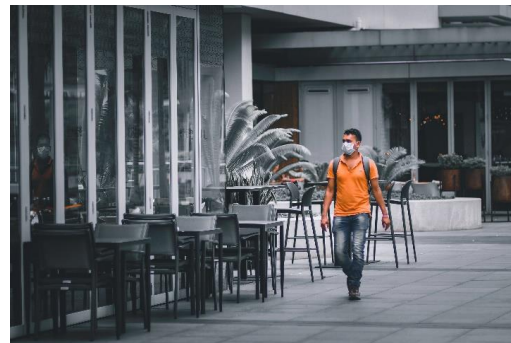


Mobility Monitoring COVID-19 in Switzerland

Introduction



- 25th February 2020 first corona case in Switzerland
- 16th 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

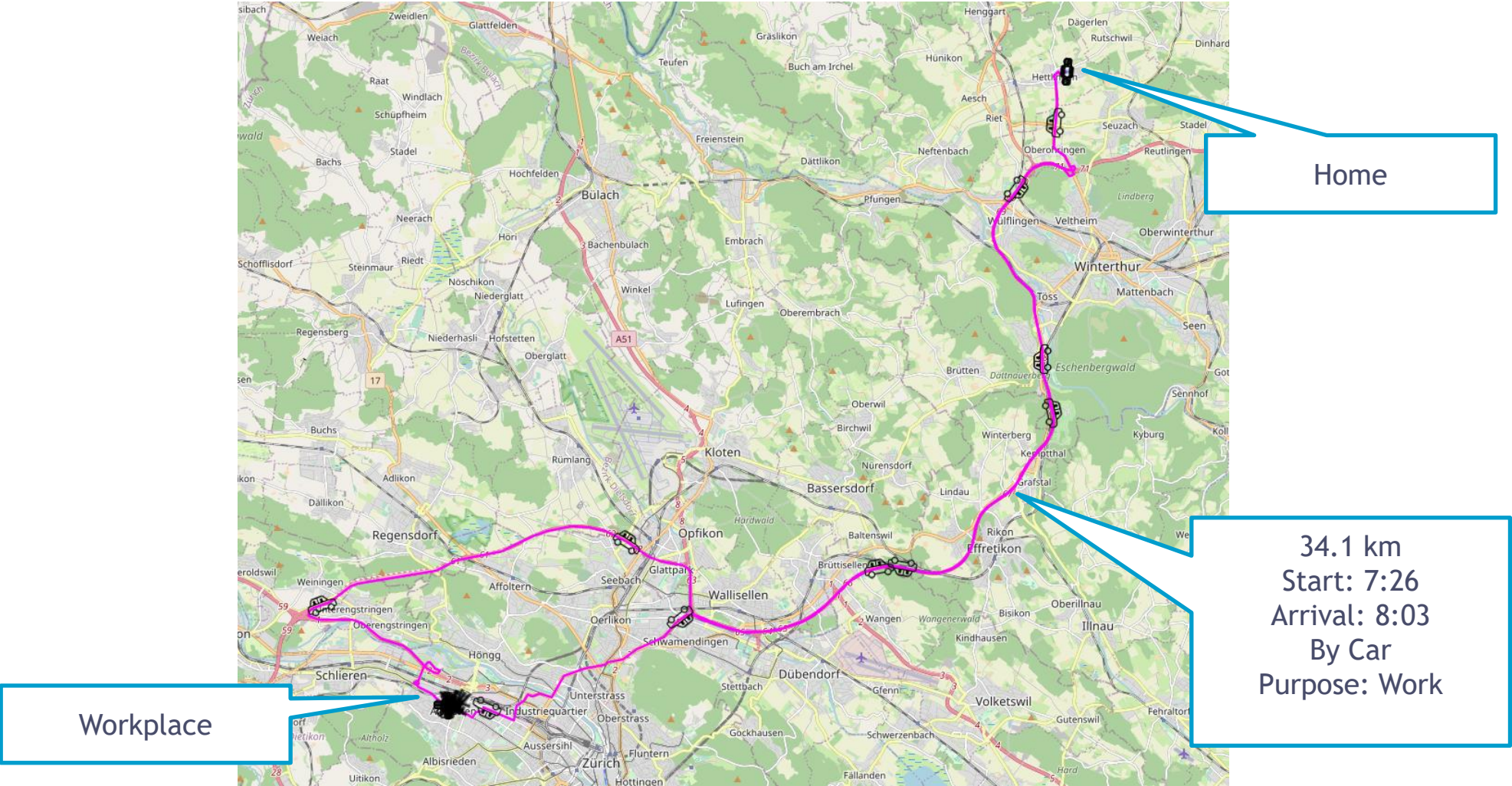
- Since October 2018
- 3'000 active panelists
- Representative of the Swiss resident population
- Monthly incentive for participation



