

ShopperTrak

# ShopperTrak Global Coronavirus Traffic Trend Report



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**Sensormatic**  
by Johnson Controls

## Produced by ShopperTrak's Global Retail Consulting Practice



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## How to Read This Report

ShopperTrak understands the need for our clients to monitor broader retail traffic trends during the current Coronavirus pandemic. To help in this task, we are providing reporting that brings together the latest counts of confirmed virus cases with traffic trends for the corresponding time periods. We intend to publish this report every Monday by afternoon, CDT, depending upon data availability. We will also add more geographies when possible.

### Data Sources:

- Year-over-year traffic data comes directly from ShopperTrak's 40 billion annual footstep counts. The index takes data from each week or month and compares it to the same period during the prior year following a fiscal 4-5-4 retail calendar. For example, April 2020 is from April 5 - May 3, 2020 and compares to April 2019, which is from April 7 - May 4, 2019.
- All Coronavirus outbreak data is taken from [Johns Hopkins University](https://gisanddata.maps.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6) Center for Systems Science and Engineering Department website (<https://gisanddata.maps.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6>), where source data from WHO, CDC and many other sources are constantly being monitored.

**Note on the reported data:** this report is not meant to be a definitive accounting of all global virus cases. We are focused on those geographies where there is common virus and ShopperTrak traffic data. Additionally, since there are some areas (such as cruise ships) where the Coronavirus has been identified, but a geography has not yet been linked, some of the country level totals may not exactly match counts reported elsewhere.

### *Selected Country-Level Coronavirus Case Counts in order of significance*

This chart presents month-to-date data sorted from highest to lowest count of Coronavirus by country.

- The number of cases counted are indicated in **BLUE** on the right
- Each country's corresponding year-over-year traffic index is indicated in **ORANGE** to the left of the case counts

### *Comparing Coronavirus Case Counts to Market Intelligence Traffic Index Performance*

We have segmented the report into three geographies: the Americas, EMEA and APAC. Each geography includes the following sections:

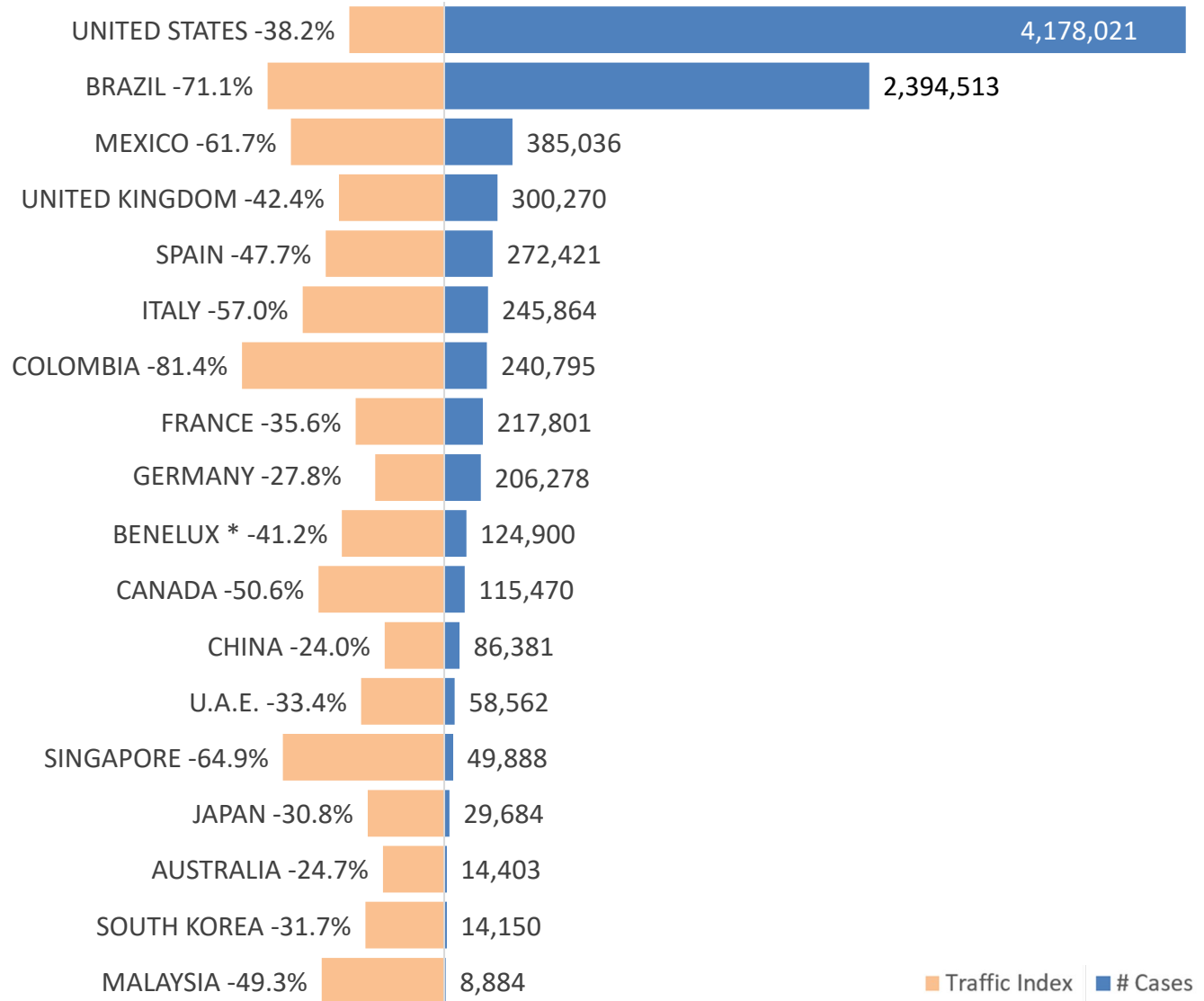
#### **1. Chart of Key Geographies comparing monthly and week-to-date case counts to their corresponding year-over-year traffic index**

- **Geography:** the country, county or city for which we are able to link Coronavirus case counts to year-over-year traffic results.
- **Baseline Traffic Index:** the point of reference to compare with current results. The baseline period aggregates results from August 4, 2019 – November 2, 2019 in comparison to August 5, 2018 though November 3, 2018. These dates were selected to provide a recent, non-Coronavirus, period that also avoids the volatility of the 2019 holiday season. The baseline helps to identify periods where recent trends aren't aligned with pre-holiday trends.
- **Triangular Indicators:** Green = current results exceed last year, same time period. Red = current results underperform last year, same time period.

#### **2. Time Series Graph comparing rolling summarized weeks and recent dates of case counts and their corresponding traffic index**

Selected countries are graphed to provide a view of active cases, total case counts and traffic index results over time. Each country has two charts. The first chart represents the last 21 individual days of activity. The second chart, in grey, aggregates data into weeks to provide a longer time range.

Selected Country-Level Coronavirus Case Counts in order of significance  
 MTD July 2020 (07/05/2020 - 07/25/2020)



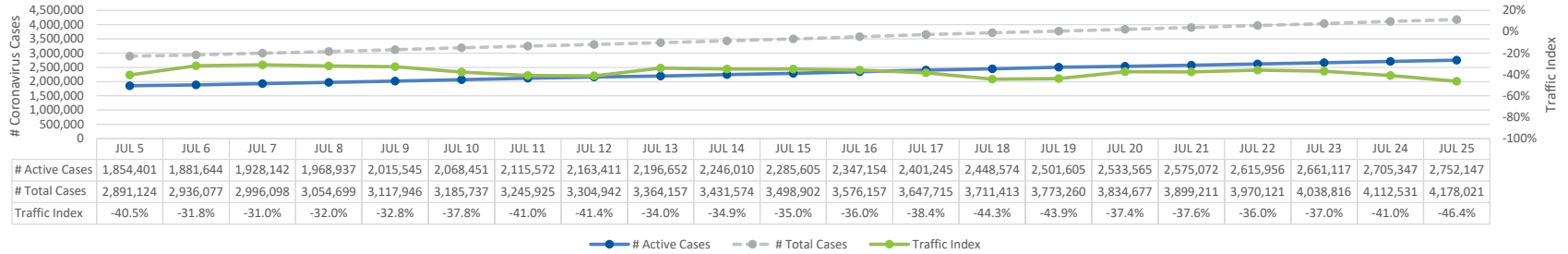
\*BENELUX = Belgium, Netherlands & Luxembourg

ShopperTrak Report: Comparing Cumulative Coronavirus Case Counts to Market Intelligence Traffic Index Performance

