

# Mobility Trends Report



[socialmediaobservatory.org.uk](https://socialmediaobservatory.org.uk)

**Released: Saturday 30<sup>th</sup> May 2020**

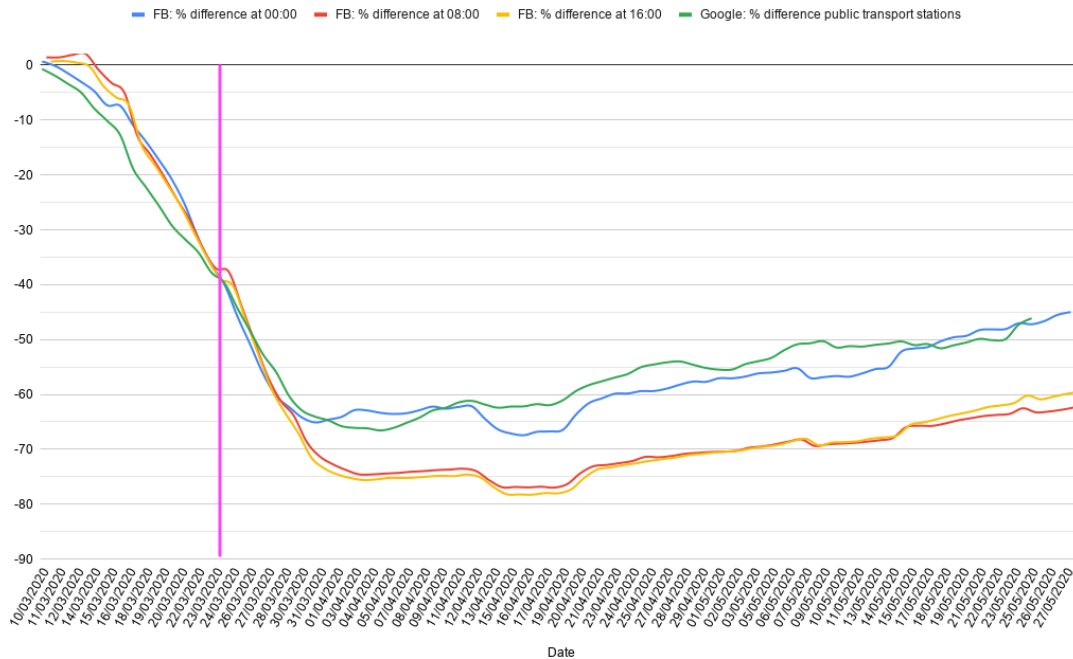
incorporating  
Facebook Mobility Data to 28<sup>th</sup> May 2020  
Google Mobility Data to 25<sup>th</sup> May 2020



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

# Key Insights

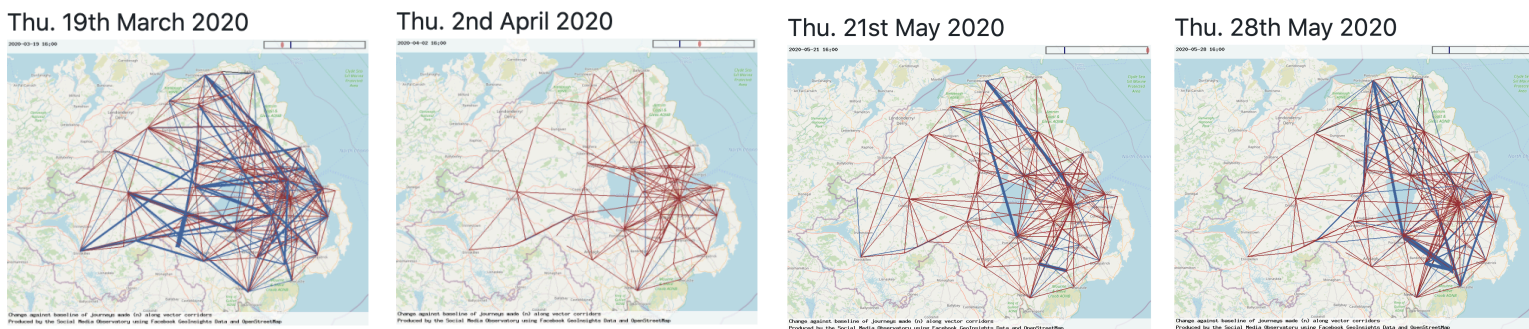
- In this mobility report, notable points include:
  - a sustained appearance of higher than baseline long distance mobility vectors (blue vectors) to the North-West (Portrush & Portstewart) as well the appearance of new blue vectors to Bangor, the Mournes and Newcastle, see Figure 2.
  - mobility to parks & beaches in NI has now **exceeded the baseline** (for the first time since lockdown), however the NI average of mobility to parks & beaches is still below the UK average, see Figure 4.
  - there has been a further increase of longer distance journeys, where  $d > 0.5\text{km}$ , see Figure 1.



