

COVID-19 Indicator Dashboard

November 10, 2020

Lead Researcher:
Andrew Fitzgerald



Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has unemployment been impacted during the pandemic?

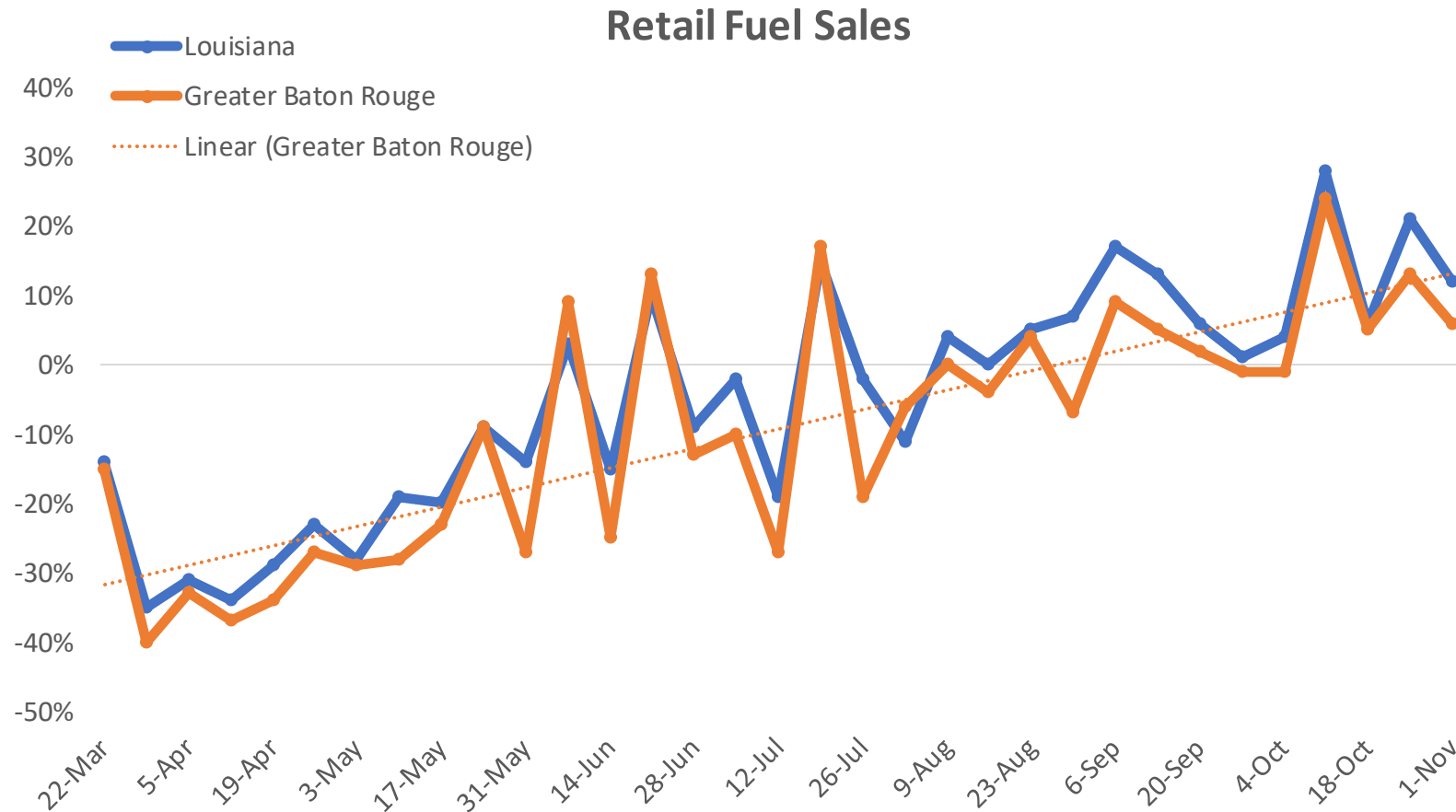
Parish	10-17-2020	10-24-2020	10-31-2020
Ascension	3,025	2,681	2,355
East Baton Rouge	14,977	13,173	11,540
East Feliciana	426	386	354
Iberville	1,234	1,071	912
Livingston	2,908	2,511	2,224
Point Coupee	615	538	498
St. Helena	333	293	241
West Baton Rouge	840	745	649
West Feliciana	199	179	171
BR MSA total	24,557	21,577	18,944

- Combined weekly claims have dropped for the 15th consecutive week and are down 67% in that timeframe.
- Claims were down more than 12% over the week and fell in every Capital Region parish. This is the lowest number of claims since March 28.