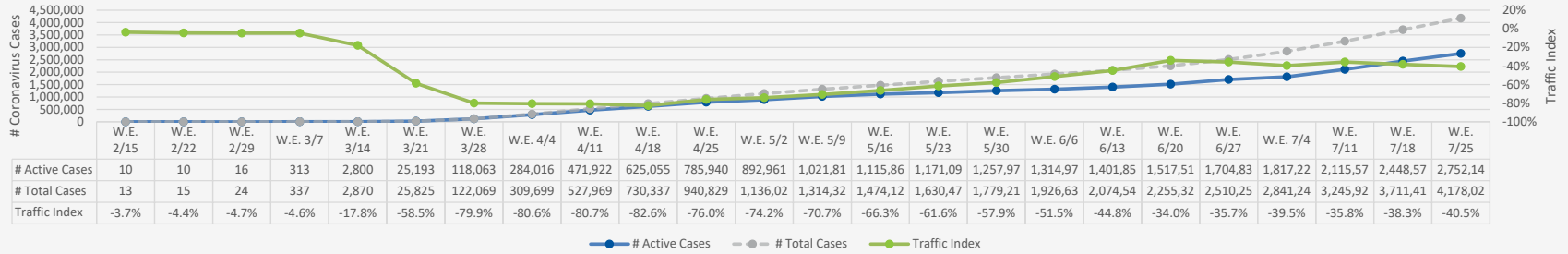
GEOGRAPHY	BASELINE INDEX	FEBRUARY 2020		MARCH 2020		APRIL 2020		MAY 2020		JUNE 2020		07/19/2020 - 07/25/2020	
		# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX
UNITED STATES	▼ -4.7%	24	▼ -4.9%	309,699	▼ -48.3%	1,136,024	▼ -78.6%	1,779,214	▼ -64.0%	2,841,241	▼ -40.9%	4,178,021	▼ -40.5%
US - NORTHEAST	▼ -4.9%	1	▼ -3.8%	177,676	▼ -53.8%	597,670	▼ -86.7%	769,330	▼ -79.4%	847,606	▼ -58.6%	895,042	▼ -39.0%
US - MIDWEST	▼ -5.0%	4	▼ -1.4%	40,355	▼ -47.0%	187,486	▼ -77.2%	356,559	▼ -62.1%	492,676	▼ -31.0%	645,974	▼ -28.3%
US - SOUTH	▼ -4.8%		▼ -6.0%	58,176	▼ -46.1%	236,797	▼ -75.9%	441,244	▼ -54.7%	1,002,579	▼ -34.1%	1,793,103	▼ -40.3%
US - WEST	▼ -4.1%	21	▼ -6.0%	33,332	▼ -49.1%	113,905	▼ -77.9%	211,907	▼ -68.8%	498,197	▼ -45.6%	843,710	▼ -48.4%
CANADA	▼ -3.0%	20	▼ -3.6%	12,978	▼ -60.6%	57,926	▼ -95.3%	91,681	▼ -88.7%	107,185	▼ -62.6%	115,470	▼ -49.9%
MEXICO	▼ -6.9%	4	▼ -8.8%	1,890	▼ -36.4%	22,088	▼ -86.3%	87,512	▼ -84.4%	252,165	▼ -77.0%	385,036	▼ -59.8%
COLOMBIA	▲ 3.2%		▼ -1.3%	1,406	▼ -57.4%	7,285	▼ -99.8%	28,236	▼ -99.3%	113,389	▼ -83.2%	240,795	▼ -84.3%
BRAZIL	▼ -7.7%	2	▼ -5.9%	10,360	▼ -57.3%	97,100	▼ -99.3%	498,440	▼ -97.7%	1,577,004	▼ -83.8%	2,394,513	▼ -68.5%

SELECTED GEOGRAPHIC TRENDS

United States Trends: Last 21 Days



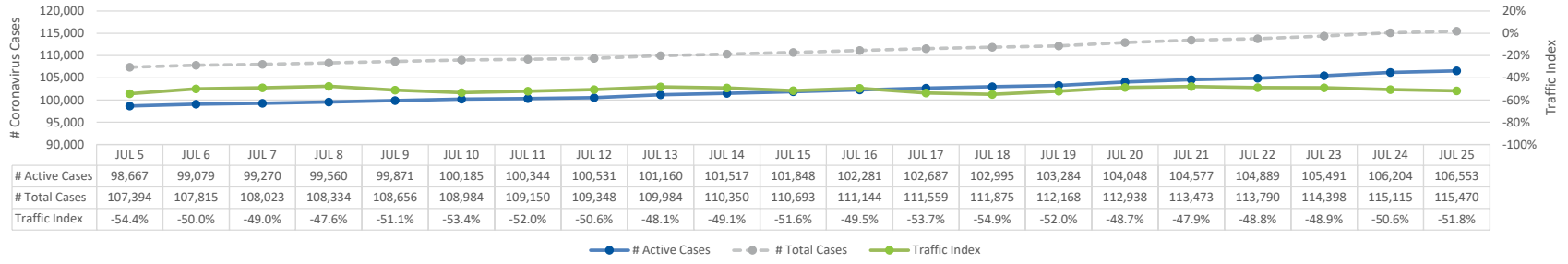
United States Trends Aggregated by Week: Last 24 Weeks



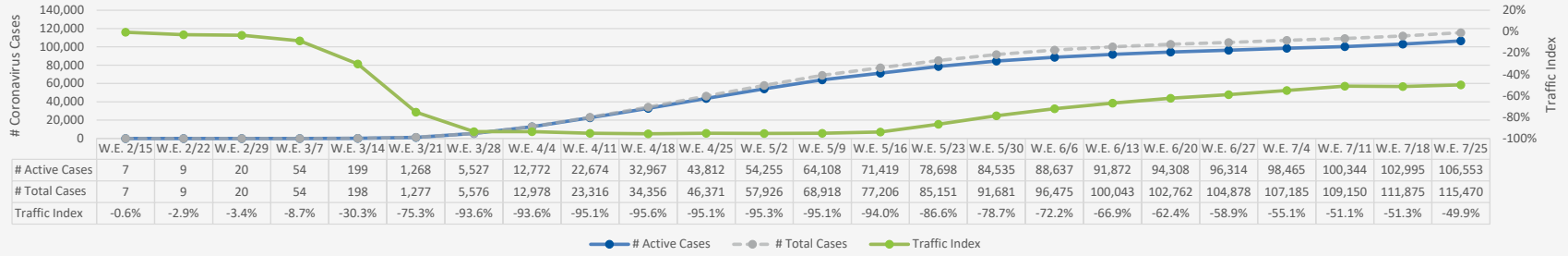


ShopperTrak Report: Comparing Cumulative Coronavirus Case Counts to Market Intelligence Traffic Index Performance

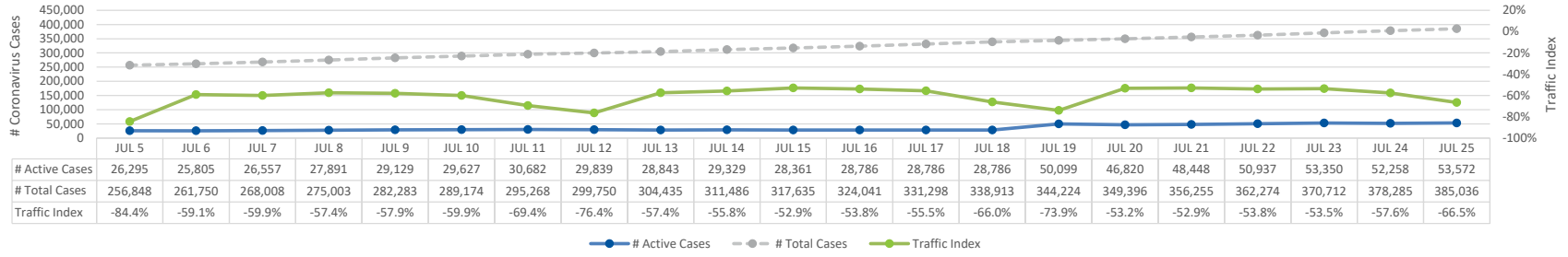
Canada Trends: Last 21 Days



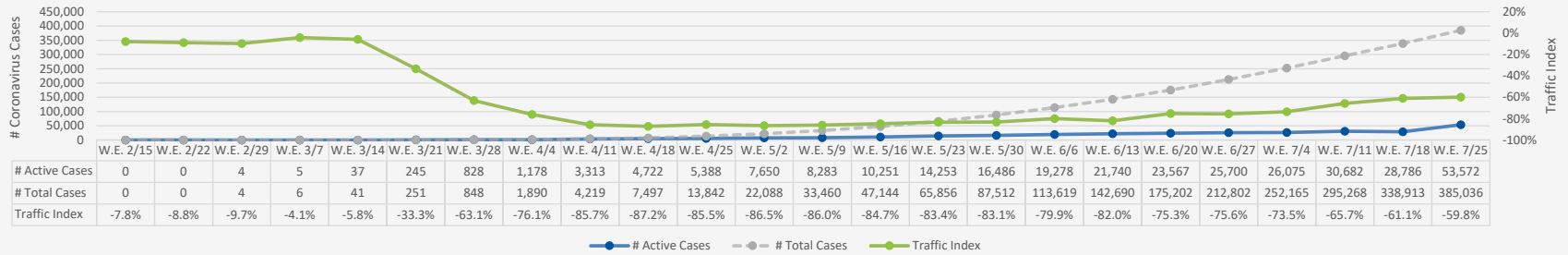
Canada Trends Aggregated by Week: Last 24 Weeks



