

# Mobility Trends Report



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

**Released: Saturday 27<sup>th</sup> June 2020**

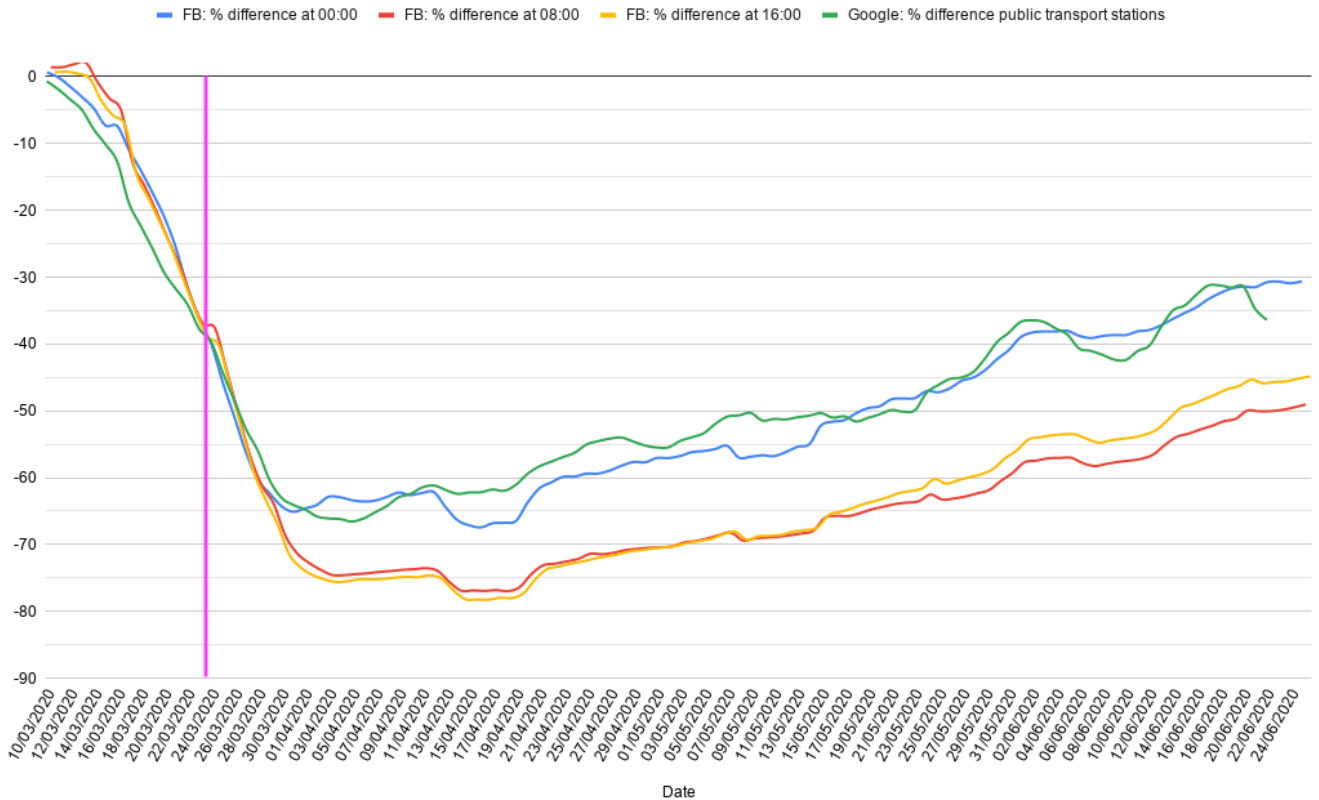
incorporating  
Facebook Mobility Data to 25<sup>th</sup> June 2020  
Google Mobility Data to 22<sup>nd</sup> June 2020



