

Mobility Trends Report



socialmediaobservatory.org.uk

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Key Insights

- Northern Ireland does appear to be largely compliant with travel restrictions imposed by lockdown since the 23rd of March 2020.
- However, in the last 7-10 days, there has been an increase in:
 - longer distance journeys, where $d > 0.5\text{km}$ (Figure 1)
 - mobility to transport stations (Figure 1)
 - average distance travelled (Figure 2)

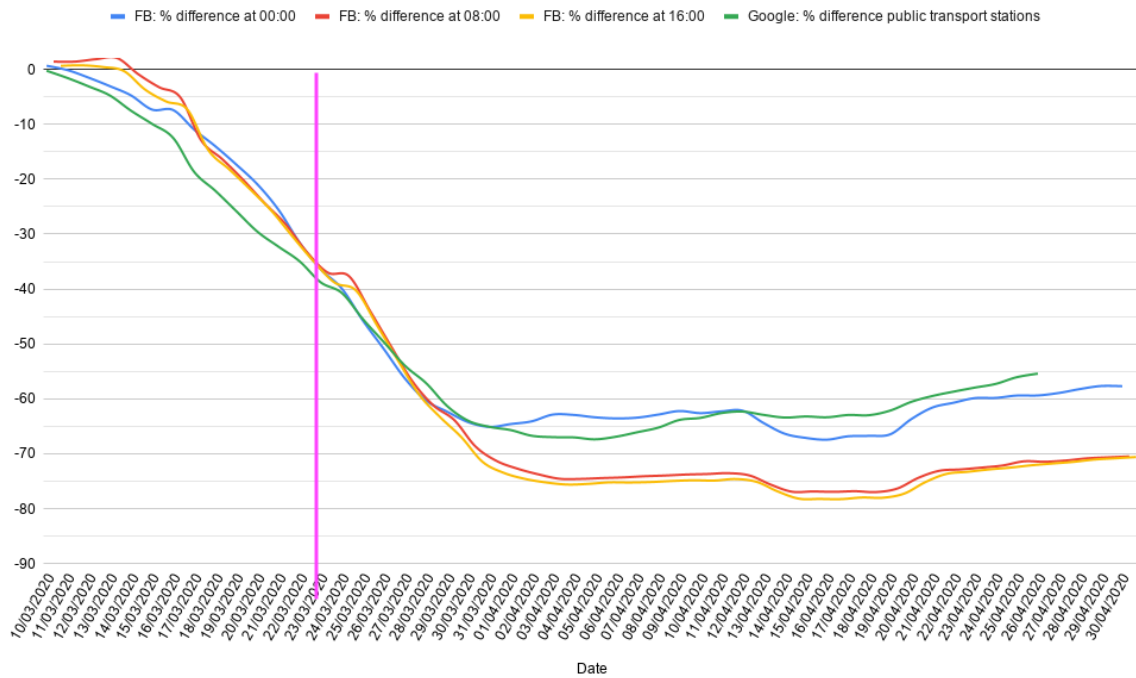


Figure 1: Facebook & Google Mobility Data - % differences for Northern Ireland as rolling averages. UK lockdown marked in purple. See notes A & B.