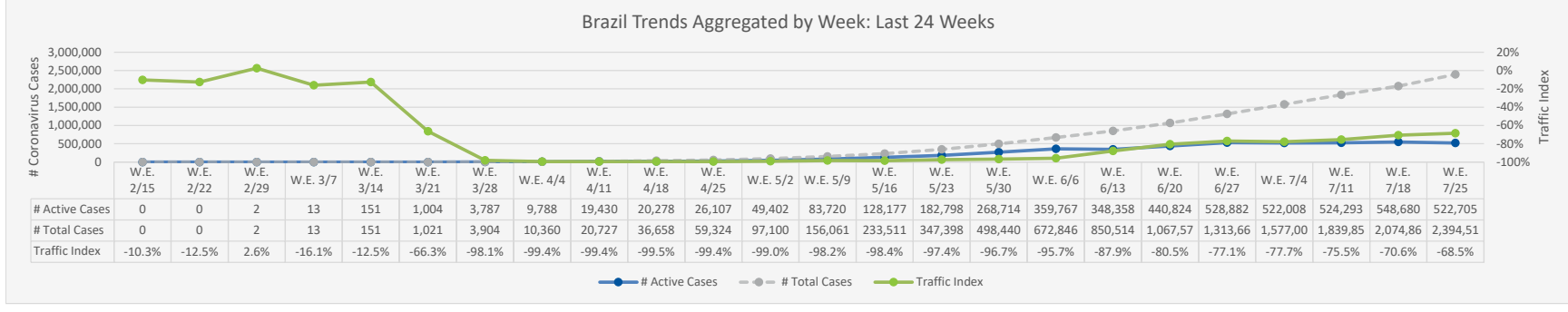
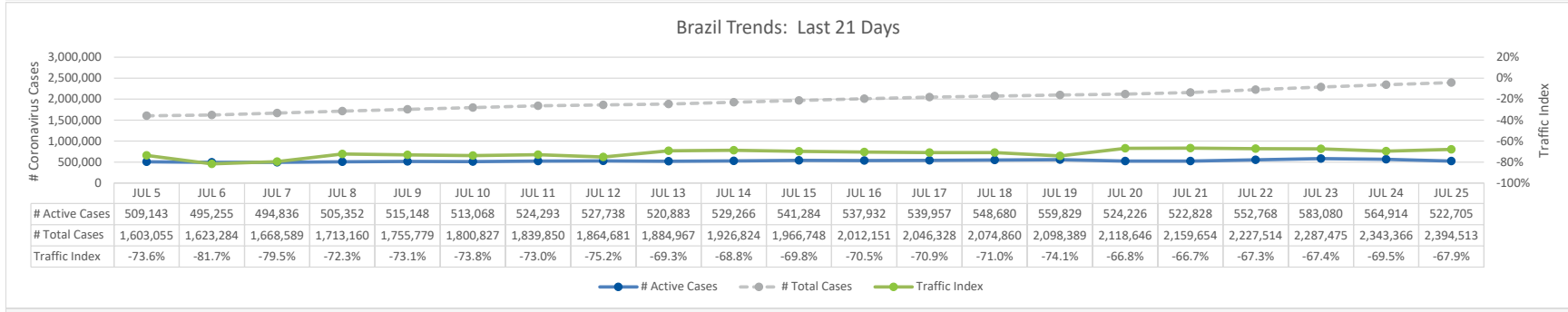
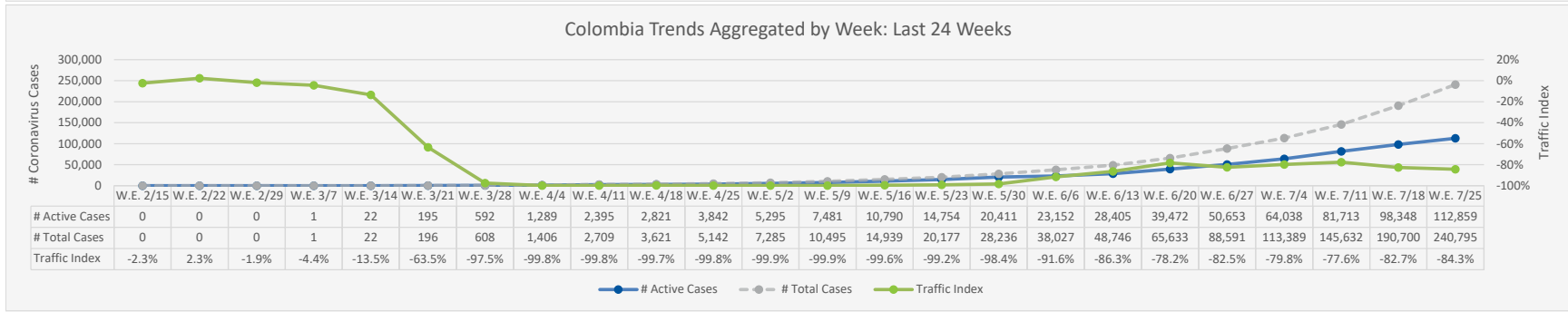
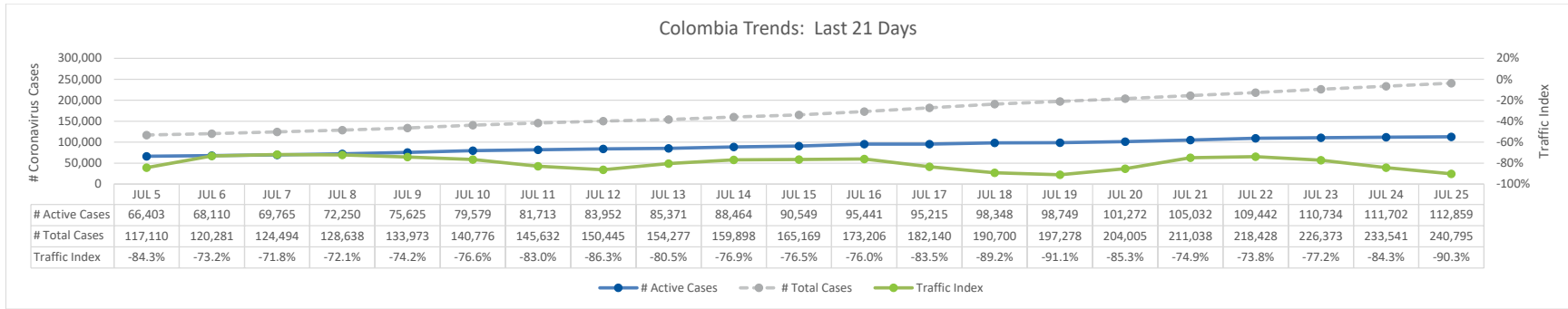
Mexico Trends: Last 21 Days



Mexico Trends Aggregated by Week: Last 24 Weeks



ShopperTrak Report: Comparing Cumulative Coronavirus Case Counts to Market Intelligence Traffic Index Performance

