

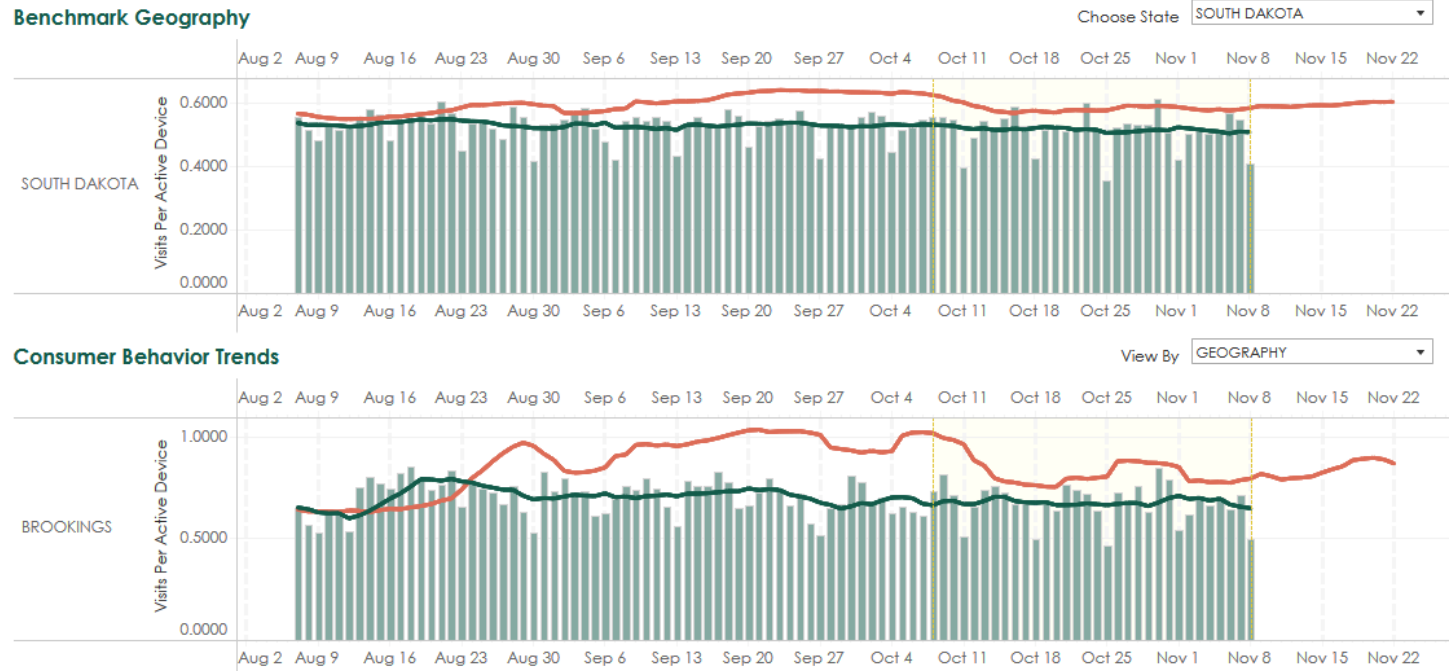
COVID-19 | CUSTOMER IMPACT DASHBOARD

Date: November 11, 2020

The COVID-19 Customer Impact dashboard provides a window into consumer behavior trends that can be observed through tracking of mobile data. By looking at a statistical sampling of active, GPS-enabled cell phones in Brookings, visit trends in 2020 can be compared to visit trends in 2019 to gauge the impact that COVID-19 might be having on selected business sectors.