Information on sociodemographics and interests

- Extensive background variables available

Measured data - Example

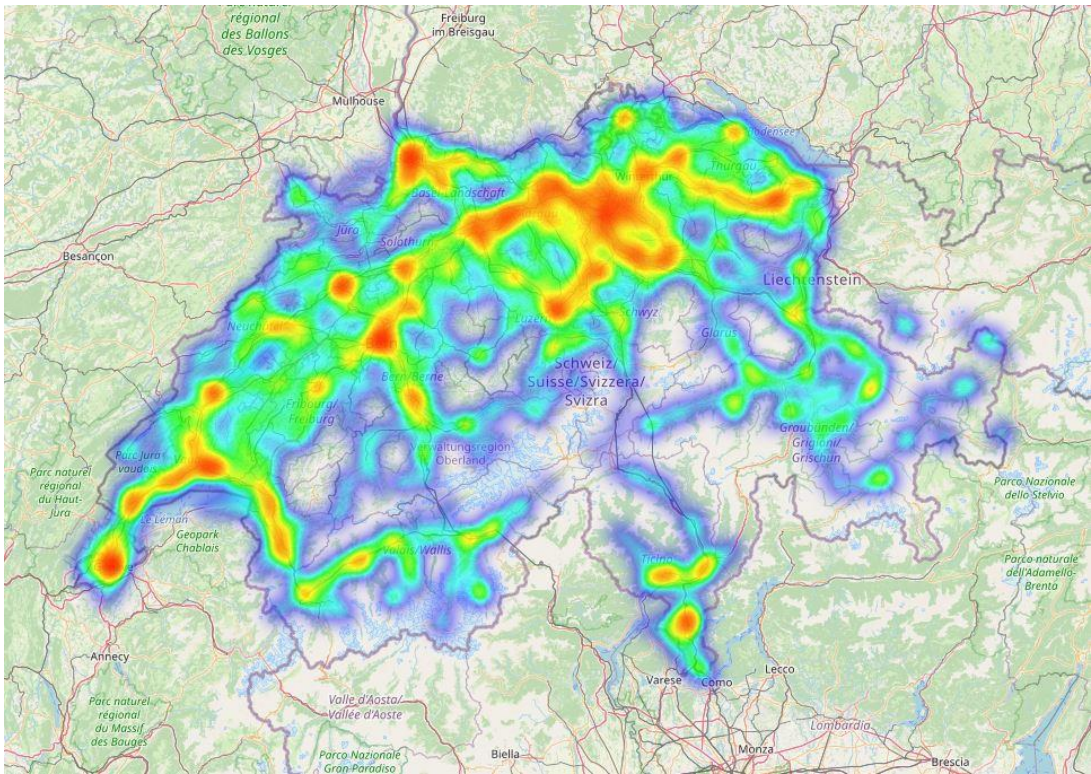




