## COVID-19 Mobility Update

7/23/20



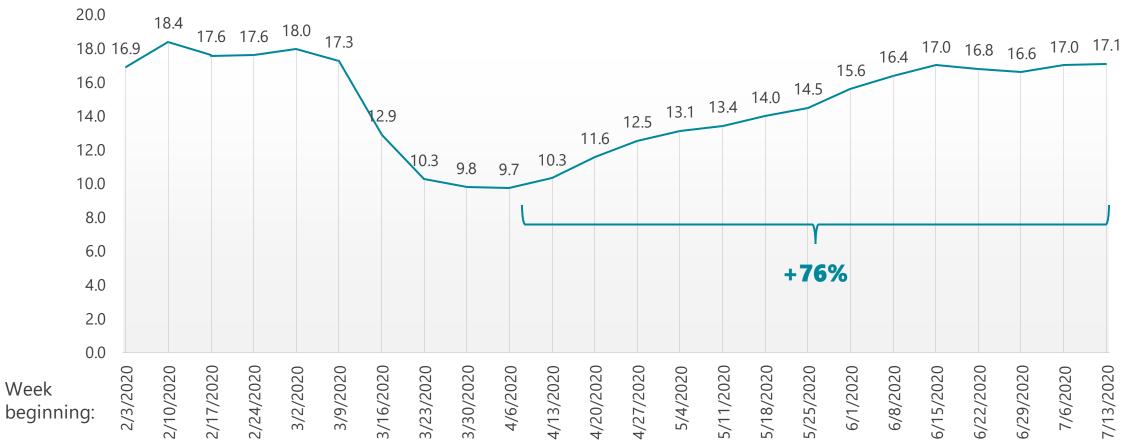
AUDIENCE LOCATION MEASUREMENT





The average miles traveled daily is stabilizing, up 76% versus the April low.

Avg Total Miles Traveled Per Day



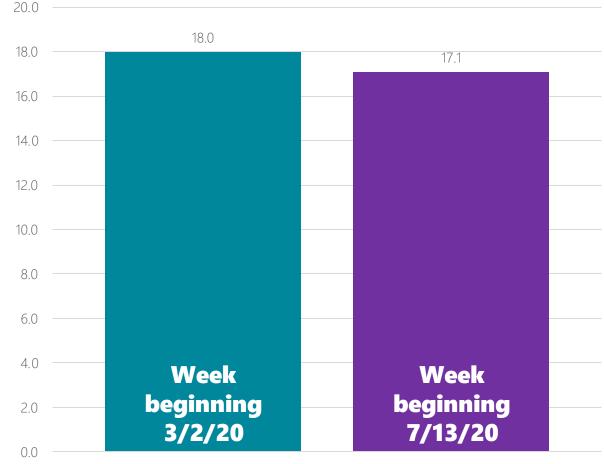
Data for the week of 7/13 are preliminary and subject to change.

# geopath

## USA Average Weighted Average By County



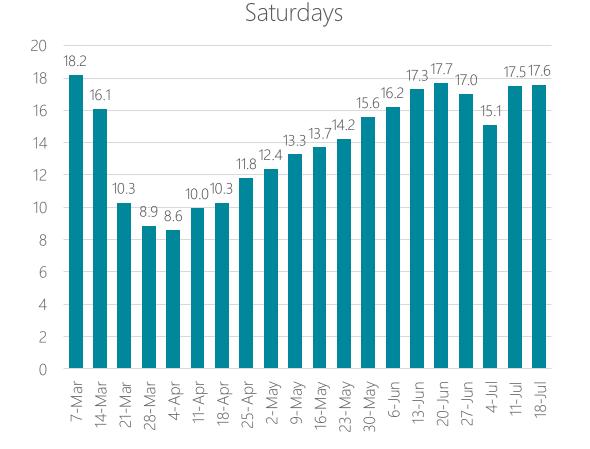
Distance traveled daily is now at **95%** of the travel occurring the first week of March prior to COVID-19 restrictions.

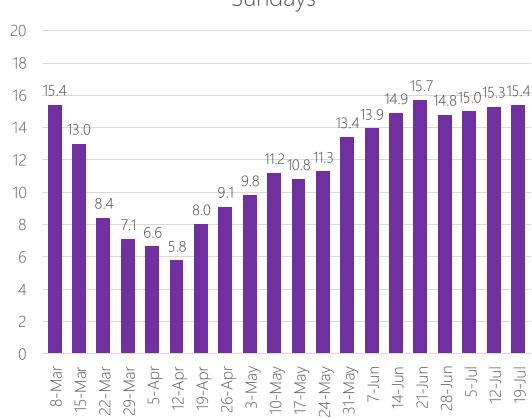


Miles Traveled Per Day



Saturday travel is currently at 97% of the distances traveled in early March. Sunday travel is flat versus the week prior to COVID-19 travel restrictions.





#### Sundays





Average miles traveled on weekdays has stabilized, surpassing levels seen mid-March. Currently, people are travelling 95% of the distance traveled the week of March 2nd.

