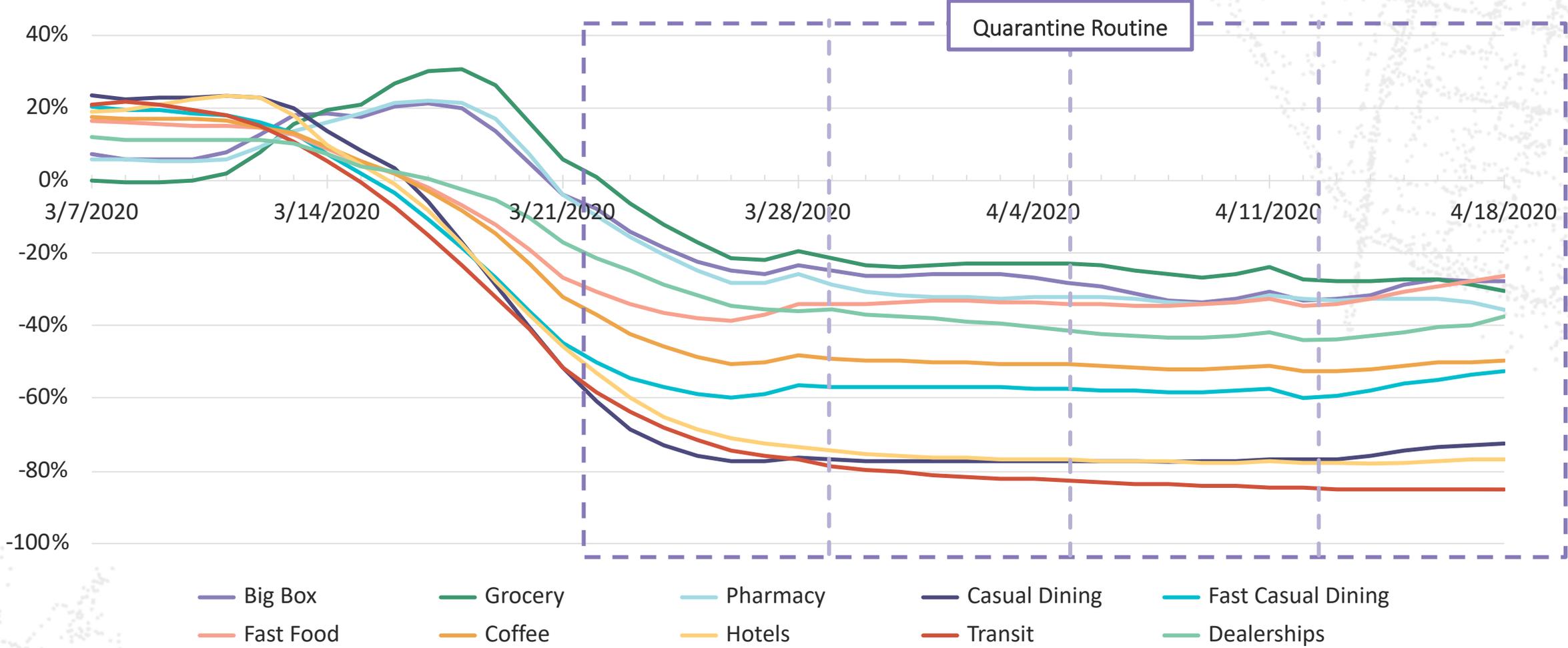


PlaceIQ Social Distance Tracker: April 23, 2020

OBSERVING CHANGES IN CONSUMER BEHAVIOR THROUGH THE LENS OF FOOT TRAFFIC

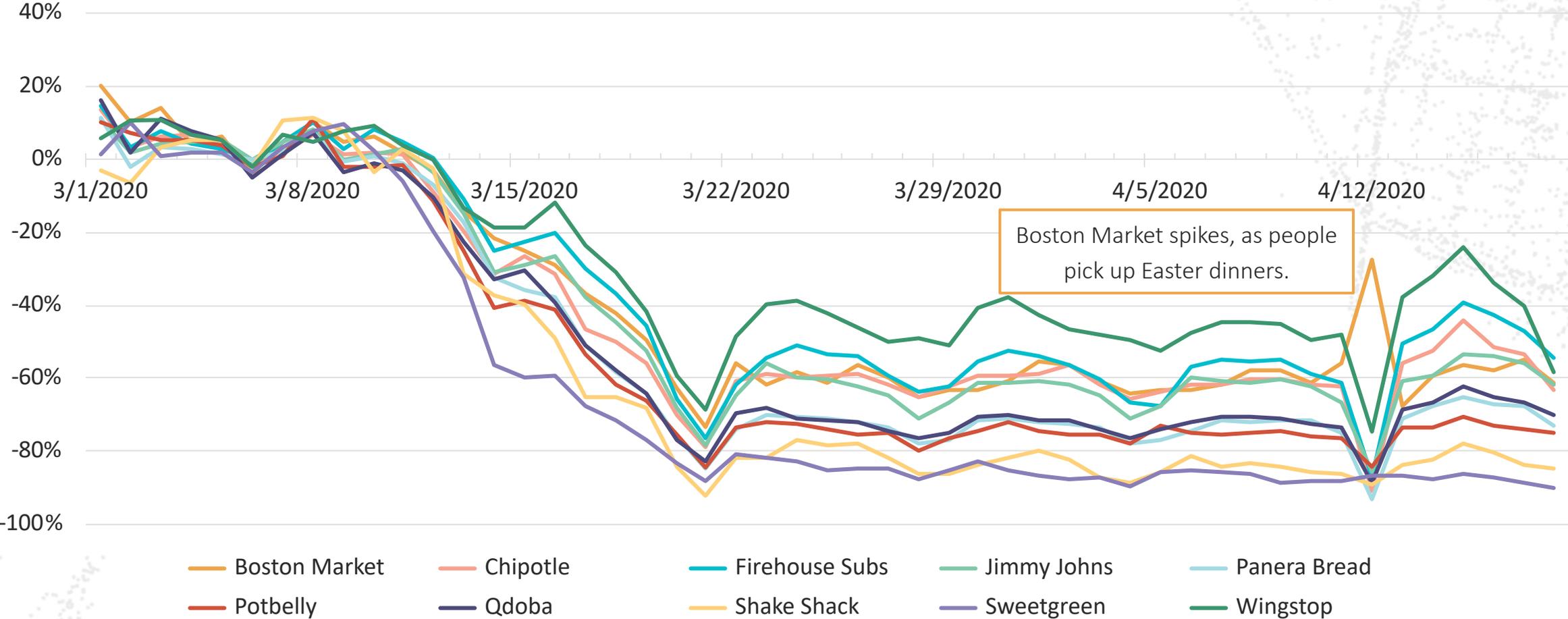
DINING SEEING GAINS IN IN WEEK FOUR OF QUARANTINE ROUTINE

% Change in Foot Traffic Volume vs. Pre-COVID Norms, 7-Day Moving Average



BOSTON MARKET HAS AN EASTER, WHILE ALL FAST CASUAL CREEPS UP

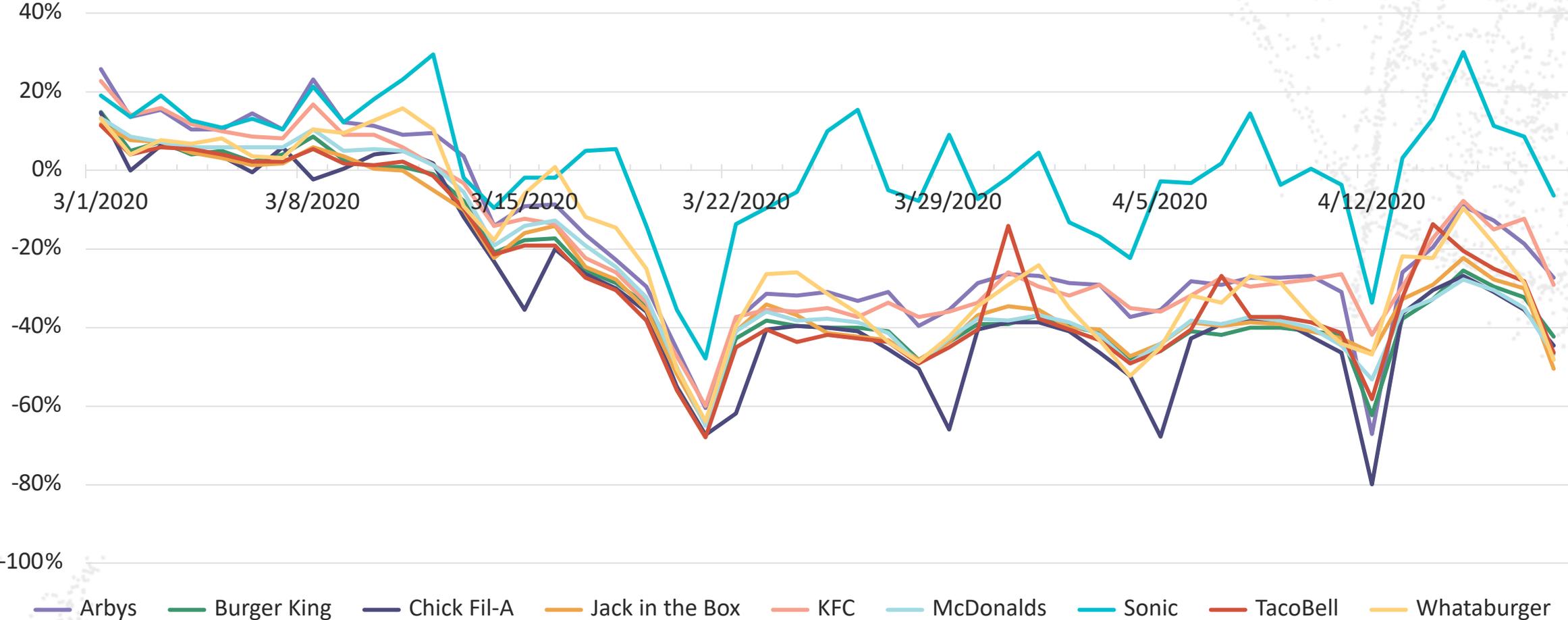
% Change in Foot Traffic Volume vs. Pre-COVID Norms, Among Fast Casual Restaurants



Boston Market spikes, as people pick up Easter dinners.

