

# COVID-19 Indicator Dashboard

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Baton Rouge Area Chamber®

# Capital Region COVID-19 Indicator Dashboard

How has unemployment been impacted during the pandemic?

Parish	10-31-2020	11-07-2020	11-14-2020
Ascension	2,355	2,153	2,866
East Baton Rouge	11,540	10,496	15,002
East Feliciana	354	314	348
Iberville	912	792	863
Livingston	2,224	2,038	2,514
Point Coupee	498	164	621
St. Helena	241	227	206
West Baton Rouge	649	622	672
West Feliciana	171	148	186
<b>BR MSA total</b>	<b>18,944</b>	<b>16,954</b>	<b>23,278</b>

- For the first time in 17 weeks, unemployment claims rose in the Capital Region.
- Because of the 37% spike in claims over the week, Louisiana Workforce Commission is reviewing the data collected to determine the cause of the spike, as no other indicator reflects the effects of a massive spike in unemployed residents.

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

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Leisure & Hospitality, Construction, and Government jobs have not yet recovered from pandemic-related losses.

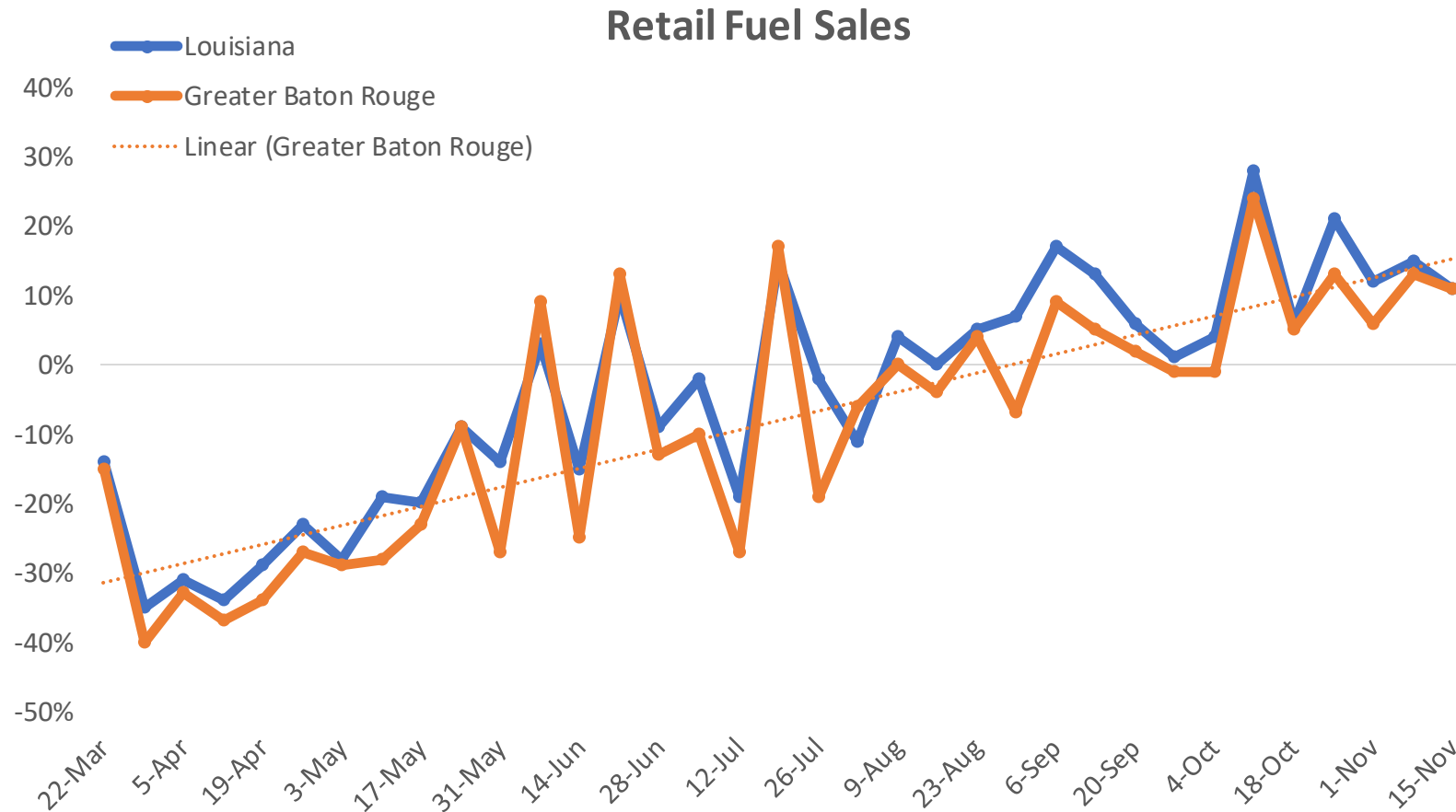
## Major industries in the Capital Region

