PlaceIQ Social Distance Tracker

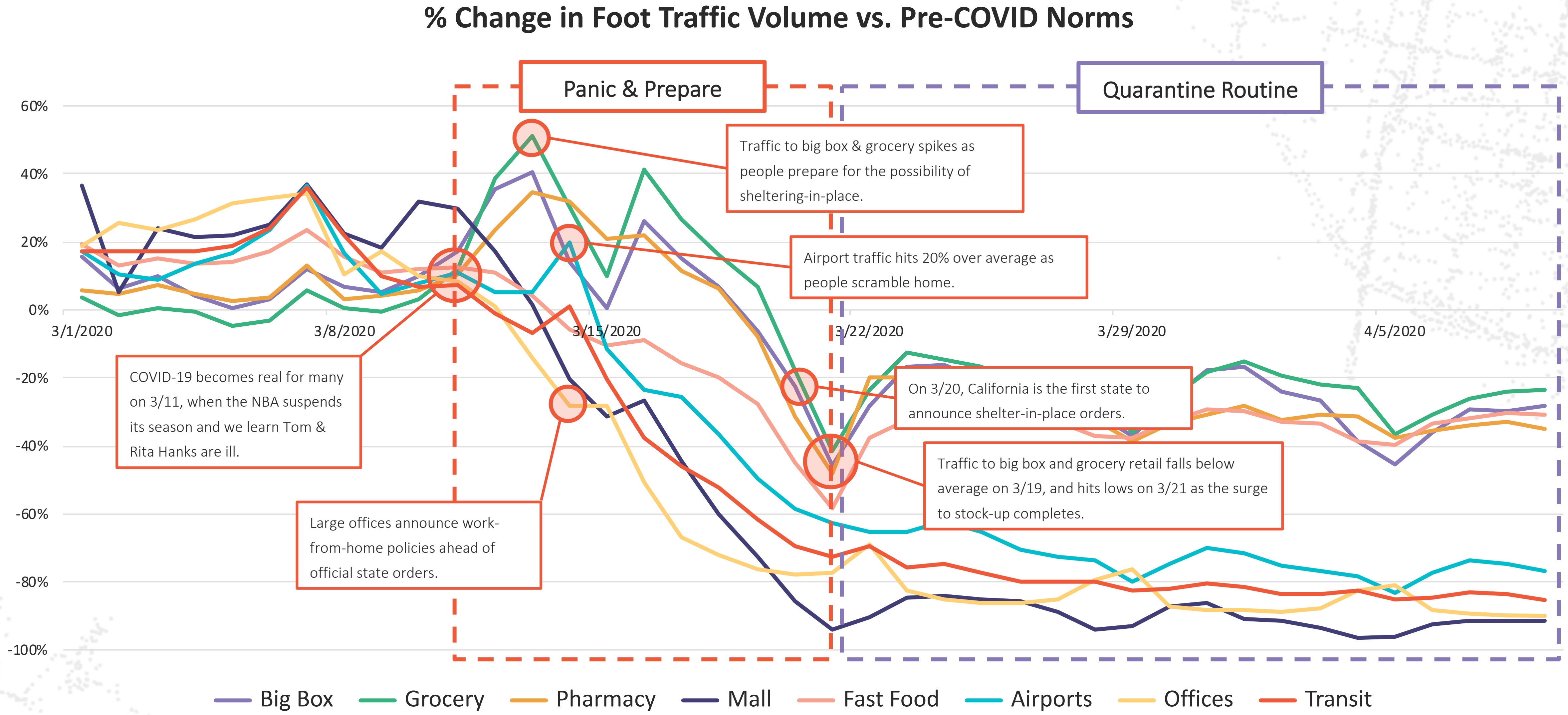
Observing changes in consumer behavior through the lens of foot traffic

