The Benchmark Report:
A Look Back At Foot Traffic Trends From Q4 2022

FOURSQUARE

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Overview

Consumer behavior is constantly evolving. Location data is key to keeping a pulse on changes over time.

In this report, we take a closer look at media-agnostic **foot traffic data from Q4 2022**, **penetration** and **category correlation data** across five verticals:.

1. Retail
2. Lifestyle & Fitness
3. Travel & Transportation
4. Hospitality
5. Entertainment

The following report **contextualizes quarterly foot traffic** trends by evaluating real-world visitation patterns, enabling clients to leverage location data to inform **seasonal planning** and **targeting strategies**.

Foursquare analyzes foot traffic patterns from millions of Americans that make up our always-on panel. All data is aggregated and normalized against U.S. Census data to remove age, gender, and geographical bias.

Definitions

Analysis Period: Q4 (October 1 - December 31) 2021, 2022

Indexed Foot Traffic: We've examined foot traffic trends on a national level and used indexed foot traffic to demonstrate the relative growth or decline in foot traffic volume by category, where visits during the average 7-day period = 100. We used 7-day rolling averages to account for fluctuations by day of week.

Penetration is defined as the **%** of [total U.S. population] who **made at least one visit** to [a given category] during the analysis period.

Category Correlations reveal **YoY change in consumer behavior via** increased/decreased correlations between foot traffic to certain categories & chains in Q4 2022 **compared to Q4 2021.**

Insights & emerging trends from Q4 2022

Below is a consolidated summary of high-level learnings from what we saw in Q4 2022 visitation across 5 thematic areas of interest:

RETAIL

- Discount & apparel retailers saw the biggest increases in penetration Q4 YoY.
- Shoe stores saw the biggest surge in Q4 visitation of any retail category during the holidays, followed by off-price retailers & department stores.
- Wholesale clubs saw an earlier start to holiday shopping ahead of Thanksgiving & Christmas.
- Holiday shopping started earlier in Q4 2022 vs. Q4 2021.

DINING & NIGHTLIFE

- Casual dining restaurants and coffee shops saw the biggest YoY increase in Q4 penetration of any F&B category (+7 % pts).
- Veteran's Day brings a big boost in visit volume for casual dining restaurants.
- 90% of Americans visited a QSR venue at least once in Q4 2022, up from 86% in Q4 2021.
- October is typically the busiest month of Q4 for nightlife venues; Our data suggests that QSRs saw a stronger correlation with bar visits in Q4 2022.

TRAVEL & TRANSPORT

- Dec 22 marked the peak airport travel day of Q4 2022 (+10% above benchmark). Yet, U.S. airports didn't see the same magnitude of upticks in late Q4 2022 compared to Q1 2022.
- Remote work offers people more flexibility in their holiday travel plans.
- Demand for electric vehicles is growing & fueled by holiday shopping in Q4
- Q4 auto intenders are more likely to browse well ahead of the holidays.

ENTERTAINMENT

- In mid November 2022, the release of Black Panther: Wakanda Forever drove the biggest uptick in Q4 movie theater visitation (yet still nowhere near the magnitude of the uptick we saw in late December 2021 following the release of Spider Man: No Way Home).
- Music venues & stadiums see a strong start to Q4, ahead of the holiday frenzy
- October is an especially busy month for theme parks in Q4.

LIFESTYLE & LEISURE

- Americans are putting themselves first with more time spent on health and personal hobbies in 2022.
- Gyms & fitness studios saw the biggest increase in penetration of any lifestyle & leisure category in Q4 YoY, further signaling that Americans are investing in their physical health & wellbeing in 2023.
- Real estate offices are busier than usual up until Thanksgiving.

Retail

Q4 trends in retail

According to a recent Mastercard report, U.S. retail sales increased by 7.6% between November 1 - December 24 2022 compared to 2021. However, despite signs of optimism, high inflation is likely the cause of this YoY increase in consumers' spending. Location data reveals other shifting patterns and preferences amongst Q4 2022 shoppers, likely also influenced by inflation. Thus, it's imperative for retail brands to understand emerging trends around how, when & where consumers are spending time & money in Q4 & beyond.

In this section, we'll take a closer look at foot traffic patterns across the following retail categories in Q4 2022:

1. Big Box Stores
2. Clothing Stores
3. Cosmetic Shops
4. Department Stores
5. Discount Stores
6. Drug Stores
7. Grocery Stores
8. Hardware Stores
9. Home/Furniture Stores
10. Jewelry Stores
11. Liquor Stores
12. Marijuana Dispensaries
13. Office Supply Stores
14. Off Price Retail Stores
15. Pet Stores
16. Shoe Stores
17. Telecom Carriers
18. Wholesale Clubs

*Source: CNN

Not all retailers should expect the same impact to visitation come the holiday season. Let's take a closer look at the stand-out retail categories of Q4 2022.

Of note, shoe stores saw the biggest surges in Q4 visitation of any retail category. Wholesale clubs saw an earlier start to Q4 upticks relative to other food & beverage retailers (including grocery & liquor), while many retailers, including beauty and clothing, are likely to see less traffic than usual in October, but more traffic than usual in the last 2 weeks of December. In the following slides, we took a closer look at the stand-out & competing retail categories. To learn more about holiday-specific retail trends from Q4, check out the 2022 Holiday Retail Report.

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

Legend:
- Big Box Stores
- Grocery Stores
- Department Stores
- Pet Stores
- Wholesale Clubs
- Clothing Stores
- Liquor Stores
- Hardware Stores
- Shoe Stores
- Telecom Carriers
- Cosmetic Shops
- Marijuana Dispensaries
- Home/Furniture Stores
- Office Supply Stores
- Drug Stores
- Discount Stores
- Jewelry Stores
- Off-price retail

Which retail categories saw the biggest upticks in visitation around Black Friday 2022?

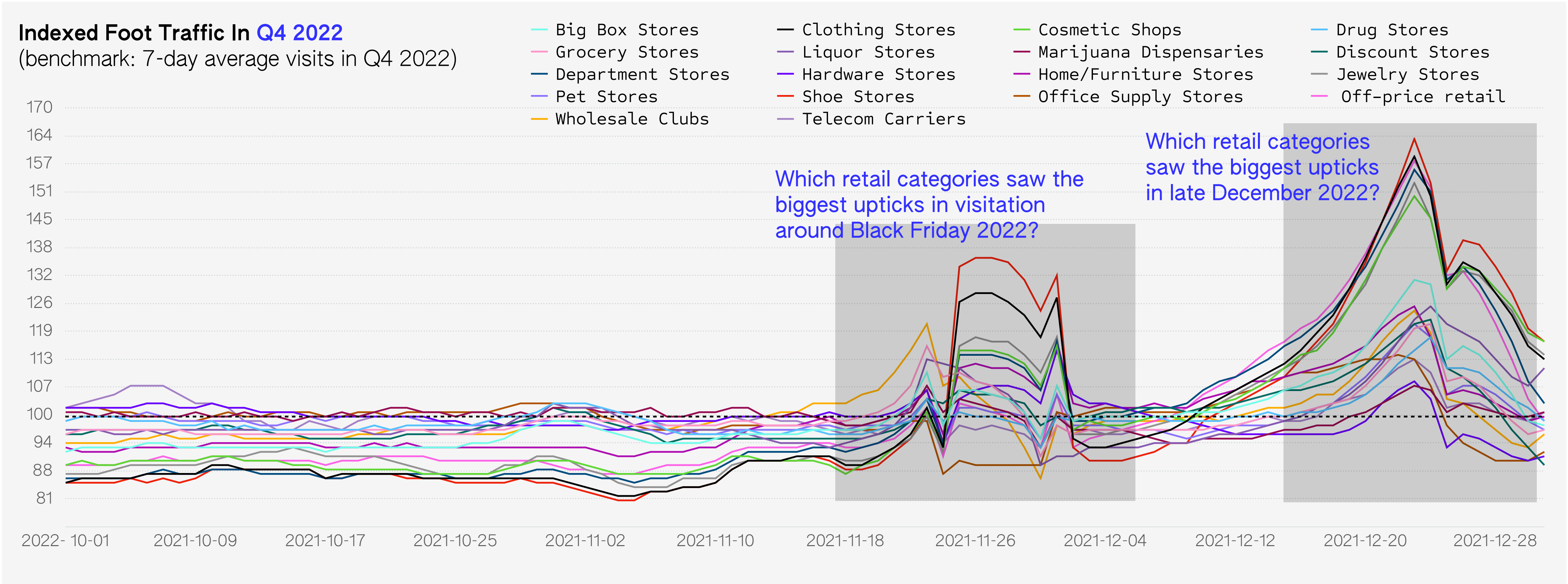Which retail categories saw the biggest upticks in late December 2022?

Chart illustrates indexed foot traffic to retail categories during Q4 2022 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

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Last-minute holidays shoppers drive an end-of-Q4 upswing in visitation for all retailers

In Q4, most retailers are likely to see less traffic than usual until Thanksgiving, with traffic hovering below Q4 benchmark visitation from the onset. The biggest upticks in visitation for most retailers are expected to occur in the final weeks of December. For instance, in 2022, retail visitation was up at least +3% above the Q4 norm from December 15 onward, and visitation peaked on December 23 2022 (up +33%). Additionally, retail traffic started to pick up slightly **earlier** than usual in 2022 compared to 2021, signifying an earlier start to holiday shopping.

Indexed Foot Traffic To All Retail Stores In Q4
(benchmark: 7-day average visits in Q4 for each respective year)

— Q4 2021   — Q4 2022

Indigenous People's Day 2022 (10/10)

Halloween (10/31)

Thanksgiving Day (11/25/2021 & 11/24/2022)
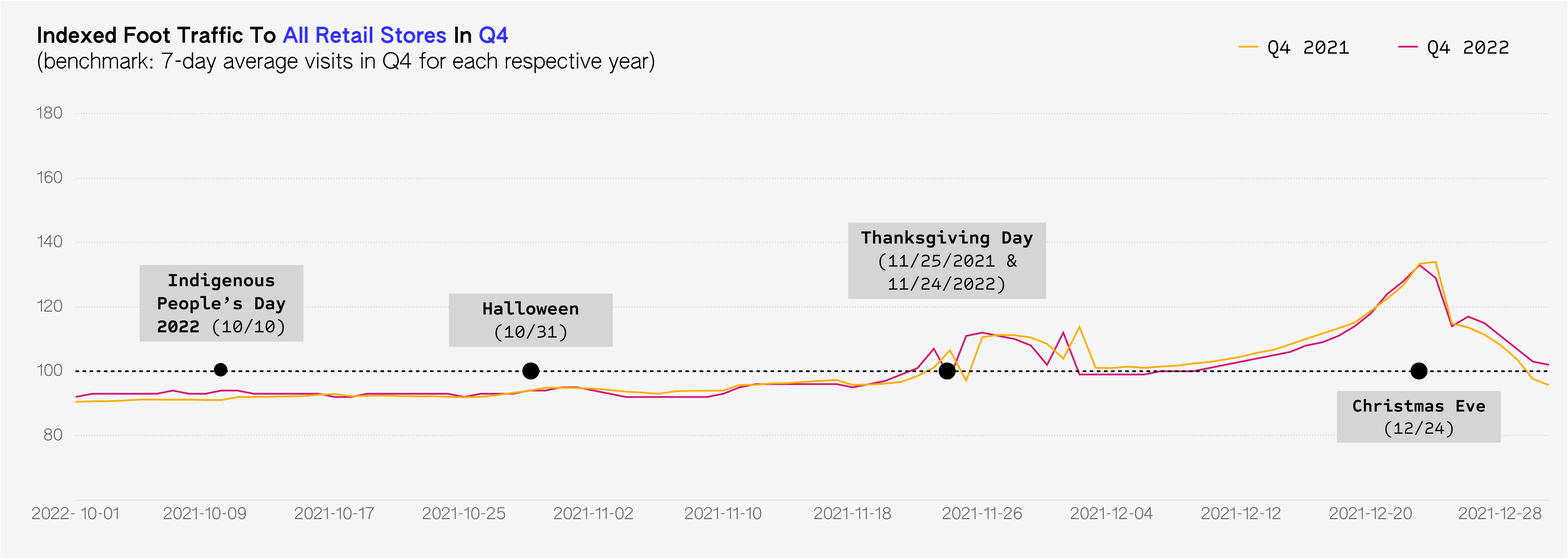
Christmas Eve (12/24)

Chart illustrates indexed foot traffic to all retail stores between October 1- December 31 (2021, 2022), benchmarked to 7-day rolling average visitation for the overall category in Q4, for each respective year.

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Shoes stores saw the biggest surge in holiday season visitation of any retail category in Q4 2022, followed by clothing stores, off-price retailers & department stores

Foot traffic to shoe stores was up more than 30%+ above Q4 benchmark visitation between November 25-29 (Black Friday shopping) and again between December 20-28 (week of Christmas). Clothing, jewelry, department and off-price retail stores also saw substantial acceleration in holiday visitation. As of December 23, foot traffic across all 4 of these sub-categories was up +53-63% more than usual for the quarter, while benchmark visitation for retail stores overall was only up by +33%.

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

Legend:
— Clothing Stores
— Shoe Stores
— Cosmetic Shops
— Department Stores
— Off-price retail
— Jewelry Stores
— Retail Overall

Chart annotations: Halloween 2022 (10/31), Thanksgiving 2022 (11/24), Christmas Eve 2022 (12/24)

Y-axis values: 180, 160, 140, 120, 100, 80
X-axis values: 2022-10-01, 2021-10-09, 2021-10-17, 2021-10-25, 2021-11-02, 2021-11-10, 2021-11-18, 2021-11-26, 2021-12-04, 2021-12-12, 2021-12-20, 2021-12-28
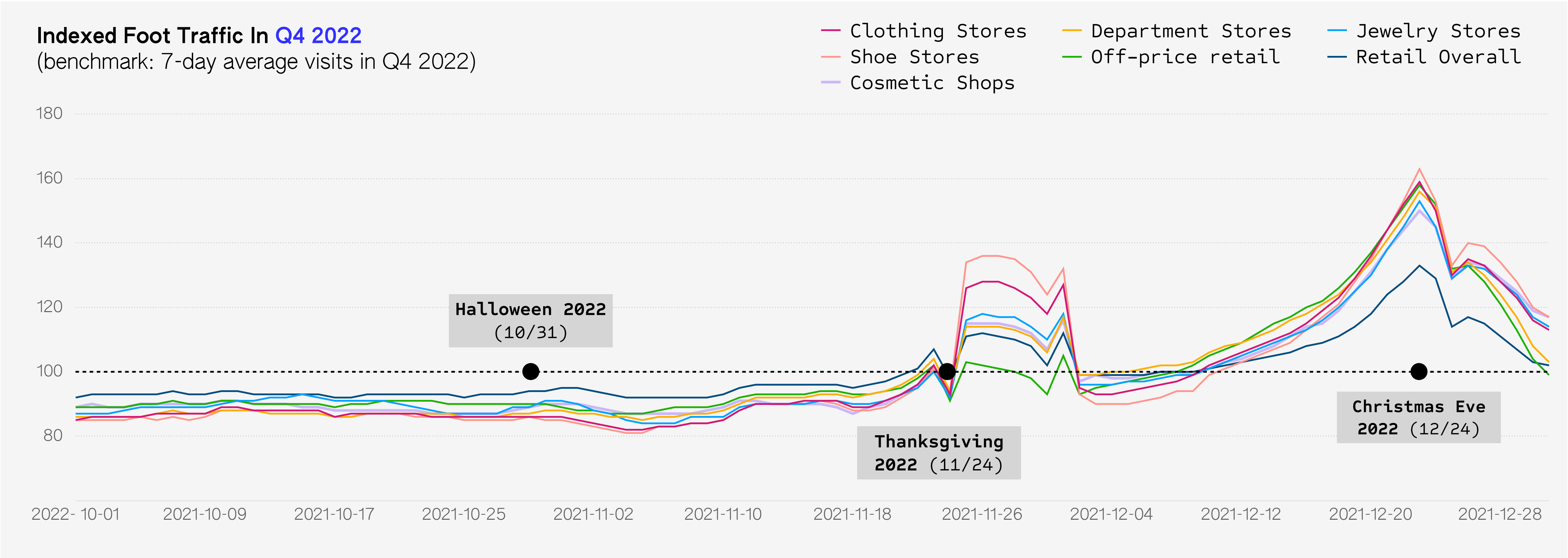
Chart illustrates indexed foot traffic to retail categories during the Q4 (October 1- December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Wholesale clubs see bigger upticks than grocery stores leading up to Q4 holiday celebrations; Liquor stores see elevated visit volume for the last 2 weeks of December

In preparation for Thanksgiving dinners and other holiday gatherings, foot traffic to wholesale clubs like Costco and Sam's Club started to pick up more than usual starting on November 14, earlier than other food & beverage retailers, including grocery stores. Foot traffic to liquor stores was actually below Q4 benchmark visitation between November 30 - December 15th (fewer people shopping for liquor between Thanksgiving and Christmas). However, liquor store visitation remained elevated (at least 7%+ above benchmark) compared to other food & beverage retailers post-Christmas, as shoppers were still stocking up on beer, wine & spirits for NYE celebrations.

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

— Grocery Stores   — Big Box Stores   — Drugstores
— Wholesale Clubs   — Liquor Stores   — Retail Overall
— Discount Stores

Halloween 2022
(10/31)

Thanksgiving
2022 (11/24)

Christmas Eve
2022 (12/24)

180
160
140
120
100
80

2022- 10-01   2021-10-09   2021-10-17   2021-10-25   2021-11-02   2021-11-10   2021-11-18   2021-11-26   2021-12-04   2021-12-12   2021-12-20   2021-12-28
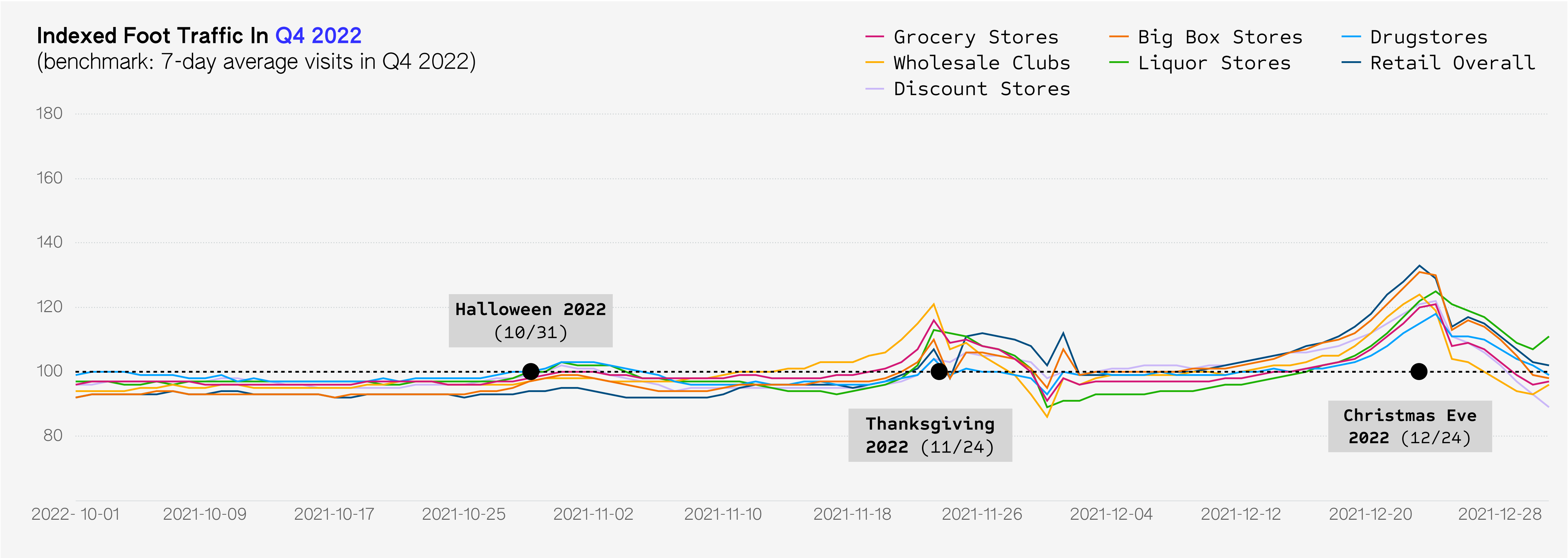
Chart illustrates indexed foot traffic to retail categories during the Q4 (October 1- December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Home & hardware retailers didn't see quite the same uptick in end-of-year visitation as compared to retailers overall in Q4 2022

Hardware stores actually saw a more substantial uptick in visitation in the days following Thanksgiving (Black Friday deals) as compared to the end of December. Similar to retailers overall, home/furniture stores saw below benchmark visitation throughout October and most of November until Thanksgiving. Traffic for this category continued to exceed Q4 benchmark visitation through the end of December, peaking at +25% on Dec 23rd. Of note, office supply stores can expect slightly more traffic than usual around **Halloween**, perhaps from shoppers in search of stationary for party invitations or other Halloween crafting necessities.

