

COVID-19 Indicator Dashboard

September 15,
2020

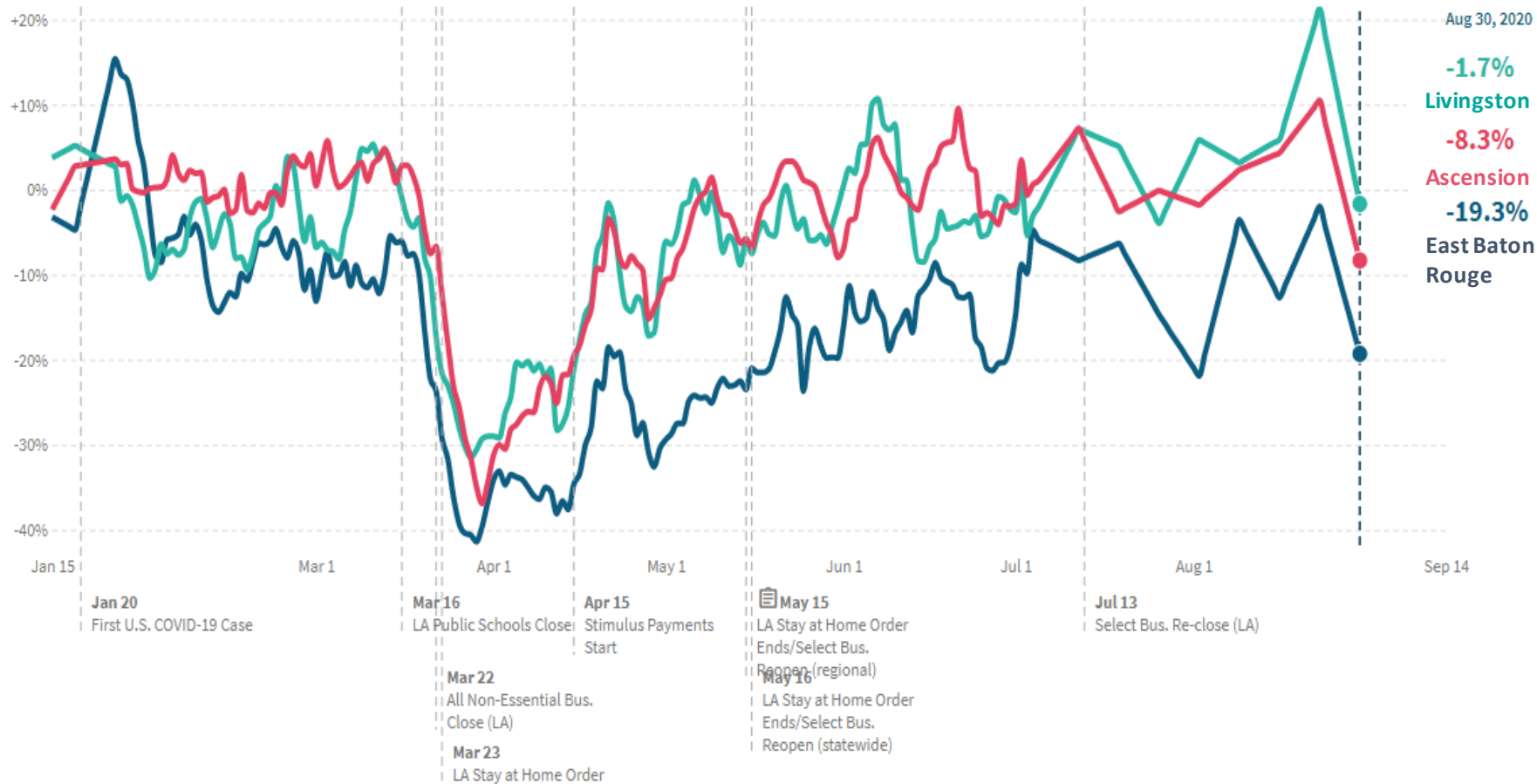
Lead Researcher:
Andrew Fitzgerald



Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

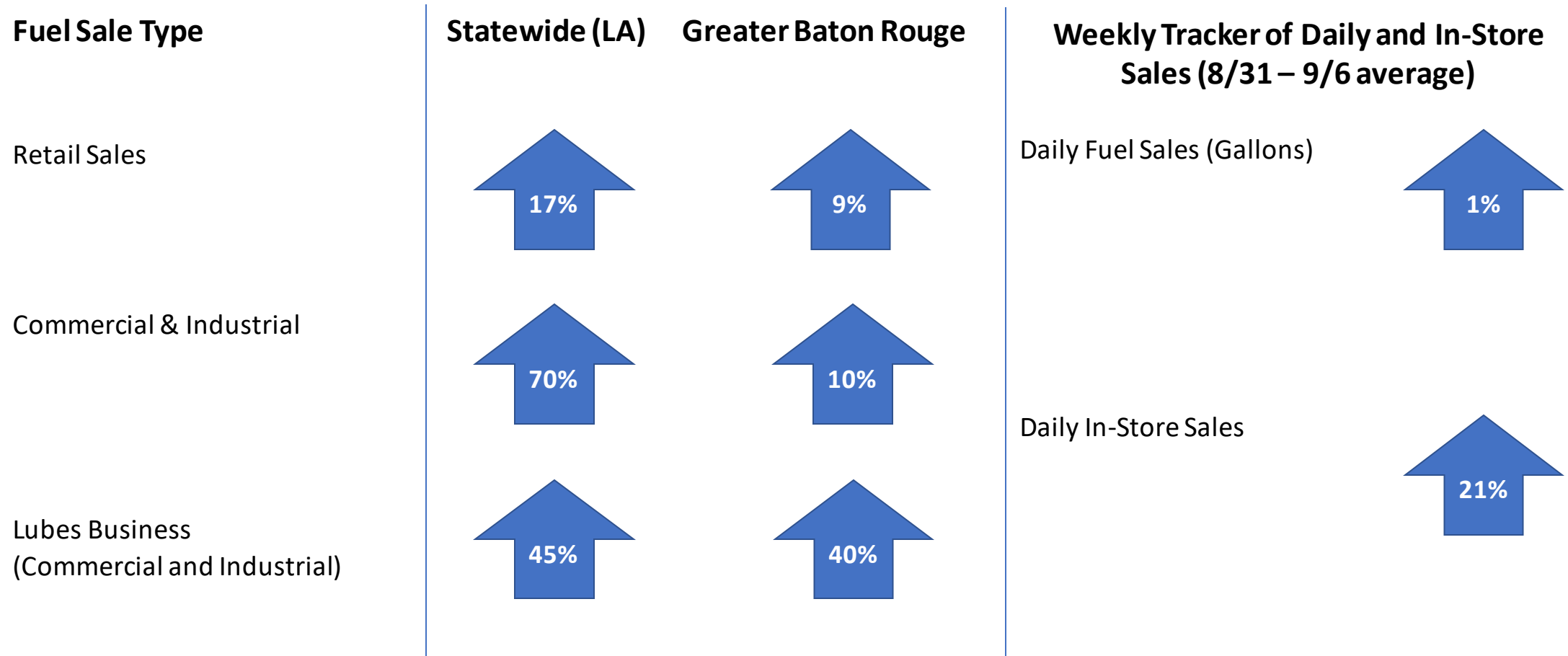


- Consumer spending slipped in all three major parishes between August 23 and 30.
