

Mobility Trends Report



socialmediaobservatory.org.uk

Released: Saturday 13th June 2020

incorporating
Facebook Mobility Data to 11th June 2020
Google Mobility Data to 7th 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, Transit Stations & Workplaces destinations. These is also a corresponding decrease to Residential destinations, see Figure 3 & 4.

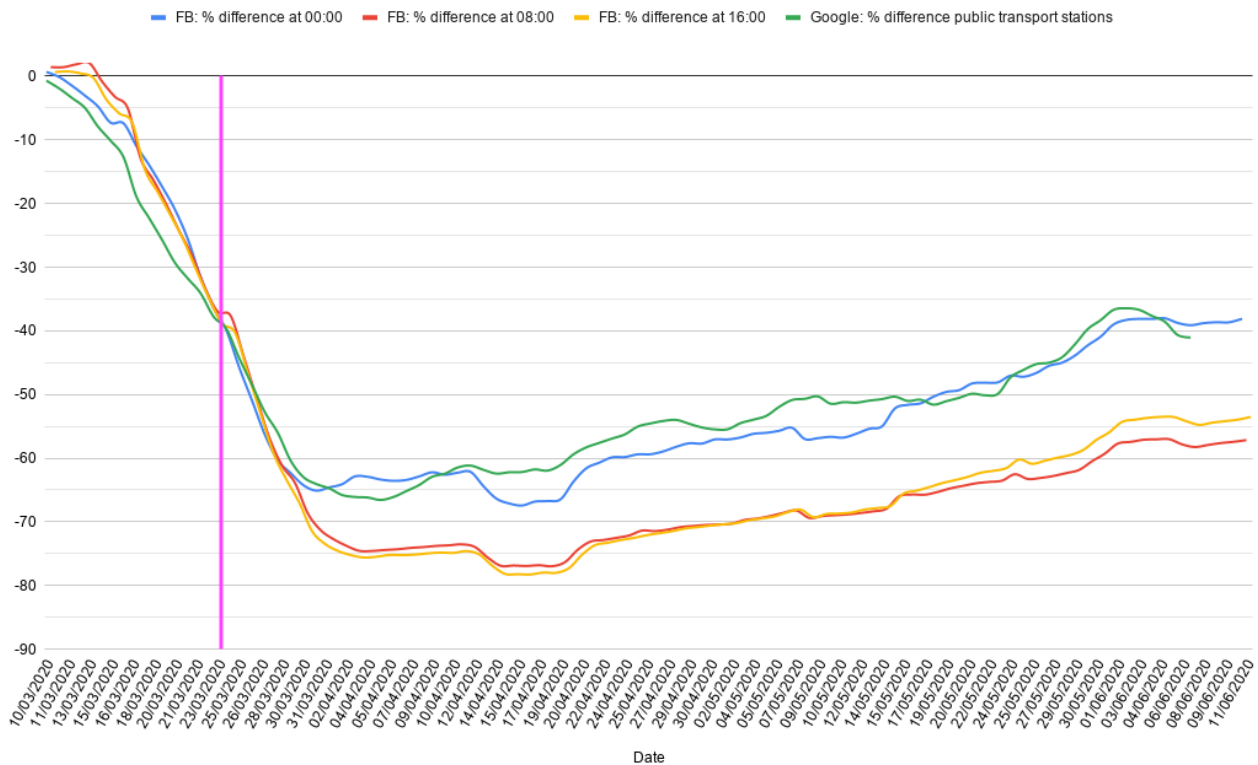


Figure 1: Facebook & Google Mobility Data - % differences for Northern Ireland as rolling averages. UK lockdown marked in purple. See notes A & B.

[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.