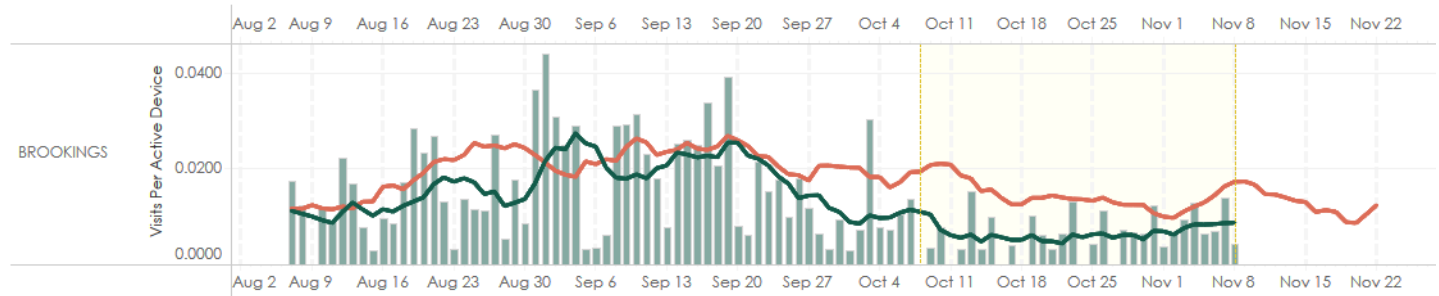


Category = Overall



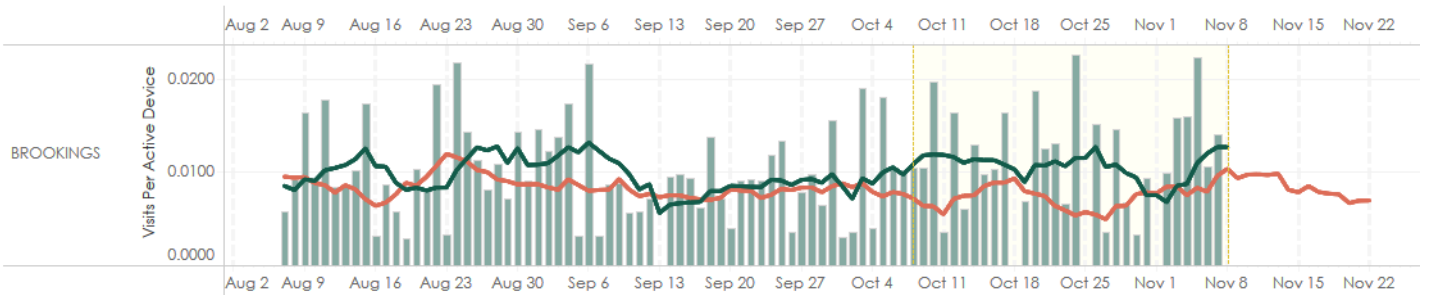
Category = Amusement & Recreation

DESCRIPTION: Bowling Centers, Fitness & Recreation Centers, Golf Courses & Country Clubs, Other

