

# Mobility Trends Report



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

**Released: Thursday 7<sup>th</sup> May 2020**

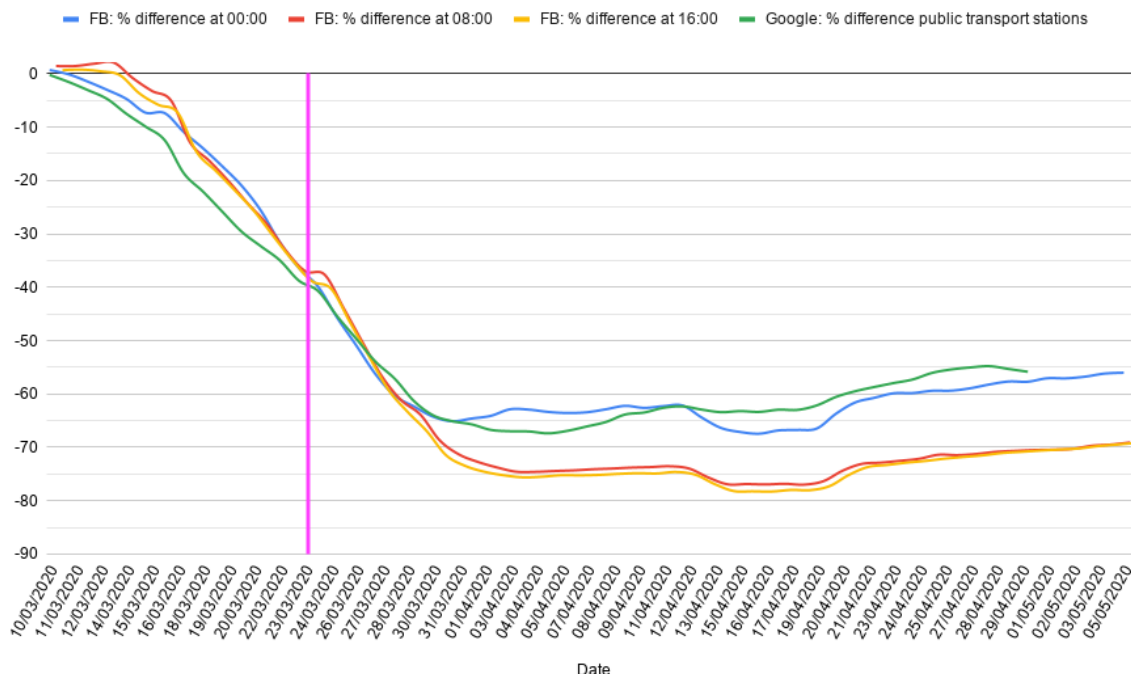
incorporating  
**Facebook Mobility Data to 5<sup>th</sup> May 2020**  
**Google Mobility Data to 30<sup>th</sup> April 2020**



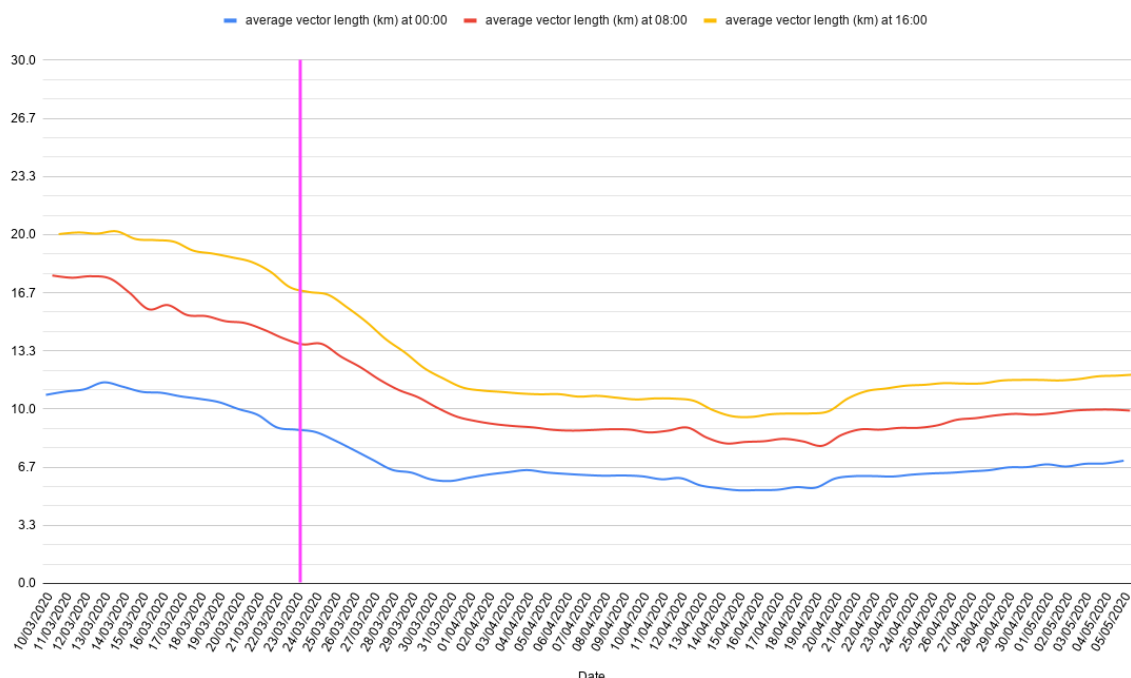
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<https://mobilityarchive.socialmediaobservatory.org.uk>**

