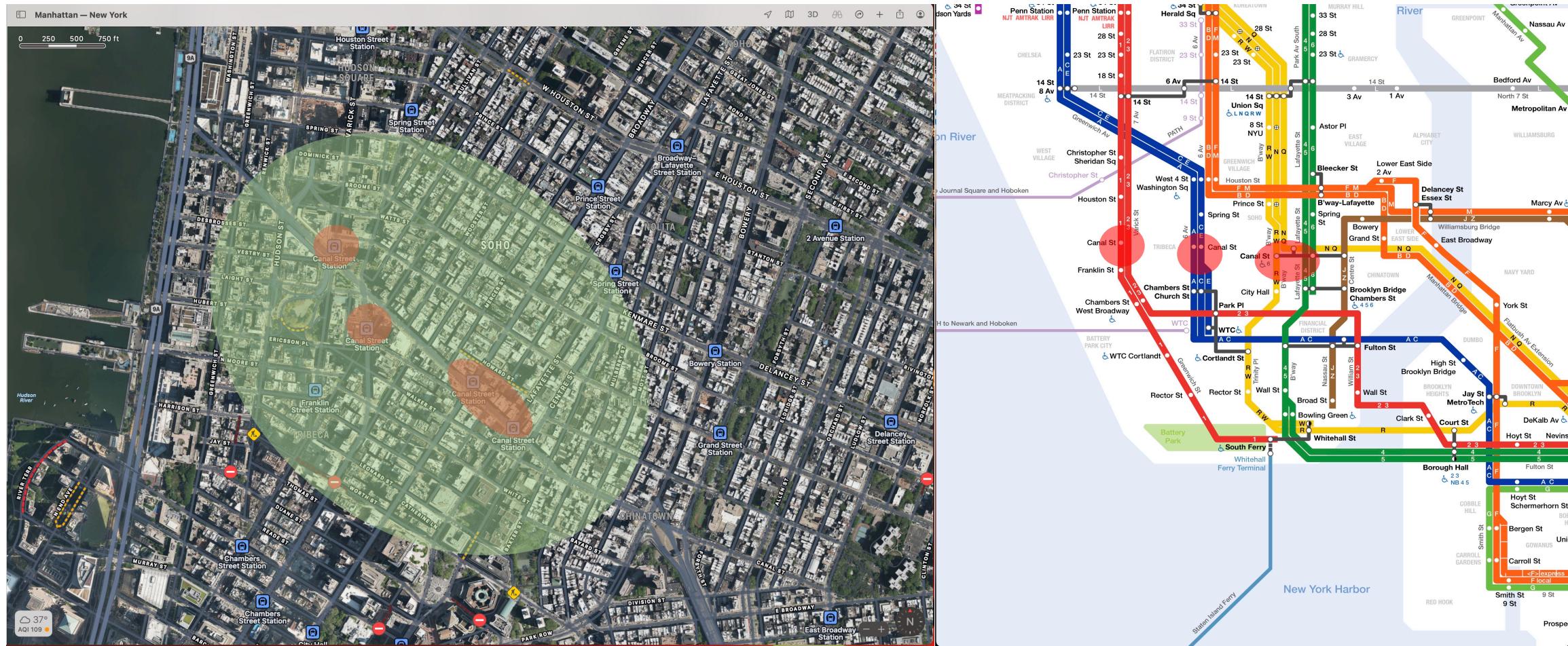


Canal Street Small Business Association Post Pandemic Advertising Strategies

January 25, 2022

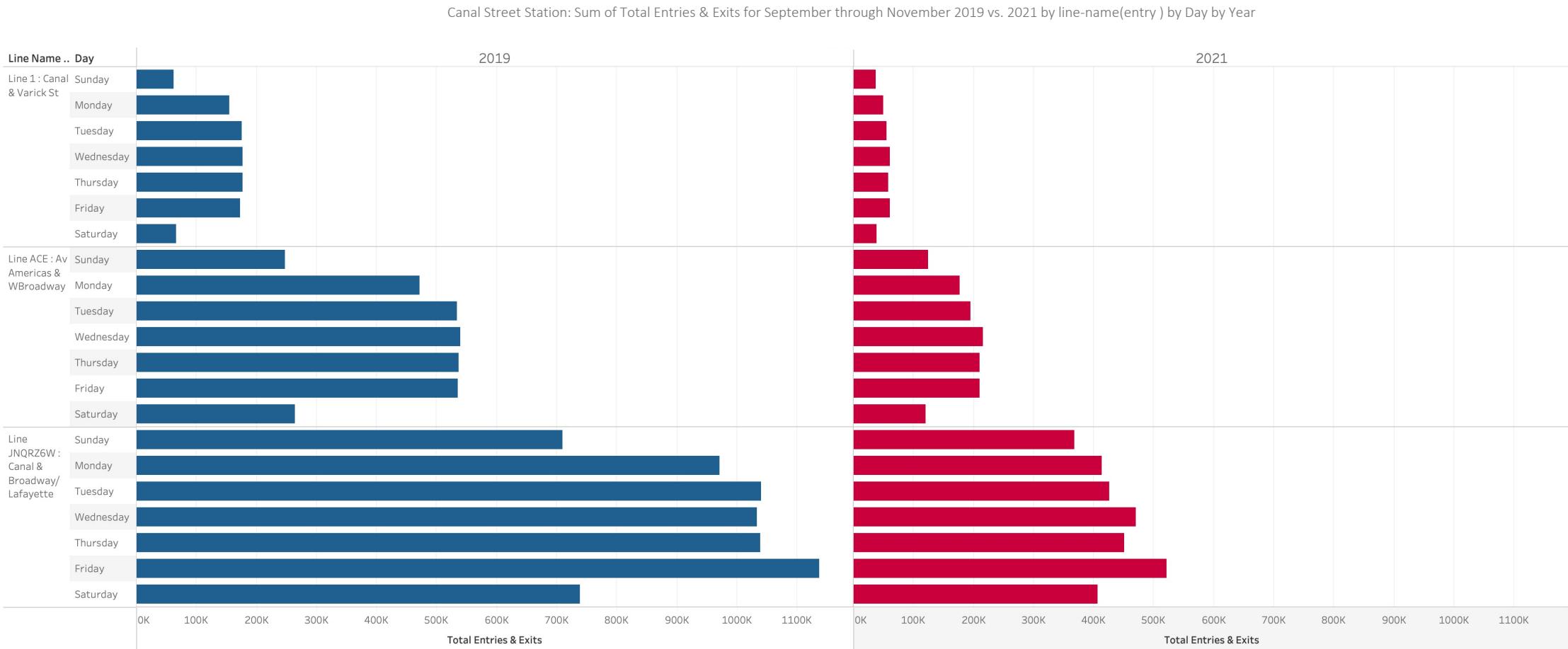
Our area of interest is the geography in the proximity of the four Canal Street Subway Entrances. We analyzed NYC MTA turnstile data for the period September through November 2019 vs. 2021 to gain insights into overall traffic and population movement patterns to aid in developing advertising strategies for the Canal Street Small Business Association



