# Google

# Sweden June 12, 2020

# Mobility changes

This dataset is intended to help remediate the impact of COVID-19. It shouldn't be used for medical diagnostic, prognostic, or treatment purposes. It also isn't intended to be used for guidance on personal travel plans.

Each Community Mobility Report dataset is presented by location and highlights the percent change in visits to places like grocery stores and parks within a geographic area. How to use this report.

Location accuracy and the understanding of categorized places varies from region to region, so we don't recommend using this data to compare changes between countries, or between regions with different characteristics (e.g. rural versus urban areas).

We'll leave a region out of the report if we don't have statistically significant levels of data. To learn how we calculate these trends and preserve privacy, read About this data.

**Retail & recreation** 

-3%

compared to baseline

Grocery & pharmacy

compared to baseline

Parks



compared to baseline

+80%	
+40%	
Baseline	
-40%	





Fri. May 22

Fri. Jun 12

12

+80% +40% Baseline -40%

Fri. May 1

-80%		
Fri, May 1	Fri, May 22	Fri, Jun

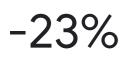
Mobility trends for places like restaurants, cafes, shopping centers, theme parks, museums, libraries, and movie theaters.

Mobility trends for places like grocery markets, food warehouses, farmers markets, specialty food shops, drug stores, and pharmacies.

Mobility trends for places like national parks, public beaches, marinas, dog parks, plazas, and public gardens.



### **Transit stations**



compared to baseline

Workplaces

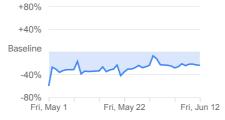
-29%

compared to baseline

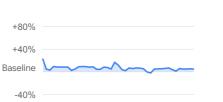
Residential

+5%

compared to baseline







Fri, May 22

Fri, Jun 12

-80% Fri, May 1 hubs such as subway, bus, and train stations.

Mobility trends for places like public transport

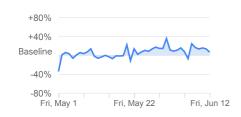
Mobility trends for places of work.

Mobility trends for places of residence.

