

HOW CORONAVIRUS INFECTED

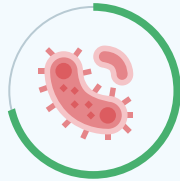
38% OF CONSUMER TRAFFIC TO AIRPORTS

In early January the first COVID-19 death was reported. Two weeks later, we found a **38% drop in visits to top U.S. airports.***



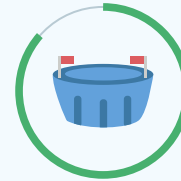
38%

airport decline was observed through GPS tracking on panelists' smartphones



72%

of panelists expected the concern of Coronavirus to last more than two months



86%

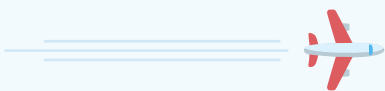
planned to limit social interactions, or visits to public places, as a preventive step



Consumer spending accounts for roughly **70% OF THE U.S. ECONOMY**



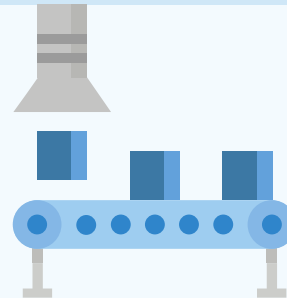
As we tracked people, we saw up to a **38% dip in travel**, compared to the 23% that was stated



That's a **15% shift in behavior**, observed by tracking their locations

78%

of American companies are struggling to resume full production in Shanghai. Consumer spending should be monitored as the virus expands



“

We're seeing the early impact on consumer behavior... Eighty-six percent of our consumer panel is limiting social interaction.

Travel is social. So, we'd expect other high-traffic businesses to feel the effects, as the outbreak continues.

—
Jeff Harrelson, COO at MFour