- Because this data lags two weeks, we have yet to see consumer spending for the weeks in which storm evacuees were in the region, which likely spiked retail and restaurant sales.

Sources: Opportunity Insights.

Capital Region COVID-19 Indicator Dashboard

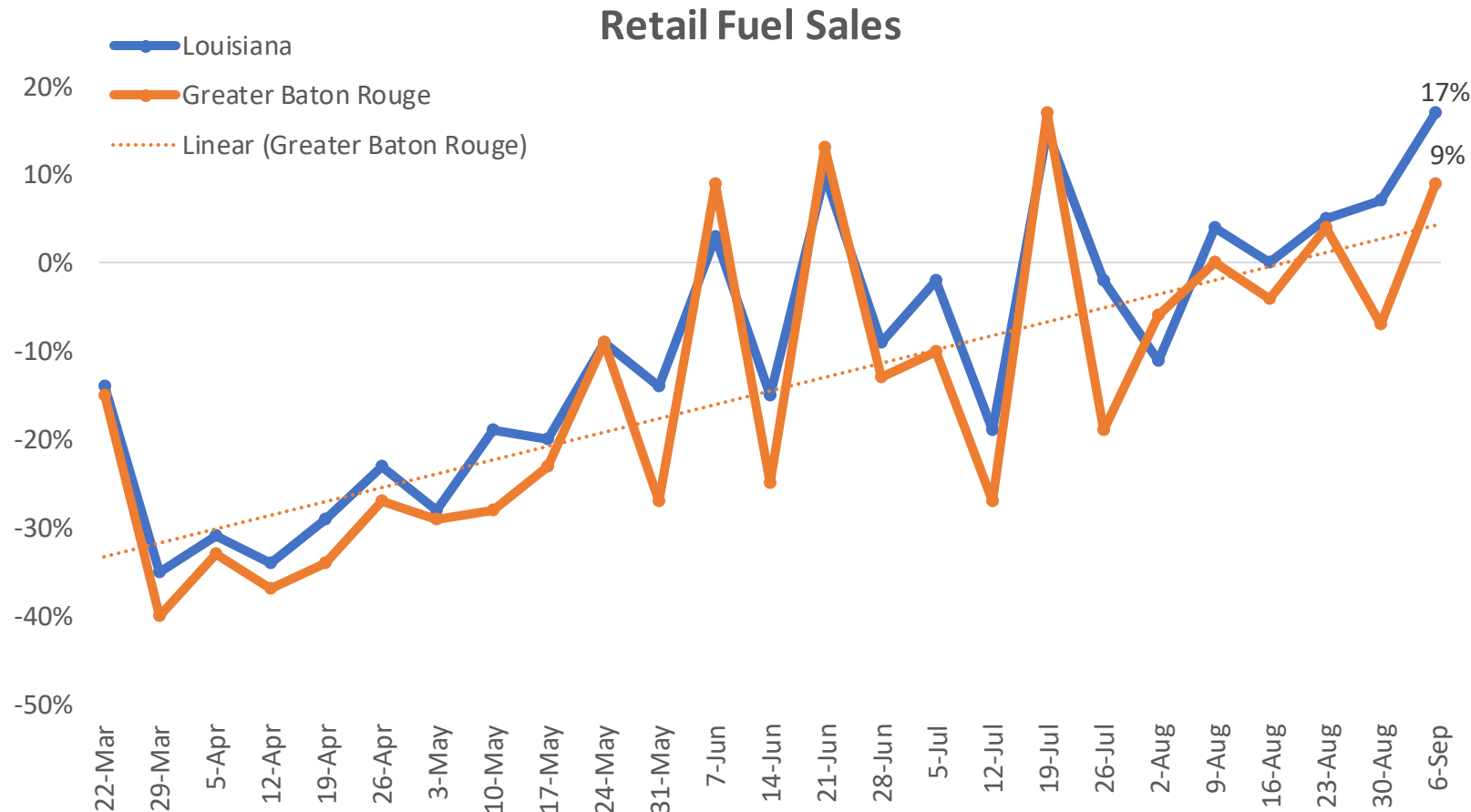
How have fuel sales (gas stations) been impacted during the pandemic?



