

Mobility Trends Report



socialmediaobservatory.org.uk

Released: Friday 15th May 2020

incorporating
Facebook Mobility Data to 14th May 2020
Google Mobility Data to 9th May 2020



**Don't wait for this report. Get the data when we get it at:
<https://mobilityarchive.socialmediaobservatory.org.uk>**

Key Insights

- Since the last report (7th May) there has been a further increase in:
 - mobility to transport stations, see Figure 1
 - longer distance journeys, where $d > 0.5\text{km}$ (the small dip corresponds to the VE-Day holiday weekend), see Figure 1
 - long mobility vectors between East & West and to the North-West of Northern Ireland, compared to pre-crisis levels, see Figure 2 & Figure 7.

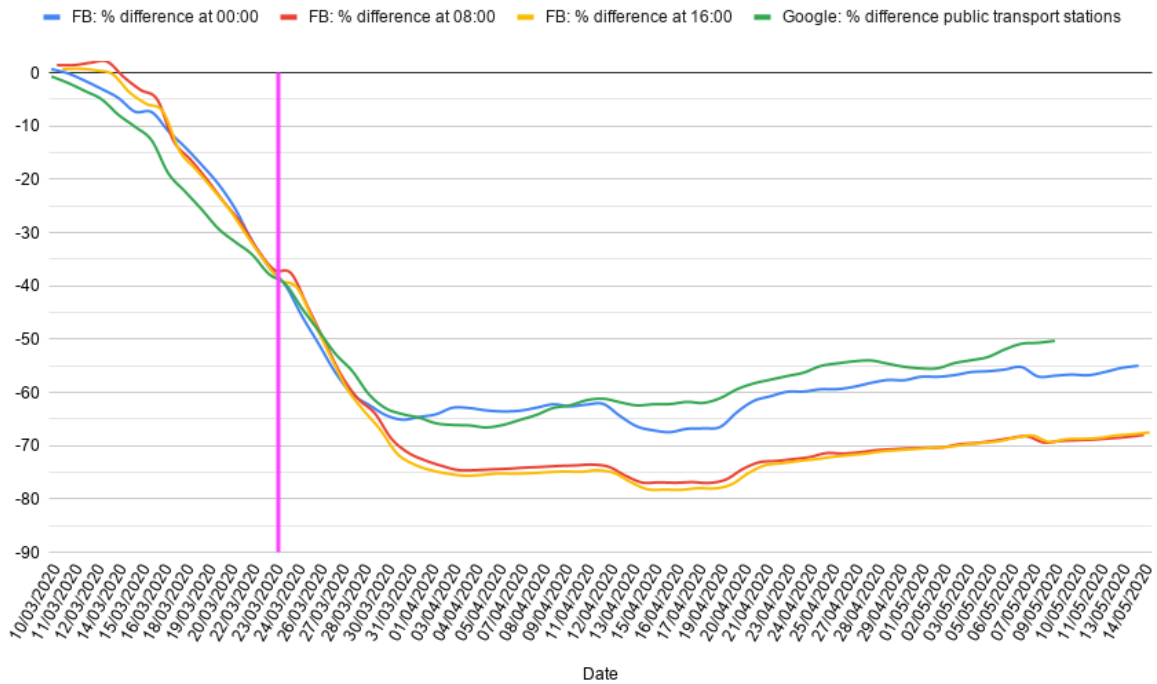


Figure 1: Facebook & Google Mobility Data - % differences for Northern Ireland as rolling averages. UK lockdown marked in purple. See notes A & B.

[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.



Figure 2: An extraction from Figure 7, showing mobility vectors on the first Thursday immediately after lockdown and the two most recent Thursdays. Blue vectors indicate a positive mobility difference against a 'pre-Covid crisis' baseline.

