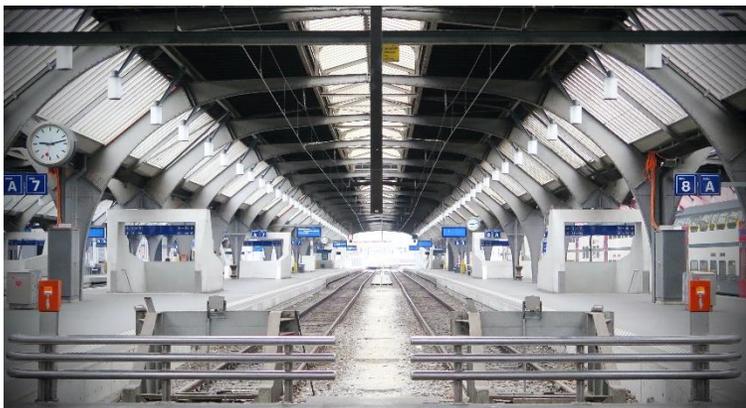


# Mobility Monitoring COVID-19

## in Switzerland

# Introduction



- 25<sup>th</sup> February 2020 first corona case in Switzerland
- 16<sup>th</sup> March 2020 Federal Council announces the lockdown
- recreational facilities, restaurants and most of the shops have been closed down
- People were asked to stay at home (but there was no exit ban)

The COVID-19 pandemic had a major impact on mobility and it was important to have up-to-date data on an ongoing basis.



# Study Design and Methodology

# Study Design

## Clients



 **Kanton Zürich**  
**Statistisches Amt**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

SWISS NATIONAL  
**COVID-19**  
SCIENCE TASK FORCE

**KOF**

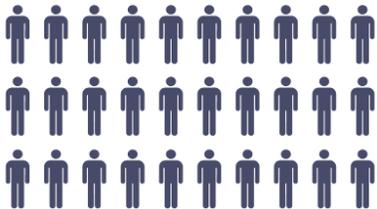
KOF Konjunkturforschungsstelle  
KOF Swiss Economic Institute

|                  |   |
|------------------|---|
| Method           | Smartphone-based geolocation tracking   |
| Data Source      | Footprints-Panel in Switzerland   |
| Basic population | Language-assimilated persons aged 15 to 79 who are resident in Switzerland and own a smartphone |
| Study period     | 1.1.2020 until 4.7.2021   |
| Sample size      | Daily 2'500 to 2'800 people   |
| Weighting        | Weighting on a daily basis  |



## App „Footprints Research“

- Continuous tracking of participants' whereabouts
- Using GPS, triangulation of mobile and wifi-network and beacons
- Nearly complete and gapless measurement
- Excellent user experience for participants (easy installation, low battery consumption)
- Invitation to surveys by push message



