

COVID-19 Indicator Dashboard

September 8,
2020

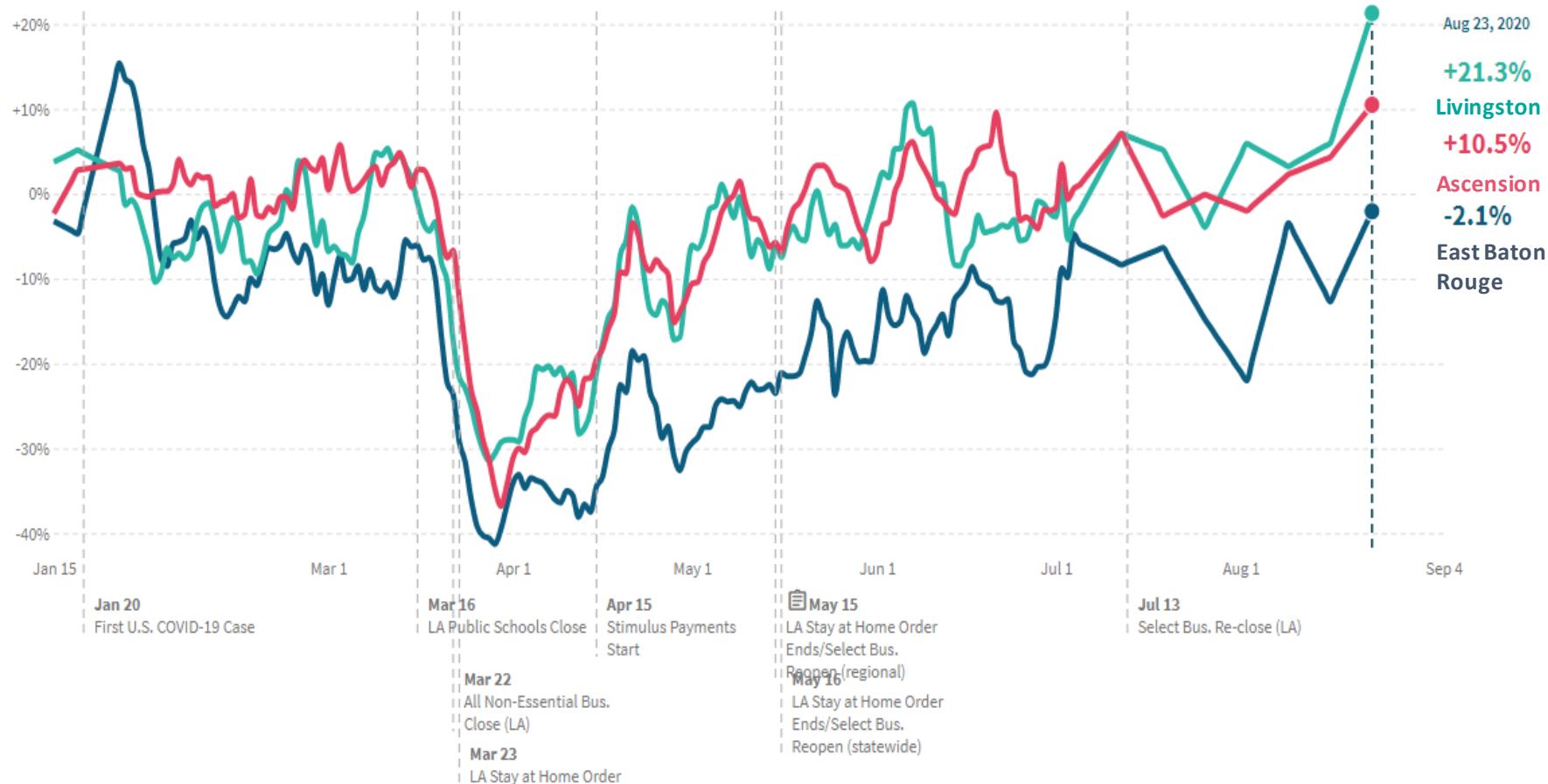
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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?



- Consumer spending spiked in the region's three largest parishes in the week ending 8/23.
- This data tracks through the last week in which enhanced federal unemployment benefits were paused, which may have impacted the spending habits of the 40,000+ residents receiving them.

Sources: Opportunity Insights.

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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%
August 29th	51,409	21,792	-57.6%

- CATS ridership was down last week, in part due to inclement weather.

Residential Travel

Parish	Retail & Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	+2%	+4%	-	-	-32%	+5%
East Baton Rouge	-13%	-2%	+16%	-15%	-36%	+8%
East Feliciana	-	-	-	-	-32%	-
Iberville	-	-6%	-	+4%	-31%	-
Livingston	+2%	+6%	+1%	+24%	-29%	+6%
Point Coupee	-	-	-	-	-24%	-
St. Helena	-	-	-	-	-22%	-
West Baton Rouge	+3%	+10%	-	-4%	-31%	-
West Feliciana	-	-	-	-	-35%	-

- Retail, recreation, and workplace travel rose in every parish for which data is available.

Source: Google Mobility Change Report, September 4th, 2020;
Capital Area Transit System.

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How has unemployment been impacted during the pandemic?

Parish	08-15-2020	8-22-2020	08-29-2020
Ascension	5,601	5,494	5,455
East Baton Rouge	26,649	25,991	25,838
East Feliciana	750	712	689
Iberville	2,016	1,989	1,964
Livingston	5,499	5,341	5,170
Point Coupee	1,011	994	959
St. Helena	517	498	506
West Baton Rouge	1,422	1,408	1,387
West Feliciana	334	329	317
BR MSA total	43,799	42,756	42,285

- Combined weekly claims have dropped for the sixth consecutive week and are down 27% in that timeframe.
- There is evidence that the expiration of the original federal enhancement induced a return to work for many, but little that the renewed lower enhancements led to individuals leaving work again.

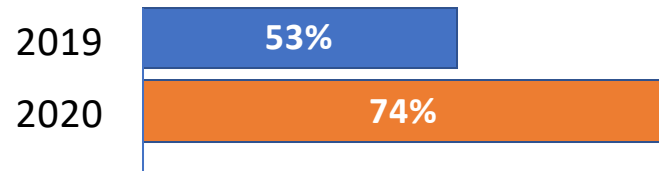
Sources: Louisiana Workforce Commission, BRAC Analysis.
Dates signify initial plus continued claims for week ending on that day.

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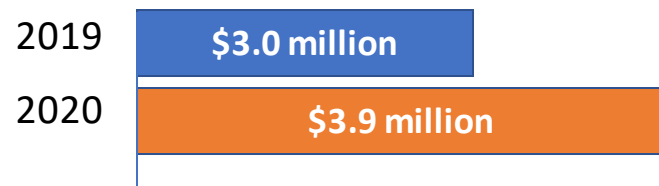
How has travel been impacted during the pandemic?

Hotel Occupancy

August 23 – August 29



Revenue from August 23 – August 29



- 2020 occupancy spiked last week due to an influx of evacuees from Southwest Louisiana.
- Increased occupancy continued through the week ending 9/5, so next week's data is likely positive as well.
- The influx also likely led to greater consumer spending at restaurants and retailers in the Capital Region; that data will be available in the coming weeks.

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

