

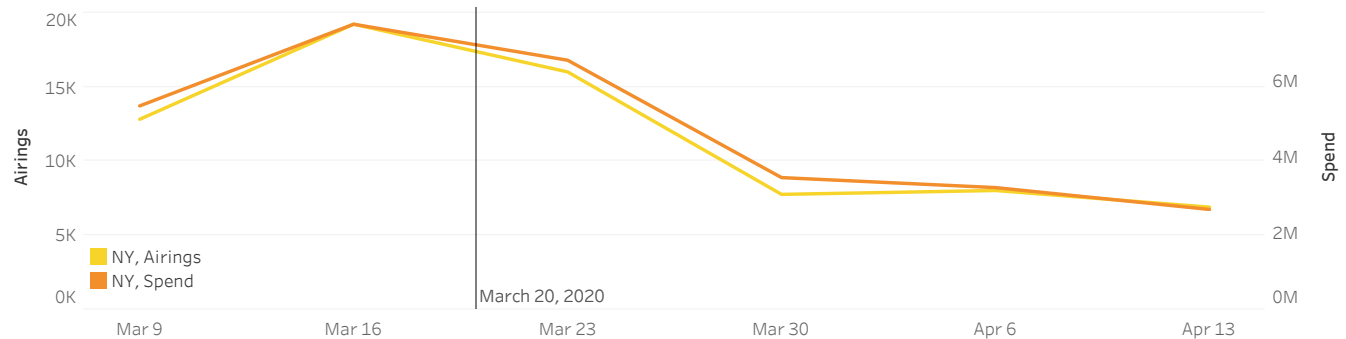
# COVID-19: Automotive Airings and Spend for Tiers 1 & 2

Trends in the states with the highest and lowest reported Covid19 cases

## NEW YORK 223,691 cases

Stay-at-home order issued: 3/20  
 Projected reopen: 5/15

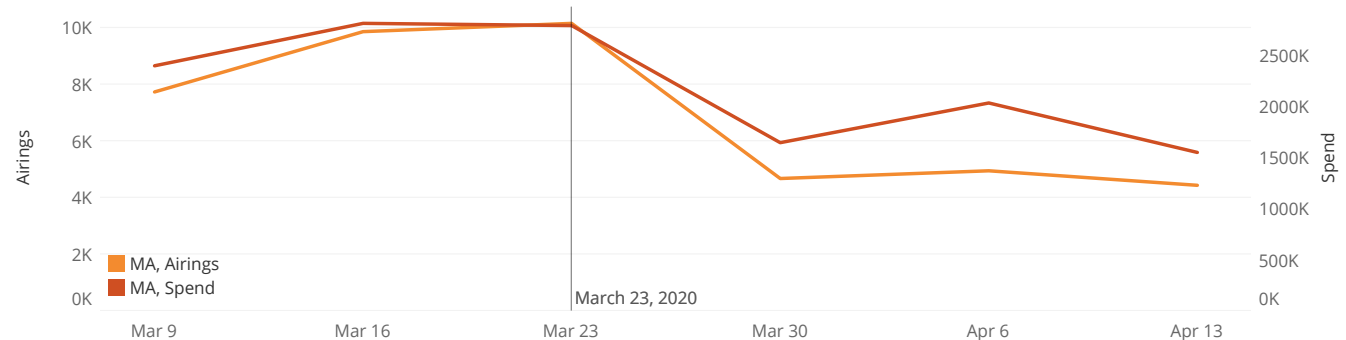
Airings the week of April 6th were down 37% relative to the week of March 9th.



## MASSACHUSETTS 32,181 cases

Stay-at-home order issued: 3/23  
 Projected reopen: 5/4

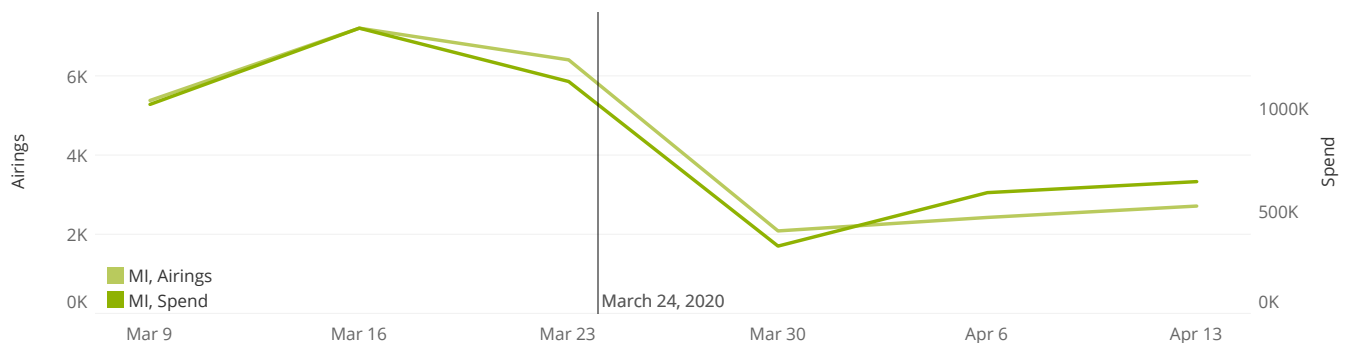
Airings the week of April 6th were down 35% relative to the week of March 9th.