Google Mobility Trends

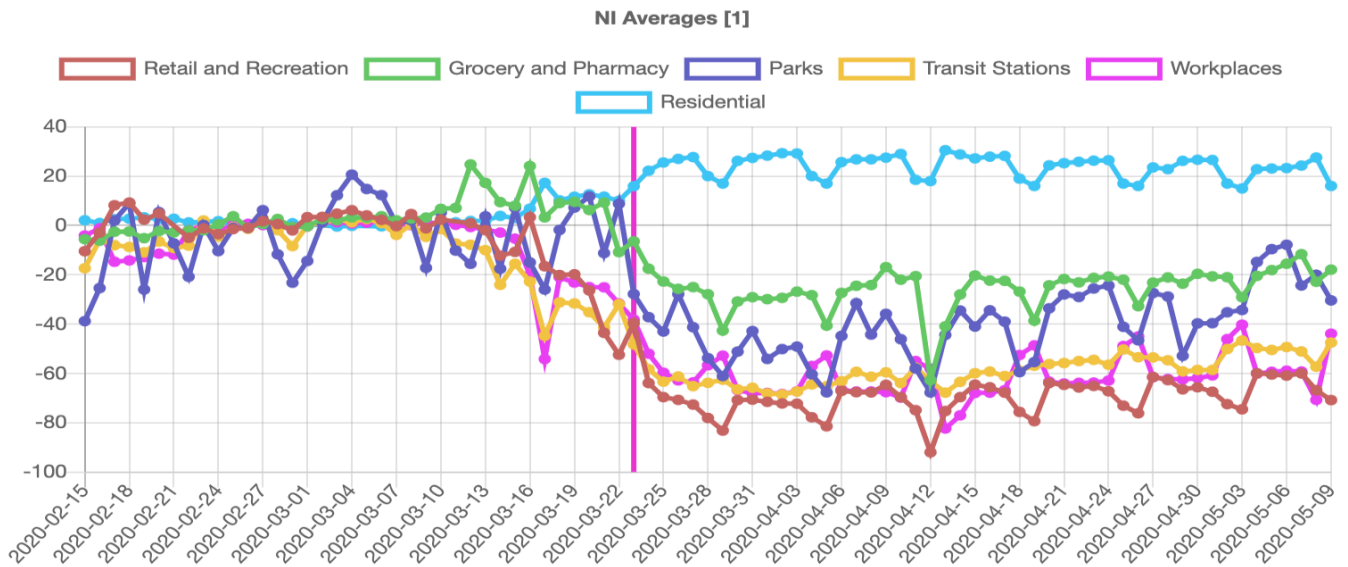


Figure 3: Google Mobility Data - Northern Ireland averages for all sectors until 9th May 2020. UK lockdown marked in purple.