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

# Key Insights

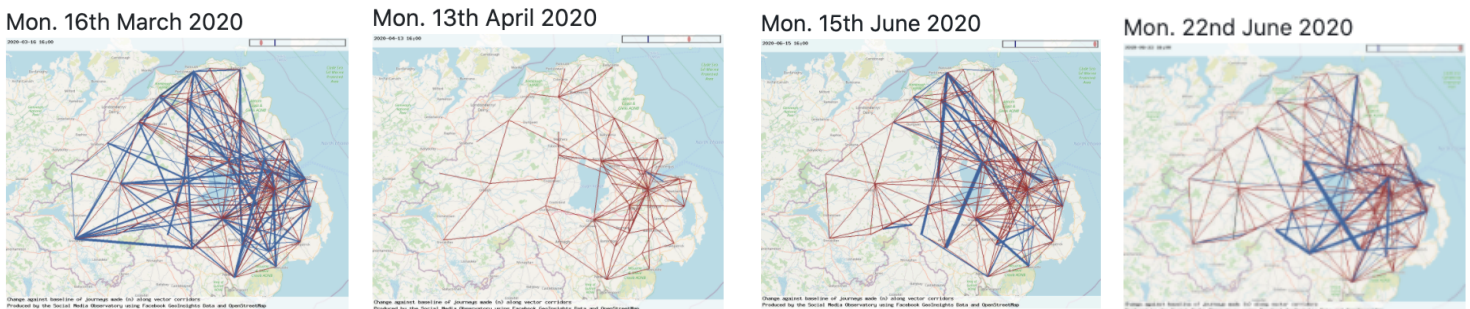
- In this mobility report, notable points include:
  - a sustained appearance of higher than baseline long distance mobility vectors (blue vectors – above the levels seen pre-COVID) to across NI, see Figure 2 & Figure 7.
  - an increase in mobility to Retail and Recreation, Grocery and Pharmacy, Parks & Workplaces destinations. There is also a corresponding decrease to Residential destinations, see Figure 3 & 4.
  - a small decrease in mobility to Transit Stations, however, the number longer mobility vectors (d > 0.5km) increased slightly.



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

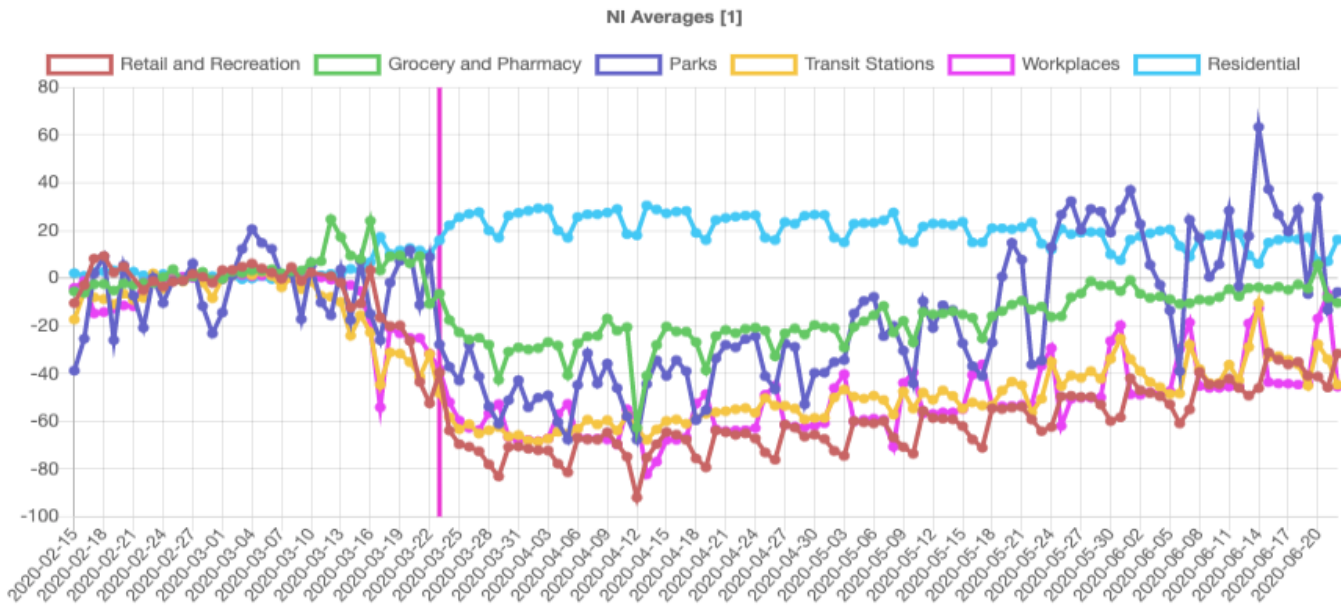
**[A]** Facebook Data: % difference in longer mobility vectors, where  $d > 0.5\text{km}$ . Google Data: % difference in mobility to transit hubs.