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

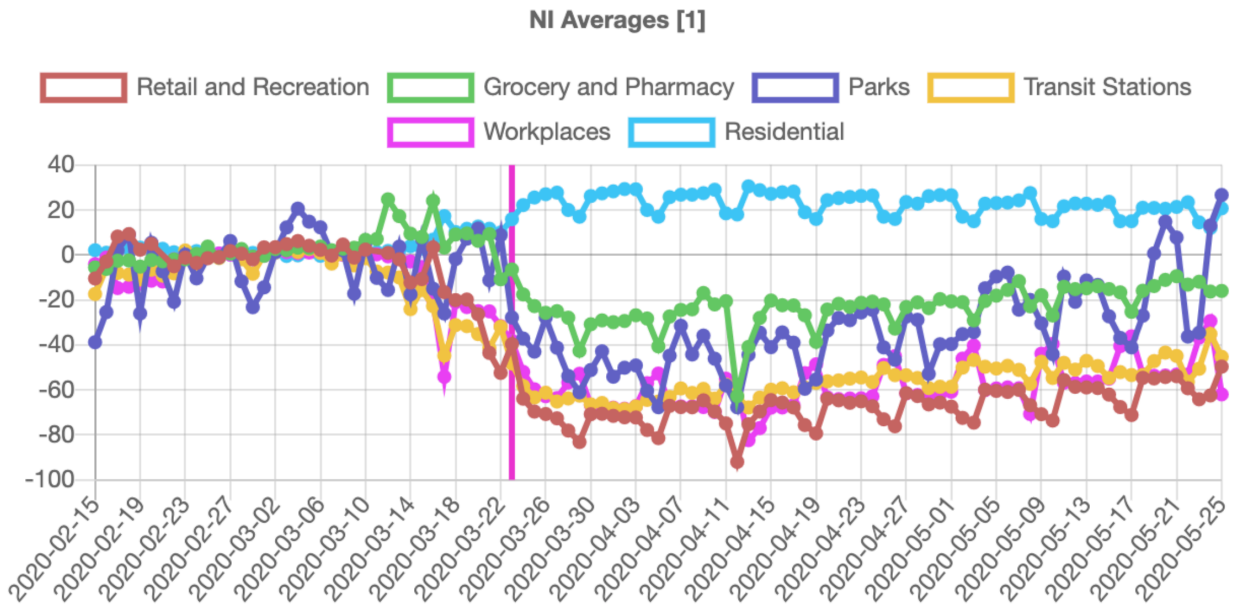
**[A]** Facebook Data: % difference in longer mobility vectors, where  $d > 0.5\text{km}$ . Google Data: % difference in mobility to transit hubs.