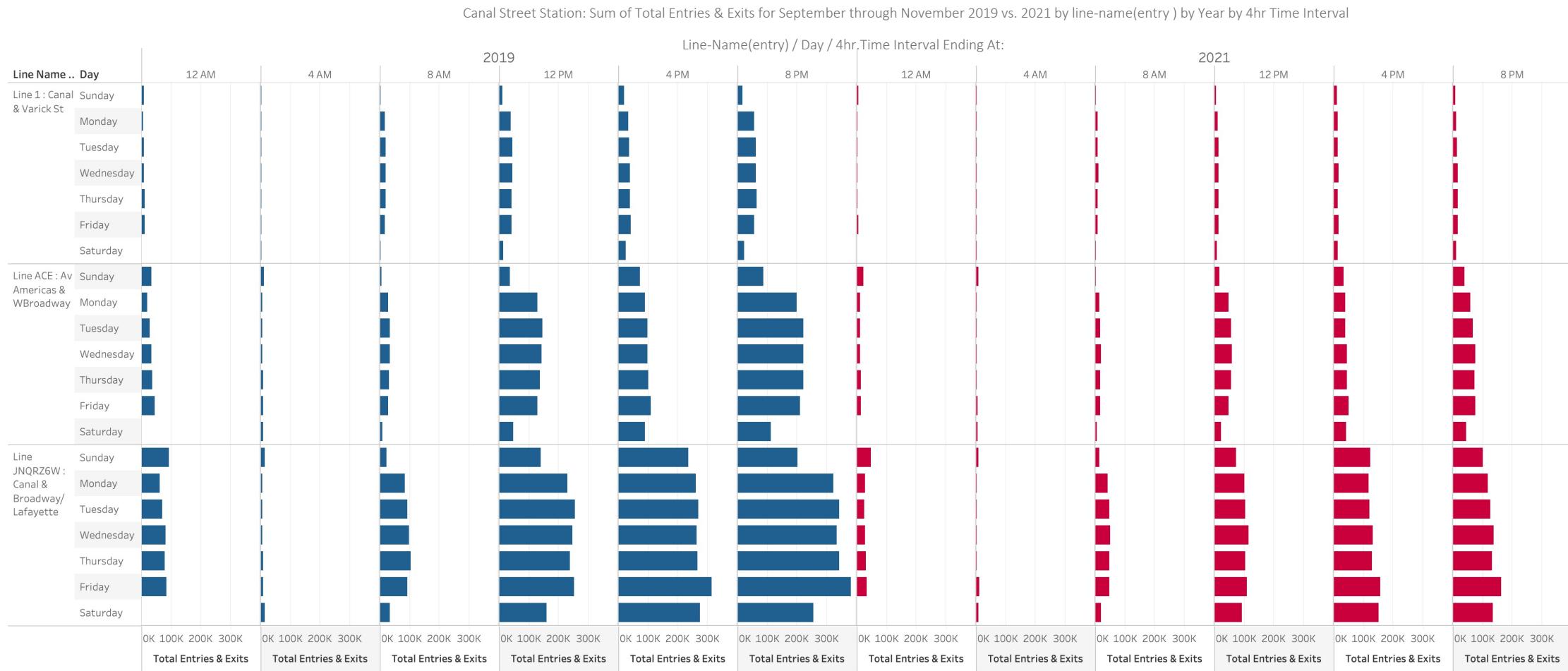
Post pandemic, the value of advertising on peak days and hours is greatly diminished

- Allocate promotional and advertising resources evenly throughout the week and between 10am and 4pm to take advantage of lower rates
- Unless the nature of your business make it necessary, avoid high-cost days and time slots. They do not offer the same advantages as before the pandemic

