



O₂ Motion data gives ONS insight into mobility in the UK

Daily travel data helps the Office for National Statistics provide robust and timely evidence for Government policy during the COVID-19 pandemic.



O₂ business



UK-wide, anonymous and aggregated data

O₂ Motion's data gives a reliable picture of trends in movement around the UK.



Challenges

- The need for an extensive data set covering trends in movement
- Ethical and privacy standards require that data is anonymous and aggregated
- Data needs to be regularly updated to cope with a fast-changing pandemic situation



Products

- O₂ Motion
- O₂ network



Results

- A powerful data set covering people's movements in the UK
- Bespoke data requests matched wherever possible
- Fully anonymised, aggregated data
- Daily and weekly data sets provided in easily accessible formats
- Insight and analysis of data
- Regular round table discussions on availability, collection and use of data



ONS provides statistics and insights on the UK's economy, society and population for the UK Government, society and businesses. As the COVID-19 pandemic began to take hold, ONS were looking for timely, reliable data sets that would help them establish movement trends among the population, which could then be used to gain insight and inform the country's response.

While O₂ Motion's origin and destination data set is fully anonymised and aggregated, it shows how groups of people are moving around their neighbourhoods and across the country. With 25m users, O₂ has a very large data set of movements in the UK. And because people tend to travel with their mobiles, location data can be aggregated to establish reliable patterns of travel for the whole population. With a refreshed feed every 24 hours, the O₂ Motion data is up to date and in near real time – crucial in a fast-moving situation such as a pandemic.

O₂ also offered to adapt the data sets to gain additional insights at ONS's request, for instance focusing on older age demographics to help understand the behaviour of more vulnerable elderly people, mobility around parks and public spaces and how people are moving around in specific 'hotspot' regions.

O₂ continues to work with ONS to develop new data sets, analyse existing data and offer new insights.

Ethical data

All data used by ONS is subject to an ethical review framework to ensure it's being used for the public good.

Bespoke offering

O₂ Motion has a wealth of data available in existing data sets, or it can be tailored to specific requirements on request.

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www.o2.co.uk/enterprise/insights

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25m users

O₂ Motion's huge reach, more than a third of the UK adult population, allows for a very large data set reflecting public travel. The timely, granular data provides additional insights to supplement what we know from statistical surveys.

Demographic travel patterns

While the data is anonymised and aggregated, it contains a broad range of insights into the travel of different demographics (old, young, male, female etc) as well as income groups, length of journey, dwell time and much more.

Unique data set

O₂ Motion's dynamic data is updated every day and covers the entire UK, offering unique insights into the public's movements both nationally and in specific regions.

“ONS have been very clear about the data they require and we've worked hard to deliver it for them. We also provided insights into how existing data can be used to deliver the results they're looking for.”

Ian Burrows, Digital Insights Director, O₂