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

— Hardware Stores — Home/Furniture Stores
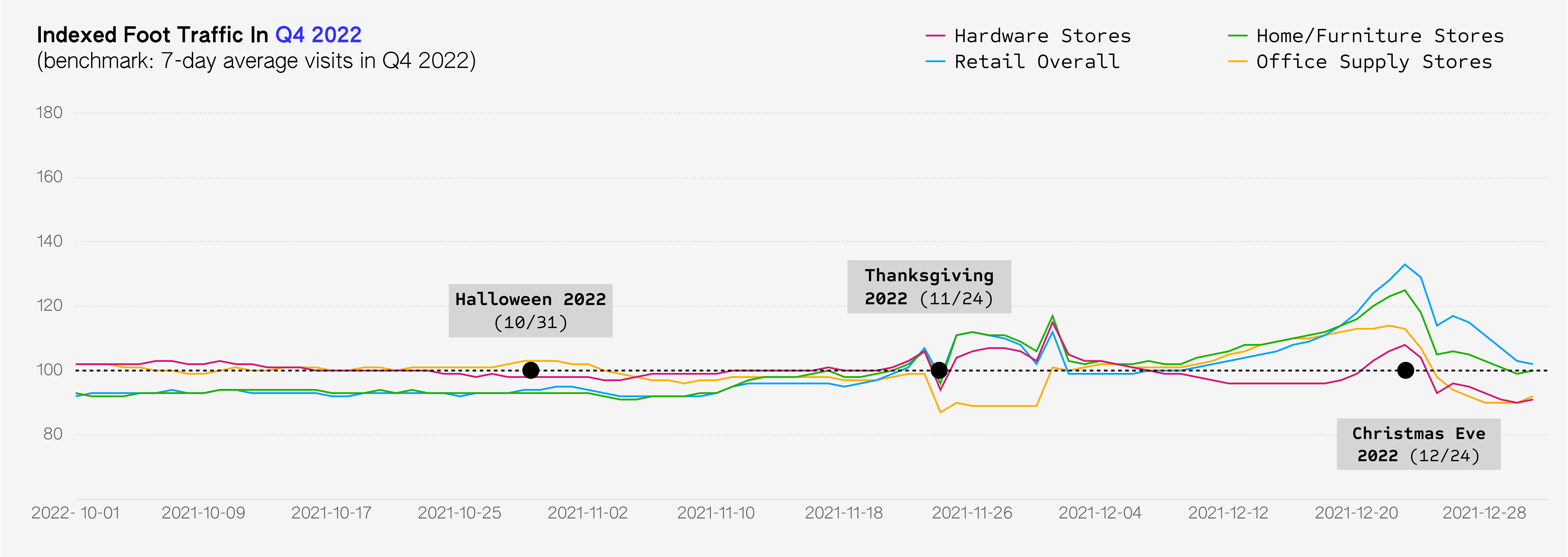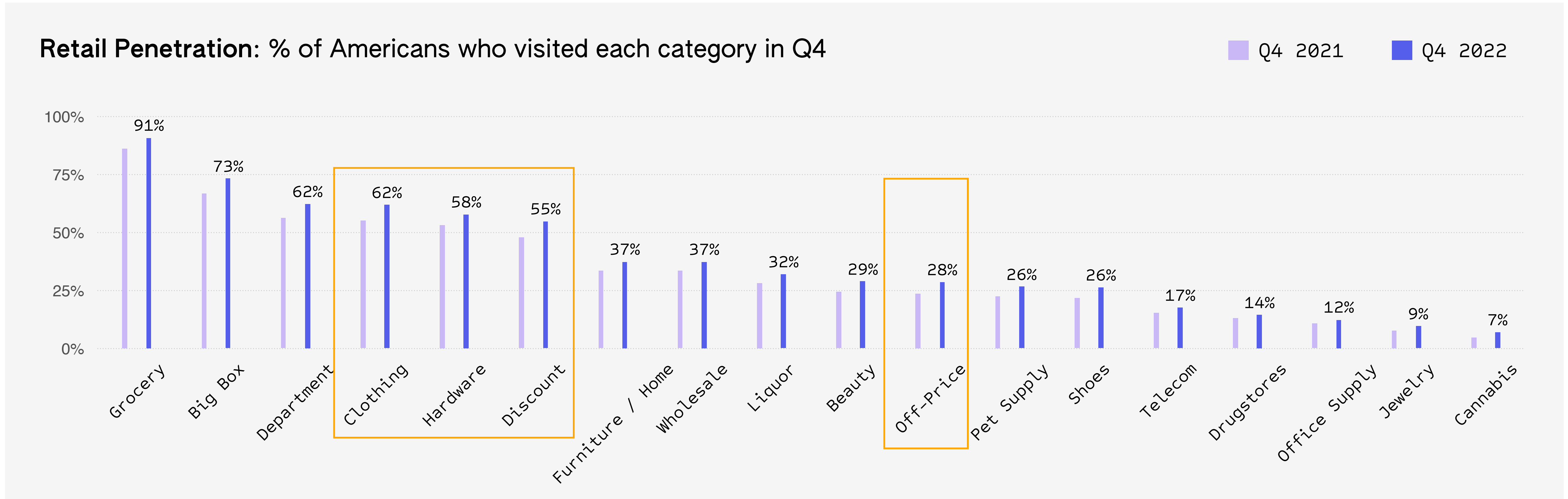— Retail Overall — Office Supply Stores

Chart illustrates indexed foot traffic to retail categories during the Q4 (October 1- December 31 2022),
benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

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Amidst high inflation, **discount stores** saw the most significant YoY increase in penetration of all retail categories in Q4 2022
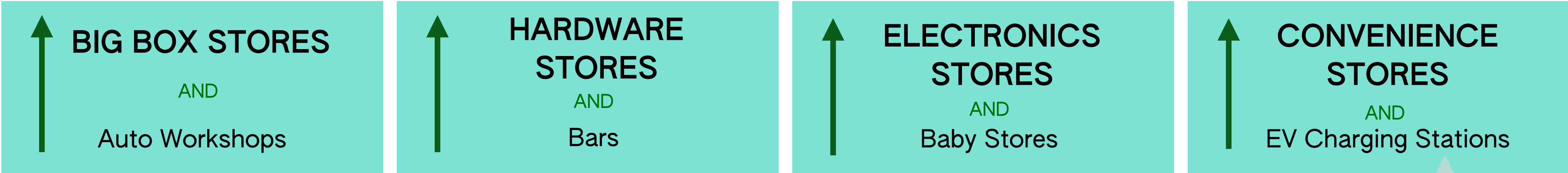
Discount retailers & clothing stores saw the biggest YoY increase in penetration in Q4 2022. Off-price retailers (including TJX and Ross Dress For Less) and hardware stores (like Lowe's and The Home Depot) also saw a higher % of Americans visiting in Q4 2022 compared to Q4 2021 (up by +5 % points YoY). This data could suggest that home improvement products and bargain buys are becoming increasingly popular themes amongst today's gift shoppers, during the holidays and beyond.

Retail Penetration: % of Americans who visited each category in Q4　　　　　　　　　■ Q4 2021　　■ Q4 2022

Q4 2022 values by category: Grocery 91%, Big Box 73%, Department 62%, Clothing 62%, Hardware 58%, Discount 55%, Furniture / Home 37%, Wholesale 37%, Liquor 32%, Beauty 29%, Off-Price 28%, Pet Supply 26%, Shoes 26%, Telecom 17%, Drugstores 14%, Office Supply 12%, Jewelry 9%, Cannabis 7%

FSQ

Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively **reach new shopper audiences** & more.

Q4 2022 vs Q4 2021: Increased foot traffic correlations

↑ BIG BOX STORES	↑ HARDWARE STORES	↑ ELECTRONICS STORES	↑ CONVENIENCE STORES
AND	AND	AND	AND
Auto Workshops	Bars	Baby Stores	EV Charging Stations

What could this mean?
Increased correlation between **c-store** visitation and foot traffic to **EV charging stations** could suggest that convenience stores are starting to see more traffic from electric vehicle owners.

Q4 2022 vs Q4 2021: Decreased foot traffic correlations

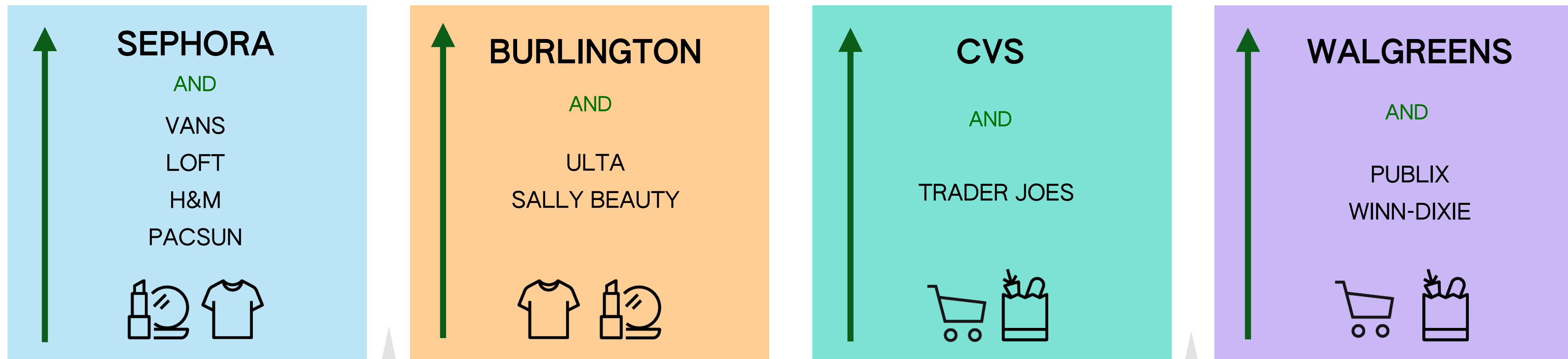| ↓ PET STORES	↓ DISCOUNT STORES	↓ WAREHOUSE STORES	↓ CONVENIENCE STORES
AND	AND	AND	AND
Fast Food Restaurants	Big Box Stores	Big Box Stores	Coffee Shops
Gas Stations	Fast Food Restaurants	Electronics Stores	Offices
Department Stores	Hardware Stores	Home/Furniture Stores	Hotels
Big Box Stores	Beauty Stores	Clothing Stores	Big Box Stores
	Clothing Stores	Department Stores	Fast Food Restaurants

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Align with shoppers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

How To Read: In Q4 2022, we saw increased correlations in foot traffic to select clothing/shoe retailers (i.e. Vans, Loft, Burlington) and beauty retailers (such as Sephora, ULTA and Sally Beauty Supplies) compared to Q4 2021.

Q4 2022 vs Q4 2021: Increased correlations:

SEPHORA	BURLINGTON	CVS	WALGREENS
AND	AND	AND	AND
VANS	ULTA	TRADER JOES	PUBLIX
LOFT	SALLY BEAUTY		WINN-DIXIE
H&M			
PACSUN			

What does this mean?
This trend could suggest growing consumer interest in high-quality self-care and beauty products, particularly amongst apparel & shoe shoppers during the gift-giving season.

What does this mean?
This data may suggest changing brand preferences amongst today's drugstore & pharmacy shoppers, revealing an opportunity to reach these audiences in & around the places they're most likely to frequent for groceries.

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Changes in foot traffic correlations could reveal key insights about what shoppers are looking for (or not looking for) while in-store

In Q4 2022, we saw decreased correlation between Target visitation and foot traffic to various other retail and dining chains compared to Q4 2021.

YoY decreased correlation between Target visitation and foot traffic to these various **specialty retailers** could suggest that today's Target shoppers are more likely to shop for for certain items (pet supplies, party essentials, home decor, apparel, sporting goods, electronics) at Target in place of visiting other retailers.

For instance, decreased correlation with Dollar Tree could indicate that Target shoppers are increasingly more likely to pick up discounted items from **Target's 'Dollar Spot.'**

What does this mean?

Understanding YoY changes in foot traffic correlations can help brands like Target **anticipate consumer demand,** evaluate marketing strategies & more!

Q4 2022 vs Q4 2021: Decreased correlations:

TARGET	
MCDONALD'S CHICK-FIL-A	PETSMART PETCO
BED BATH & BEYOND HOBBY LOBBY MICHAELS HOMEGOODS	BEST BUY GAMESTOP
MACY'S OLD NAVY JCPENNEY MARSHALLS KOHL'S T.J. MAXX FOREVER 21 DSW	DOLLAR TREE FIVE BELOW WALMART COSTCO
PARTY CITY	DICK'S SPORTING GOODS

Chains listed reflect increased/decreased correlations in foot traffic to Target and other listed chains in Q4 2022 vs Q4 2021, on a user level

Hospitality

Hospitality (dining + nightlife)

During Q4 2022, restaurant sales declined; consumer spending in this sector dropped from $89.2 billion in November 2022 to $88.3 billion in December 2022*. However, not **all** food & beverage venues are seeing the same trend in traffic throughout Q4.

Location data reveals other shifting patterns and preferences amongst Q4 2022 diners by venue type. Thus, it's imperative for F&B brands to understand emerging trends around how, when & where consumers are spending time & money in Q4 and beyond.

In this section, we'll take a closer look at distinct foot traffic patterns across the following dining and nightlife categories in Q4 2022:

1. Casual Dining

2. Coffee Shops

3. Fast Food

4. Nightlife Venues

5. Restaurants

Source: NRN.com

Americans are eager to dine out in the days leading up to Thanksgiving to avoid cooking at home; Casual dining traffic takes off toward the end of Q4

Foot traffic to most food & beverage venues remained relatively stable from the start of Q4 until mid-to-late November. Restaurants started to see more traffic than usual in the days leading up to Thanksgiving (+10-13% on Nov 23 & 24), likely as many Americans were hoping to avoid cooking & cleaning up at home ahead of big holiday gatherings. Casual dining stood out from the rest during Veteran's Day, as many chains (including Applebee's, Bar Louie, Buffalo Wild Wings & others) offered free or discounted meals for Veterans & active-duty military. All F&B venues saw a decline in visits after Thanksgiving, but most returned to their usual Q4 levels by early December. Casual Dining continued to see a steady increase in visit volume from mid-December through Christmas Eve, outpacing QSR's late December upticks, likely from people in search of an affordable sit-down meal option vs. cooking & hosting at home in the days before Christmas.
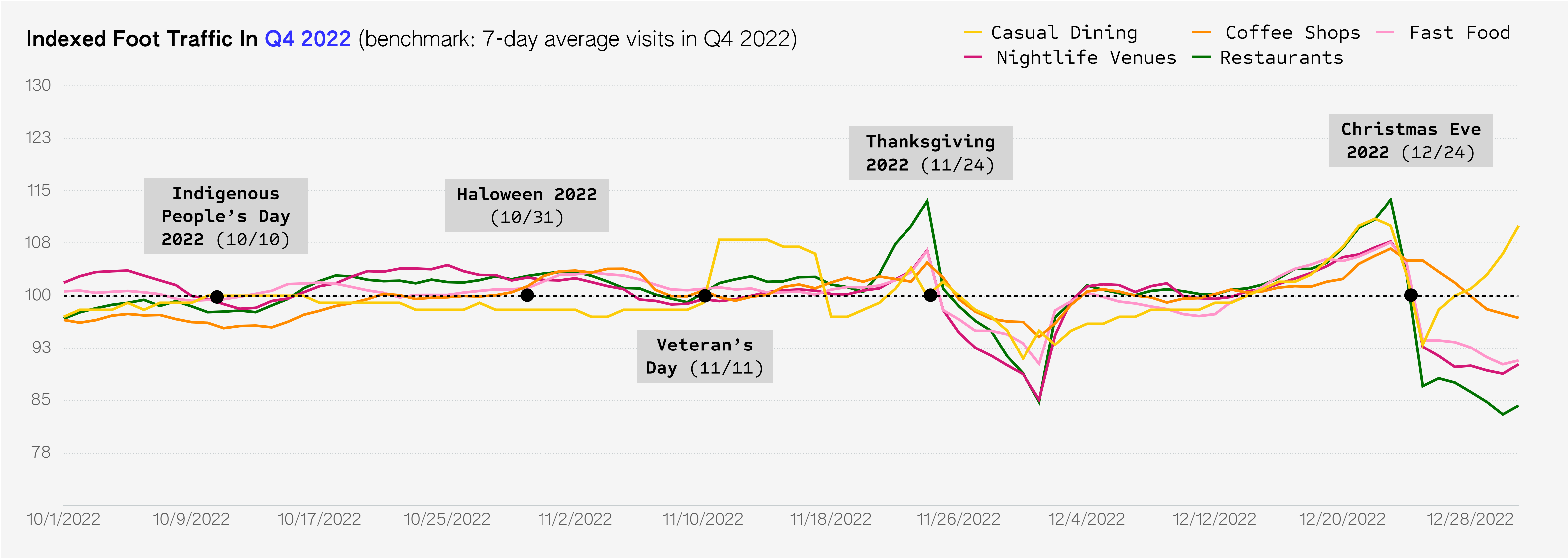

Indexed Foot Traffic In Q4 2022 (benchmark: 7-day average visits in Q4 2022)

Legend: Casual Dining, Coffee Shops, Fast Food, Nightlife Venues, Restaurants

Annotations: Indigenous People's Day 2022 (10/10); Haloween 2022 (10/31); Veteran's Day (11/11); Thanksgiving 2022 (11/24); Christmas Eve 2022 (12/24)

Chart illustrates indexed foot traffic to F&B venues during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Casual dining restaurants see a big boost in Q4 visitation during Veteran's Day

Foot traffic to casual dining chains, such as Applebee's and IHOP, trended similarly in Q4 2021 & Q4 2022. Of note, Veteran's Day brought a big surge in traffic volume for casual dining chains YoY, many of which were offering free or discounted meals for Veterans and active-duty military. Participating chains included Applebee's, California Pizza Kitchen, Buffalo Wild Wings, Chili's, Cracker Barrel, Denny's, Friendly's, Huddle House, IHOP& many others). Both years, casual dining chains saw slight upticks in visitation in the days prior to Thanksgiving, followed by a post-Thanksgiving decline. Traffic started to pick again in early December and exceeded Q4 benchmark levels from mid December (12/14) through Christmas Eve both years. Interestingly, casual dining traffic regained momentum in the final week of December 2022 leading up to New Year's Day (+10% on NYE 2022). This trend was not seen in 2021, perhaps suggesting growing demand for affordable / no-fuss dining experiences during the lull between two major holiday events.
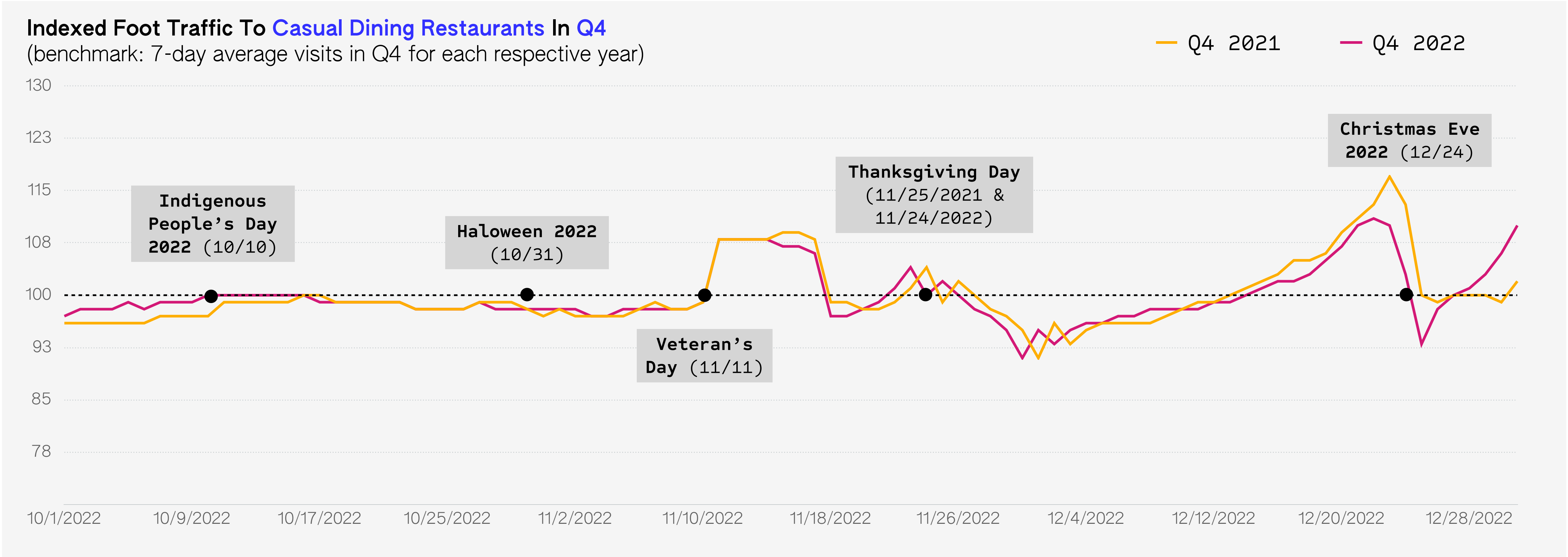
Indexed Foot Traffic To Casual Dining Restaurants In Q4
(benchmark: 7-day average visits in Q4 for each respective year)

Chart illustrates indexed foot traffic to casual dining restaurants between October 1 – December 31 (2021, 2022), benchmarked to 7-day rolling average visitation for the category in Q4, for each respective year.