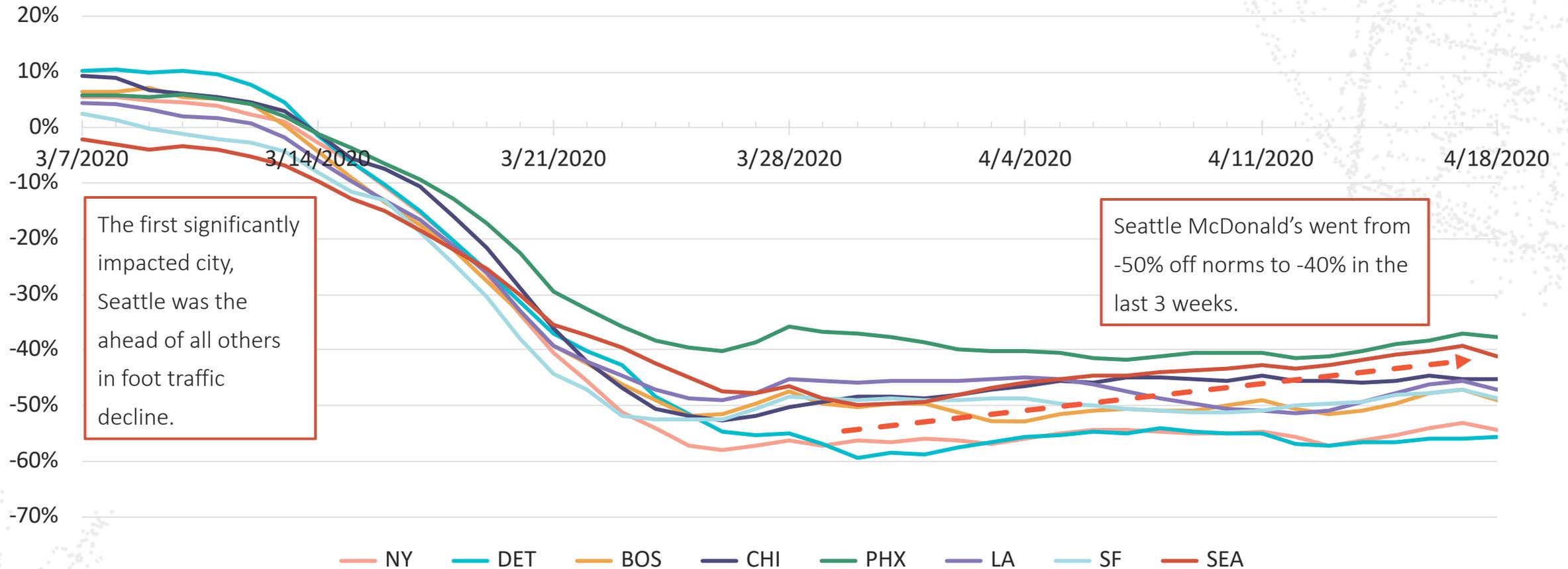
WHEN EVERY RESTAURANT IS A DRIVE-THROUGH, SONIC THRIVES

% Change in Foot Traffic Volume vs. Pre-COVID Norms, Among Fast Food Restaurants

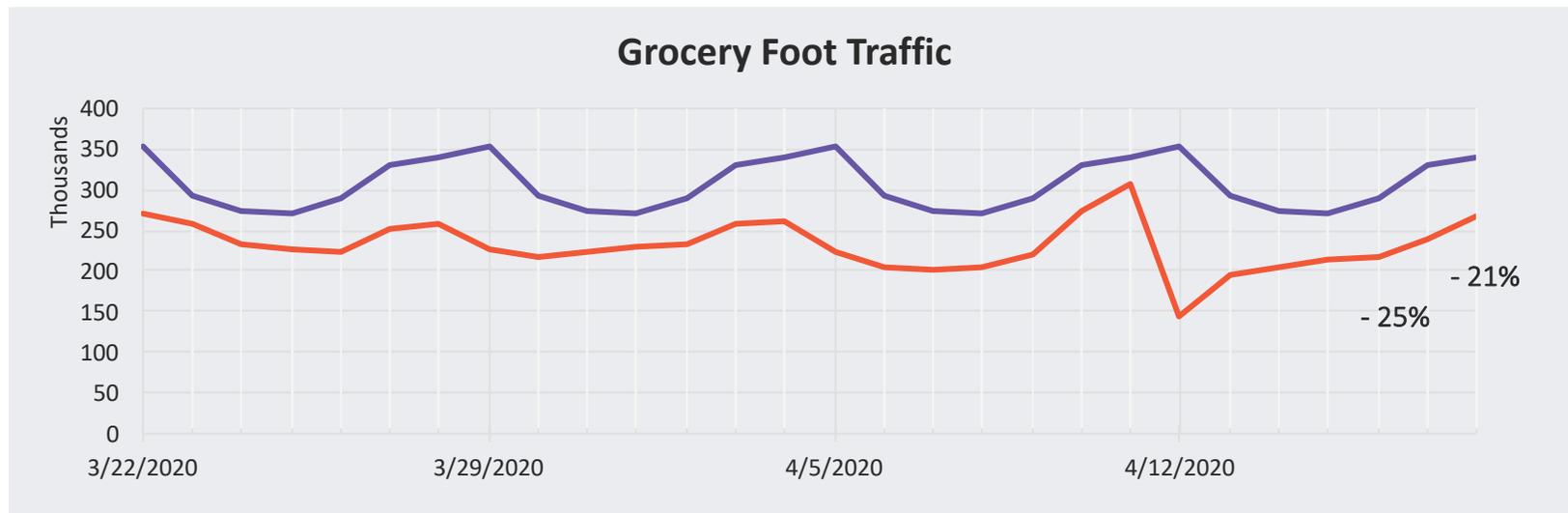
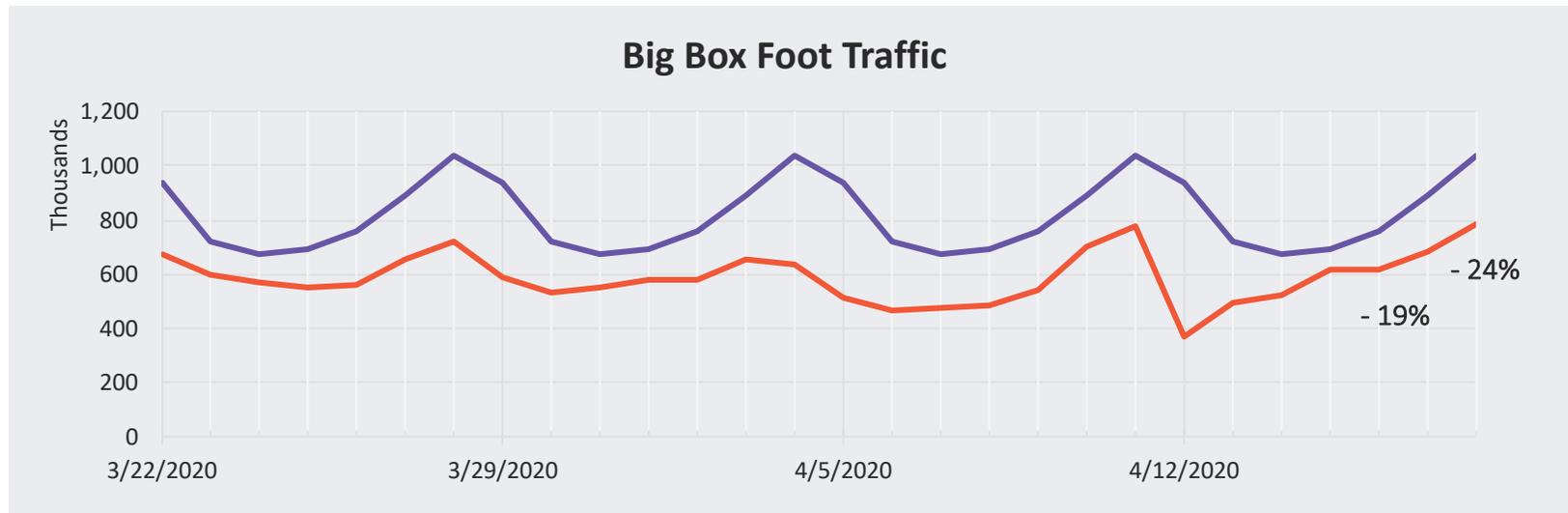


