JOB LOSSES IN THE CAPITAL REGION ARE STILL NEARLY TWICE AS HIGH AS THOSE FROM THE GREAT RECESSION

MAJOR BR MSA JOB LOSSES

Great Recession* (12/07 – 1/10): -6.2%

2016 Flood (8/16): -1.0%
• Led to lower job count in high-employment times like holidays

2020 Covid-19 Pandemic (3/20 – Present): -10.5%
• -13.2% in April
• -11.1% in May

Source: BLS, LWC, BRAC Analysis.
*Technical dates of the recession are 12/2007 to 6/2009, but greatest negative job effects felt in Baton Rouge metro area in 1/2010
Retail fuel sales hit their highest over-the-year number since the start of the pandemic, despite static mobility numbers overall.

The trendline illustrates that despite several down weeks in the last month, Capital Region fuel sales have a strong growth trend toward 2019 sales numbers.
WHILE HOTEL OCCUPANCY HAS BEGUN TO APPROACH 2019 RATES, UNEMPLOYMENT CLAIMS HAVE PLATEAUED AT A RELATIVELY HIGH LEVEL

Source: STR; LWC; BRAC Analysis.
CONSUMER SPENDING HAS REBOUNDED SIGNIFICANTLY SINCE LATE MARCH

Consumer spending has hovered around pre-pandemic levels in Ascension and Livingston, and is approaching it in EBR.

Consumer spending has been buoyed by federal unemployment enhancement. If the benefits completely stop, there is concern spending will drop.

Source: Opportunity Insights (data through 7/12/20); BRAC Analysis.
REGIONAL PARISHES THAT HAVE SEEN SMALL BUSINESS CLOSURES HAVE ALSO SEEN A DECREASE IN SMALL BUSINESS REVENUES

Small business opening numbers improved in the first two weeks of July, but that does not include the mandated bar closures.

Small business revenue seems to be correlated to small businesses open – revenue in Ascension is up over pre-pandemic numbers, while EBR and Livingston are down.

Source: Opportunity Insights (data through 7/13/20); BRAC Analysis.
While East Baton Rouge is slightly down in all three metrics, the metrics are much more varied in other urban centers.

This outcome indicates how closely tied small business is to the overall economic health of the City-Parish.

With enhanced unemployment set to expire if there is no federal intervention, consumer spending and small business revenues may dip.

Source: Opportunity Insights, county level data (consumer spending data through week ending 7/12/20, all other data through 7/14/20); BRAC Analysis.
THANK YOU