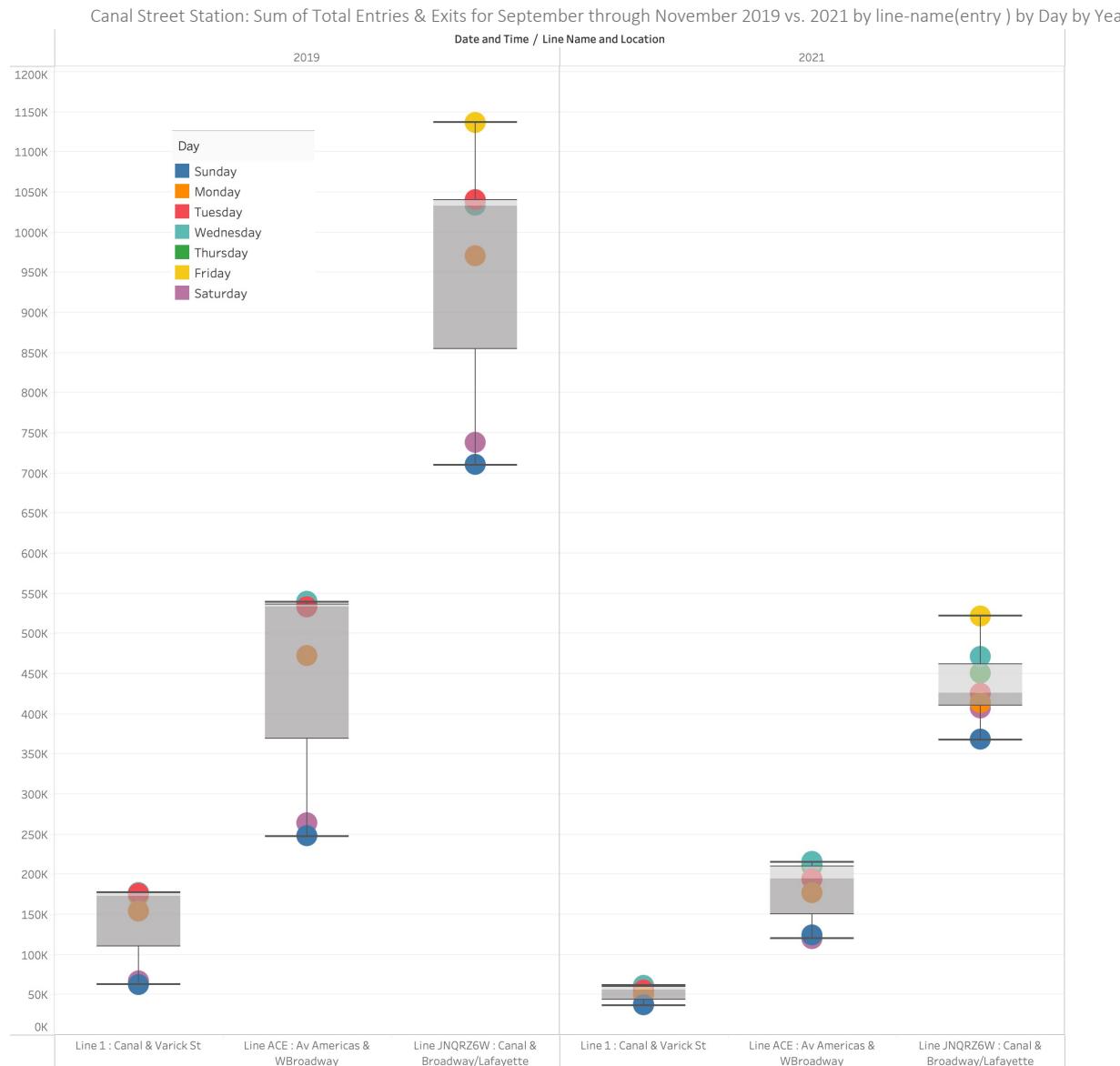
Post pandemic, traffic has become much more evenly distributed throughout the week