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

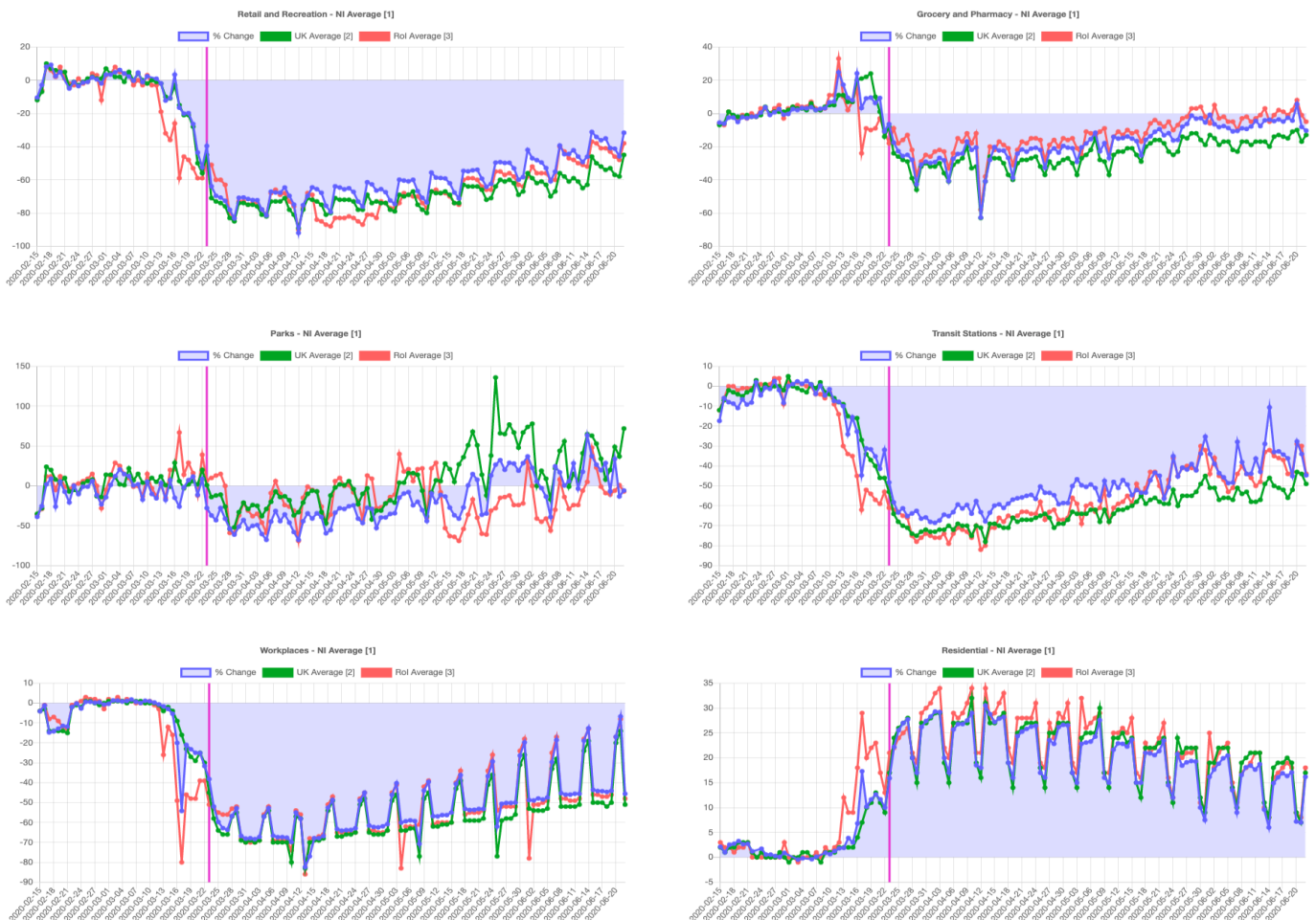


**Figure 2:** A comparison of four Mondays showing mobility before and after lockdown. The leftmost is a week **before** lockdown, followed by the Monday during lockdown with the lowest mobility (13<sup>th</sup> April), and then the two most recent Mondays. Blue vectors indicate a positive mobility difference against a 'pre-Covid crisis' baseline in February.

# Google Mobility Trends



**Figure 3:** Google Mobility Data - Northern Ireland averages for all sectors until 22<sup>nd</sup> June 2020. UK lockdown marked in purple.



