

The background of the slide is a photograph of the interior of Grand Central Terminal in New York City. The image shows the iconic vaulted ceiling with its ornate architectural details, including the four large, arched skylights. The floor is highly polished and reflects the ambient light. In the center, there is a circular information kiosk. To the left, an information board is visible. The overall atmosphere is one of grandeur and historical significance.

# THE COVID-19 IMPACT REPORT

New York

April 20, 2020

# Summary

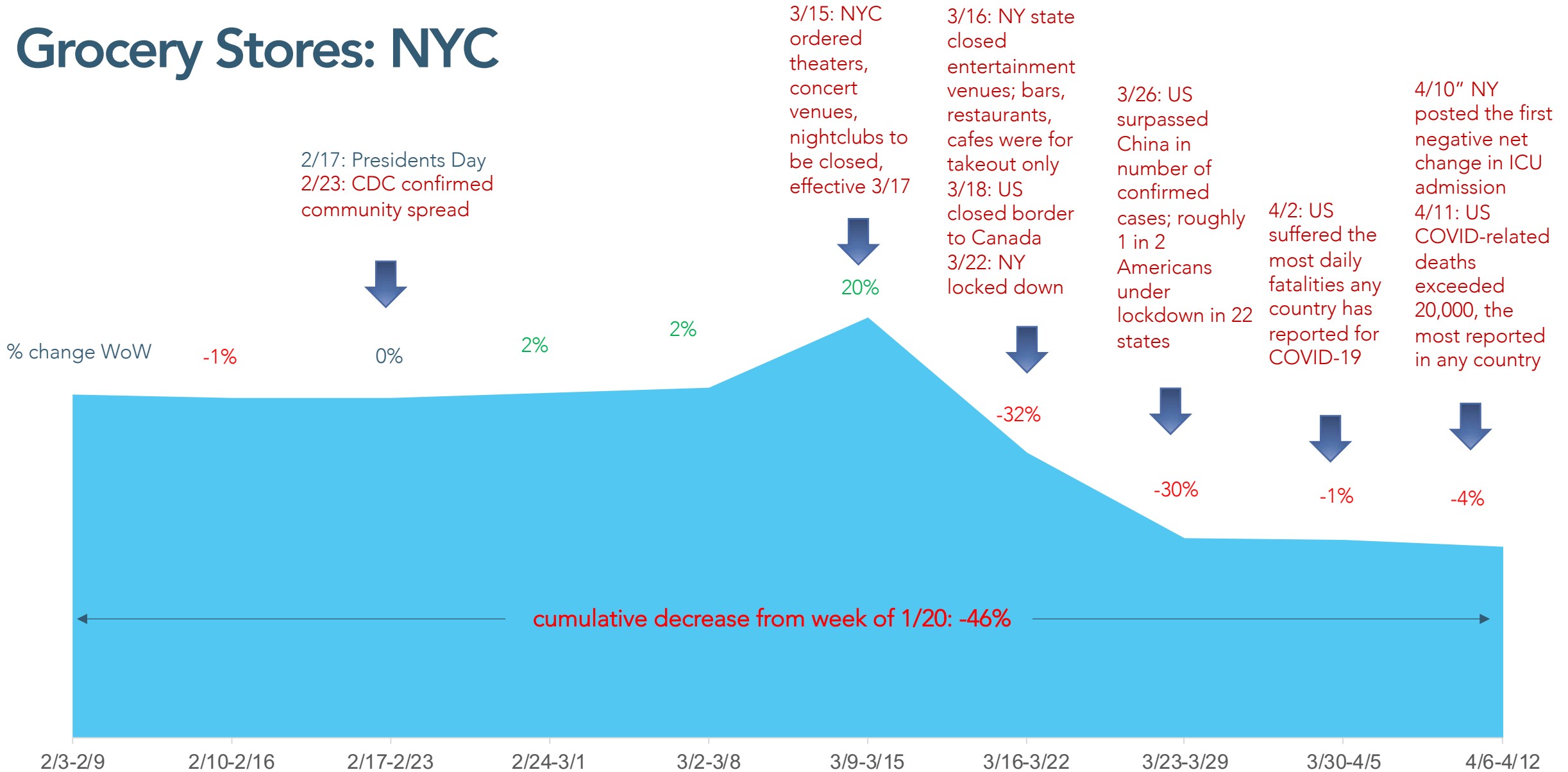
The global pandemic of coronavirus (COVID-19) has severe impacts on both local communities as well as global economy beyond the immediate timeline. To assess the impact over time, NinthDecimal (9D) has been monitoring key industries including **QSR** (quick service restaurants), **CDR** (casual dining restaurants), **grocery stores, big box stores, shopping malls, automotive, movie theaters, national airports** on the national level and sharing timely updates.

