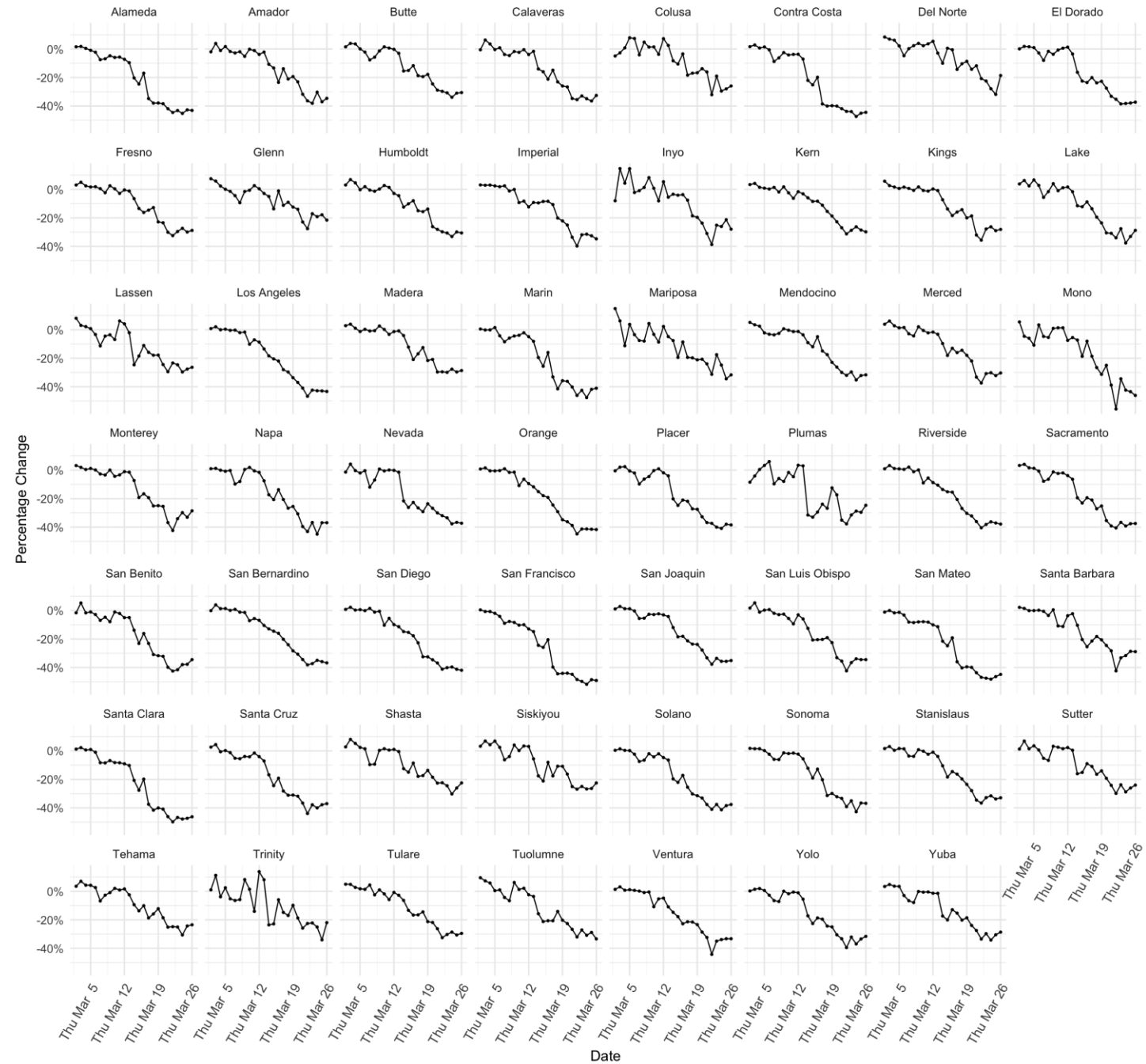


California Population Mobility Report (Ending 03/26/2020)