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

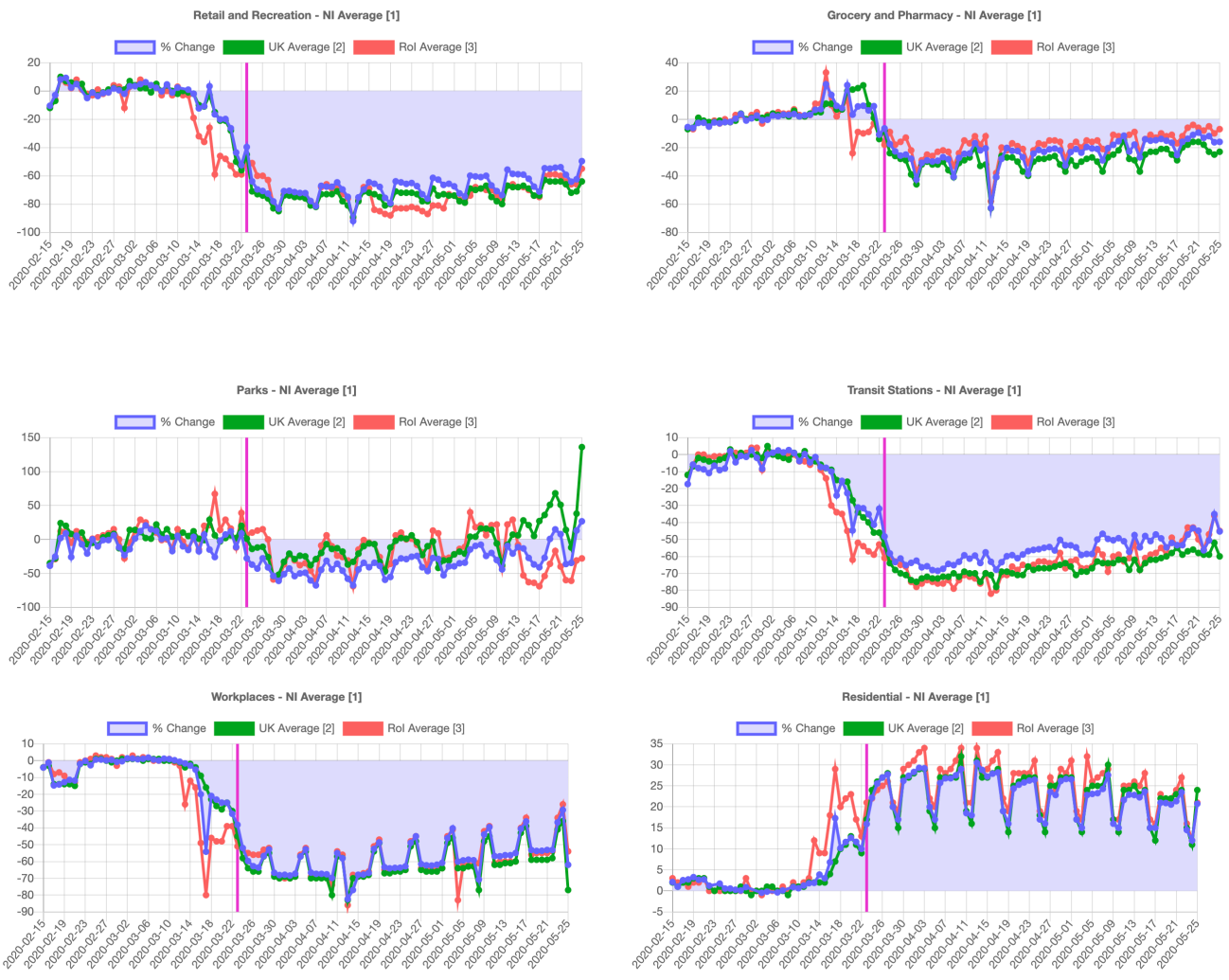


**Figure 2:** A comparison of four Thursdays showing mobility before and after lockdown. The leftmost is last Thursday before lockdown, followed by the Thursday during lockdown with the lowest mobility (2<sup>nd</sup> April), and then the two most recent Thursdays. Blue vectors indicate a positive mobility difference against a 'pre-Covid crisis' baseline in February.

# Google Mobility Trends



**Figure 3:** Google Mobility Data - Northern Ireland averages for all sectors until 25<sup>th</sup> May 2020. UK lockdown marked in purple.



**Figure 4:** Google Mobility Data - Northern Ireland averages for each sector until 25<sup>th</sup> 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.