Americans opt for fast food in the days leading up to Q4 holiday gatherings

Foot traffic to QSR restaurants followed a similar pattern in Q4 the past 2 years. Fast food venues tend to see an uptick in Q4 visitation in the week **leading up to Thanksgiving**. Amidst shopping and meal prepping, busy hosts may be more inclined to grab a quick & easy bite to eat ahead of Thanksgiving festivities. QSRs should also expect to see a brief **post-Thanksgiving decline** in Q4 visitation. Come December, foot traffic to fast food venues is likely to rise above benchmark through Christmas Eve (12/24) and decline sharply after through the end of the month. YoY, foot traffic to QSR venues was **up at least +5% between December 20th - 24th** relative to Q4 benchmark for each respective year.
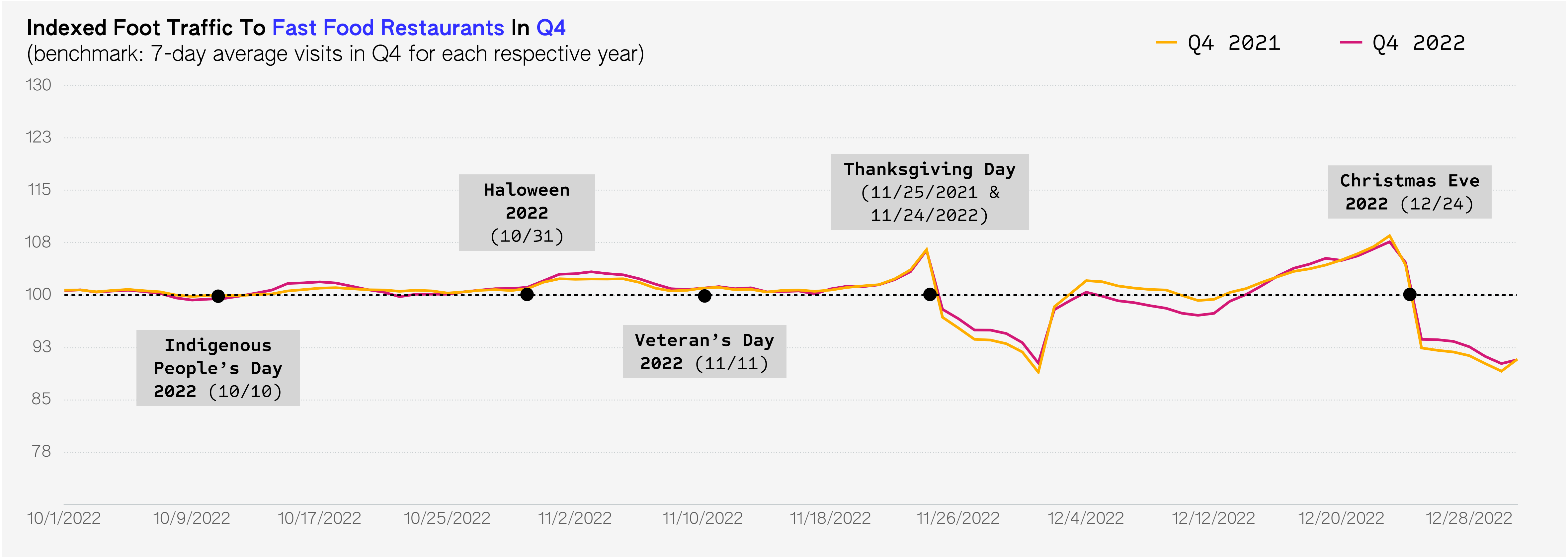
Indexed Foot Traffic To Fast Food Restaurants In Q4
(benchmark: 7-day average visits in Q4 for each respective year)

— Q4 2021   — Q4 2022

Haloween 2022 (10/31)

Thanksgiving Day (11/25/2021 & 11/24/2022)

Christmas Eve 2022 (12/24)

Indigenous People's Day 2022 (10/10)

Veteran's Day 2022 (11/11)

Chart illustrates indexed foot traffic to QSR venues between October 1 – December 31 (2021, 2022), benchmarked to 7-day rolling average visitation for the category in Q4, for each respective year.

Fast food chains & nightlife destinations see a similar trend in traffic for most of Q4

Nightlife Venues saw a boost from usual Q4 visitation throughout most of October, and especially leading up to **Halloween** weekend. Fast food chains also saw slight upticks in Q4 traffic around Indigenous People's Day and Halloween weekend. As of October 31, visit volume for both categories was up +2% above benchmark. Visitation for QSR and nightlife picked up in the days leading up to **Thanksgiving**, on almost the same trajectory, suggesting a positive relationship between the two. And as you'll learn on slide 25, we actually saw an **increased correlation between QSRs and bars in Q4 2022 compared to Q4 2021**, which likely means that late night bar goers were contributing to a larger share of QSR traffic in Q4 YoY. Traffic for both venues picked up (again on the same trajectory) in mid December and continued to upward until Christmas Eve (both up +8% on December 23rd).

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)
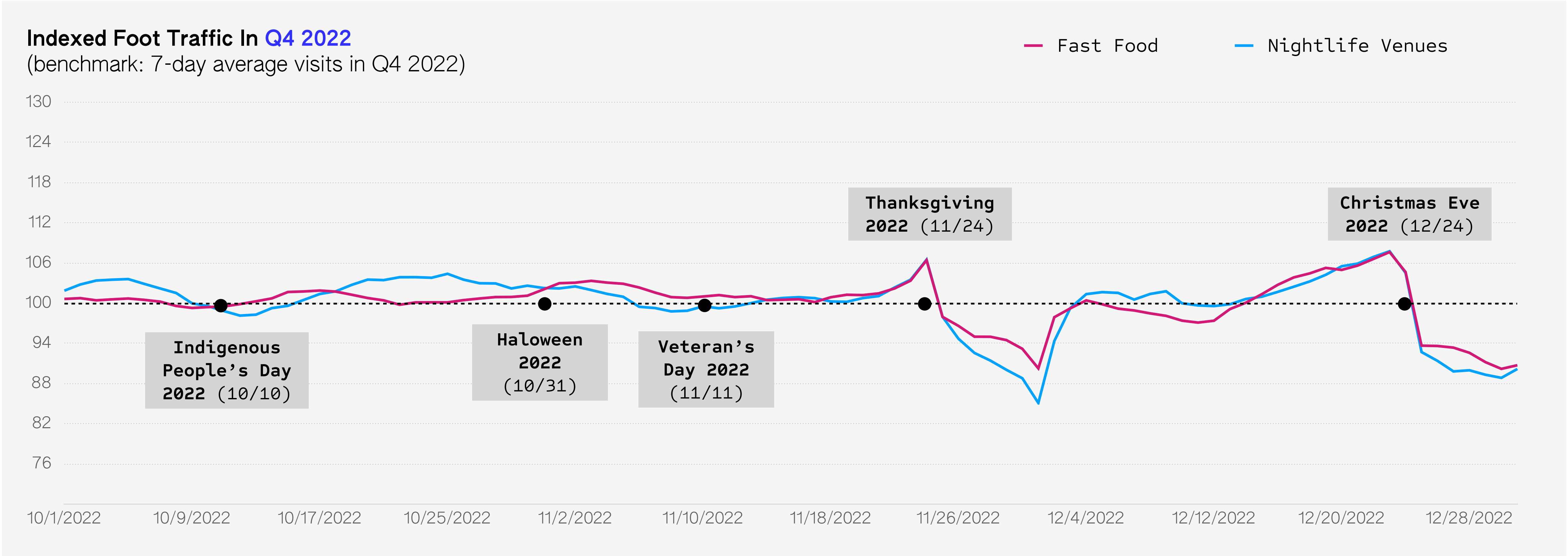
— Fast Food   — Nightlife Venues

Chart illustrates indexed foot traffic to QSR & nightlife venues during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Nightlife venues see more traffic than usual around Q4 holidays including Halloween, Thanksgiving and Christmas

In 2022, Q4 nightlife visitation looked a bit different from what we saw the year prior. While we didn't see the same early October uptick in 2022, nightlife venues did see a noteworthy uptick in mid-to-late October that extended into the first few days of November. Toward the end of the month, we saw upticks in nightlife visitation in the week **leading up to Thanksgiving** (not seen in 2021). And while nightlife venues typically see a decline in post-Thanksgiving visitation, last year saw a steady uptick in nightlife traffic from December 15 onward (again not see in 2021). Nightlife traffic peaked in the **days before Christmas Eve** (up +7-8% above Q4 benchmark visitation on Dec 22 & 23rd last year).

Indexed Foot Traffic To Nightlife Venues In Q4
(benchmark: 7-day average visits in Q4 for each respective year)

— Q4 2021　　— Q4 2022

Thanksgiving Day
(11/25/2021 &
11/24/2022)

Christmas Eve
(12/24)

Indigenous
People's Day
(10/10)

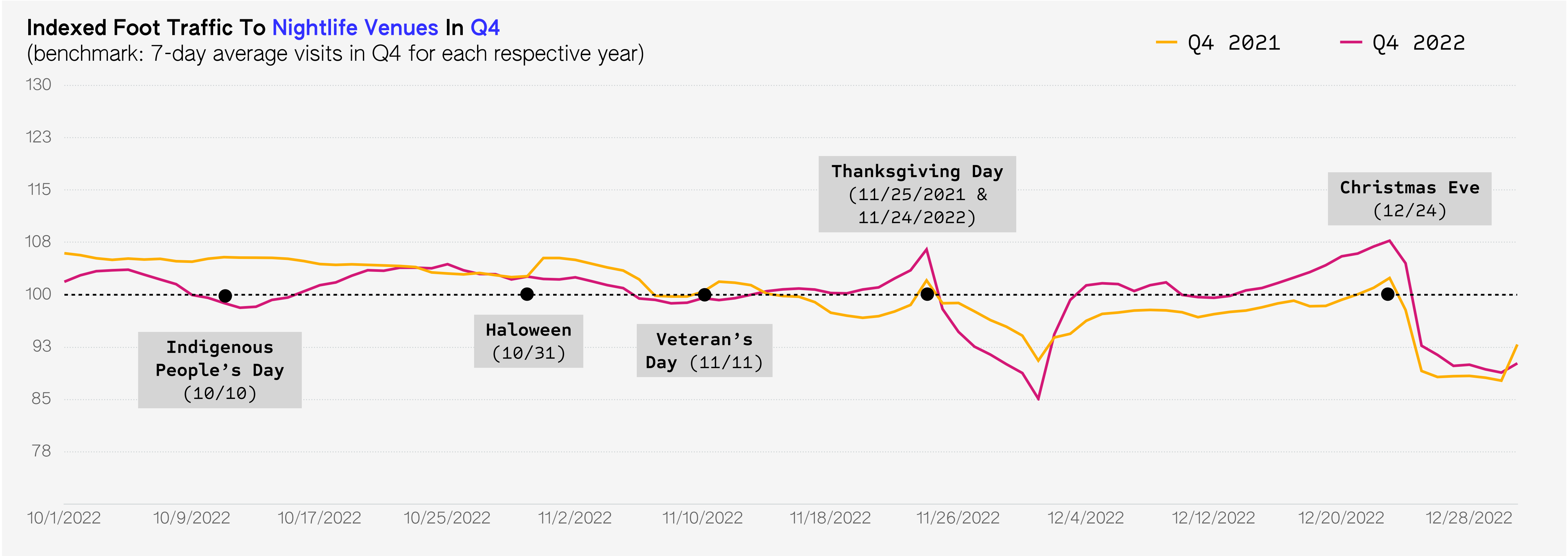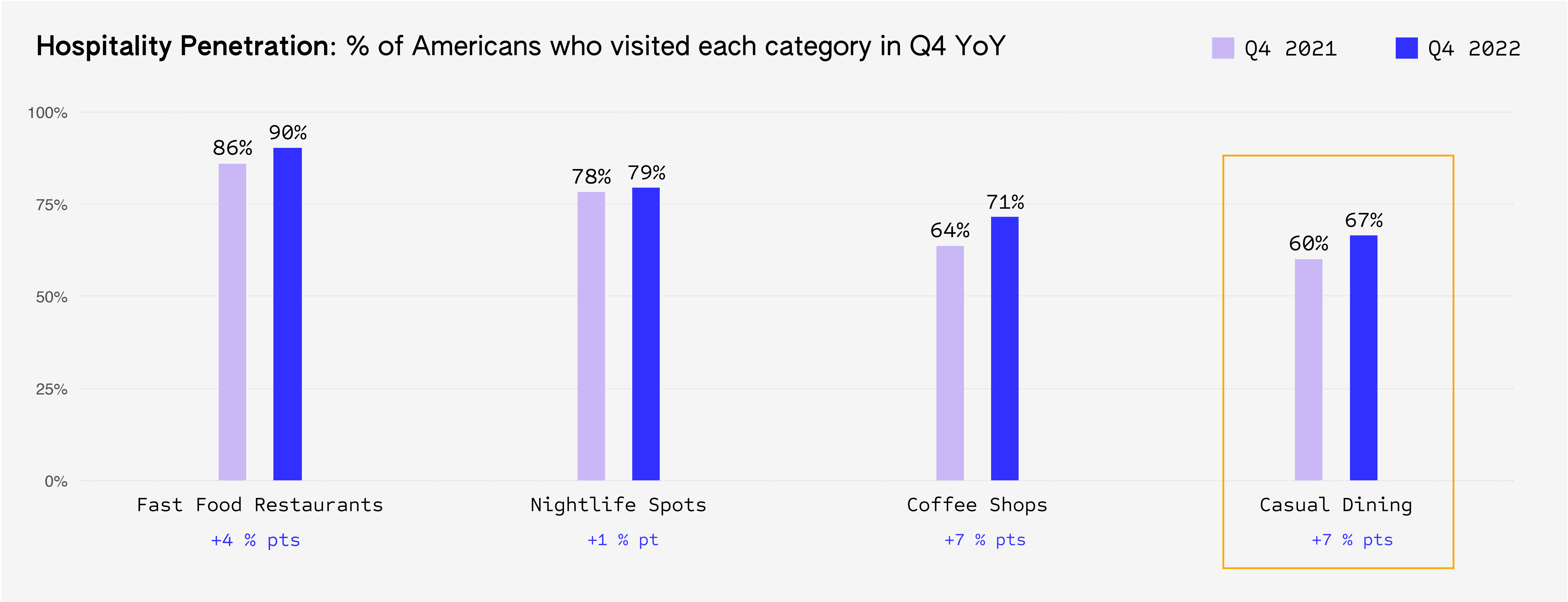Haloween
(10/31)

Veteran's
Day (11/11)

Chart illustrates indexed foot traffic to nightlife venues between October 1 – December 31 (2021, 2022), benchmarked to 7-day rolling average visitation for the category in Q4, for each respective year.

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90% of Americans visited a fast food restaurant at least once in Q4 2022

Coffee shops and casual dining chains experienced the biggest increase in Q4 penetration YoY (each category saw a +7 % point increase from Q4 2021). And while QSR chains saw the highest penetration overall, the category only saw a +4 % point increase in penetration YoY.

Hospitality Penetration: % of Americans who visited each category in Q4 YoY

Q4 2021   Q4 2022

Fast Food Restaurants	Nightlife Spots	Coffee Shops	Casual Dining
86% 90%	78% 79%	64% 71%	60% 67%
+4 % pts	+1 % pt	+7 % pts	+7 % pts

FSQ

Chart illustrates penetration (% of audience who visited each category) between October 2022 – December 2022.

Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively **reach new F&B audiences** & more.

Q4 2022 vs Q4 2021: Increased correlations

↑ **BREAKFAST SPOTS** AND Transportation Services	↑ **COFFEE SHOPS** AND Nightclubs	↑ **FAST FOOD** AND Bars	↑ **NIGHTCLUBS** AND Rental Car Locations
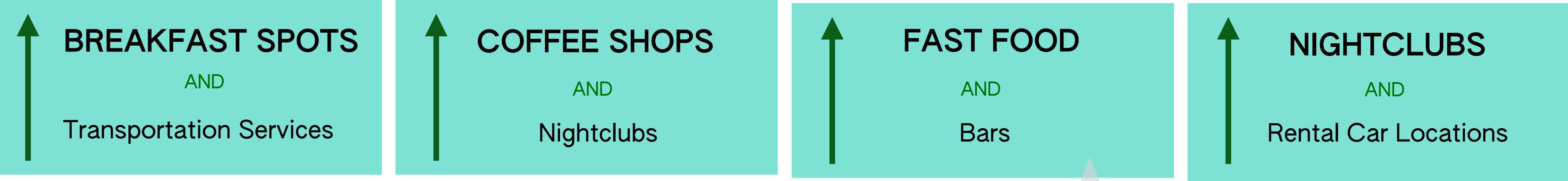
What does this mean?
Increased correlation between **QSR** visitation and foot traffic to **bars** could suggest that fast food restaurants were seeing more traffic from late night bar goers in Q4 2022.

Q4 2022 vs Q4 2021: Decreased correlations

↓ **BREAKFAST SPOTS** AND Fast Food Restaurants Gas Stations Hotels Pharmacies Salons	↓ **COFFEE SHOPS** AND Department Stores Donut Shops Electronic Stores Furniture and Home Stores Gas Stations	↓ **FAST FOOD** AND Auto Dealerships Big Box Stores Convenience Stores Discount Stores Coffee Shops Cosmetic Shops	↓ **NIGHTCLUBS** AND Casinos

Categories listed have experienced increased/decreased correlation with foot traffic to other categories in Q4 2022 as compared to Q4 2021
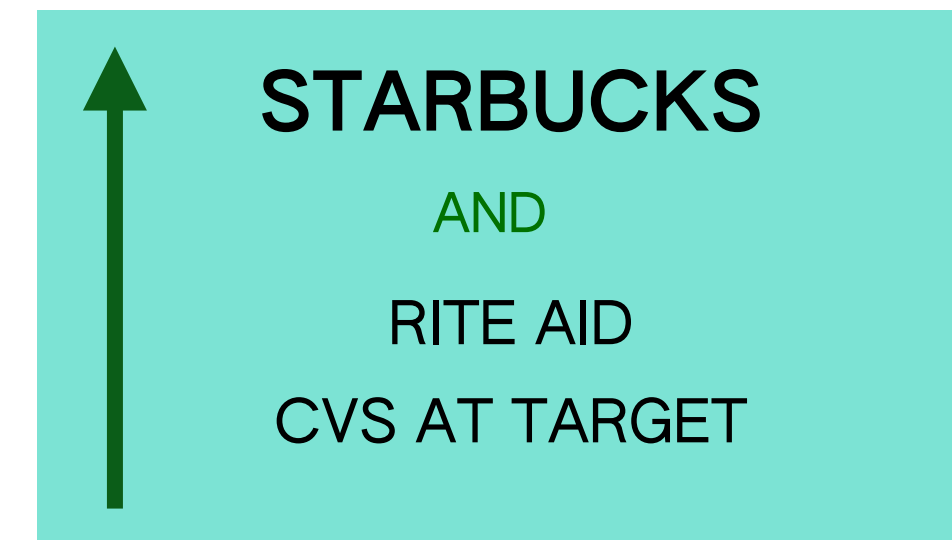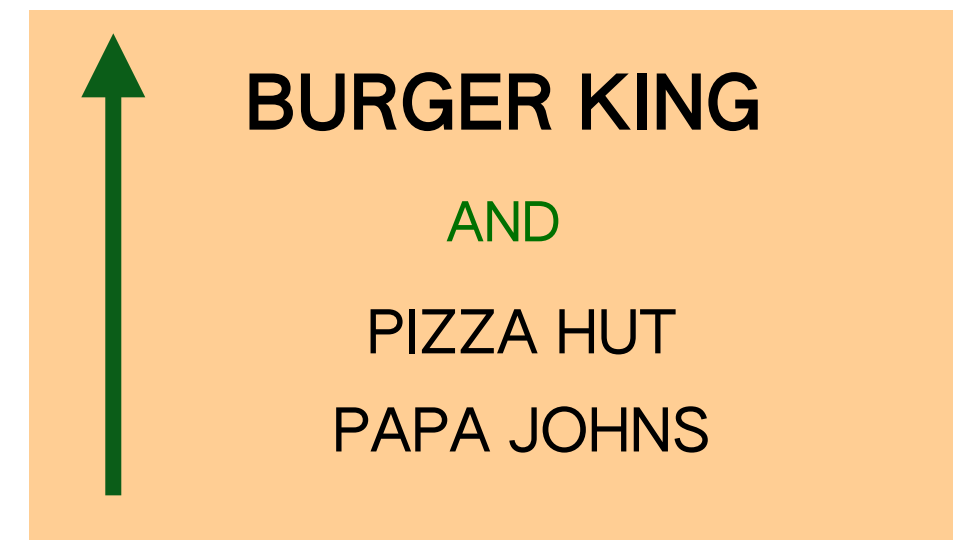
Align with customers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

How To Read: FSQ data reveals **increased** foot traffic correlations between select **coffee chains** and **drugstores** in Q4 2022 vs. Q4 2021.