# Key Insights

- Northern Ireland does appear to be largely compliant with travel restrictions imposed by lockdown since the 23<sup>rd</sup> of March 2020.
- However there has been a recently 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.

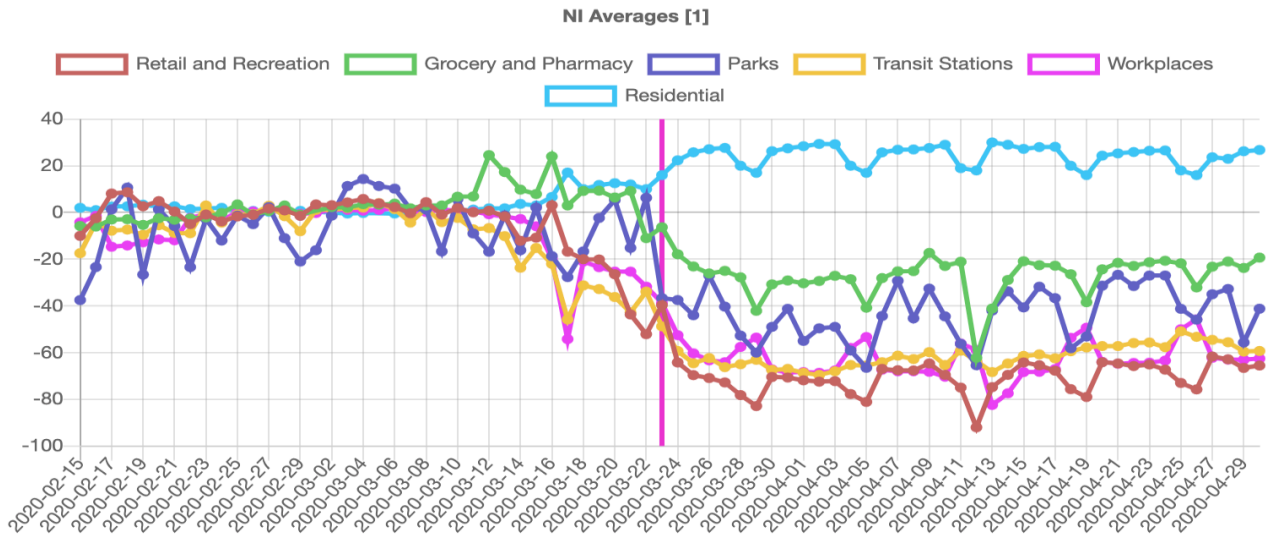


**Figure 2:** Facebook Mobility Data – average vector distance travelled presented by time of day, each as a rolling average. UK lockdown marked in purple. See note B.