## Footprints-Panel in Switzerland

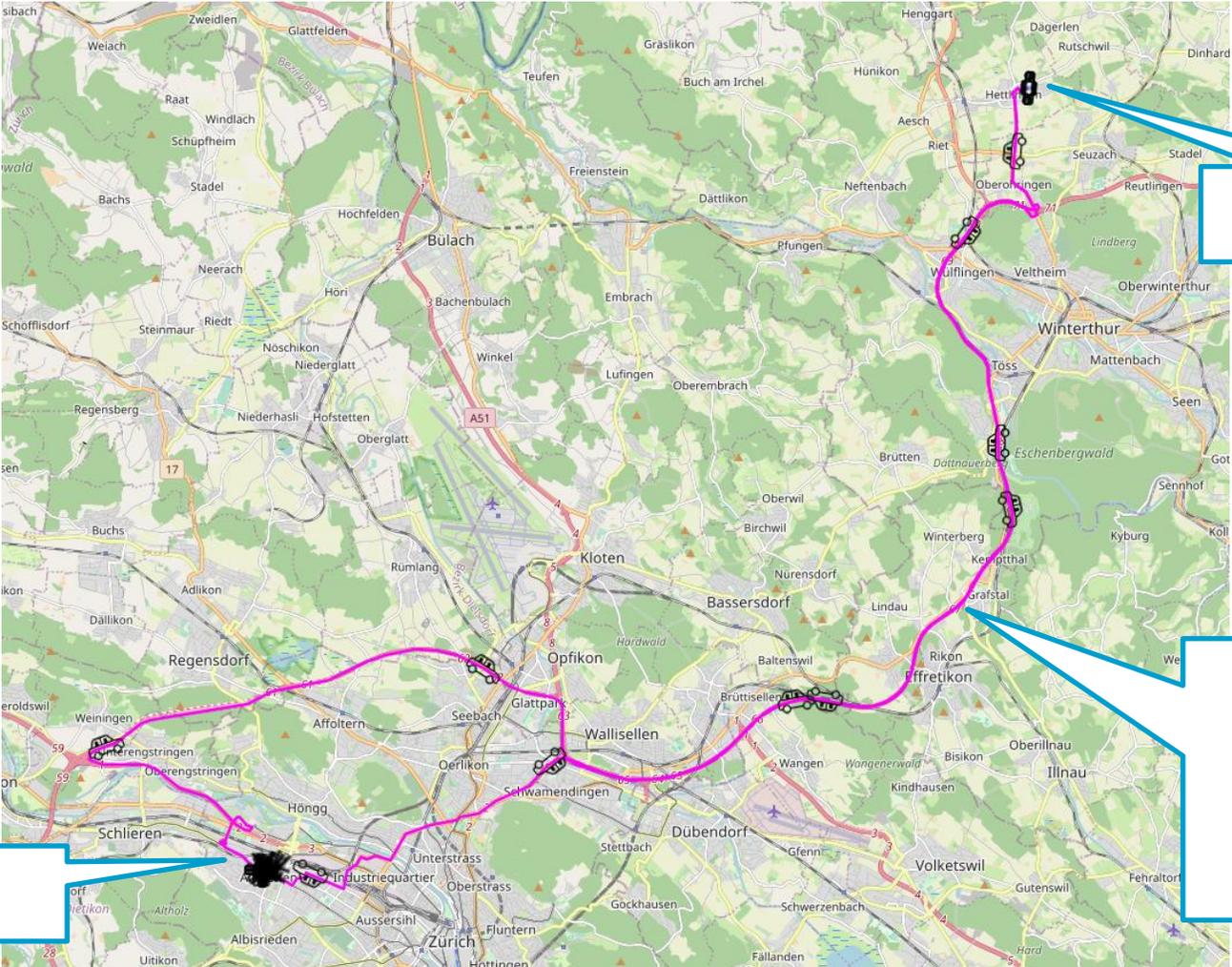
- Since October 2018
- 3'000 active panelists
- Representative of the Swiss resident population
- Monthly incentive for participation