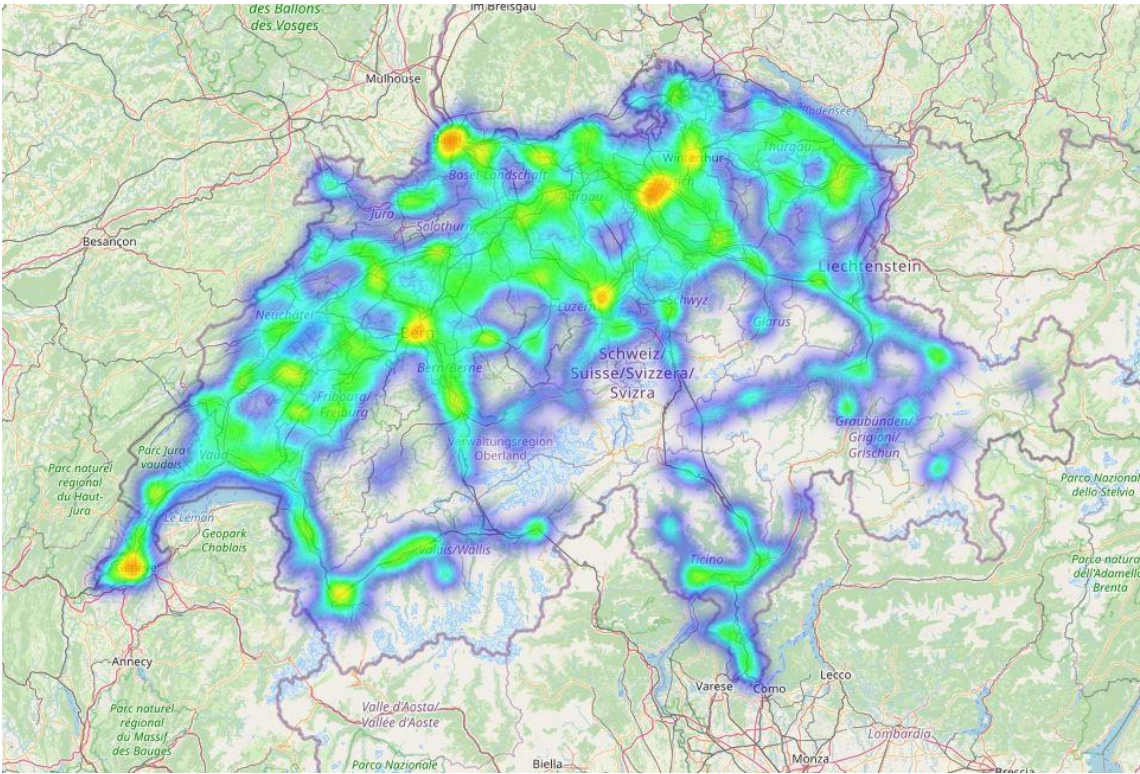
Results

Mobility before and during lockdown

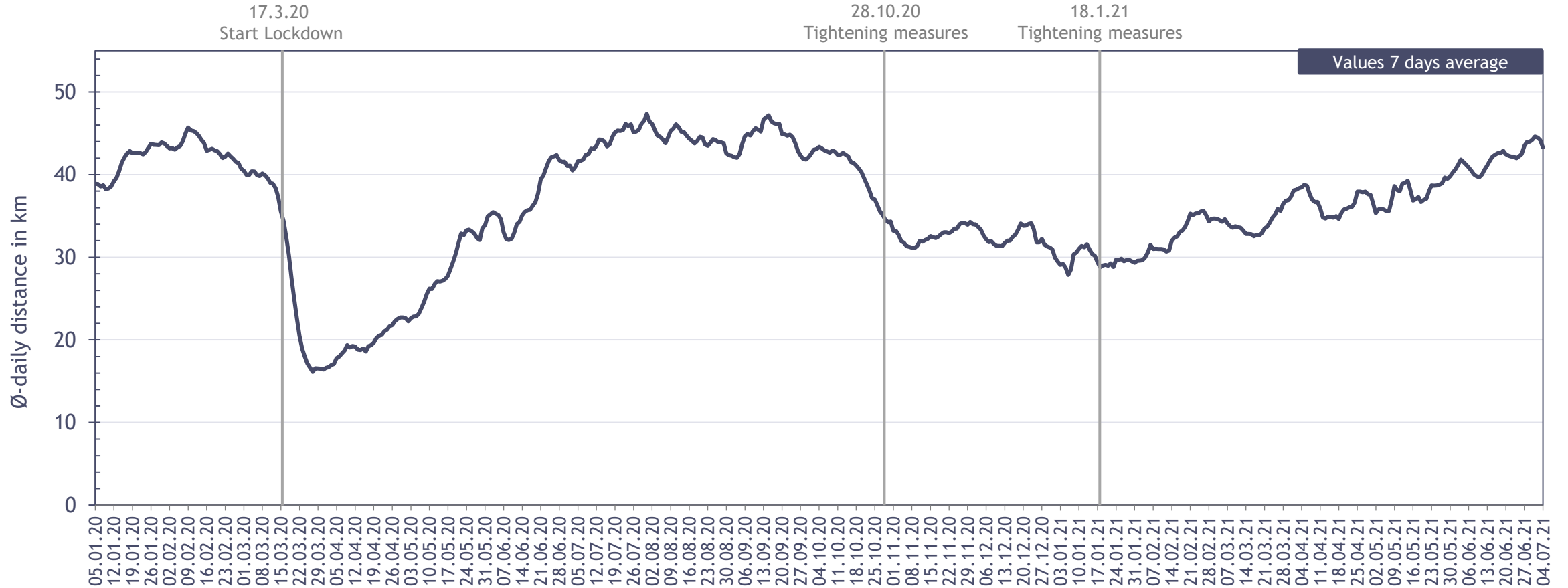