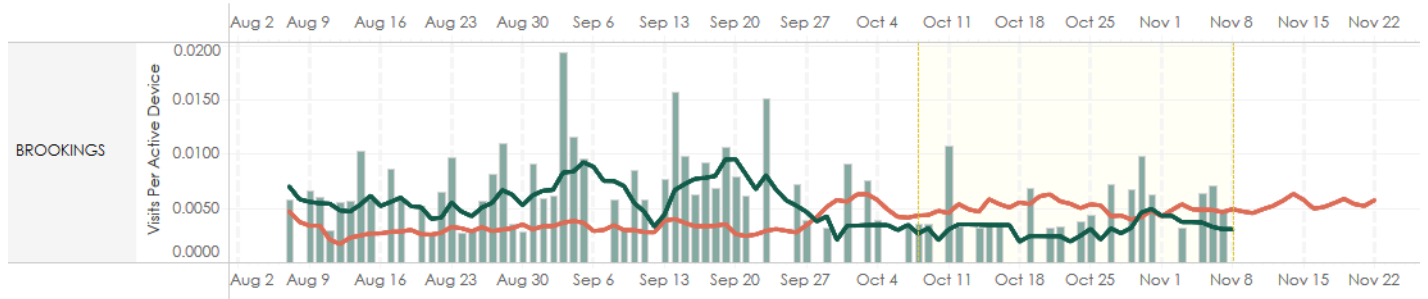


Category = Automobile Dealers

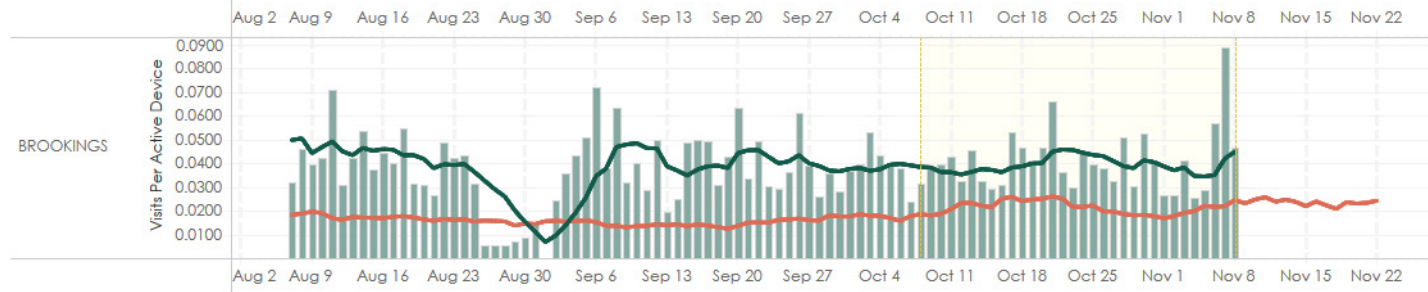
DESCRIPTION: New & Used Car Dealers



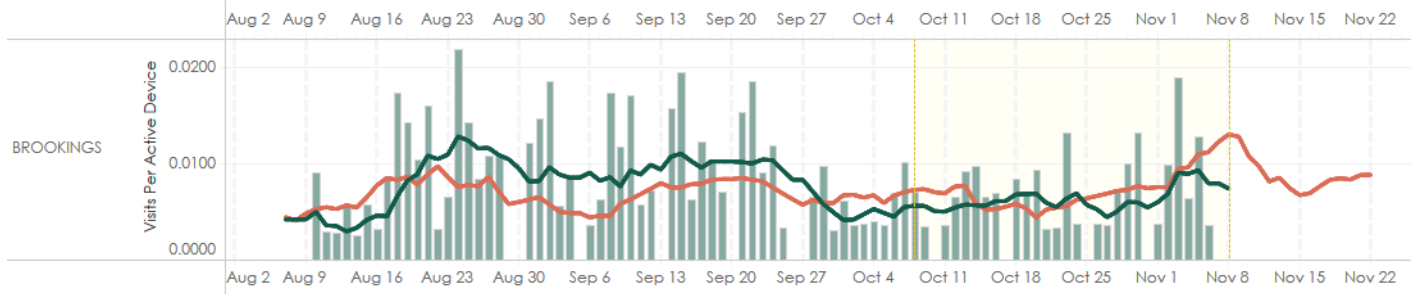
Category = Beer/Wine/Liquor Stores



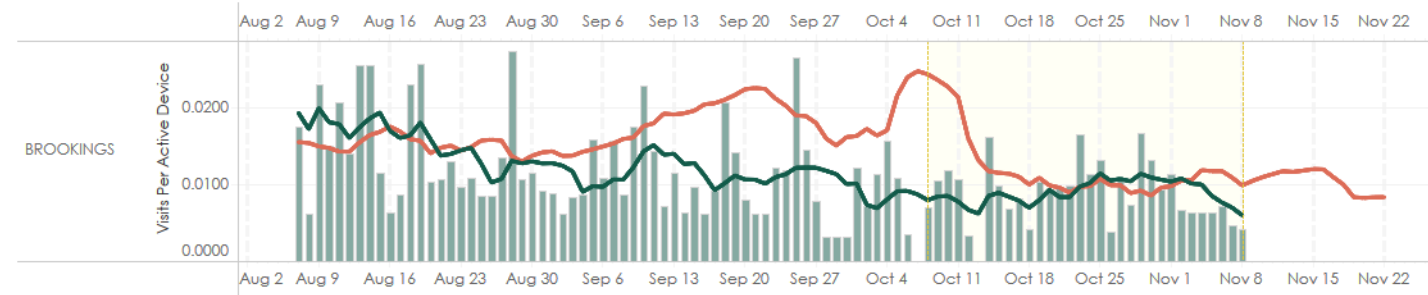
Category = Building Materials/Supplies DESCRIPTION: Hardware, Home Centers, Paint/Wallpaper Stores, etc.