# **Blekinge** County

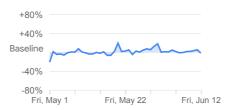
### Retail & recreation

#### +7% compared to baseline



# Grocery & pharmacy

# -1% compared to baseline



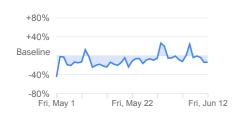
### Parks 🗱

#### +58% compared to baseline



### Transit stations

### -14% compared to baseline





### -26% compared to baseline

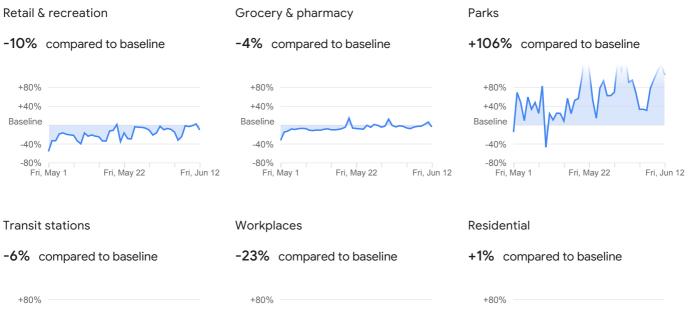


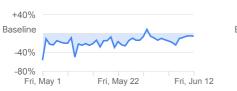
### Residential 🛠

### +6% compared to baseline

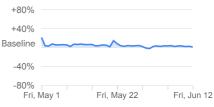


# Dalarna County









# **Gavleborg** County

### **Retail & recreation**

**Transit stations** 

+80%

+40%

-40%

-80%

-80%

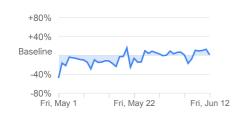
Fri. May 1

Fri. May 22

Baseline

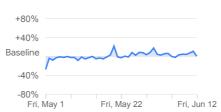
-11% compared to baseline

### +1% compared to baseline



# Grocery & pharmacy

# +0% compared to baseline



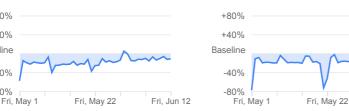
### Parks\*

#### +82% compared to baseline



### Workplaces

### -26% compared to baseline



# Residential

-80%

Fri. May 1

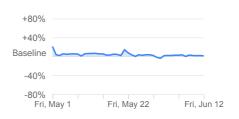
Fri. Jun 12

Fri, May 22

Fri, Jun 12

Fri, Jun 12

### +2% compared to baseline



# **Gotland County**

#### Retail & recreation\* Grocery & pharmacy Parks\* +24% compared to baseline +7% compared to baseline +80% +80% +80% +40% +40% +40% $\Lambda_{\Lambda} \sim \Lambda$ Baseline Baseline Baseline -40% -40% -40% -80% -80% -80% Fri, May 1 Fri. May 22 Fri. Jun 12 Fri, May 1 Fri. May 22 Fri. Jun 12 Fri. May 1 Fri. May 22 Fri, Jun 12 Transit stations **\*** Workplaces Residential **\*** -16% compared to baseline -19% compared to baseline +4% compared to baseline +80% +80% +80% +40% +40% +40% Baseline Baseline Baseline -40% -40% -40%

\* Not enough data for this date: Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

Fri, May 22

-80%

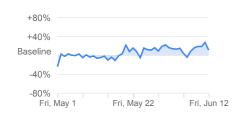
Fri. May 1

Fri. Jun 12

# Halland County

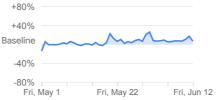
### **Retail & recreation**

### +11% compared to baseline



# +7% compared to baseline

Grocery & pharmacy



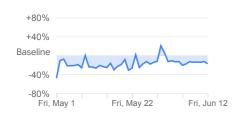
### Parks\*

#### +107% compared to baseline



### **Transit stations**

### -17% compared to baseline



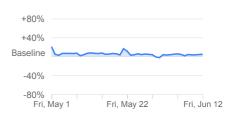
# Workplaces

### -26% compared to baseline



### Residential

### +5% compared to baseline



# **Jamtland County**

Baseline

-40%

-80%

#### **Retail & recreation** Grocery & pharmacy Parks\* -16% compared to baseline -7% compared to baseline +20% compared to baseline +80% +80% +80% +40% +40% +40% Baseline Baseline Baseline -40% -40% -40% -80% -80% -80% Fri. Jun 12 Fri. Jun 12 Fri. May 22 Fri, Jun 12 Fri, May Fri. May 22 Fri, May 1 Fri, May 22 Fri. May 1 **Transit stations** Workplaces Residential **\*** -22% compared to baseline -25% compared to baseline +1% compared to baseline +80% +80% +80% +40% +40% +40%



