How COVID-19 Affected Gyms, Restaurants and Clothing Retailers in New York City, Miami and Los Angeles

As various cities have been impacted differently by the COVID-19 pandemic, retailers have re-opened in fits and starts across the country.

Reveal Mobile has taken a close look at consumer foot traffic in three retail categories across three major cities. Our analysis shows that COVID cases in New York City, Miami and Los Angeles have affected dining in at restaurants, shopping for clothes and working out at the gym during the summer months, when these activities are typically at their highest. Foot traffic analytics are a powerful way to understand consumers without asking shoppers about their behaviors or habits.

In partnership with mobilads, an out-of-home advertising platform that specializes in the gig economy, we analyze in this report consumer categories showing the most resilience during the pandemic based on actual foot traffic.

We chose to study New York, Miami and Los Angeles because each city has weathered the COVID-19 pandemic in different ways. Each city has opened different types of businesses at different times and has seen a variety of outcomes in the number of coronavirus cases as well as public opinion.

The three consumer categories we analyze in this report -- restaurants, clothing stores and gyms -- were selected because they have been severely affected by mandatory closures and have re-opened and closed at different times in each of the three cities.

Reveal Mobile's precise location data is built on a foundation of 360 million monthly location events and a proprietary database of 12 million points of interest consisting of almost all businesses in the U.S. This database is an ideal source of information from which to make observations about foot traffic and consumer activity.

This report is designed to help people understand the implications of COVID-19 across three major consumer categories in three major US cities during the summer of 2020.

How Covid-19 Has Affected Retail In Each City

There is a high inverse correlation between COVID-19 cases and foot traffic to gyms, apparel stores, and restaurants in New York City and Miami. Interestingly, Los Angeles did not show the same inverse correlation. NYC had the highest number of cases among all three cities given population size. Miami had the lowest.

Following a heavy peak earlier in the year compared to other cities, we see a significant decrease in COVID cases in New York City during the months of May, June and July -- most likely due to social distancing, many residents leaving the city to surrounding suburb areas, phased reopenings and the increased use of masks. While Los Angeles and Miami saw a decrease in COVID cases up until the end of June, there was a second wave that caused a spike throughout the month of July.

Foot traffic increased month-over-month across the three cities in all consumer categories we evaluated, especially in July, after signs of progress showing a lower death rate in June gave consumers confidence to engage in more of these activities.

Foot Traffic by Category as it Relates to COVID-19 Cases

DAU (sum)

apparel   dining   gym   —— new deaths   —— new cases
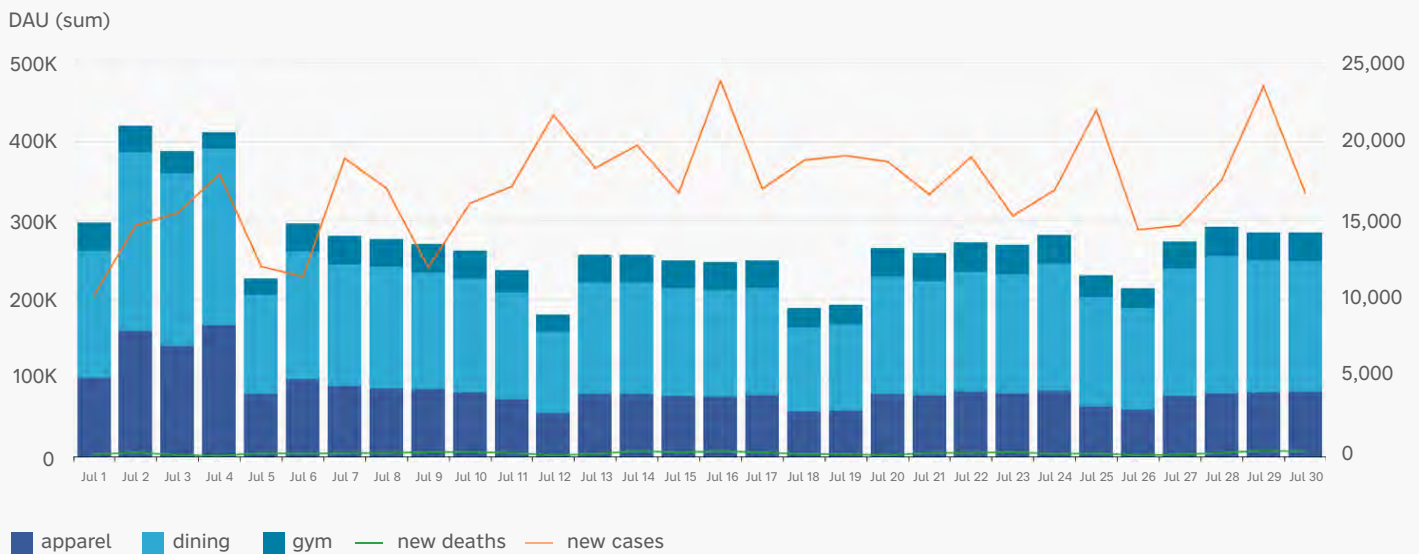
The orange line in the chart shows the number of reported COVID-19 cases in New York, Miami and Los Angeles in the month of July. There was a higher volume of consumer activity early in the month through the July 4 holiday, represented by the blue bars, with notable increases in apparel. Consumer activity dropped off as the month progressed and as more cases were reported.

