

# Consumer Traffic Volumes & Trends as of May 29<sup>th</sup>, 2020

Sweetwater: Overall, Restaurant,  
General Merchandise Stores

\*Data is sourced from Buxton  
([www.buxtonco.com](http://www.buxtonco.com))



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## Sweetwater: Overall

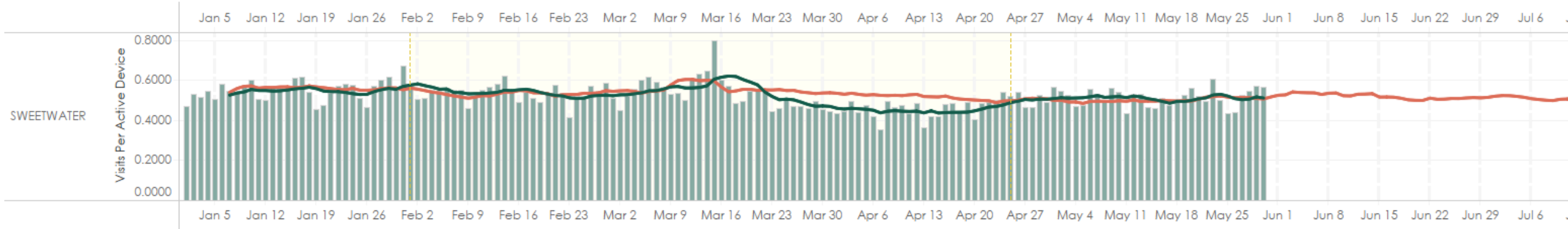
Top Category: OVERALL  
Sub-Category: (All)

### Mobile Device Visits per Active Device

View By: GEOGRAPHY  
Legend: 7 Day Avg. 2020 (Green), 7 Day Avg. 2019 (Red)

Volume of unique GPS device pings inside Sweetwater TX City boundaries. Volumes are currently on a similar trend line from that of 2019.

State Level



Red line = rolling 7-day average in 2019. Green line = rolling 7-day average in 2020. The green bar is the normalized volume of unique devices on that given day.

## Sweetwater: Restaurants

Volume of unique GPS device pings inside Sweetwater restaurants. As of May 29<sup>th</sup>, there is a 22.75% decrease from pre-Covid-19 volumes. The low saw volume down 44.23% on 4/16.

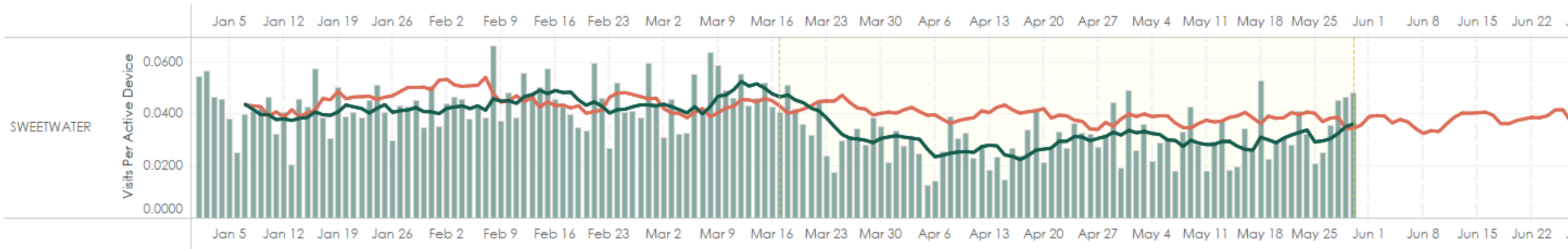
Top Category: RESTAURANTS AND OTHER EATING PLA...  
Sub-Category: (All)

### Mobile Device Visits per Active Device

View By: GEOGRAPHY  
Legend: 7 Day Avg. 2020 (Green), 7 Day Avg. 2019 (Red)

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#### State Level



Red line = rolling 7-day average in 2019. Green line = rolling 7-day average in 2020. The green bar is the normalized volume of unique devices on that given day.

# Sweetwater: General Merchandise Stores

Top Category: GENERAL MERCHANDISE STORES, INCL...  
 Sub-Category: (All)

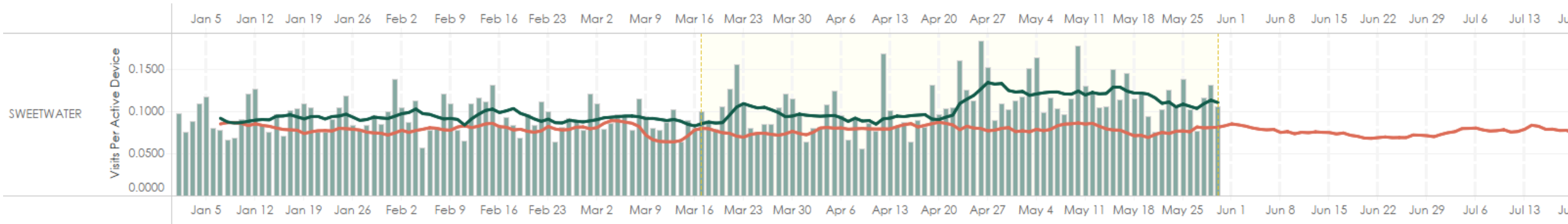
## Mobile Device Visits per Active Device

View By: GEOGRAPHY  
 Legend: 7 Day Avg. 2020 (Green), 7 Day Avg. 2019 (Red)

Volume of unique GPS device pings inside Sweetwater general merchandise stores. Currently up 29% vs. 2019. Peak was on 4/26, up 76% from 2019.

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State Level



Red line = rolling 7-day average in 2019. Green line = rolling 7-day average in 2020. The green bar is the normalized volume of unique devices on that given day.

## COVID-19 Customer Impact Dashboard

### **What is it?**

- Buxton's COVID-19 Customer Impact dashboard provides a window into the consumer behavior trends we are able to observe via our mobile data combined with our segmentation data.
- It allows users to summarize consumer volume trends at multiple levels of geographic granularity (State, Zip, etc.) by types of places (e.g. malls, airports, etc.) and by consumer groups (overall and by segment)

### **What are the technical details around the data?**

- The sample set of data which is analyzed includes all U.S. data from mobile devices where we could confidently identify a home location.
- The metric we are measuring represents the devices and visits we observe at each category of place as a % of the total devices within each selected geography.
- Our team feels this is the most consistent, comparable metric to use to identify trends in volume behavior as it normalizes natural shifts in overall volume of the underlying data, we have visibility to.
- These metrics are reported as daily units (bars) and rolling 7-day averages (lines) for both 2020 and 2019.