20 18.4 18.4 17.4 17.2 173 173 17.1 18 16.5 15.8 16 14.7 14.5 14.3 13.9 13.5 13.1 14 12.0 11.2 12 10.8 10.7 10.5 10 8 6 4 2 0 3/2/22 3/2/22 3/2/22 3/22/22 3/22/22 4/2/22 4/2/22 4/2/22 4/2/22 5/4/222 5/4/222 5/4/222 5/2/22 6/2/22

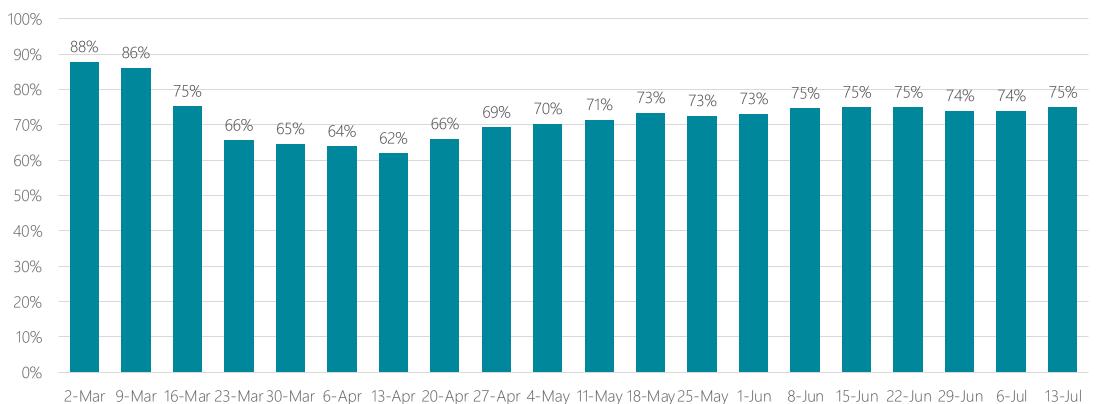
Average Week Day

Data for the week of 7/13 are preliminary and subject to change.





The number of people traveling beyond one mile from their homes daily has stabilized, with approximately 3 out of 4 people leaving their homes on the average day.



% Of People Leaving Their Homes – Average Day

Data for the week of 7/6 are preliminary and subject to change.

## geopath

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



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	Week Beginning					Week Beginning			
	4.45.40000	7 42 2000		Increase in	State	4/6/2020	7/13/2020	% Increase	Increase in Miles
State	4/6/2020	7/13/2020	% Increase	Miles	Nebraska	12.5	22.7	81%	10.2
Alabama	15.9	29.0	82%	13.1	Nevada	7.5	15.8	110%	8.3
Arizona	10	16.1	61%	6.1	New Hampshire	9.4	18.8	100%	9.4
Arkansas	17.2	26.7	56%	9.5	New Jersey	5.1	18.1	255%	13.0
California	5.8	15.9	174%	10.1	New Mexico	10.5	18.5	76%	8.0
Colorado	8.2	20.8	154%	12.6	New York	3.5	14.2	307%	10.7
Connecticut	7.9	19.8	150%	11.9	North Carolina	14	24.8	77%	10.8
Delaware District of Coloradaia	10.1	19.1	90%	9.0	North Dakota	9	18.0	100%	9.0
District of Columbia	4.8	7.3	53%	2.5	Ohio	10.8	22.4	108%	11.6
Florida	9.2	19.4	111%	10.2				74%	11.4
Georgia	12.5	24.9	99%	12.4	Oklahoma	15.4	26.8		
Idaho	11.1	19.6	76%	8.5	Oregon	8.8	16.9	92%	8.1
Illinois	8.8	20.7	136%	11.9	Pennsylvania	7.2	18.9	162%	11.7
Indiana	12.1	24.1	99%	12.0	Rhode Island	7.4	16.3	120%	8.9
lowa	11.3	22.1	95%	10.8	South Carolina	14.7	24.6	68%	9.9
Kansas	11.6	21.2	83%	9.6	South Dakota	11.2	24.6	120%	13.4
Kentucky	13.2	24.1	83%	10.9	Tennessee	14.5	26.0	79%	11.5
Louisiana	14.1	25.4	80%	11.3	Texas	11	21.4	94%	10.4
Maine	9.9	23.3	135%	13.4	Utah	11.7	19.8	69%	8.1
Maryland	6.7	17.9	167%	11.2	Vermont	7.6	19.8	160%	12.2
Massachusetts	6.4	17.9	180%	11.5	Virginia	10	20.6	106%	10.6
Michigan	6.7	22.8	240%	16.1	Washington	7.6	16.9	122%	9.3
Minnesota	9	22.8	153%	13.8	West Virginia	11.1	20.4	84%	9.3
Mississippi	16.8	30.6	82%	13.8	West Virginia Wisconsin	9.9	20.4	121%	12.0
Missouri	12.2	24.2	98%	12.0					
Montana	9.7	21.0	117%	11.3	Wyoming	11.8	23.8	102%	12.0

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