GYMS

Miami saw the largest spike in COVID-related cases in the months of June and July which might explain the decrease in foot traffic to gyms and fitness centers in July **(-4.3% MoM)**.

In addition, the Mayor of Miami ordered the city to re-close restaurant dining rooms, gyms and many other businesses on July 8. This decision was later reversed.
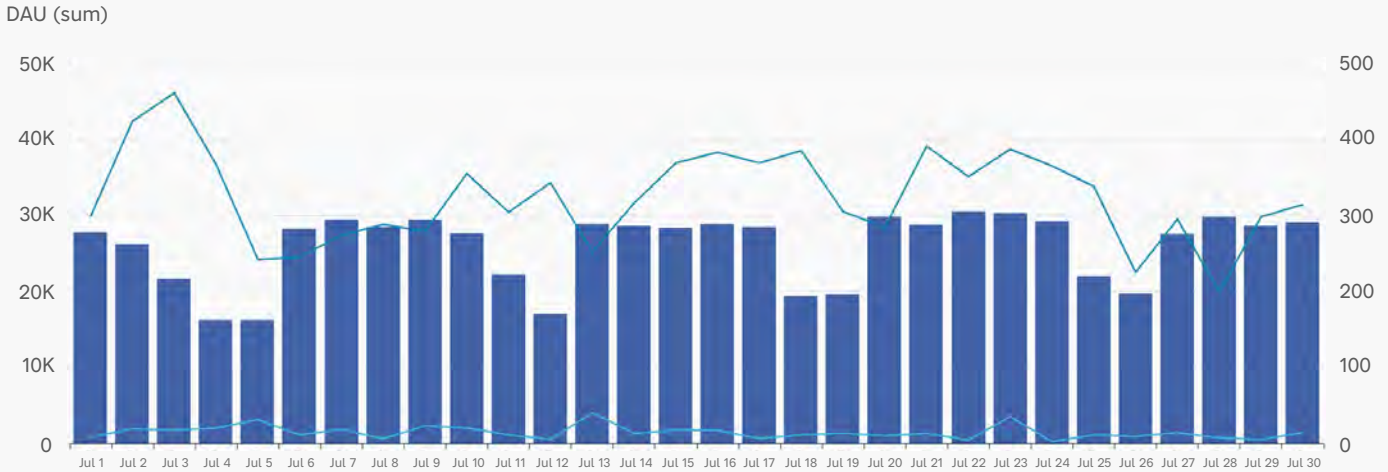
Foot traffic to gyms in Miami in June and July 2020 compared to COVID-19 cases

DAU (sum)