Industry	COVID Job Loss	%age Lost
Leisure & Hospitality	-10,300	-24.3%
Construction	-6,500	-12.3%
Education & Healthcare	-2,500	-4.7%
Manufacturing	-1,500	-5.0%
Professional Services	-300	-0.6%
Trade, Transportation & Utilities	-100	-0.1%
Government	+200	0.0%

- The metro area gained 5,900 jobs from September to October.
- Major movers were Leisure & Hospitality (+1,000), Professional & Business Services (+1,500), and Construction (+2,500).
- The majority of the 23,200 jobs still lost from the pandemic are in the Leisure & Hospitality and Construction sectors. These sectors are limited due to government restrictions on their opening and uncertainty in the industrial space, respectively.

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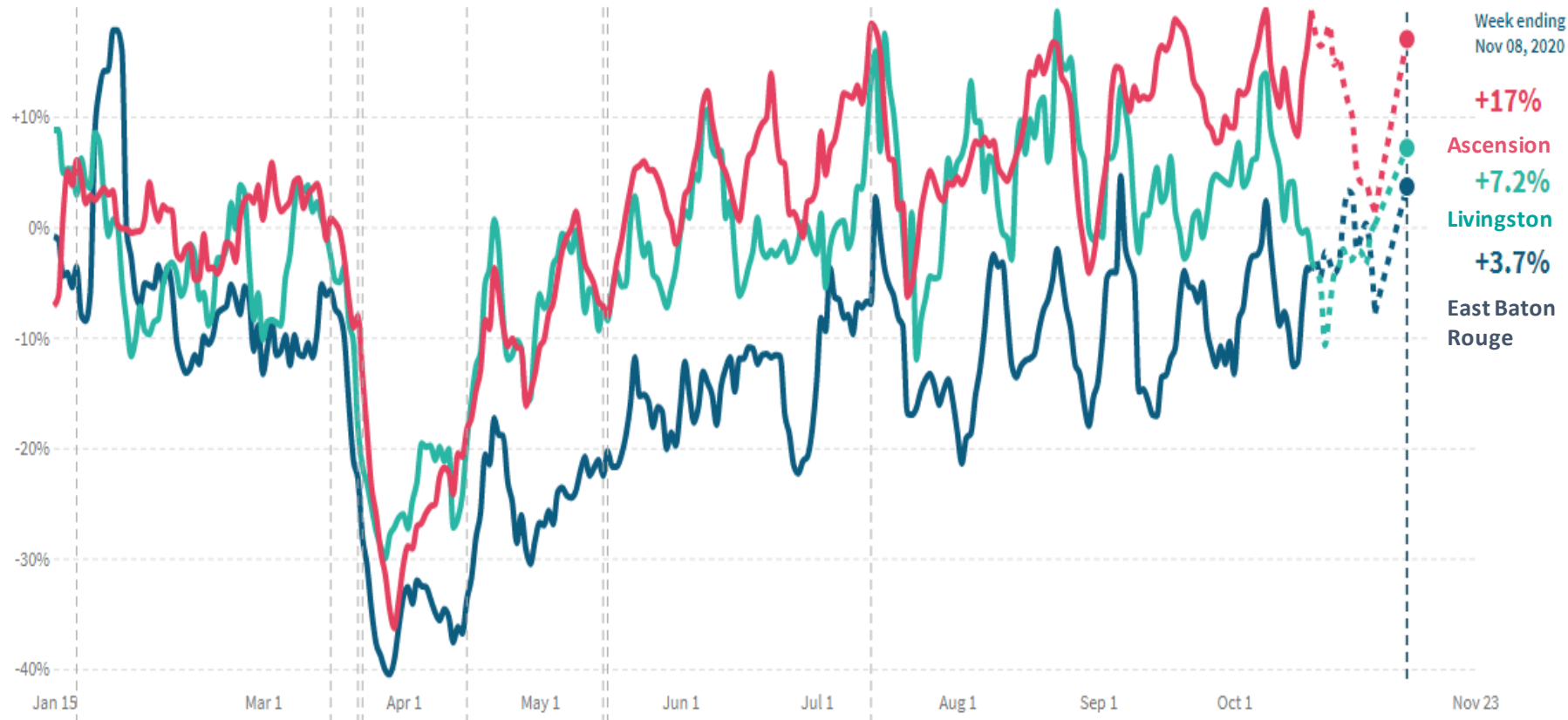
Retail fuel sales progression in Louisiana and Greater Baton Rouge during the pandemic.



