

ZOOM, NETFLIX, GRUBHUB... RINSE AND REPEAT.

What else are Americans doing with their time?

By applying our App Science® technology to analyze consumer behavior, our data science team looked at app and location behavior prior to and during COVID-19 mandated social distancing to help find out. Here are some of the insights we found.




IMPACT OF COVID-19 ON VISITATION RATES


MOST PEOPLE ARE STAYING PUT.
79% of people are limiting their movement to ONE ZIP CODE


QSR VISITATION RATES WERE DOWN 35%
But people still hit the drive-thru


GIVEN THE CONVENIENCE OF MOBILE BANKING,
58% of people were visiting banks

MOST SURPRISING
was a flat visitation rate to convenience stores. No increase was noticed

79% BURGERS RULED THE DRIVE-THRU 

64% CHICKEN 

60% SANDWICH 

45% PIZZA 

*Pre social distancing analysis based on data from 1/15-3/14

*During social distancing analysis based on data from 3/15-4/15