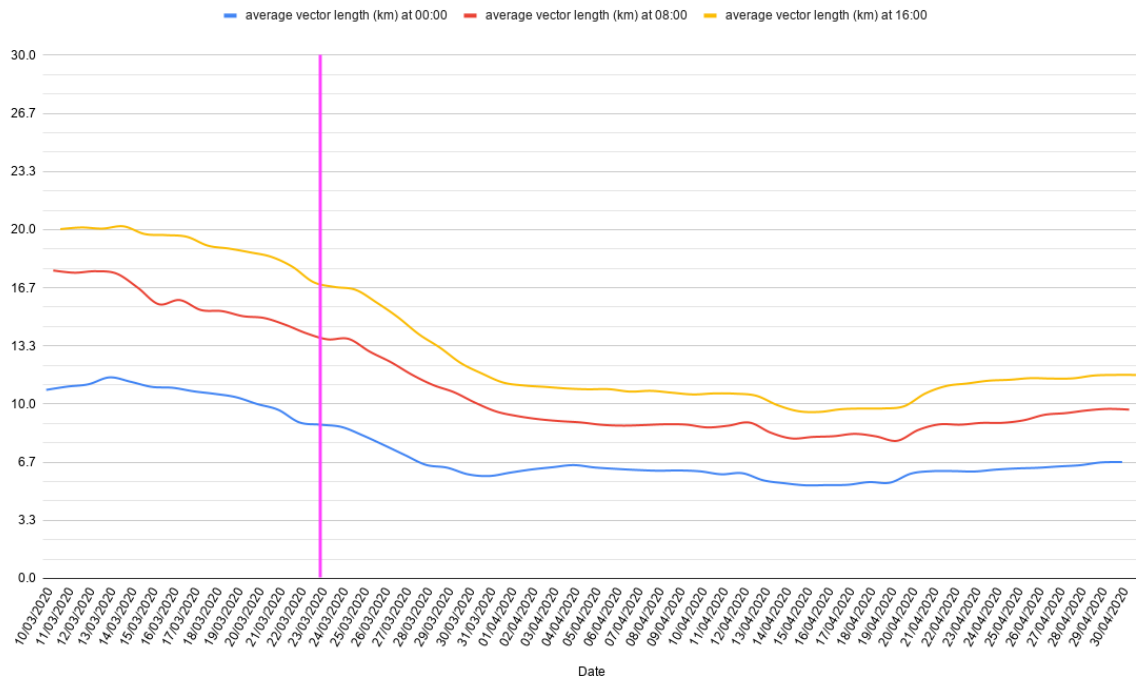


Figure 2: Facebook Mobility Data – average vector distance travelled presented by time of day, each as a rolling average. UK lockdown marked in purple. See note B.

[A] Facebook Data: % difference in longer mobility vectors, where $d > 0.5\text{km}$. Google Data: % difference in mobility to transit hubs.

[B] Each presented as a simple moving average over previous 7 days.