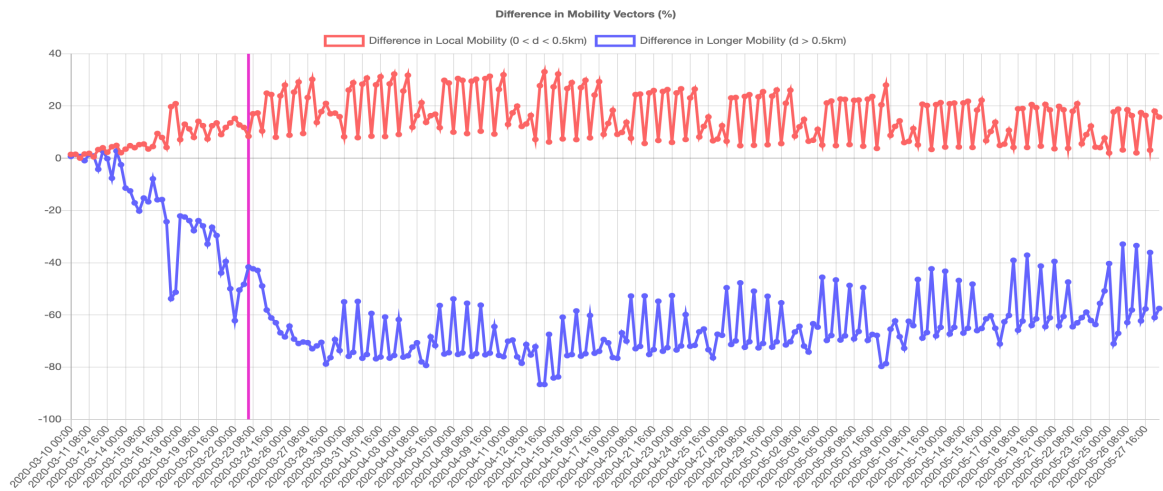
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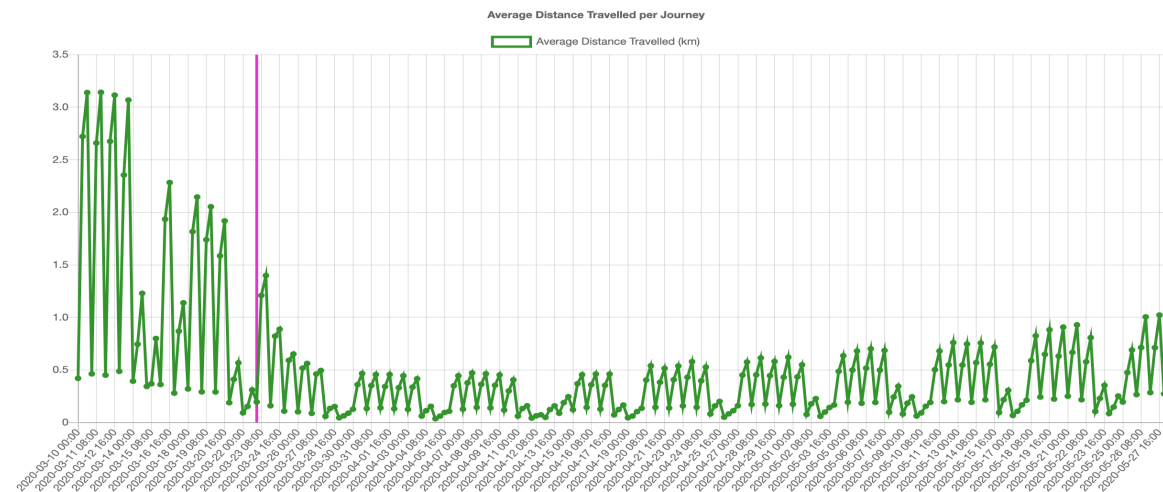
If suitable in the context links to [socialmediaobservatory.org.uk](https://socialmediaobservatory.org.uk) and [www.google.com/covid19/mobility/](https://www.google.com/covid19/mobility/) should be included.

If required a contact of David Cutting [d.cutting@qub.ac.uk](mailto:d.cutting@qub.ac.uk) should be given relating to the SMO.

# Facebook Mobility Trends



**Figure 5:** Facebook Mobility Data - Difference in mobility (%) until 28<sup>th</sup> May 2020. UK lockdown marked in purple.



**Figure 6:** Facebook Mobility Data - Average Distance Travelled (km) until 28<sup>th</sup> May 2020. UK lockdown marked in purple.