AS COVID GROWTH SLOWED IN SEATTLE, MORE PEOPLE WENT OUT

% Change in Foot Traffic Volume to McDonald's Restaurants vs. Pre-COVID Norms, by DMA, 7-Day Moving Average

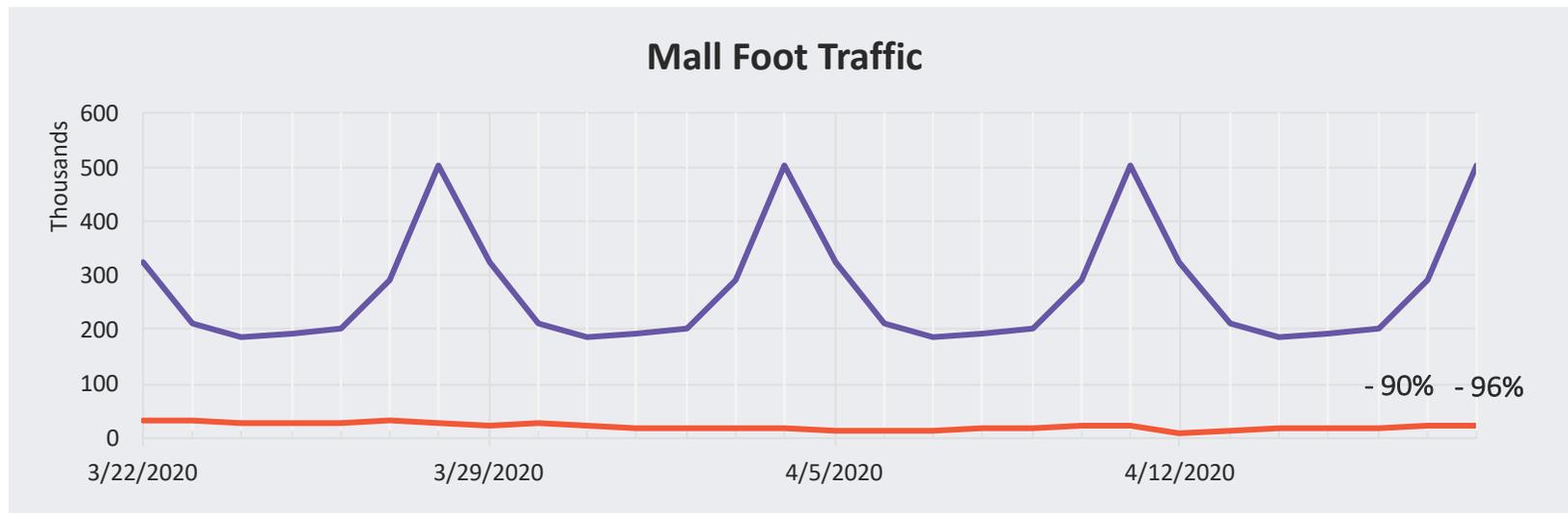
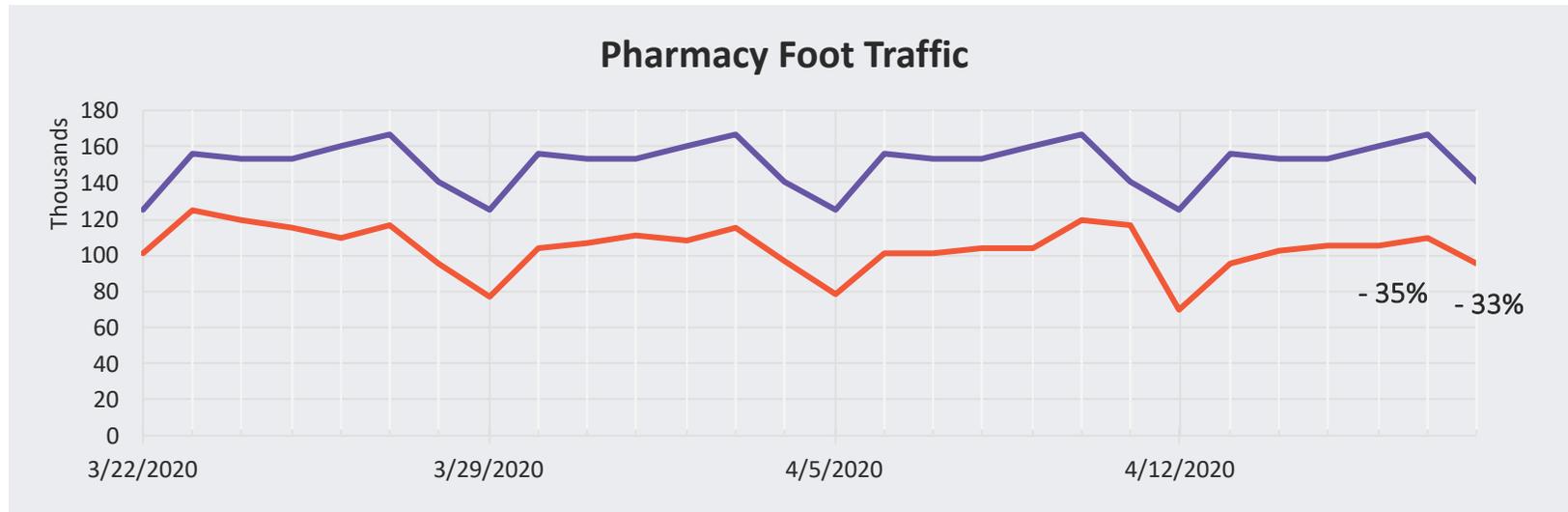


