT OF 2026 DATASET UPDATES
ROAD NETWORK	The 2025 dataset featured the **2023 OSM** roadway network, rather than the **2016 HERE Maps** road network previously used.	The 2026 dataset uses the **2025 vintage** of the OSM network, which provides a more contemporary look at roadways, and ~50% more granularity in roadway segments.
PEDESTRIAN REFERENCE COUNTS	The 2025 dataset featured **9x as many unique reference sources** as in the 2024 dataset.	The 2026 dataset features **21.5k unique reference sources**; an improved QA process in the 2026 dataset has provided higher confidence in the reference sources.
PEDESTRIAN VOLUMES	The 2025 dataset featured **OSM Point of Interest** data for deriving pedestrian volumes.	The 2026 dataset features **Overture Maps Point of Interest** data for deriving pedestrian volumes, which provides higher fidelity and more accurate pedestrian volumes data.
VEHICULAR SPEEDS	The 2025 dataset leveraged Bentley speed data from the **2023 data vintage**, compared to speed data from HERE Maps.	The 2026 dataset features Bentley-sourced speed data from the **2025 vintage**.
ROAD SEGMENT AREA TYPE	The 2025 dataset features ACS 5-year population data and unadjusted LODES employment data, both **published in 2022**. In this dataset, 53% of frames experienced a change in Area Type, which accounts for the visual clutter in the environment around a frame.	The 2026 dataset features adjusted ACS 5-year population data(**published in 2024**) and adjusted LODES employment data (**published in 2023**). These updated sources provide a more contemporary representation of population and employment figures. Population density has increased for ~16% of road segments, reducing potential visibility.

2026 Planning Dataset - Snapshot of Changes

97% of frames experienced change greater than 10% in pedestrian circulation volumes, which can impact Total Impressions

Compared to 88% in 2025

40% of frames experienced change greater than 20% in vehicular roadway circulation, which can impact Total Impressions

Compared to 53% in 2025

18% of frames experienced a change in average speed exceeding 5 mph, which impacts dwell time within a viewshed

Compared to 61% in 2025

8% of frames have experienced a change in urbanicity, which impacts maximum viewable distance

Compared to 53% in 2025

3% of frames have undergone changes in roadway assignments, enabling increased precision using the latest roadway network

Compared to 24% in 2025

Vehicular occupancy (number of people per car) changed by 3% across all roadway segments, which can impact vehicular circulation

Compared to <1% in 2025

Additional information on the 2026 dataset can be found in our *Understanding the 2026 Planning Dataset FAQ document*. Please reach out to us with any questions or comments at geekOUT@geopath.org!