Google Mobility Trends

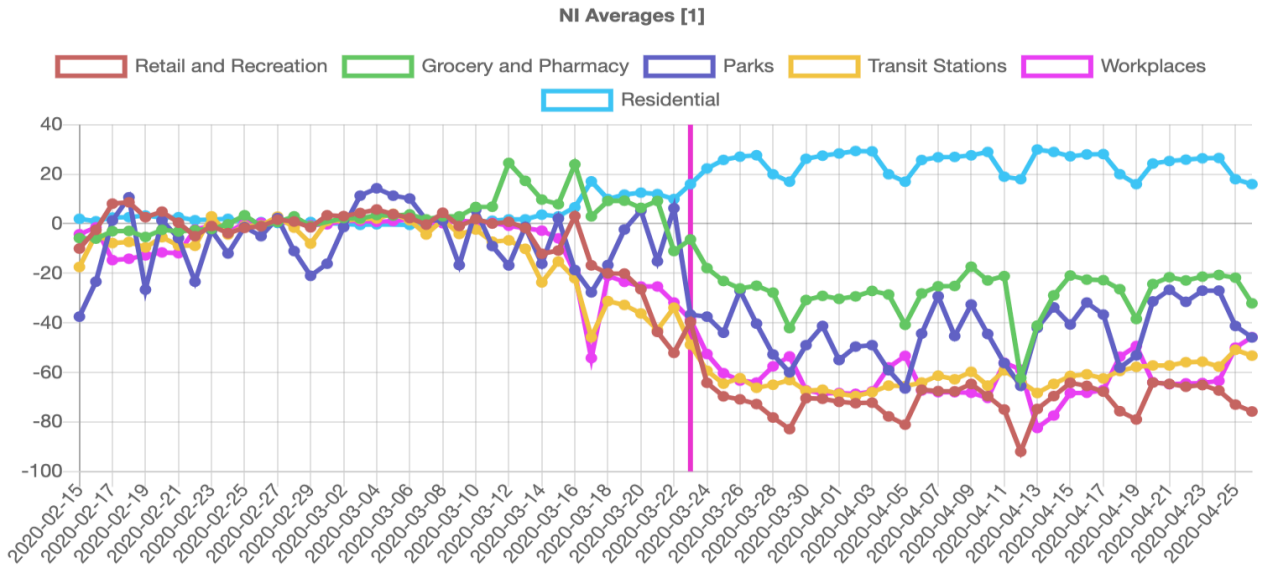


Figure 1: Google Mobility Data - Northern Ireland averages for all sectors until 25th April 2020. UK lockdown marked in purple.