Before Lockdown
10.2.2020



After Lockdown
30.3.2020

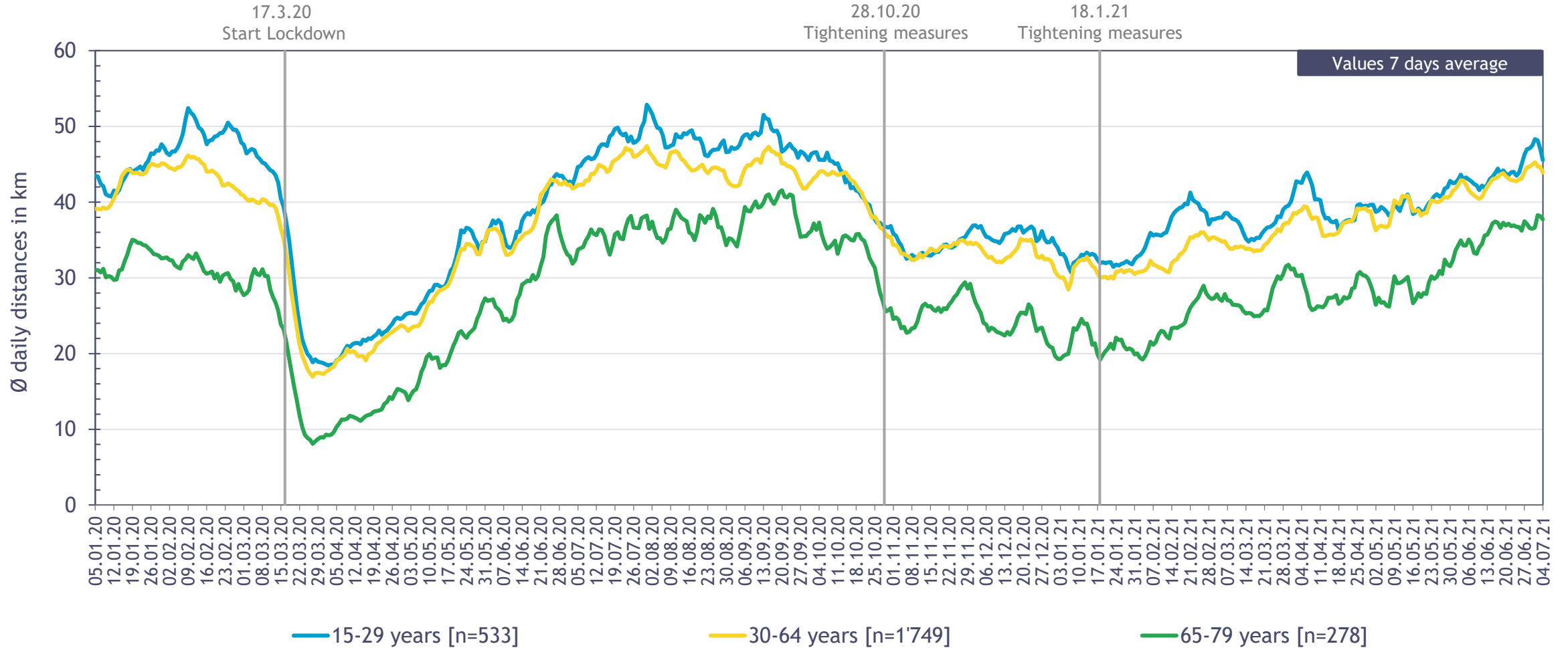


Daily Distances