SOCIAL DISTANCE TRACKER: Retail Foot Traffic



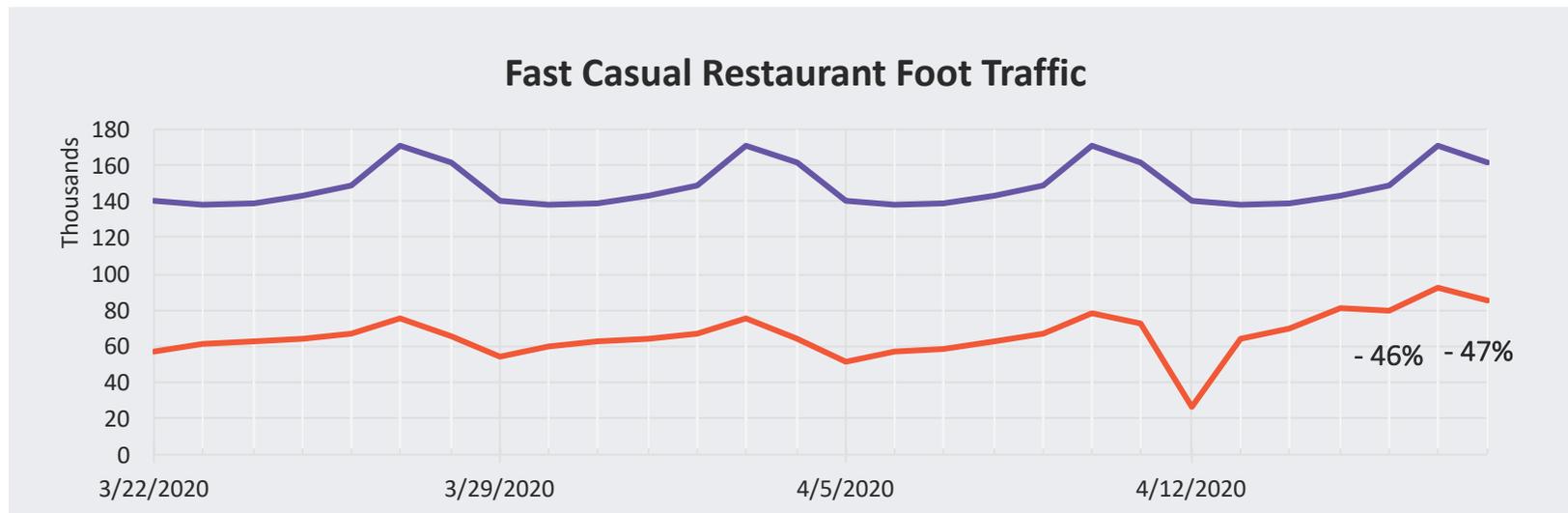
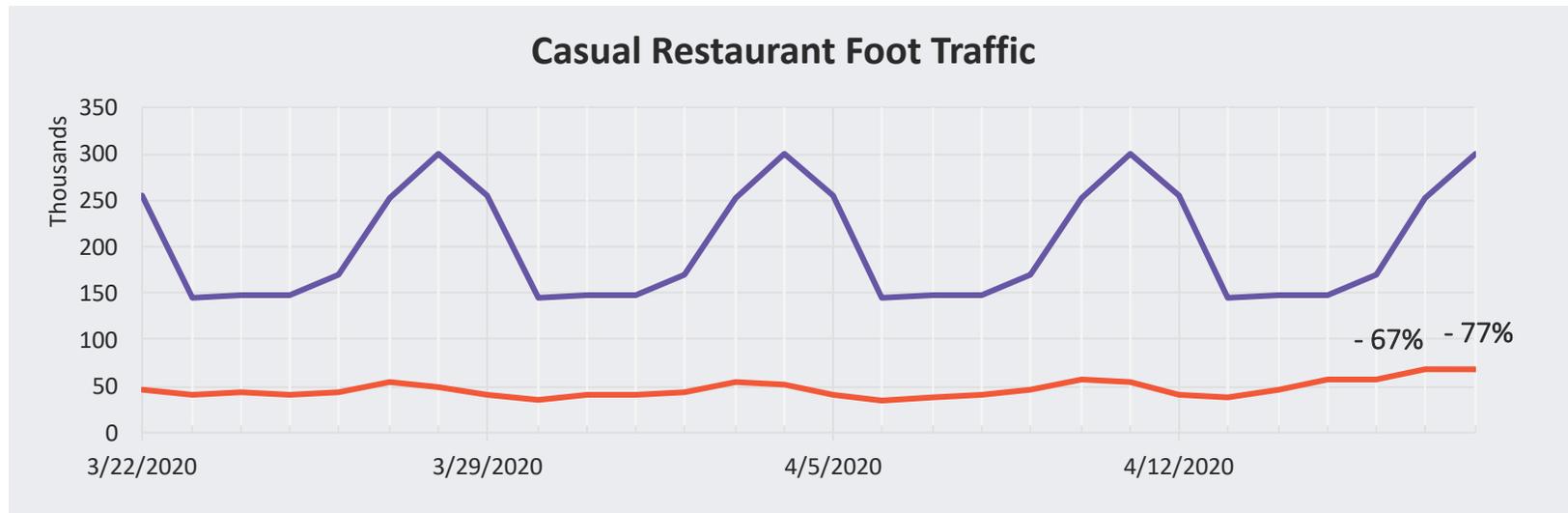
■ Daily Traffic ■ February Weekly Average

