



Uncovering the impact of new & reinstated COVID-19 mandates

August 2021

FOURSQUARE

Overview & Methodology

Brands seek to gain a deeper understanding of COVID-19's impact on foot traffic to restaurants & bars in major cities, including New York City, Los Angeles, Miami & San Francisco.

Foursquare analyzed consumer behavior based on foot traffic data from millions of Americans that make up our always-on panel. All data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.

For this analysis, we've examined foot traffic trends in NYC. To account for fluctuations by day of the week, Foursquare used rolling 7-day averages. In order to isolate the impact of COVID-19, Foursquare focused on data starting July 1 2021 through August 28 2021.



Foot traffic to bars & restaurants in **New York City** declined following the vaccination mandate that took effect in mid August

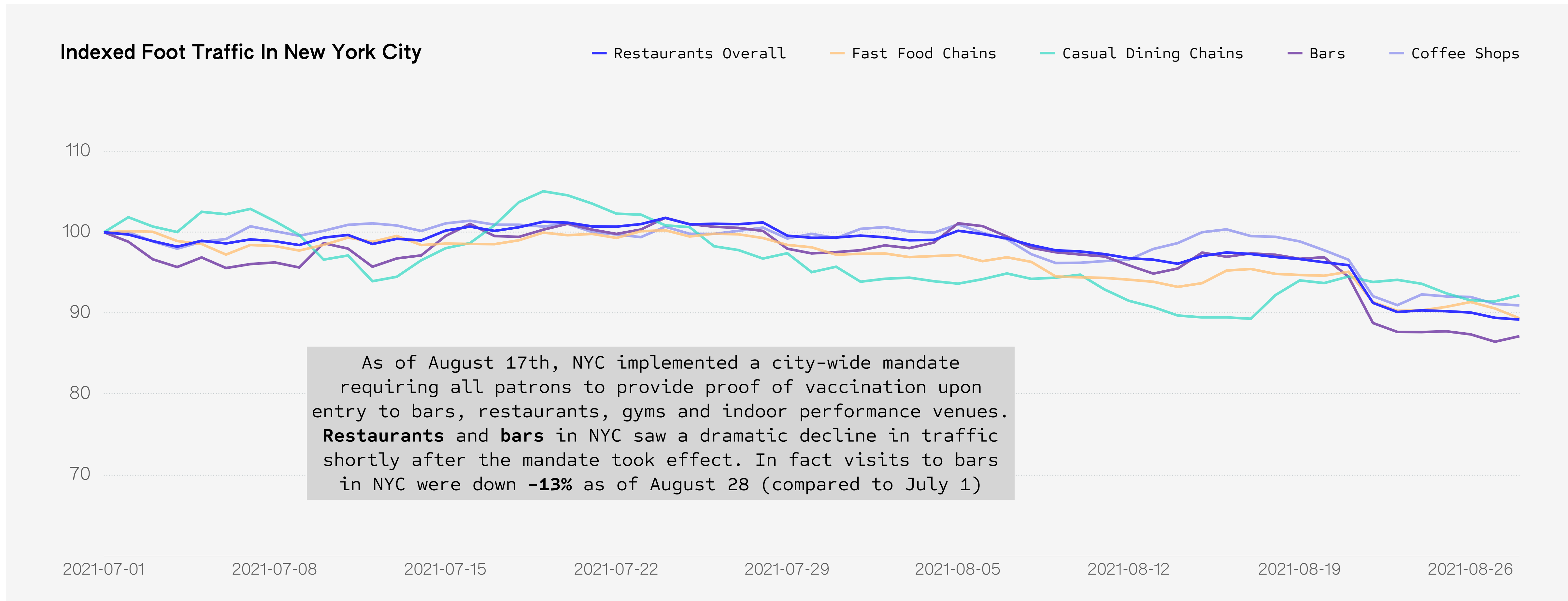


Chart illustrates indexed foot traffic to various categories in NYC, where visits on July 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

In **San Francisco**, foot traffic to bars picked up even more following the vaccination mandate, while visits to restaurants & coffee shops declined