Q4 2022 vs Q4 2021: Increased correlations

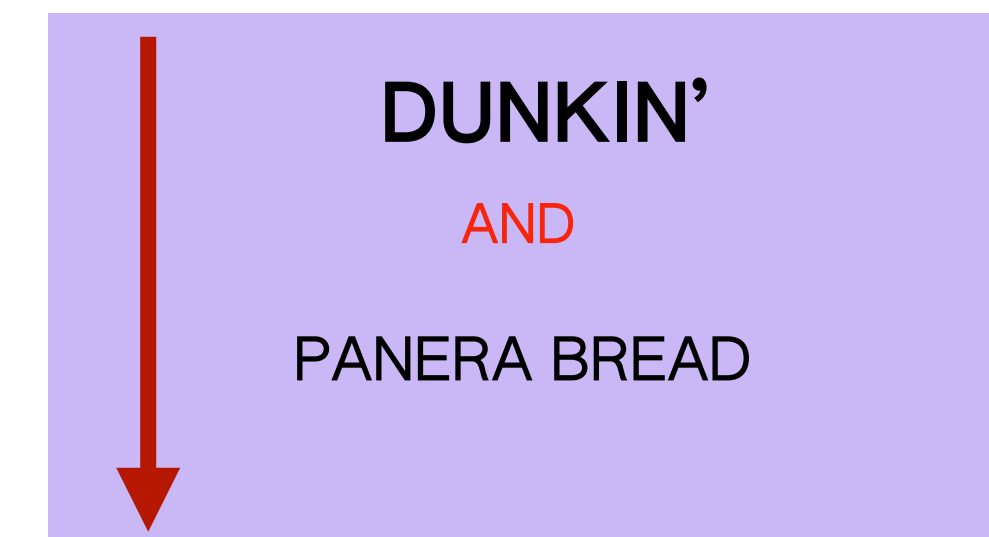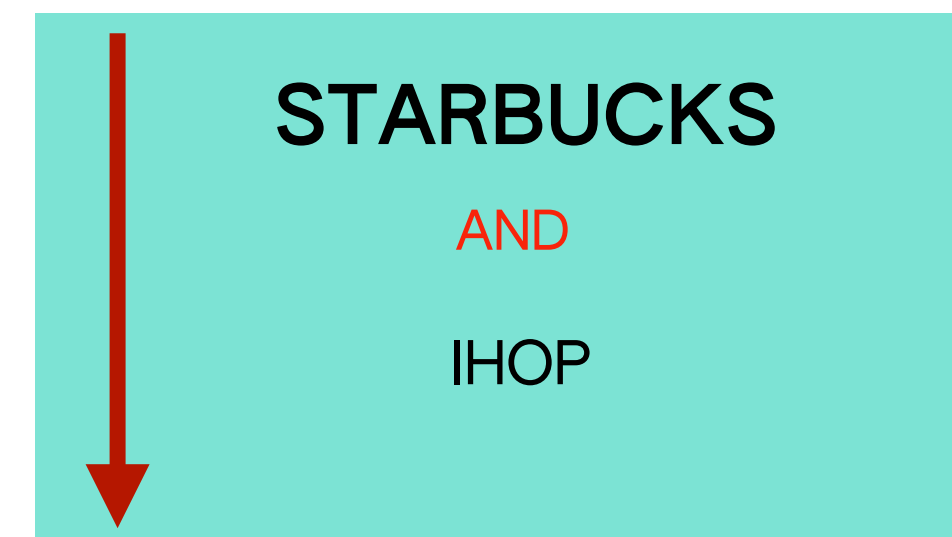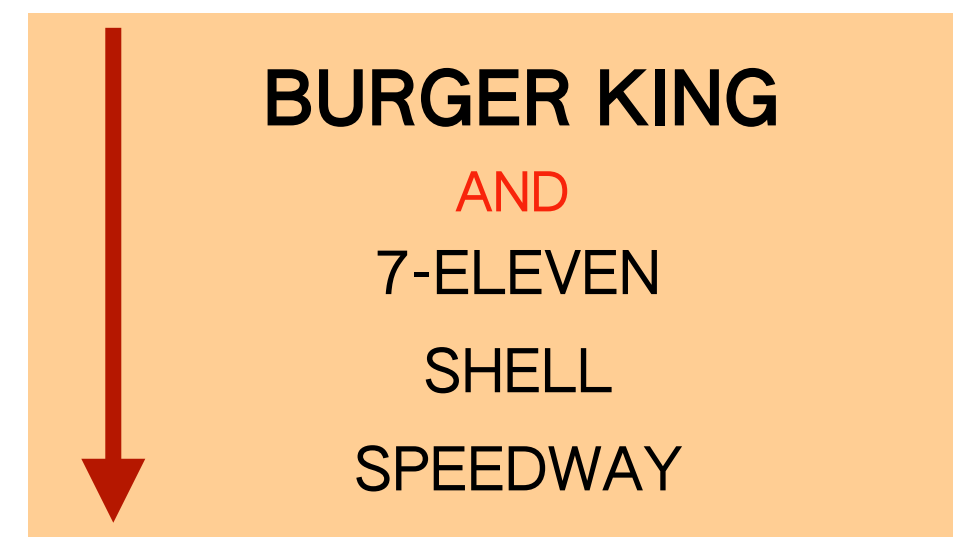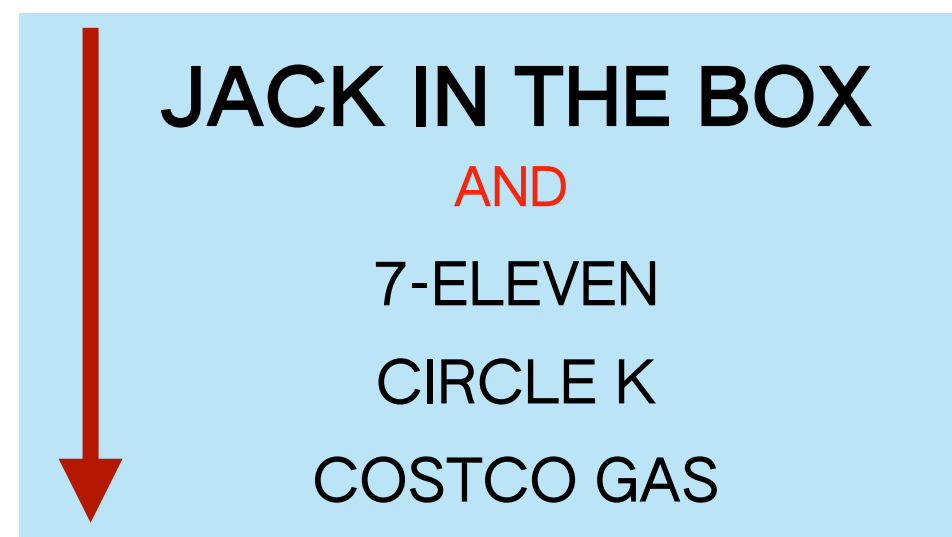| ↑ JACK IN THE BOX	↑ BURGER KING	↑ STARBUCKS	↑ DUNKIN'
AND	AND	AND	AND
PAPA MURPHY'S	PIZZA HUT	RITE AID	RITE AID
PIZZA HUT	PAPA JOHNS	CVS AT TARGET	

What does this mean?
This data could suggest growing consumer demand for pizza amongst fast food fans in recent months.

What does this mean?
This data might suggest growing demand for caffeinated beverage to-go amongst today's busy consumer, revealing an opportunity for drugstores to compete by promoting F&B offerings at point of purchase.

Q4 2022 vs Q4 2021: Decreased correlations

↓ JACK IN THE BOX	↓ BURGER KING	↓ STARBUCKS	↓ DUNKIN'
AND	AND	AND	AND
7-ELEVEN	7-ELEVEN	IHOP	PANERA BREAD
CIRCLE K	SHELL		
COSTCO GAS	SPEEDWAY		

Chains listed reflect increased/decreased correlations in foot traffic in Q4 2022 vs Q4 2021, on a user level
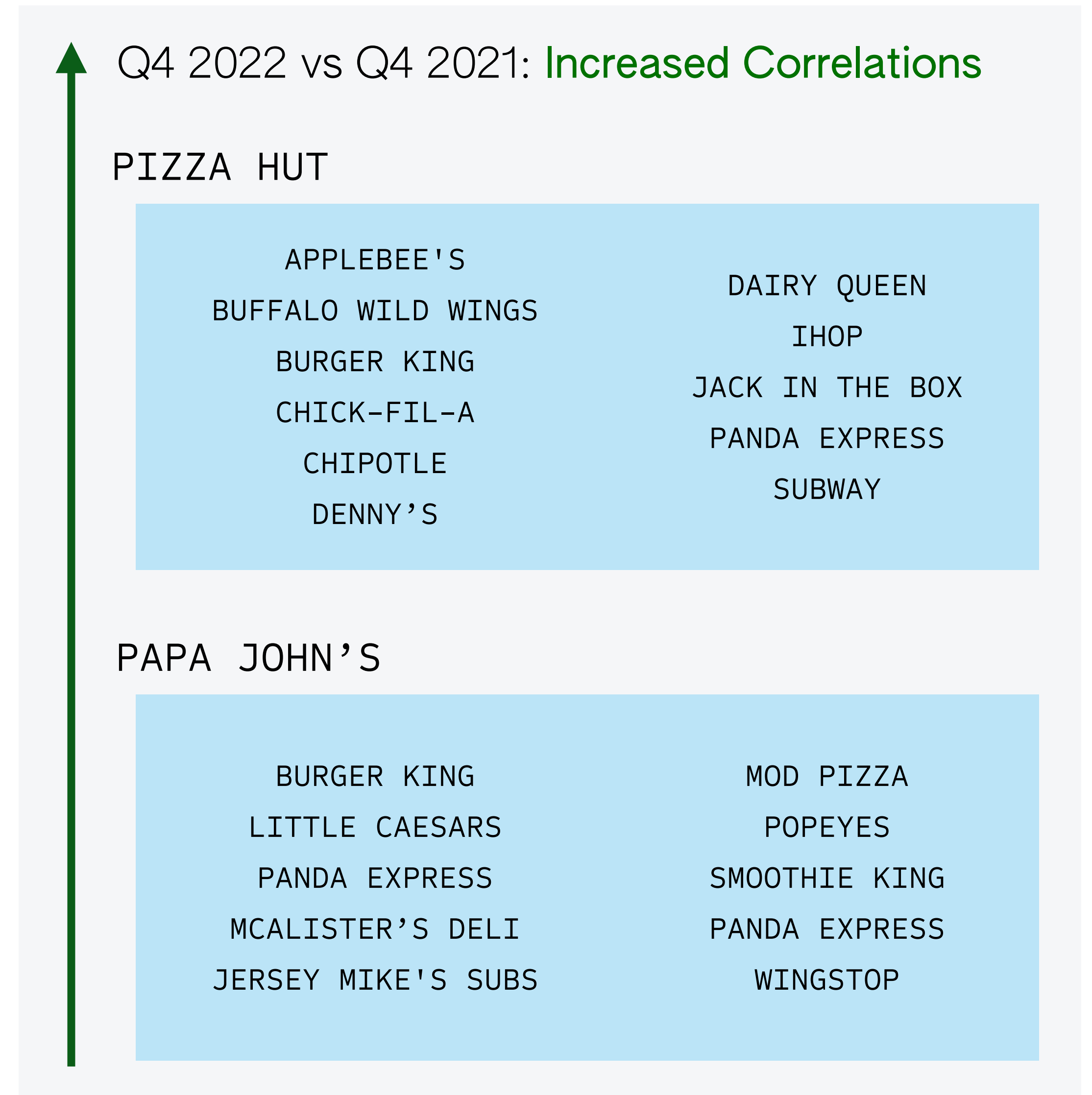
Capitalize on changes in consumer behavior: Where else are your customers going out to eat?

FSQ data revealed an increased foot traffic correlation between QSR pizza chains [Pizza Hut and Papa John's] and some of the nation's most popular fast food chains — suggesting a **growing affinity for pizza** amongst QSR restaurant patrons in recent months. So, it should come as no surprise that a recent Food Network* survey revealed that pizza is in fact America's favorite food.

What's more, pizza chains are continuing to expand their menu offerings to cater to consumers' evolving dietary preferences (including vegan and gluten-free pizza options), further positioning them to gain share from other QSR competitors. Thus, it's crucial for QSR brands to keep a pulse on emerging consumer trends to retain loyal customers.

What does this mean?

Understanding YoY changes in foot traffic correlations can help QSRs, and casual dining chains, anticipate consumer demand, adjust marketing strategies & more!

Q4 2022 vs Q4 2021: Increased Correlations

PIZZA HUT

APPLEBEE'S	DAIRY QUEEN
BUFFALO WILD WINGS	IHOP
BURGER KING	JACK IN THE BOX
CHICK-FIL-A	PANDA EXPRESS
CHIPOTLE	SUBWAY
DENNY'S	

PAPA JOHN'S

BURGER KING	MOD PIZZA
LITTLE CAESARS	POPEYES
PANDA EXPRESS	SMOOTHIE KING
MCALISTER'S DELI	PANDA EXPRESS
JERSEY MIKE'S SUBS	WINGSTOP

Travel & Transportation

Q4 trends in travel & transportation

According to survey data from Deloitte, travel demand was expected to slow in Q4 2022, with less than 1/3 (31%) of Americans planning to travel between Thanksgiving and mid-January, down from 42% in 2021. However, not **all** Americans are cutting back on travel. In late 2022, IBM found that travel budgets were up +49% year-over-year amongst **higher-income consumers**.

Location data reveals shifting patterns and preferences amongst Q4 travelers. Thus, it's imperative for travel & hospitality brands to understand emerging travel trends and key audiences in Q4 and beyond, from luxury travelers to electric vehicle owners.

In this section, we'll take a closer look at foot traffic patterns across the following travel & hospitality categories in Q4 2022:

1. Airports
2. Auto Dealerships
3. Auto Shops
4. Convenience Stores
5. EV Charging Stations
6. Gas Stations
7. Hotels
8. Metro Stations
9. Rental Car Services
10. Resorts

Not all travel venues & services should expect the same impact to visitation come the holiday season. Let's take a closer look at the stand-out travel categories of Q4 2022.

Of note, electric vehicle charging stations saw the biggest uptick in Q4 visitation of any travel category we looked at, especially in the weeks leading up to Christmas Day 2022. Hotels & resorts saw more traffic than usual in the first few weeks of the quarter, suggesting that **early-to-mid October** is a popular time for Americans to book stay-over vacations. Resorts also saw a noteworthy upswing in the days after Christmas, suggesting that many Americans were taking advantage of time off from work between Christmas and the new year.
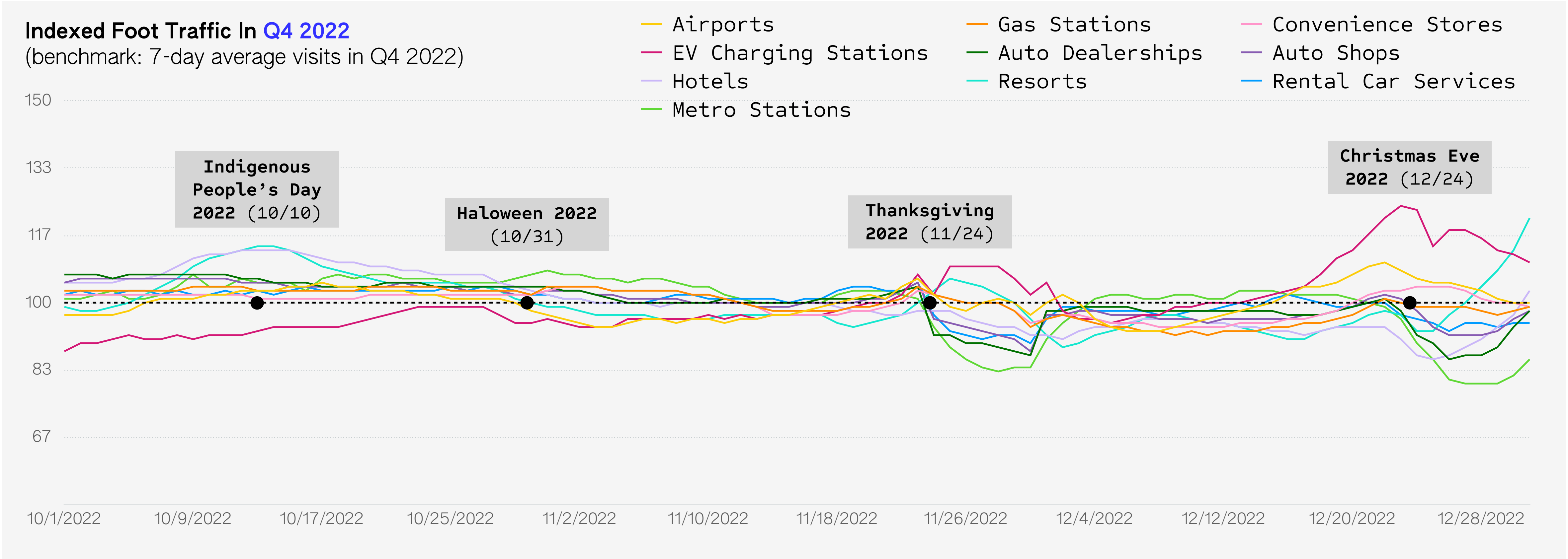
Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

Legend:
- Airports
- EV Charging Stations
- Hotels
- Metro Stations
- Gas Stations
- Auto Dealerships
- Resorts
- Convenience Stores
- Auto Shops
- Rental Car Services

Annotations on chart:
- **Indigenous People's Day 2022** (10/10)
- **Haloween 2022** (10/31)
- **Thanksgiving 2022** (11/24)
- **Christmas Eve 2022** (12/24)

Y-axis: 150, 133, 117, 100, 83, 67

X-axis: 10/1/2022, 10/9/2022, 10/17/2022, 10/25/2022, 11/2/2022, 11/10/2022, 11/18/2022, 11/26/2022, 12/4/2022, 12/12/2022, 12/20/2022, 12/28/2022

Chart illustrates indexed foot traffic to travel & transportation categories in Q4 2022 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

U.S. airports didn't see the same magnitude of upticks in late Q4 2022

According to TSA's checkpoint travel data, over 2M people passed through a TSA checkpoint in U.S. airports on December 23 2022, up from roughly 1.7M people the year prior*. While airports may have seen more travelers throughout Q4 2022 vs Q4 2021, location data from Q4 2022 reveals noticeable deviation from overall Q4 2021 **trends** in airport visitation. For instance, airports saw more traffic than usual from mid-to-late October 2022, suggesting that this short window of Fall was a popular time for Americans to travel away from home. Perhaps we're seeing more Americans take advantage of flexible work situations and relatively lower airfare before the holidays kick in. Additionally, that same period in 2021 marked peak acceleration of the Omicron variant, explaining the YoY differences. With more travelers contributing to a higher Q4 benchmark in 2022, the magnitude of upticks in airport visitation between Thanksgiving to Christmas were less drastic compared to what we saw the year prior (as predicted by Deloitte).

Indexed Foot Traffic & TSA Check-Ins To Airports In Q4
(benchmark: 7-day average visits in Q4 for each respective year)

— FSQ 2021   — FSQ 2022
— TSA 2021   — TSA 2022

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

Thanksgiving Day (11/25/2021 & 11/24/2022)
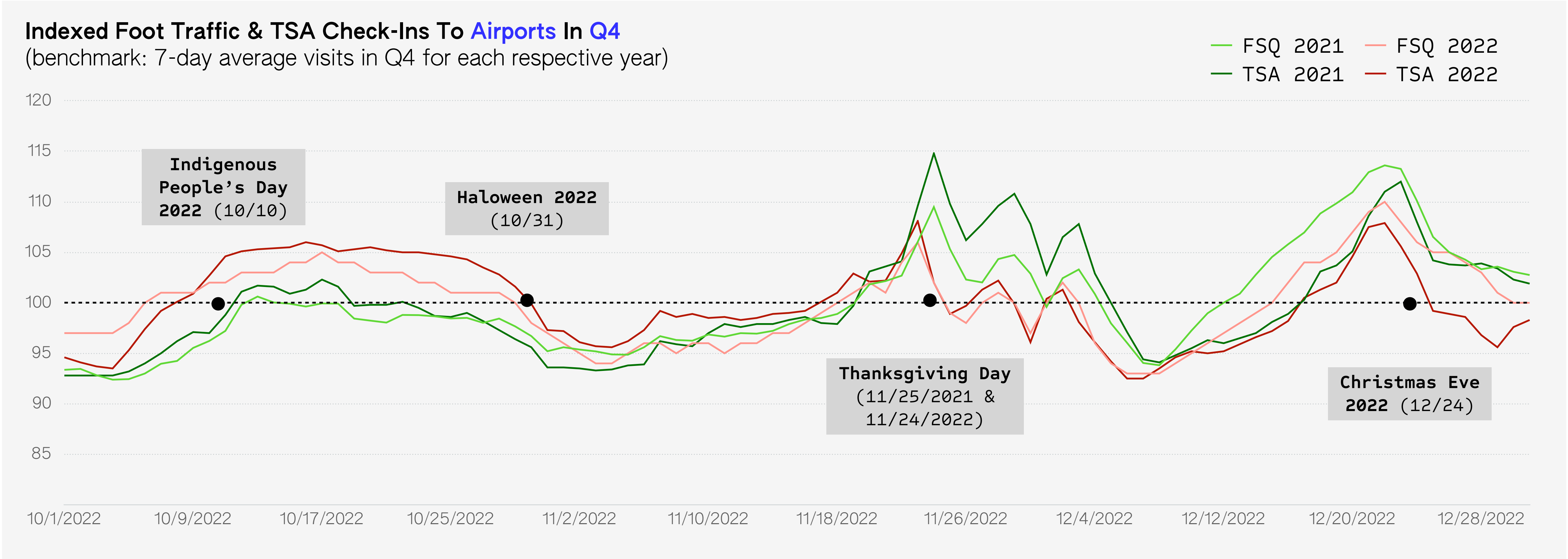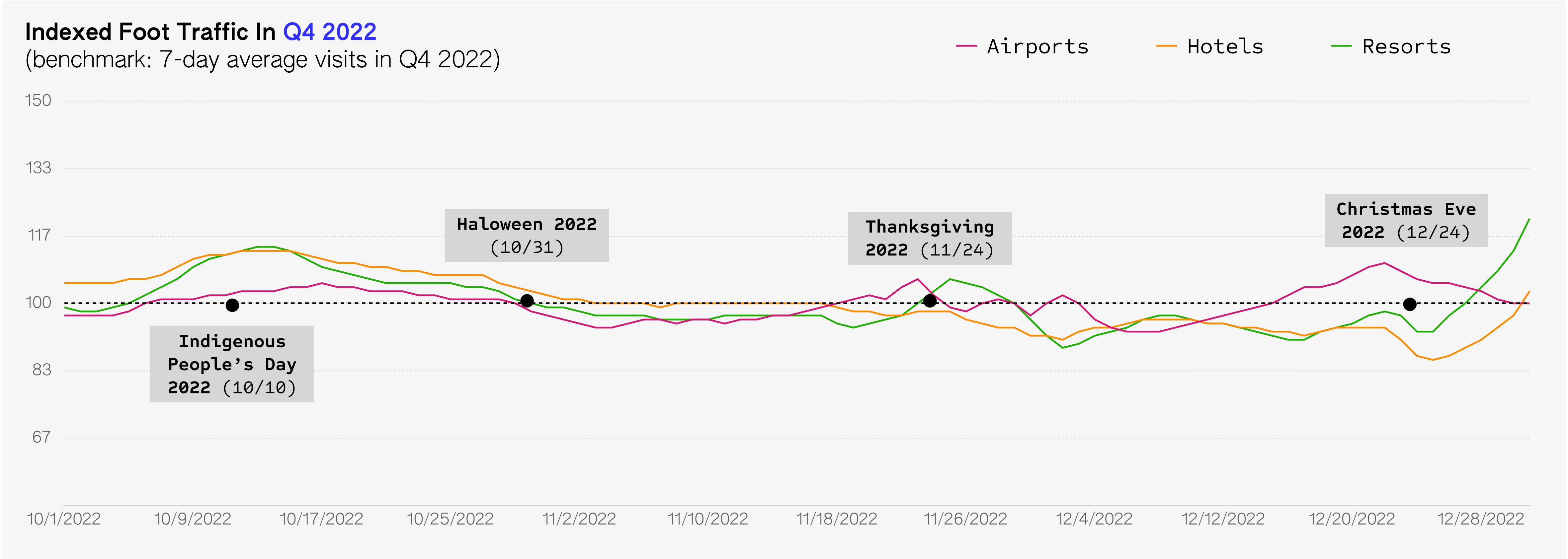
Christmas Eve 2022 (12/24)

Chart illustrates indexed foot traffic to airports in Q4 (2021, 2022), benchmarked to 7-day rolling average visitation for the category in Q4 of each respective year. Source: <u>TSA Checkpoint Data</u>

Travelers take advantage of flexible work perks & relatively lower hotel rates in October, before the end-of-year holiday surge

Hotels & resorts saw more traffic than usual in the first few weeks of the quarter, suggesting that **early-to-mid October** is a popular time for Americans to book stay-over vacations. Perhaps we're seeing more Americans take advantage of flexible work situations and relatively lower travel fares before the holidays kick into full force. Resorts also saw a noteworthy upswing in the days after Christmas, suggesting that many Americans were taking advantage of time off from work between Christmas and the new year. In addition, flexible work schedules continue to help laptop luggers takeoff: those planning to do some work during their holiday travels are taking more trips and extending their trips by an average of eight days.