## Information on sociodemographics and interests

- Extensive background variables available

# Measured data - Example



Home

34.1 km  
Start: 7:26  
Arrival: 8:03  
By Car  
Purpose: Work

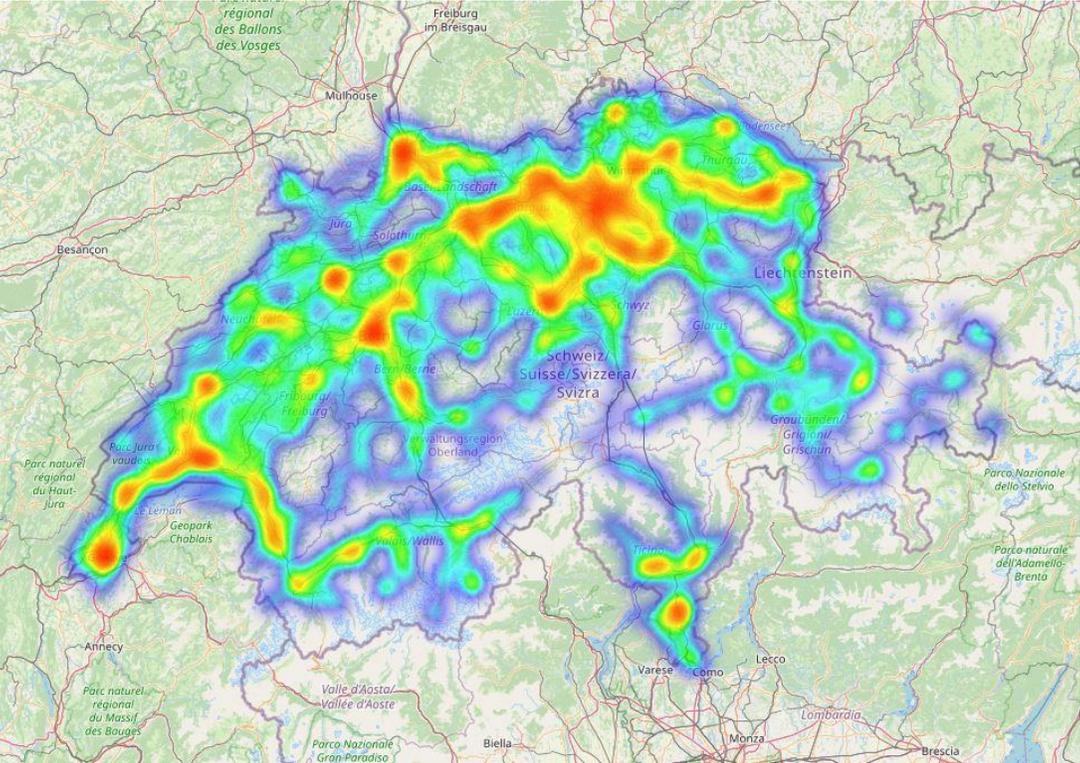
Workplace



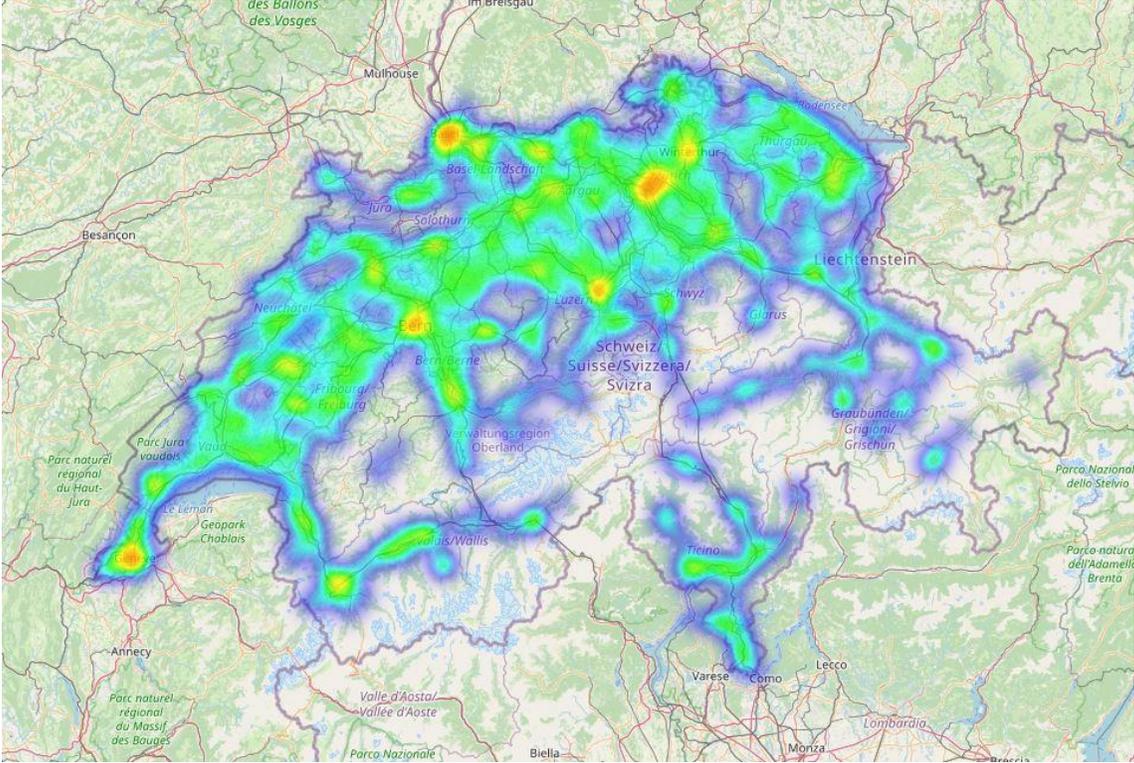
Results

# Mobility before and during lockdown

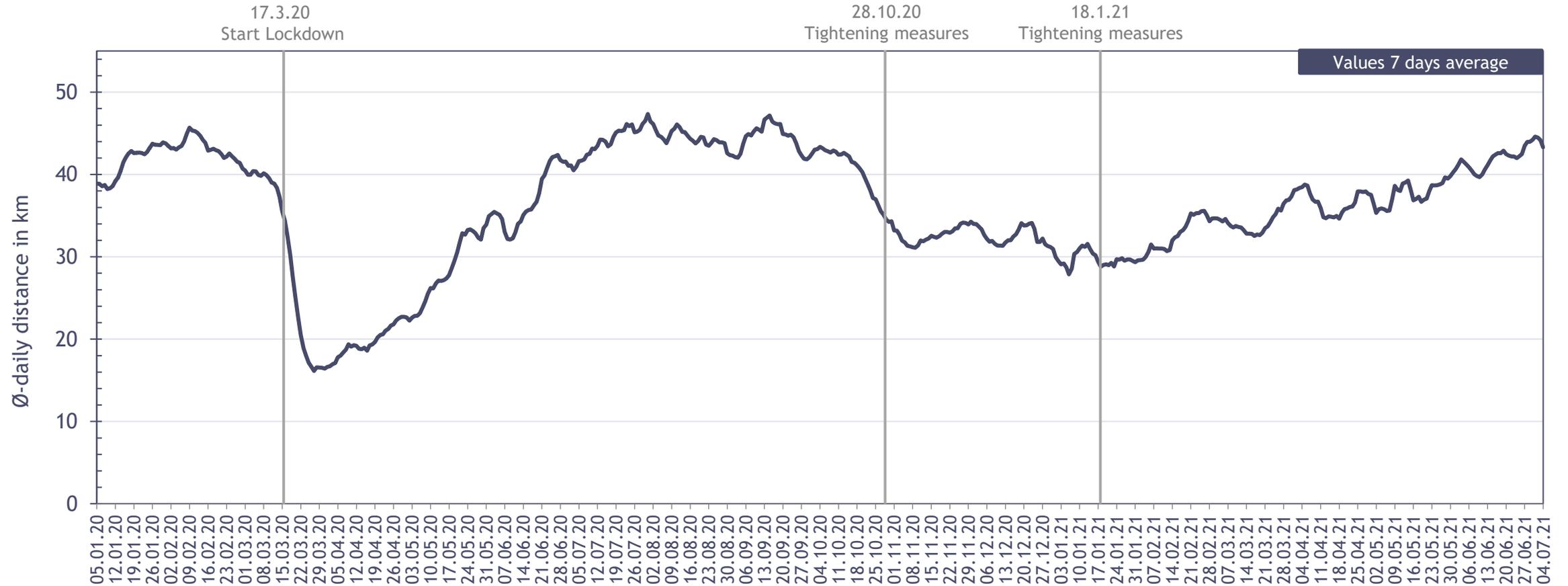
Before Lockdown  