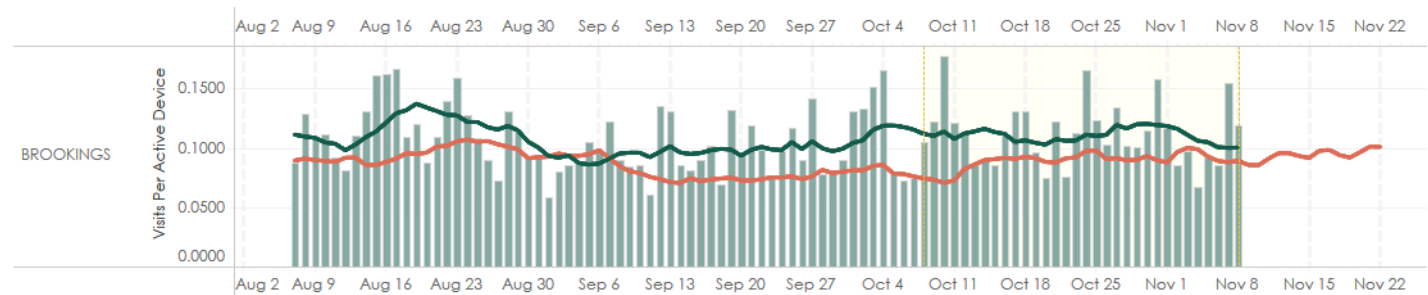
Category = Child Day Care Services



Category = Gas Stations DESCRIPTION: Gasoline Stations w/ Convenience Stores, etc.

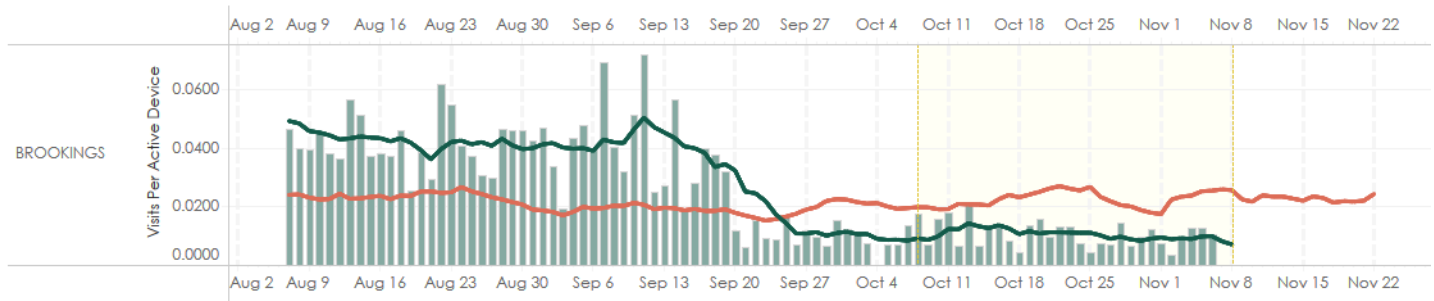


Category = General Merchandise DESCRIPTION: General Merchandise including Warehouse Clubs, Super Ctrs