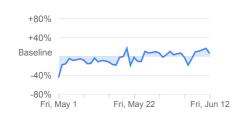




# Jonkoping County

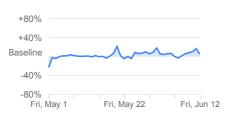
#### **Retail & recreation**

#### +6% compared to baseline



# Grocery & pharmacy

### +5% compared to baseline



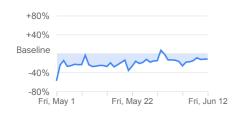
#### Parks\*

#### +89% compared to baseline



### **Transit stations**

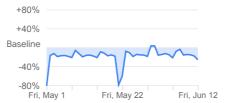
### -11% compared to baseline





Workplaces

### -26% compared to baseline



### Residential

-40%

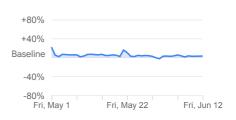
-80%

Fri. May 1

Fri, May 22

Fri, Jun 12

#### +4% compared to baseline



# Kalmar County

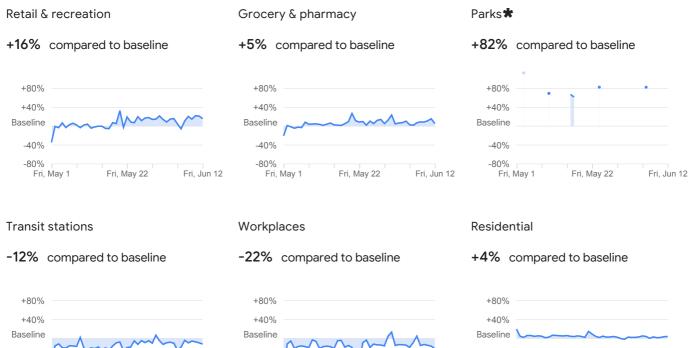
-40%

-80%

Fri. Mav 1

Fri. May 22

Fri. Jun 12

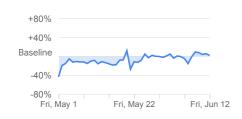


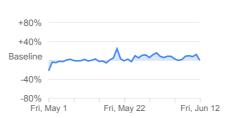


# Kronoberg County

### Retail & recreation

### +2% compared to baseline





# Parks 🛣



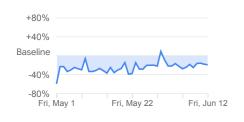
### Transit stations

-80%

Fri. Mav 1

Fri. May 22

### -19% compared to baseline



# Workplaces

Grocery & pharmacy

+0% compared to baseline

### -24% compared to baseline

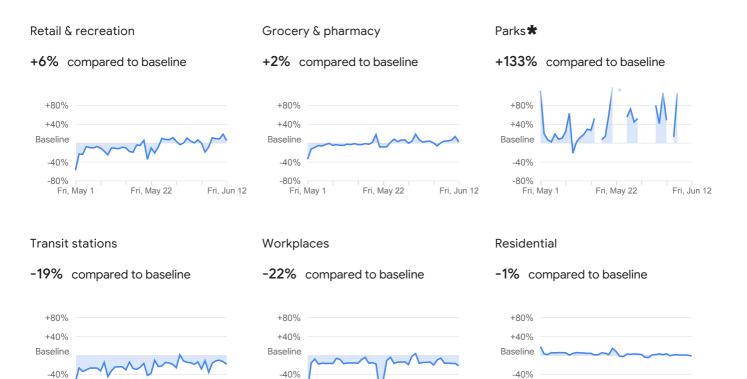


### Residential **\***

### +4% compared to baseline



# Norrbotten County





\* Not enough data for this date: Currently, there is not enough data to provide a complete analysis of this place. Google needs a significant volume of data to generate an aggregated and anonymous view of trends.

-80%

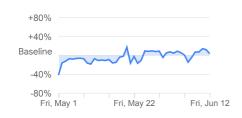
Fri, May 1

Fri. Jun 12

# Örebro County

### **Retail & recreation**

### +4% compared to baseline



# +80% +40% Baseline -40% -80%

Fri, May 1 Fri, May 22 Fri, Jun 12

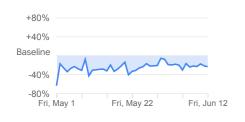
## Parks\*

+119% compared to baseline



### **Transit stations**

# -23% compared to baseline



# Workplaces

Grocery & pharmacy

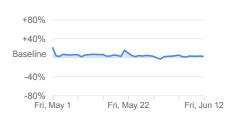
-4% compared to baseline

### -26% compared to baseline



### Residential

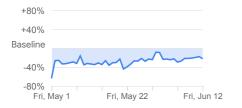
### +3% compared to baseline



# Östergötland County

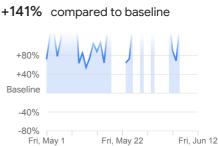
#### **Retail & recreation** Grocery & pharmacy Parks\* +6% compared to baseline +3% compared to baseline +80% +80% +80% +40% +40% +40% Baseline Baseline Baseline -40% -40% -40% -80% -80% -80% Fri, May 1 Fri, May 22 Fri. Jun 12 Fri. May 1 Fri. May 22 Fri. Jun 12 **Transit stations** Workplaces

