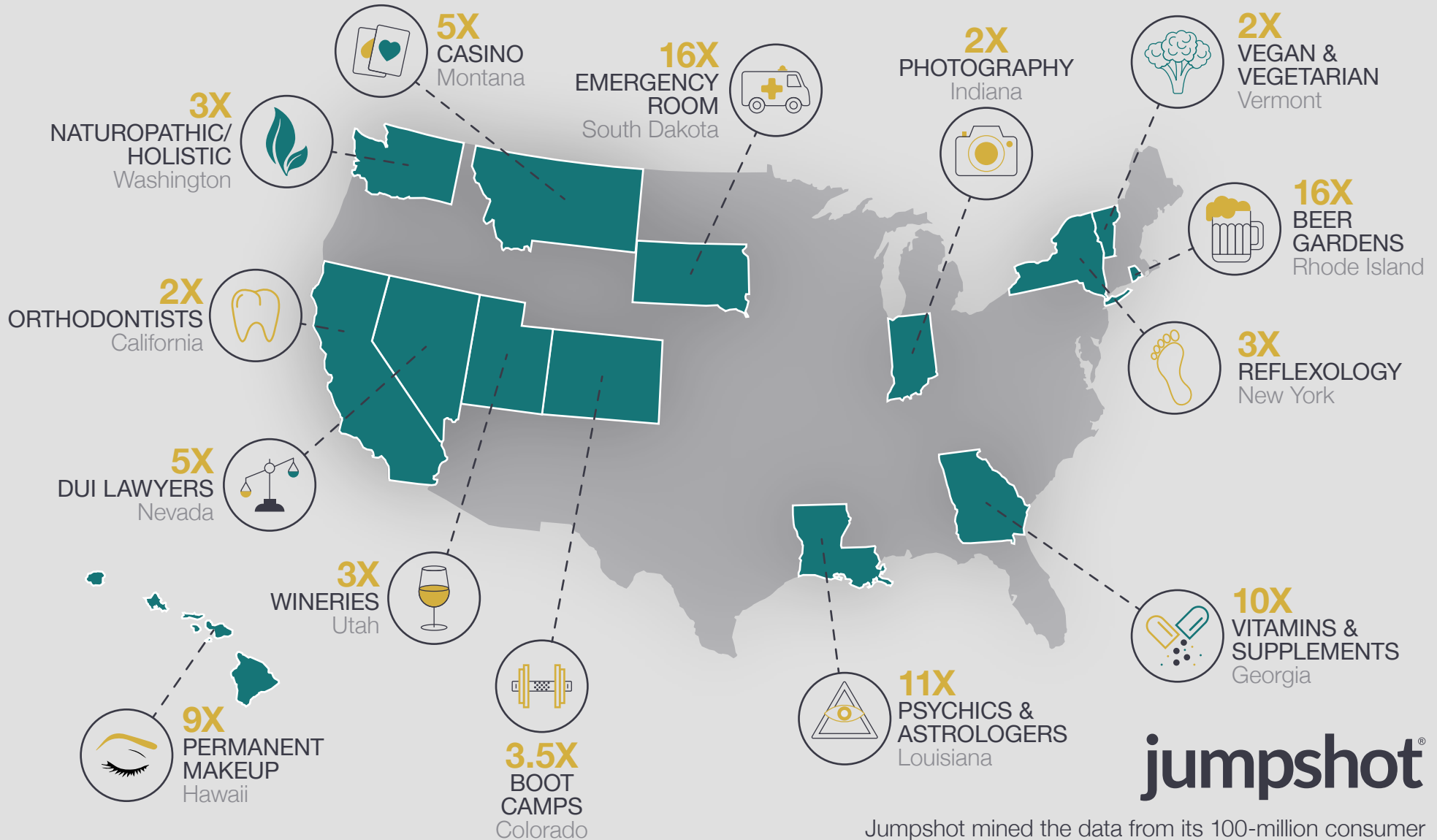



Yelp Activity Reveals Behavioral Differences Between States

Jumpshot analysis of consumer activity revealed the Yelp categories that generated the highest interest above the national average.




LEGEND

 **ACTIVITY ABOVE NATIONAL AVERAGE**
YELP CATEGORY NAME
State

jumpshot[®]

Jumpshot mined the data from its 100-million consumer panel to investigate consumer behavior on Yelp

For more data analysis and insights visit www.jumpshot.com

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