

A smiling woman with dark curly hair, wearing round sunglasses and a dark leather jacket over a white shirt, is looking down at her smartphone. The background is a vibrant, colorful dot-matrix pattern in shades of orange, red, and pink. The overall image has a dark, semi-transparent overlay.

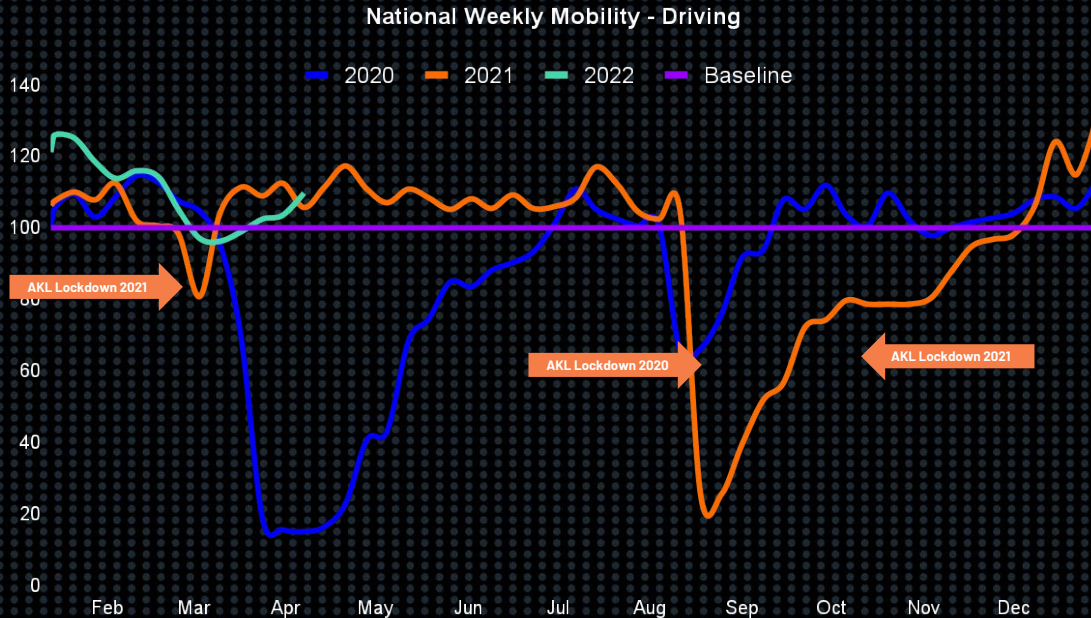
# **Mobility & Outdoor**

## Media Seasonality

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# There is no seasonality to mobility, with the only significant declines happening during COVID lockdowns

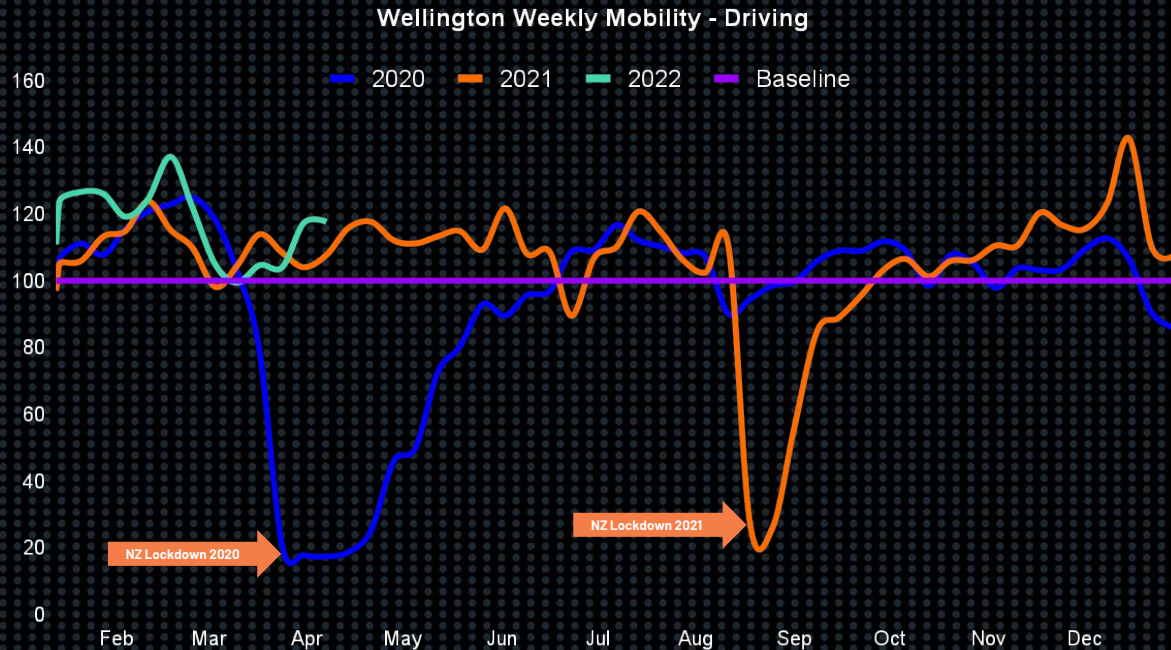


All of the significant falls in mobility occur during COVID lockdowns. In times without lockdown, we see mobility hover around or above the baseline.

The baseline indicates normal levels of mobility. Outdoor media consumption is closely linked with mobility, because people see outdoor media ads as they move around.



# Data from Wellington confirms that there is no seasonality to mobility



Auckland went through a lot more lockdowns than the rest of the country, which has a big impact on national mobility numbers.

As Wellington was less affected by lockdowns, we can get a clearer picture of normal seasonality. Apart from when Wellington was in lockdown, there are only a few moments when mobility fell below baseline:

- The last week of December often sees people leave cities as they go on their summer holiday.
- During particularly stormy weeks we saw mobility drop.



# Why is there no seasonality for mobility?

Because most of the travel people do is not seasonal and done every day or week



**Dropping children at school**



**Commuting to work**



**Eating or drinking out**



**Back & weekend getaways**



**Visiting family or friends**



**Sport training and matches**



**Gym and exercise**



**Grocery & other shopping**





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