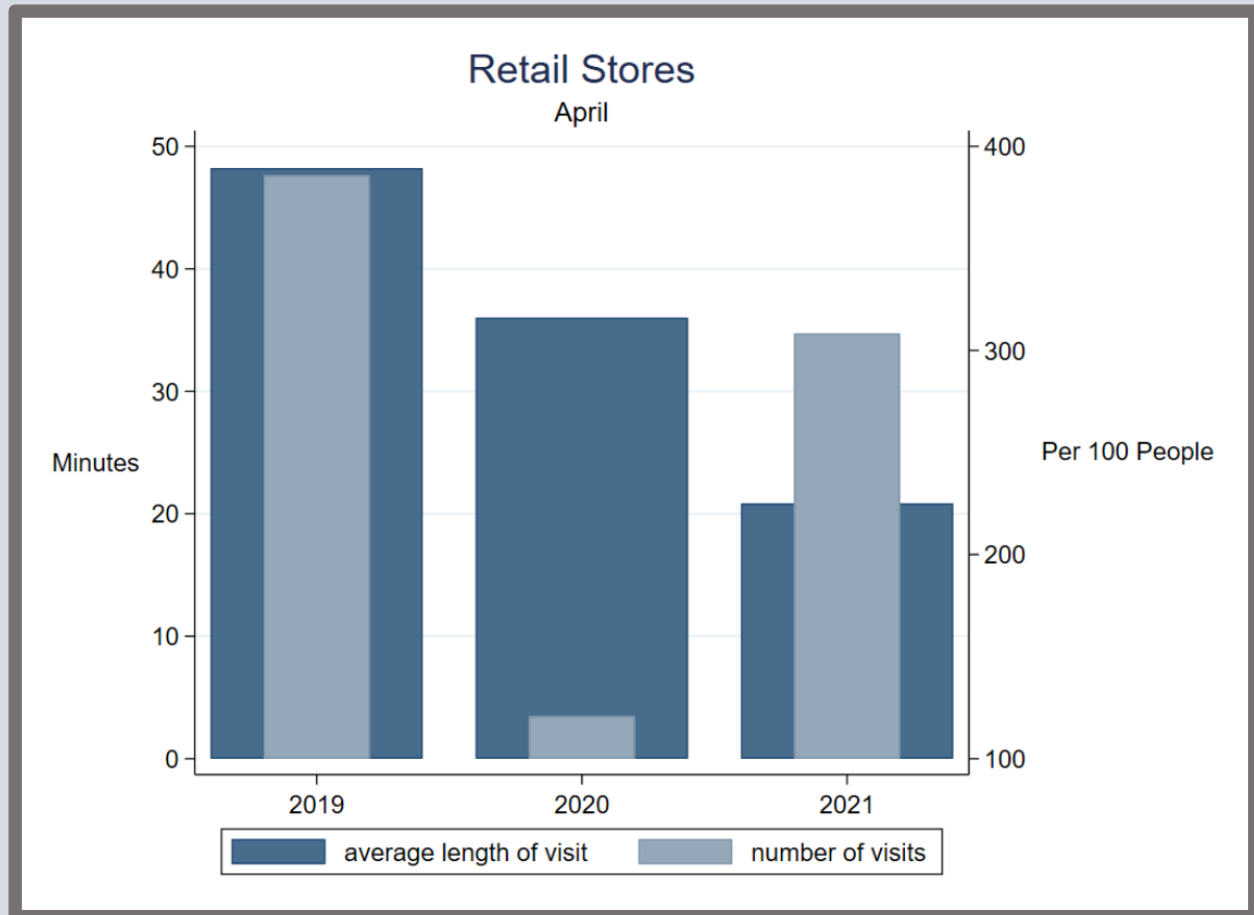


St. Louis Shopping Trends: 2019 to 2021



We compare visitation patterns to stores in the St. Louis Metro Area over 3 years during the month of April. This graphic is part of a larger study on St. Louis mobility trends between 2019 and 2021. Before the COVID-19 pandemic, St. Louisians visited an average of 3.9 stores in a given week in April. Early in the pandemic, store visits fell to 1.2 per person per week. By April 2021, per-person weekly shop visits were on their way to recovering to pre-pandemic levels at 3.1 stores per person.

While the number of stores visited by the average St. Louisian has clearly begun to return to pre-pandemic levels, the average length of shop visits have not recovered. Trips to stores in April 2021 were shorter than they were even at the height of the pandemic in April 2020. The length of the average store visit fell from 48 to 36 to 21 minutes over the three years studied.