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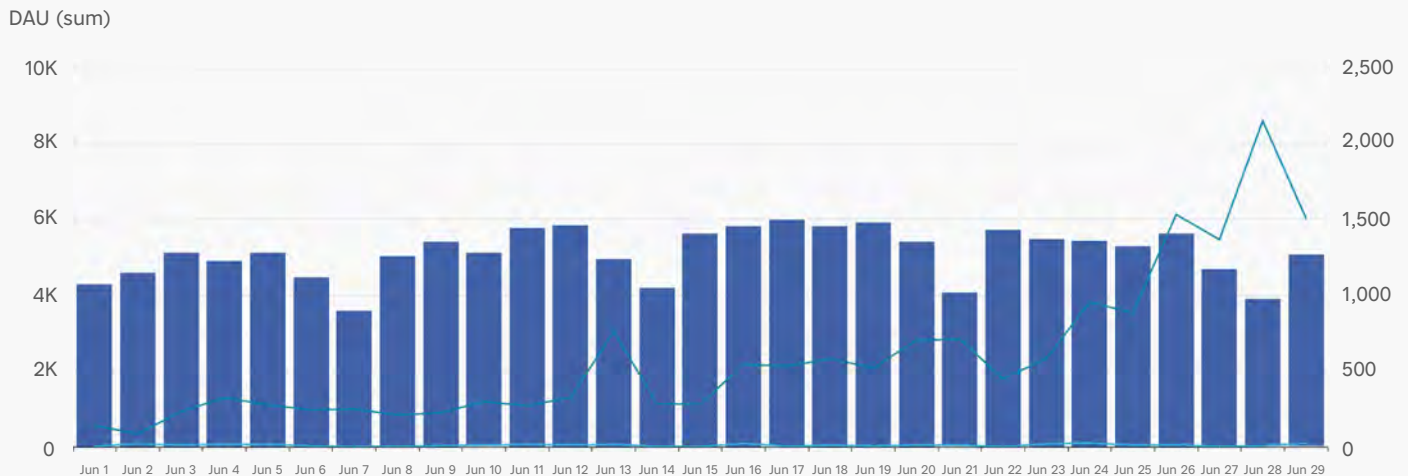
In contrast to Miami, **New York City** saw the highest increase in foot traffic to gyms in June **(+11.3% MoM)** and July **(+20.7% MoM)** alongside its biggest decrease in COVID deaths and cases during the same months.

Some gyms have been able to accommodate smaller workout classes outdoors which explains the increase, despite gyms still being closed until Aug 24.

Foot traffic to gyms in New York City in June and July 2020 compared to COVID-19 cases

Meanwhile, **Los Angeles** saw an increase in gym goers during June **(+0.6% MoM)** and July **(+6.1% MoM)** despite a second spike of deaths and cases during the month of July.

This suggests that fitness enthusiasts in Los Angeles are willing to expose themself to COVID despite cases increasing.

Foot traffic to gyms in Los Angeles in June and July 2020 compared to COVID-19 cases
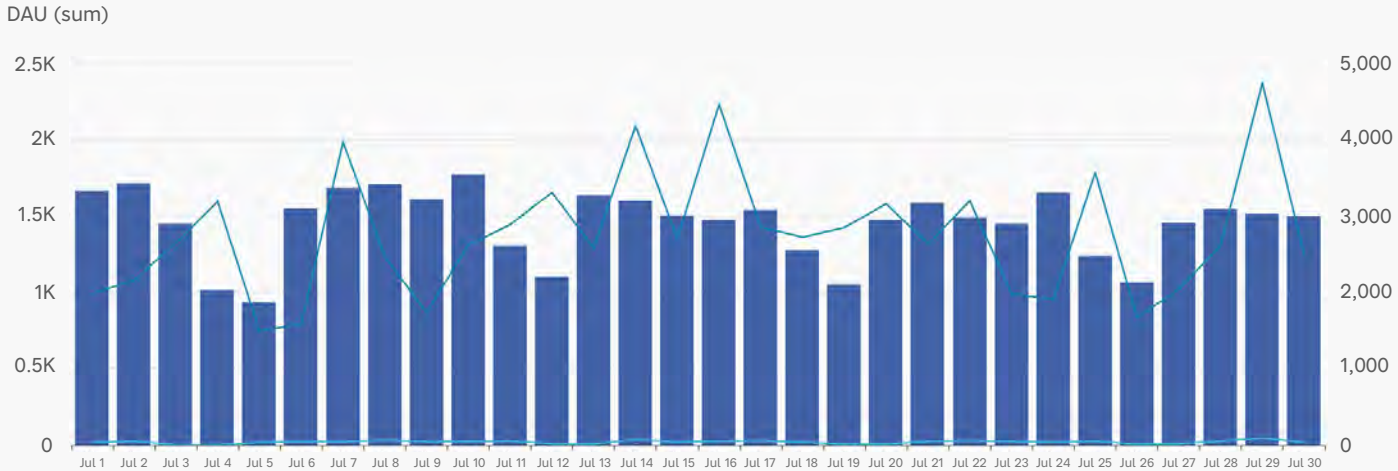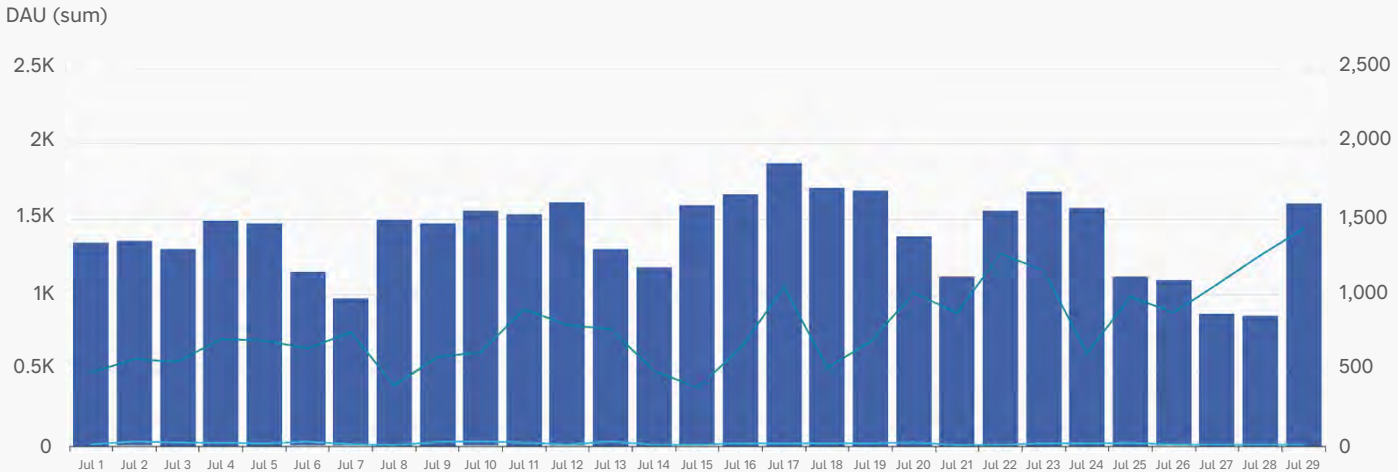
DINING