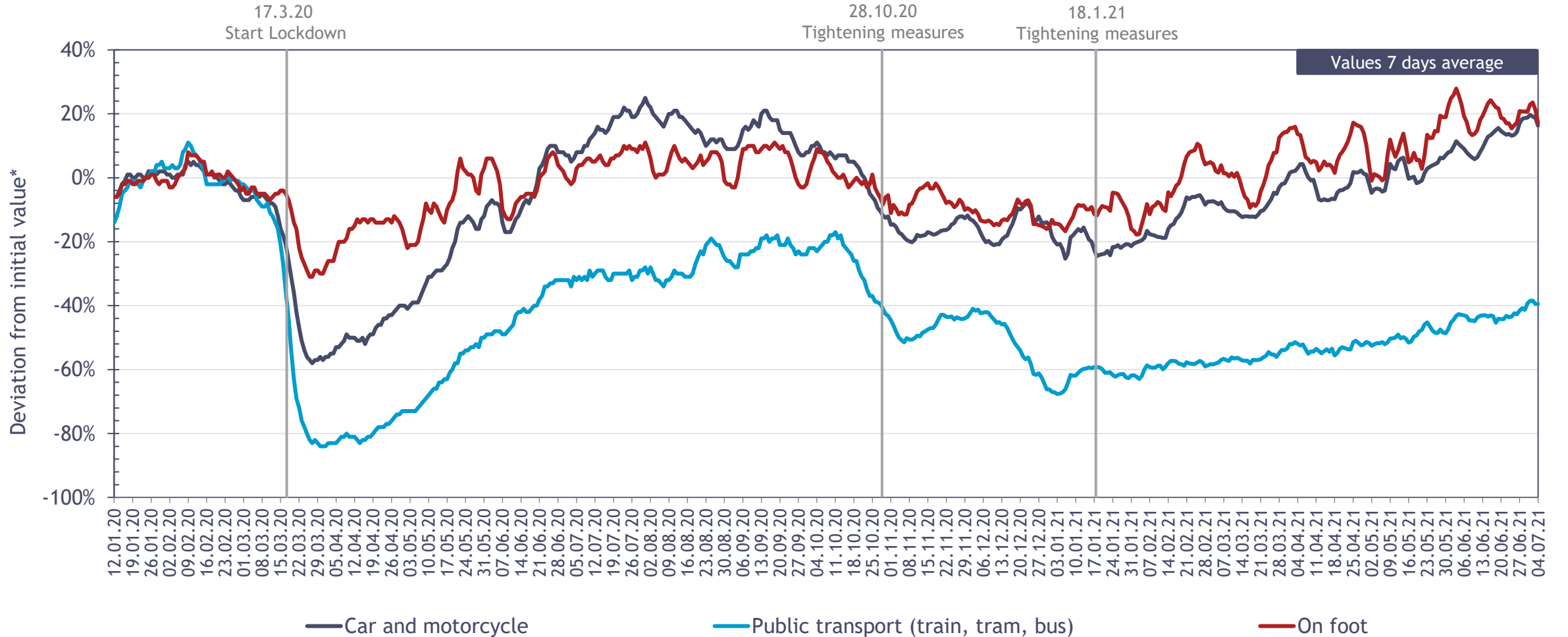
Average daily basis: n=2'561 Footprints panelists

Daily Distances by Age



Average daily base: n=[]