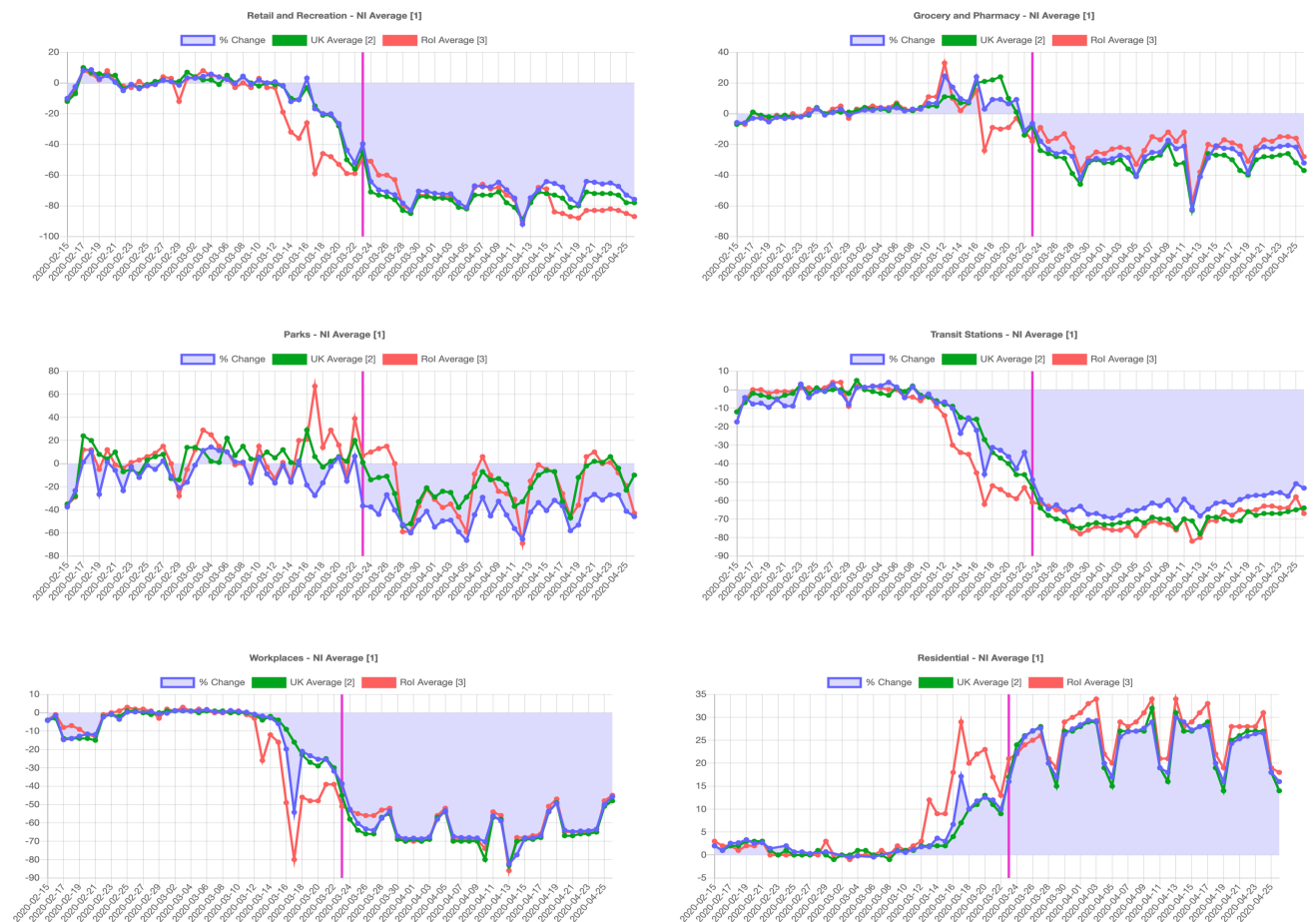


Figure 2: Google Mobility Data - Northern Ireland averages for each sector until 25th April 2020. UK lockdown marked in purple.

Baseline:

The baseline is the median value, for the corresponding day of the week, during the 5-week period Jan 3–Feb 6, 2020.

Definitions:

- **Retail and Recreation:** Mobility trends for places like restaurants, cafes, shopping centers, theme parks, museums, libraries, and movie theaters.
- **Grocery and Pharmacy:** Mobility trends for places like grocery markets, food warehouses, farmers markets, specialty food shops, drug stores, and pharmacies.
- **Parks:** Mobility trends for places like national parks, public beaches, marinas, dog parks, plazas, and public gardens.
- **Transit Stations:** Mobility trends for places like public transport hubs such as subway, bus, and train stations.
- **Workplaces:** Mobility trends for places of work.
- **Residential:** Mobility trends for places of residence.

Notes:

[2] Northern Ireland average is calculated as the mean of change (%) over all NI council areas for which data is recorded. It is not weighted for population or any other adjustment.

[3] UK average is the "headline" overall UK figures from the Google Mobility Trends data for the UK and is not calculated by SMO.

[4] ROI average is the "headline" overall Republic of Ireland figures from the Google Mobility Trends data for the Republic of Ireland and is not calculated by SMO.

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If required a contact of David Cutting d.cutting@qub.ac.uk should be given relating to the SMO.