10.2.2020



After Lockdown  
30.3.2020

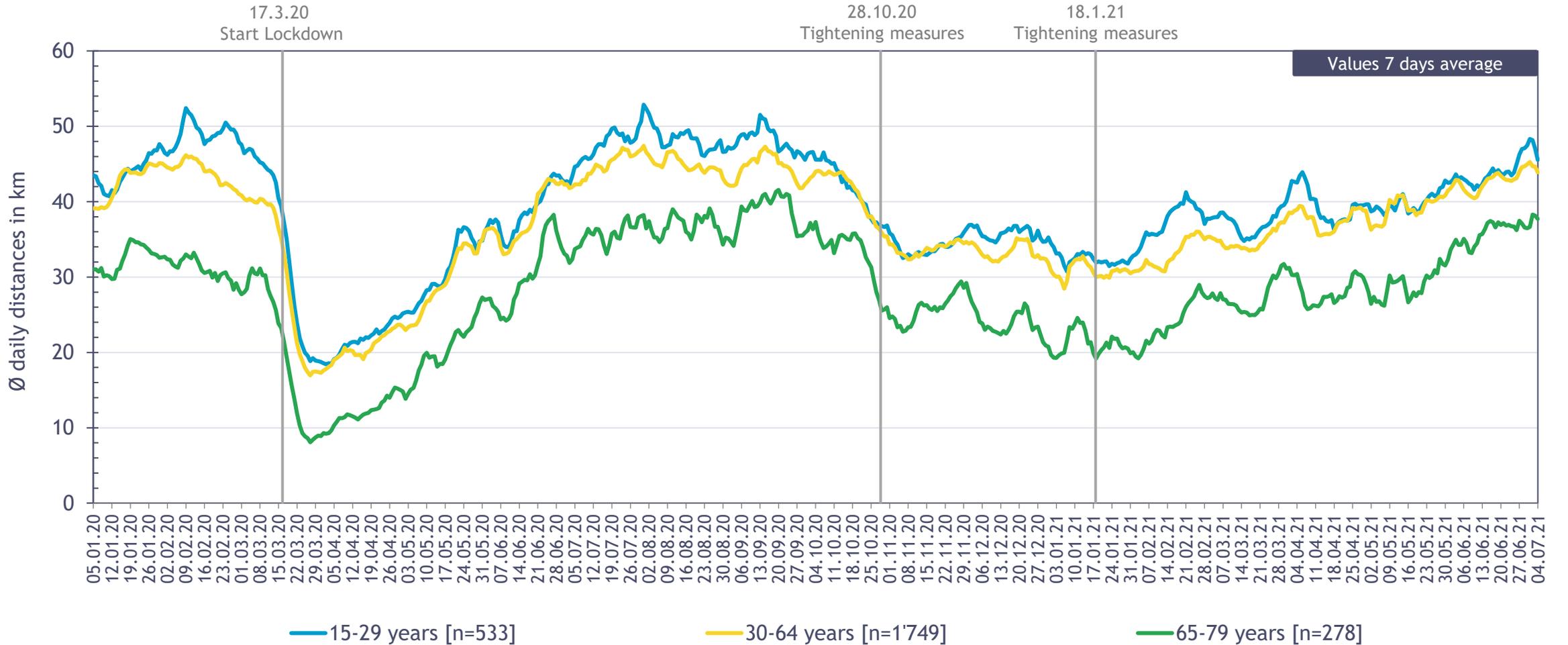


# Daily Distances



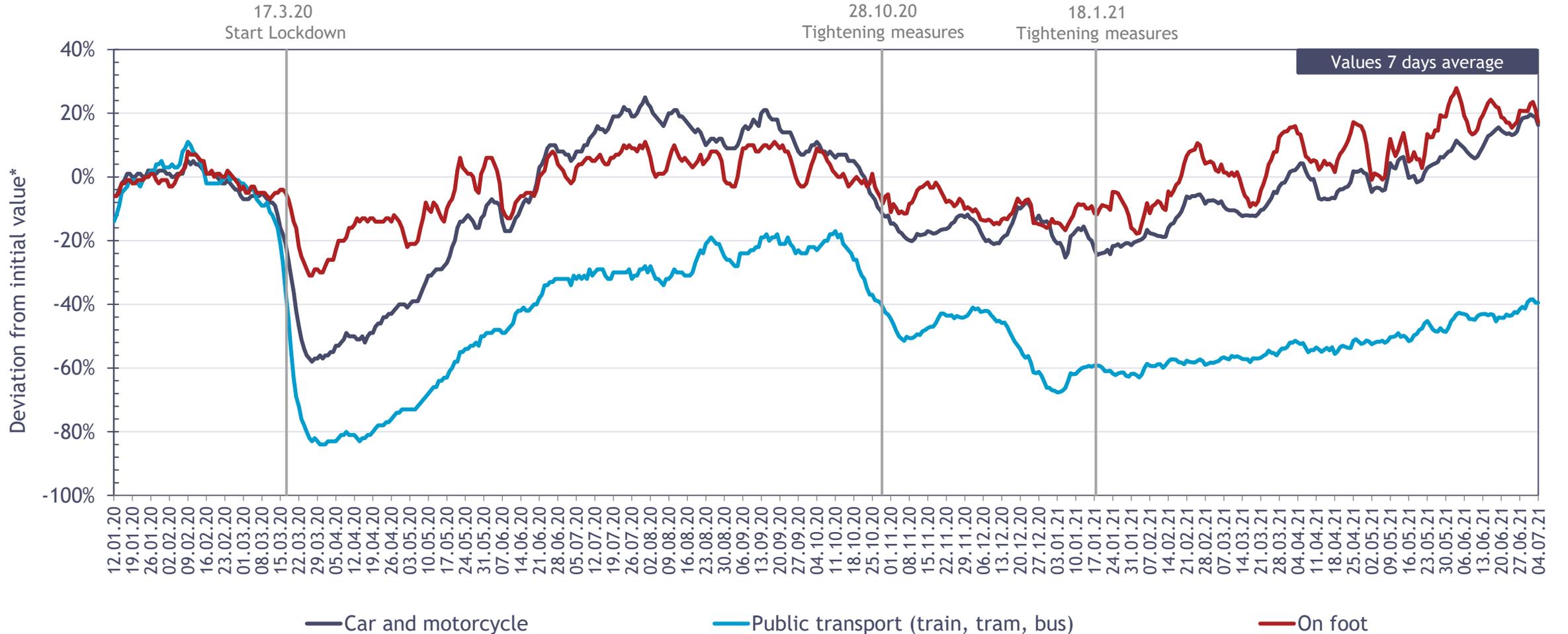
Average daily basis: n=2'561 Footprints panelists