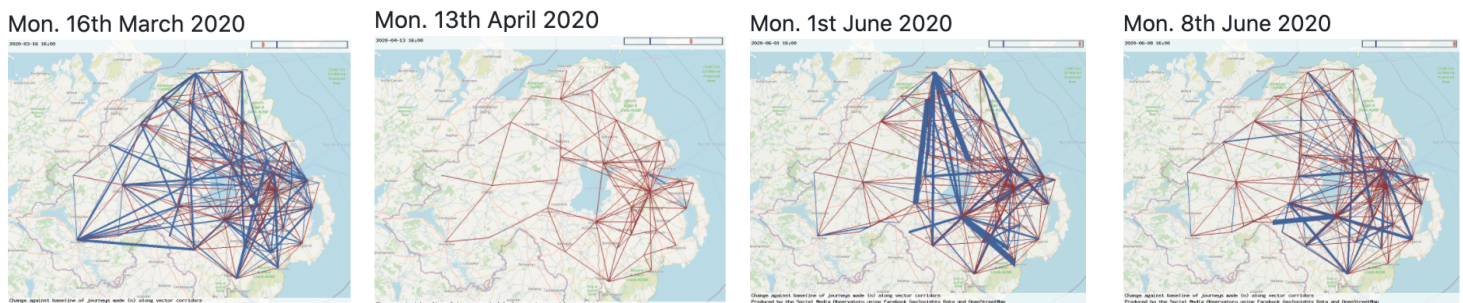


Figure 2: A comparison of four Mondays showing mobility before and after lockdown. The leftmost is a week **before** lockdown, followed by the Monday during lockdown with the lowest mobility (13th April), and then the two most recent Mondays. Blue vectors indicate a positive mobility difference against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

Google Mobility Trends

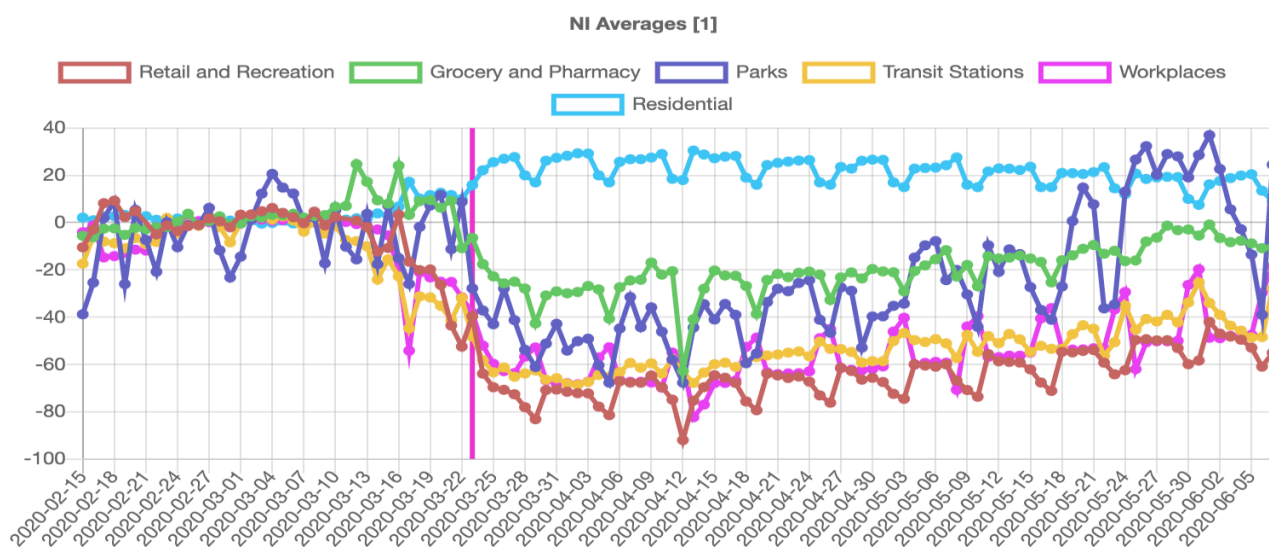


Figure 3: Google Mobility Data - Northern Ireland averages for all sectors until 7th June 2020. UK lockdown marked in purple.