April 17th, 2020

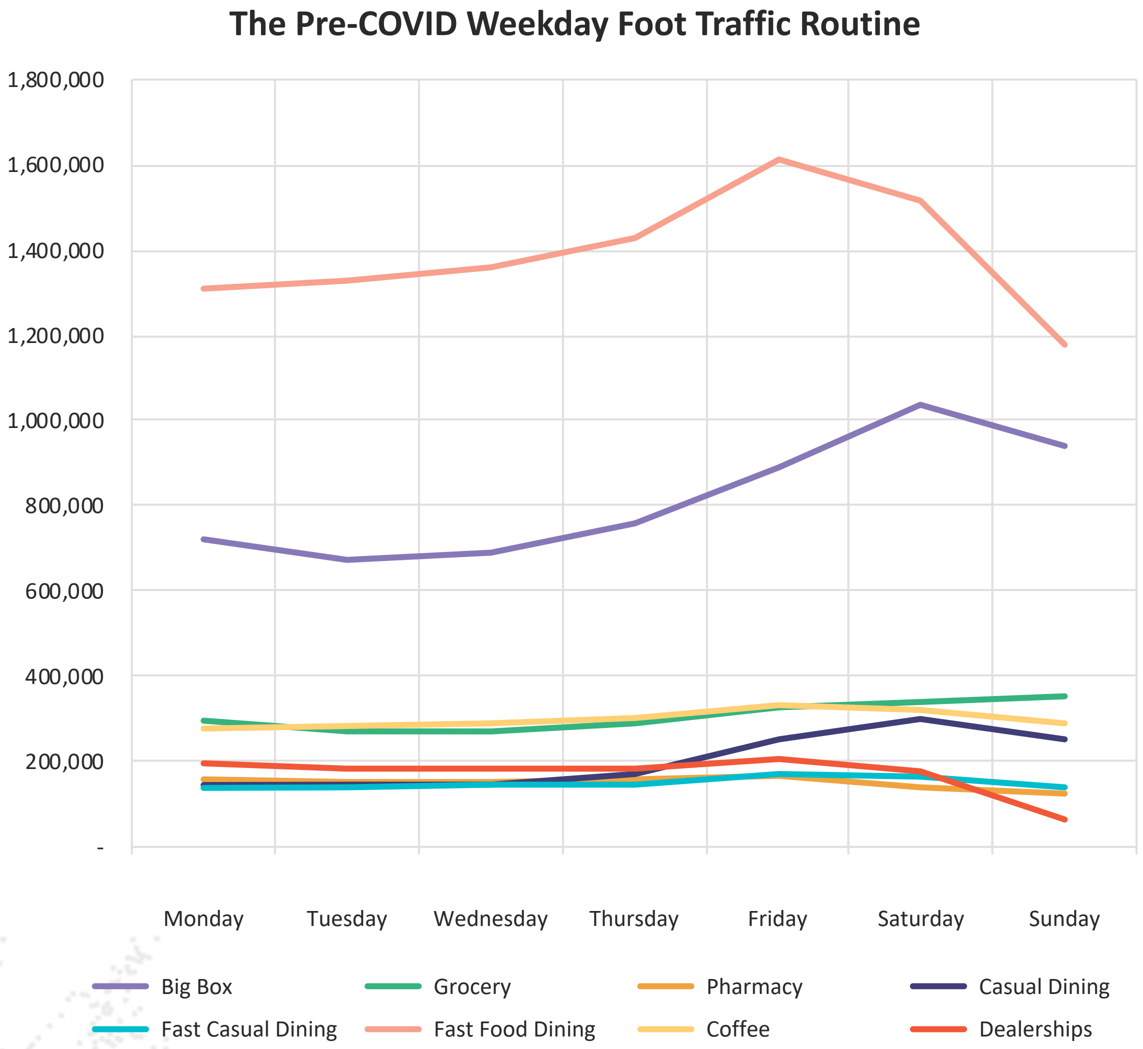
Edition 8: Month In Review

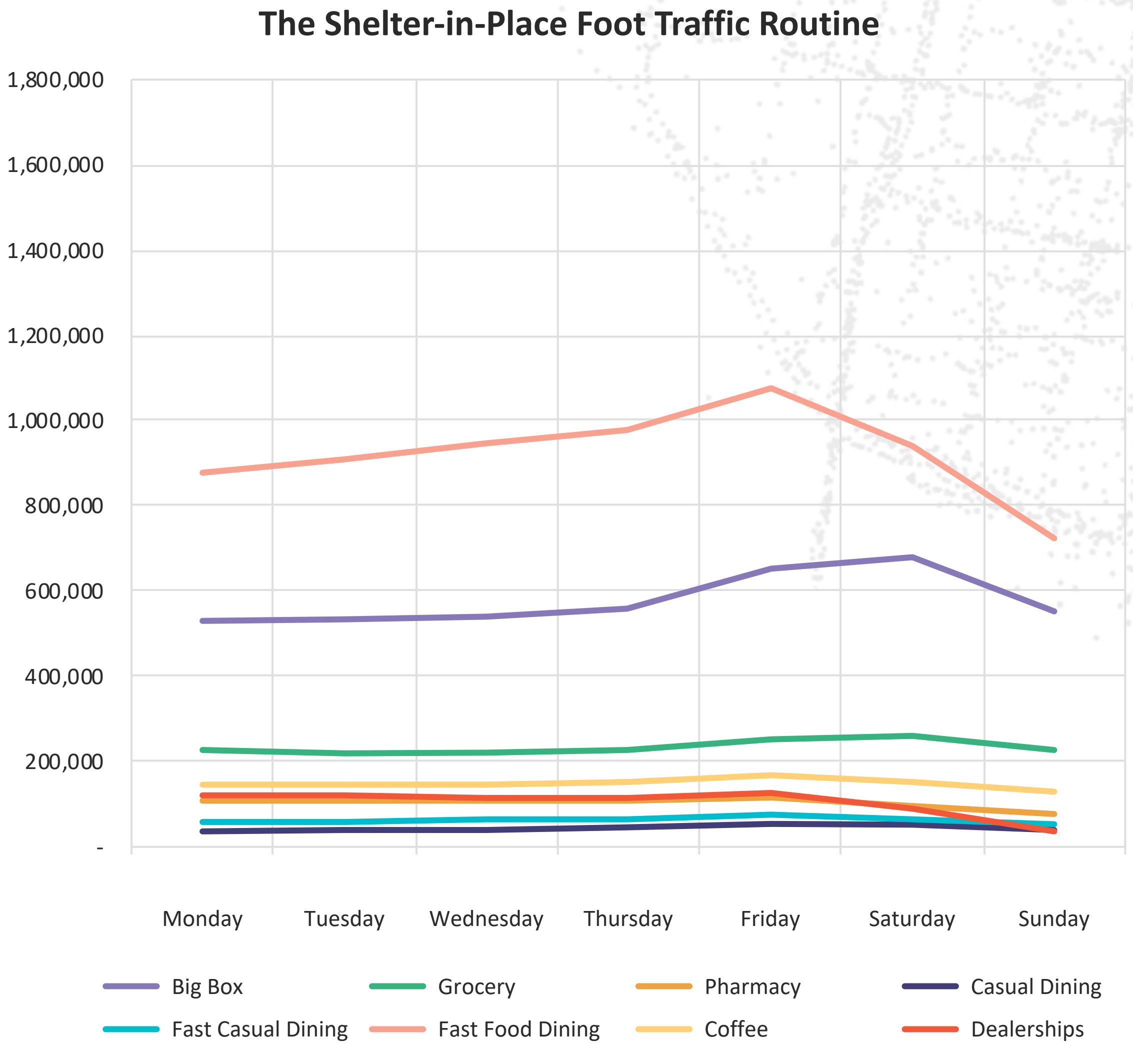
APRIL 17, 2020

THE PHASES OF LIFE DURING COVID-19

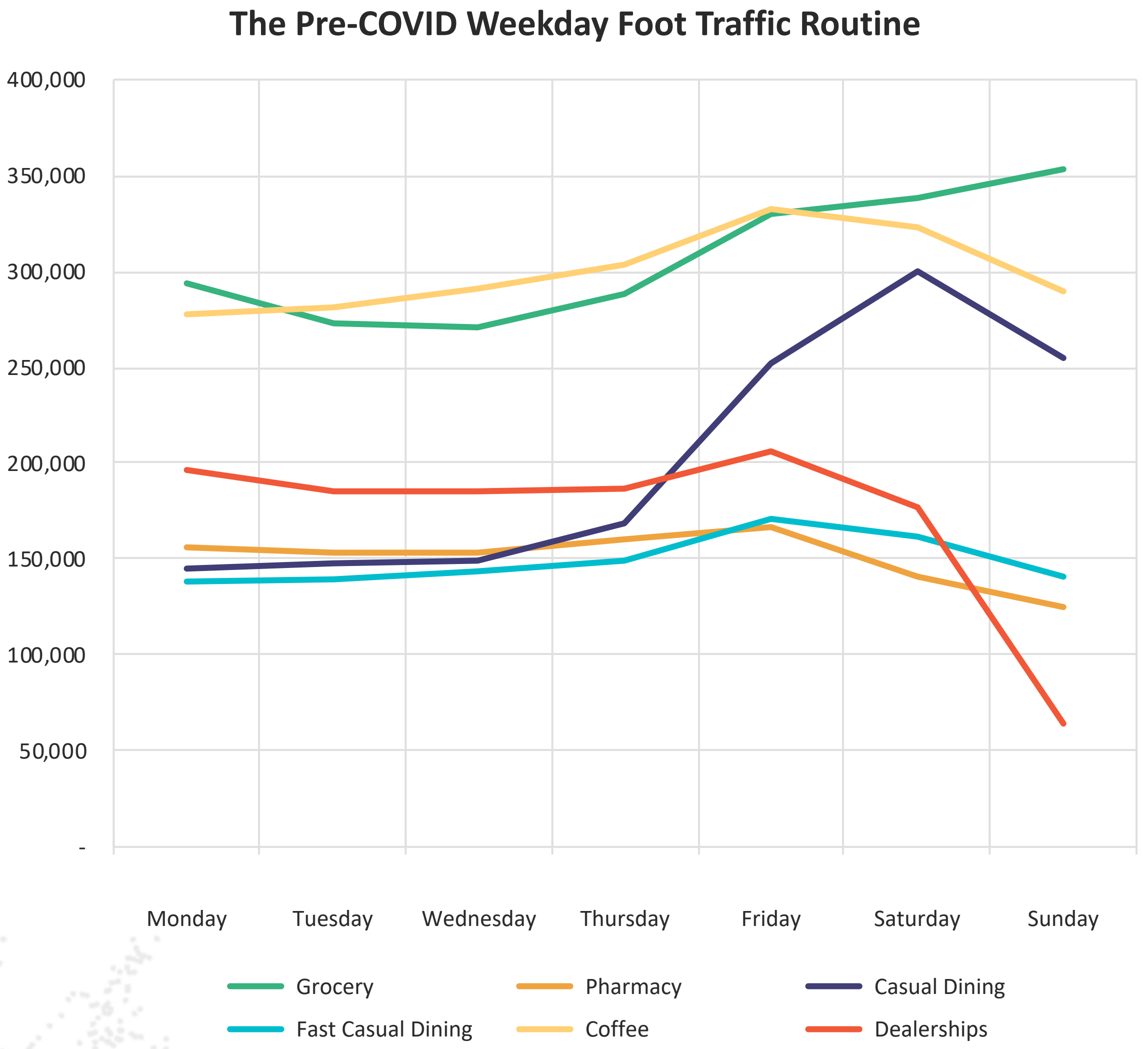


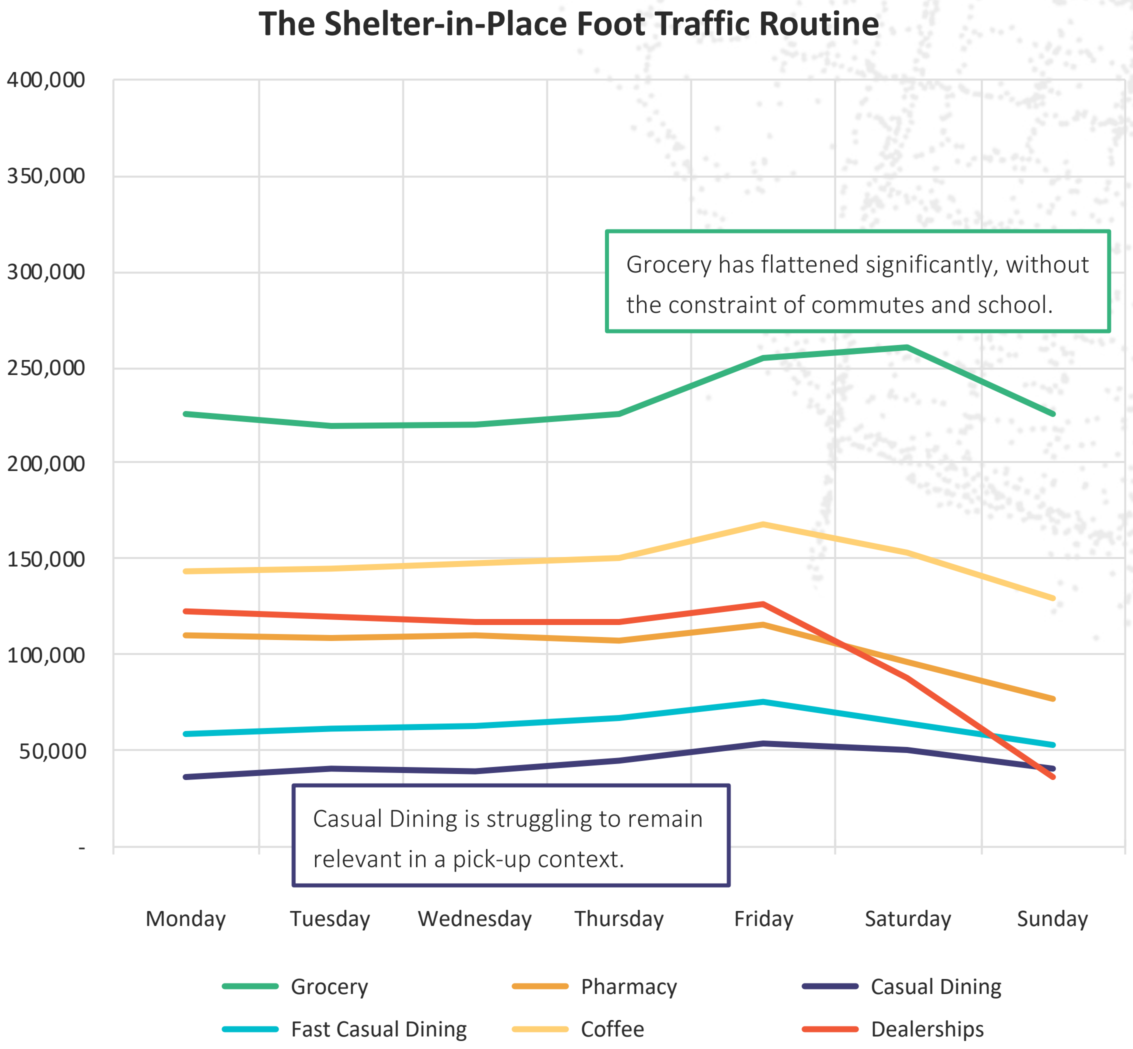
THE SHELTER-IN-PLACE WEEKLY ROUTINE





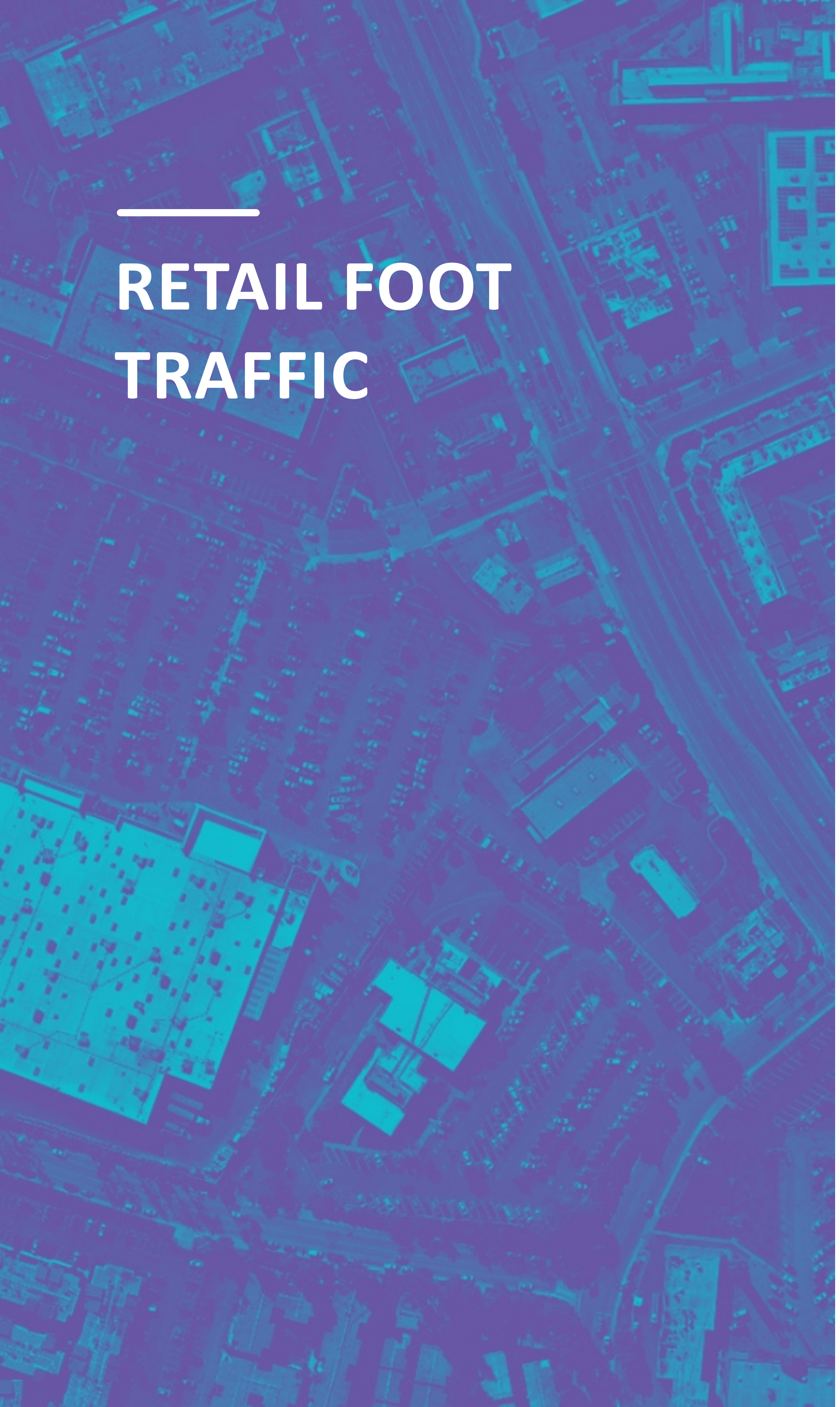
THE SHELTER-IN-PLACE WEEKLY ROUTINE (DETAIL)