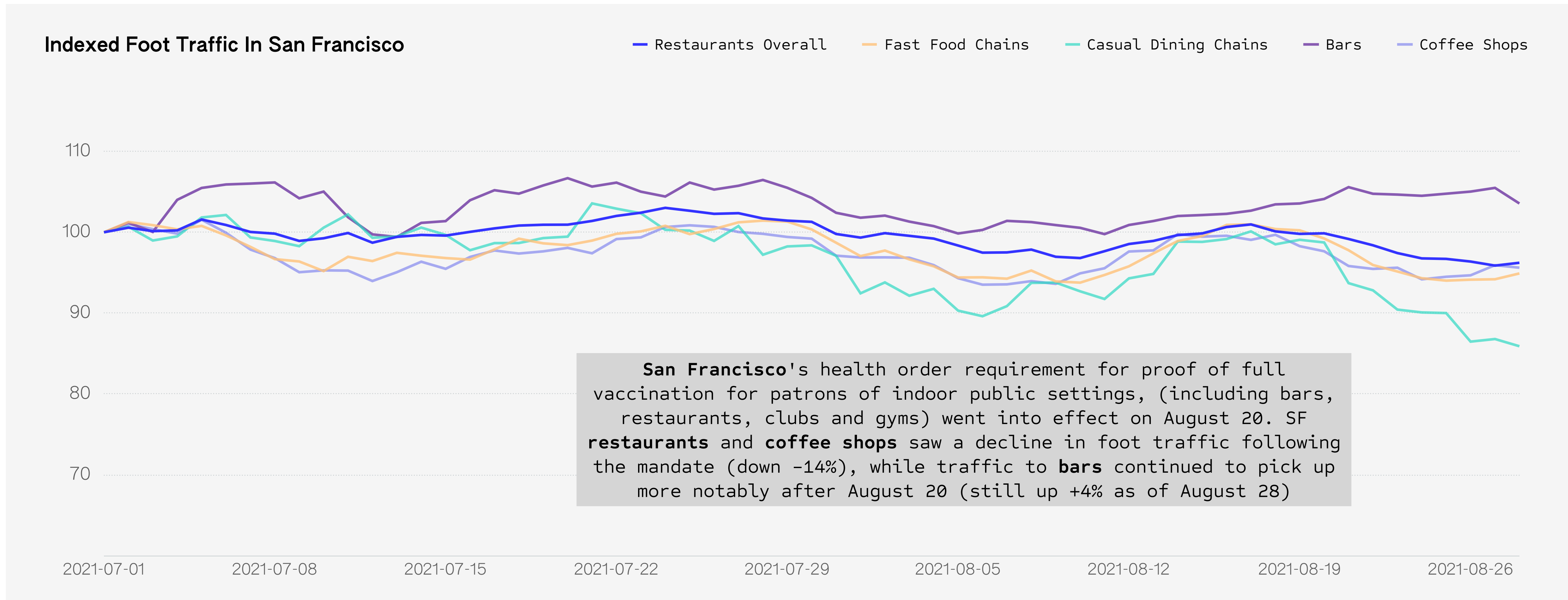


Chart illustrates indexed foot traffic to various categories in SF, where visits on July 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Restaurants in **Los Angeles** were less impacted by reinstated mask mandates, while visits to bars declined slightly