# Daily Distances by Age



Average daily base: n=[ ]

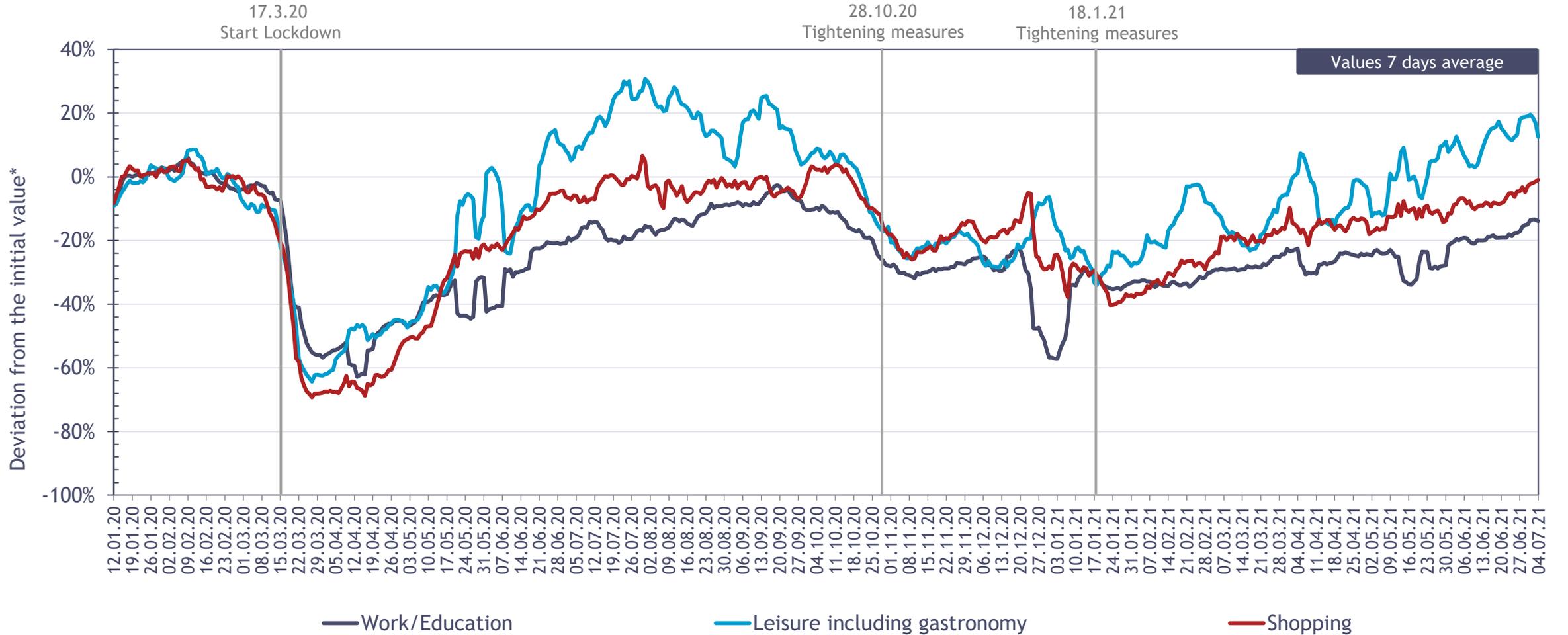
# Relative Development of Transport Use



\* Baseline (0%) corresponds to the average daily distance from Jan. 10 to Feb. 29, 2020 | Calculated with 7-day average

