COVID-19 Mobility Update

6/11/20



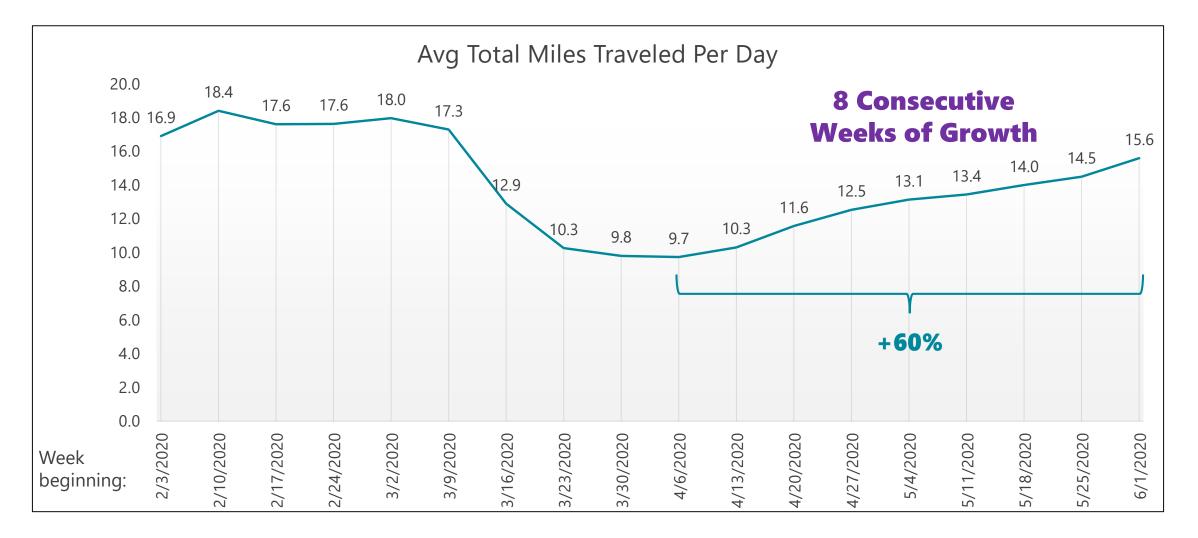
AUDIENCE LOCATION MEASUREMENT



USA Average Weighted Average By County



The average miles traveled daily increased 1.1 miles over the last week – up 8% week over week and 60% versus the April low.

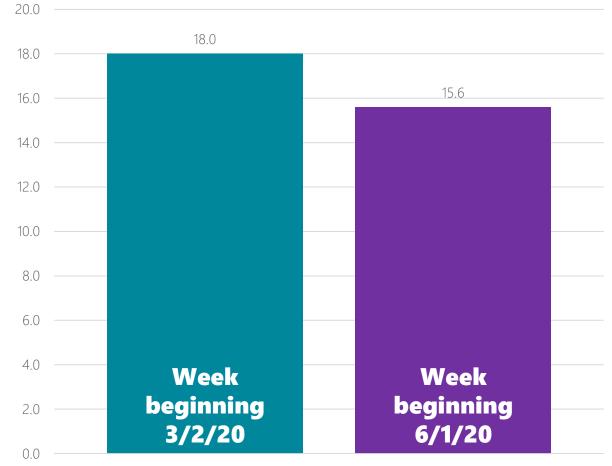


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USA Average Weighted Average By County



Distance traveled daily is now at **87%** of the travel occurring the first week of March prior to COVID-19 restrictions.