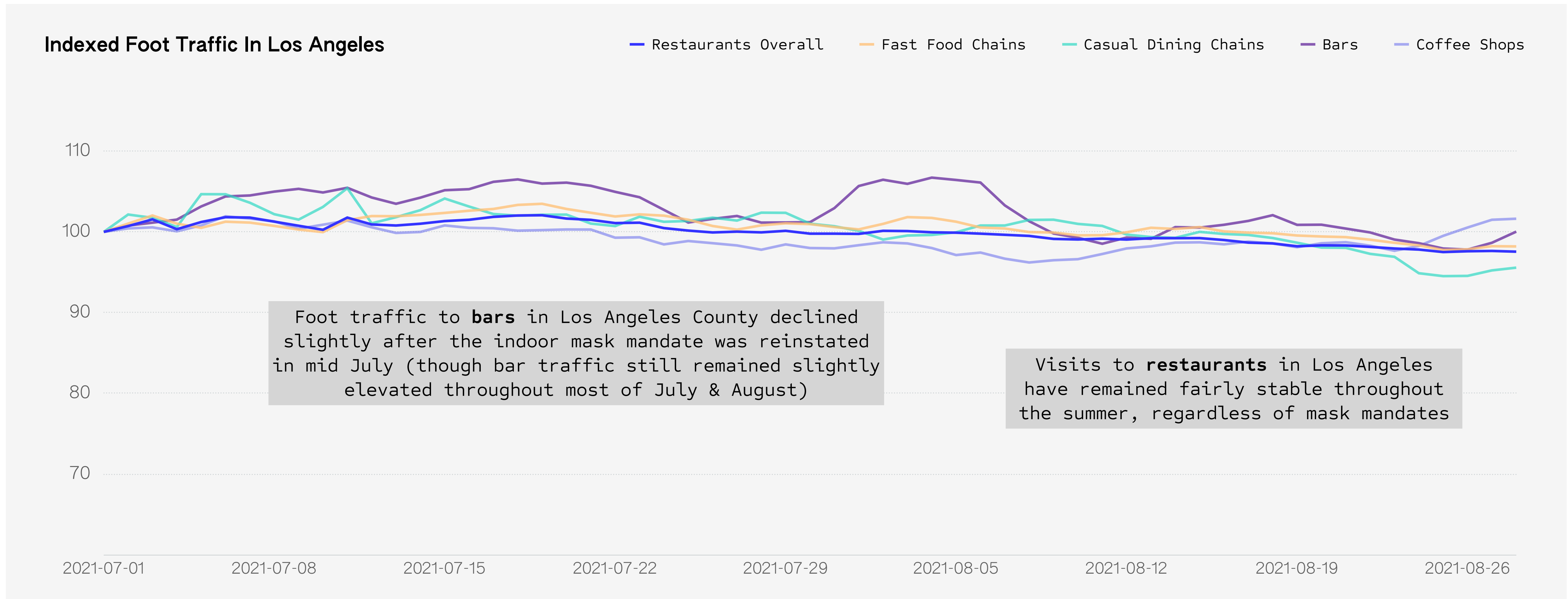


Chart illustrates indexed foot traffic to various categories in LA, where visits on July 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Foot traffic to bars & restaurants in **Miami** has continued to decline since the reinstated indoor mask mandate that took effect in late July