VERTICALS AND SUBCATEGORIES VARY IN DECLINE

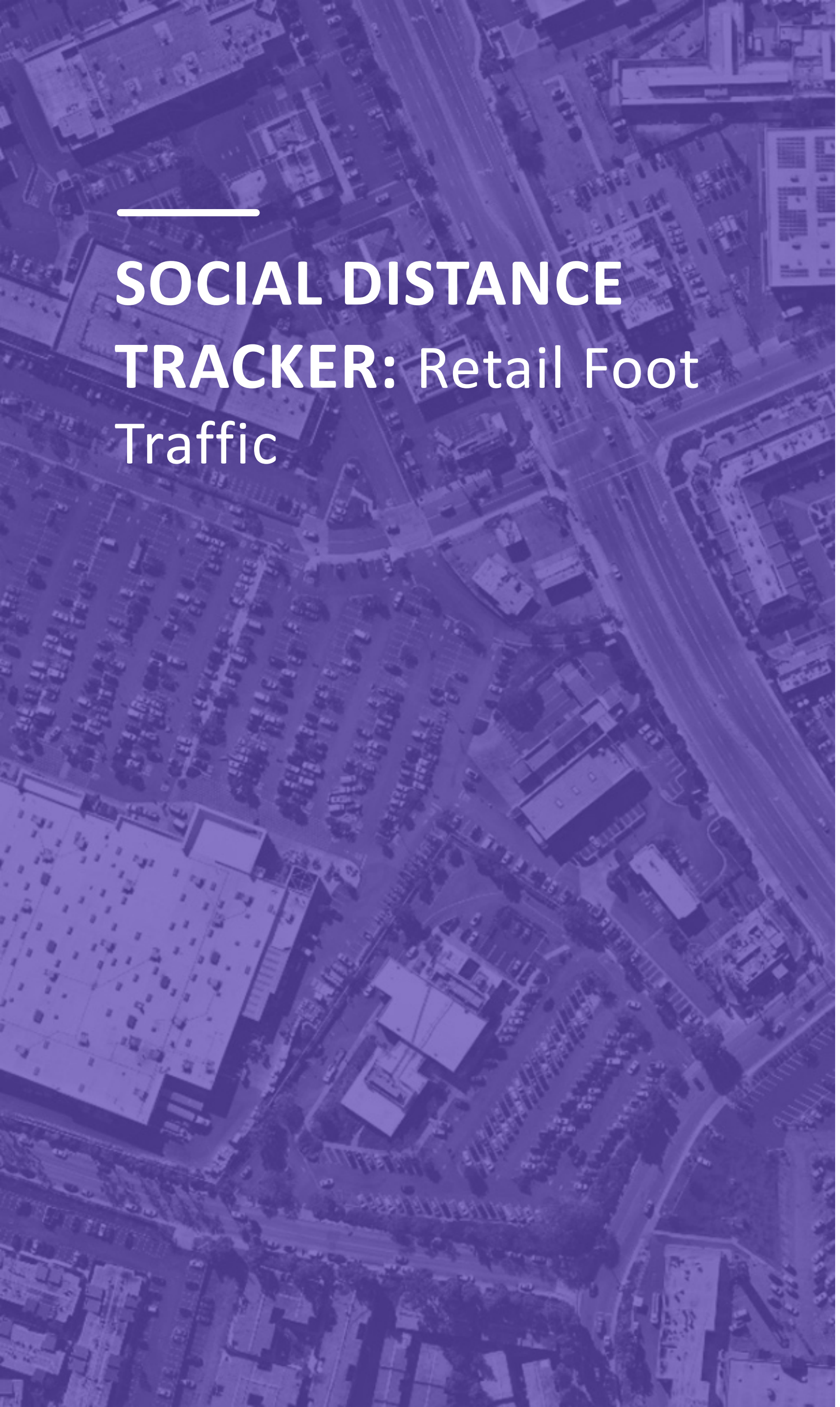
Category	Decline in Foot Traffic
Grocery	- 27%
Big Box	- 34%
Fast Food	- 34%
Pharmacy	- 34%
Auto Dealerships	- 43%
Coffee Shops	- 52%
Fast Casual Dining	- 58%
Nature & Outdoors	- 60%
Airports	- 77%
Casual Dining	- 77%



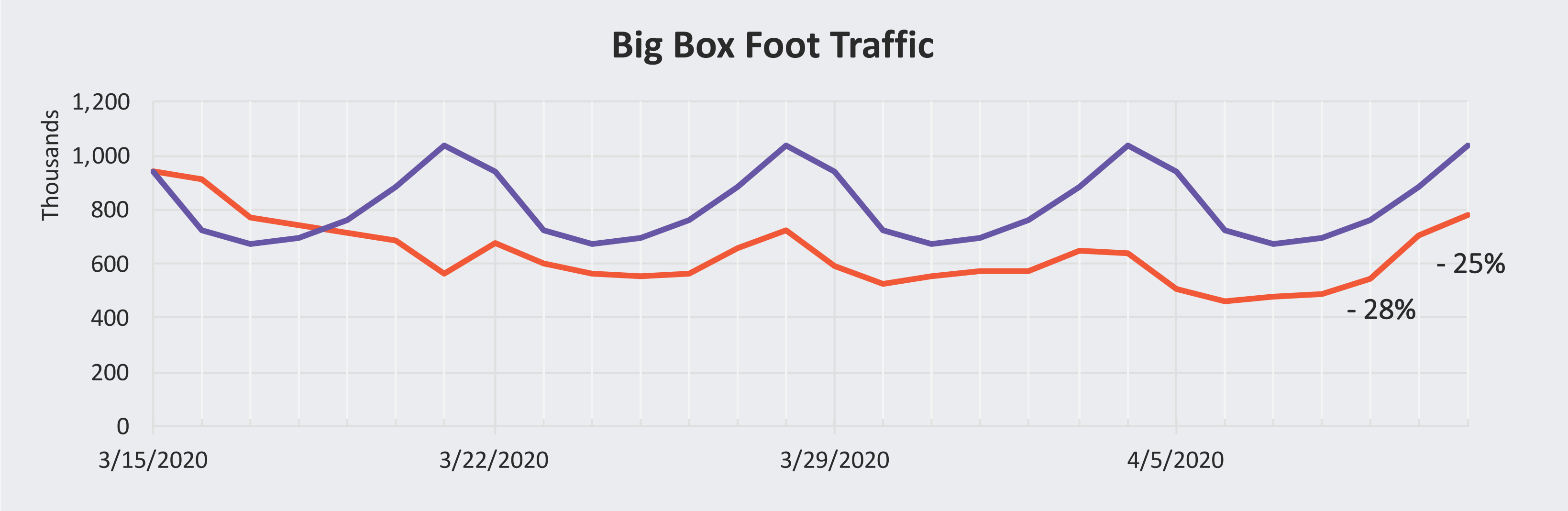
RETAIL FOOT TRAFFIC

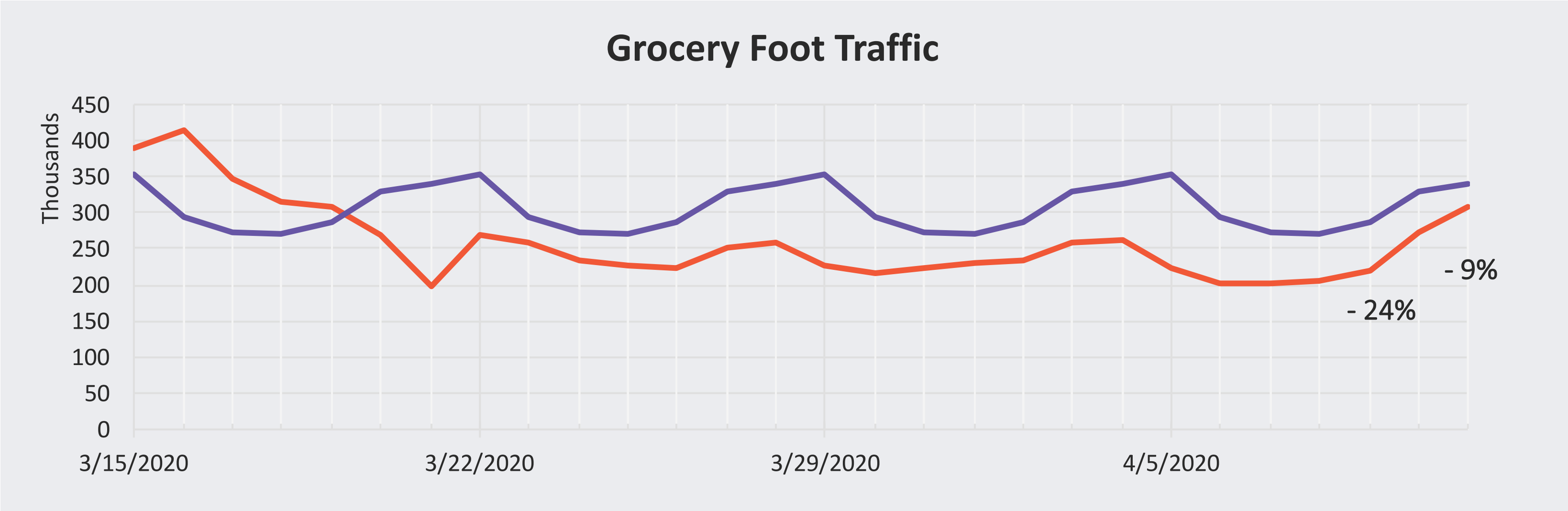
Grocery stores, big box retailers, and pharmacies now see customers taking fewer trips, less often. These trips take longer, but much of that is spent waiting: well-spaced lines emanate from grocery store doors as customers are metered and cars idle in pharmacy drive-throughs. With less shopping, but bigger baskets, consumers are taking more time to carefully plan their lists. **Marketers should adjust their messaging and campaign timing to account for this shift - paying attention to regional foot traffic.**

Traffic is up slightly while maintaining its new weekly rhythm. We'll be watching grocery closely to see if that single-digit decline vs. pre-COVID norms is an Easter abnormality or something more.



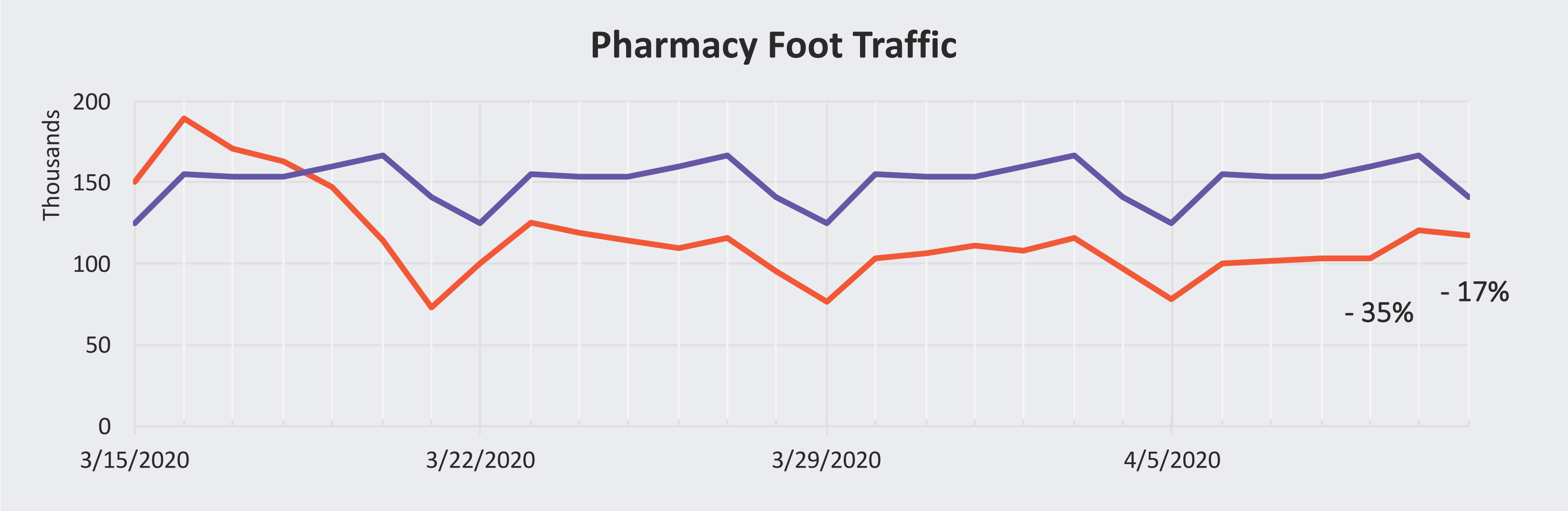
SOCIAL DISTANCE TRACKER: Retail Foot Traffic