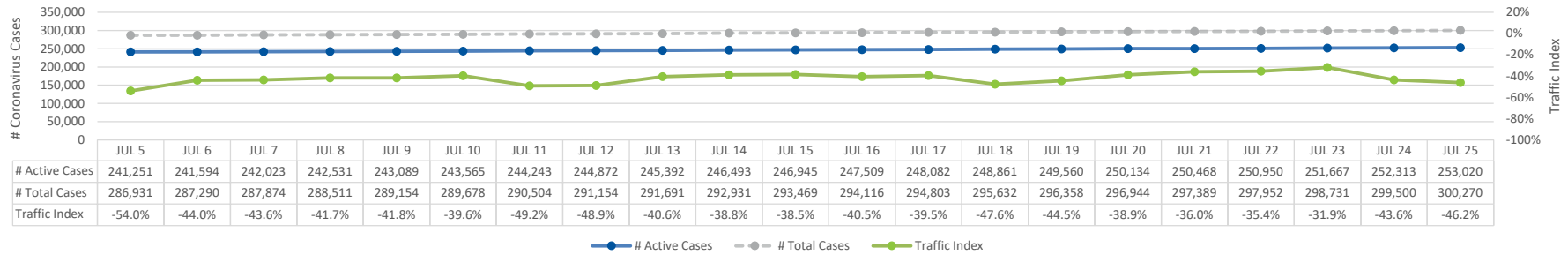


**ShopperTrak Report: Comparing Cumulative Coronavirus Case Counts to Market Intelligence Traffic Index Performance**

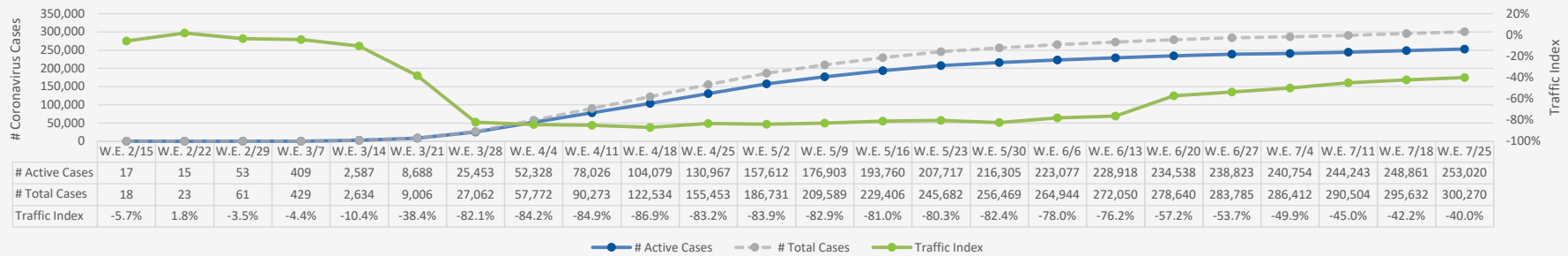
GEOGRAPHY	BASELINE INDEX	FEBRUARY 2020		MARCH 2020		APRIL 2020		MAY 2020		JUNE 2020		07/19/2020 - 07/25/2020	
		# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX
UNITED KINGDOM	▼ -0.8%	61	▼ -2.1%	57,772	▼ -44.7%	186,731	▼ -84.7%	256,469	▼ -81.7%	286,412	▼ -62.7%	300,270	▼ -40.0%
FRANCE	▼ -2.1%	100	▼ -8.8%	69,500	▼ -67.8%	168,518	▼ -99.7%	188,752	▼ -81.8%	204,222	▼ -50.4%	217,801	▼ -21.4%
GERMANY	▲ 0.2%	79	▼ -3.5%	96,092	▼ -64.4%	164,967	▼ -94.3%	183,189	▼ -55.3%	197,198	▼ -36.8%	206,278	▼ -21.9%
ITALY	▼ -3.7%	1,128	▼ -12.8%	124,632	▼ -86.6%	209,328	▼ -99.7%	232,664	▼ -85.2%	241,419	▼ -49.6%	245,864	▼ -50.5%
SPAIN	▼ -0.4%	45	▲ 0.1%	126,168	▼ -71.2%	216,582	▼ -99.9%	239,228	▼ -93.2%	250,545	▼ -53.3%	272,421	▼ -50.5%
BENELUX	▼ -3.2%	8	▼ -8.3%	37,787	▼ -70.5%	93,565	▼ -98.8%	108,459	▼ -74.3%	116,862	▼ -53.5%	124,648	▼ -29.7%
UNITED ARAB EMIRATES	▲ 2.6%	21	▼ -3.6%	1,505	▼ -59.8%	13,599	▼ -96.5%	33,896	▼ -67.3%	50,857	▼ -57.7%	58,562	▼ -31.3%

**SELECTED GEOGRAPHIC TRENDS**

United Kingdom Trends: Last 21 Days



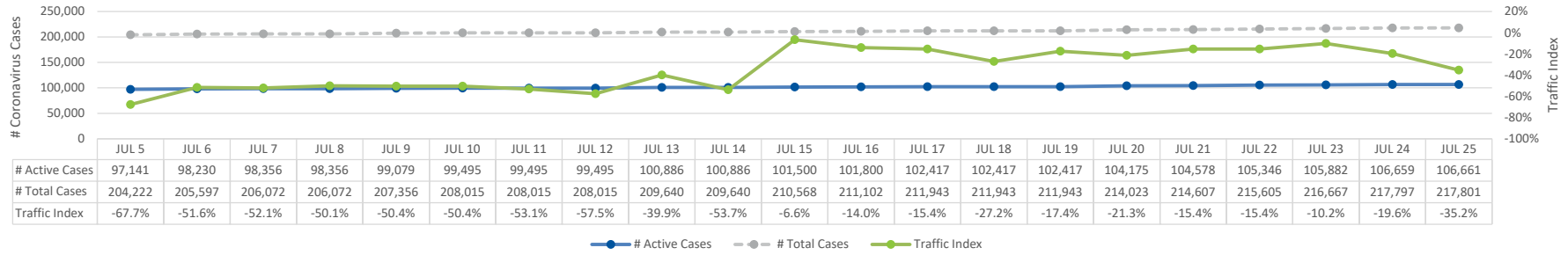
United Kingdom Trends Aggregated by Week: Last 24 Weeks



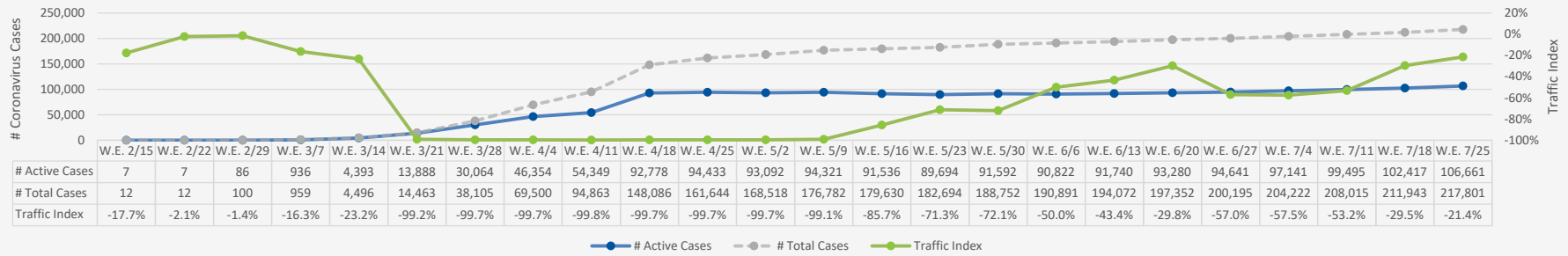


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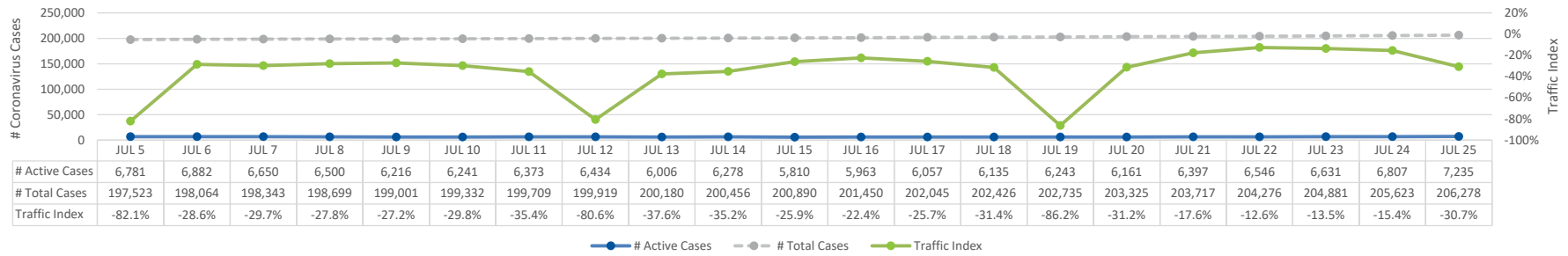
France Trends: Last 21 Days



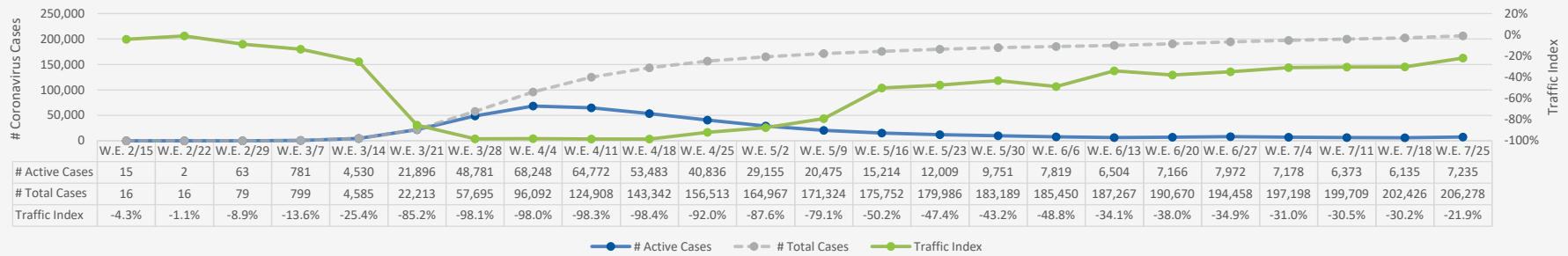
France Trends Aggregated by Week: Last 24 Weeks