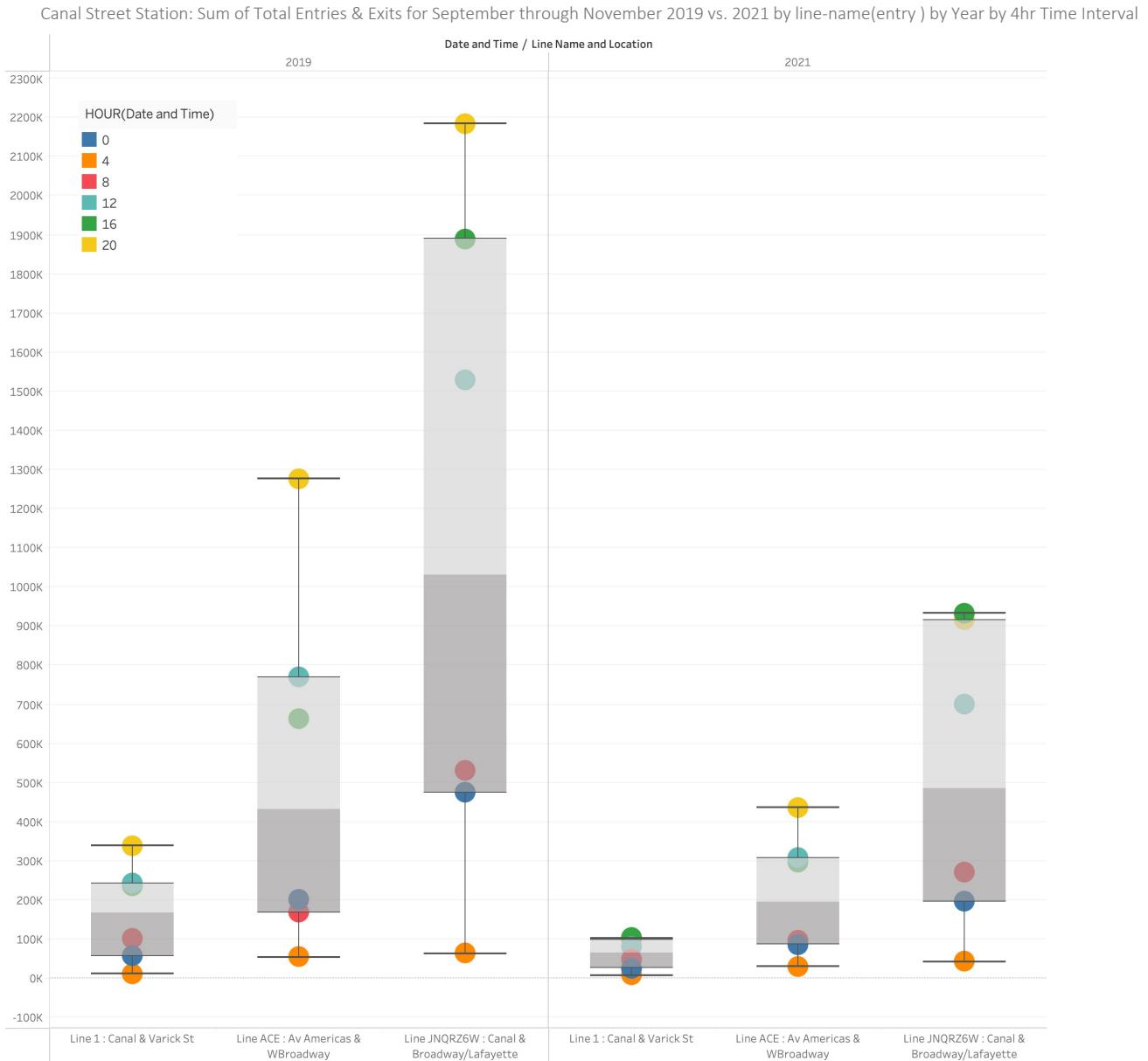
Similarly, traffic has become much more evenly distributed throughout the day, particularly after 8am