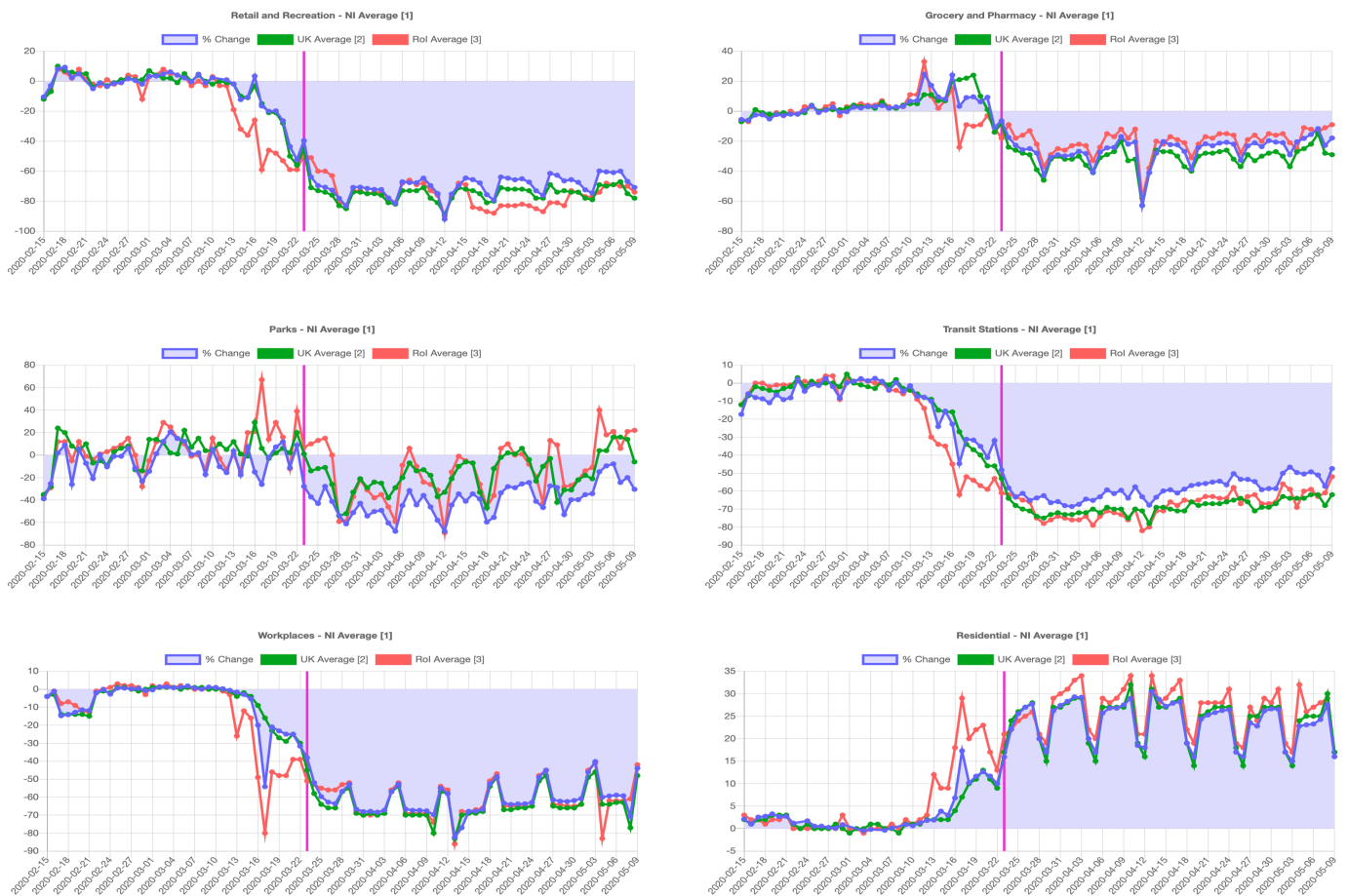


Figure 4: Google Mobility Data - Northern Ireland averages for each sector until 9th May 2020. UK lockdown marked in purple.

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

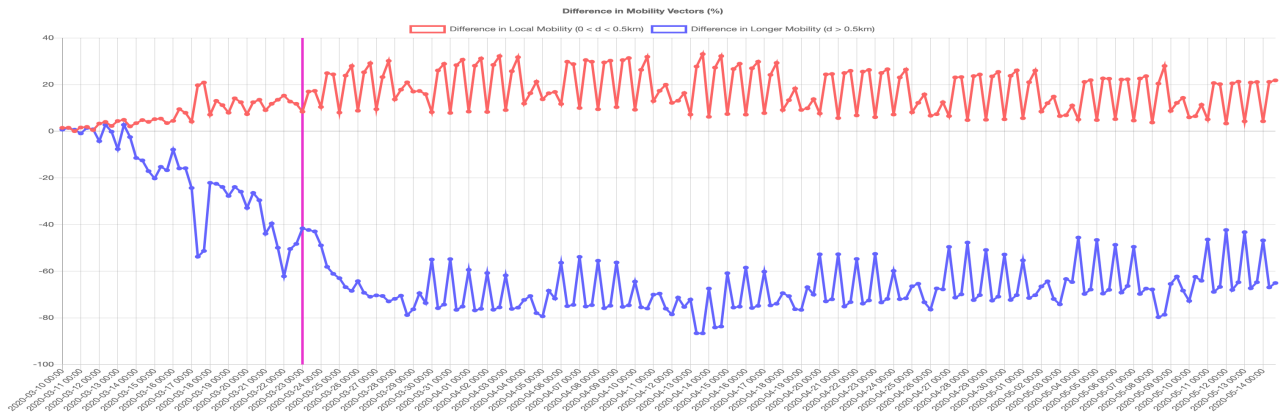


Figure 5: Facebook Mobility Data - Difference in mobility (%) until 14th May 2020. UK lockdown marked in purple.

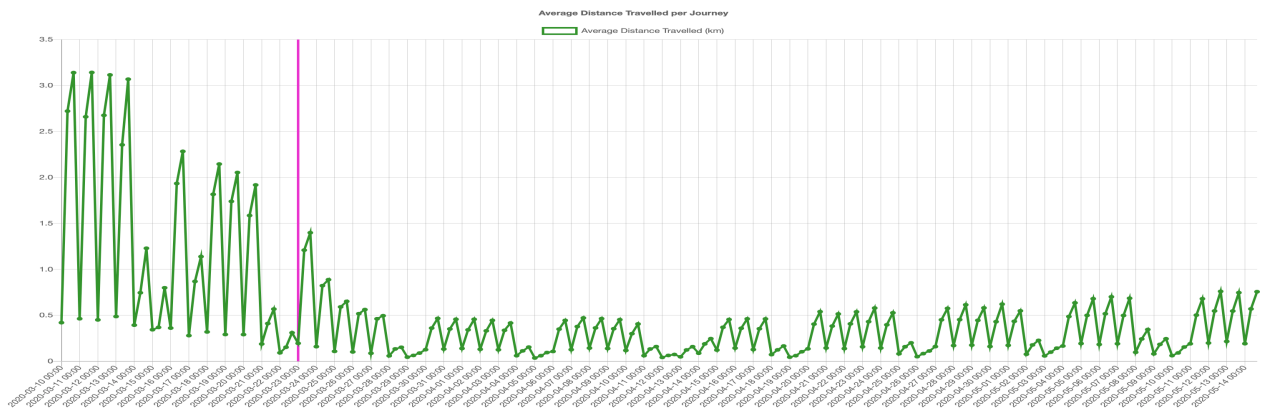


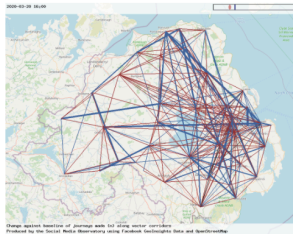
Figure 6: Facebook Mobility Data - Average Distance Travelled (km) until 14th May 2020. UK lockdown marked in purple.