Sources: Louisiana Workforce Commission, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

Capital Region COVID-19 Indicator Dashboard

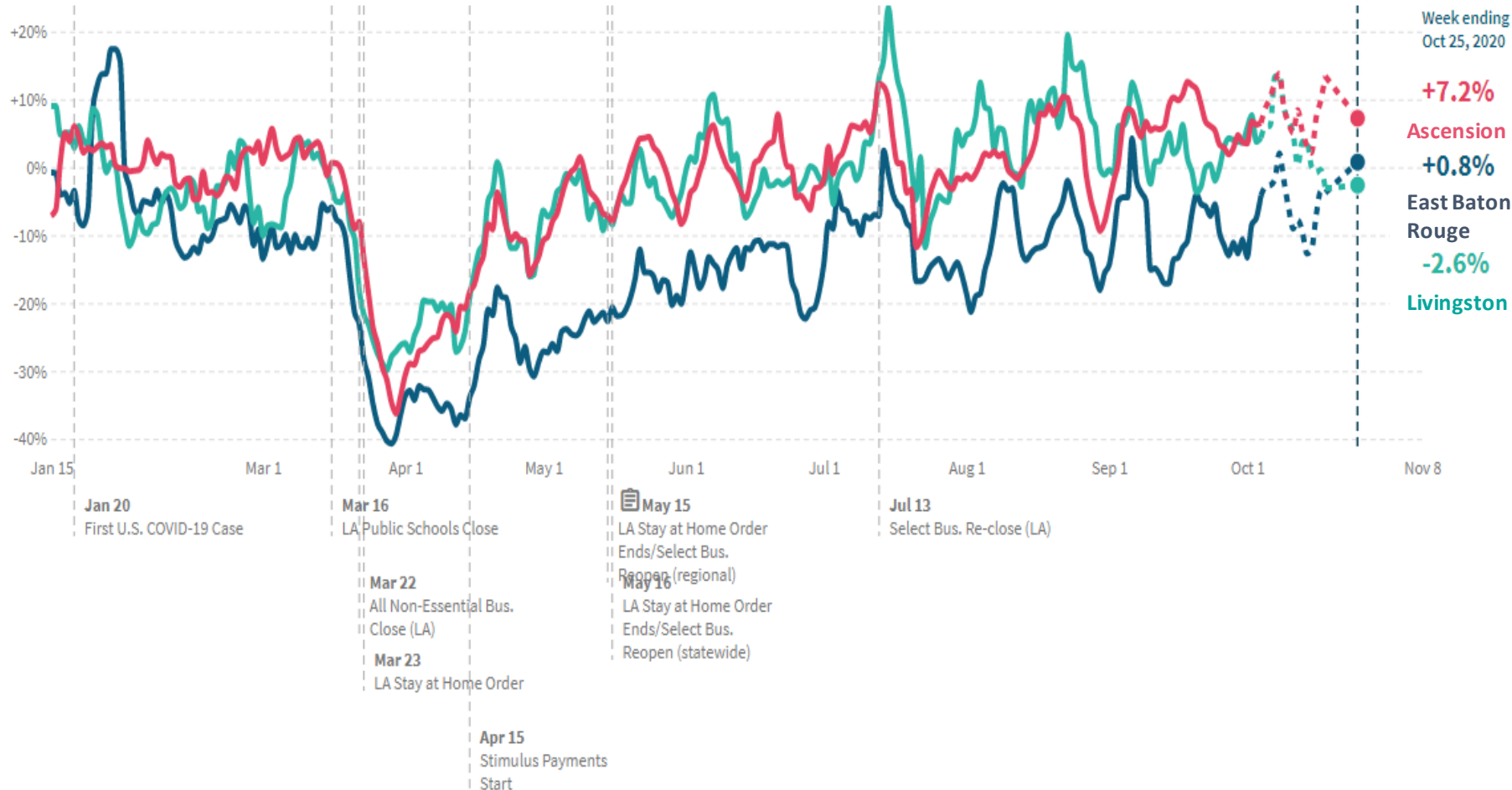
Retail fuel sales progression in Louisiana and Greater Baton Rouge during the pandemic.



- Retail fuel sales were higher than 2019 for both the state and region for the fourth consecutive week.
- Even as parts of the Capital Region economy remain closed, regional retail fuel sales have trended at or above 2019 levels for two months.

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?