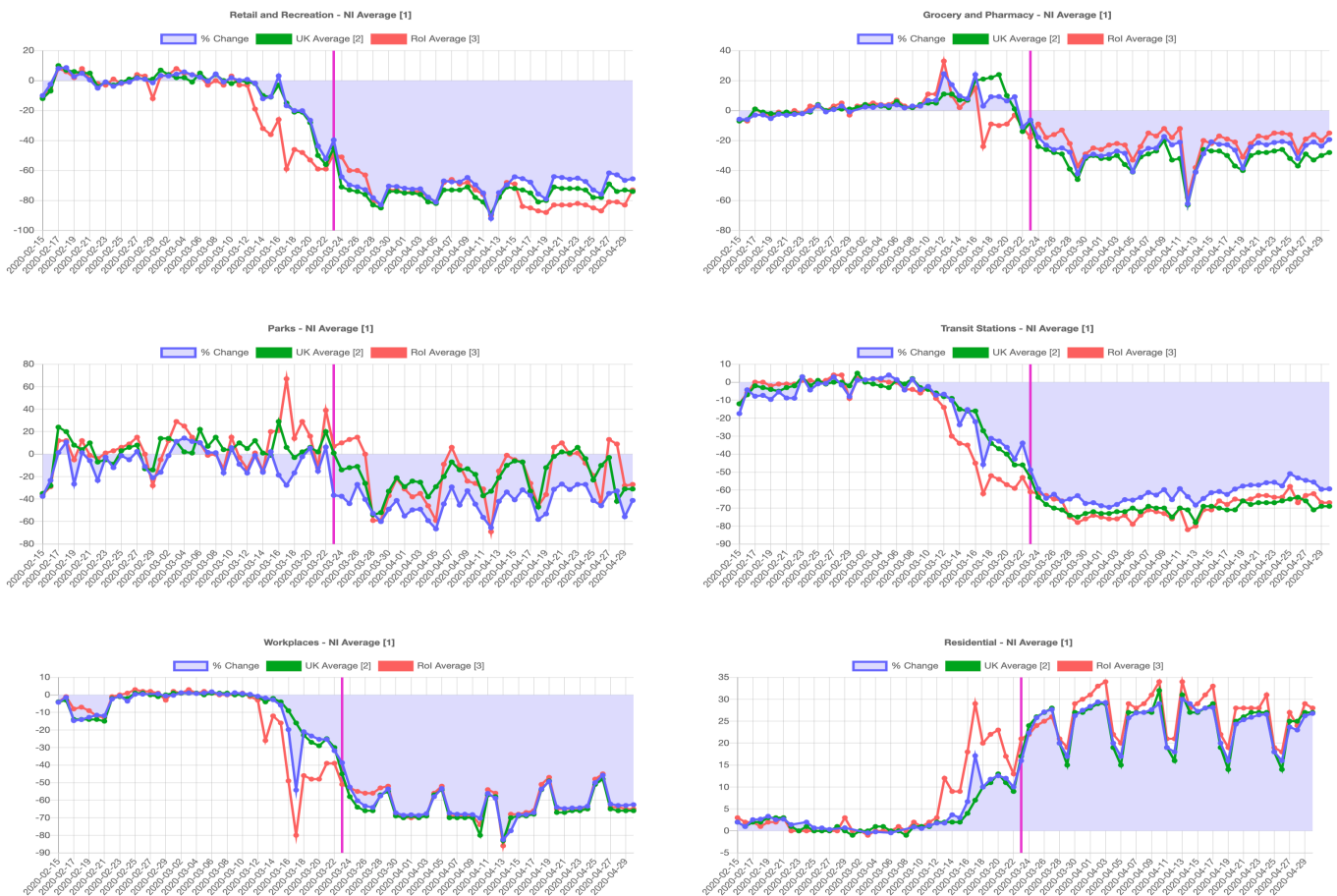
**[A]** Facebook Data: % difference in longer mobility vectors, where  $d > 0.5\text{km}$ . Google Data: % difference in mobility to transit hubs.

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

# Google Mobility Trends



**Figure 3:** Google Mobility Data - Northern Ireland averages for all sectors until 30<sup>th</sup> April 2020. UK lockdown marked in purple.



**Figure 4:** Google Mobility Data - Northern Ireland averages for each sector until 30<sup>th</sup> 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.