Germany Trends: Last 21 Days

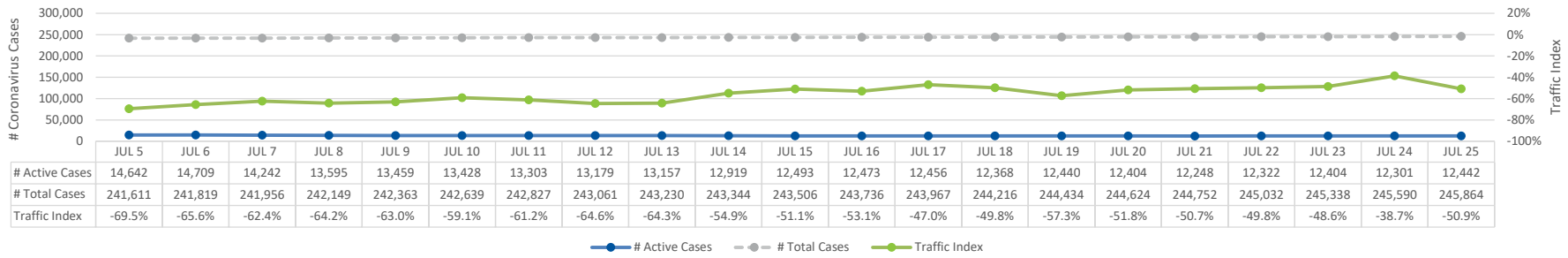


Germany Trends Aggregated by Week: 24 Weeks



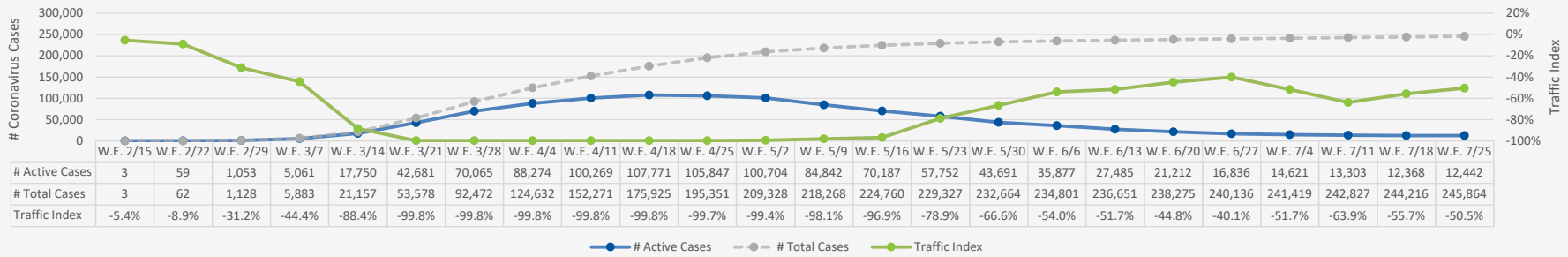
**ShopperTrak Report: Comparing Cumulative Coronavirus Case Counts to Market Intelligence Traffic Index Performance**

Italy Trends: Last 21 Days



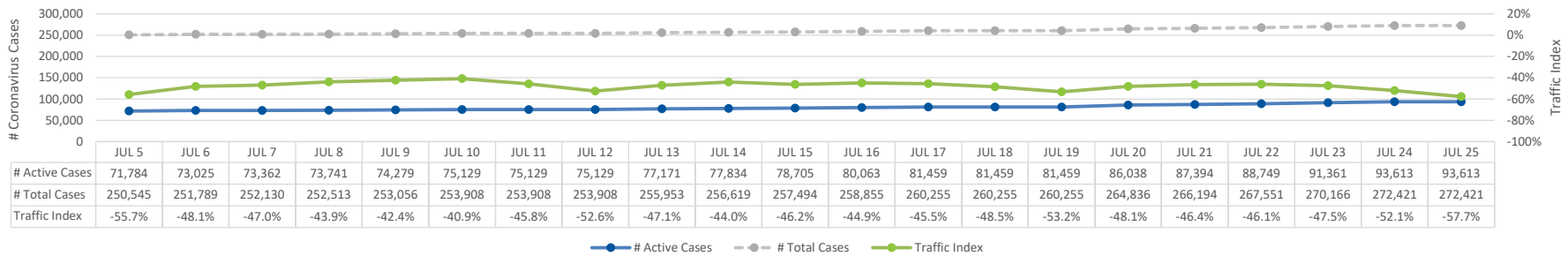
● # Active Cases    ● # Total Cases    ● Traffic Index

Italy Trends Aggregated by Week: Last 24 Weeks



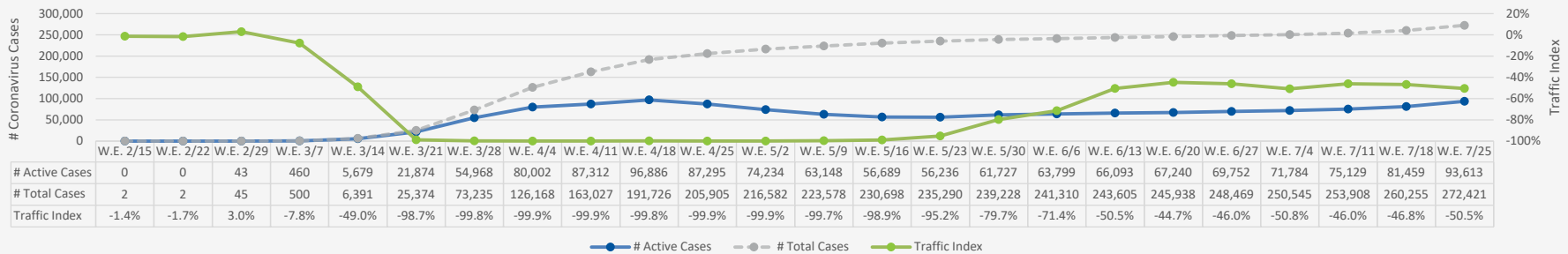
● # Active Cases    ● # Total Cases    ● Traffic Index

Spain Trends: Last 21 Days



● # Active Cases    ● # Total Cases    ● Traffic Index

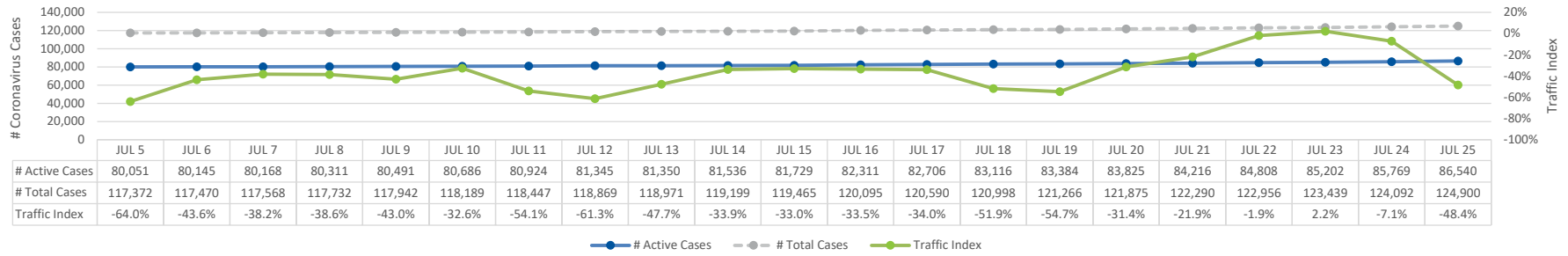
Spain Trends Aggregated by Week: Last 24 Weeks