### -22% compared to baseline



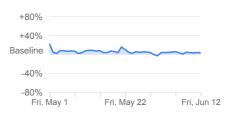
### -28% compared to baseline





### Residential

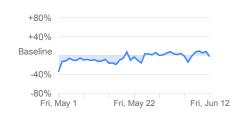
### +4% compared to baseline



# Skåne County

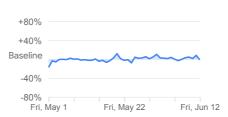
### Retail & recreation

### -3% compared to baseline



# Grocery & pharmacy

-1% compared to baseline



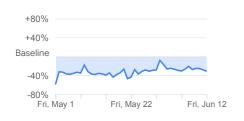
### Parks

# +115% compared to baseline



### Transit stations

### -31% compared to baseline



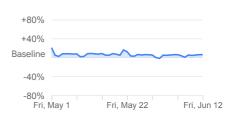
### Workplaces

### -27% compared to baseline

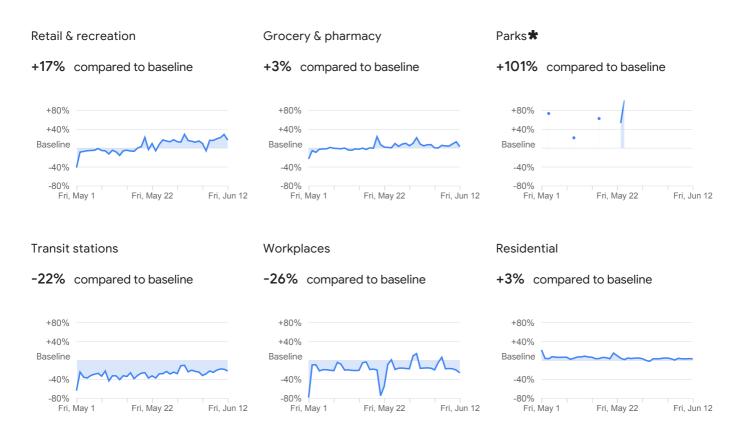


### Residential

### +7% compared to baseline



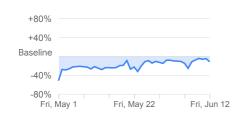
# Södermanland County

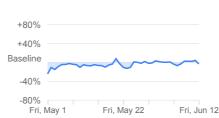


# Stockholm County

### Retail & recreation

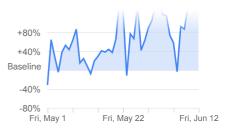
### -11% compared to baseline





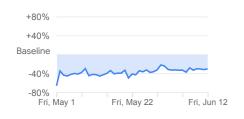
#### Parks

### +139% compared to baseline



### Transit stations

### -30% compared to baseline



# Workplaces

Grocery & pharmacy

-3% compared to baseline

### -38% compared to baseline



# Residential

-40%

-80%

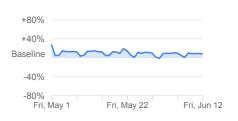
Fri. May 1

Fri. Jun 12

Fri, May 22

Fri, Jun 12

### +8% compared to baseline



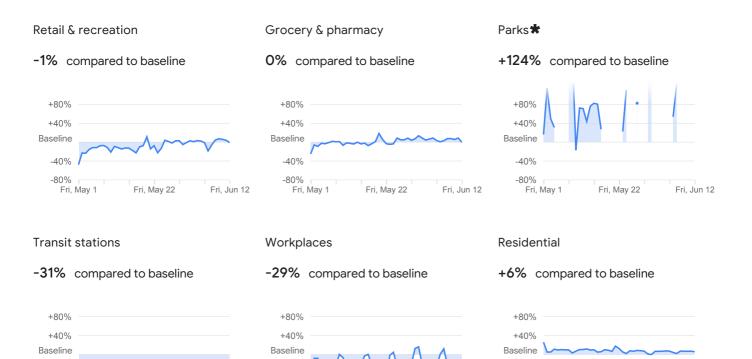
# Uppsala County

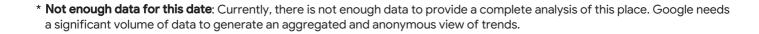
-40%

-80%

Fri. Mav 1

Fri, May 22





Fri, May 22

-40%

-80%

Fri. May 1

Fri. Jun 12

# Varmland County

### Retail & recreation

**Transit stations** 

+80%

+40%

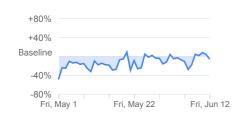
-80%

Fri, May 1

Baseline

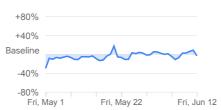
-9% compared to baseline

### -6% compared to baseline



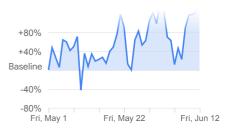
# Grocery & pharmacy

## -3% compared to baseline



#### Parks

#### +142% compared to baseline



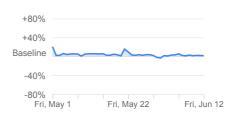
### Workplaces

### -23% compared to baseline



# Residential

### +2% compared to baseline

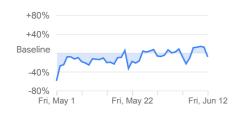


# Västerbotten County

Fri, May 22

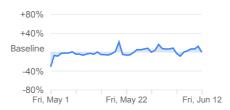
# Retail & recreation

-8% compared to baseline

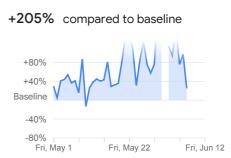


### Grocery & pharmacy

-1% compared to baseline

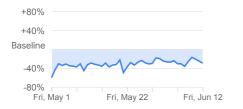


### Parks 🛠



### Transit stations

-29% compared to baseline



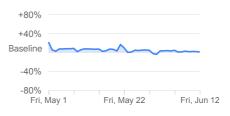
### Workplaces

### -27% compared to baseline



### Residential

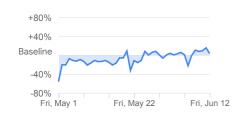
+1% compared to baseline



# Västernorrland County

### Retail & recreation

### +4% compared to baseline



# +80% +40% Baseline -40%

Grocery & pharmacy

+4% compared to baseline

Fri, May 1 Fri, May 22 Fri, Jun 12

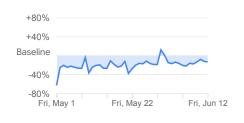
# Parks 苯

+3% compared to baseline



### Transit stations

# -13% compared to baseline



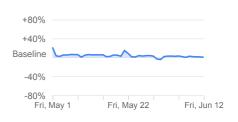
# Workplaces

### -24% compared to baseline

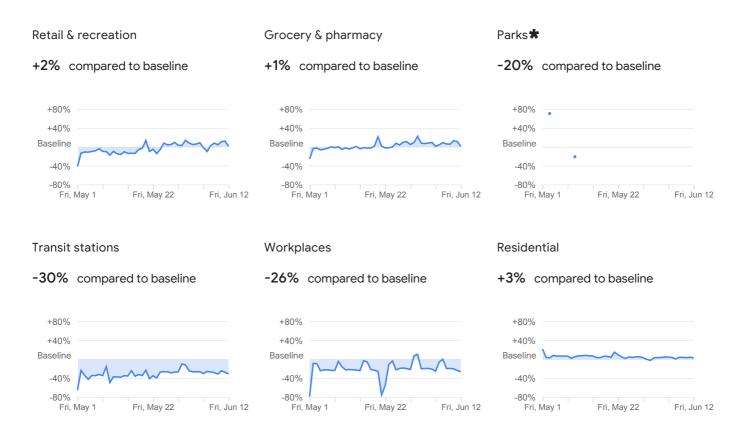