Facebook Data for Good

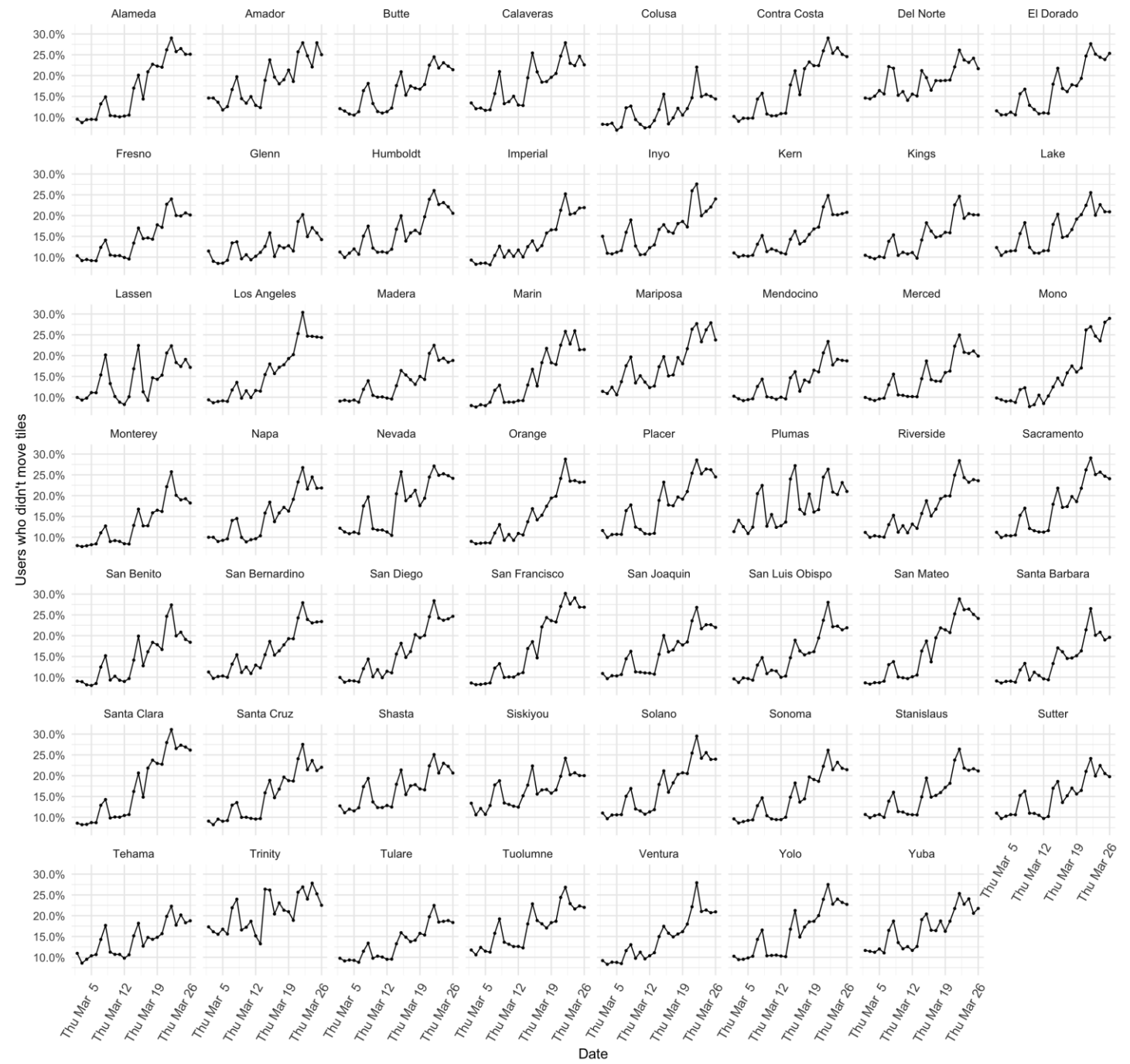
Prepared for Distribution to the State of California by Andrew Schroeder, Direct Relief

Relative change in mobility* California Counties
% changes are with respect to same day-of-week mobility observed during the last two weeks of February.