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

— Airports   — Hotels   — Resorts

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

Thanksgiving 2022 (11/24)

Christmas Eve 2022 (12/24)

150
133
117
100
83
67

10/1/2022 10/9/2022 10/17/2022 10/25/2022 11/2/2022 11/10/2022 11/18/2022 11/26/2022 12/4/2022 12/12/2022 12/20/2022 12/28/2022

Chart illustrates indexed foot traffic to travel & hospitality categories during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Compared to other travel & transport categories, **EV charging stations** saw the most significant holiday uptick relative to Q4 benchmark visitation for the category

Foot traffic to gas stations and convenience stores similarly remained relatively stable throughout Q4 2022. Meanwhile, foot traffic to electric vehicle charging stations started out below Q4 benchmark from the start of October through Thanksgiving, leading up to a considerable upswing in visitation toward the end of the quarter (up by at least +10% from December 19 through the end of the month). The differences between gas and EV station visitation trends could indicate differing travel patterns and preferences based on consumers' mode of transport. Brands should pay attention to to these nuances when considering **OOH advertising** placements in Q4, for example. Furthermore, location data can help brands understand differing lifestyle and brand preferences of these two distinct audiences.
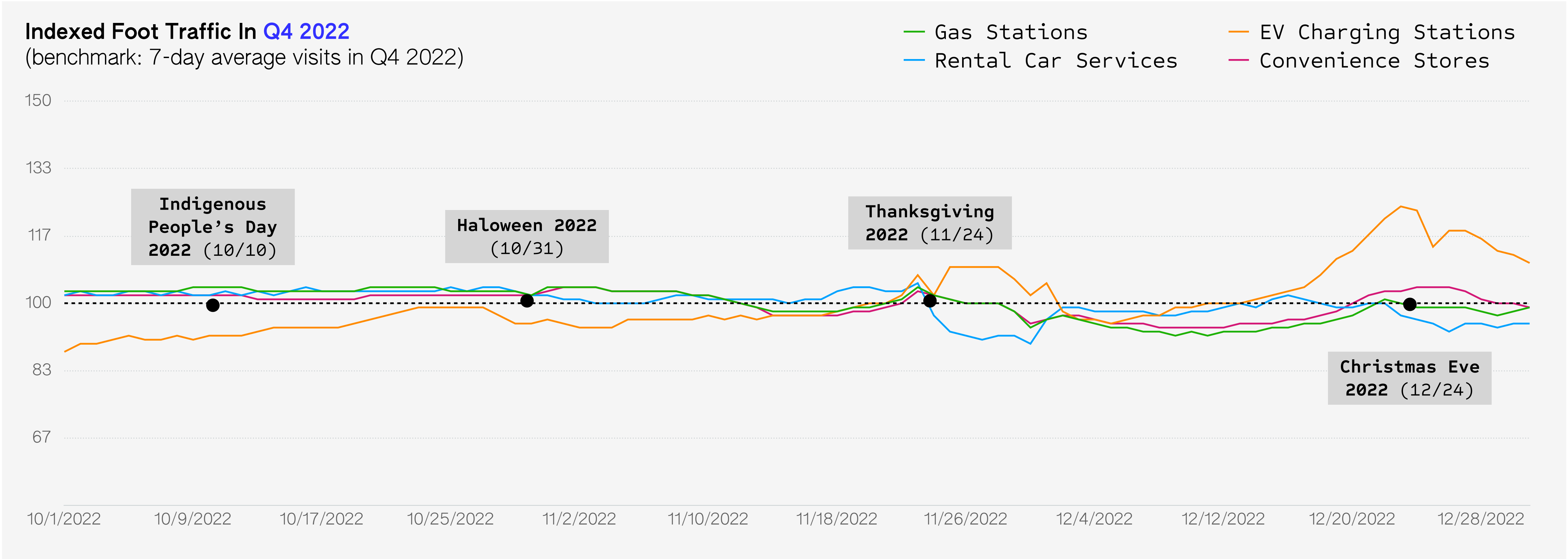

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

— Gas Stations   — EV Charging Stations
— Rental Car Services   — Convenience Stores

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

Thanksgiving 2022 (11/24)

Christmas Eve 2022 (12/24)

Chart illustrates indexed foot traffic to travel & transportation categories during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

33

Demand for electric vehicles is growing & fueled by holiday shopping in Q4

Mass production of many electric vehicles is expected to kick into gear starting in 2023. Location data already suggests growing demand for eco-friendly transportation, especially during the holiday season. YoY, EV charging stations have seen more traffic than usual in the days following Thanksgiving & Black Friday, and again in the weeks leading up to the biggest gift event of the year — Christmas. More people out shopping during the holidays, means more electric vehicles on the road, which means more foot traffic to (and demand for) EV charging stations. But what does this mean for gas stations? We'll continue to monitor these trends in the months to come.

Indexed Foot Traffic To EV Charging Stations In Q4
(benchmark: 7-day average visits in Q4 for each respective year)

— Q4 2021 — Q4 2022

Indigenous People's Day (10/10)

Haloween (10/31)

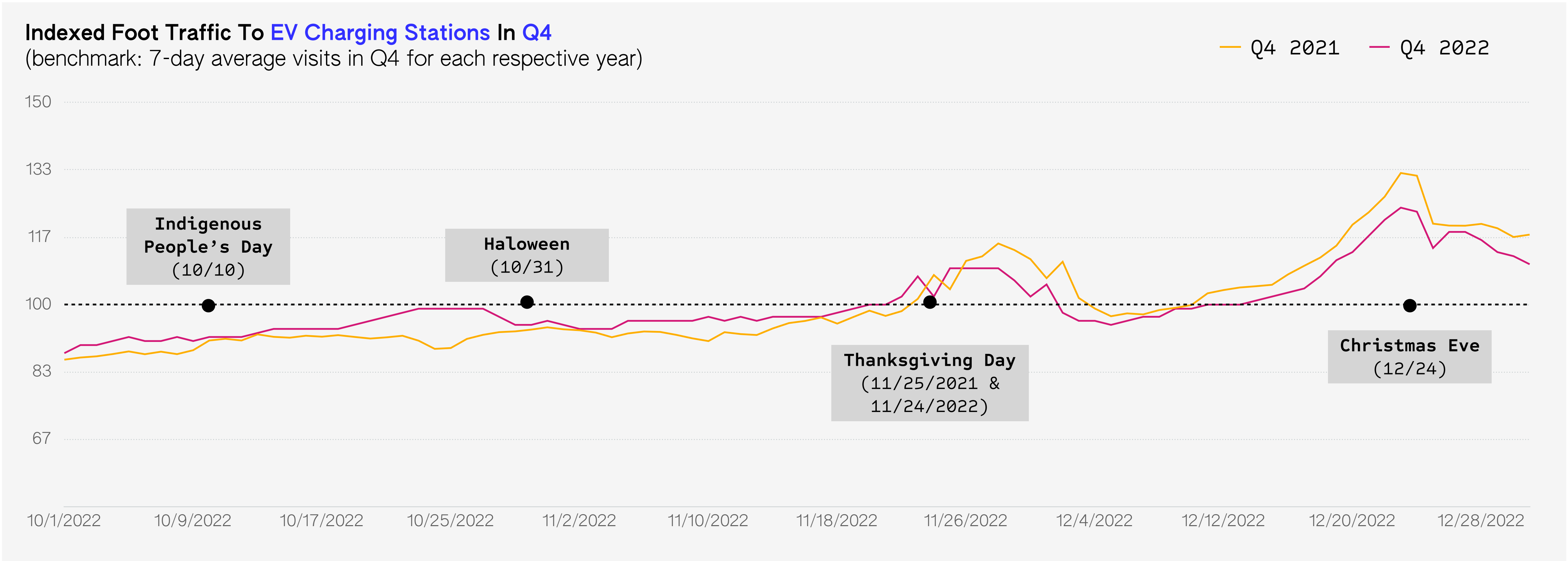Thanksgiving Day (11/25/2021 & 11/24/2022)

Christmas Eve (12/24)

Chart illustrates indexed foot traffic to EV charging stations in Q4 (2021, 2022), benchmarked to 7-day rolling average visitation for the category in Q4 of each respective year.

In Q4, Americans are more likely to service & shop for vehicles ahead of the holidays

Auto dealerships and automotive shops saw above benchmark visitation for the first month of Q4 2022. However, starting just after Thanksgiving, visitation hovered slightly below benchmark for both respective categories, even during the week leading up to Christmas. This data might suggest that **auto intenders** who are in the market to buy/lease at the end of the year are more likely to browse well ahead of the big holidays. Similarly, auto owners in need of vehicle servicing are more likely to visit shops & dealerships ahead of the holiday frenzy.
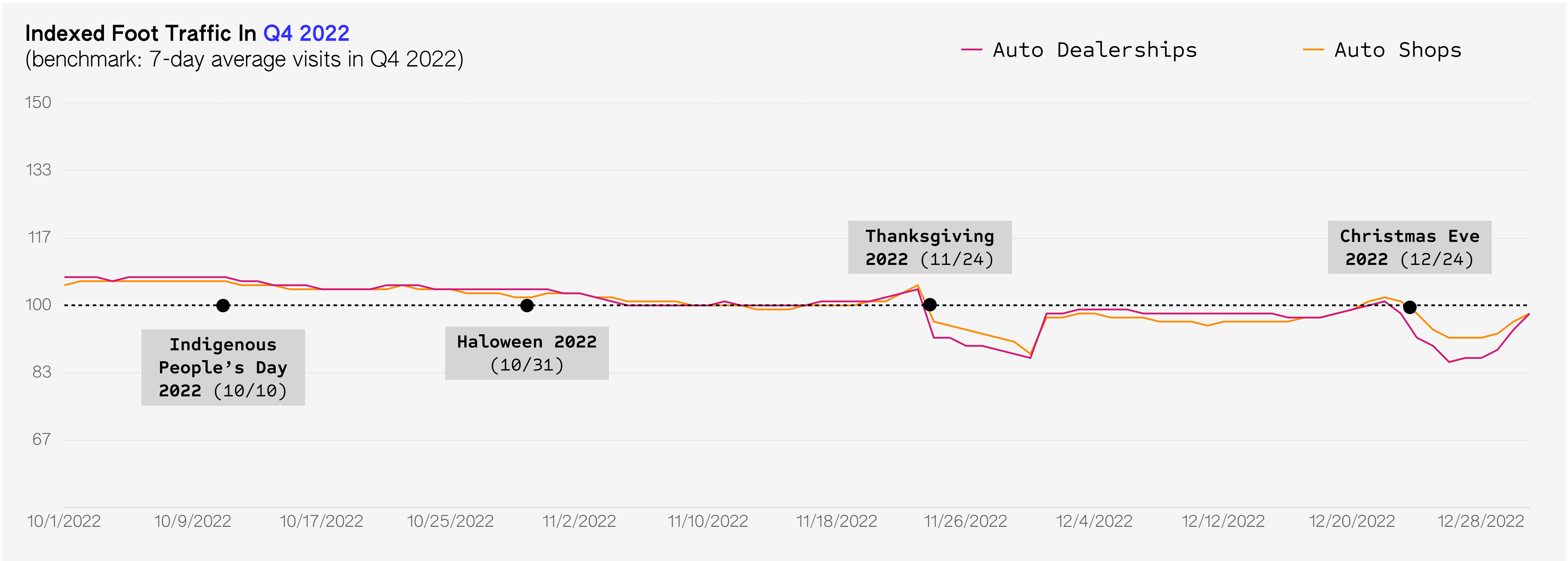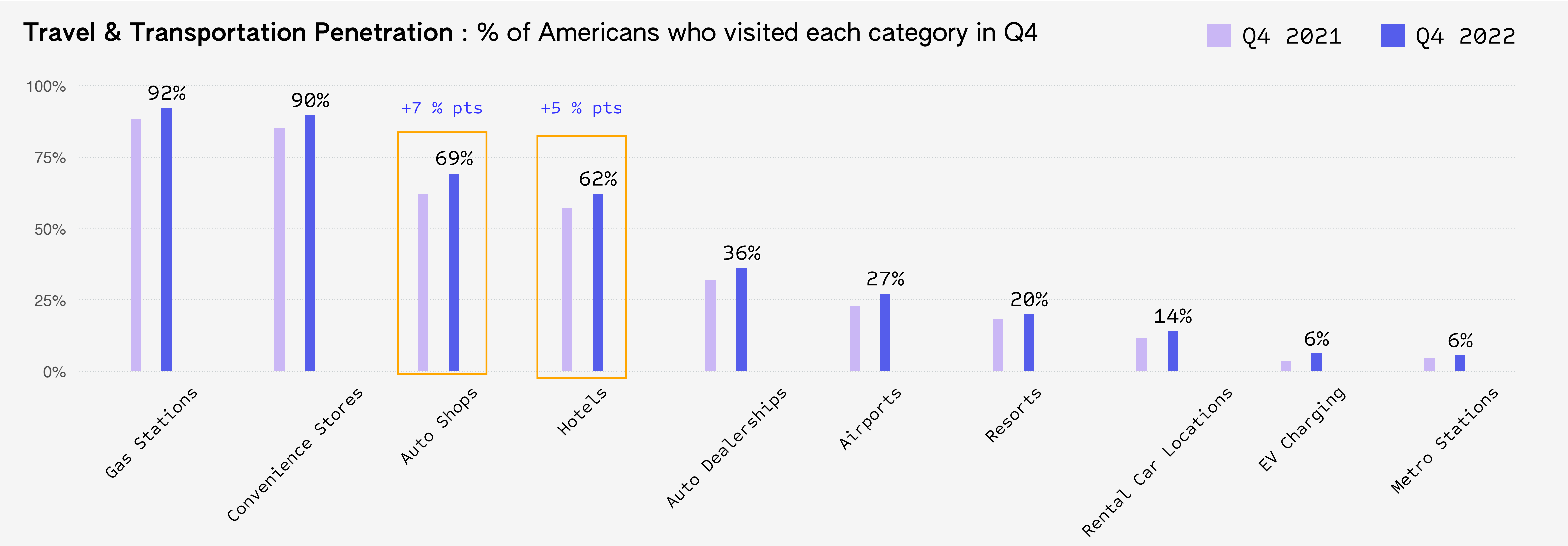
Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 2022)

— Auto Dealerships   — Auto Shops

Thanksgiving 2022 (11/24)	**Christmas Eve 2022** (12/24)

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

150
133
117
100
83
67

10/1/2022 10/9/2022 10/17/2022 10/25/2022 11/2/2022 11/10/2022 11/18/2022 11/26/2022 12/4/2022 12/12/2022 12/20/2022 12/28/2022

Chart illustrates indexed foot traffic to auto shops & dealerships during Q4 2022 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Taking a closer look at travel-related places of interest, **automotive shops** & **hotels** saw the biggest YoY increase in Q4 penetration
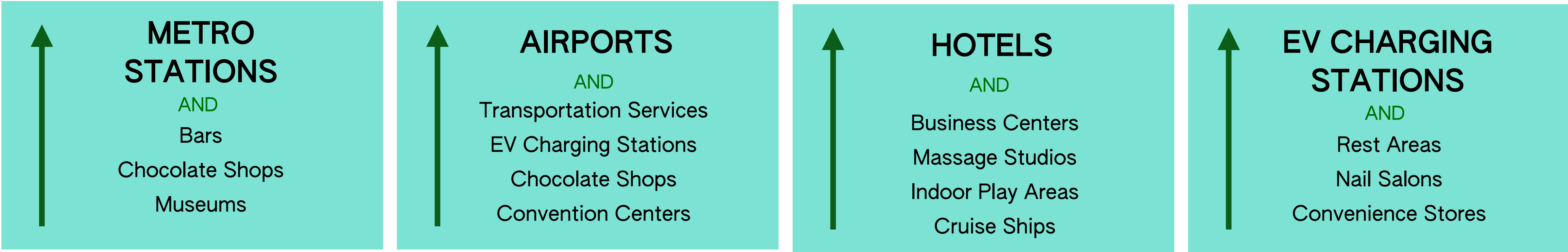
All travel & transportation categories saw a higher % of Americans visit in Q4 2022 compared to Q4 2021. This year-over-year increase in penetration is due to increased consumer travel in 2022 overall, as nearly all covid travel restrictions diminished. According to AAA*, 2022 holiday air travel was expected to see a +14% increase over 2021, with nearly 7.2 million Americans expected to fly (nearly matching 2019 numbers). Yet, our data shows only a slight increase (+4 % points) in airport penetration in Q4 YoY. And as we saw on slide 20, this was likely due to more air travel than usual in early-to-mid October. Interestingly, automotive shops saw the biggest YoY increase in Q4 penetration (up by +7 % points in 2022), perhaps suggesting that more Americans are investing in auto transportation to save money on travel. Hotels saw the 2nd biggest increase in this metric YoY, perhaps ignited by the return of business travel in 2022.

Travel & Transportation Penetration : % of Americans who visited each category in Q4   ▢ Q4 2021 ▉ Q4 2022

Bar chart showing Q4 2021 vs Q4 2022 penetration:
- Gas Stations: 92%
- Convenience Stores: 90%
- Auto Shops: 69% (+7 % pts)
- Hotels: 62% (+5 % pts)
- Auto Dealerships: 36%
- Airports: 27%
- Resorts: 20%
- Rental Car Locations: 14%
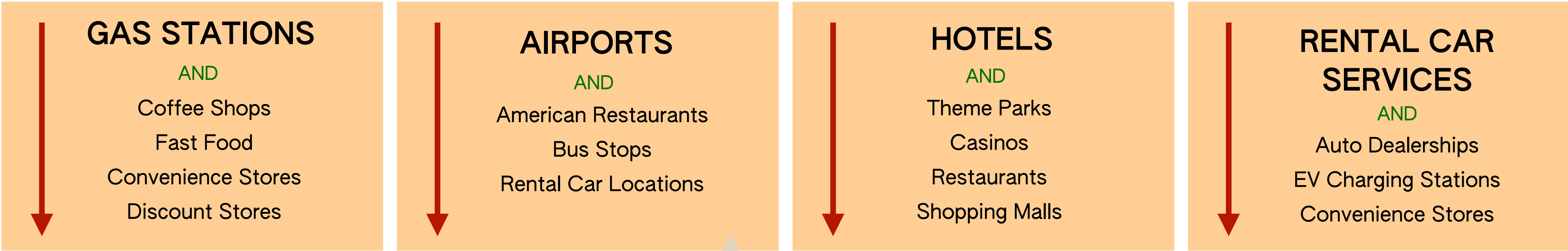- EV Charging: 6%
- Metro Stations: 6%

FSQ

Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively **reach new travel audiences** & more.

Q4 2022 vs Q4 2021: Increased foot traffic correlations

↑ **METRO STATIONS**	↑ **AIRPORTS**	↑ **HOTELS**	↑ **EV CHARGING STATIONS**
AND	AND	AND	AND
Bars	Transportation Services	Business Centers	Rest Areas
Chocolate Shops	EV Charging Stations	Massage Studios	Nail Salons
Museums	Chocolate Shops	Indoor Play Areas	Convenience Stores
	Convention Centers	Cruise Ships	

Q4 2022 vs Q4 2021: Decreased foot traffic correlations

↓ **GAS STATIONS**	↓ **AIRPORTS**	↓ **HOTELS**	↓ **RENTAL CAR SERVICES**
AND	AND	AND	AND
Coffee Shops	American Restaurants	Theme Parks	Auto Dealerships
Fast Food	Bus Stops	Casinos	EV Charging Stations
Convenience Stores	Rental Car Locations	Restaurants	Convenience Stores
Discount Stores		Shopping Malls	

What could this mean?
Decreased correlation between **airport** visitation and foot traffic to **rental car locations** could suggest that fewer travelers are booking rental cars at the airport compared to 2021.
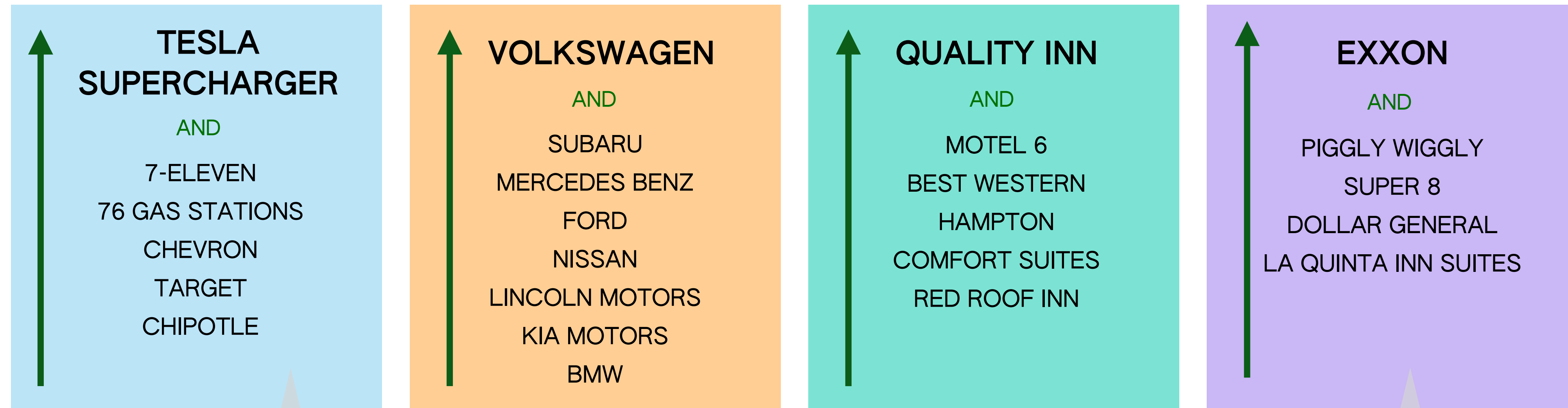
Categories listed have experienced increased/decreased correlation with foot traffic to other categories in Q4 2022 as compared to Q4 2021

Align with travelers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

How To Read: In Q4 2022, FSQ data reveals an increase in correlation between Tesla Supercharger stations and foot traffic to certain retail, dining, grocery, and convenience store chains (7-Eleven, Target, Chipotle, etc).