**Figure 4:** Google Mobility Data - Northern Ireland averages for each sector until 22<sup>nd</sup> June 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.

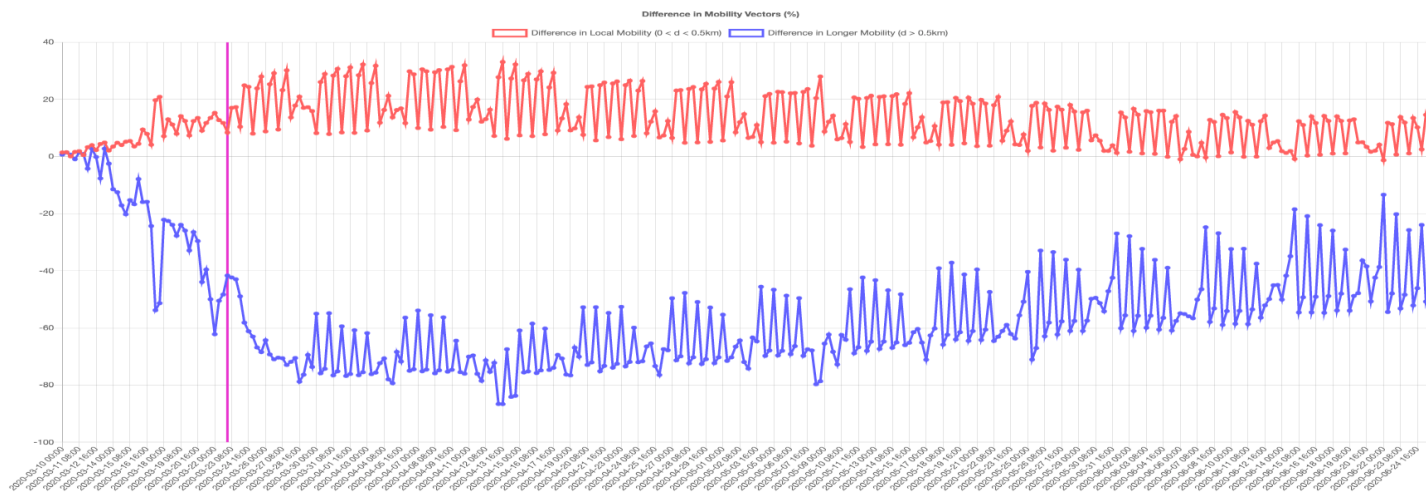
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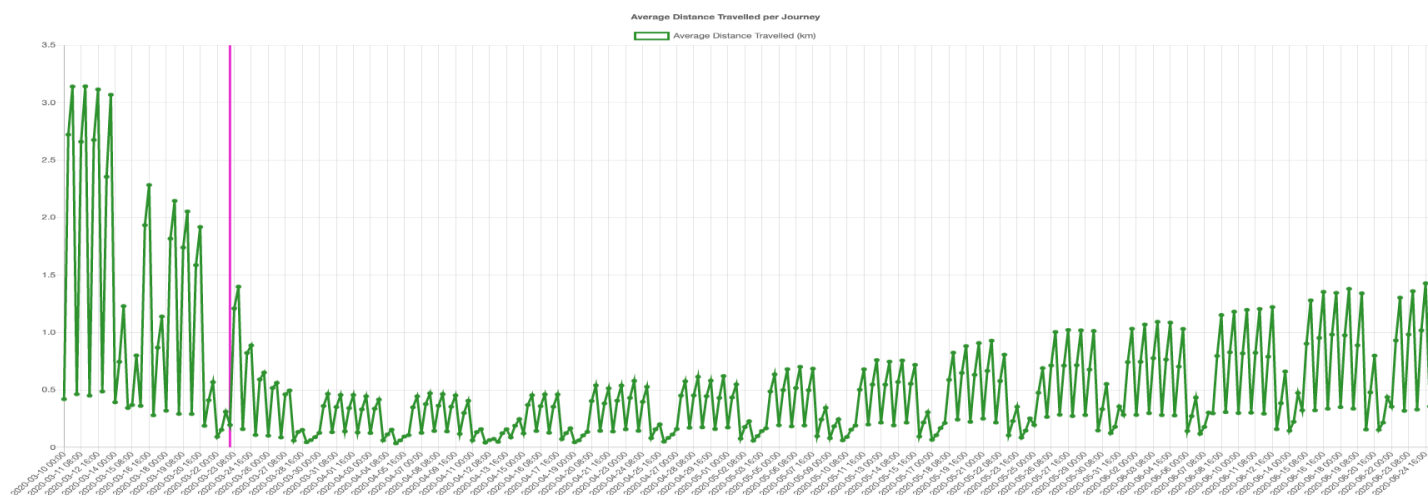
If suitable in the context links to [socialmediaobservatory.org.uk](https://socialmediaobservatory.org.uk) and [www.google.com/covid19/mobility/](https://www.google.com/covid19/mobility/) should be included.