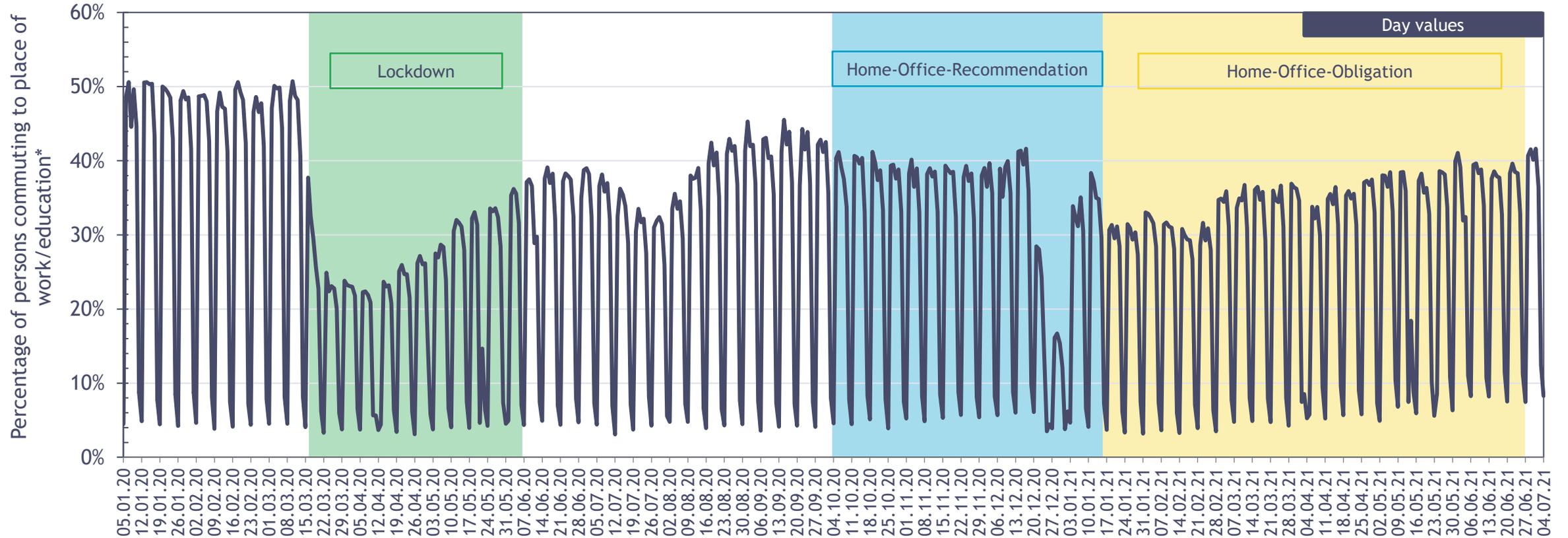
Average daily base: n=2,561 Footprints panelists

# Relative Development Mobility Purpose



\* The initial value (0%) corresponds to the average daily distance from 10.1. to 29.2.2020 | Calculated with 7-day average  
 Average daily basis: n=2'561 Footprints panelists

# Share of Commuters to the Place of Work or Education



\* Shares only include people who commute to a fixed place of work/education. For example, craftsmen, farmers, truck, bus and cab drivers are not included.  
Average daily base: n=2,242 Footprints panelists who are employed or in education



Conclusion and Outlook

# Conclusion and Outlook

## Conclusion

- With the methodology, the current development of mobility during COVID-19 pandemic could be reliably analysed
- Mobility changed a lot during the pandemic, e.g. sharp drop in the use of public transport
- The data brought benefits to many different stakeholders such as authorities, scientific researchers, private companies and media

## Outlook

- Huge treasure trove of data available for ex post analyses
- With Footprints Research we generate insights in many different areas

Mobility



Tourism



OOH-Advertising



Retail



Energy / CO<sub>2</sub>



Urban planning



## Your contact person



**Beat Fischer**  
Member of the Executive Board  
+41 31 511 39 21  
[beat.fischer@intervista.ch](mailto:beat.fischer@intervista.ch)