## MICHIGAN 28,809 cases

Stay-at-home order issued: 3/24  
 Projected reopen: 4/30

Airings the week of April 6th were down 54% relative to the week of March 9th.



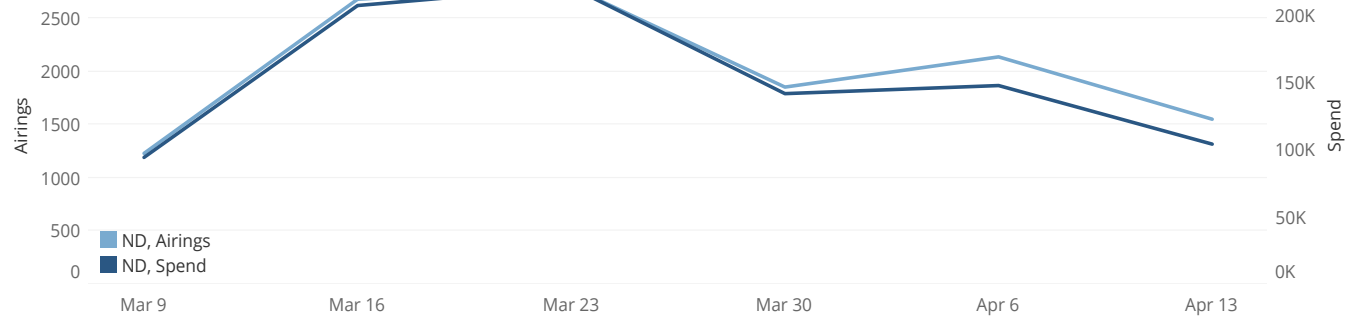
\*Airings comparisons were made by the first and last complete weeks of this analysis

\*\*New Jersey has the 2nd highest number of cases, but since it has no media markets of its own it has been omitted from this visual

**NORTH DAKOTA** 393 cases

Stay-at-home order issued: --  
 Projected reopen: --

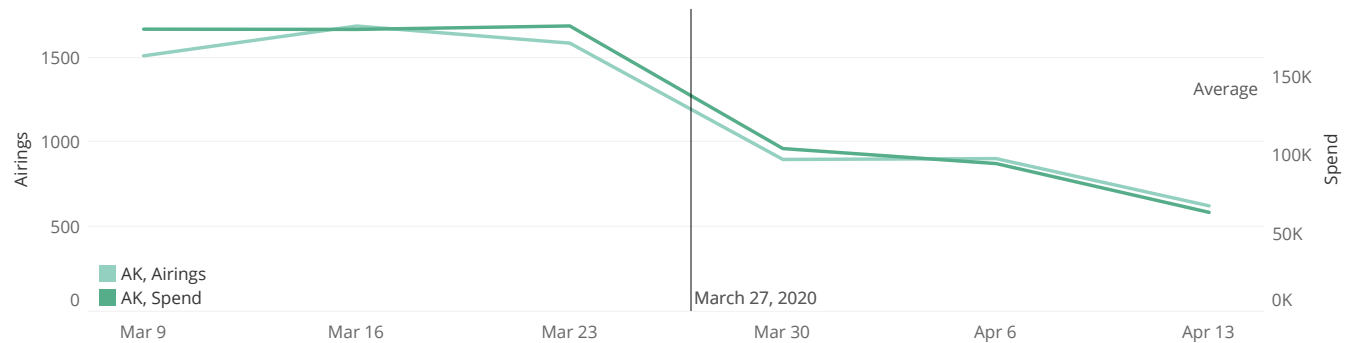
Airings the week of April 6th were up 70% relative to the week of March 9th.



**ALASKA** 300 cases

Stay-at-home order issued: 3/27  
 Projected reopen: --

Airings the week of April 6th were down 40% relative to the week of March 9th.



**WYOMING** 296 cases

Stay-at-home order issued: --  
 Projected reopen: --

Airings the week of April 6th were down 57% relative to the week of March 9th.