Facebook Mobility Trends

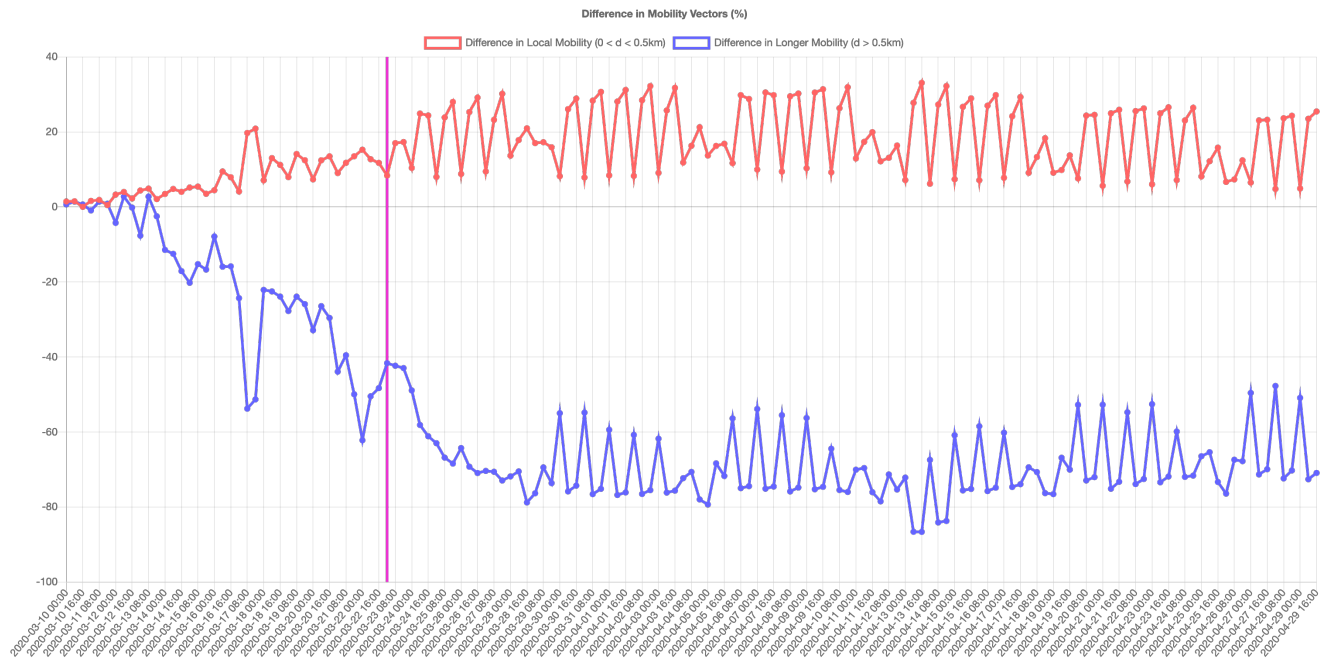


Figure 3: Facebook Mobility Data - Difference in mobility (%). UK lockdown marked in purple.