SOCIAL DISTANCE TRACKER: Retail Foot Traffic



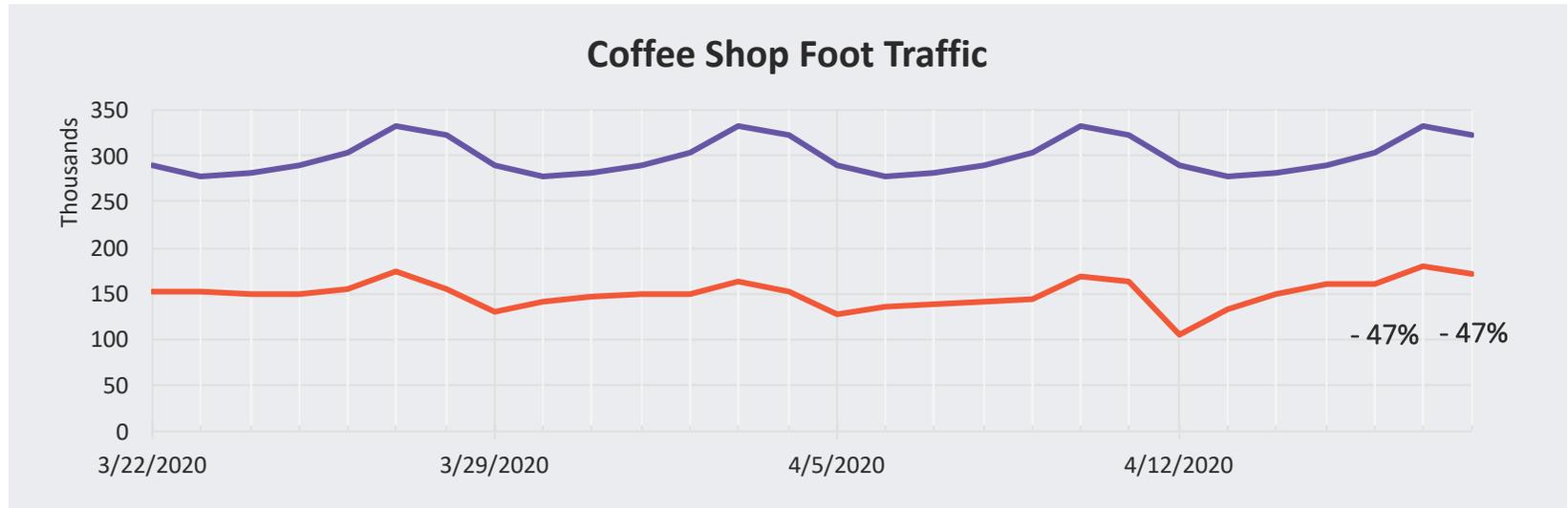
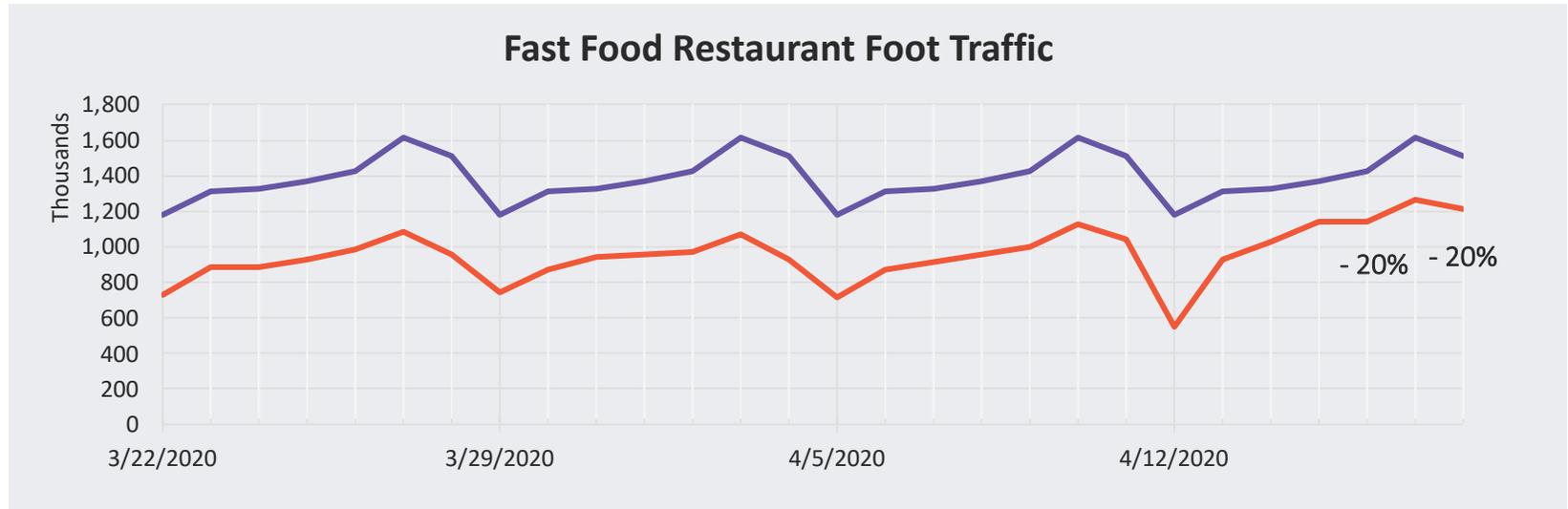
■ Daily Traffic ■ February Weekly Average

SOCIAL DISTANCE TRACKER: Dining Foot Traffic



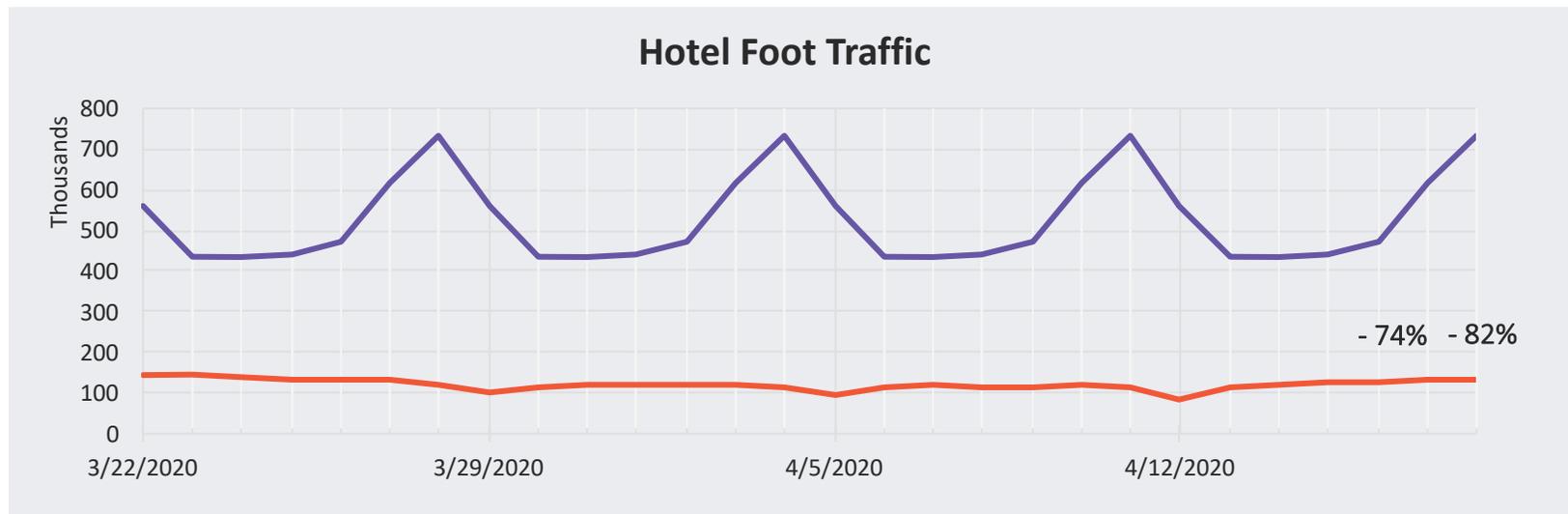
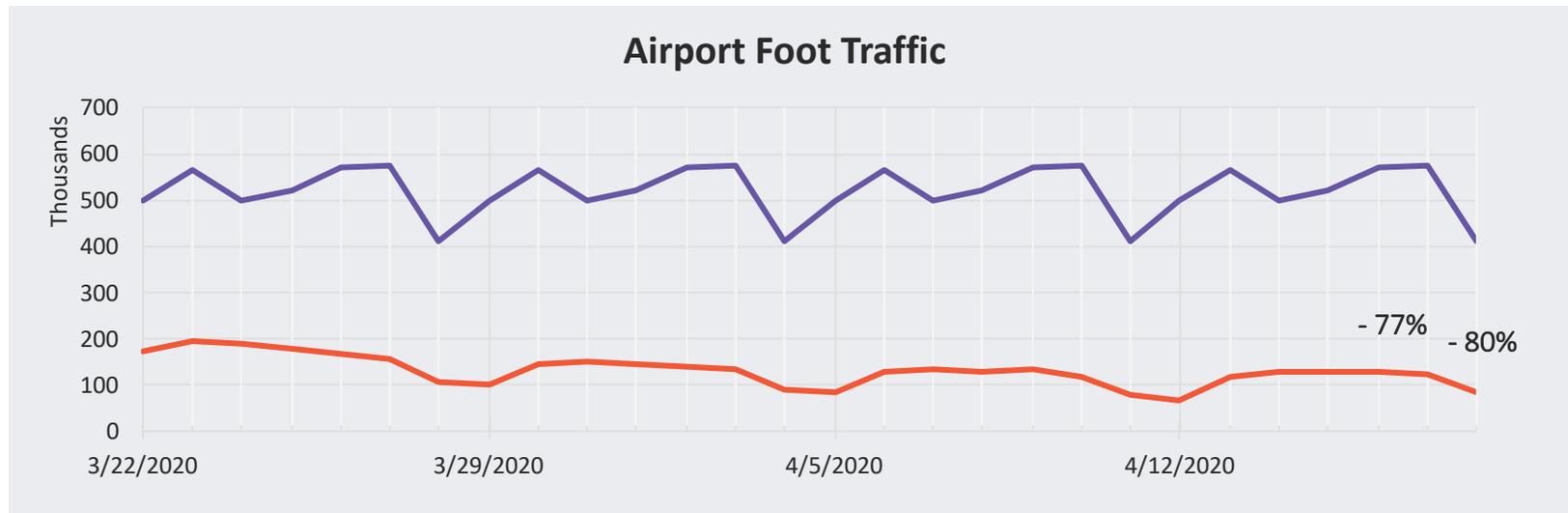
■ Daily Traffic ■ February Weekly Average