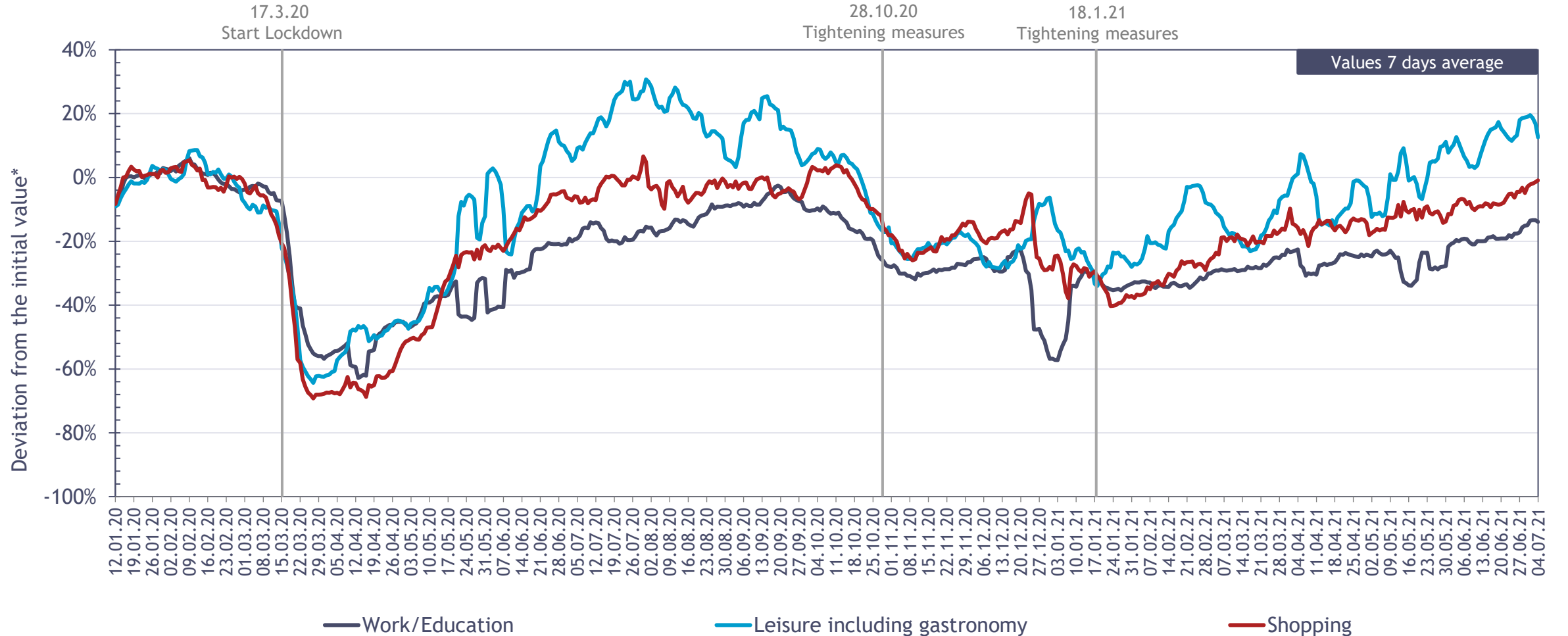
Relative Development of Transport Use



* 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

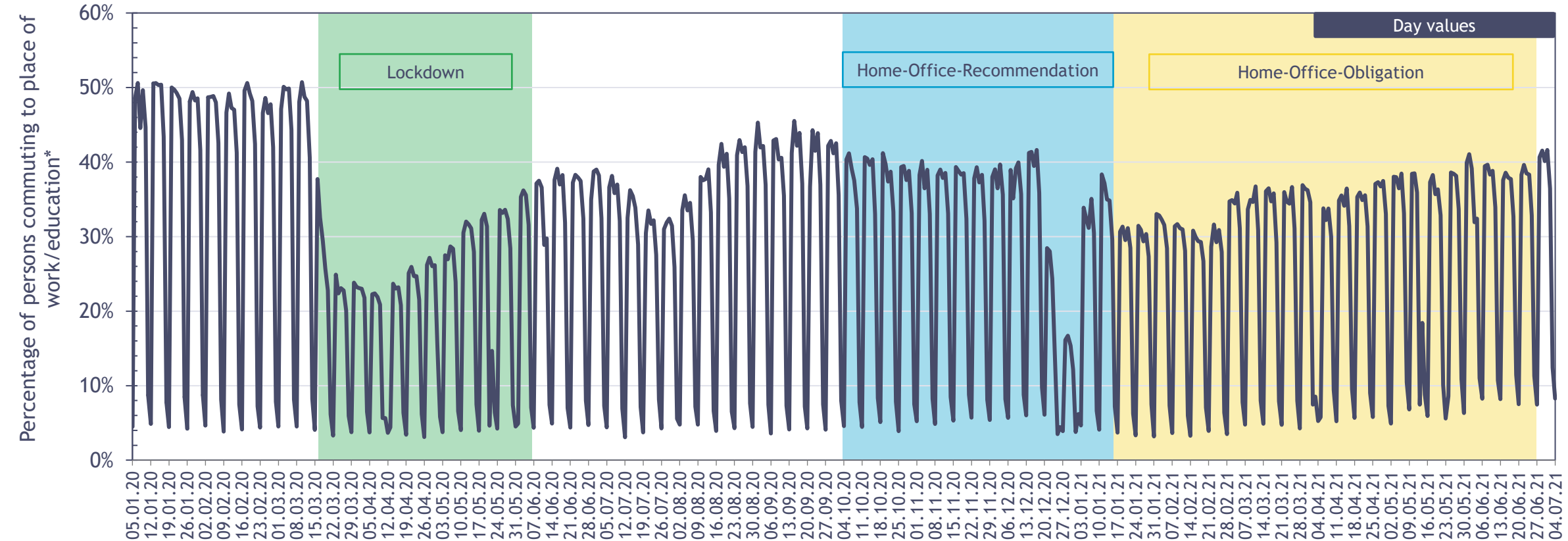
Relative Development Mobility Purpose



* 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 / CO₂



Urban planing



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