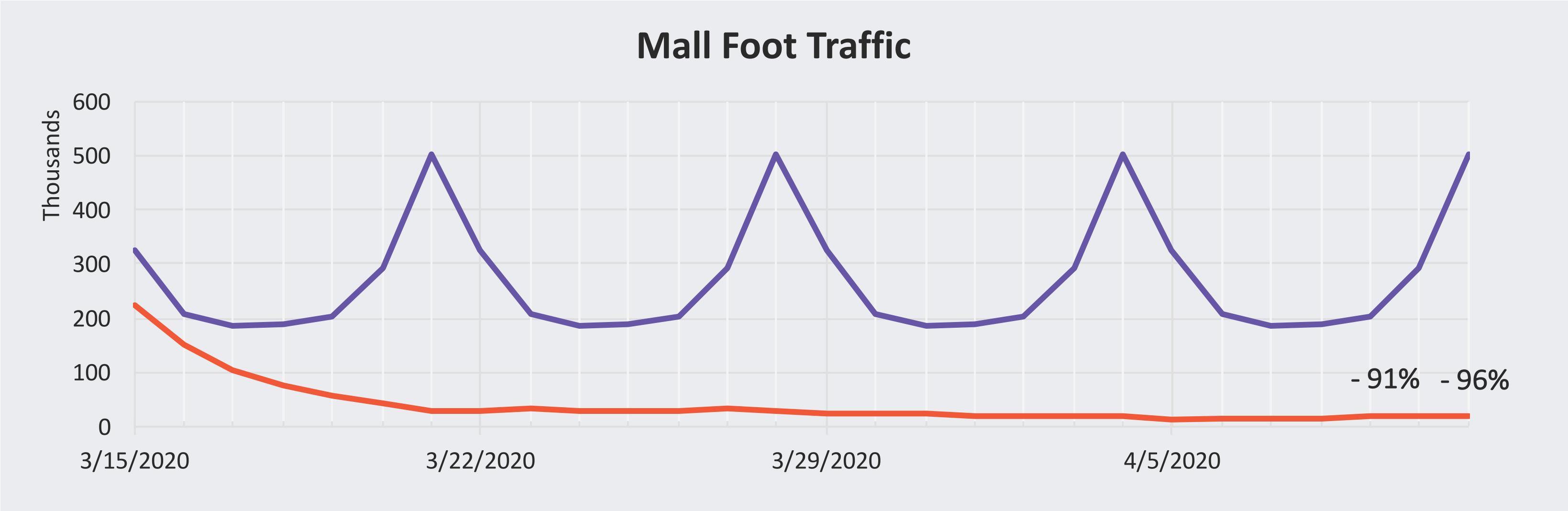




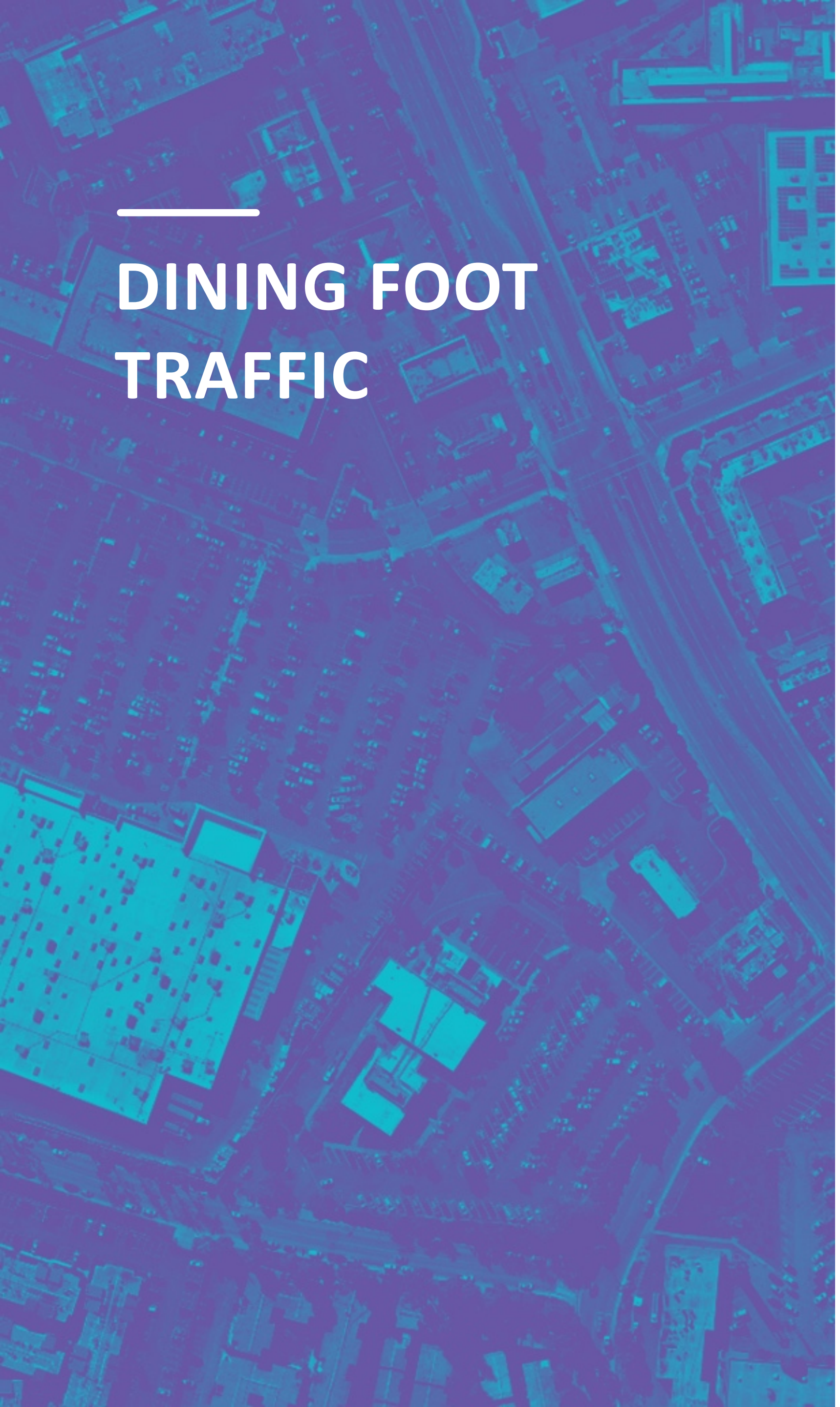
Daily Traffic   February Weekly Average

SOCIAL DISTANCE TRACKER: Retail Foot Traffic





Daily Traffic   February Weekly Average

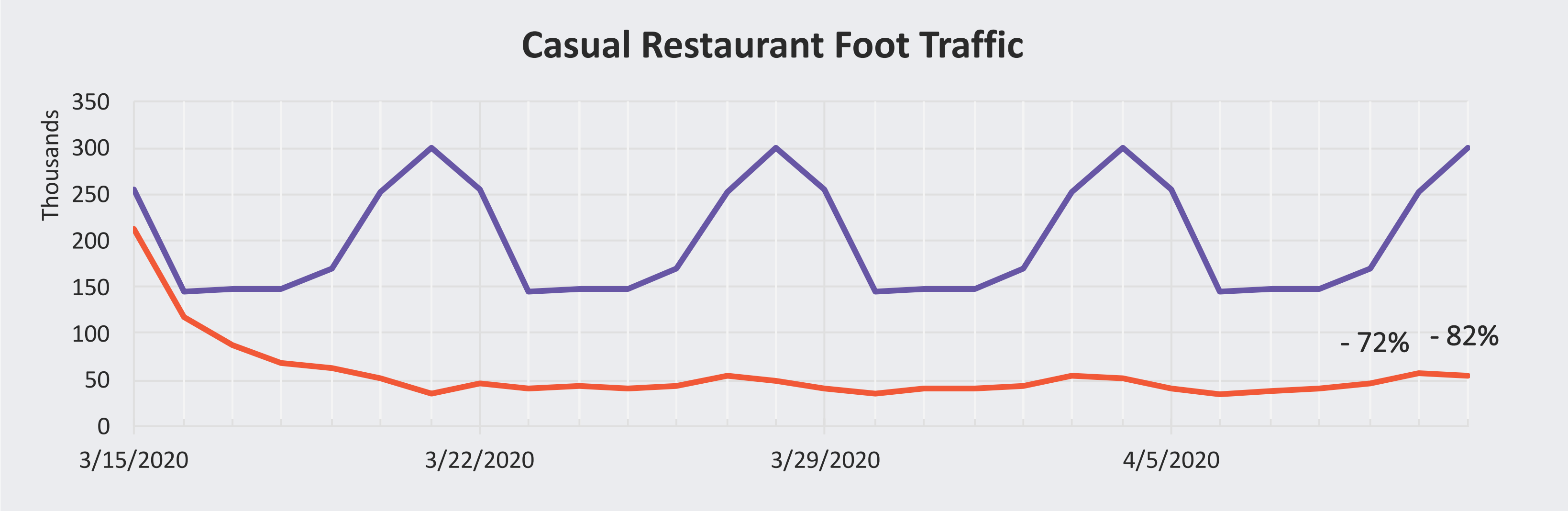


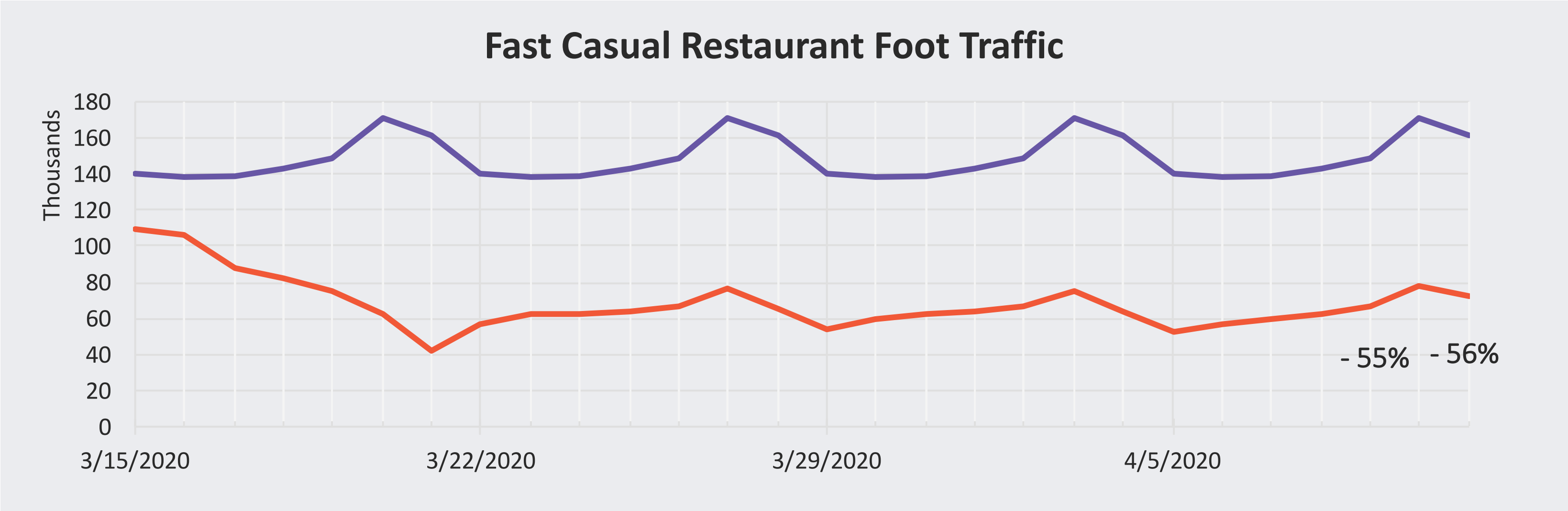
DINING FOOT TRAFFIC

As we've covered, every restaurant is now a drive-through. Those *least* like a drive-through (like Casual Restaurants) are faced with a tough choice: do they invest in reshaping their businesses to adapt to a prolonged Quarantine Routine or do they ride out the disruption and save their cash? A month in, it looks like many are attempting to ride it out. **Casual restaurant foot traffic, though many locations are open for pick up, is down at the level of airports at -77%.**