SOCIAL DISTANCE TRACKER: Dining Foot Traffic



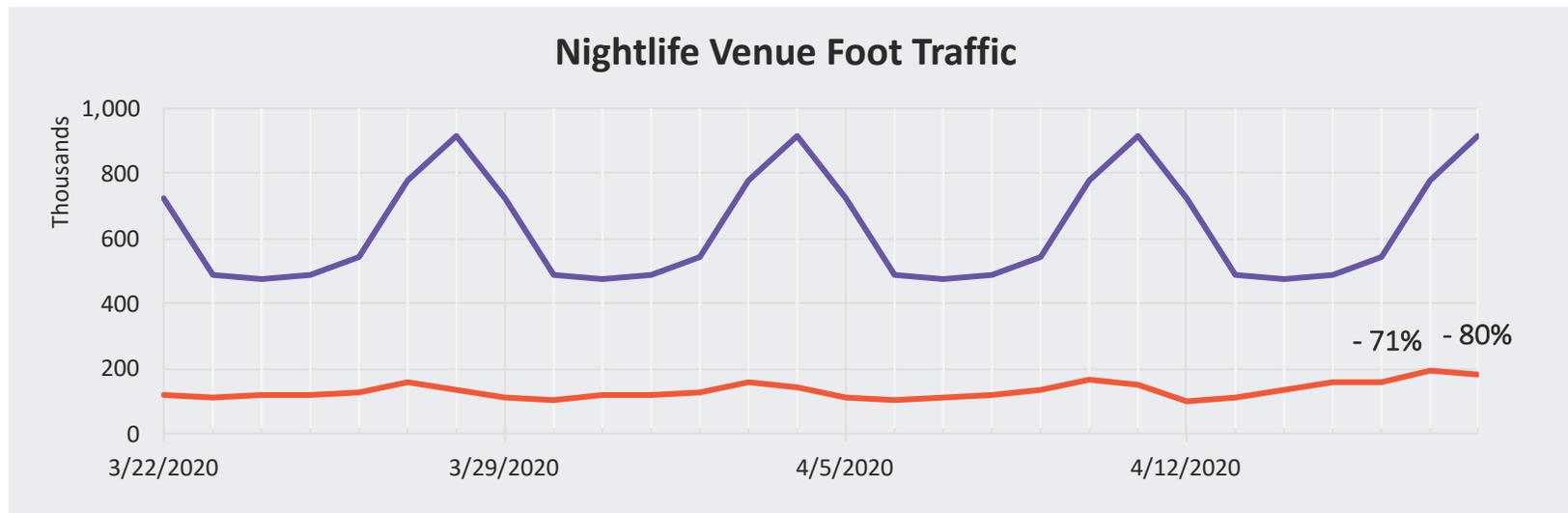
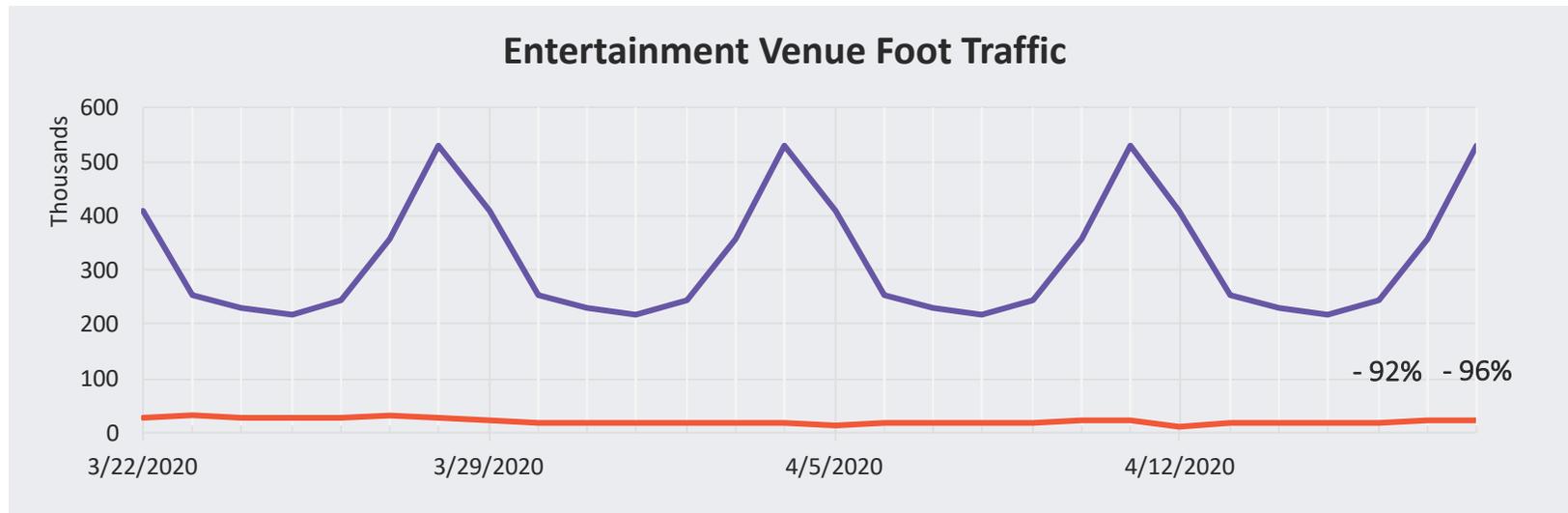
■ Daily Traffic ■ February Weekly Average