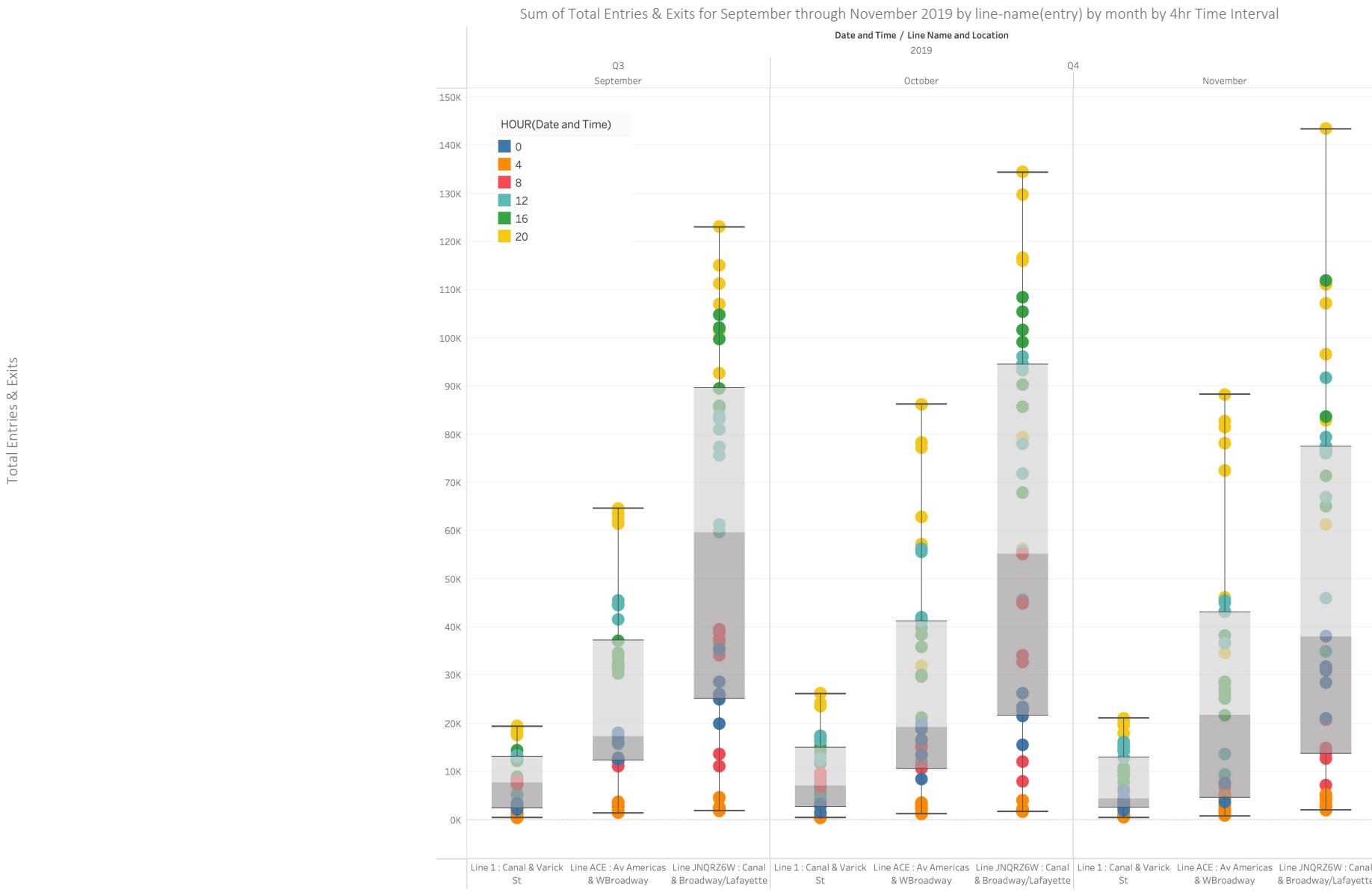
Post pandemic, traffic spread between high traffic days and low traffic days has narrowed considerably. The advantages and value of advertising on what were previously considered ‘premium’ days no longer exists