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 25<sup>th</sup> June 2020. UK lockdown marked in purple.



**Figure 6:** Facebook Mobility Data - Average Distance Travelled (km) until 25<sup>th</sup> June 2020. UK lockdown marked in purple.

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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.



Fri. 29th May 2020



Fri. 5th June 2020



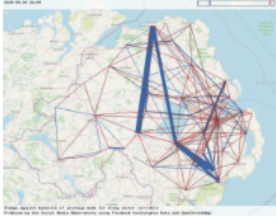
Fri. 12th June 2020



Fri. 19th June 2020



Sat. 30th May 2020



Sat. 6th June 2020



Sat. 13th June 2020



Sat. 20th June 2020



Sun. 31st May 2020



Sun. 7th June 2020



Sun. 14th June 2020



Sun. 21st June 2020



Mon. 1st June 2020



Mon. 8th June 2020



Mon. 15th June 2020



Mon. 22nd June 2020



Tue. 2nd June 2020



Tue. 9th June 2020



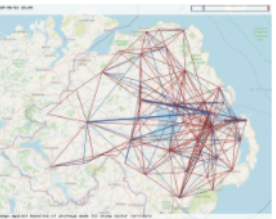
Tue. 16th June 2020



Tue. 23rd June 2020



Wed. 3rd June 2020



Wed. 10th June 2020



Wed. 17th June 2020



Wed. 24th June 2020



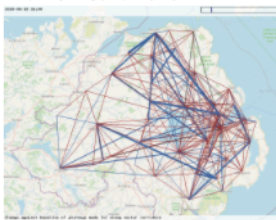
Thu. 4th June 2020



Thu. 11th June 2020



Thu. 18th June 2020



Thu. 25th June 2020



Figure 7: A comparison of mobility vectors in Northern Ireland for the four 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.