- Spending is above pre-COVID levels in Ascension and East Baton Rouge, and only slightly lags in Livingston.
- Spending is up significantly in West Baton Rouge (+12.3%) and East Feliciana (+22.1%).
- Another round of federal stimulus through enhanced unemployment benefits, a one-time stimulus payment, or more money allocated to PPP would likely increase spending.

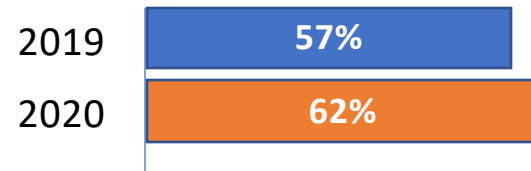
Sources: Opportunity Insights; dotted lines indicate data is preliminary.

Capital Region COVID-19 Indicator Dashboard

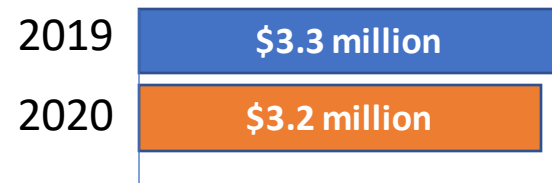
How has travel been impacted during the pandemic?

Hotel Occupancy

October 25 – October 31



Revenue October 25 – October 31

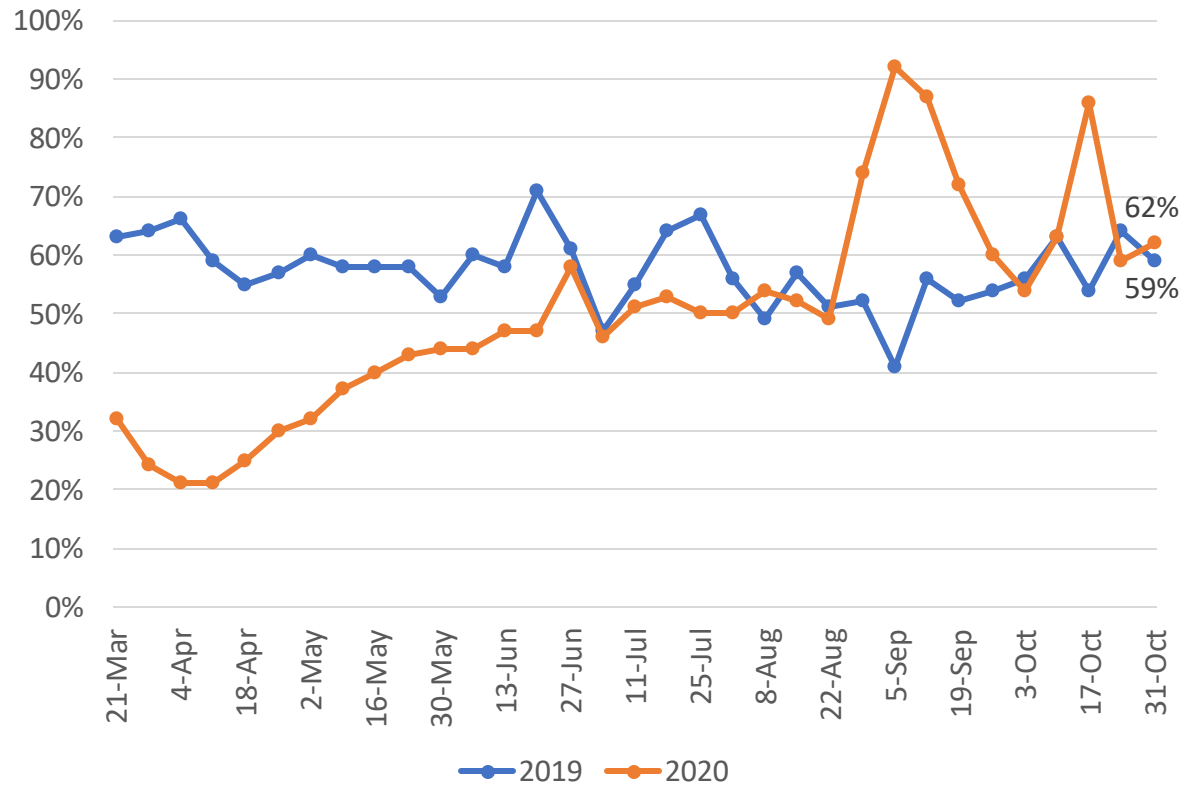


- 2020 occupancy rates are slightly higher than those of 2019.
- In addition, revenues rose slightly this week, almost matching that of last year.
- A recent national survey of hotel owners found that 67% say they could not survive another six months at current occupancy levels, implying that the uptick over the last month may have been crucial for local hotels.