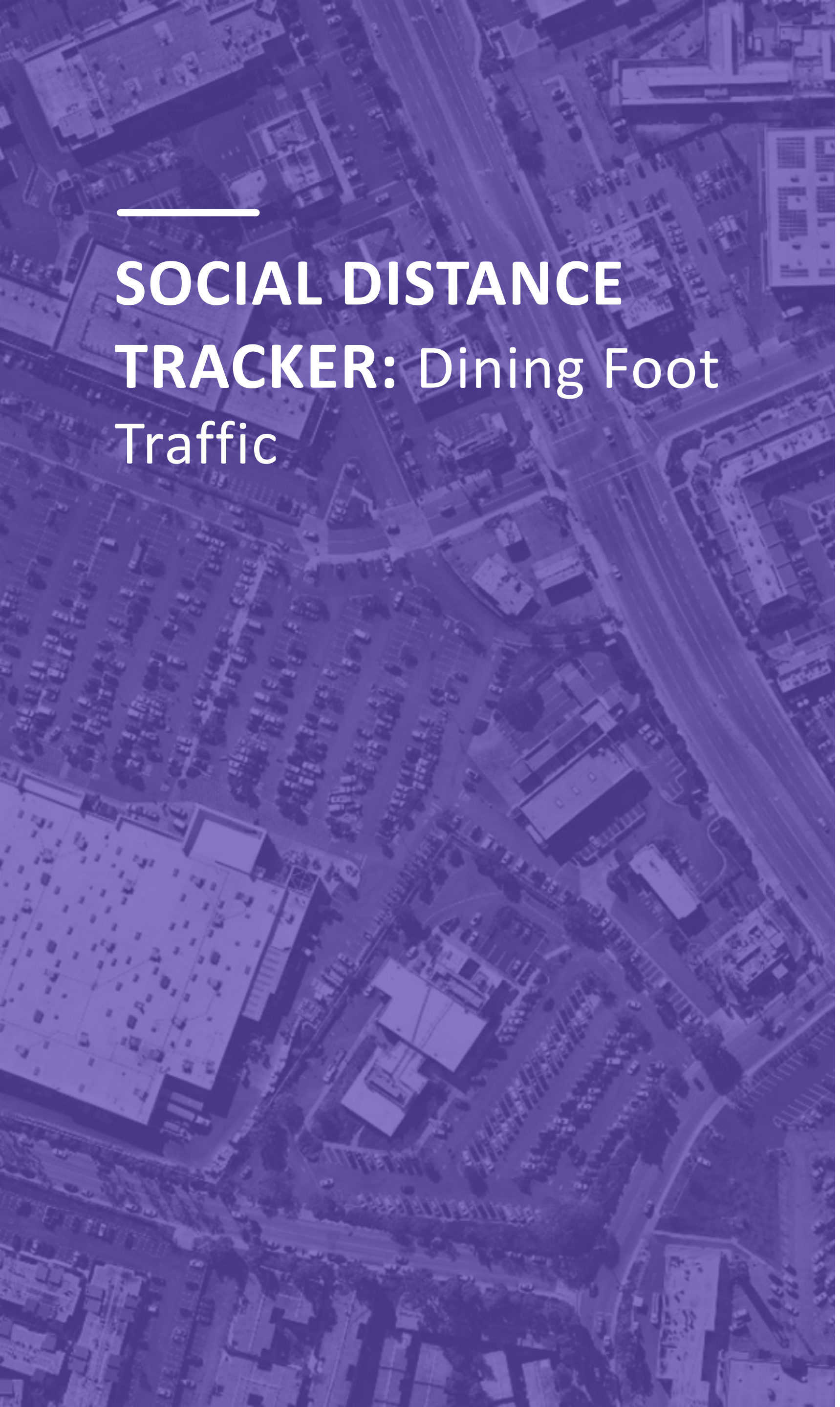
Our analysis continues to suggest that the conversion to drive-through for non-fast food brands, coupled with the removal of the workplace and commute from many daily routines has put significant challenges in front of many fast casual brands. Many are starting to roll out innovative measures (like Panera and Potbelly's grocery services), indicating their willingness to invest in adapting to the new routine. We'll continue to watch fast casual closely.