Q4 2022 vs Q4 2021: Increased correlations

TESLA SUPERCHARGER	VOLKSWAGEN	QUALITY INN	EXXON
AND	AND	AND	AND
7-ELEVEN	SUBARU	MOTEL 6	PIGGLY WIGGLY
76 GAS STATIONS	MERCEDES BENZ	BEST WESTERN	SUPER 8
CHEVRON	FORD	HAMPTON	DOLLAR GENERAL
TARGET	NISSAN	COMFORT SUITES	LA QUINTA INN SUITES
CHIPOTLE	LINCOLN MOTORS	RED ROOF INN	
	KIA MOTORS		
	BMW		

What does this mean?

Mass production of many electric vehicles is expected to kick into gear starting in 2023. As the demand for electric vehicles increases, it is essential to understand this audiences' affinities to reach them effectively in 2023.
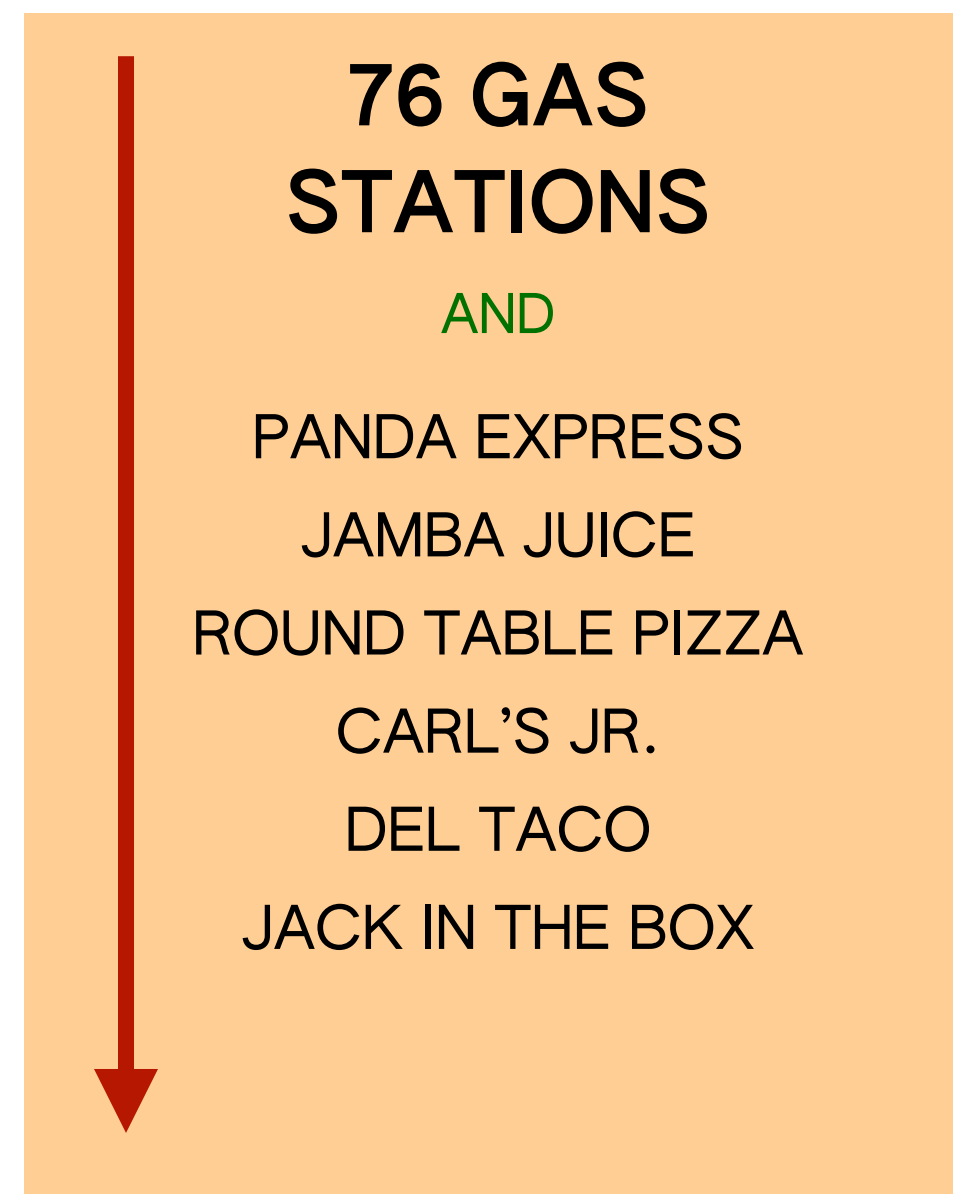
What does this mean?

Leverage these learnings to capitalize on Exxon customers' lifestyle preferences & brand affinities (i.e. cost-conscious commuters, deal seekers). Consider enticing Exxon customers with rewards programs & opportunities to save money.

Align with travelers' evolving brand preferences

Leverage correlation data to identify emerging trends & opportunities, and leverage learnings to reach relevant audiences, optimize media spend, inform site selection strategy, identify partnership opportunities & more.

How To Read: In Q4 2022, FSQ data reveals a decreased correlation in foot traffic to certain **gas stations / convenience stores** (7-Eleven, Shell) and certain **fast food chains** (McDonald's, Burger King) compared to Q4 2021.

Q4 2022 vs Q4 2021: Decreased correlations:

TOYOTA	76 GAS STATIONS	SHELL	7-ELEVEN
AND	AND	AND	AND
CHRYSLER	PANDA EXPRESS	MCDONALD'S	BURGER KING
HYUNDAI	JAMBA JUICE	BURGER KING	CARL'S JR.
LINCOLN MOTORS	ROUND TABLE PIZZA	POPEYES	CHICK-FIL-A
MAZDA	CARL'S JR.	CHICK-FIL-A	DEL TACO
DODGE	DEL TACO	SONIC	DENNY'S
FORD	JACK IN THE BOX	SUBWAY	IHOP
		TACO BELL	MCDONALD'S
		WENDY'S	PANDA EXPRESS
			STARBUCKS

What could this mean?
Save media dollars on conquesting; This data could suggest that Toyota's auto-intender audience was less likely to consider other brands such as Chrysler and Hyundai when shopping for a new vehicle in Q4 2022 vs. Q4 2021

What could this mean?
As food prices continue to rise, and consumers continue to seek cost-effective meal solutions, **convenience retailers are boosting prepared food offerings** to gain share from fast casual restaurants. Indeed, FSQ data suggests that c-stores may already be gaining share from certain QSR & casual dining chains (listed).

Chains listed reflect increased/decreased correlations in foot traffic in Q4 2022 vs Q4 2021, on a user level

Capitalize on changes in consumer behavior: What are hotel stayers' preferred rental car companies?

While rental car companies did not see much movement in Q4 visitation overall, our Q4 correlation analysis revealed unique insights for certain rental car companies. An increased correlation in foot traffic between Marriott Hotels and specific rental car companies (Hertz & Avis), could suggest that today's Marriott hotel stayers are more likely to book a rental car with Hertz or Avis over competitors, especially compared to Q4 2021 preferences.

Understanding YoY changes in foot traffic correlations can help brands like Marriott Hotels & Resorts identify new partnership / rewards program opportunities that will resonate with their customers and help acquire new ones.

Q4 2022 vs Q4 2021 Correlations:

Increased chain correlations

MARRIOTT HOTELS

AND

HERTZ

AVIS CAR RENTAL

Chains listed reflect increased/decreased correlation between [chain] foot traffic and U.S. visitation, on a user level; between October 2022 – December 2022

Entertainment

Entertainment

While theaters were still filling seats in 2022, moviegoers are being more selective. The top 10 movies of 2022 were expected to account for more than 1/2 of the industry's total box office. In the years before COVID-19, the 10 highest-grossing movies took up between 30-40% of the annual totals, according to Comscore data*. On top of that, according to survey data from OnePull*, 59% of surveyed Americans have reduced spending on entertainment in recent months.

Thus, it's imperative for entertainment brands to understand emerging trends and key audiences in Q4 and beyond, from frequent moviegoers to sports fans.

In this section, we'll take a closer look at foot traffic patterns across the following entertainment categories in Q4 2022:

1. Casinos

2. Movie Theaters

3. Theme Parks

4. Music Venues

5. Stadiums

Most entertainment venues see more traffic than usual in October, ahead of the holidays

Most entertainment venues, with the exception of movie theaters, experienced above Q4 benchmark visitation throughout most of October, which brought an especially big uptick in traffic to theme parks like Disney. Movie theaters saw less traffic than usual for most of October aside from a brief uptick between Oct 23-28, following several releases (Black Adam, Ticket to Paradise, The Banshees of Inisherin). Traffic to most entertainment venues trended down post-Halloween through the end of the quarter, as Americans became busy with holiday shopping & entertaining. Movie theaters, however, continued to see substantial gains in visitation surrounding Thanksgiving and Christmas. The biggest uptick of Q4 was seen in mid November, following the release of the highly anticipated **Black Panther: Wakanda Forever (**up **+26%** on Nov 13). Theater traffic picked up **+14%** above Q4 benchmark on Nov 25 and was up **+26%** on Dec 31, as Americans took advantage of time away from work & school.

Indexed Foot Traffic In Q4 2022 (benchmark: 7-day average visits in Q4 2022)

Legend:
— Casinos
— Stadiums
— Movie Theaters
— Theme Parks
— Music Venues

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

Thanksgiving 2022 (11/24)

Christmas Eve 2022 (12/24)

y-axis: 200, 183, 167, 150, 133, 117, 100, 83, 67

x-axis: 10/1/2022, 10/9/2022, 10/17/2022, 10/25/2022, 11/2/2022, 11/10/2022, 11/18/2022, 11/26/2022, 12/4/2022, 12/12/2022, 12/20/2022, 12/28/2022
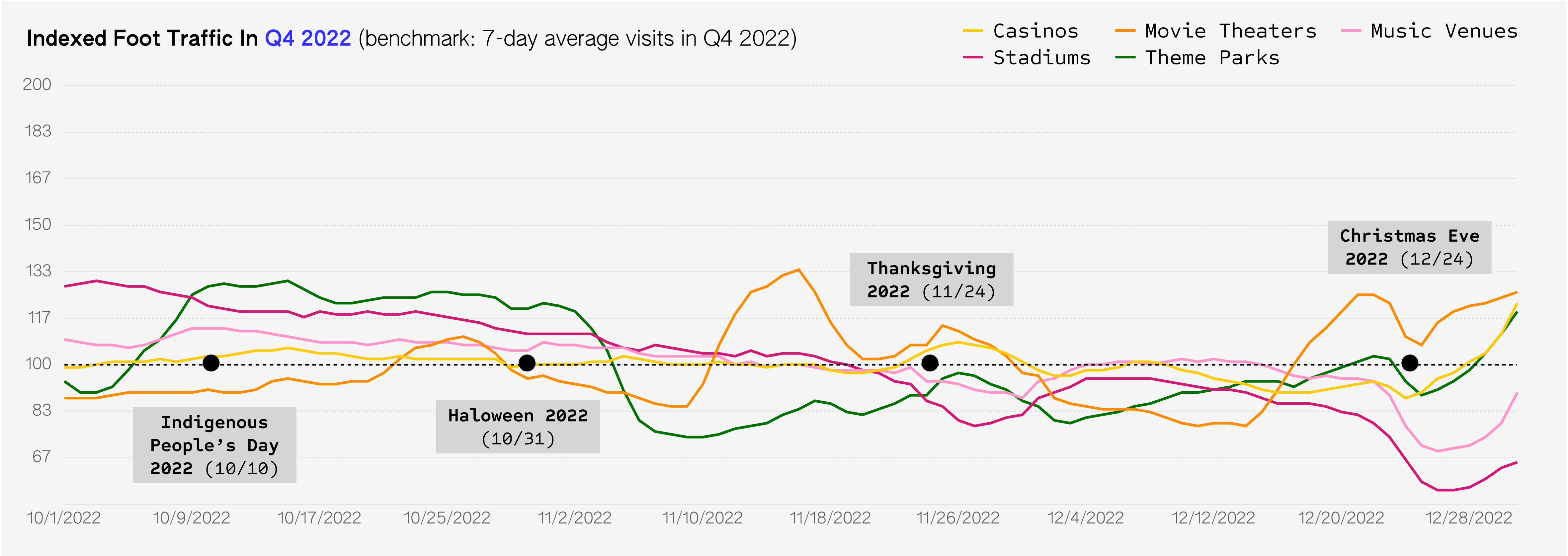
Chart illustrates indexed foot traffic to entertainment venues during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

October is an especially busy month for **theme parks** in Q4

2022 was a year of tremendous growth for theme park destinations like Disney. According to a filing by Disney*, the Disney Parks division of the company posted $7.4 billion in the fourth quarter of 2022 and a whopping $28.7 billion in revenue for fiscal year 2022, which ended on October 1, 2022. This figure represents a 73% increase in revenue from fiscal 2021. The month of October was an especially popular time for theme park visitors, with Q4 traffic up between +5-30% above benchmark between October 6th through November 4th 2022. Theme park visitation exceeded benchmark levels once again toward the end of Q4 (post-Christmas) with traffic up +19% on the last day of the year.
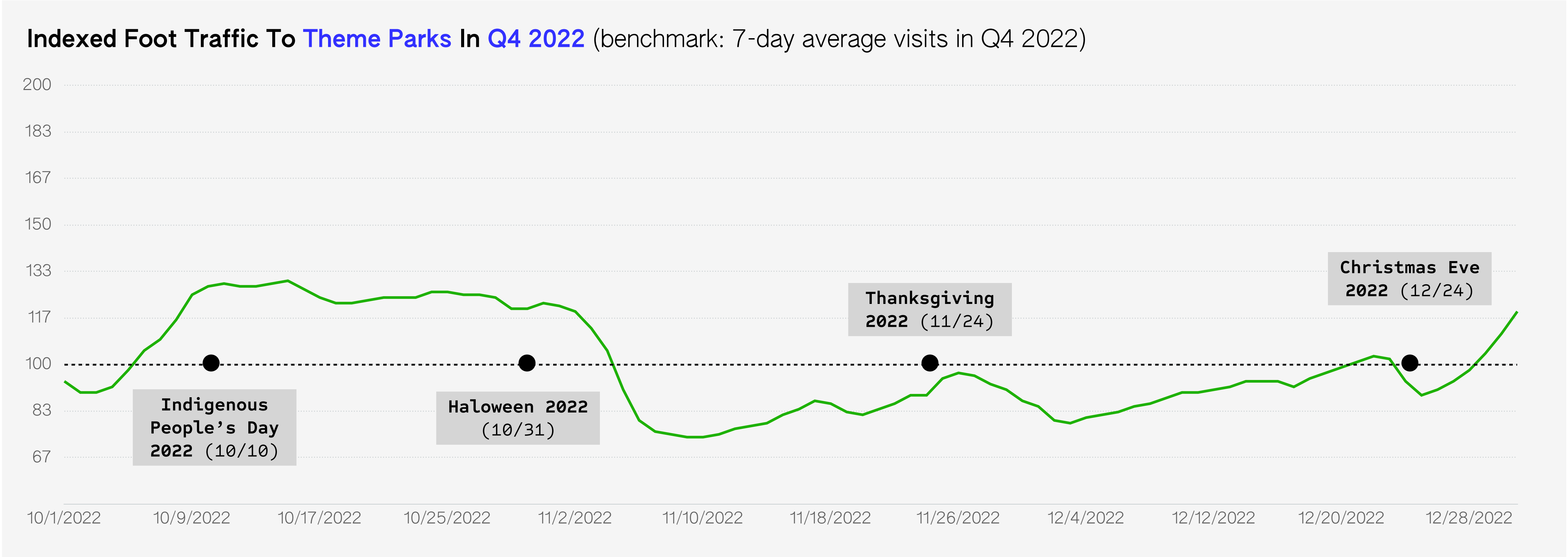
Indexed Foot Traffic To Theme Parks In Q4 2022 (benchmark: 7-day average visits in Q4 2022)

Chart illustrates indexed foot traffic to theme parks during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for the category during the analysis period (Q4 2022). Source: Disney

The release of **Black Panther** dove the biggest uptick in Q4 movie theater visitation

Movie theaters saw less traffic than usual for most of October aside from a brief uptick between Oct 23-28, following several releases (Black Adam, Ticket to Paradise, The Banshees of Inisherin). Movie theaters, continued to see substantial gains in visitation surrounding Thanksgiving and Christmas last year. The biggest uptick of Q4 was seen in mid November, following the release of the highly anticipated **Black Panther: Wakanda Forever (**up +26% on Nov 13). Theater traffic picked up **+14%** above Q4 benchmark on Nov 25 (Thanksgiving weekend moviegoers) and was up **+26%** on Dec 31, as more Americans took advantage of time away from work & school in the final days of the year.

Indexed Foot Traffic To Movie Theaters In Q4 2022 (benchmark: 7-day average visits in Q4 2022)

Theater Releases:
Ticket To Paradise
The Banshees of Inisherin
Black Adam
(Oct 21 2022)

Theater Release:
Black Panther: Wakanda
Forever (Nov 11 2022)

Theater Release:
Avatar: The Way
of Water
(Dec 16 2022)

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

Thanksgiving 2022 (11/24)
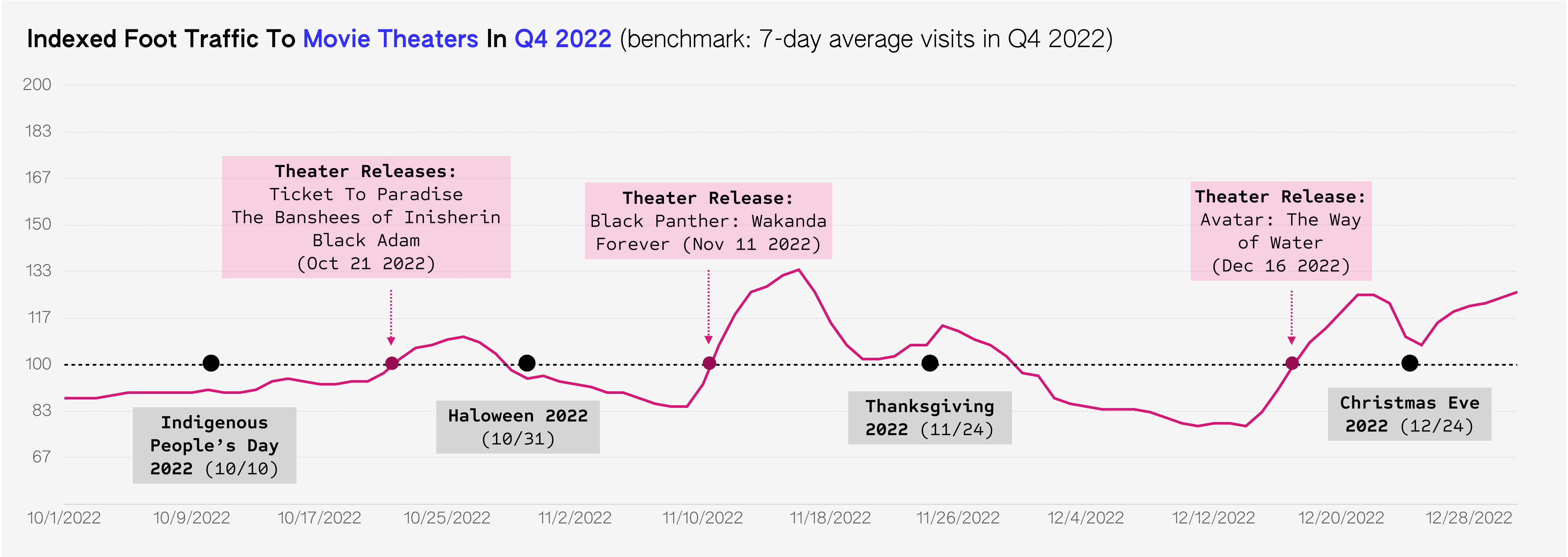
Christmas Eve 2022 (12/24)

Chart illustrates indexed foot traffic to movie theater venues during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for the category during the analysis period (Q4 2022).

