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Using Huq Mobility Data to Help Councils Understand Local Areas

“ [The University of Glasgow](#) and the [Urban Big Data Centre](#) offer research expertise to cities across the United Kingdom. Since early 2020, we have used data from Huq Industries to measure mobility trends. Our research using this data centres on finding transport, neighbourhood and green space patterns.

As an academic research institute it's essential we understand the data we work with. How well does it reflect the reality of things? How fully does it represent society as a whole? Validating the data in this way is an essential precursor to its use in other applications.

We used [Acorn](#) data from [CACI](#) to test Huq's data across multiple demographic areas. The results from our analysis are very positive and show that the data is highly representative.

Colleagues in local government now use outputs from Huq's data for travel insights across the Glasgow City region. Uses include origin-destination analyses, and learning what draws people to local neighbourhoods. We are also looking in detail at green space usage, again with a Glasgow City Council focus.

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