

REOPENING CONNECTICUT

#STRONGERCONNECTICUT

We understand that the past few months have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Connecticut's Phase 1 reopening and current traffic patterns.

PHASE 2 REOPENING

- June 17th: Amusement Parks, Hotels/Lodging, Restaurants, Museums, Zoos, Aquariums, Indoor Recreation (Bowling, Movie Theatres, etc.), Libraries, Outdoor Events, Personal Services (Nail Salons, Tattoo Parlors, etc.), Sports & Fitness Facilities (Gyms, Fitness Centers, Pools, etc.)
- Phase 1 (May 20th): Restaurants (outdoor only), Retail & Malls (capacity restrictions), Museums & Zoos (outdoor only), Offices (WFH where possible), Outdoor Recreation, University Research

TRAFFIC PATTERNS

- Connecticut is seeing a 8% increase in traffic over the past two weeks without regression.
- We are currently delivering 79% of impressions, a significant increase since the National Emergency was declared on March 15.

SOURCE: smartSCOUT™ | Tier 1 Cellular Carrier Data