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Fri. 20th March 2020



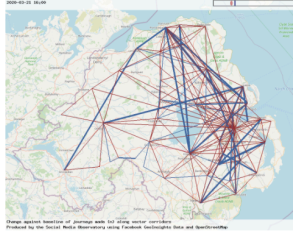
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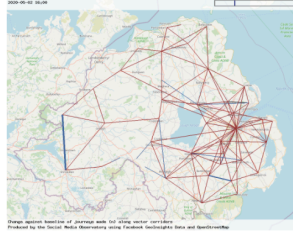
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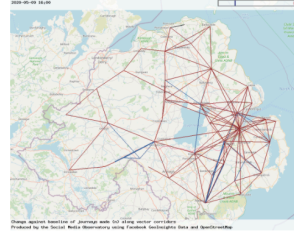
Sat. 21st March 2020



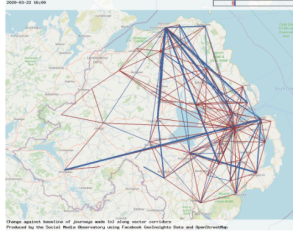
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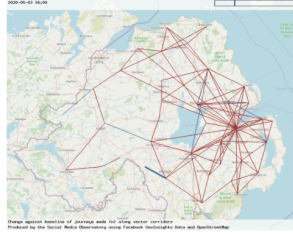
Sat. 9th May 2020



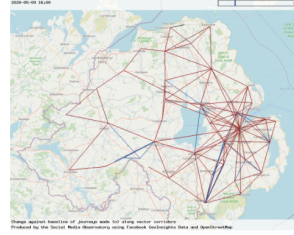
Sun. 22nd March 2020



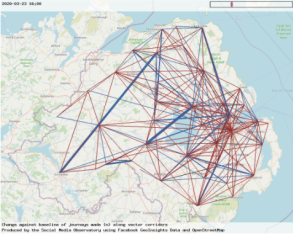
Sun. 3rd May 2020



Sun. 10th May 2020



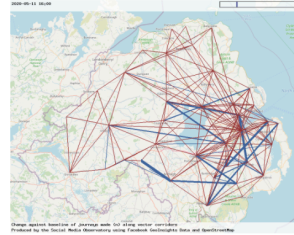
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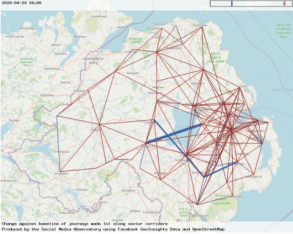
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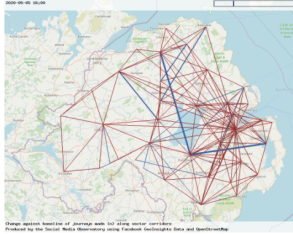
Mon. 11th May 2020



Tue. 24th March 2020



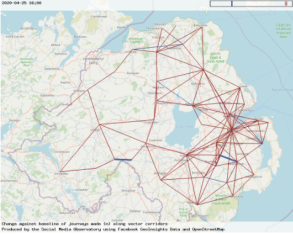
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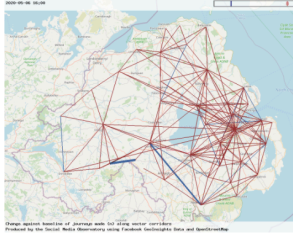
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Wed. 25th March 2020



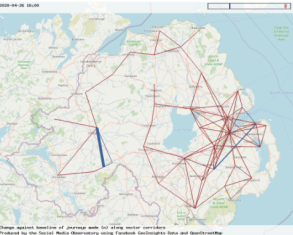
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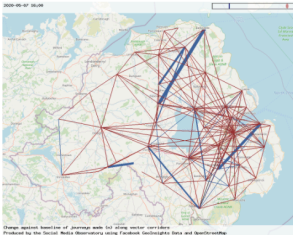
Wed. 13th May 2020



Thu. 26th March 2020



Thu. 7th May 2020



Thu. 14th May 2020

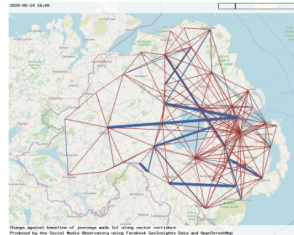


Figure 7: A comparison of mobility vectors in Northern Ireland for a week when lockdown took place alongside the two most recent weeks.

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.