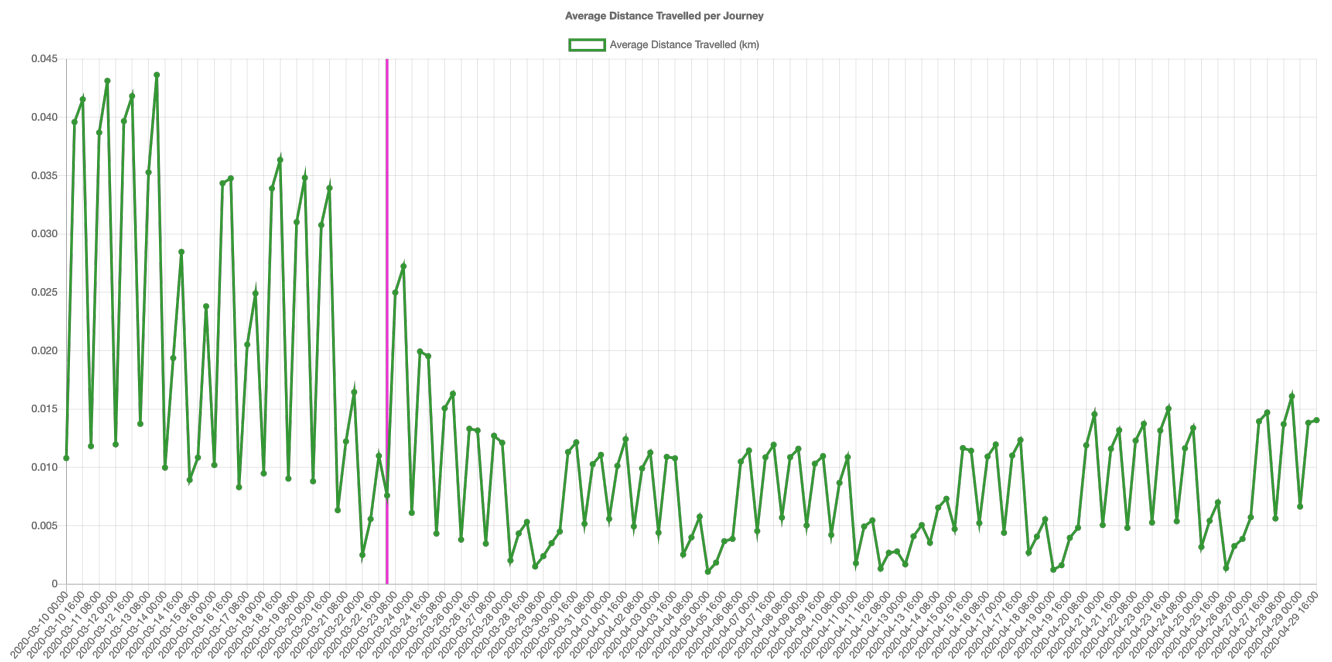


Figure 4: Facebook Mobility Data - Average Distance Travelled (km). UK lockdown marked in purple.

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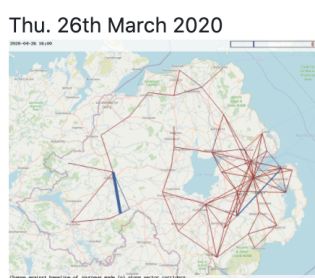
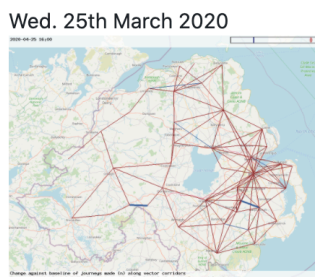
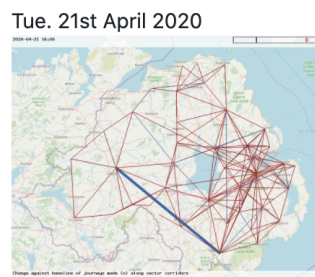
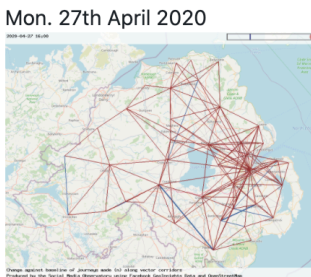
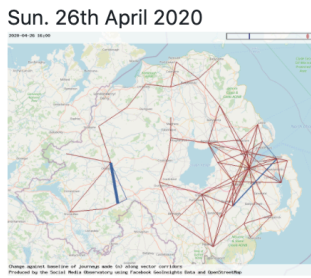
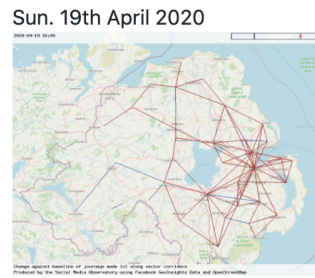
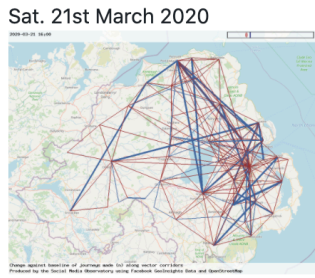
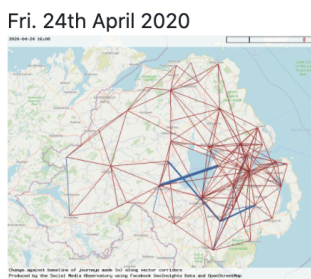
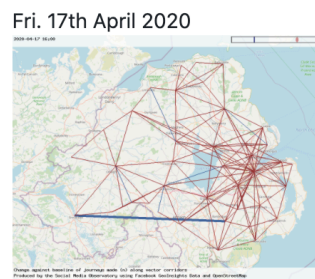


Figure 5: A comparison of mobility vectors in Northern Ireland for a week when lockdown took place alongside the two most recent weeks.

Each column represents a week-long period, starting on a Friday.

Red vectors indicate a negative mobility difference against a 'pre-Covid crisis' baseline.

Blue vectors indicate a positive mobility difference against a 'pre-Covid crisis' baseline.

The width of vector illustrates the size of the change. A wider vector indicates a larger change.