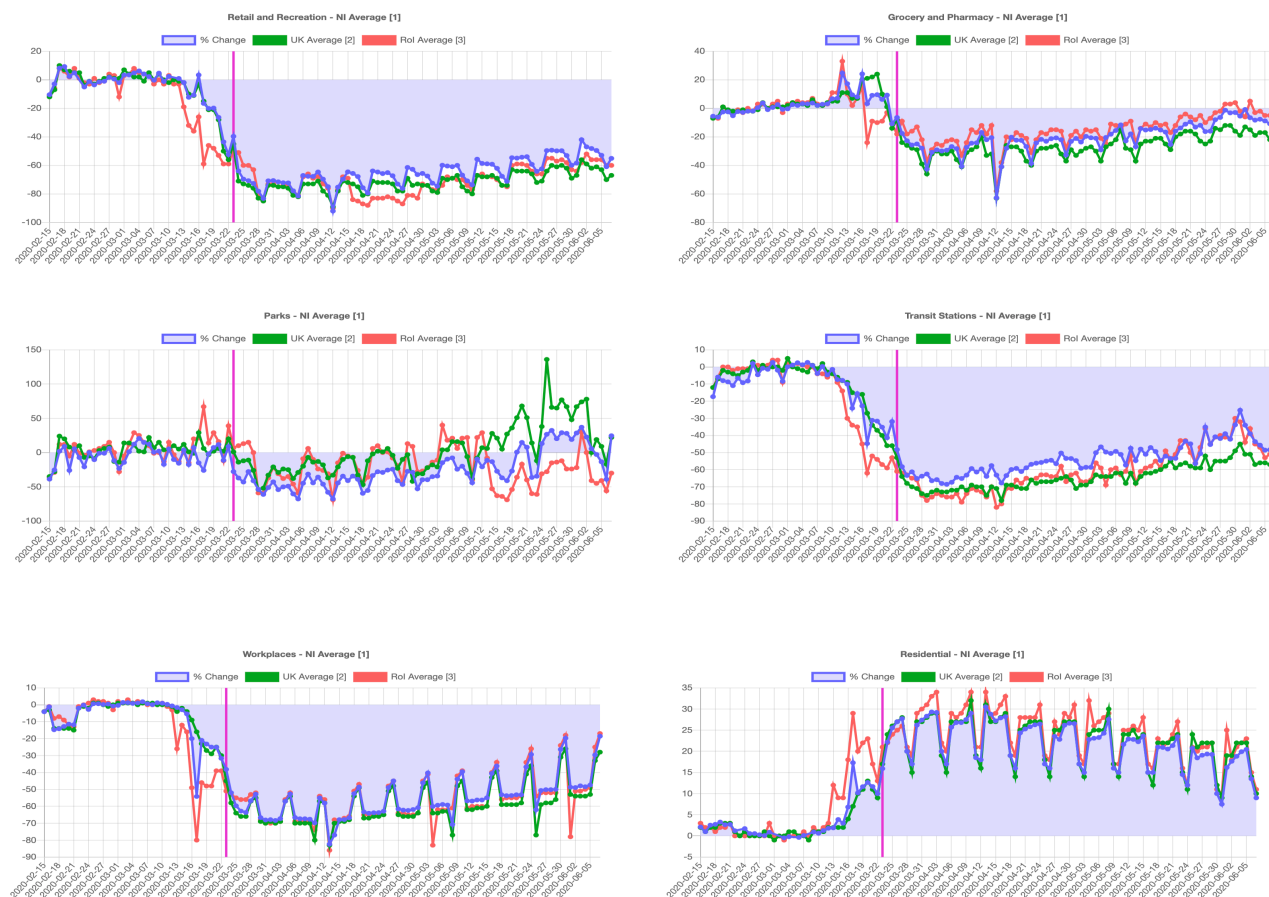


Figure 4: Google Mobility Data - Northern Ireland averages for each sector until 7th June 2020. UK lockdown marked in purple.

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 and www.google.com/covid19/mobility/ should be included.