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

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How has consumer spending been impacted by the pandemic?



- Spending is above pre-COVID levels in the three largest Capital Region parishes.
- Spending is down in West Baton Rouge (-17.2%) but up in East Feliciana (+36.5%).
- Another round of federal stimulus through enhanced unemployment benefits, a one-time stimulus payment, or more money allocated to PPP would likely increase spending.

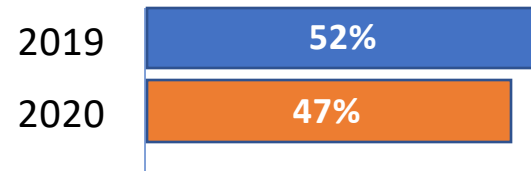
Sources: Opportunity Insights; dotted lines indicate data is preliminary.

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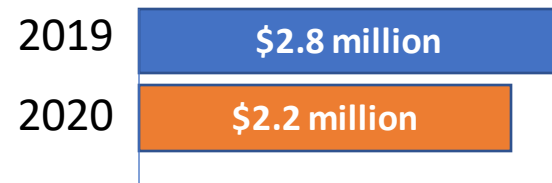
How has travel been impacted during the pandemic?

## Hotel Occupancy

November 1 – November 7



Revenue November 1 – November 7

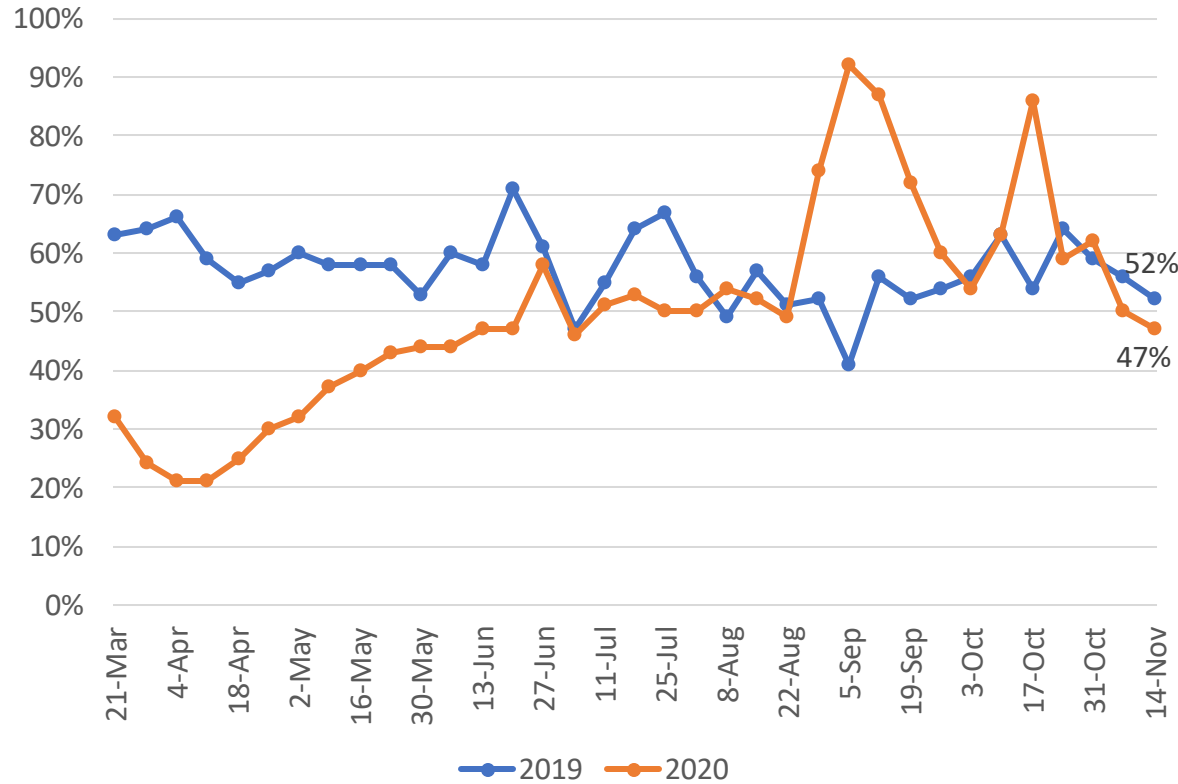


- 2020 occupancy rates are slightly lower than those of 2019.
- In addition, revenues are down both over-the-week and over-the-year.
- A recent national survey of hotel owners found that 67% say they could not survive another six months at current occupancy levels, implying that the uptick over the last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