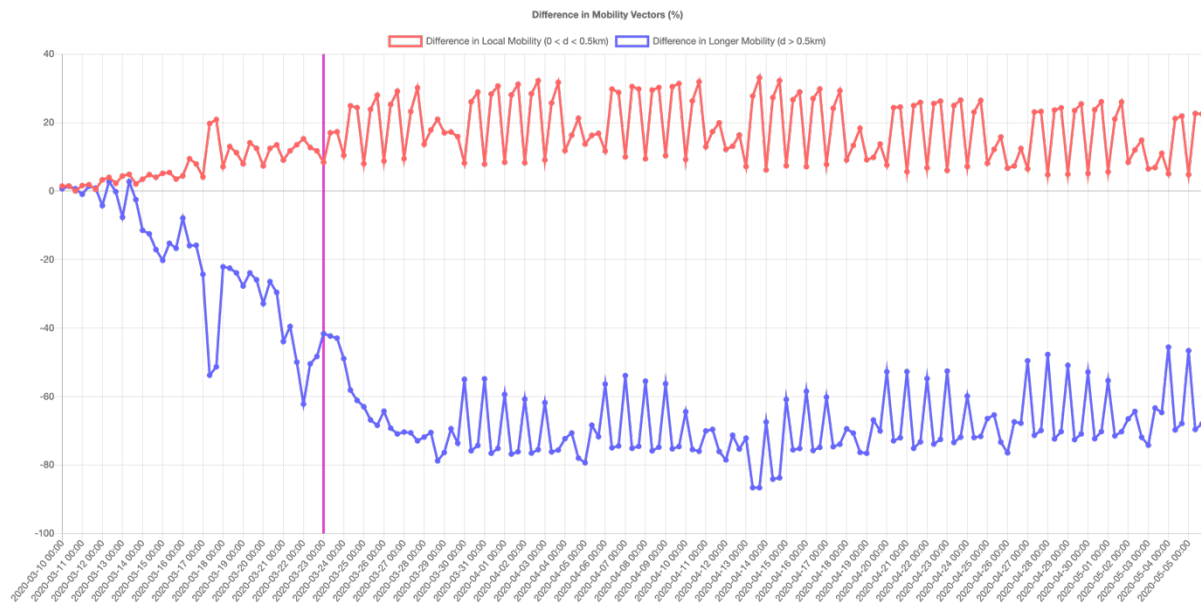
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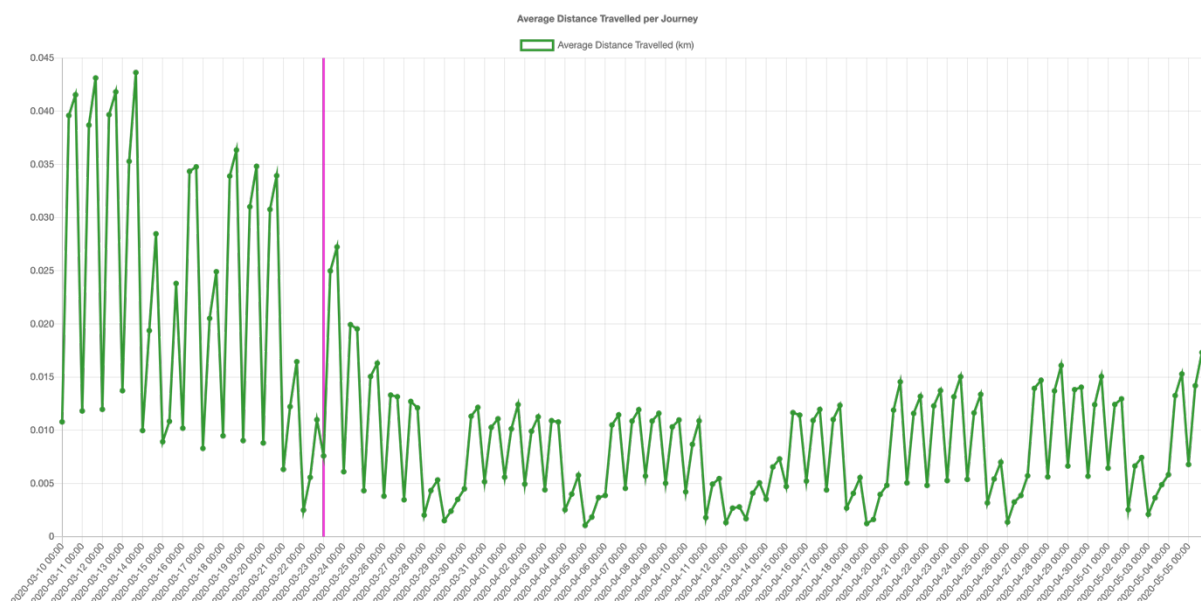
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If required a contact of David Cutting [d.cutting@qub.ac.uk](mailto:d.cutting@qub.ac.uk) should be given relating to the SMO.

# Facebook Mobility Trends



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



**Figure 6:** Facebook Mobility Data - Average Distance Travelled (km) until 5<sup>th</sup> May 2020. UK lockdown marked in purple.

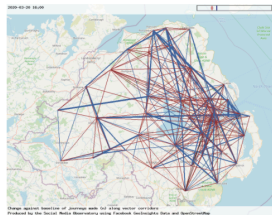
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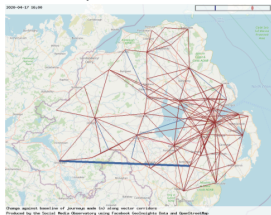
If required a contact of David Cutting [d.cutting@qub.ac.uk](mailto:d.cutting@qub.ac.uk) should be given relating to the SMO.