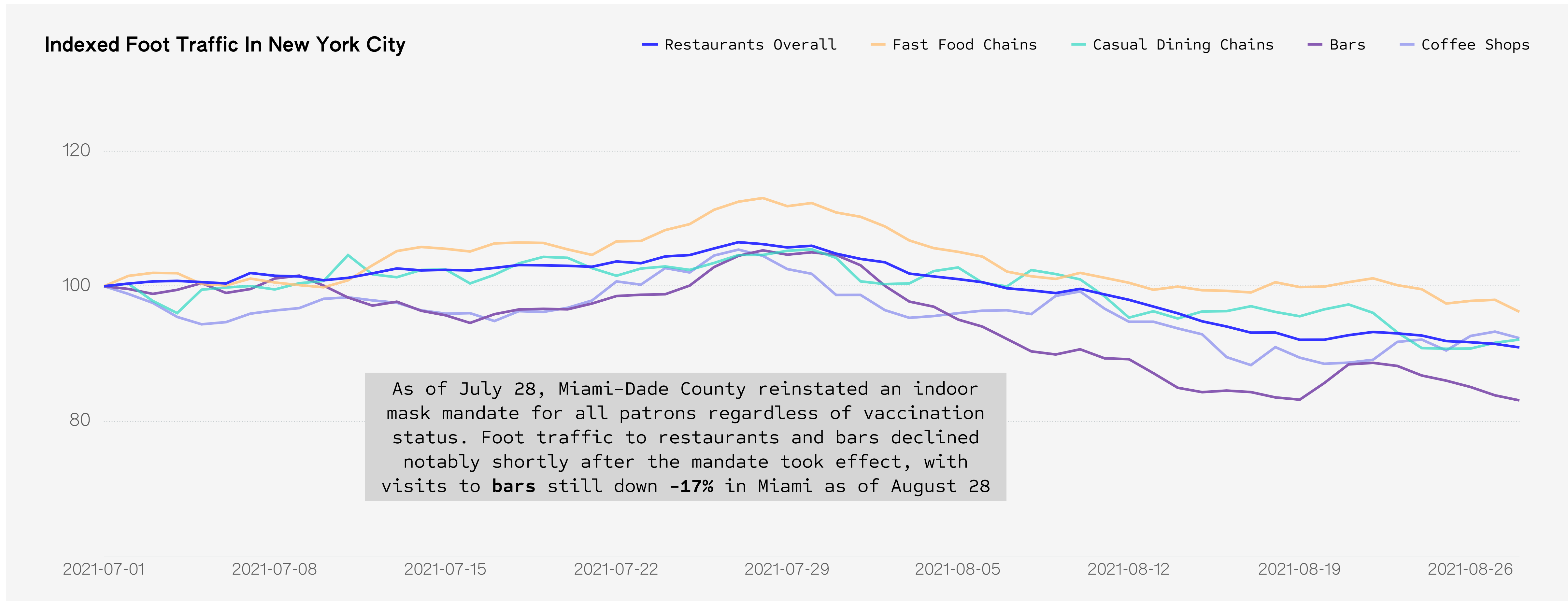


Chart illustrates indexed foot traffic to various categories in Miami, where visits on July 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Foot traffic to restaurants in **New York City** has declined most notably amongst major cities with reinstated mask and/or vaccination mandates now in effect

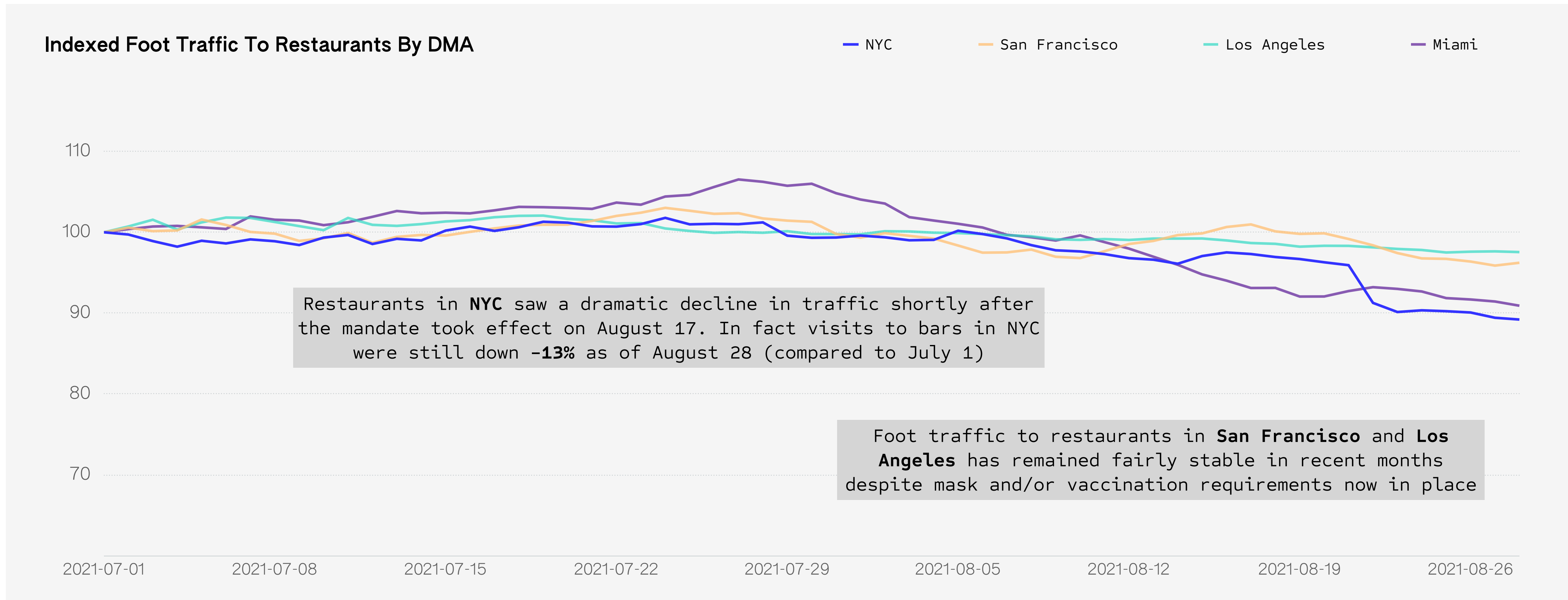


Chart illustrates indexed foot traffic to restaurants by DMA, where visits on July 1, 2021 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Thank You

Emily Owayni
Senior Strategist, Insights
eowayni@foursquare.com