SOCIAL DISTANCE TRACKER: Dining Foot Traffic

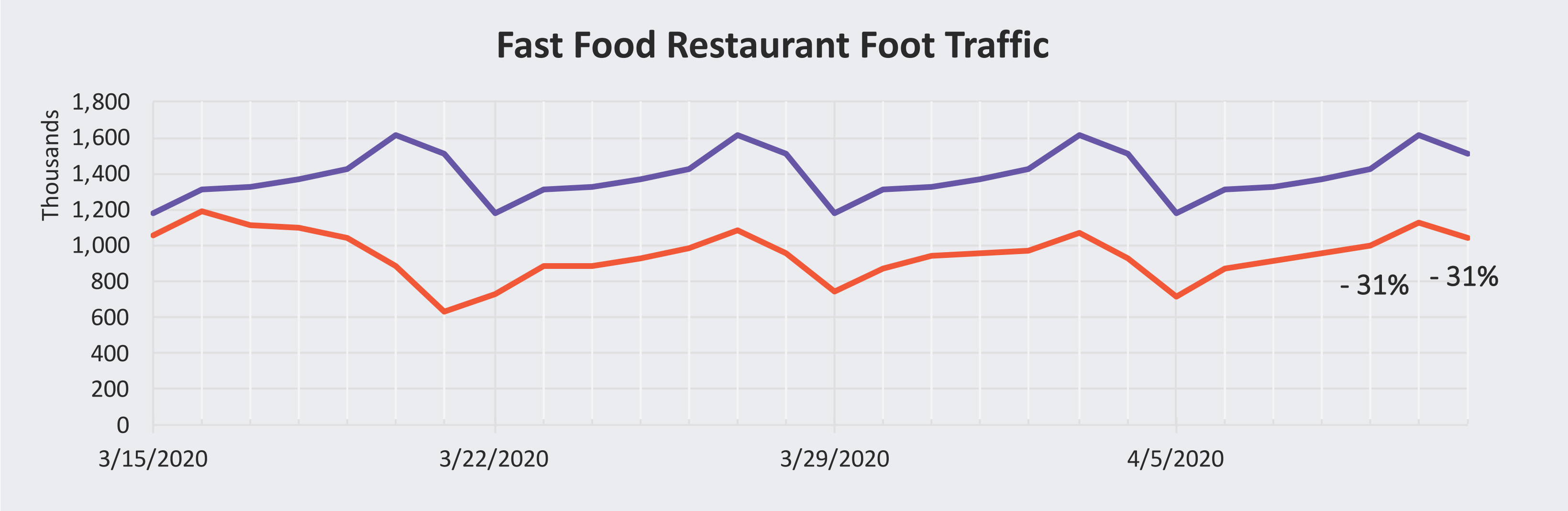


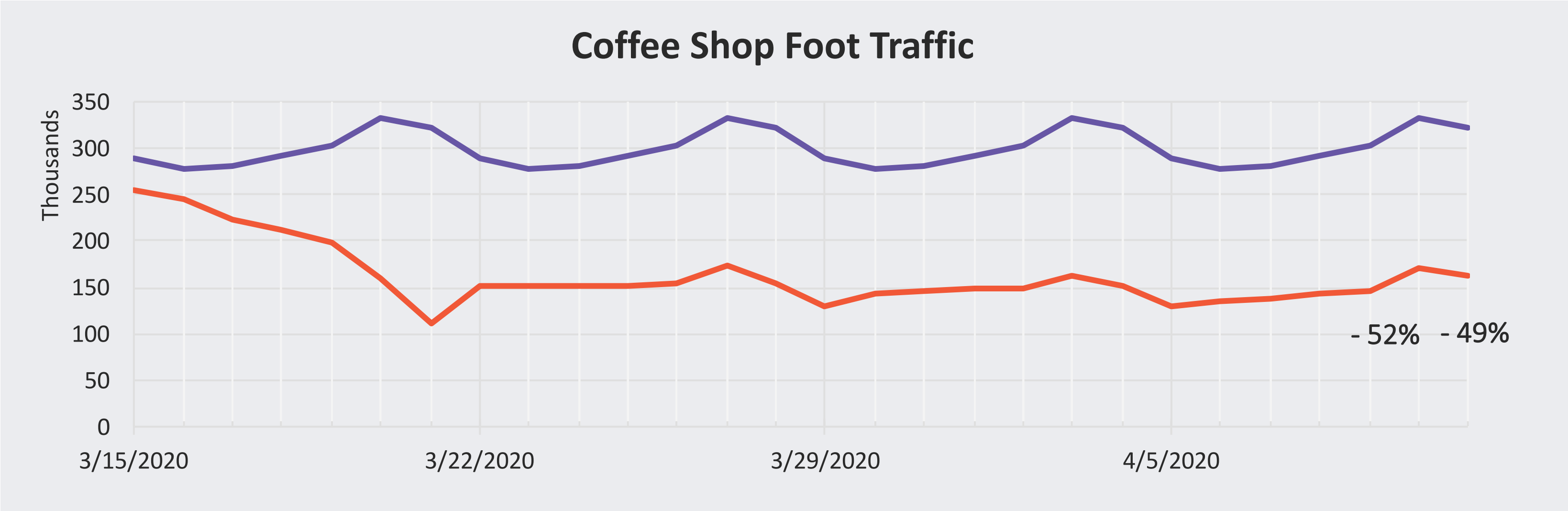


Daily Traffic   February Weekly Average

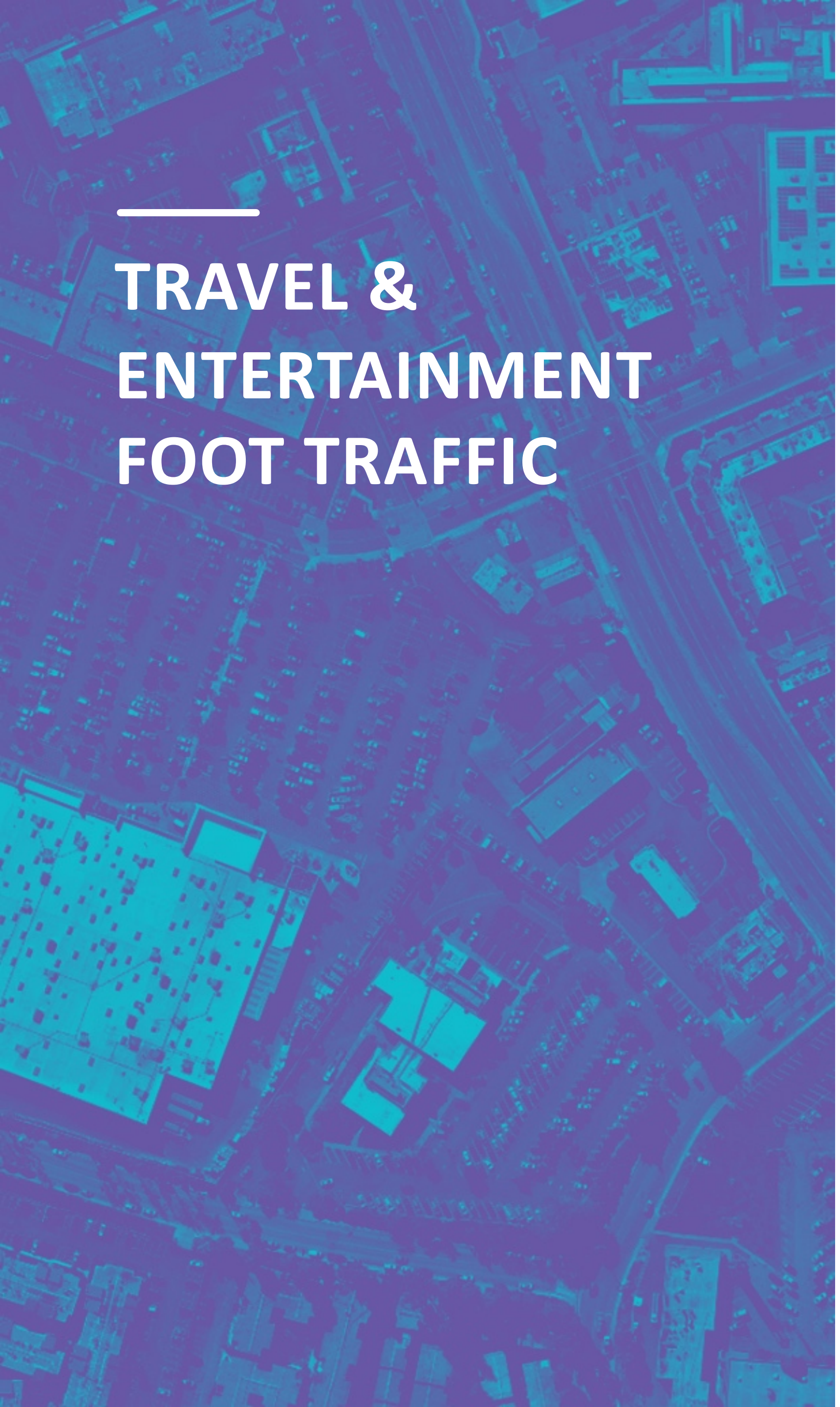


SOCIAL DISTANCE TRACKER: Dining Foot Traffic





Daily Traffic
February Weekly Average



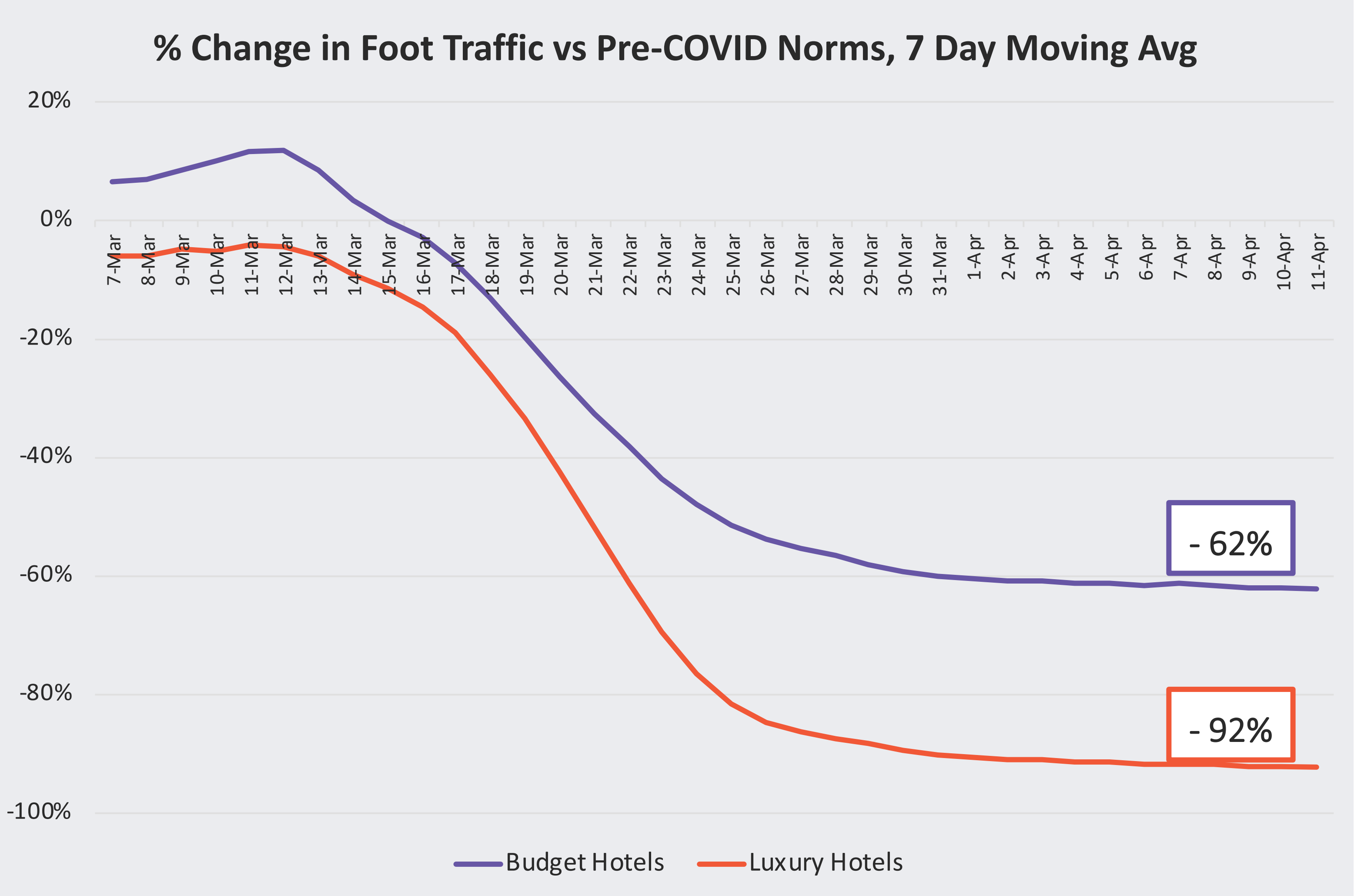
TRAVEL & ENTERTAINMENT FOOT TRAFFIC

There's not much going on in this category during the **Quarantine Routine**, but we do want to call attention to one story that has so far flown below our radar. To date, we have been aggregating all hotel foot traffic into one figure. But it appears there's a bit of a relative bright spot for *budget* hotel brands.

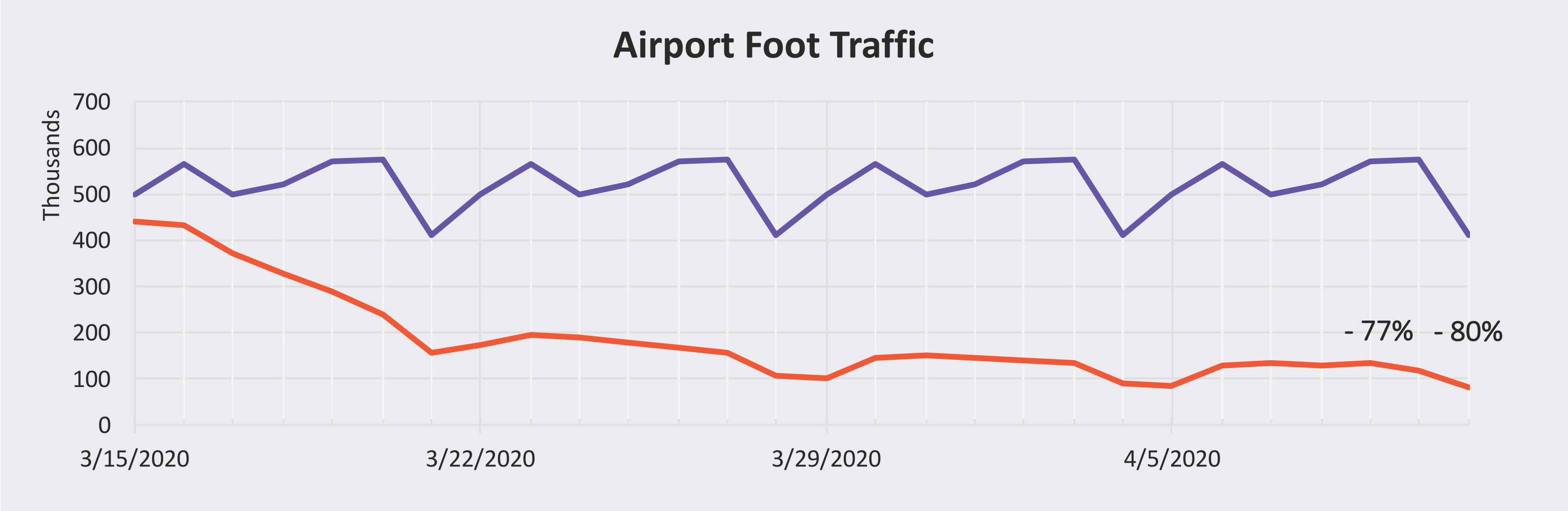
Luxury hotels, dependent on discretionary vacations and budgets, are down over 90% from their pre-COVID norms. **But budget hotels, whose business is often more diversified across a range of occasions, are faring a third better than their expensive counterparts.**

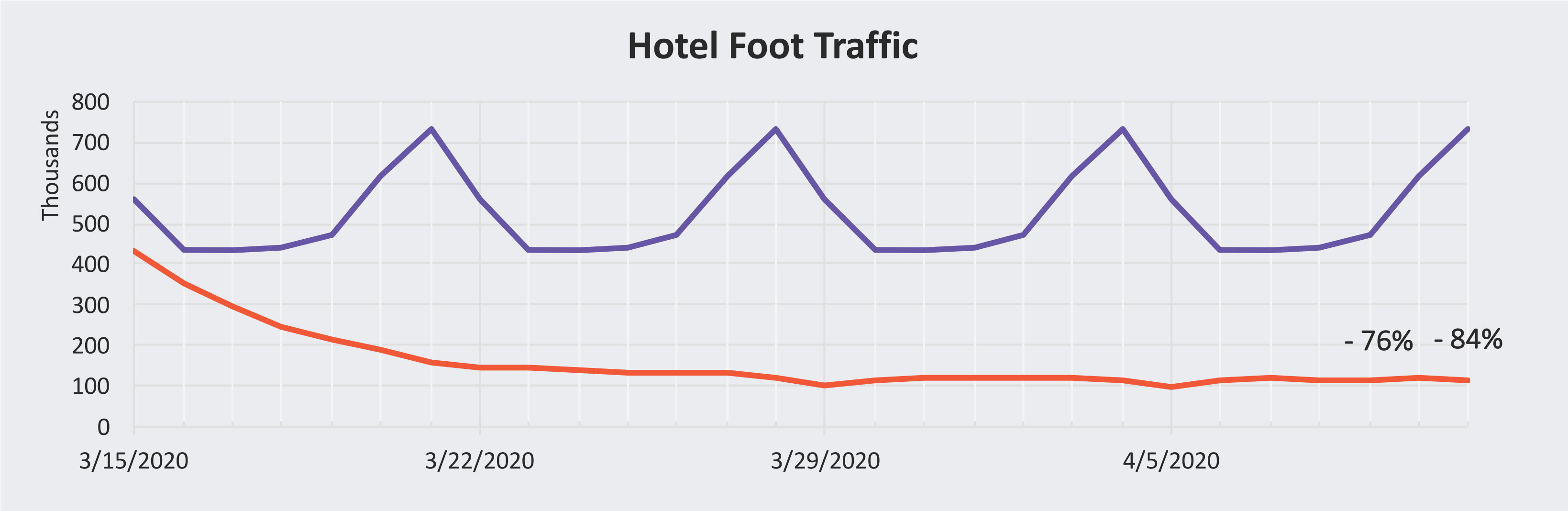
One lesson we strongly believe will be learned from all of this is the importance of diversification. Hotels with many types of customers are doing okay, much like restaurants whose model already offered food for dine in, delivery, and pick-up.