New York City experienced the highest increase in foot traffic to restaurants in July. Starting Phase 2 on June 22, Governor Cuomo announced restaurants and bars were allowed to open for outdoor service with additional guidelines, following a steady decrease of cases in May and weeks leading up to June 22.

New York City diners made their way to restaurants over the Fourth of July holiday and steadily returned to dining out as July progressed.

DAU (sum)
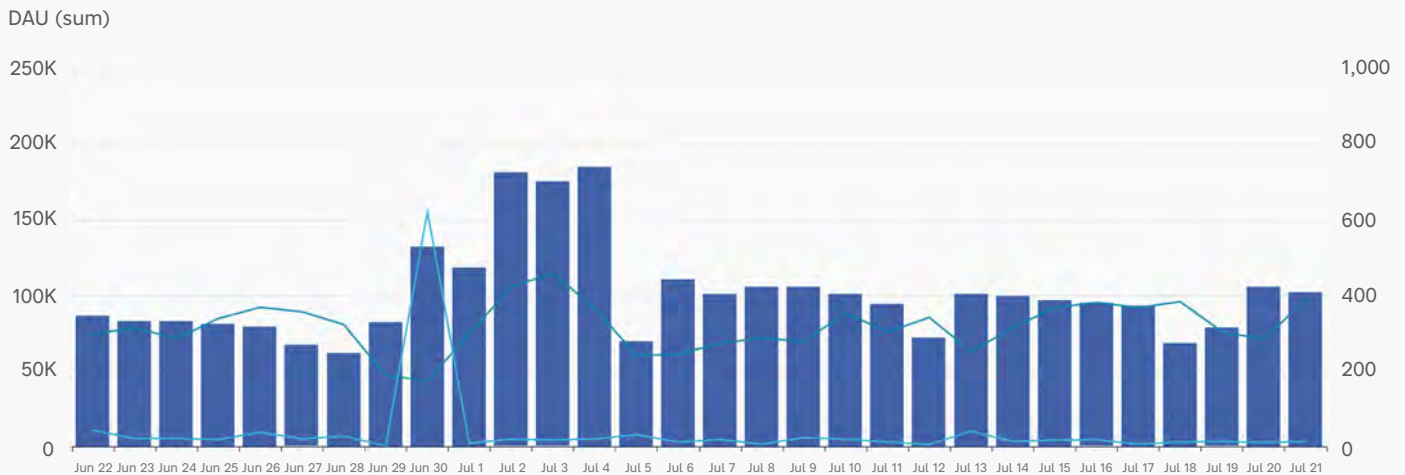
Following a significant spike in COVID cases, **Miami** saw a decrease in foot traffic after the mayor re-closed restaurant dining rooms on July 8. This was mitigated by a heavy increase in foot traffic during the first week of July, mainly around Independence Day, one of the busiest holidays in Miami.