Fuel sales reflect change in year-over-year from August 31st to September 6th, 2020 to similar week in 2019.

Capital Region COVID-19 Indicator Dashboard

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



- Retail fuel sales were once again slightly higher than the corresponding week in 2019.
- While the hurricane likely caused a spike in retail fuel sales, sales were trending above last year's numbers for several weeks.

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%

- CATS ridership continues to be well below 2019 numbers.

Residential Travel

Parish	Retail & Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	+5%	+6%	-	-	-32%	+8%
East Baton Rouge	-13%	-3%	+28%	-15%	-37%	+9%
East Feliciana	-	-	-	-	-24%	-
Iberville	-	+2%	-	+0%	-31%	-
Livingston	-1%	+7%	+35%	+11%	-27%	+6%
Point Coupee	-	-	-	-	-28%	-
St. Helena	-	-	-	-	-22%	-
West Baton Rouge	+4%	+10%	-	+2%	-31%	-
West Feliciana	-	-	-	-	-37%	-

- Mobility was mostly static, although data shows park attendance was slightly up in two parishes.

Source: Google Mobility Change Report, September 10th, 2020; Capital Area Transit System.

Capital Region COVID-19 Indicator Dashboard

How has unemployment been impacted during the pandemic?

Parish	8-22-2020	08-29-2020	09-05-2020
Ascension	5,494	5,455	5,365
East Baton Rouge	25,991	25,838	25,226
East Feliciana	712	689	696
Iberville	1,989	1,964	1,949
Livingston	5,341	5,170	5,144
Point Coupee	994	959	337
St. Helena	498	506	482
West Baton Rouge	1,408	1,387	1,324
West Feliciana	329	317	315
BR MSA total	42,756	42,285	40,838

- Combined weekly claims have dropped for the seventh consecutive week and are down 30% in that timeframe.
- Initial claims rose very slightly over the week; to date there is little to indicate that renewed federal unemployment benefit enhancements have affected the number of claims in the region.

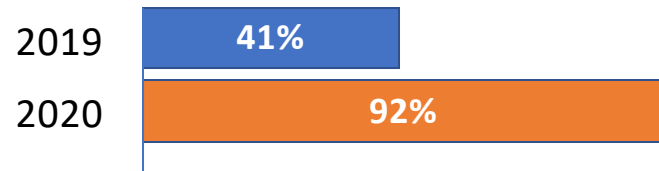
Sources: Louisiana Workforce Commission, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

Capital Region COVID-19 Indicator Dashboard

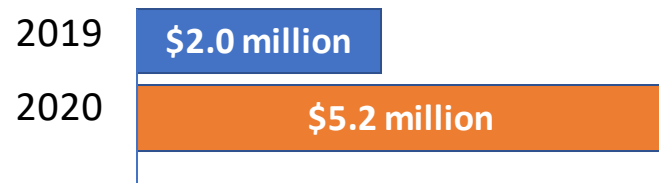
How has travel been impacted during the pandemic?

Hotel Occupancy

August 30 – September 5



Revenue from August 30 – September 5



- 2020 occupancy rose even higher as the influx of evacuees from Southwest Louisiana stayed in Baton Rouge as recovery efforts continue.
- With another storm set to hit to the east of the Capital Region, more evacuees could be on their way.
- The influx likely led to greater consumer spending at restaurants and retailers in the region; that data will be available in the coming weeks.

Capital Region COVID-19 Indicator Dashboard

While hotel occupancy spiked over-the-week due to the hurricane, unemployment claims are still about 14 times higher than a normal week.