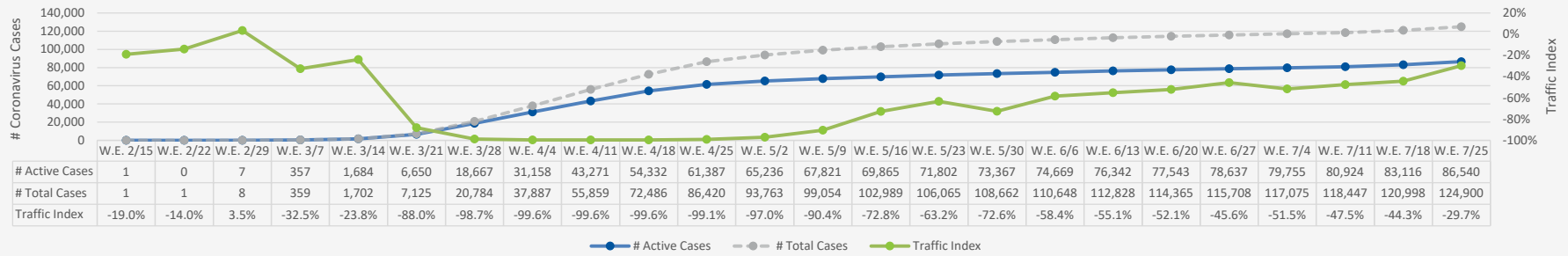
● # Active Cases    ● # Total Cases    ● Traffic Index

ShopperTrak Report: Comparing Cumulative Coronavirus Case Counts to Market Intelligence Traffic Index Performance

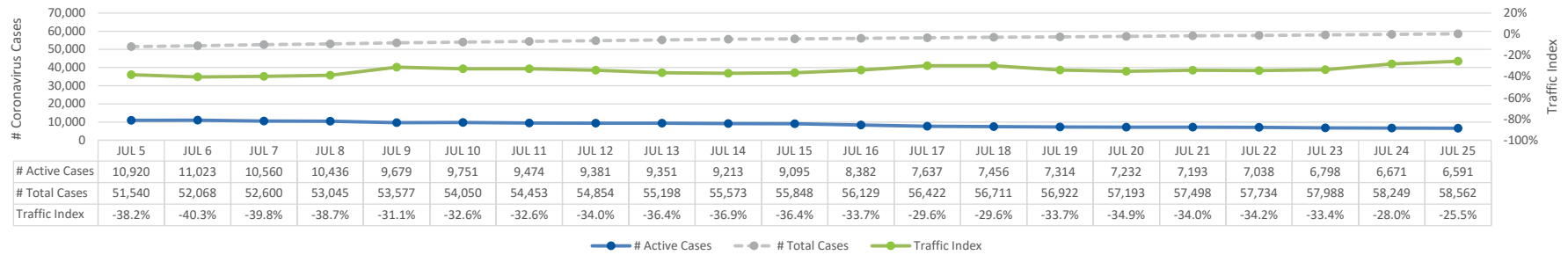
Benelux Trends: Last 21 Days



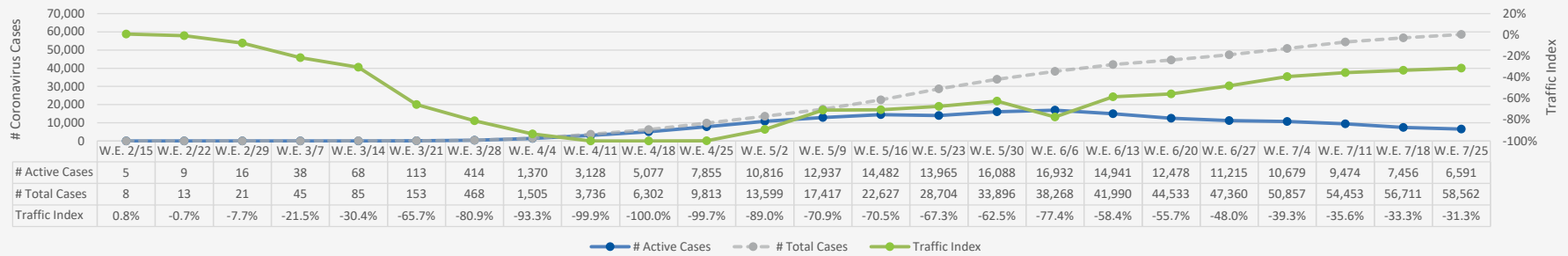
Benelux Trends Aggregated by Week: Last 24 Weeks



United Arab Emirates Trends: Last 21 Days



United Arab Emirates Trends Aggregated by Week: Last 24 Weeks

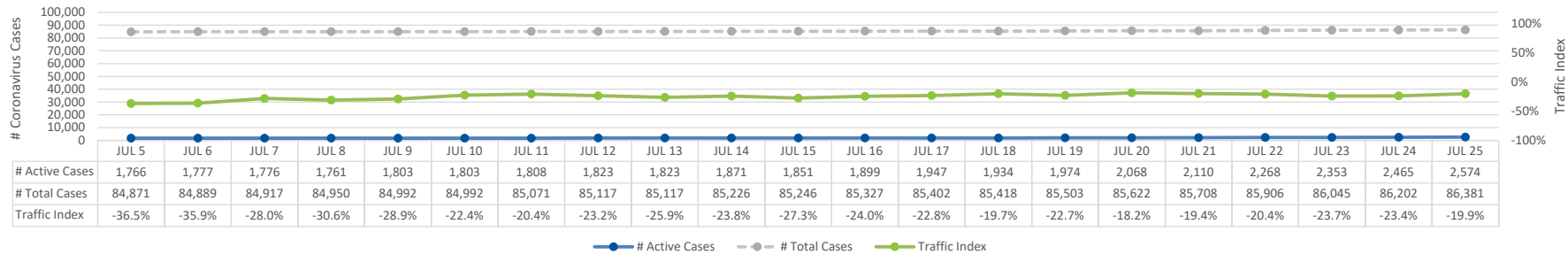


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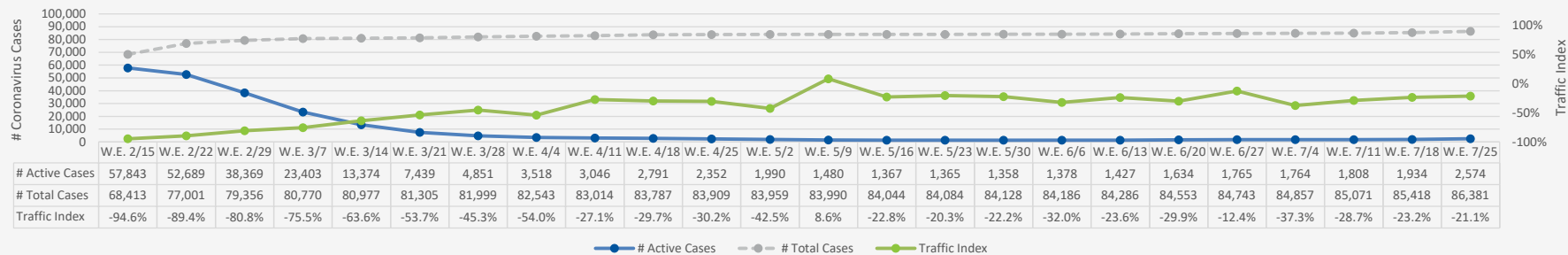
GEOGRAPHY	BASELINE INDEX	FEBRUARY 2020		MARCH 2020		APRIL 2020		MAY 2020		JUNE 2020		07/19/2020 - 07/25/2020	
		# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX	# CASES	TRAFFIC INDEX
AUSTRALIA	▼ -3.4%	25	▼ -8.1%	5,550	▼ -44.3%	6,799	▼ -83.4%	7,192	▼ -43.8%	8,443	▼ -26.4%	14,403	▼ -30.5%
NEW ZEALAND	▼ -4.3%	1	▼ -14.0%	950	▼ -51.3%	1,487	▼ -99.9%	1,504	▼ -59.3%	1,533	▼ -7.9%	1,556	▼ -0.7%
CHINA	▼ -1.1%	79,356	▼ -90.8%	82,543	▼ -58.4%	83,959	▼ -33.6%	84,128	▼ -14.3%	84,857	▼ -26.8%	86,381	▼ -21.1%
BEIJING	▼ -7.3%	411	▼ -91.8%	585	▼ -71.4%	593	▼ -50.4%	593	▼ -23.2%	928	▼ -50.5%	929	▼ -44.0%
CHONGQING	▲ 3.6%	576	▼ -97.5%	579	▼ -52.7%	579	▼ -17.6%	579	▲ 0.6%	582	▼ -19.1%	583	▼ -11.9%
SHANGHAI	▼ -6.0%	337	▼ -90.6%	529	▼ -61.5%	652	▼ -35.6%	672	▼ -15.9%	716	▼ -24.7%	741	▼ -18.4%
GUANGDONG	▲ 6.6%	1,349	▼ -88.4%	1,516	▼ -59.4%	1,588	▼ -38.5%	1,593	▼ -15.4%	1,643	▼ -18.7%	1,672	▼ -16.6%
HUBEI	▲ 1.5%	66,337	▼ -97.9%	67,803	▼ -91.7%	68,128	▼ -65.8%	68,135	▼ -29.9%	68,135	▼ -26.6%	68,135	▼ -12.0%
ZHEJIANG	▼ -2.8%	1,205	▼ -91.6%	1,262	▼ -51.0%	1,268	▼ -22.4%	1,268	▼ -5.5%	1,269	▼ -18.3%	1,270	▼ -8.7%
JIANGSU	▲ 2.8%	631	▼ -91.4%	651	▼ -51.3%	653	▼ -22.1%	653	▼ -3.8%	654	▼ -20.3%	655	▼ -4.1%
SICHUAN	▲ 3.0%	538	▼ -87.7%	557	▼ -48.2%	561	▼ -26.0%	564	▼ -8.4%	596	▼ -21.5%	603	▼ -16.6%
LIAONING	▲ 5.8%	121	▼ -87.5%	141	▼ -44.8%	146	▼ -25.1%	149	▼ -24.7%	156	▼ -25.6%	189	▼ -28.9%
HONG KONG	▼ -33.4%	95	▼ -63.5%	862	▼ -60.8%	1,039	▼ -65.9%	1,082	▼ -50.0%	1,258	▼ -47.8%	2,505	▼ -63.1%
TAIWAN	▲ 4.5%	39	▼ -34.2%	355	▼ -31.6%	432	▼ -30.0%	442	▼ -17.6%	449	▼ -17.6%	458	▲ 0.3%
JAPAN	▲ 1.7%	245	▼ -17.6%	3,525	▼ -37.8%	14,861	▼ -96.0%	16,716	▼ -86.9%	19,461	▼ -30.0%	29,684	▼ -12.4%
SINGAPORE	▼ -1.9%	102	▼ -39.8%	1,189	▼ -49.4%	17,548	▼ -97.6%	34,366	▼ -99.8%	44,664	▼ -84.6%	49,888	▼ -66.9%
SOUTH KOREA	▲ 7.0%	3,150	▼ -40.9%	10,156	▼ -43.9%	10,793	▼ -28.9%	11,468	▼ -27.5%	13,091	▼ -27.3%	14,150	▼ -36.4%
MALAYSIA	▼ -1.5%	25	▼ -33.5%	3,483	▼ -68.3%	6,176	▼ -95.7%	7,762	▼ -71.0%	8,658	▼ -60.0%	8,884	▼ -50.9%