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Fri. 8th May 2020



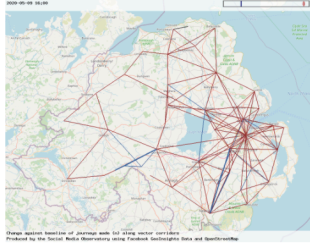
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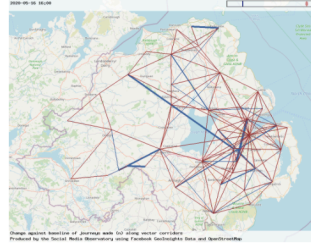
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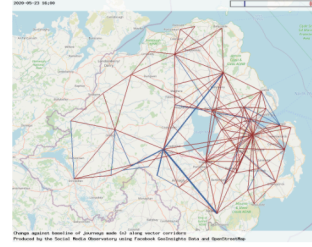
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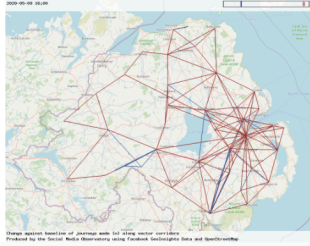
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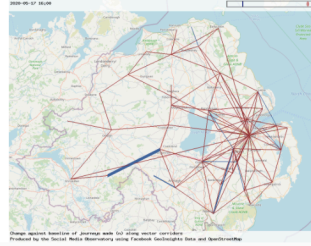
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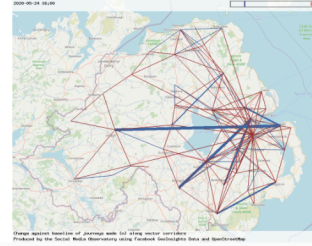
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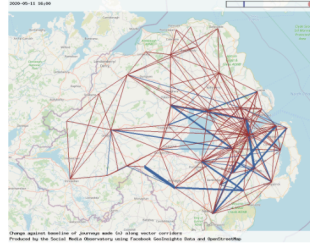
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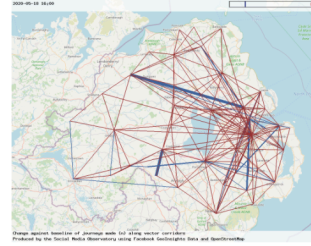
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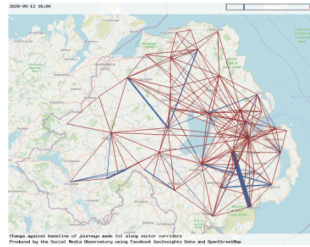
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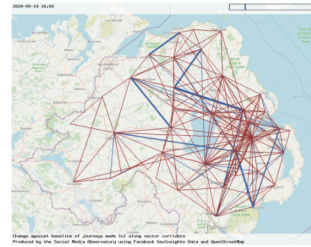
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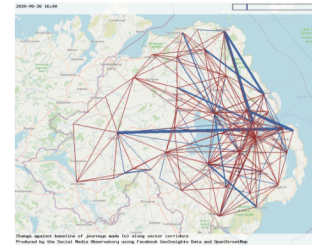
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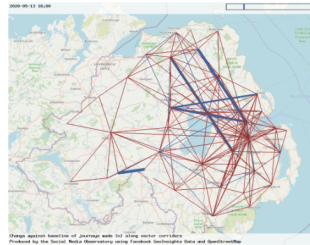
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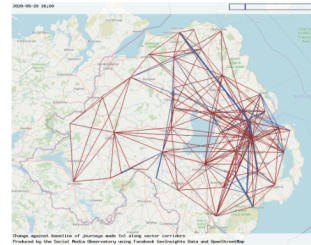
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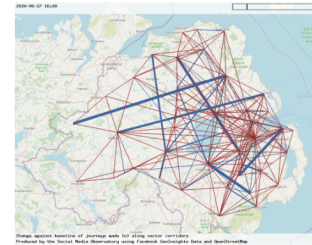
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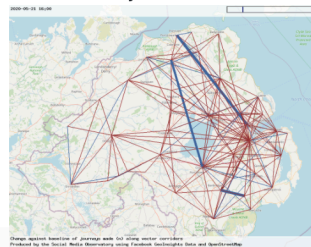
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Thu. 21st May 2020



Thu. 28th May 2020

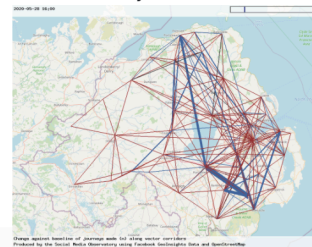


Figure 7: A comparison of mobility vectors in Northern Ireland for the three most recent weeks.

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.