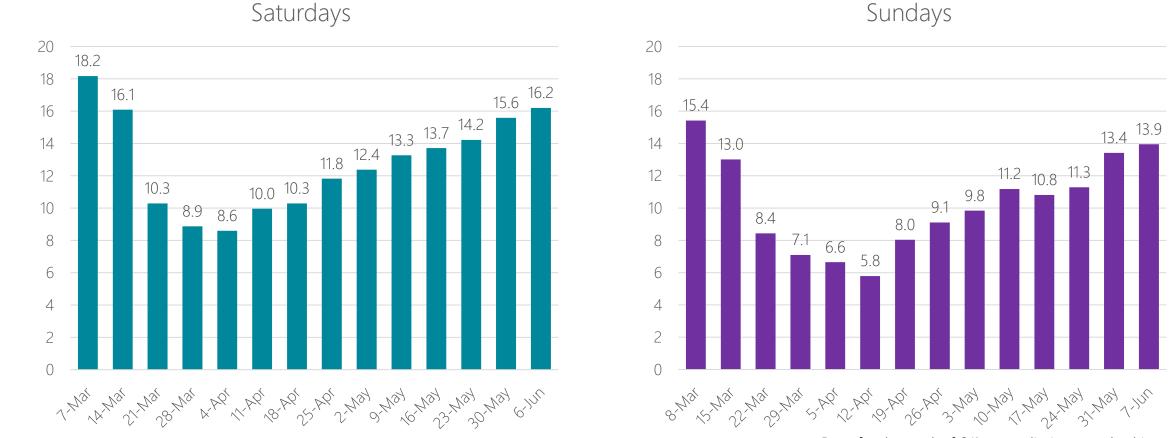


Miles Traveled Per Day



USA Average Weighted Average By County

Average miles traveled on the weekend are returning to normal levels. Saturday and Sunday both exceeded the second weekend in March this week.

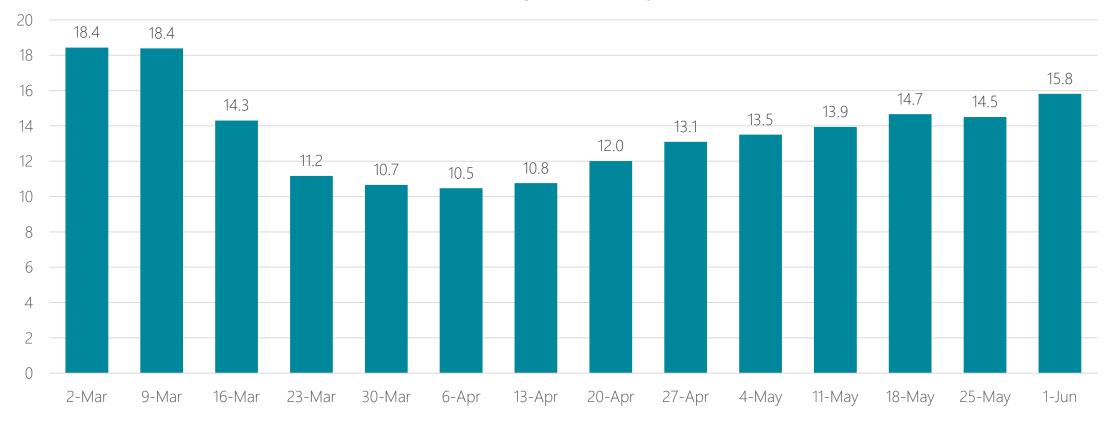




USA Average Weighted Average By County



Average miles traveled on weekdays is now surpassing levels seen mid-March. There was a 9% increase week over week.



Average Week Day

Versus the April low, many states are seeing increases of 10+ miles per day on average.