SELECTED GEOGRAPHIC TRENDS

China Trends: Last 21 Days

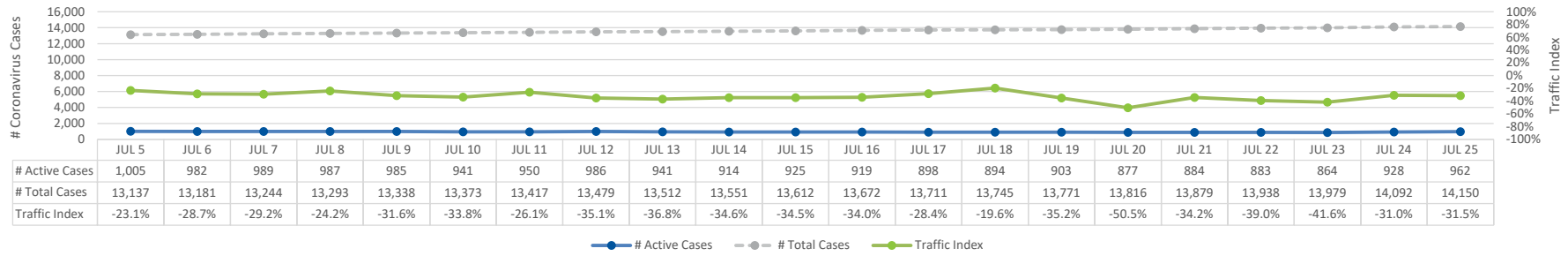


China Trends Aggregated by Week: Last 24 Weeks

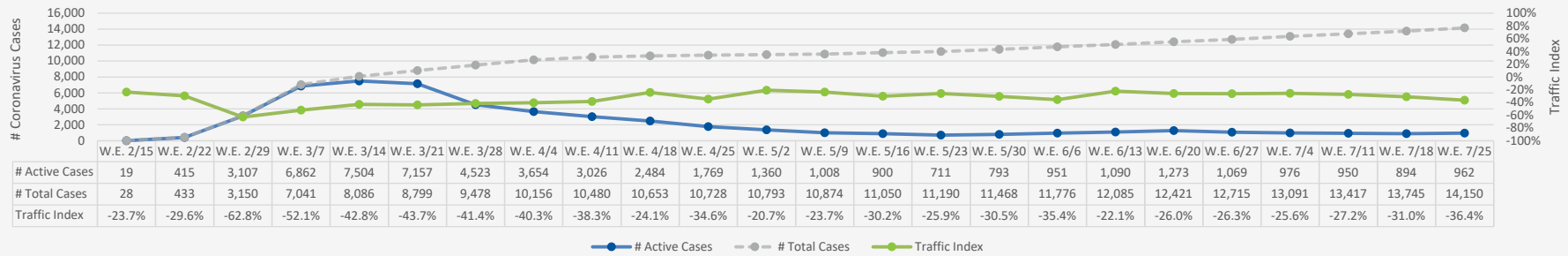


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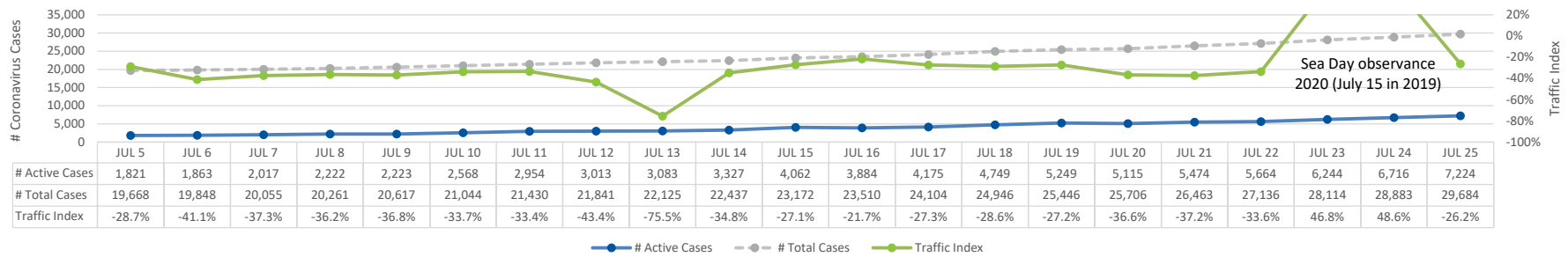
South Korea Trends: Last 21 Days



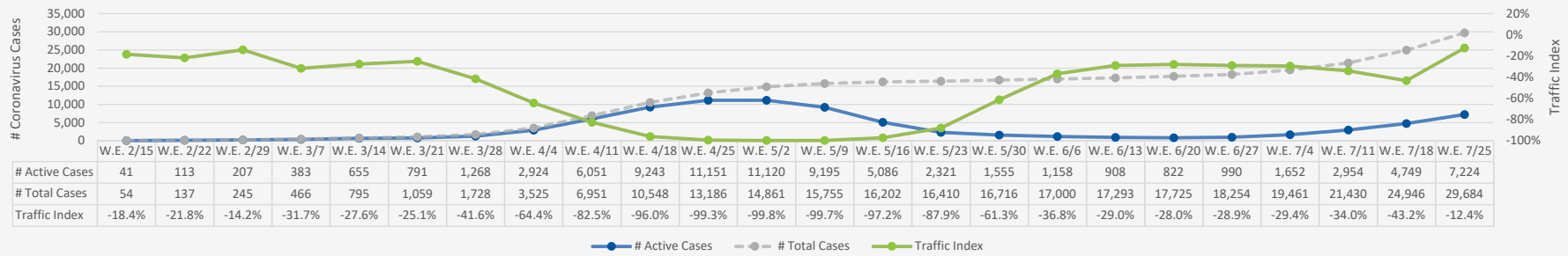
South Korea Trends Aggregated by Week: Last 24 Weeks