SOCIAL DISTANCE TRACKER: Travel Foot Traffic



SOCIAL DISTANCE TRACKER: Travel Foot Traffic



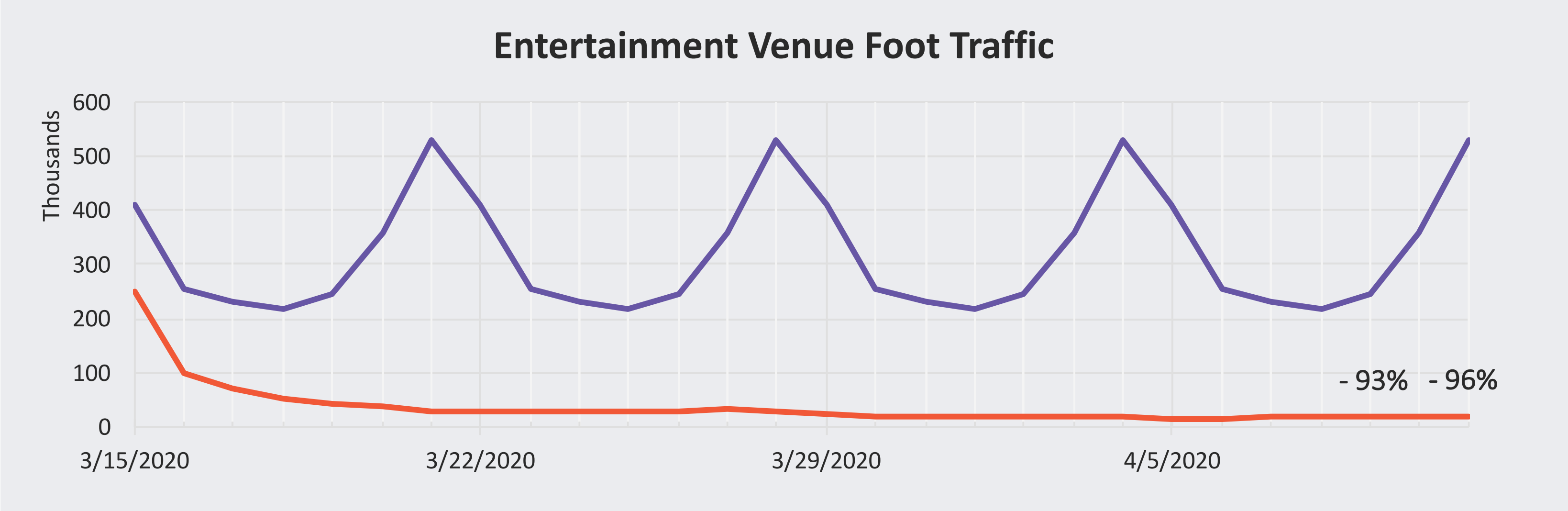


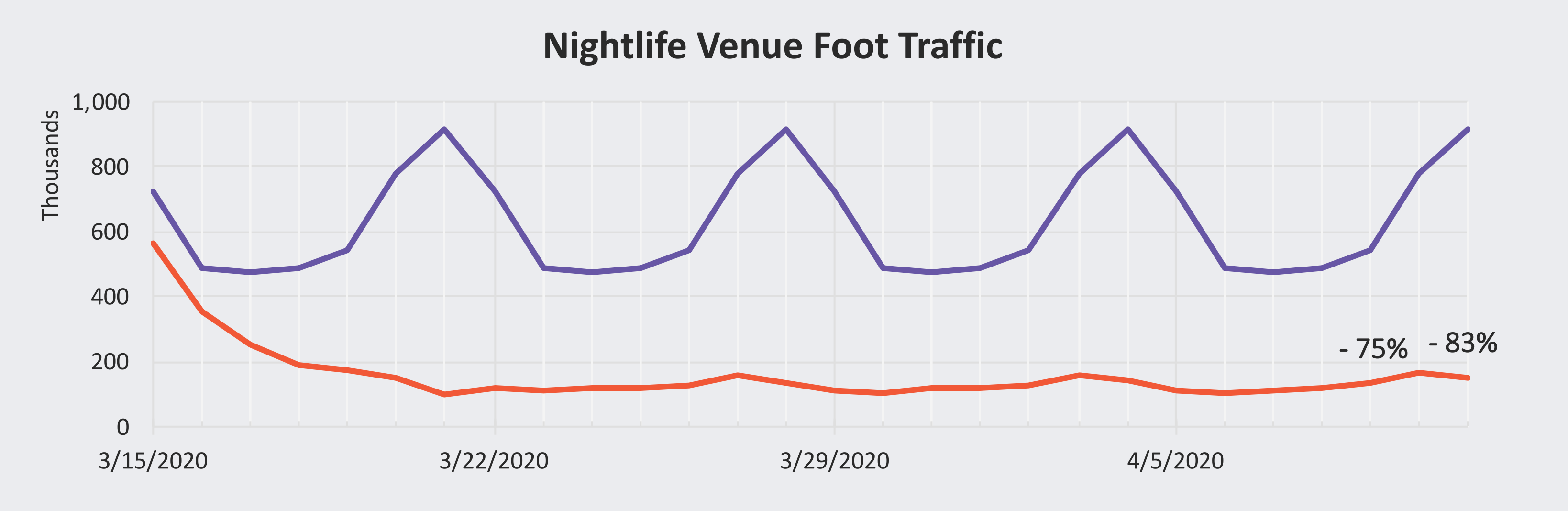
Daily Traffic

February Weekly Average

SOCIAL DISTANCE TRACKER:

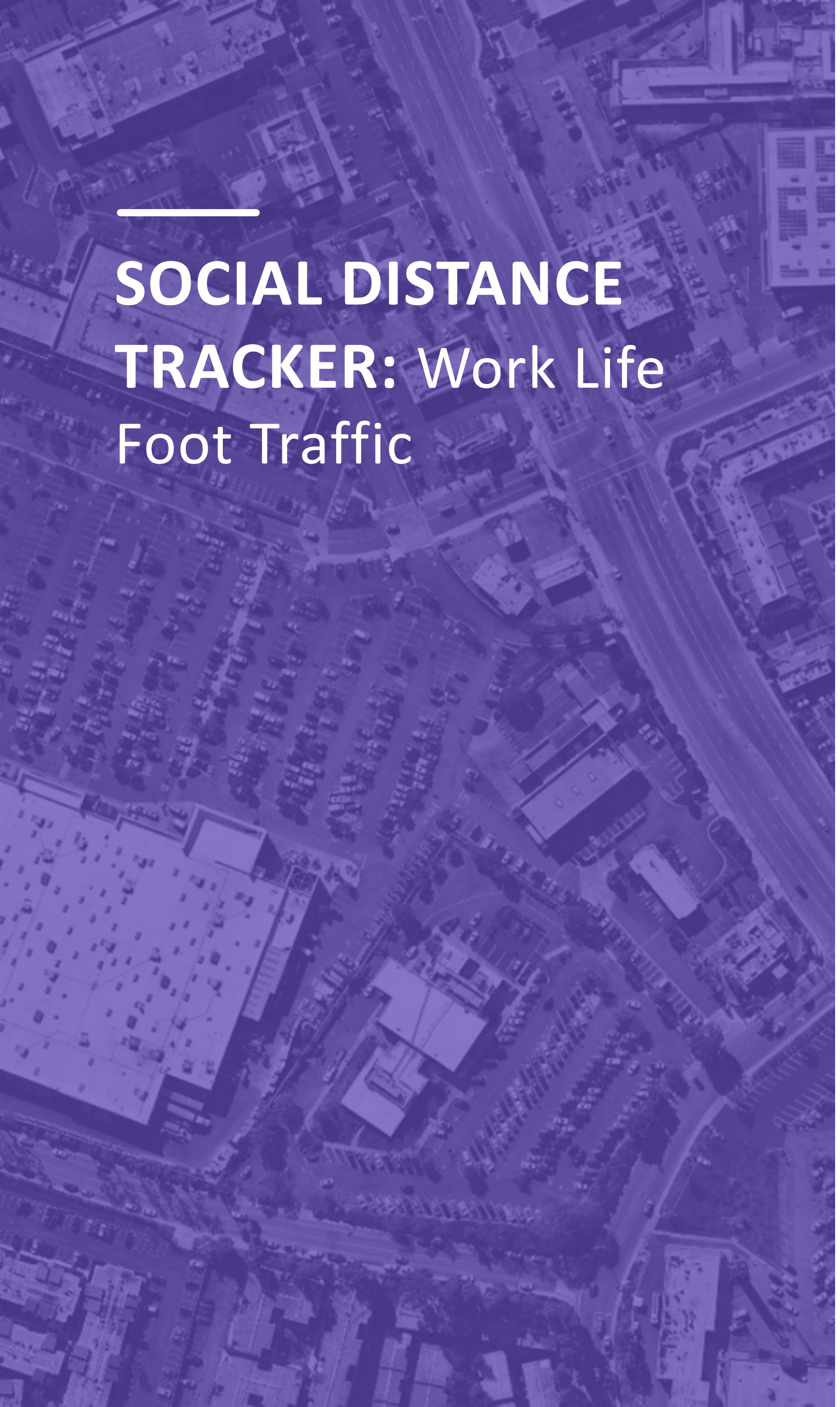
Entertainment Foot Traffic

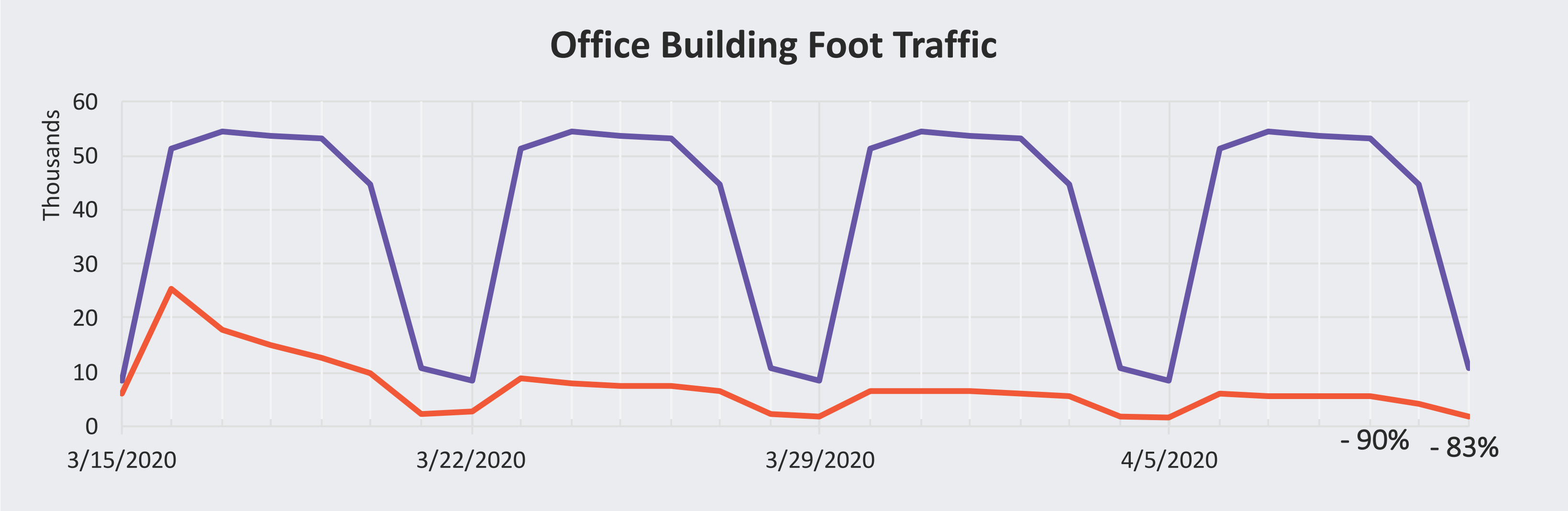


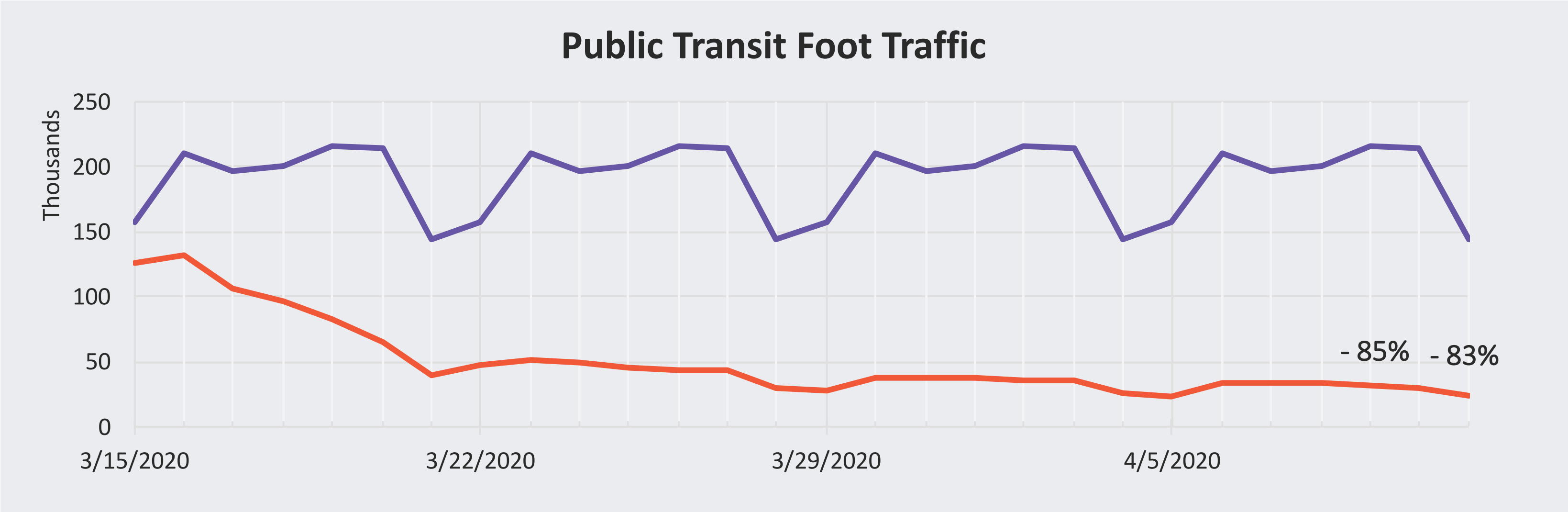


Daily Traffic   February Weekly Average

SOCIAL DISTANCE TRACKER: Work Life Foot Traffic

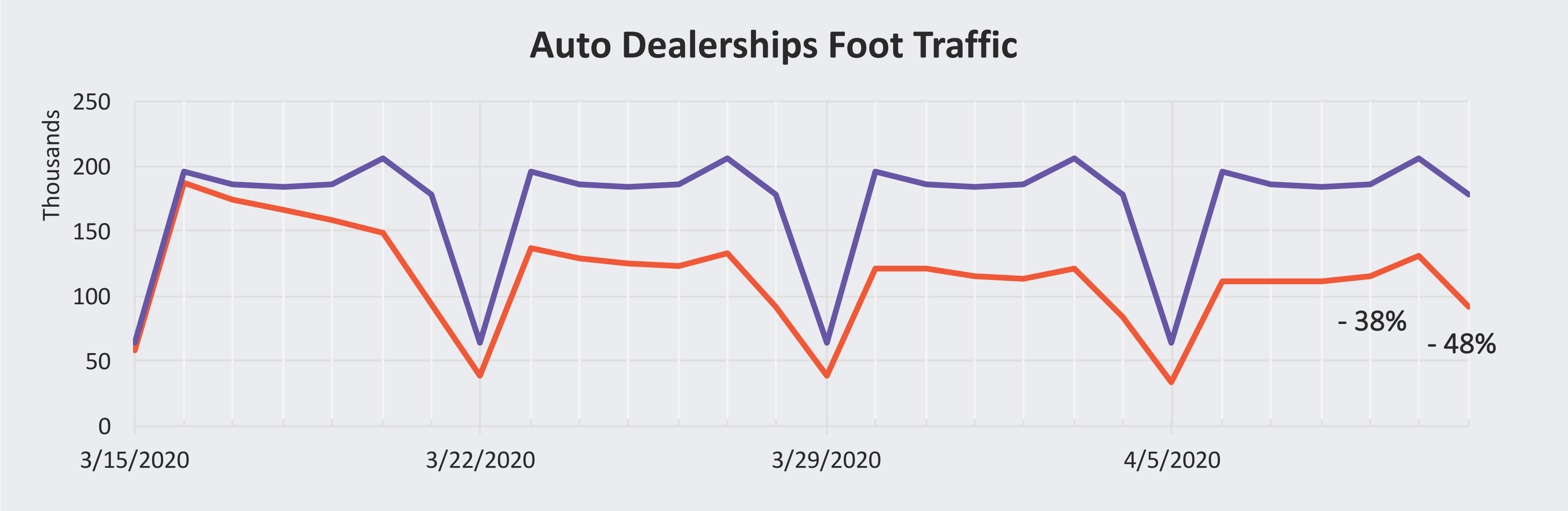






Daily Traffic   February Weekly Average

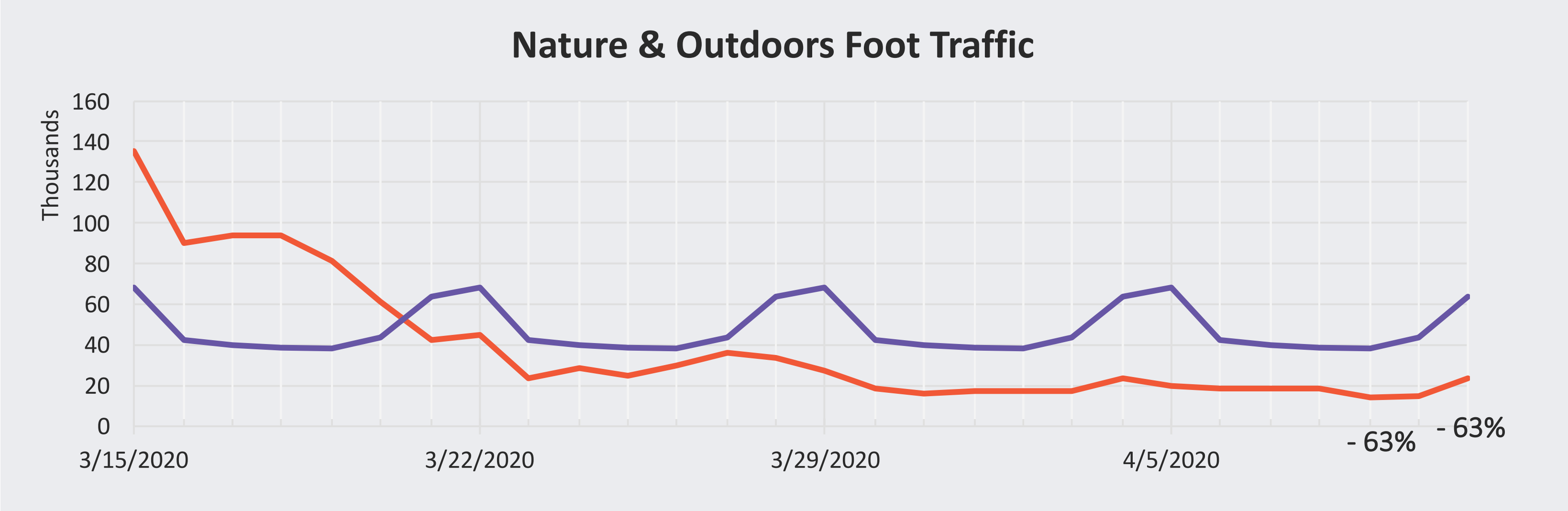
SOCIAL DISTANCE TRACKER: Auto Foot Traffic



Daily Traffic

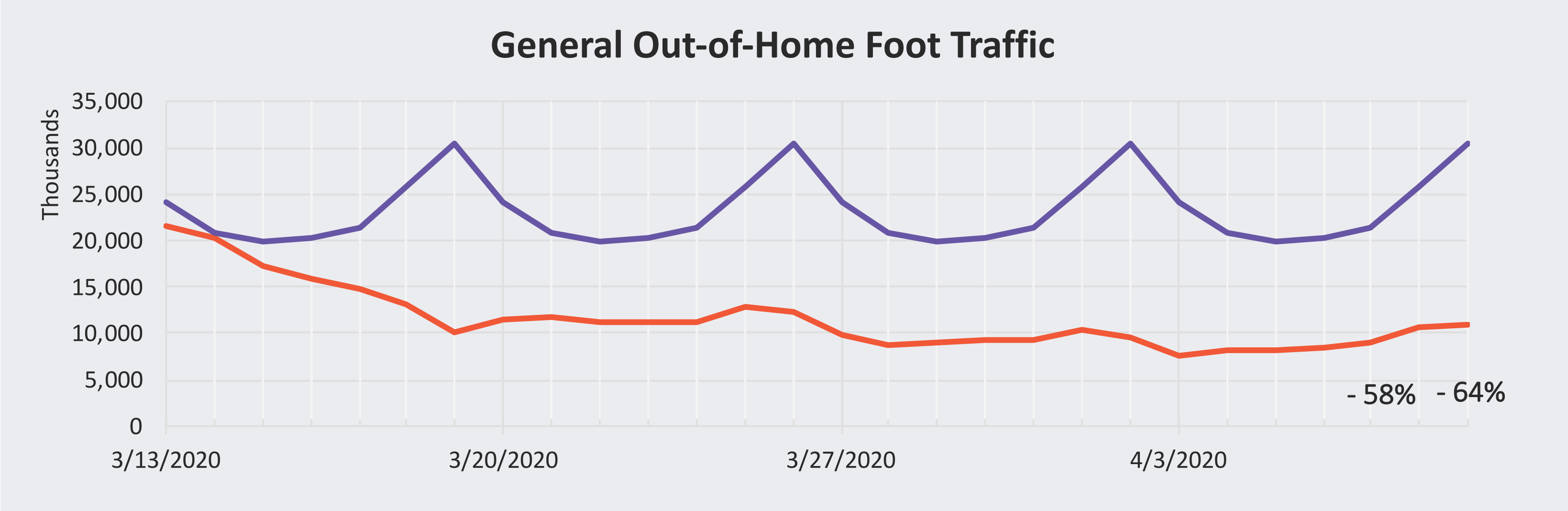
February Weekly Average

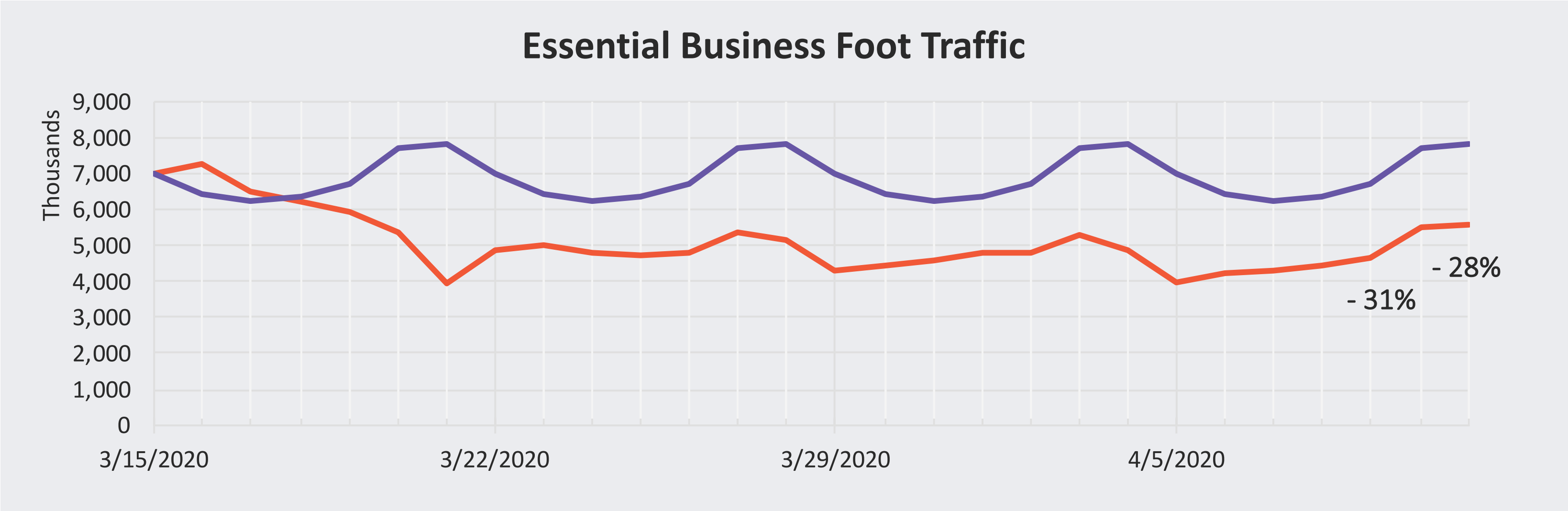
SOCIAL DISTANCE TRACKER: Nature & Outdoors Foot Traffic



March Daily Traffic   February Weekly Average

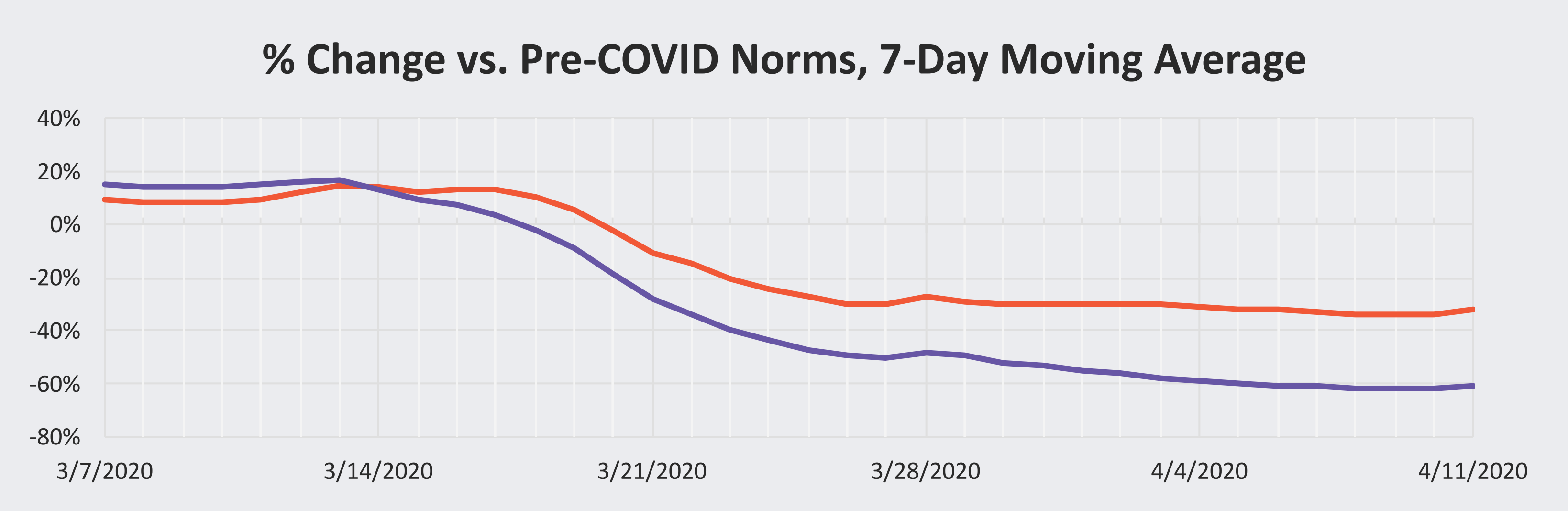
SOCIAL DISTANCE TRACKER: Aggregate Foot Traffic





March Daily Traffic   February Weekly Average

SOCIAL DISTANCE TRACKER: Aggregate Foot Traffic



Essential Business Visits   General Out-of-Home Visits