Furthermore, 9D tracks foot traffic shifts on several local areas where COVID-19 struck the most. On March 20<sup>th</sup>, NYC deemed the epicenter of the pandemic in the U.S.; on April 14<sup>th</sup>, NYC death toll exceeded 10,000 with revised count. To understand the ongoing impacts that COVID-19 has on the local level, we assessed the weekly foot traffic in various industries in NYC including the city's lung, Central Park. This report covers weekly foot traffic shifts from 2/3 to 4/12/2020. Additionally, a cumulative foot traffic change from the week of 1/20 (the first confirmed case in the U.S.) is included for your reference.

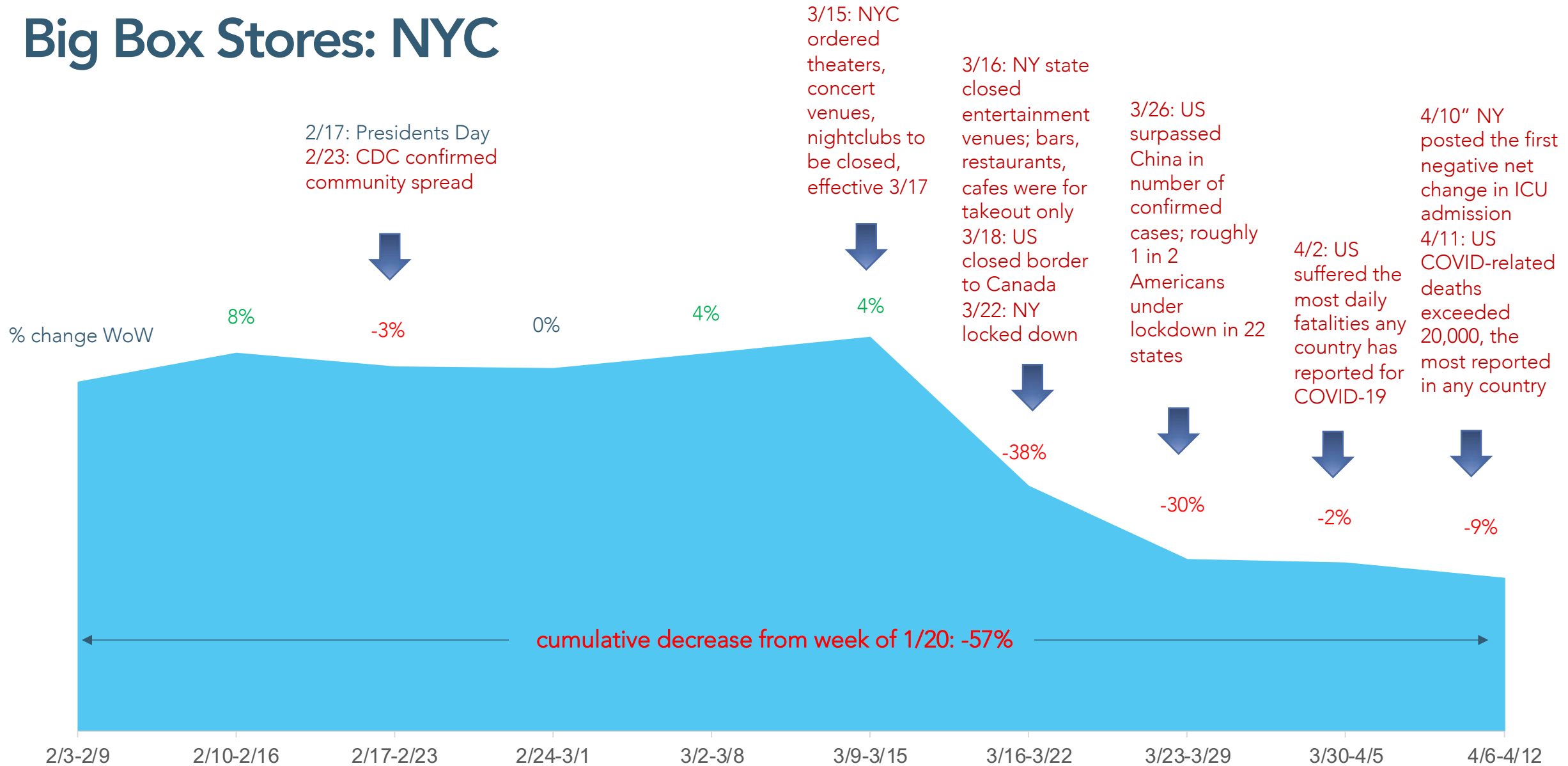
Here are the high-level findings:

- Foot traffic to most industries in NYC has decreased between 46% to 98%, compared to the week of 1/20. However, the rate of decline has slowed down across most industries in early April.
- With more frontline workers testing positive, grocery stores and big box stores implemented strict crowd control policies and limited store hours; these measures were likely to contribute to further decreases in foot traffic.
- As the number of confirmed cases increased and Governor Cuomo issued SIP (shelter-in-place) order, foot traffic to shopping malls and movie theaters diminished. While going for a walk was still allowed, foot traffic to Central Park decreased by 81% in comparison to the week of 1/20.
- Under the SIP order, restaurants were operating only on take-out or delivery. Foot traffic to QSR decreased by 60% compared to the week of 1/20, while declining by 98% for CDR during the same period. To preserve and expand their business, some New York area restaurants started to offer grocery delivery or pickup in addition to prepared food.
- As more flights were cancelled due to the pandemic, cumulative foot traffic to airports decreased by 86% since the week of 1/20.
- While the executive order did not close auto dealerships, visitations to auto dealerships dropped sharply after mid-March and is expected to remain low until the situation improves.

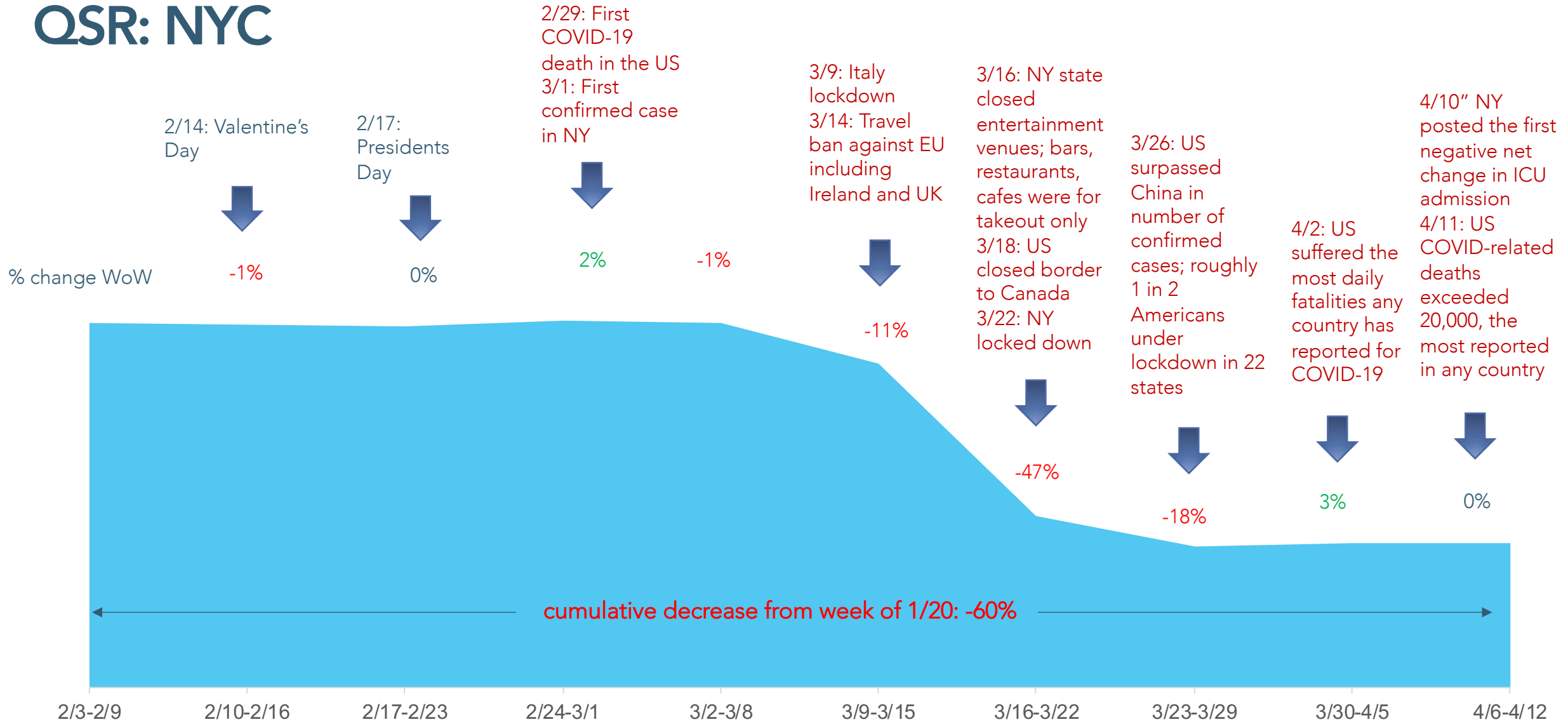
# Grocery Stores: NYC



# Big Box Stores: NYC

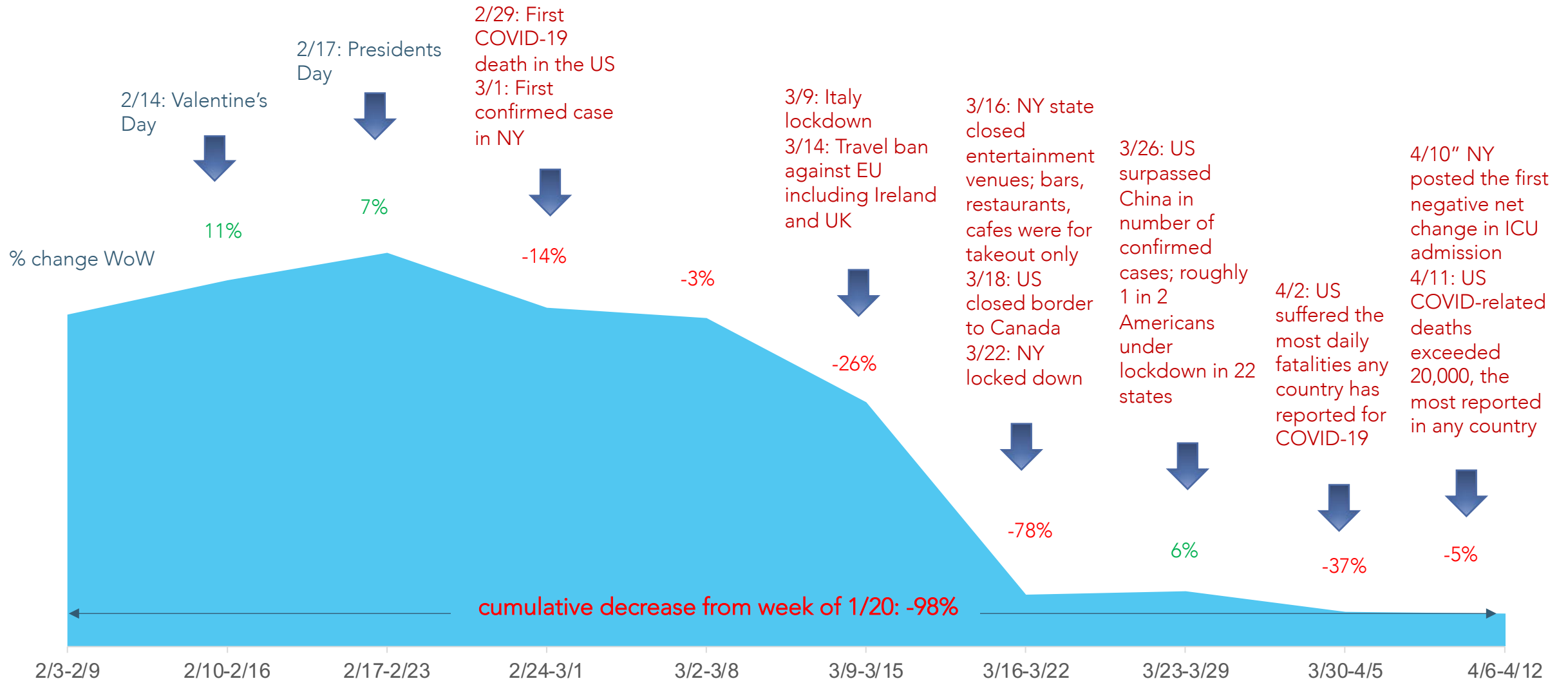


# QSR: NYC

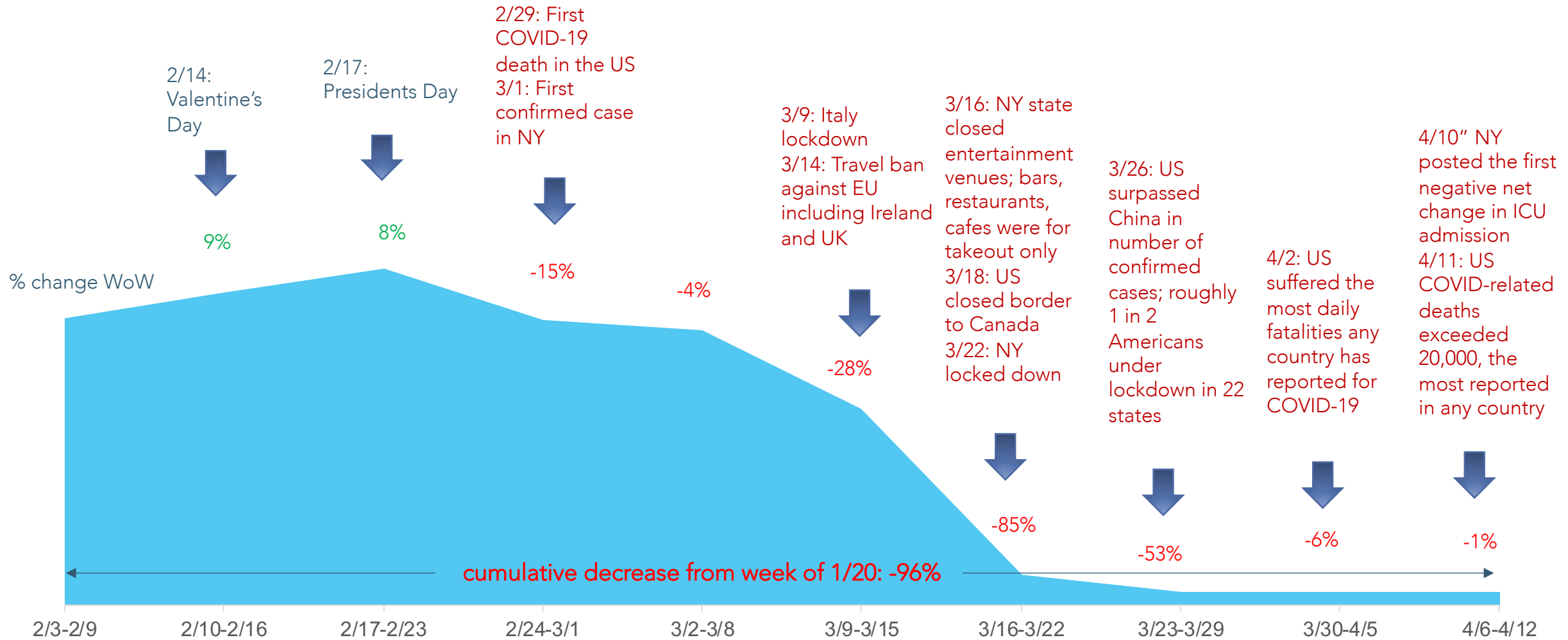




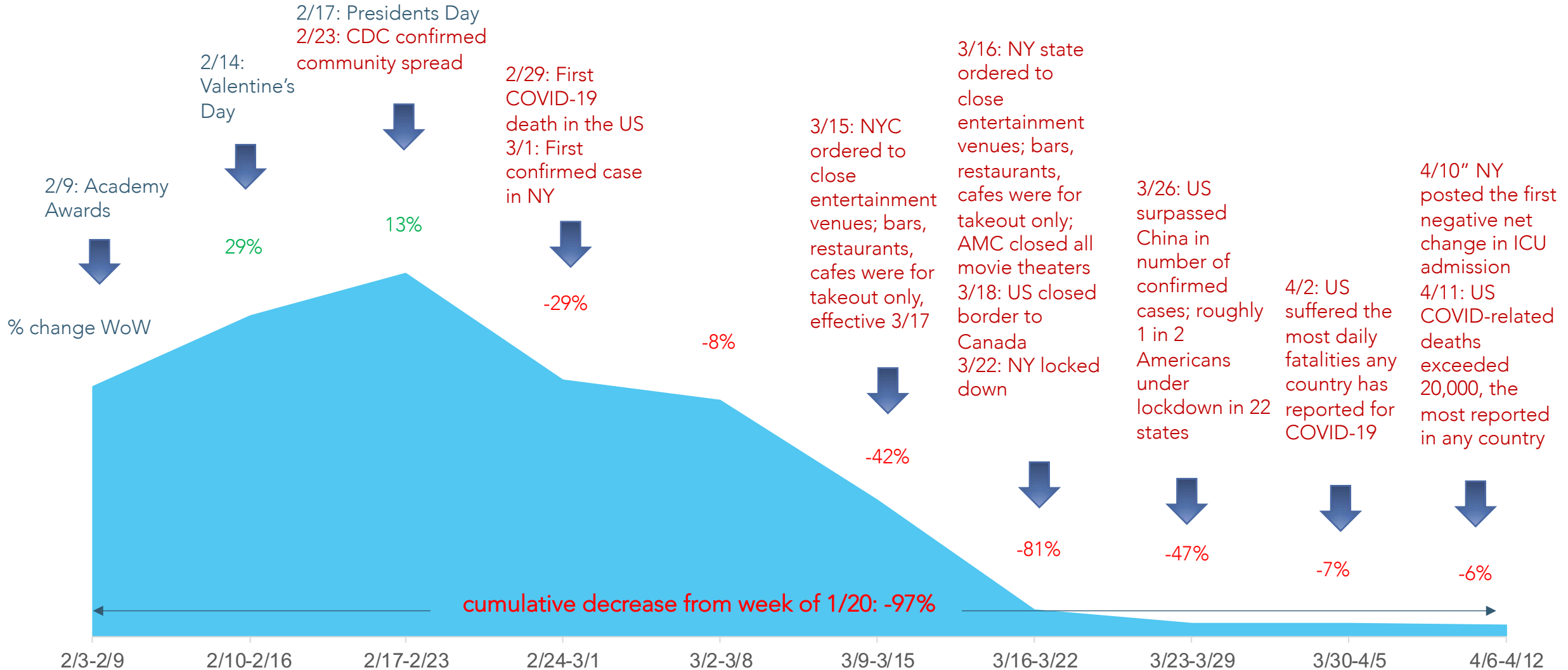
# CDR: NYC



# Shopping Malls: NYC

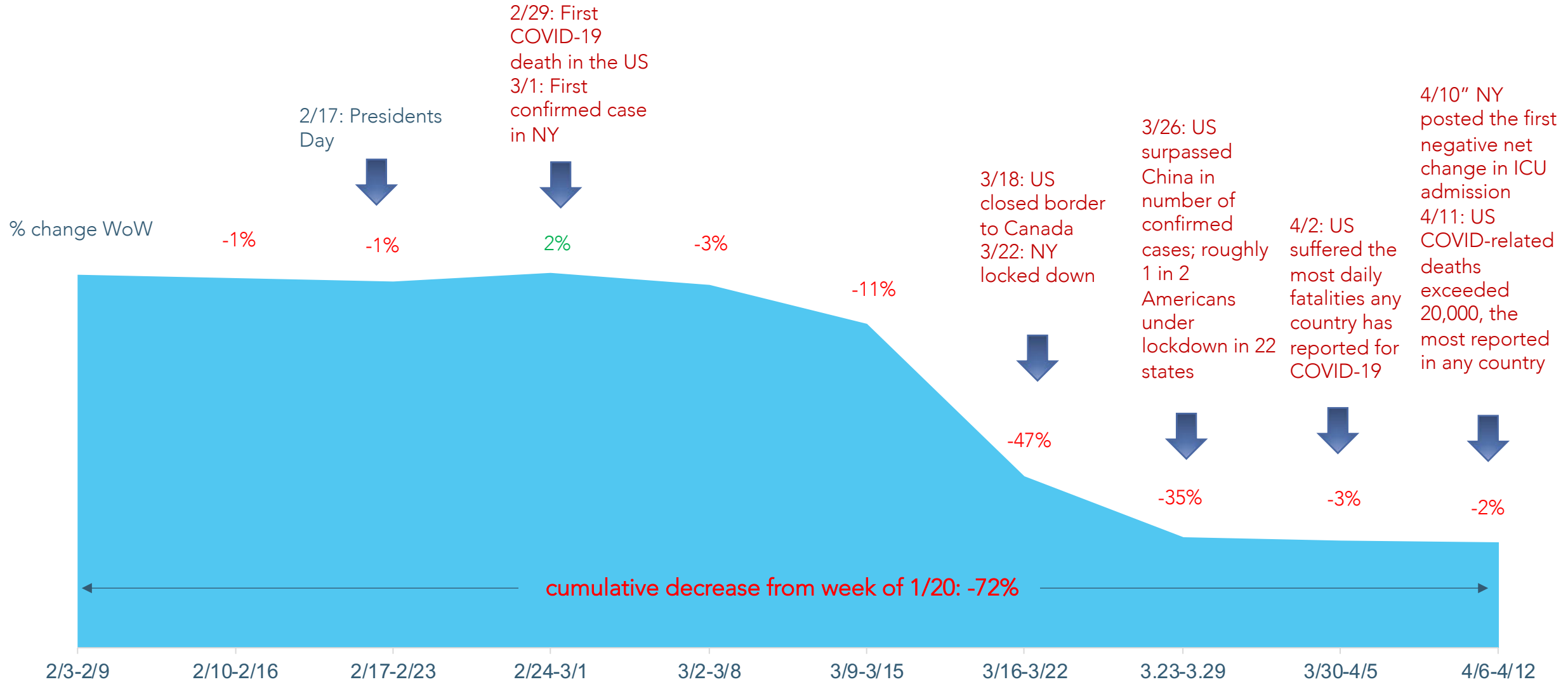


# Movie Theaters: NYC

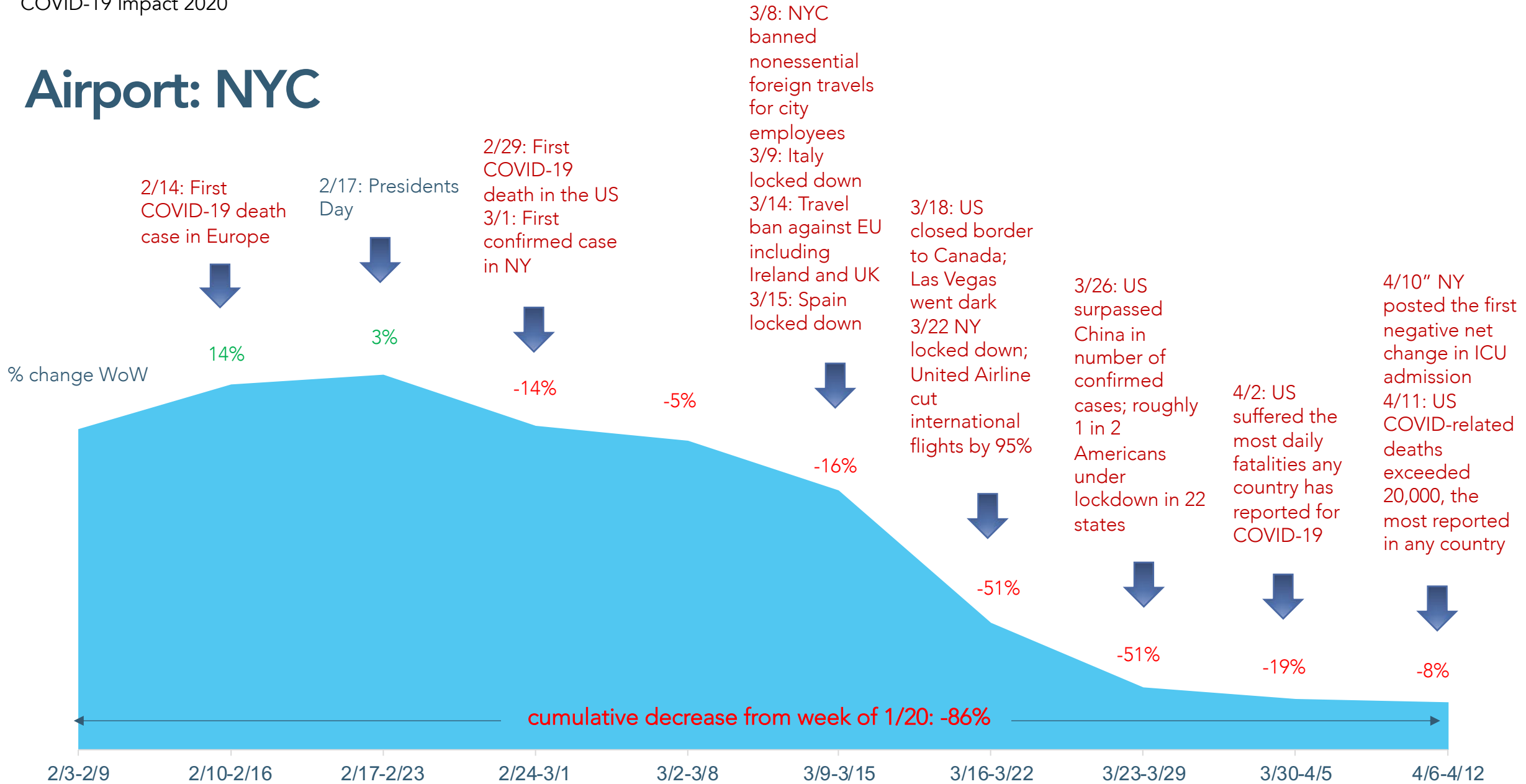




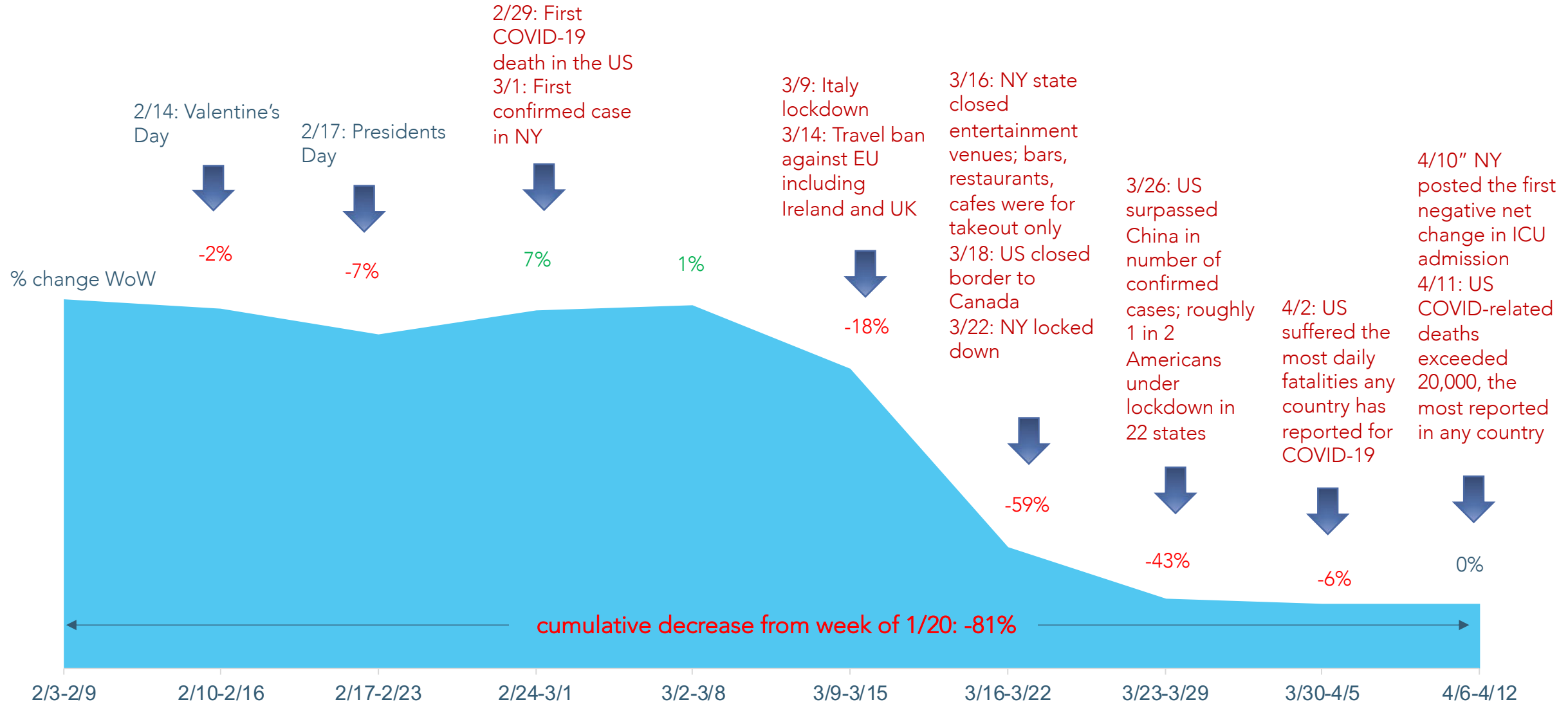