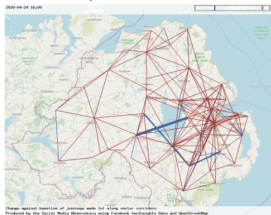
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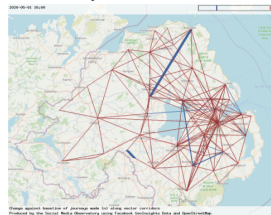
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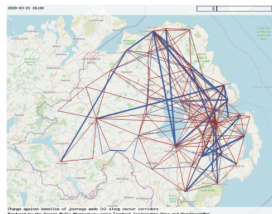
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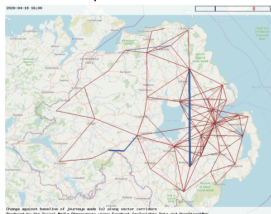
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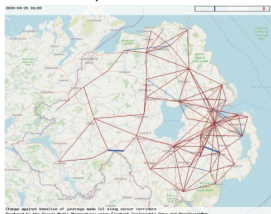
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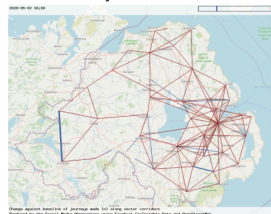
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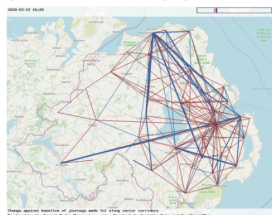
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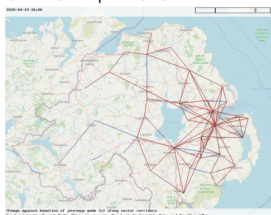
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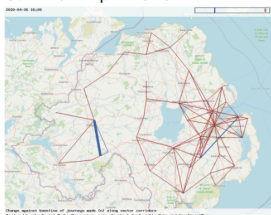
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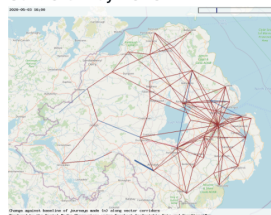
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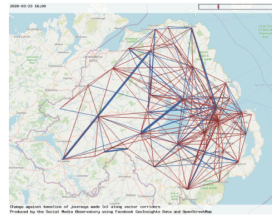
Sun. 26th April 2020



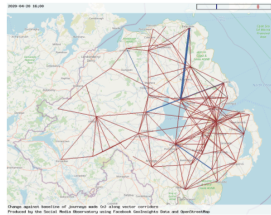
Sun. 3rd May 2020



Mon. 23rd March 2020



Mon. 20th April 2020



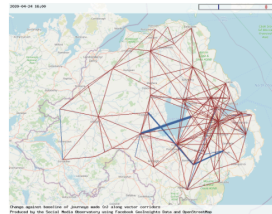
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Mon. 4th May 2020



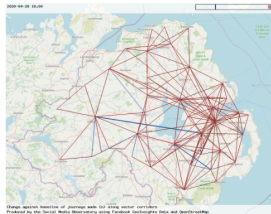
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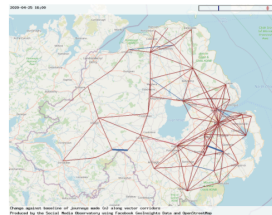
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Tue. 5th May 2020



Wed. 25th March 2020



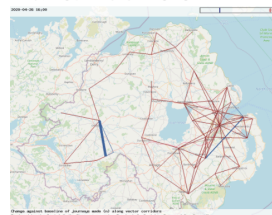
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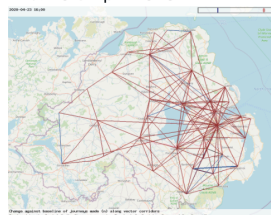
Wed. 29th April 2020



Thu. 26th March 2020



Thu. 23rd April 2020



Thu. 30th April 2020

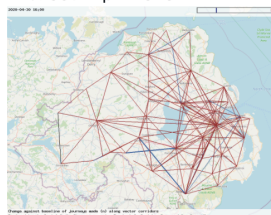


Figure 7: A comparison of mobility vectors in Northern Ireland for a week when lockdown took place alongside the two most recent weeks.

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.