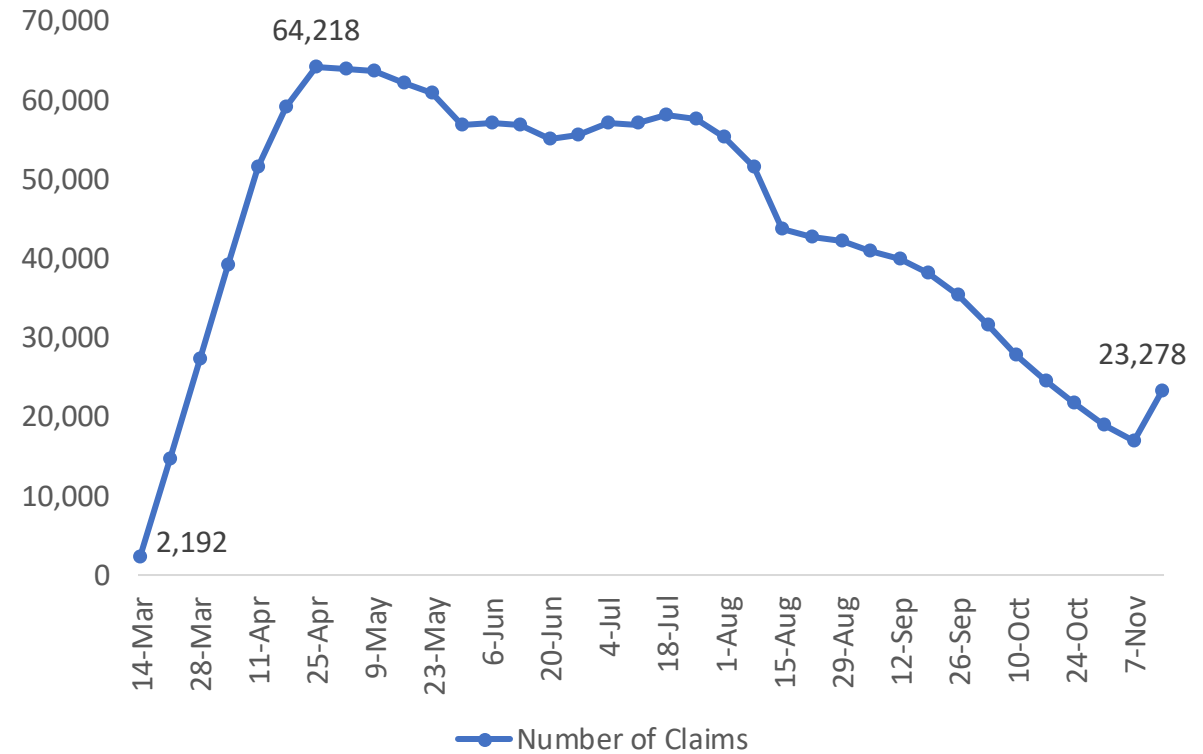
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Both hotel occupancy and unemployment claims have shown marked improvement from the height of the pandemic.

### Hotel Occupancy



### Weekly Combined UI Claims



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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 21st	49,643	21,066	-57.6%

- CATS ridership was up slightly over the week but is still much lower percentagewise than 2019.

## Residential Travel

Parish	Retail & Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	-7%	-2%	-	-	-17%	+6%
East Baton Rouge	-18%	-8%	-19%	-23%	-27%	+8%
East Feliciana	-	-	-	-	-16%	-
Iberville	-52%	0%	-	-12%	-25%	+5%
Livingston	-5%	+4%	+21%	-8%	-13%	+5%
Point Coupee	-	-	-	-	-18%	-
St. Helena	-	-	-	-	-14%	-
West Baton Rouge	-12%	-1%	-	-8%	-22%	+5%
West Feliciana	-	-	-	-	-28%	-

- While mobility was relatively flat, there was some return to Retail & Recreation in Ascension and East Baton Rouge.

Source: Google Mobility Change Report, November 17th, 2020;  
Capital Area Transit System.