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	Week Beginning					Week Beginning			
State	4/6/2020	6/1/2020	% Increase	Increase in Miles	State	4/6/2020	6/1/2020	% Increase	Increase in Miles
Alabama	15.9	27.0	69%	11.0	Nebraska	12.5	19.7	57%	7.2
Arizona	10.0	16.5	65%	6.5	Nevada	7.5	14.5	93%	7.0
Arkansas	17.2	25.6	49%	8.4	New Hampshire	9.4	15.5	65%	6.1
California	5.8	14.3	148%	8.5	New Jersey	5.1	12.2	140%	7.1
Colorado	8.2	17.7	115%	9.4	New Mexico	10.5	17.3	65%	6.9
Connecticut	7.9	14.8	87%	6.9	New York	3.5	9.6	175%	6.1
Delaware	10.1	17.0	68%	6.9	North Carolina	14.0	23.3	67%	9.3
DC	4.8	6.8	42%	2.0	North Dakota	9.0	16.6	85%	7.6
Florida	9.2	18.1	96%	8.8	Ohio	10.8	20.7	92%	10.0
Georgia	12.5	22.8	83%	10.3	Oklahoma	15.4	26.8	75%	11.5
Idaho	11.1	17.4	57%	6.3	Oregon	8.8	13.8	57%	5.0
Illinois	8.8	17.4	97%	8.6	Pennsylvania	7.2	15.3	113%	8.1
Indiana	12.1	21.6	78%	9.5	Rhode Island	7.4	12.8	73%	5.4
lowa	11.3	20.2	78%	8.8	South Carolina	14.7	24.3	65%	9.6
Kansas	11.6	20.0	73%	8.5	South Dakota	11.2	20.5	84%	9.3
Kentucky	13.2	22.0	67%	8.8	Tennessee	14.5	24.8	71%	10.3
Louisiana	14.1	23.7	68%	9.6	Texas	11.0	22.3	103%	11.3
Maine	9.9	19.5	98%	9.6	Utah	11.7	17.3	48%	5.6
Maryland	6.7	14.1	110%	7.4	Vermont	7.6	16.1	111%	8.4
Massachusetts	6.4	12.9	100%	6.4	Virginia	10.0	17.8	77%	7.7
Michigan	6.7	19.3	188%	12.6	Washington	7.6	13.1	72%	5.5
Minnesota	9.0	19.6	119%	10.6	West Virginia	11.1	19.0	71%	7.9
Mississippi	16.8	28.4	70%	11.7	Wisconsin	9.9	19.9	101%	10.0
Missouri	12.2	22.8	87%	10.6	Wyoming	11.8	19.8	67%	8.0
Montana	9.7	17.9	85%	8.2	Montana	9.7	17.9	85%	8.2



In state after state, distance traveled daily is approaching (and in some cases exceeding) levels of travel occurring the first week of March - prior to COVID-19 restrictions.



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	Week Beginning				Week Beginning		
State	3/2/2020	6/1/2020	% of 3/2 Audience	State	3/2/2020	6/1/2020	% of 3/2 Audience
Alabama	31.4	27.0	86%	Nebraska	21.5	19.7	92%
Arizona	24.3	16.5	68%	Nevada	19.9	14.5	73%
Arkansas	28.9	25.6	89%	New Hampshire	19.6	15.5	79%
California	22.2	14.3	65%	New Jersey	22.1	12.2	55%
Colorado	23.6	17.7	75%	New Mexico	20.9	17.3	83%
Connecticut	21.3	14.8	69%	New York	16.7	9.6	58%
Delaware	19.4	17.0	87%	North Carolina	28.0	23.3	83%
DC	7.8	6.8	86%	North Dakota	15.0	16.6	111%
Florida	24.8	18.1	73%	Ohio	23.7	20.7	88%
Georgia	28.1	22.8	81%	Oklahoma	29.0	26.8	93%
Idaho	18.1	17.4	96%	Oregon	17.7	13.8	78%
Illinois	22.5	17.4	78%	Pennsylvania	20.0	15.3	76%
Indiana	24.0	21.6	90%	Rhode Island	16.6	12.8	77%
lowa	19.8	20.2	102%	South Carolina	27.9	24.3	87%
Kansas	21.7	20.0	92%	South Dakota	19.1	20.5	107%
Kentucky	24.3	22.0	91%	Tennessee	28.3	24.8	88%
Louisiana	29.1	23.7	81%	Texas	28.4	22.3	78%
Maine	22.4	19.5	87%	Utah	22.4	17.3	77%
Maryland	21.6	14.1	65%	Vermont	18.9	16.1	85%
Massachusetts	19.8	12.9	65%	Virginia	23.0	17.8	77%
Michigan	24.9	19.3	78%	Washington	18.1	13.1	72%
Minnesota	22.2	19.6	88%	West Virginia	19.9	19.0	96%
Mississippi	31.4	28.4	91%	Wisconsin	20.9	19.9	95%
Missouri	25.9	22.8	88%	Wyoming	15.6	19.8	127%
Montana	16.8	17.9	107%	Montana	9.7	17.9	85%