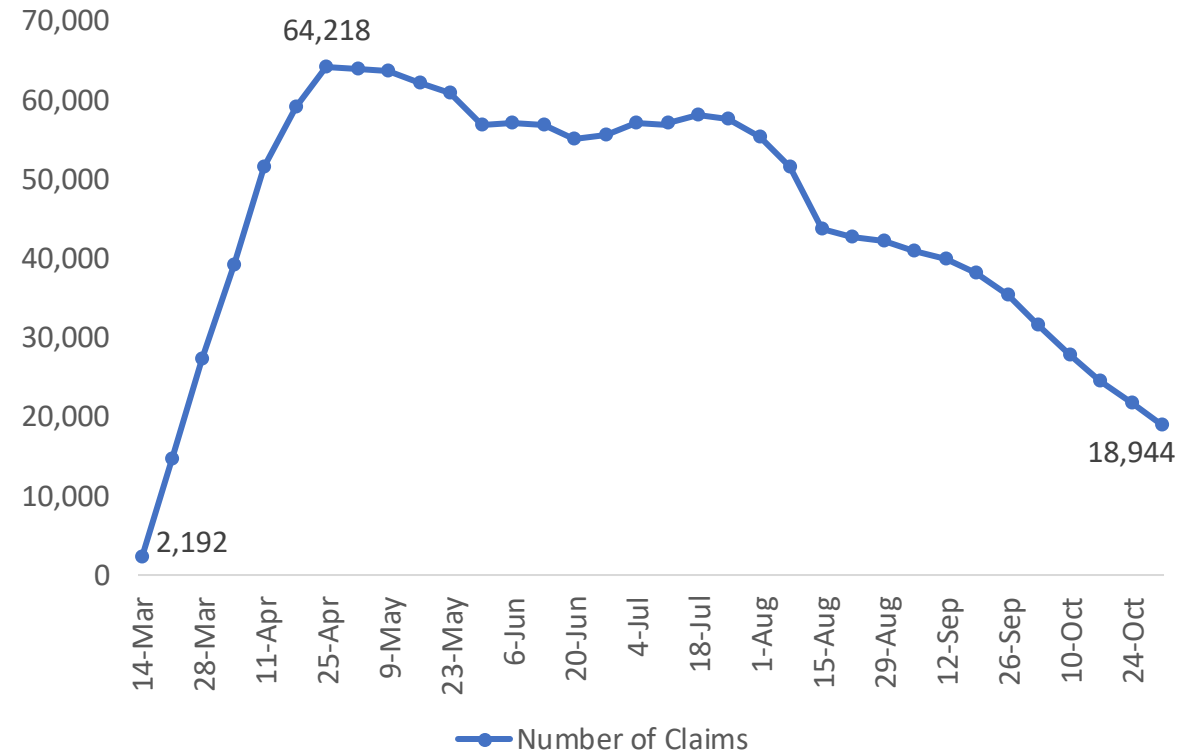
Capital Region COVID-19 Indicator Dashboard

Both hotel occupancy and unemployment claims have shown marked improvement from the height of the pandemic.

Hotel Occupancy



Weekly Combined UI Claims



Capital Region COVID-19 Indicator Dashboard

How has travel been impacted during the pandemic?

CATS Transportation Ridership

Week Ending	2019 Ridership	2020 Ridership	%age Change
April 25th	46,838	15,846	-66.2%
May 30th	47,289	21,115	-55.3%
June 20th	46,730	23,944	-48.8%
July 4th	46,773	22,558	-51.8%
August 15th	50,714	25,192	-50.3%
September 12th	53,930	23,503	-56.4%
October 17th	47,187	26,998	-42.8%
November 7th	53,574	23,053	-57.0%

- CATS ridership rose slightly over the week, but it still much lower percentagewise than 2019.

Residential Travel

Parish	Retail & Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	-11%	-3%	-	-	-14%	+5%
East Baton Rouge	-22%	-12%	-11%	-20%	-26%	+8%
East Feliciana	-	-	-	-	-21%	-
Iberville	-52%	-15%	-	-14%	-23%	+4%
Livingston	-8%	0%	+55%	+3%	-12%	+4%
Point Coupee	-	-	-	-	-11%	-
St. Helena	-	-	-	-	-11%	-
West Baton Rouge	-13%	-4%	-	-12%	-17%	+7%
West Feliciana	-	-	-	-	-20%	-

- While travel to work was up in most parishes, there was far less mobility to Retail & Recreation in Ascension and EBR.

Source: Google Mobility Change Report, November 6th, 2020;
Capital Area Transit System.