### Residential

+1% compared to baseline



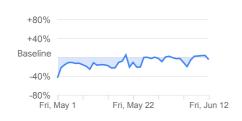
# Västmanland County



# Västra Götaland County

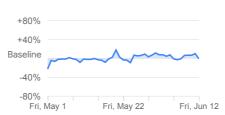
### Retail & recreation

#### -5% compared to baseline



### Grocery & pharmacy

### -1% compared to baseline



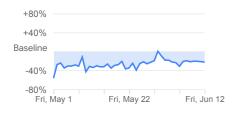
### Parks

# +219% compared to baseline



### Transit stations

#### -22% compared to baseline



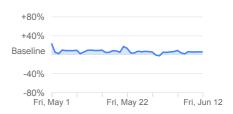
# Workplaces

### -30% compared to baseline



## Residential

### +6% compared to baseline



# About this data

These reports show how visits and length of stay at different places change compared to a baseline. We calculate these changes using the same kind of aggregated and anonymized data used to show popular times for places in Google Maps.

Changes for each day are compared to a baseline value for that day of the week:

• The baseline is the *median* value, for the corresponding day of the week, during the 5-week period Jan 3–Feb 6, 2020.

• The reports show trends over several weeks with the most recent data representing approximately 2-3 days ago—this is how long it takes to produce the reports.

What data is included in the calculation depends on user settings, connectivity, and whether it meets our privacy threshold. If the privacy threshold isn't met (when somewhere isn't busy enough to ensure anonymity) we don't show a change for the day.

We include categories that are useful to social distancing efforts as well as access to essential services.

We calculate these insights based on data from users who have opted-in to Location History for their Google Account, so the data represents a sample of our users. As with all samples, this may or may not represent the exact behavior of a wider population.

# Preserving privacy

These reports were developed to be helpful while adhering to our stringent privacy protocols and protecting people's privacy. No personally identifiable information, like an individual's location, contacts or movement, is made available at any point.

Insights in these reports are created with aggregated, anonymized sets of data from users who have turned on the Location History setting, which is off by default. People who have Location History turned on can choose to turn it off at any time from their Google Account and can always delete Location History data directly from their Timeline.

These reports are powered by the same world-class anonymization technology that we use in our products every day and that keep your activity data private and secure. These reports use differential privacy, which adds artificial noise to our datasets enabling high quality results without identifying any individual person. These privacy-preserving protections also ensure that the absolute number of visits isn't shared.

# Further resources

To learn how you can best use this report in your work, visit Mobility Reports Help.

To get the latest report, visit google.com/covid19/mobility