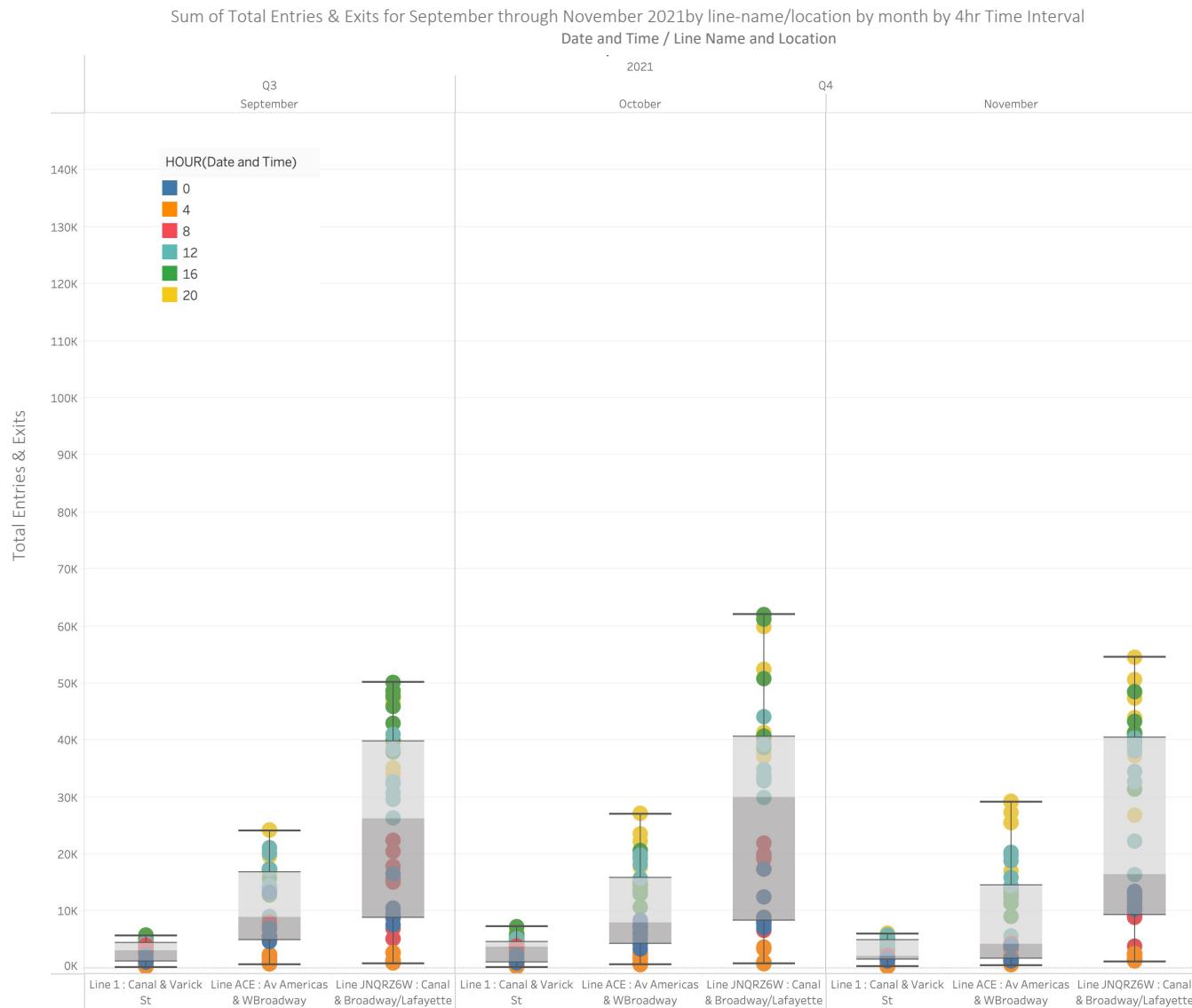
Traffic spread between time intervals during the day has also substantially narrowed



In 2019, evening rush traffic was substantially higher than the median across all station entrances. Promotion/advertising in this time interval was clearly advantageous



In 2021, the evening rush period traffic advantage is greatly eroded.
 Rush period traffic is much closer to the median and in some months, not the period with highest traffic



Post pandemic, ‘peak’ days and hours are no longer peak
Plan your promotions and advertising resources accordingly

Canal Street Station: Sum of Total Entries & Exits for September through November 2019 vs. 2021 by line-name(entry) by month by 4hr Time Interval