DAU (sum)

Foot traffic to restaurants in L.A. in July increased 7.5% MoM. Following a June 12 reopening, the governor ordered bars and indoor dining at restaurants to close on July 1 for the next three weeks amid a surge of new coronavirus cases. Nevertheless, roughly the same number of people visited restaurants before and after Governor Newsom's roll back of restaurant reopenings. This could be due to more restaurants being able to serve customers outside, given the mild climate in Los Angeles nearly year round.

Foot traffic to Los Angeles restaurants stayed fairly constant after the governor ordered them to close on July 1 thanks to outdoor dining and take-out business.

DAU (sum)
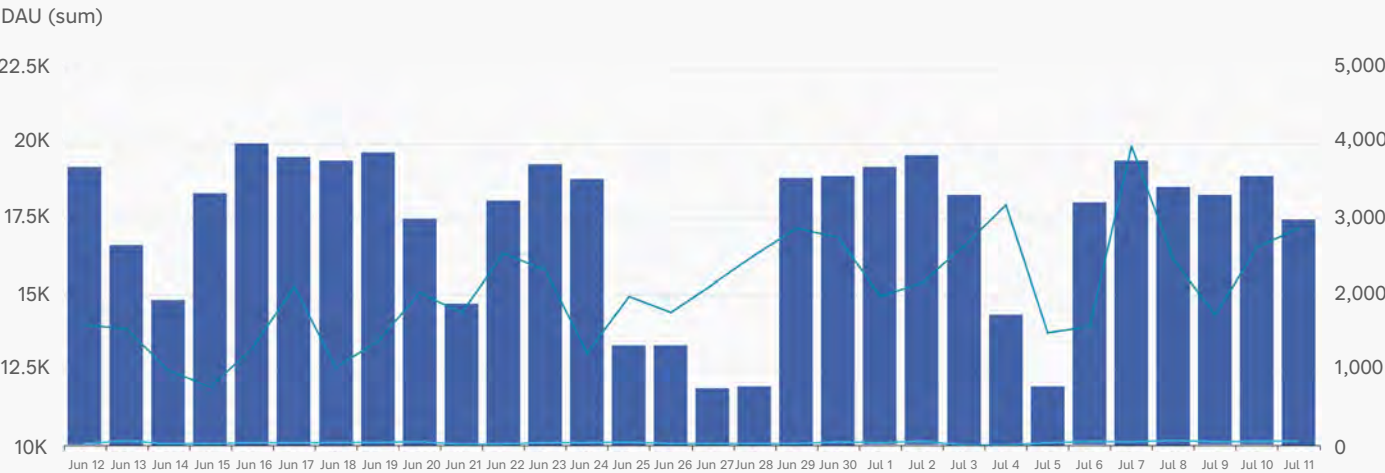
CLOTHING STORES

Considered a non-essential business, apparel retailers have been able to re-open as New York City, Miami and Los Angeles have entered new phases of lockdown restrictions.