Movie theater visitation is driven by mass anticipation of holiday Blockbusters & award-worthy releases in Q4

By comparing YoY visitation patterns, it appears that Q4 2021 releases may have brought more Americans to theaters than the latest releases of Q4 2022. In general, movie theater visitation is highly volatile, with upticks typically coinciding with the draw of major releases. YoY, movie goers tend to shy away from the theater experience throughout most of October. In **Q4 2021**, the biggest uptick of the quarter came in mid December, with the release of major blockbusters and several award contenders (Spider-Man: No Way Home, The Matrix Resurrections, Sing 2). However, in **2022**, we actually saw the biggest rush of Q4 in **mid-November**, with the release of Black Panther: Wakanda Forever. Smaller upticks in visitation were observed in late December 2022, ending the quarter with +26% above benchmark visitation on New Year's Eve (vs. +52% in Dec 31 2021) - not quite the uptick we saw from Spider-Man: No Way Home, still the 3rd top grossing movie (domestically) of all time.
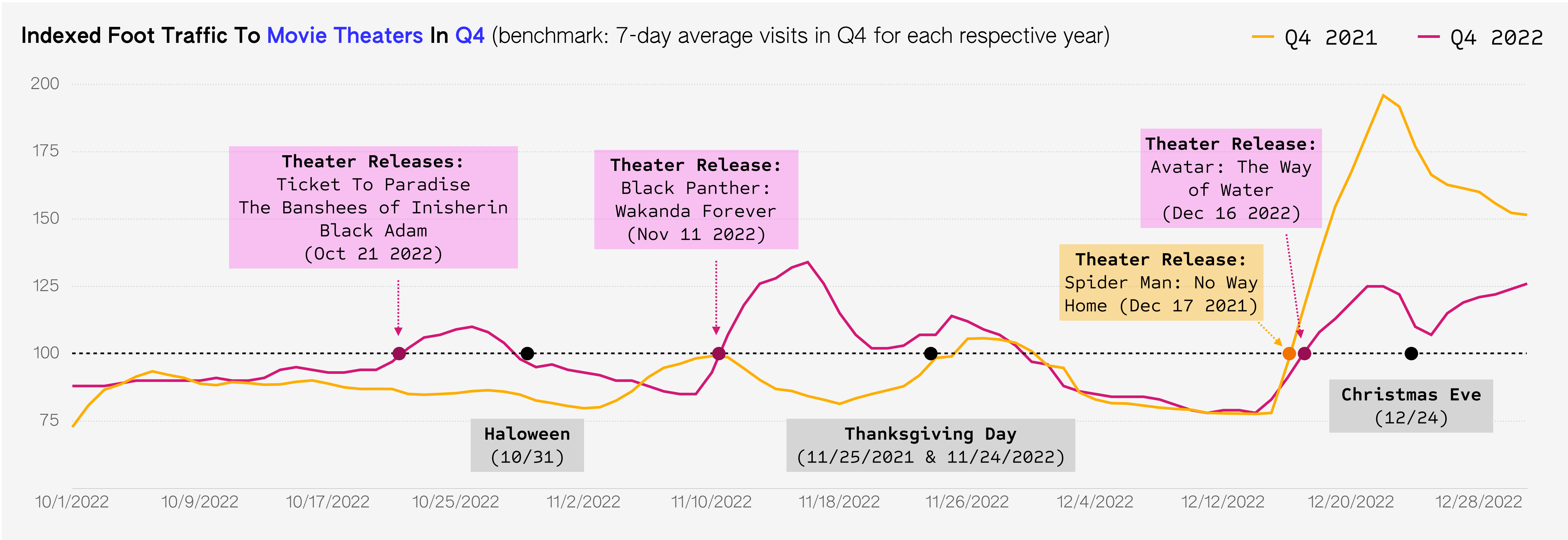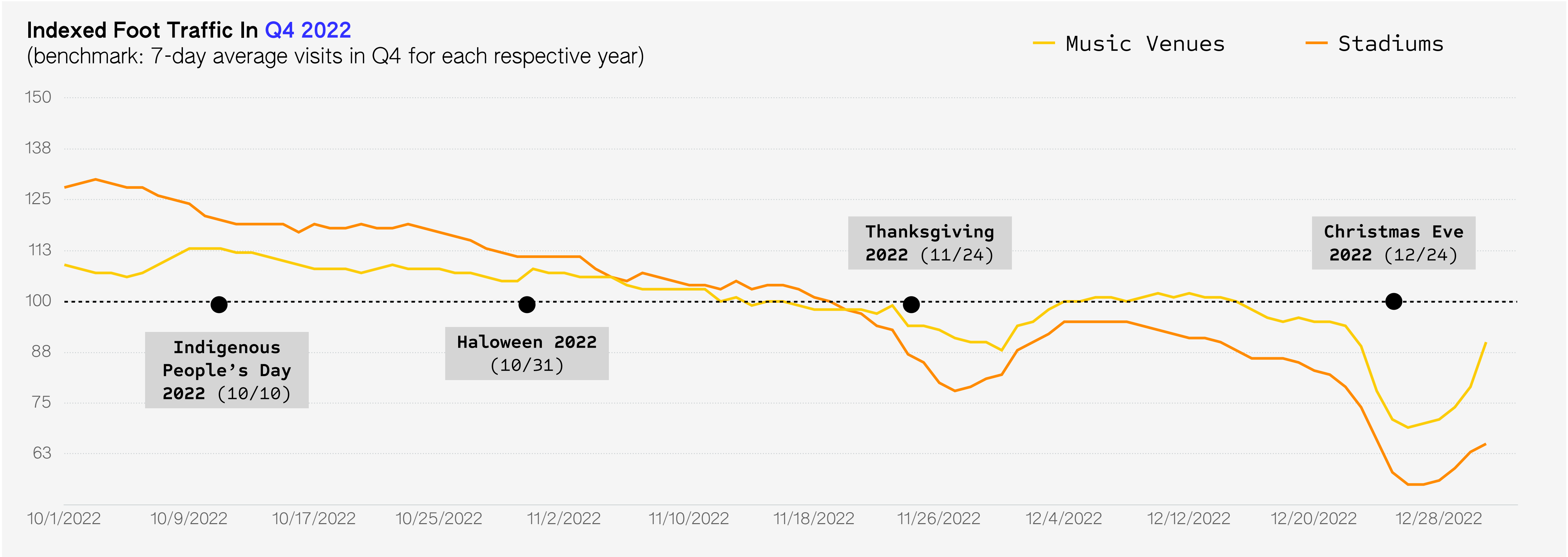
Indexed Foot Traffic To Movie Theaters In Q4 (benchmark: 7-day average visits in Q4 for each respective year)   — Q4 2021   — Q4 2022

Theater Releases:
Ticket To Paradise
The Banshees of Inisherin
Black Adam
(Oct 21 2022)

Theater Release:
Black Panther:
Wakanda Forever
(Nov 11 2022)

Theater Release:
Avatar: The Way
of Water
(Dec 16 2022)

Theater Release:
Spider Man: No Way
Home (Dec 17 2021)

Haloween
(10/31)

Thanksgiving Day
(11/25/2021 & 11/24/2022)

Christmas Eve
(12/24)

Chart illustrates indexed foot traffic to movie theaters between October 1– December 31 (2021, 2022),
benchmarked to 7-day rolling average visitation for the category in Q4, for each respective year.

Music venues and stadiums see a strong start to Q4, ahead of the holiday frenzy

With the beginning of a **new NFL season** underway, sports stadiums saw serious elevation from usual Q4 visitation throughout most of **October 2022**, especially in first few weeks of the quarter (over 20%+ over benchmark from Oct 1-11). Concert venues were also seeing more traffic than usual in the first half of Q4. However, come **Thanksgiving**, visitation for both categories took a downward turn, as priorities shifted to holiday shopping, traveling and hosting. Concert venues still saw expected Q4 levels of visitation during the period between Thanksgiving and mid-December.

Indexed Foot Traffic In Q4 2022
(benchmark: 7-day average visits in Q4 for each respective year)

— Music Venues   — Stadiums

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)
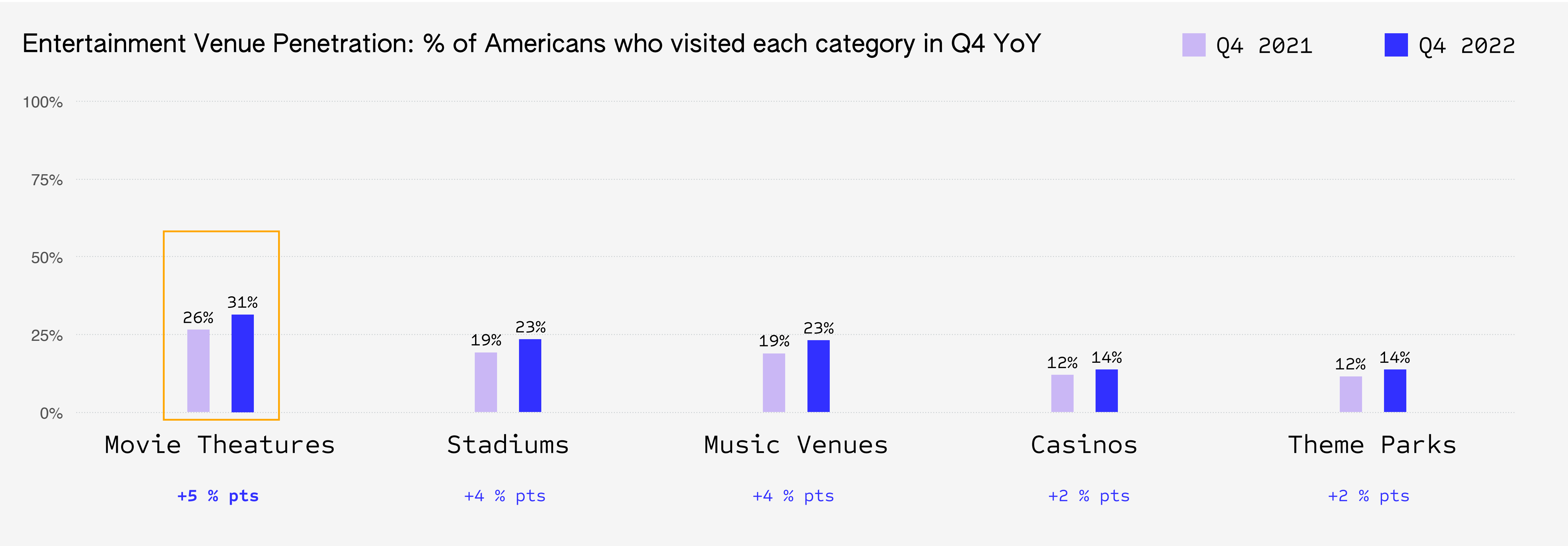
Thanksgiving 2022 (11/24)

Christmas Eve 2022 (12/24)

Chart illustrates indexed foot traffic to concert venues & stadiums during Q4 (October 1- December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

47

More Americans were spending on entertainment in Q4 2022

All entertainment venues experienced a YoY increase in Q4 penetration, signaling that a higher % of the U.S. population was spending on various forms of entertainment during the 2022 holiday season. Movie theaters saw the biggest increase in Q4 penetration YoY (+5 % points). And as we learned on slide 44, the release of Black Panther: Wakanda Forever likely had something to do with it. And while the magnitude of upticks may not have competed with what we saw in Q4 2021, more people in theaters is still a positive signal for what to expect in 2023.

Entertainment Venue Penetration: % of Americans who visited each category in Q4 YoY   ☐ Q4 2021 ■ Q4 2022

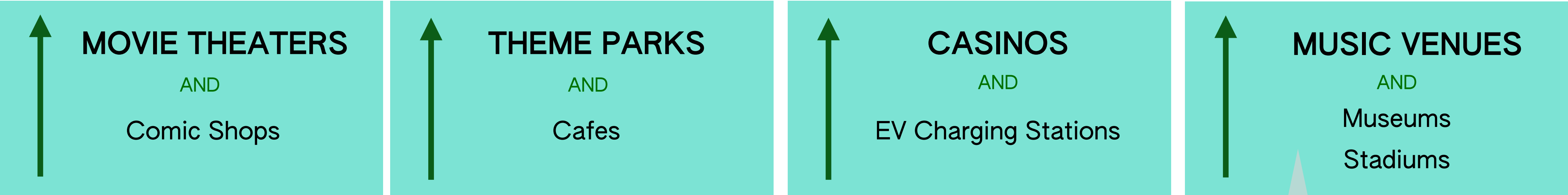| Movie Theatures	Stadiums	Music Venues	Casinos	Theme Parks
26% / 31%	19% / 23%	19% / 23%	12% / 14%	12% / 14%
+5 % pts	+4 % pts	+4 % pts	+2 % pts	+2 % pts

Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively **reach new entertainment audiences** & more.

How To Read: In Q4 2022, FSQ data reveals an increase in correlation between foot traffic to **music venues** and other **popular entertainment venues** (museums & stadiums) compared to Q4 2021.

Q4 2022 vs Q4 2021: Increased correlations

↑ MOVIE THEATERS	↑ THEME PARKS	↑ CASINOS	↑ MUSIC VENUES
AND	AND	AND	AND
Comic Shops	Cafes	EV Charging Stations	Museums Stadiums

Q4 2022 vs Q4 2021: Decreased correlations

↓ MOVIE THEATERS	↓ THEME PARKS	↓ CASINOS
AND	AND	AND
Coffee Shops Fast Food Restaurants Shopping Malls	Bus Stops Hotels Theme Restaurants Aquariums Food Stands	Convention Centers Hotels Nightclubs Plazas Theme Restaurants Buffets

What does this mean?

Looking to reach entertainment consumers? Our data shows that Q4 concert goers were even more likely to be visiting other popular entertainment venues such as museums and stadiums, revealing an opportunity to double down on ready-to-use entertainment audiences.

Capitalize on changes in consumer behavior: Where are AMC movie goers going more (or less) today?

As streaming services become more popular, YoY ticket sales to theater box offices have declined. But what can location data tell us about today's theater goers?

When comparing foot traffic correlations YoY, we saw an increase between AMC theater visitation and foot traffic to certain **athletic apparel stores** (Champs Sports, Foot Locker, Finish Line). Many of these stores can be found in **shopping malls**, as can AMC movie theaters, revealing an opportunity for these retailers to reach this audience before / after their their journey to the movies.

At the same time, we saw decreased foot traffic correlations between AMC and brands like Starbucks and Target in Q4 YoY.

What does this mean?

Understanding YoY changes in foot traffic correlations can help brands identify opportunities to reach new audiences, align marketing strategies with emerging trends, optimize media spend & more!

Q4 2022 vs Q4 2021:

AMC Theaters

Increased Correlations

CHAMPS SPORTS

FOOT LOCKER

FINISH LINE

JOURNEYS

PAC SUN

Decreased Correlations

STARBUCKS

TARGET

Lifestyle + Fitness

Lifestyle + Leisure

Americans are putting themselves first with more time spent on health and hobbies in 2022. According to a recent survey from OnePull*, most surveyed Americans emphasized that it's important to prioritize spending time and money on your health above other areas in life (69%) and are doing so by cooking at home more (61%), staying home more in general (59%) and practicing good spending habits (50%).

Thus, it's imperative for lifestyle & leisure brands to understand emerging trends and key audiences in Q4 and beyond, from frequent gym goers to in-market home buyers.

In this section, we'll take a closer look at foot traffic patterns across the following lifestyle & leisure categories in Q4 2022:

1. Banks

2. Parks

3. Real Estate Offices

4. Gyms & Fitness Centers

5. Salons

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Real estate offices saw more traffic than usual for most of October last year

Bank visitation is likely to fluctuate around national holidays. In Q4 2022, bank traffic picked up most in early October, early November and mid-to-late December. Real estate offices saw more traffic than usual in the first few weeks of the quarter, suggesting that **early October through mid November** was a busy window for potential homebuyers and sellers. In fact, the biggest upticks occurred just after **Halloween** weekend and to a lesser degree around **Thanksgiving** (perhaps buyers taking advantage of time off work to browse listings). However, following Thanksgiving, real estate office visitation trended down through the end of the quarter, as preparation for the holidays took precedent in consumers' minds.
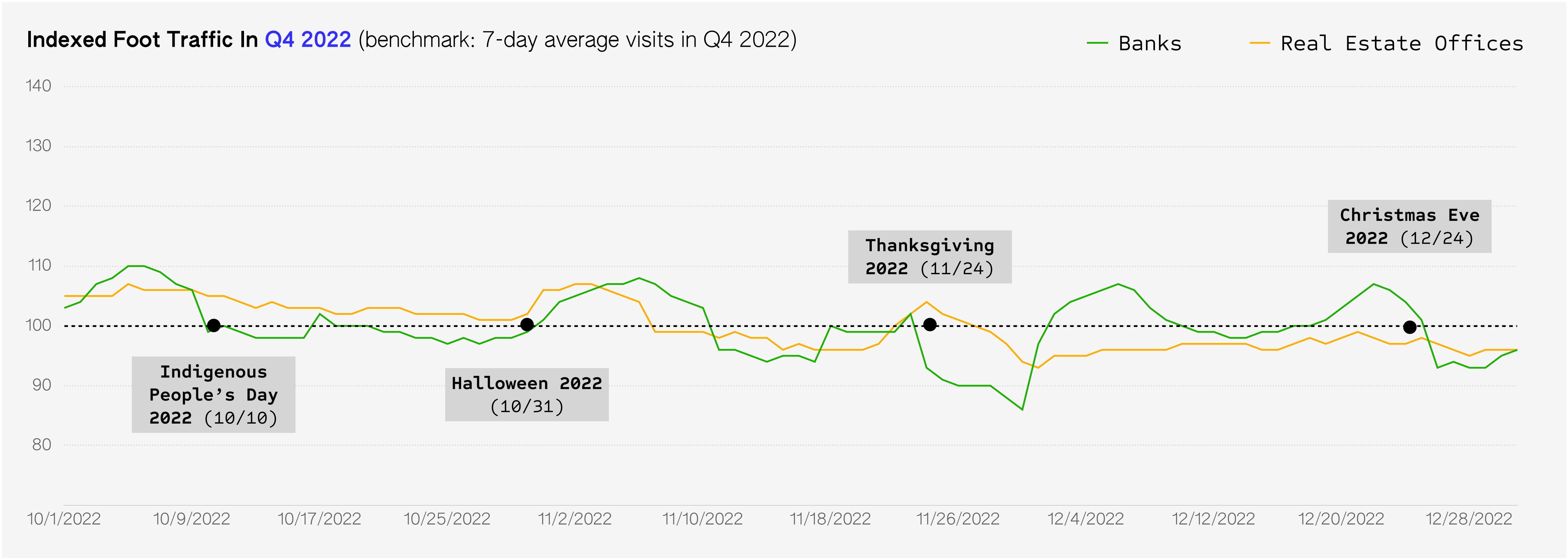
Indexed Foot Traffic In Q4 2022 (benchmark: 7-day average visits in Q4 2022)   — Banks   — Real Estate Offices

Chart illustrates indexed foot traffic to banks & real estate offices during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Americans tend to avoid parks & fitness studios toward the end of Q4

Parks & Gyms saw above Q4 benchmark visitation for all of October and the early days of November, as people managed to squeeze the last few nice days of fall for outdoor exercise and gatherings. Q4 gym visitation declined around Thanksgiving and Christmas, as people prepared for the holidays and prioritized shopping, traveling and spending time with friends and family. With the promise of a new year looming, we saw that gym traffic started to pick up in a positive direction in the days following Christmas — perhaps the start of an upward trend through Q1 as consumers re-prioritize physical health & well-being as part of their new year's resolutions.
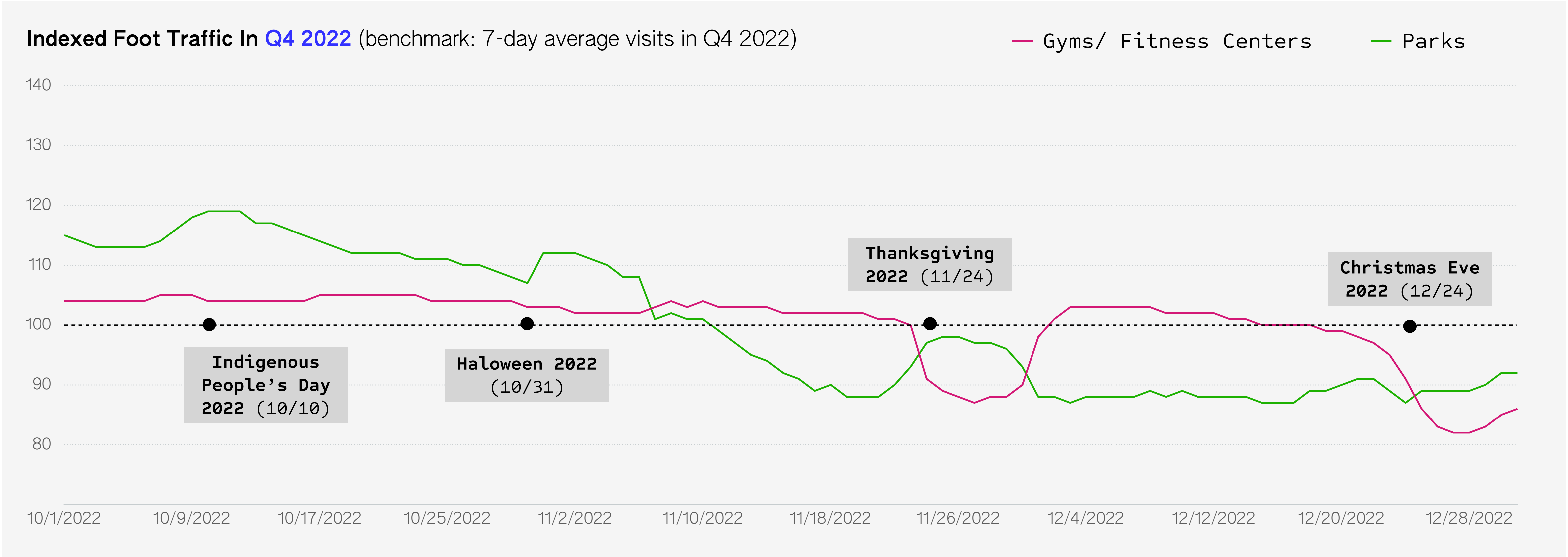

Indexed Foot Traffic In Q4 2022 (benchmark: 7-day average visits in Q4 2022)

— Gyms/ Fitness Centers — Parks

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

Thanksgiving 2022 (11/24)

Christmas Eve 2022 (12/24)

Chart illustrates indexed foot traffic to parks & gyms during Q4 (October 1 – December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