SOCIAL DISTANCE TRACKER: Travel & Entertainment Foot Traffic



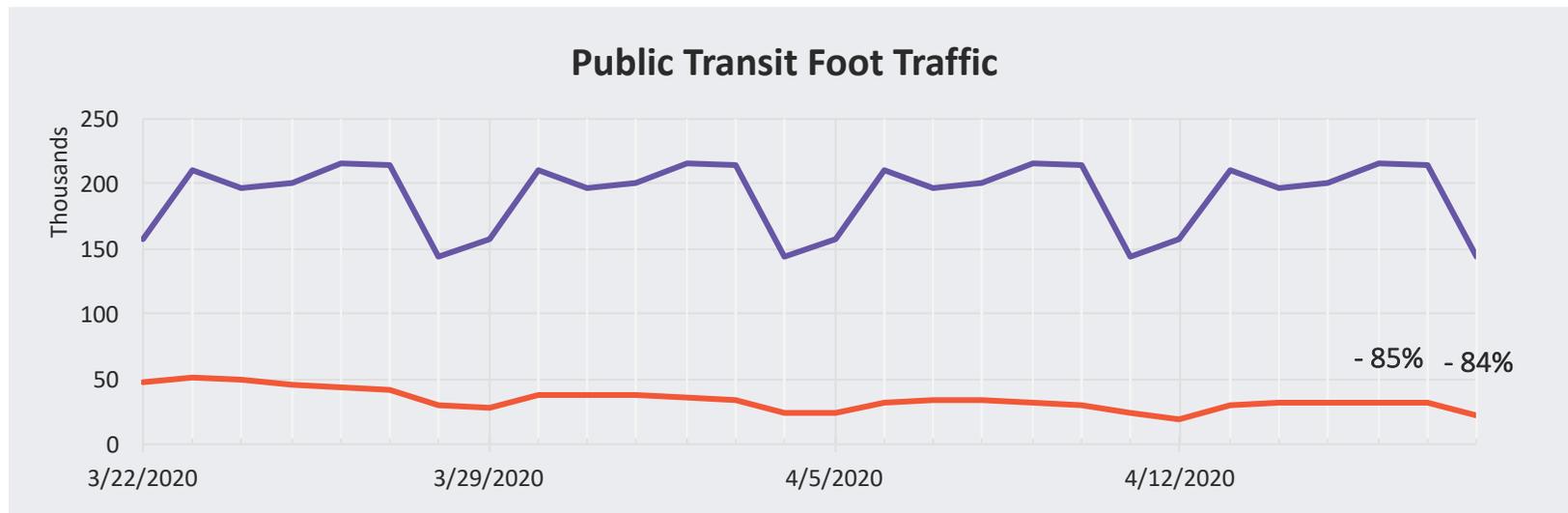
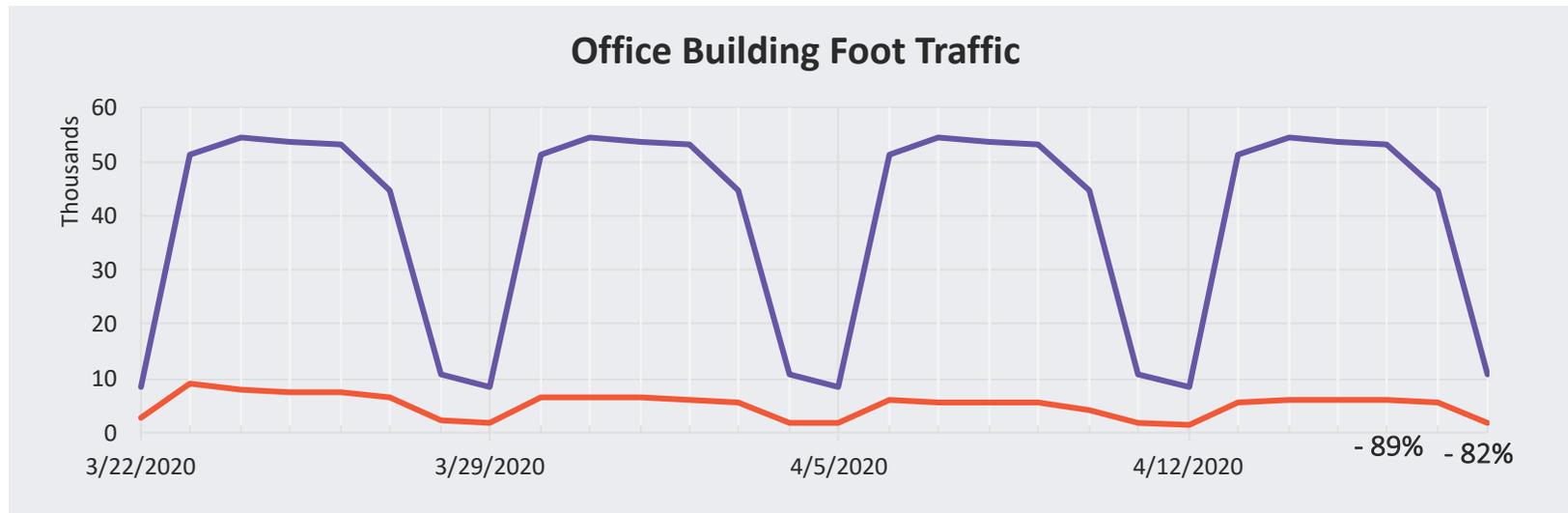
■ Daily Traffic ■ February Weekly Average

SOCIAL DISTANCE TRACKER: Travel & Entertainment Foot Traffic



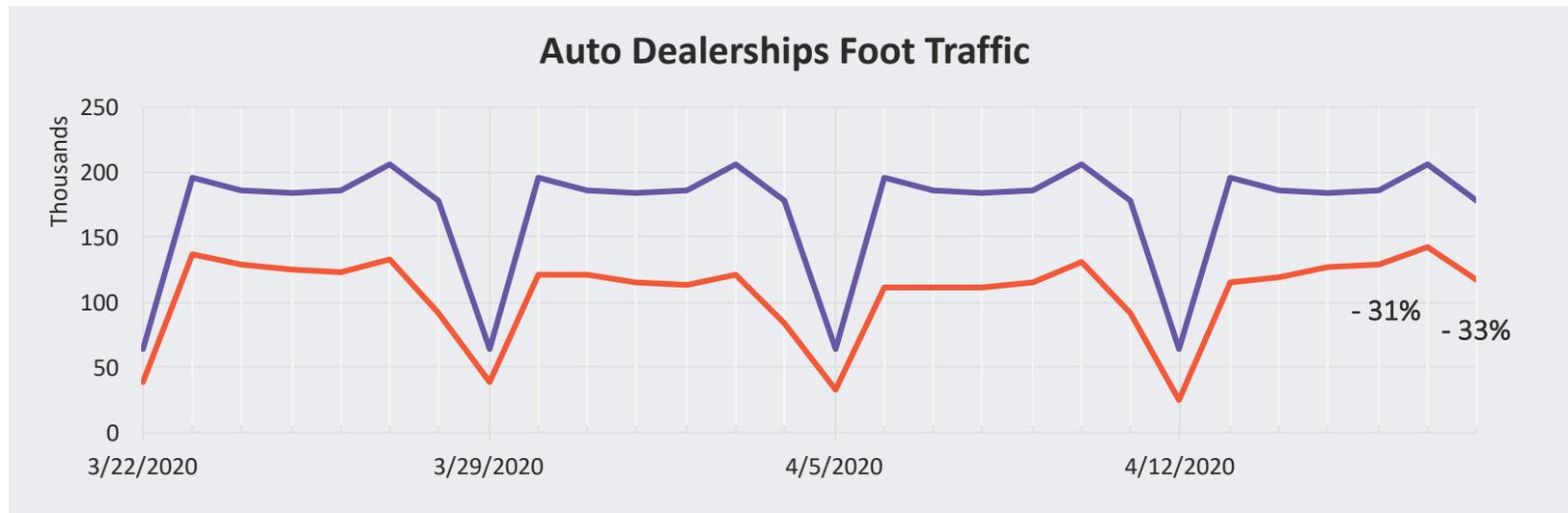
■ Daily Traffic ■ February Weekly Average

