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

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

NY: FOOT TRAFFIC UP 50%.
NY is now leading the pack in foot traffic.

WI: RIGHT BEHIND NY.
Not to be outdone, WI is nipping at their heels.

WILL THIS LAST?
Are shoppers planning to keep buying, if so, why?

BIG-BOX THE NEW NORMAL?
Big-box, not grocery, is seeing hockey stick growth.

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.

For more research, email: solutions@mfour.com or call 714-754-1234