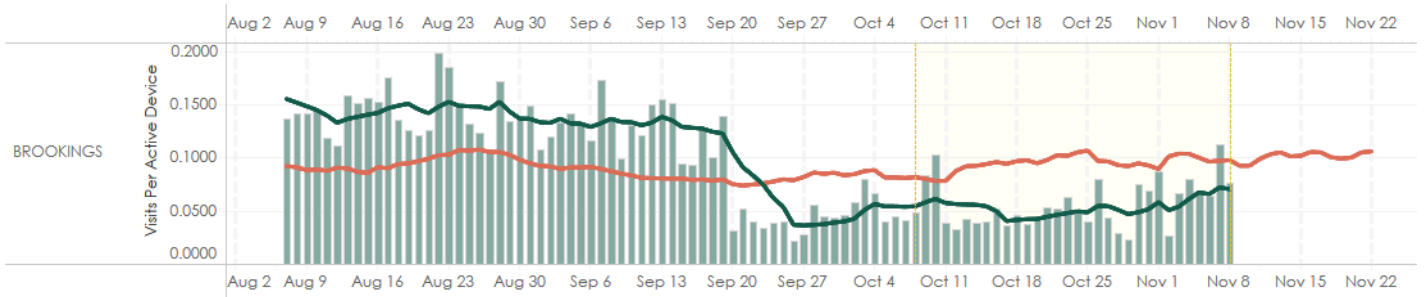
Category = Grocery Stores

DESCRIPTION: Convenience Stores, Supermarkets and Other Grocery

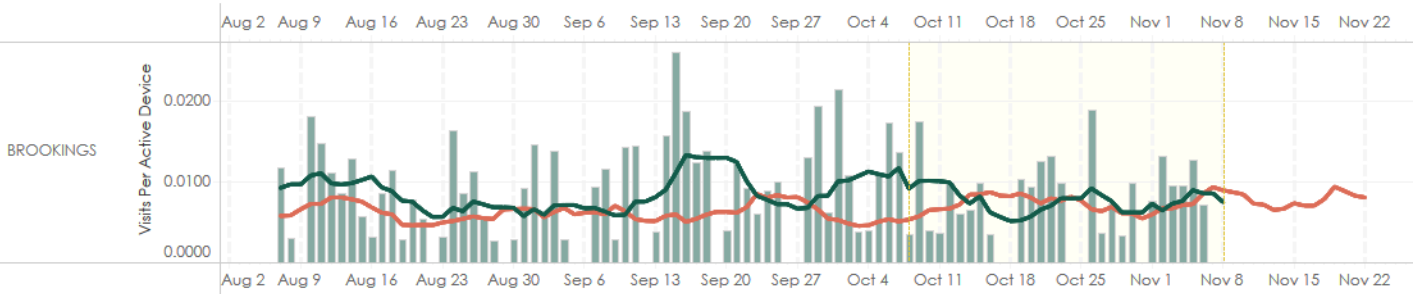


Category = Health/Personal Care Stores

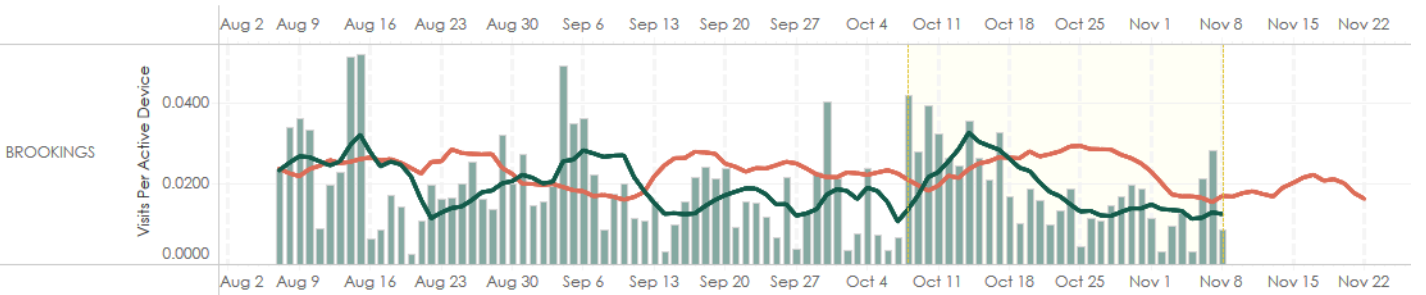
DESCRIPTION: Pharmacies, Drug Stores, Optical Goods, Food Supplement, Cosmetics, Beauty Supplies, Other