SOCIAL DISTANCE TRACKER: Work Life Foot Traffic



■ Daily Traffic ■ February Weekly Average

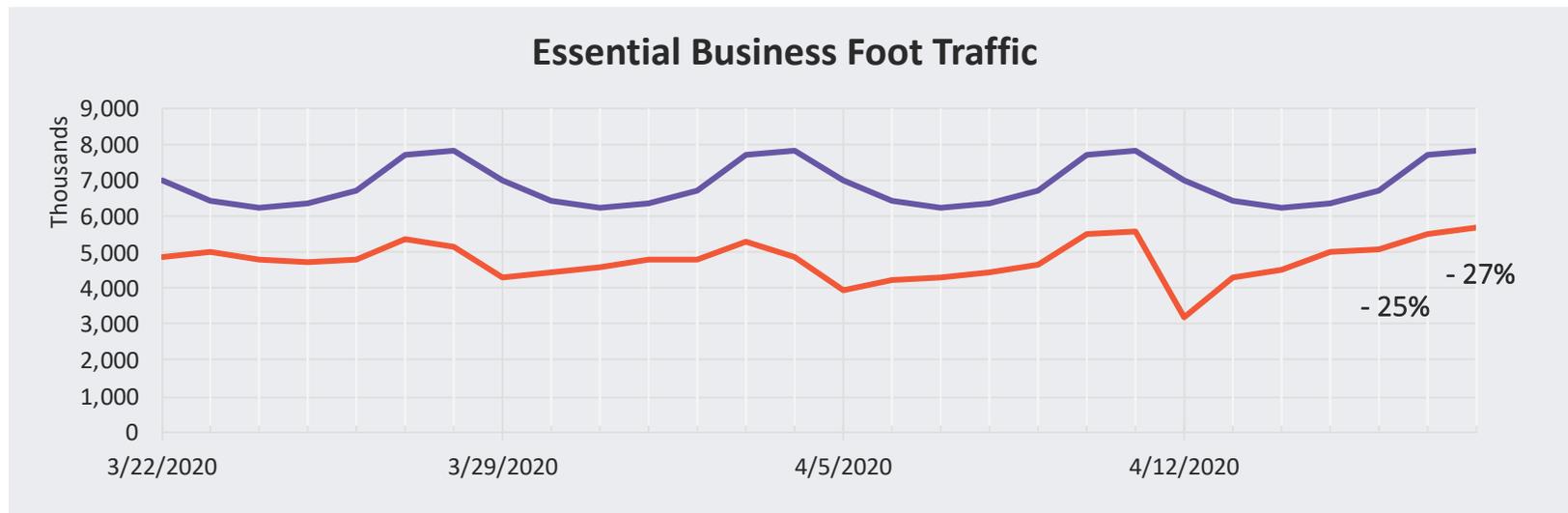
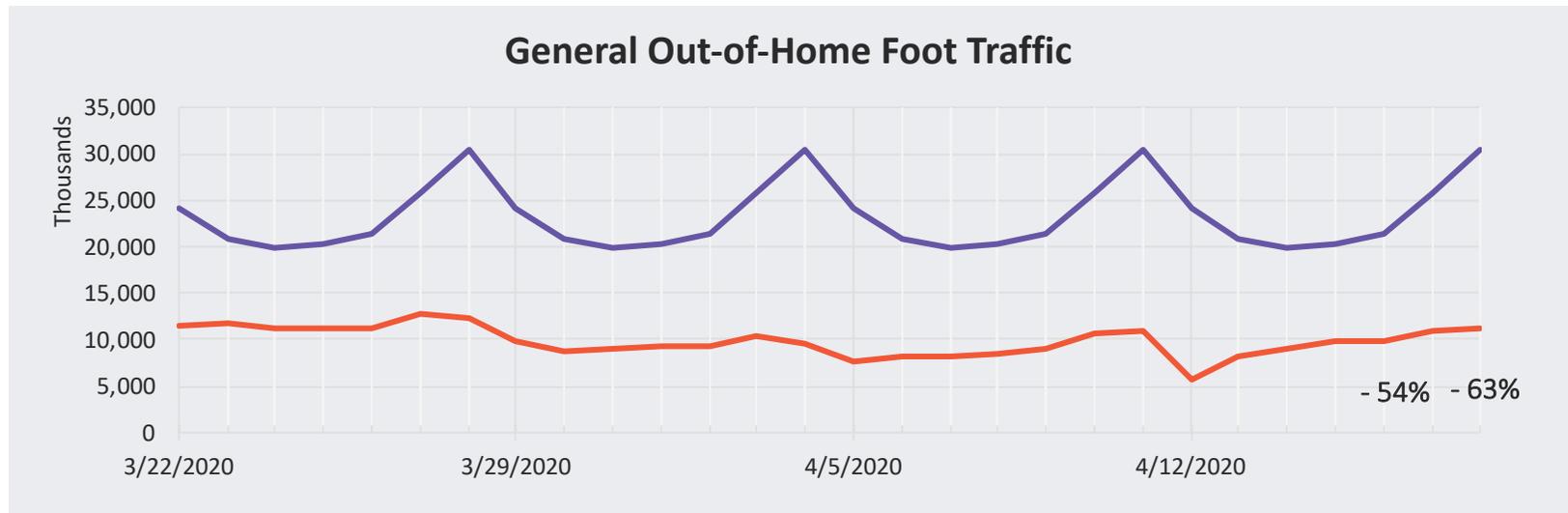
SOCIAL DISTANCE TRACKER: Auto Foot Traffic



■ Daily Traffic

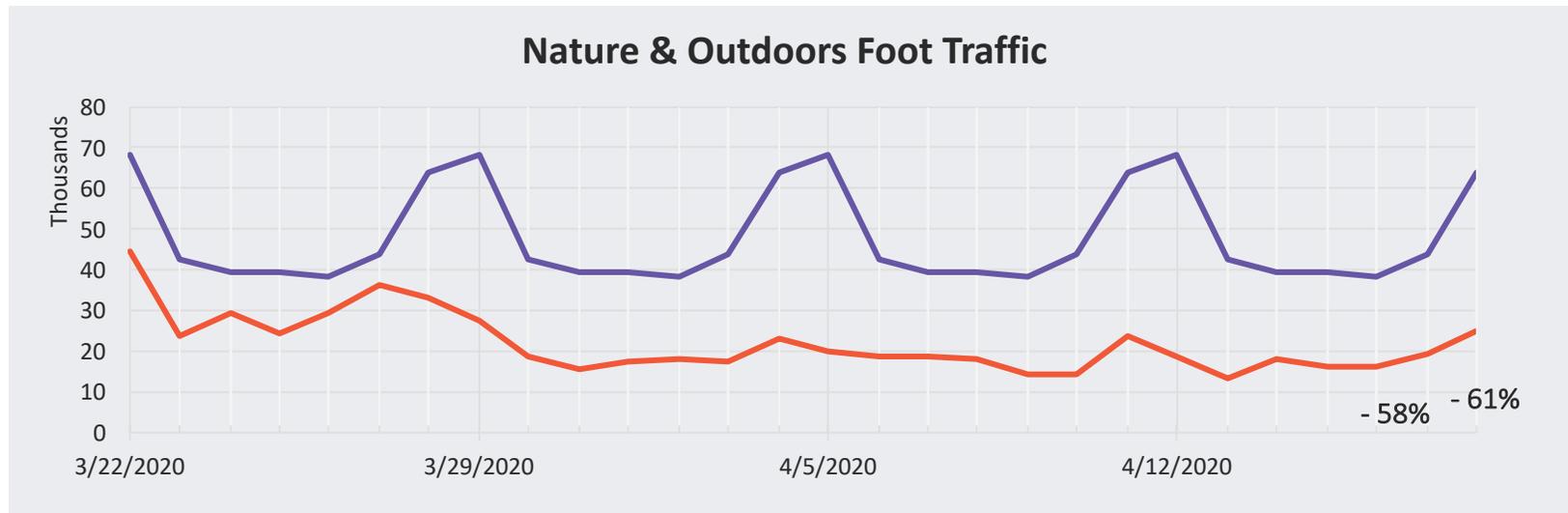
■ February Weekly Average

SOCIAL DISTANCE TRACKER: Aggregate Foot Traffic



■ March Daily Traffic
 ■ February Weekly Average

SOCIAL DISTANCE TRACKER: Aggregate Foot Traffic



March Daily Traffic February Weekly Average