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

Facebook Mobility Trends

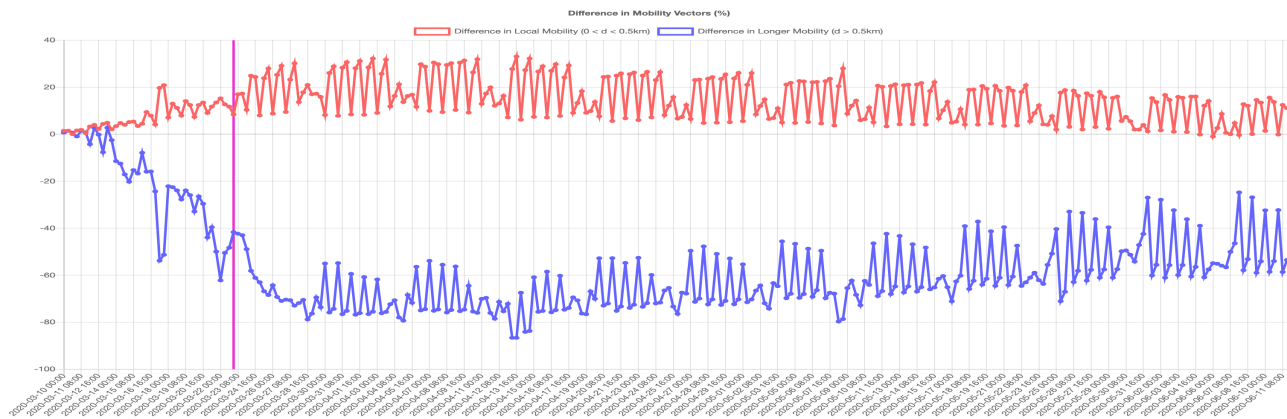


Figure 5: Facebook Mobility Data - Difference in mobility (%) until 11th June 2020. UK lockdown marked in purple.

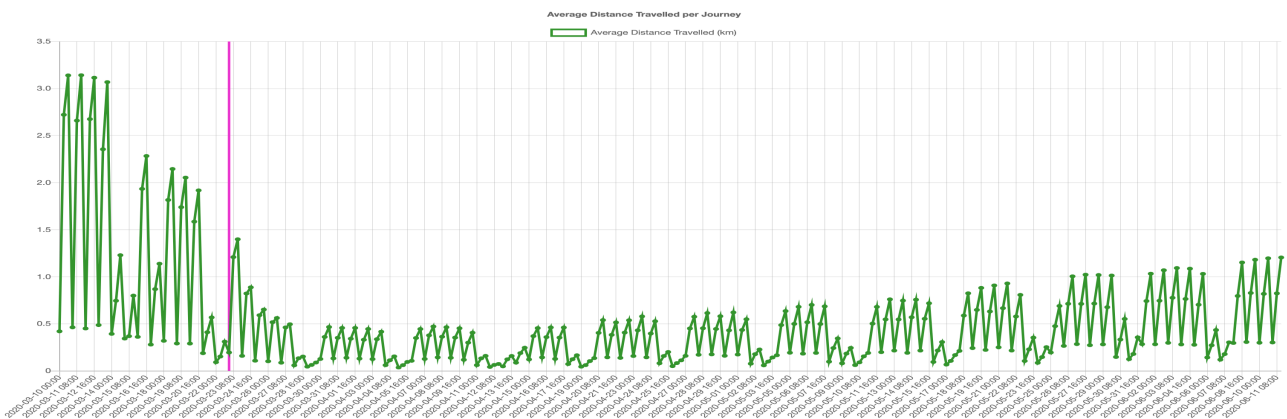


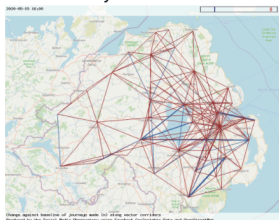
Figure 6: Facebook Mobility Data - Average Distance Travelled (km) until 11th June 2020. UK lockdown marked in purple.

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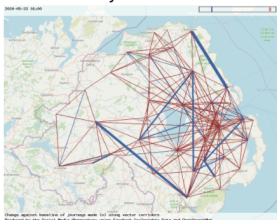
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Fri. 15th May 2020



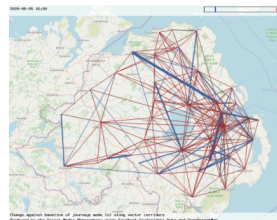
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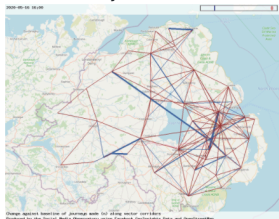
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Fri. 5th June 2020