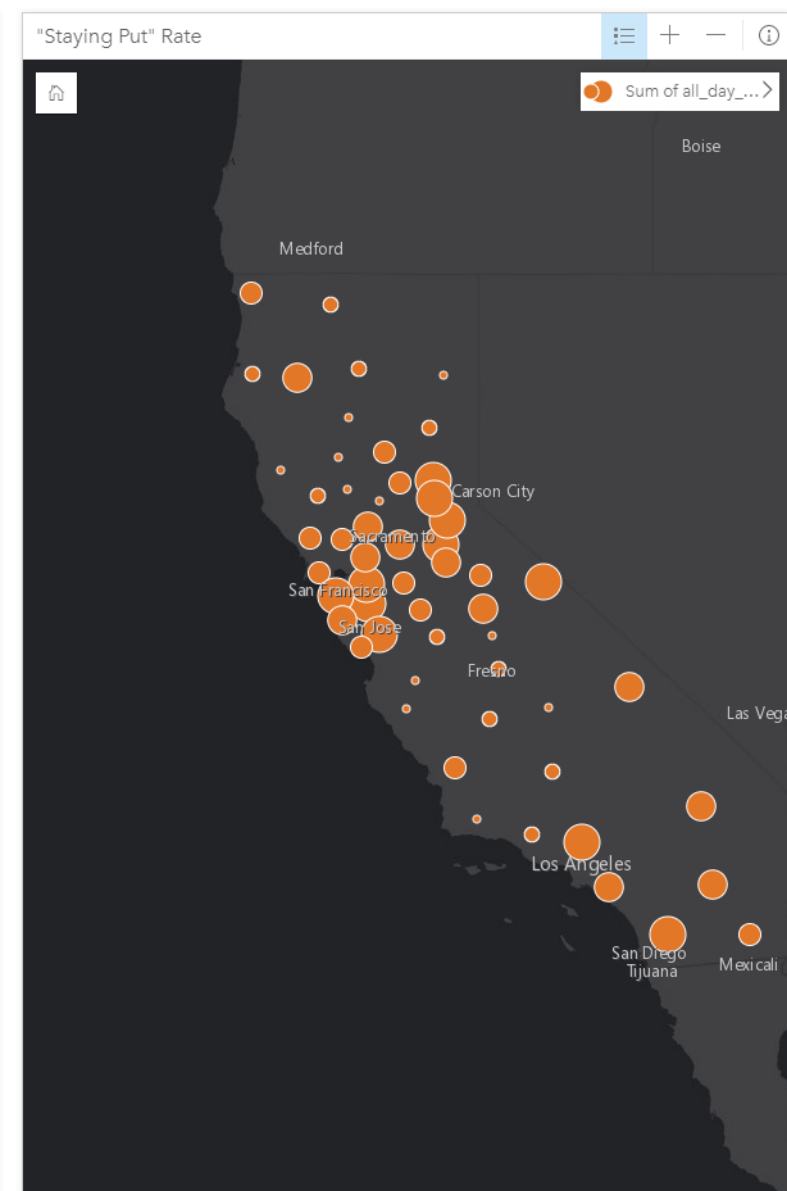
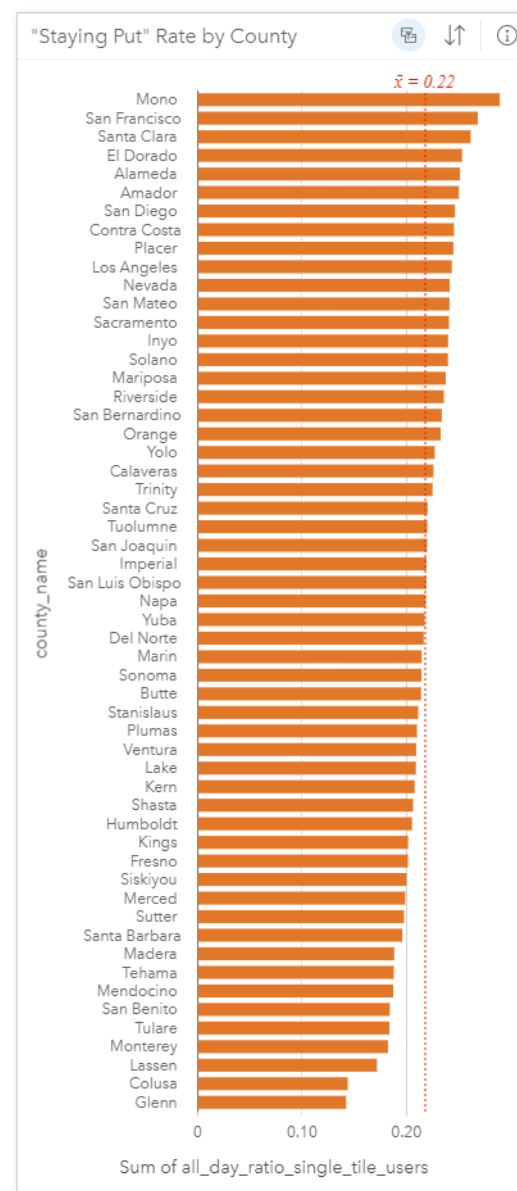
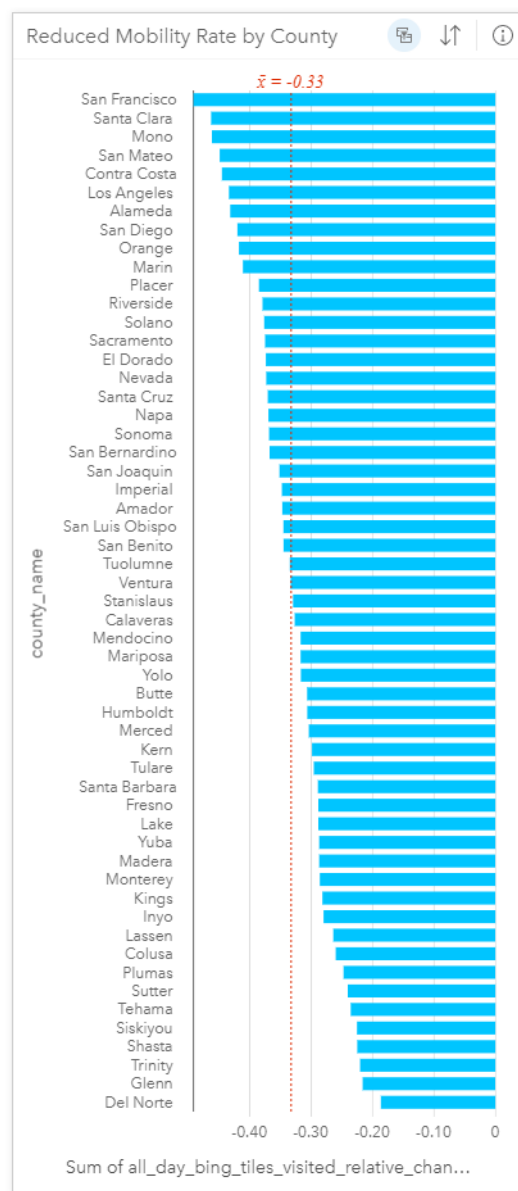
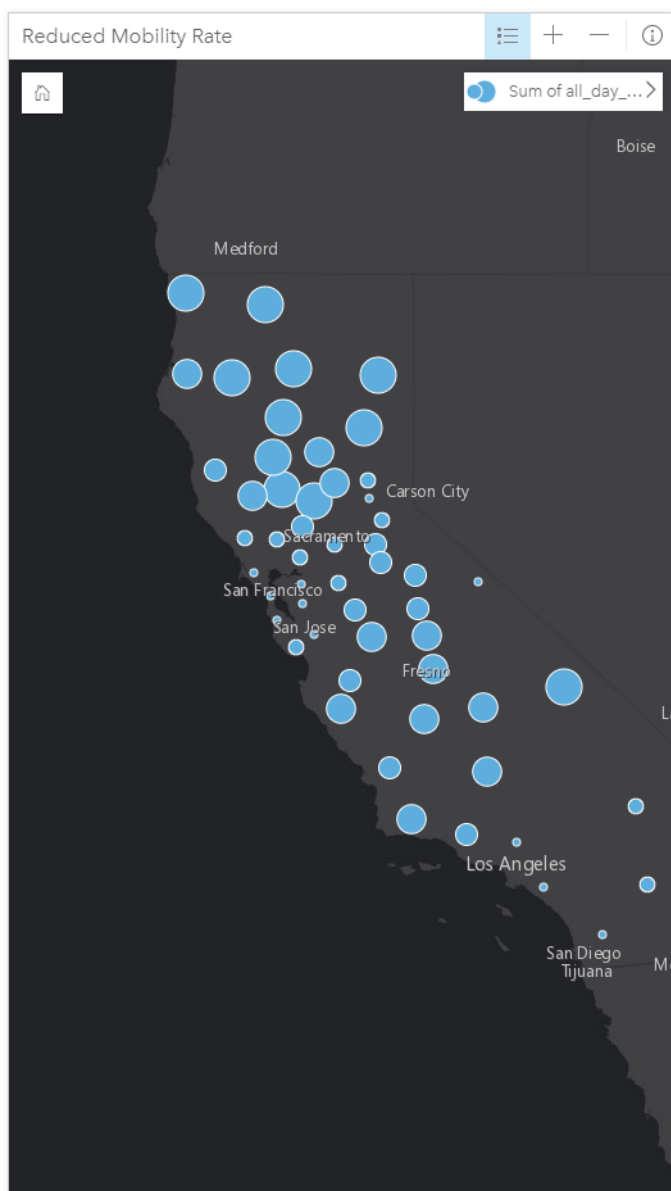


*Based on average number of Bing Level 16 tiles visited by location-history-enabled users

Percentage of users who "stayed put"* in California Counties



*Based on % of users who were observed in only one Bing Level 16 tile among all location-history-enabled users



<https://insights.arcgis.com/#/view/4905516f884b444eb6b50cd79cc246d7>

Methods statement:

- For all calculations of population movement in this report, we assign people to counties using baseline predictions on where people live based on the Bing tile (.6km²), or square on a map, that people are observed in most frequently. We then compute the number of tiles that people living in each county visited on a given day, compared to the average number of tiles visited on the same day of week in the preceding two weeks.
- By this logic, a value of -30% on the graph means that the average number of tiles visited dropped by 30%.
- [President's Day – Feb 17 – was excluded from baseline calculation.]
- For measure of “staying put,” users being aggregated must have remained in the same tile for each of three 8-hour time periods in a single 24-hour day.