Hair & nails salons draw a late December crowd in preparation for holiday events

Salons saw a significant boost in Q4 foot traffic around Thanksgiving and Christmas, especially compared to other lifestyle categories; foot traffic to salons was up +4% the day before Thanksgiving, relative to Q4 average visitation for the category. Salons also saw a significant boost in foot traffic over Christmas, up **+16%** on 12/24.
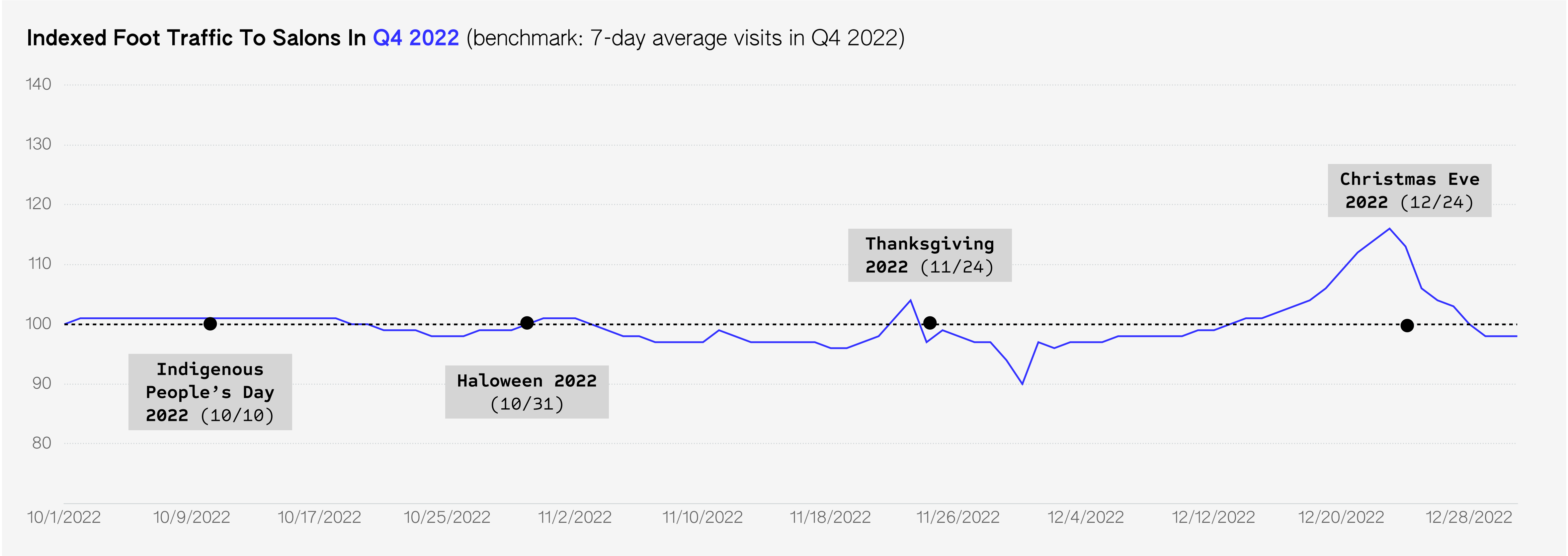
Indexed Foot Traffic To Salons In Q4 2022 (benchmark: 7-day average visits in Q4 2022)

Indigenous People's Day 2022 (10/10)

Haloween 2022 (10/31)

Thanksgiving 2022 (11/24)

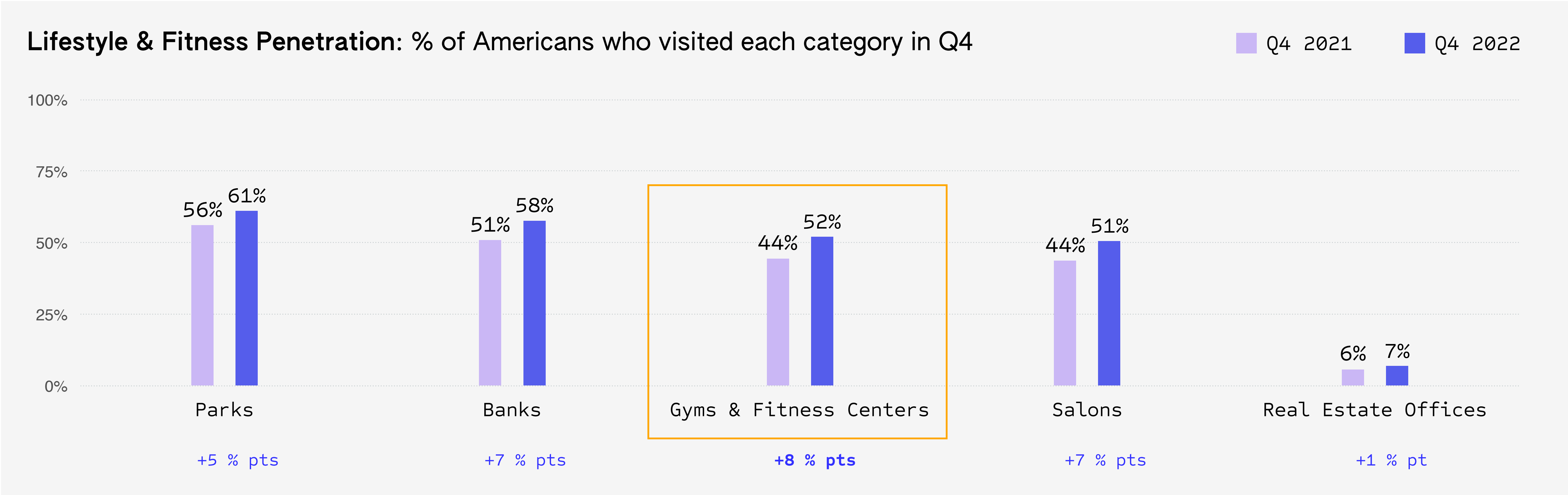**Christmas Eve 2022 (12/24)**

Chart illustrates indexed foot traffic to beauty salons during Q4 (October 1- December 31 2022), benchmarked to 7-day rolling average visitation for each respective category during the analysis period (Q4 2022).

In Q4 2022, **gyms & fitness studios** saw the most significant YoY increase in penetration
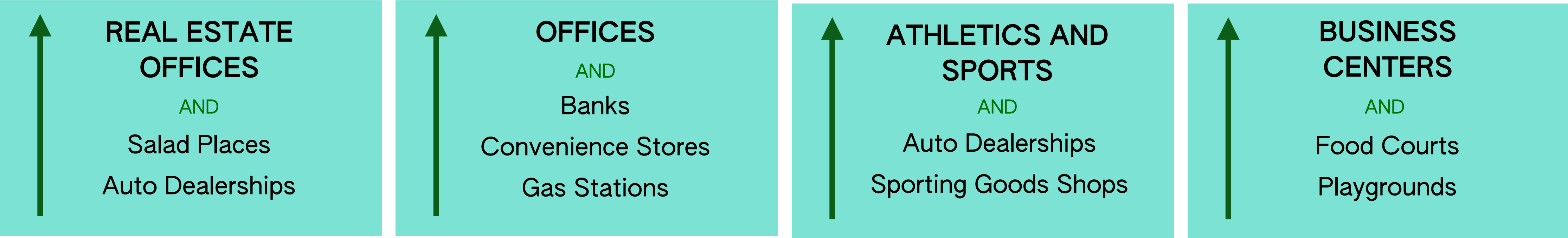
As Americans embrace a post-pandemic society, personal health & well-being is a top priority. Of all the lifestyle and leisure categories we looked at, gyms & fitness centers saw the biggest YoY increase in penetration. Salons have also seen a comparable YoY increase, further indicating that more Americans are **investing in their physical health & well-being**. Indeed, a survey conducted by OnePull in December 2022 found that Americans are putting themselves first with more time spent on health and hobbies in 2022. 1/2 of surveyed respondents said they're going to spend more of their budget on their health and well-being in 2023, cutting down even more on dining out and social activities.

Lifestyle & Fitness Penetration: % of Americans who visited each category in Q4

■ Q4 2021   ■ Q4 2022

	Parks	Banks	Gyms & Fitness Centers	Salons	Real Estate Offices
Q4 2021	56%	51%	44%	44%	6%
Q4 2022	61%	58%	52%	51%	7%
	+5 % pts	+7 % pts	**+8 % pts**	+7 % pts	+1 % pt

FSQ

Chart illustrates penetration (% of audience who visited each category at least once) between October 2022 – December 2022; *Source: NY Post (OnePull survey data)

Understand emerging trends & changes in consumer behavior over time

Leverage correlation data to understand evolving consumer preferences, identify emerging trends & opportunities, and capitalize on learnings to effectively **reach new lifestyle & leisure audiences** & more.

Q4 2022 vs Q4 2021: Increased correlations

REAL ESTATE OFFICES	OFFICES	ATHLETICS AND SPORTS	BUSINESS CENTERS
AND	AND	AND	AND
Salad Places	Banks	Auto Dealerships	Food Courts
Auto Dealerships	Convenience Stores	Sporting Goods Shops	Playgrounds
	Gas Stations		

Q4 2022 vs Q4 2021: Decreased correlations

BANKS	PARKS	SALONS	CONVENIENCE STORES
AND	AND	AND	AND
Nail Salons	Fast Food Restaurants	Clothing Stores	Coffee Shops
Clothing Stores	Cafes	Laundry Services	Offices
Fast Food	Juice Bars	Big Box Stores	Hotels
Convenience Stores	Hotels	Parks	Big Box Stores
Shopping Malls	Offices	Nail Salons	Fast Food Restaurants
Automotive Shops	Gas Stations	Pharmacies	

Align with customers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

How To Read: In Q4 2022, FSQ data reveals an **increased** correlation between foot traffic to certain **banks** (Wells Fargo, Sun-Trust) and popular **grocery retailers** (Publix, H-E-B) compared to Q4 2021.

Q4 2022 vs Q4 2021: Increased correlations:

SUN-TRUST BANK	WELLS FARGO	24 HOUR FITNESS	ORANGE THEORY FITNESS
AND	AND	AND	AND
ALDI'S	H-E-B GROCERY	WHOLE FOODS MARKET	TRADER JOES
PUBLIX	HOLIDAY STATION STORES		WHOLE FOODS MARKET
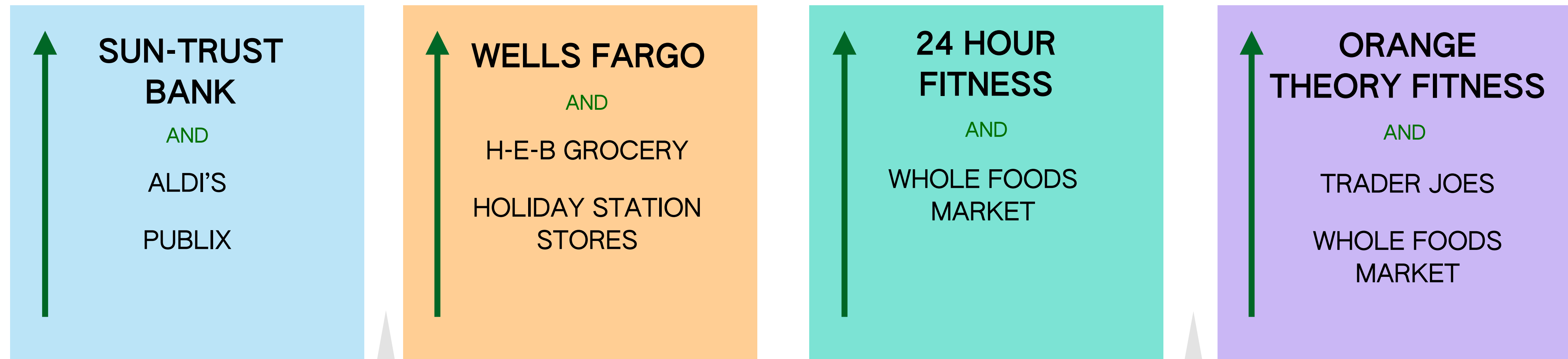
What does this mean?
Perhaps this data reveals an opportunity for **brand partnership** or **rewards programs** to offer cardholders cash-back incentives for spending with certain retailers.

What does this mean?
This data could suggest that these grocery retailers are starting to attract more of a health-conscious & fit audience; Opportunity to align with emerging audience interests (fresh produce, healthy recipes, etc.)

Chains listed reflect increased/decreased correlations in foot traffic in Q4 2022 vs Q4 2021, on a user level

Align with customers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

`How To Read:` FSQ data reveals a **decreased** correlation between foot traffic to
Wells Fargo banks and **7-Eleven** stores in Q4 2022 compared to Q4 2021.

Q4 2022 vs Q4 2021: Decreased correlations:

WELLS FARGO	CHASE	BANK OF AMERICA	HUNTINGTON BANK
AND	AND	AND	AND
7-ELEVEN	WALGREENS	WALGREENS	RITE AID
	7-ELEVEN	CVS	SHEETZ
		7-ELEVEN	SPEEDWAY
		76 GAS STATIONS	
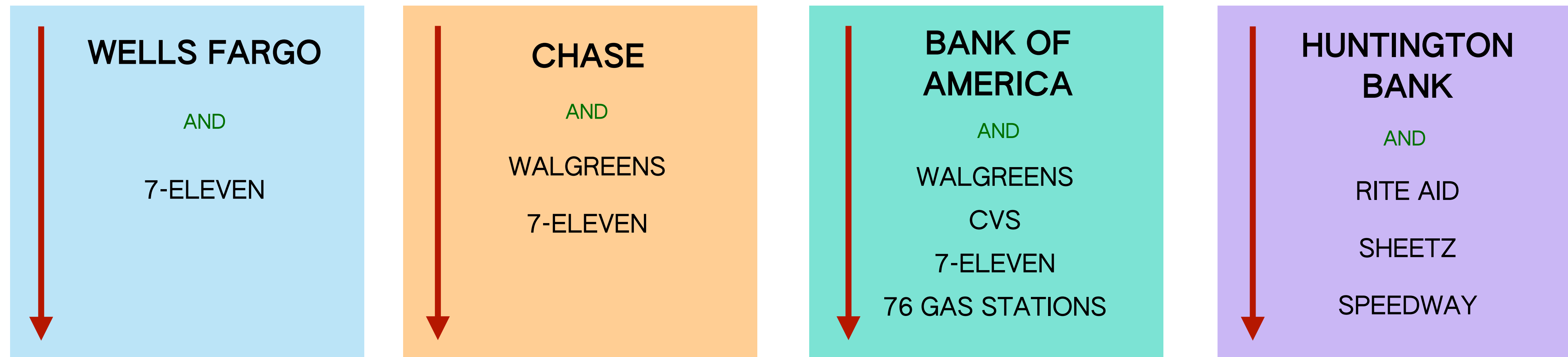
What does this mean?

Location data reveals decreased correlation between foot traffic to select banks, c-stores, drugstores and gas stations in Q4 YoY. This data may reveal insights about emerging trends in consumer behavior and preferences for brands to capitalize on in 2023. With the rise of online banking, perhaps drugstores and c-stores are starting to see less traffic from people who would have previously frequented their bank's ATMs in person. Such insights could be useful to keep in mind when it comes to **site selection strategies** and **trade area analysis**.

Build with Foursquare

How to activate with Foursquare:
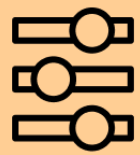
Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency & brand affinities

Tap Into Trends

Use taste & trend data to identify consumer preferences, creating programs that drive mass personalization

Reach Consumers With Moment Based Messaging

Dynamically optimize messaging and creative to align with the appropriate moment

Influence Buyer Behavior

Reach key audiences on their path to purchase, intercepting and influencing their journeys

Conquest Competitors

Target consumers in and around competitor locations to change their behavior with conquesting messaging

Proximity Target

Identify consumers in & around store locations to drive them to purchase specific products

Leverage Insights

Use insights on lifestyles & brand preferences to influence future growth initiative

Measure Impact

Monitor how cross platform advertising is driving visits to store locations, optimizing performance in real-time

FSQ

Acquire, engage & retain users, delivering messaging in the right moments with **Movement SDK**, or with Foursquare's **targeting** solutions

FSQ /movement SDK

Send personalized, timely notifications or serve dynamic content to app users based on where they are or where they like to go.

Deliver proximity alerts when users enter or exit a venue, and drive engagement at the highest point of impact.

FSQ /audience

Build highly-customized, scalable audiences based on real-world behavior.

Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

FSQ /proximity

Build accurate, custom geofences to reach consumers in geo-contextual real-time moments of receptivity.

Design your own segments in our self-serve UI, or let us create segments that meet your goals.

FSQ

Measure & optimize the impact of ads with **Attribution**

Uncover The User Journey

Explore how different touch points influence conversions in the real world, or online

Measure Impact

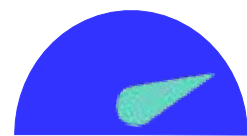Monitor how cross platform advertising is driving KPIs, optimizing performance in real-time

Understand Users

Use insights on lifestyles & brand preferences to influence future growth initiatives

FSQ

Understand the impact of your advertising

Understand the Customer Journey

Optimize Your Investments

Accuracy at Our Core
With 10+ years of experience and **MRC accreditation**, we are the Industry leaders in location data with proven expertise across all verticals.

The Right Scale
Our Always-on data sources provide accuracy and scale with 300-1300 location data signals per device daily.

Accessibility
The largest media partnerships footprint by a wide margin: 550+.Available across all media channels & social networks.

Holistic Campaign Performance
Our Omnichannel Dashboard updates daily and allows marketers to optimize and maximize investments in flight.

Privacy-First
We are committed to building products with privacy-protecting features and holding our partners accountable.

Independently Vetted
We are agnostic to platforms and because of our accessibility, you can use our data in walled gardens or not.

FSQ/attribution

Engage App Users With Fresh, Rich Data About **Places**

Location data can play a game-changing role in strategic decisions and in building better consumer experiences:

Inform Decision-Making

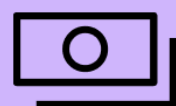📍 Keep track of which restaurants & stores are opening and closing

🗺 Analyze the landscape in territory mapping to prioritize & display the right restaurants & stores
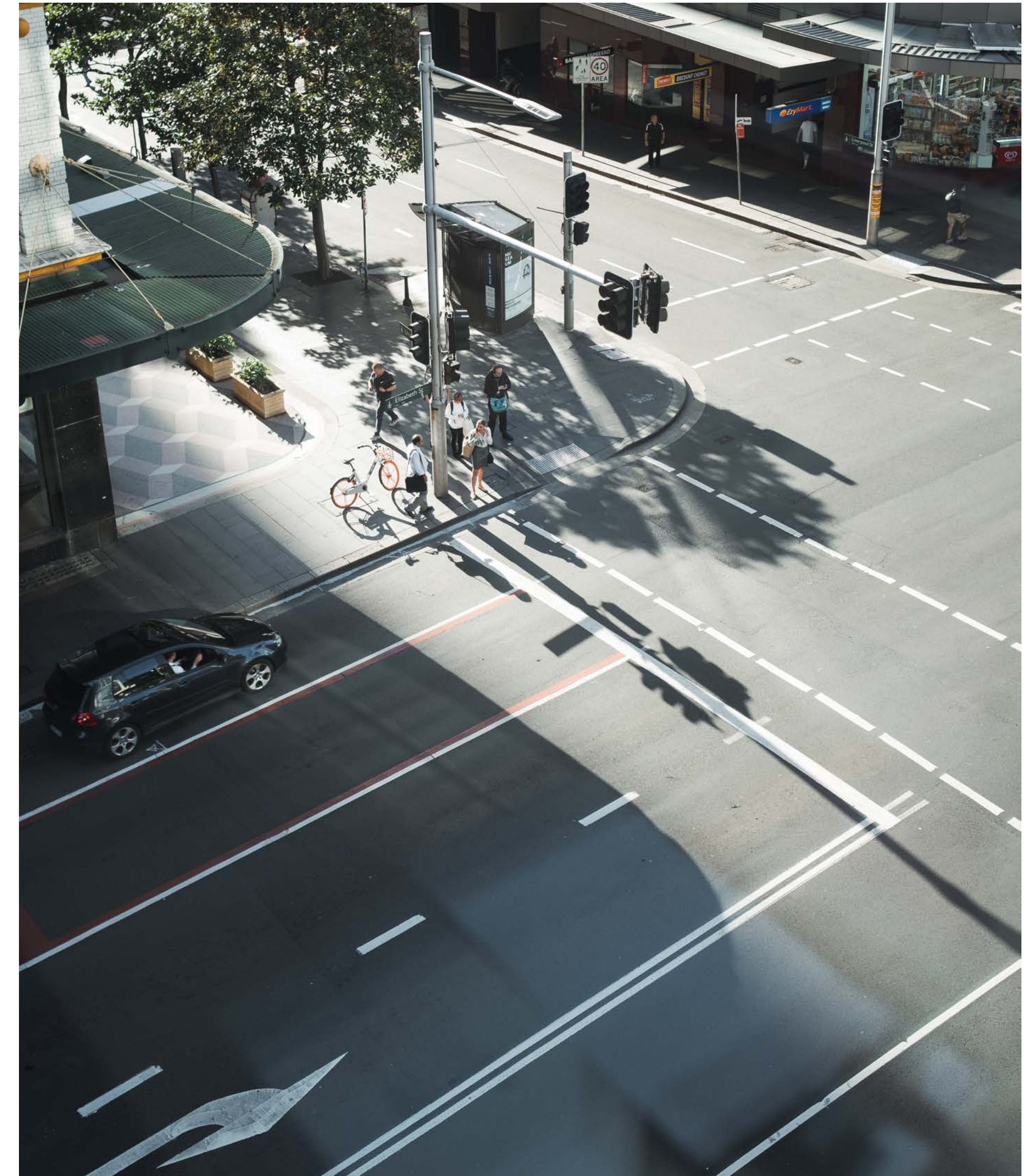
Improve Experiences

💬 Surface rich content about local restaurants, food shops & liquor stores

💵 Help users find the best spots near them to order from, powering place search based on category, or attributes that are meaningful to users

FSQ

Learn more about: FSQ/Places

Thank You

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Lead, Research and Insights
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FSQ