# Automotive: NYC



# Airport: NYC



# Central Park





Research & Insights

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# Appendix

# COVID-19 Timeline

- 1/21 CDC confirmed the first positive case for COVID-19.
- 1/30 WHO declared a global health emergency
- 1/31 US restricted travel from China
- 2/5 Diamond Princess cruise ship quarantined
- 2/7 Dr. Li Wenliang died of COVID-19
- 2/23 CDC reported 2 cases from community spread in CA, as well as the first affected case of healthcare worker and a potential outbreak in a long-term care facility
- 2/29 First COVID-19 death in the US. Travel restrictions issued against multiple countries
- 3/1 First confirmed case in New York state
- 3/3 LifeCare outbreak. Ford Motor banned corporate travels
- 3/9 Italy lockdown
- 3/12 US banned travel from EU except for Ireland and UK.
- 3/14 US travel ban extended to Ireland and UK
- 3/15 MGM announced hotels close in Las Vegas starting 3/17; CA closed bars, wineries and breweries; Spain lockdown; NYC closed entertainment venues; bars, restaurants, cafes were for take out only, effective 3/17
- 3/16 AMC closed movie theaters for 6-12 weeks
- 3/18 Las Vegas shutdown; US closed border to Canada
- 3/19 CA lockdown
- 3/20 US closed border to Mexico
- 3/21 TX and IL lockdown
- 3/22 NY lockdown
- 3/23 IN, LA, MA, MI, OH, WA, WV lockdown; NYC confirmed 21,000 cases
- 3/24 UK lockdown
- 3/26 US surpassed China in number of confirmed cases; roughly 1 in 2 Americans under lockdown in 22 states
- 3/27 NH and NC lockdown
- 3/28 KS, MT, RI lockdown
- 4/2 US suffered 1,169 death within 24 hours, the highest daily fatalities any country reported
- 4/10 NY saw first negative net change in ICU admission
- 4/11 US death toll exceeded 20,000, the most deaths reported in any country
- 4/14 NYC death toll surpassed 10,000 with revised count