Japan Trends: Last 21 Days

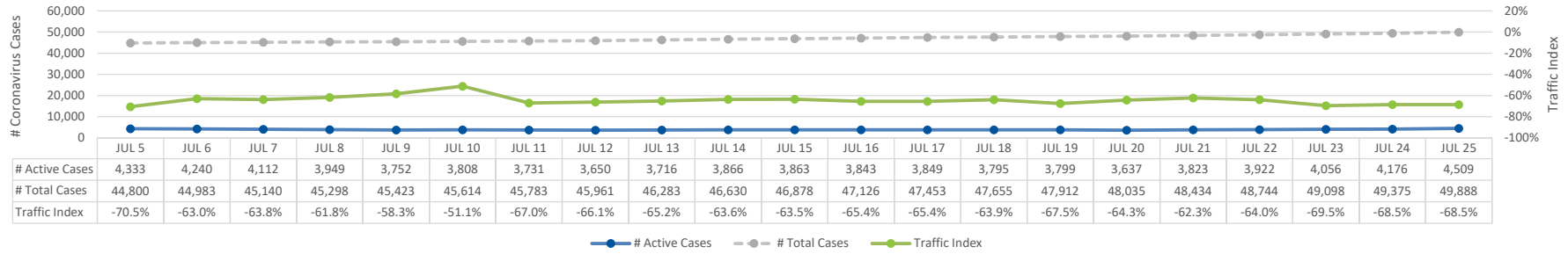


Japan Trends Aggregated by Week: Last 24 Weeks

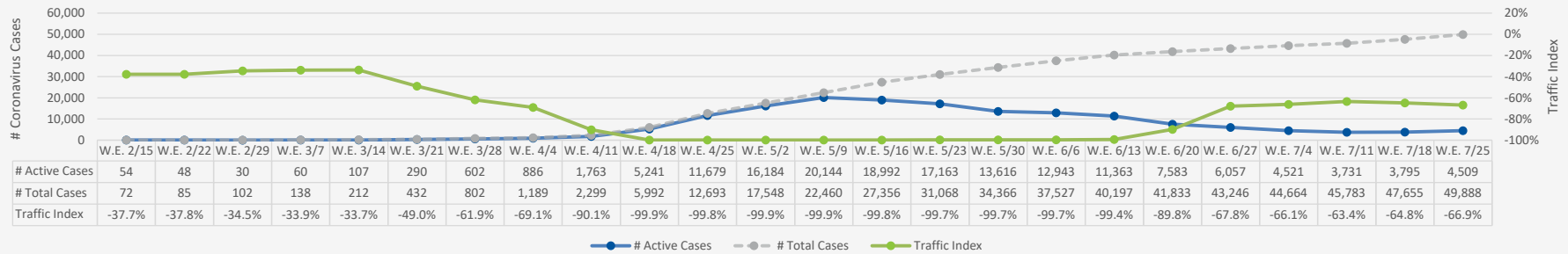


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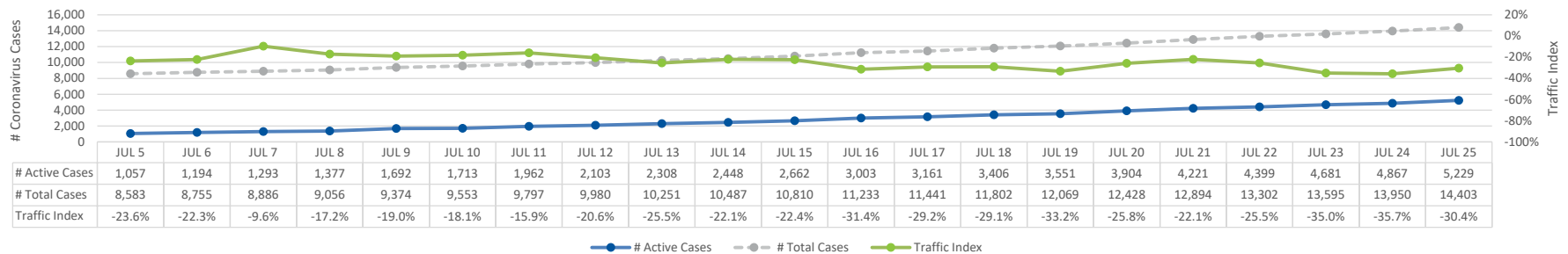
**Singapore Trends: Last 21 Days**



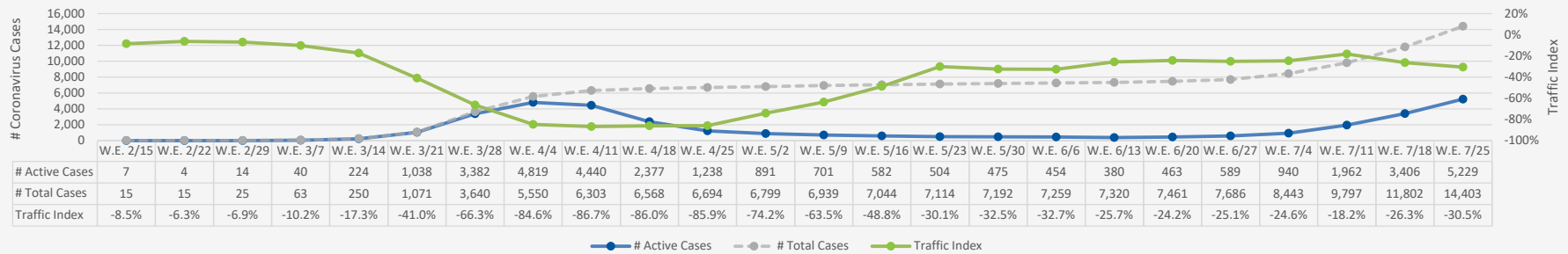
**Singapore Trends Aggregated by Week: Last 24 Weeks**



**Australia Trends: Last 21 Days**



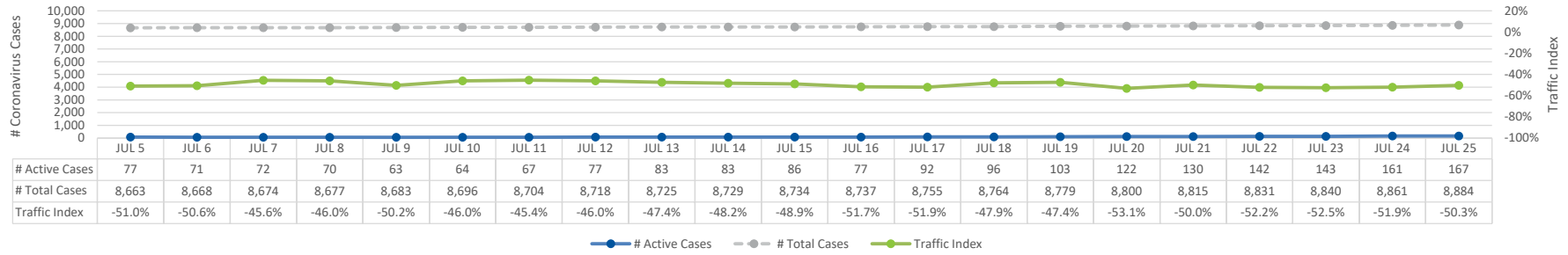
**Australia Trends Aggregated by Week: Last 24 Weeks**



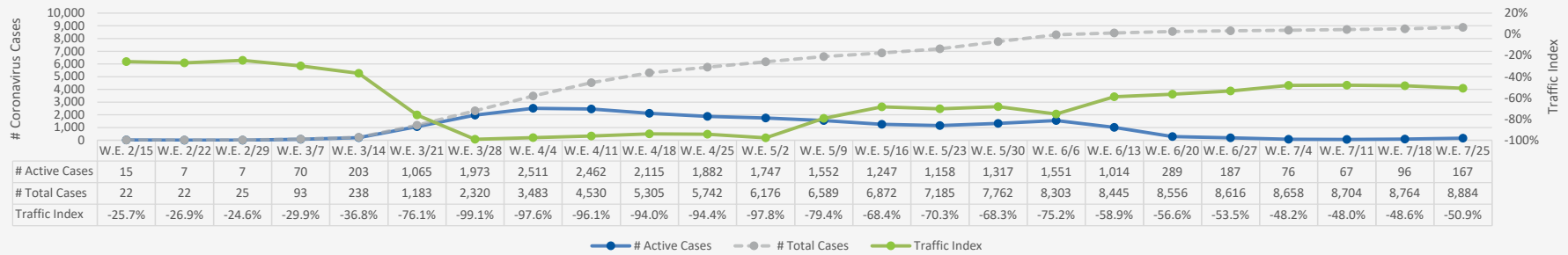


ShopperTrak Report: Comparing Cumulative Coronavirus Case Counts to Market Intelligence Traffic Index Performance

Malaysia Trends: Last 21 Days



Malaysia Trends Aggregated by Week: Last 24 Weeks





## About ShopperTrak

ShopperTrak is part of Sensormatic Solutions. Sensormatic Solutions powers retail operations and creates unique shopping experiences. Retail today is about achieving success through informed moments of truth. Those moments between customers, stores, associates and inventory are opportunities for retailers to positively impact the shopping experience and execute secure, seamless unified commerce. They are opportunities to deepen our understanding of what customers want with every interaction.

Sensormatic Solutions helps retailers deliver frictionless, secure, personalized experiences by powering accurate decision-making across the enterprise.

Contact ShopperTrak if you'd like to measure the impact of instore innovations, using traffic data insights.

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