

Google Mobility data for the North East LEP area up to Sunday 17 January 2021

The Google mobility index is based on data from users who have opted into location history for their Google account. For each day it compares the number of visits to different types of places with the average for that day during the first six weeks of 2020.

To provide a North East LEP area index, indices for County Durham, Northumberland and Tyne and Wear have been weighted based on population size and then combined.

The daily weighted index for North East LEP area visits to retail and recreation locations for the eight weeks to Sunday 17 January is shown below. These locations do not include supermarkets but, in retail terms, focus on shopping centres.

The mobility index suggests that:

- Visits to retail and recreation sites in the first two weeks of January were less than half their level in the first six weeks of 2020
- These levels are more than 30 percentage points lower than in the days running up to Christmas
- They are over 20 percentage points lower than in the first half of December
- They are also more than 10 percentage points lower than in the last week of the lock down period in November

North East LEP area: Retail and recreation visit index (compared early 2020)

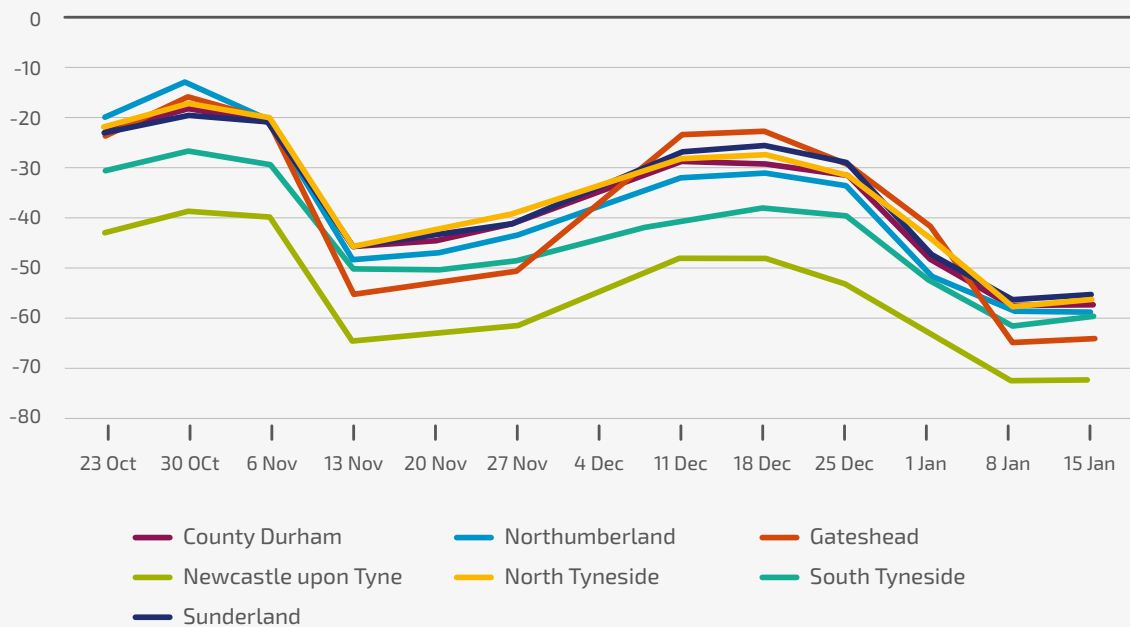


Source: Google mobility reports (8 weeks to 17 January)

The complexity of the data means that comparisons between local retail and recreation indexes over a longer time period are easier to see using weekly averages. The next chart shows weekly averages for each North East LEP area local authority for the 13 weeks to 15 January. The chart highlights that:

- In the first two weeks in January, the number of retail and recreation visits was less than half the early 2020 levels in all seven local authority areas
- Index values were lowest in Newcastle and Gateshead, at, respectively, less than 30 per cent and about 35 per cent of the visit numbers in early 2020
- Retail and recreation visits in Gateshead have been particularly impacted by lockdown, probably due to the Metro Centre's importance. The index was among the highest in the North East in non-lockdown periods and among the lowest currently and in November
- Visit levels in each local authority area in the first two weeks of this year have been about 10 percentage points below those during the November lockdown period.

Retail and recreation: visit indexes (compared to early 2020)

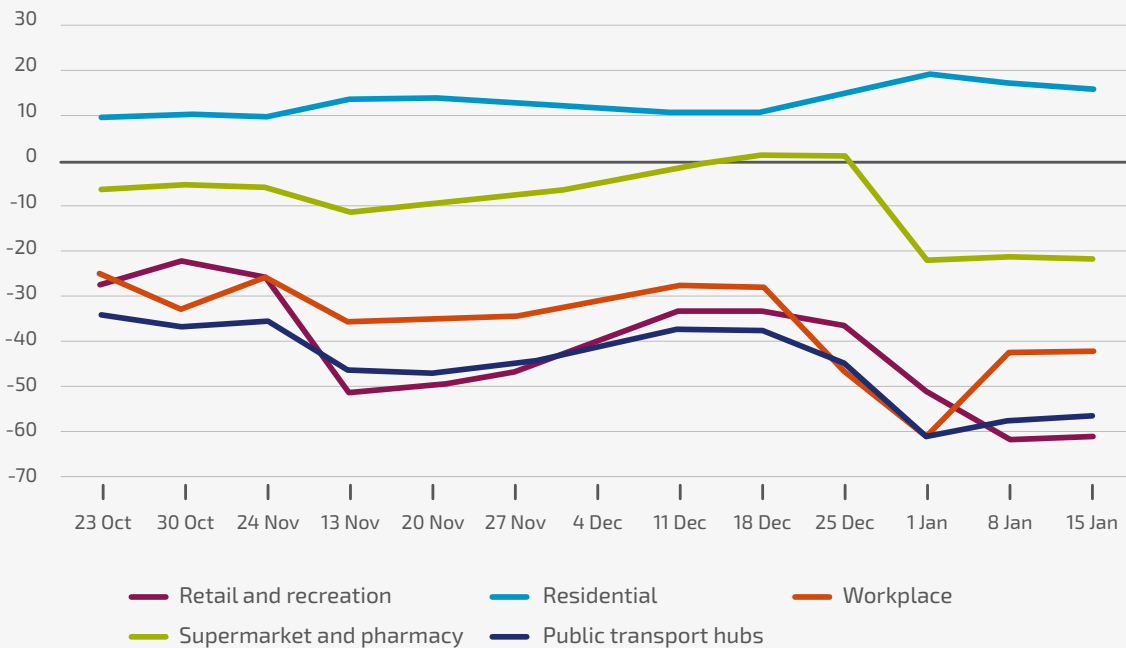


Source: Google mobility reports (w/e 15 January)

As with local data, comparisons between the indexes for different location types over a three month period are easier to see using weekly averages. The next chart shows weekly averages for five location types in the North East LEP area for the 13 weeks to 15 January. It highlights that:

- In the first two weeks of 2021, workplace visits were at about 58 per cent of levels in early 2020
- This was about 14 percentage points lower than in early December and about 6 percentage points lower than in the lockdown in mid-November
- Visits to public transport hubs and supermarkets and pharmacies in early January 2021 were at levels about 12 percentage points below those seen during the November lockdown
- Hours spent at home were higher in the current lockdown than in November
- This chart mirrors the local retail and recreation visits chart above, confirming that the recent level of North East visits to such sites was about 10 percentage points lower than in November.

Retail and recreation: visit indexes (compared to early 2020)



Source: Google mobility reports (w/e 15 January), the residential index is based on hours spent at home rather than visit numbers