In May, COVID-19 cases were climbing and most governors' orders had clothing stores staying closed. As a result, foot traffic was down. In June, when stores started opening back up, more people decided to go shopping for new things to wear. Come July, there were multiple reports of a second wave of cases. Consumers began to rethink shopping for clothes in stores, and foot traffic **dropped 14.15%**.
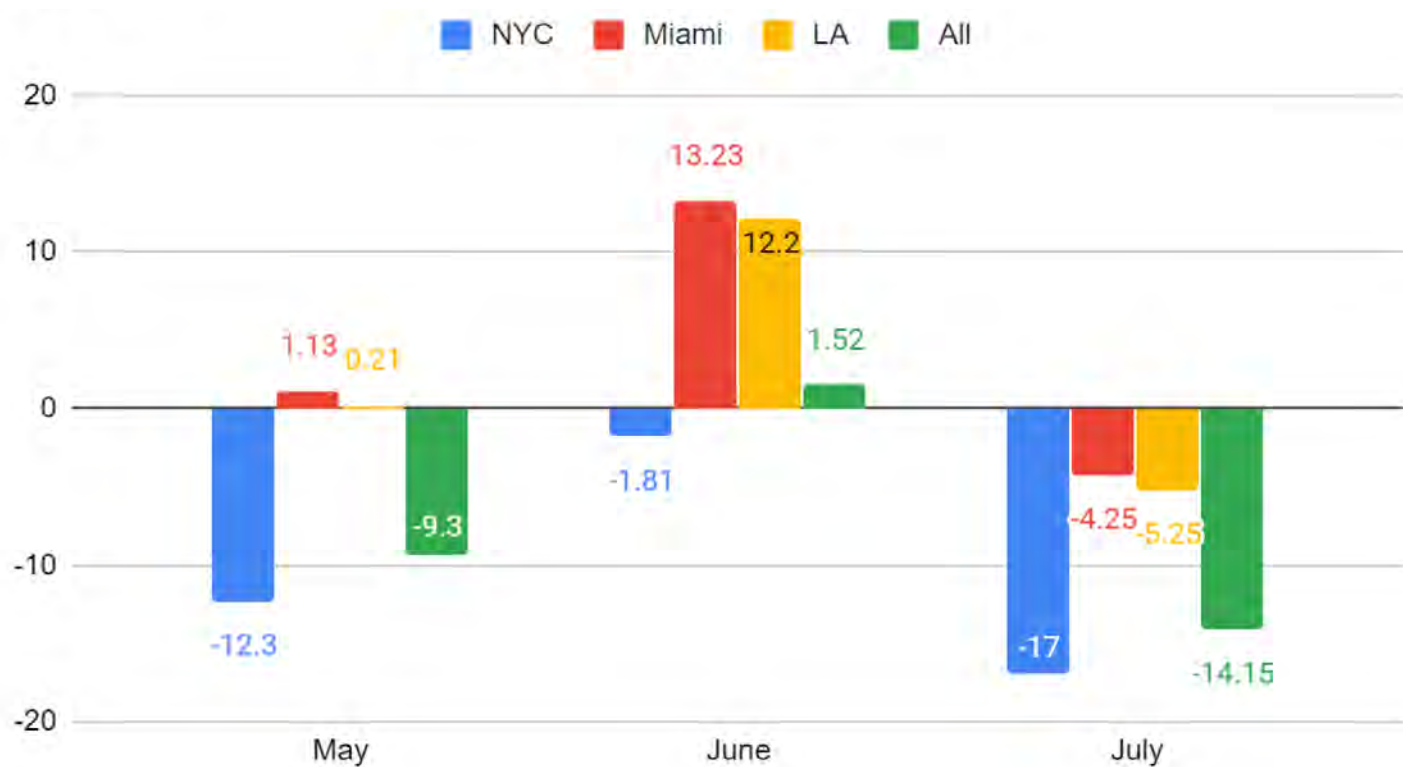
The city with the biggest impact on these numbers is **New York City**. In July, apparel foot traffic in this city was **down 17%**, while Miami and Los Angeles **dropped 4.25% and 5.25%**, respectively. Given these trends, the New York apparel industry may have an especially difficult time bouncing back compared to apparel in Miami and L.A. That said, foot traffic to apparel stores is **down 60%** compared to the same period in 2019.

About Reveal Mobile

Reveal Mobile is a leader in location-based marketing, analytics, audiences, and attribution. Creator of VISIT Local, VISIT Match and VISIT Data, the company's products help digital agencies, brands and retailers of any size leverage location data to understand and reach the right audiences.

Reveal Mobile is CCPA compliant and a member of the Network Advertising Initiative, which conducts an annual privacy certification. Reveal Mobile is based in Raleigh, NC. For more information, visit **https://revealmobile.com**

About mobilads

mobilads connects brands with millions of consumers through rideshare vehicles. The company offers a data-enabled advertising platform that utilizes wrapped rideshare fleets as rolling billboards across the U.S. and provides a sophisticated level of data transparency.

Using mobile location data, mobilads precisely targets digital audiences on streaming TV who saw an OOH ad in real life and measures performance against user-defined conversion events. They call it Performance Outdoor.

mobilads is based in New York, NY. For more information, visit **http://www.mobilads.co**