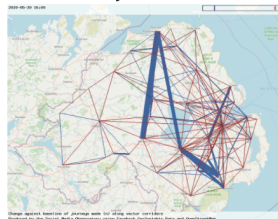
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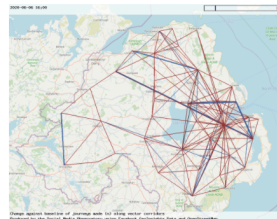
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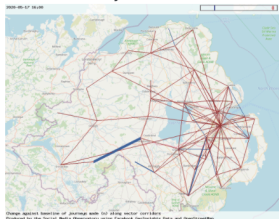
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Sat. 6th June 2020



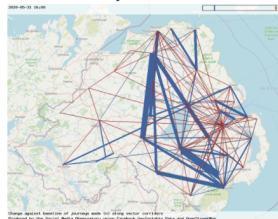
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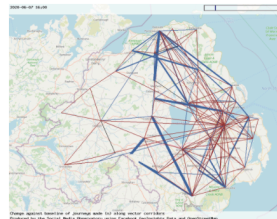
Sun. 24th May 2020



Sun. 31st May 2020



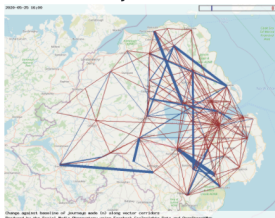
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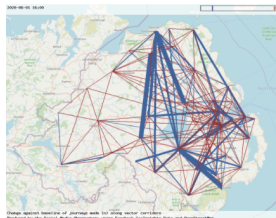
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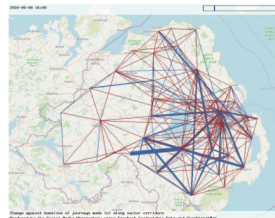
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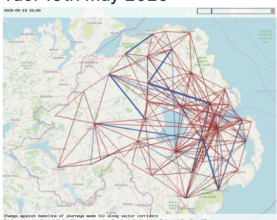
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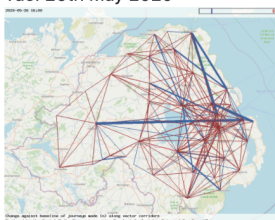
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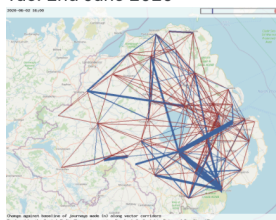
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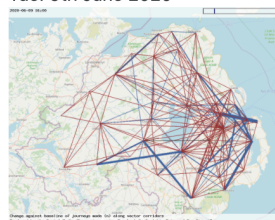
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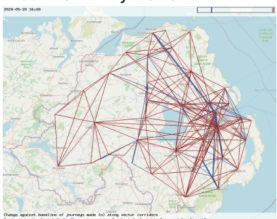
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Tue. 9th June 2020



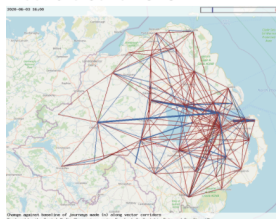
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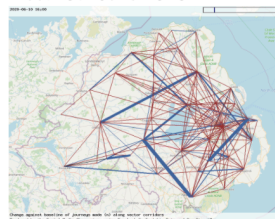
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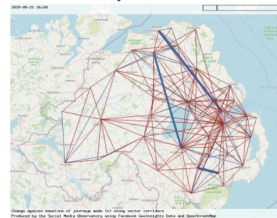
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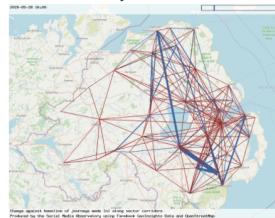
Wed. 10th June 2020



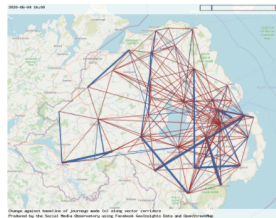
Thu. 21st May 2020



Thu. 28th May 2020



Thu. 4th June 2020



Thu. 11th June 2020

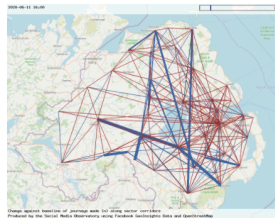


Figure 7: A comparison of mobility vectors in Northern Ireland for the four most recent weeks.

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.