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

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

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.

Need research? Contact us: solutions@mfour.com or call 714-754-1234