Category = Hospitals

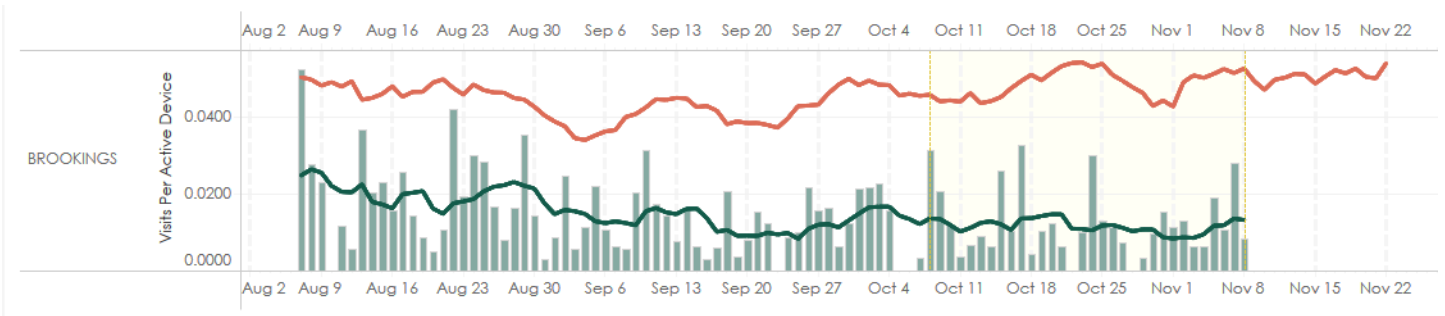


Category = Hotels/Motels



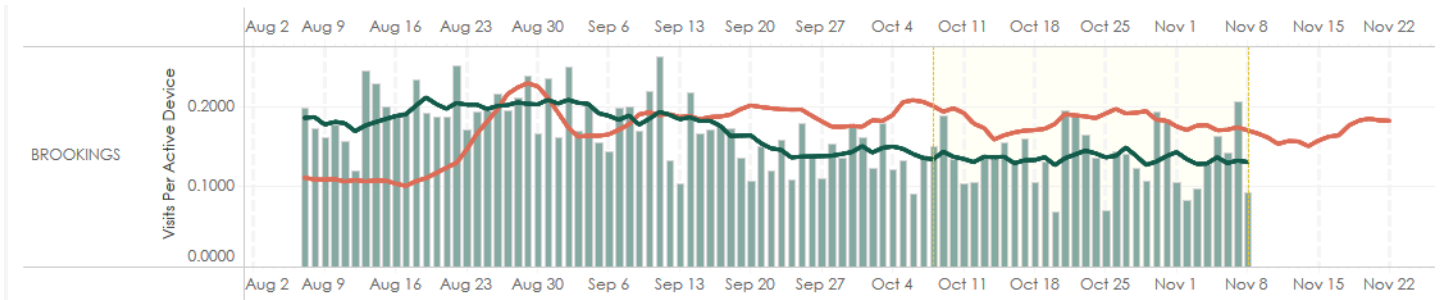
Category = Personal Care Services

DESCRIPTION: Barber Shops, Beauty Salons, Nail Salons, Diet & Weight Reducing Centers, Other



Category = Restaurants

DESCRIPTION: Cafeterias, Buffets, Full & Limited Service Restaurants, Snack & Nonalcoholic Beverage Bars



Category = Universities

