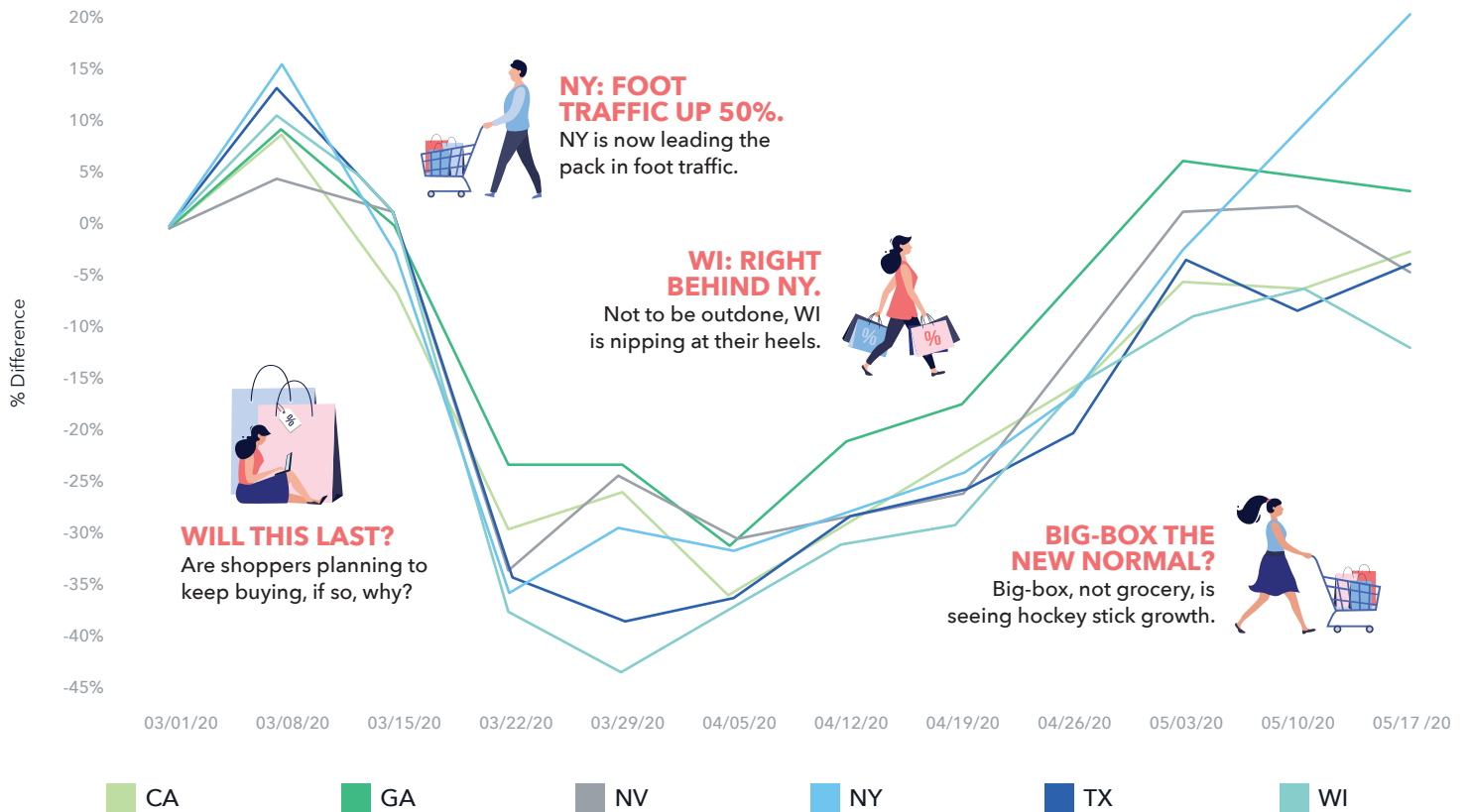


NEW YORK IN-STORE VISITS SPIKED 50% IN SIX WEEKS.

The Foot Traffic of Six States: Big-Box Store Visits.



METHODOLOGY:

Using MFour's Path-2-Purchase® to analyze visits to key retailers of interest nationwide. Percent change is calculated by taking the percent change in visitors observed compared to the baseline: week-over-week. The baseline is calculated based on average visitors observed between 1/1/2020 - 2/29/2020. Behavioral data normalized to account for changes in panel and weighted to census.