

METRICS + ECONOMIC INDICATORS

In times of uncertainty, data and insights are key to staying informed and up to date on important industry metrics and economic indicators.

MAY 13, 2020

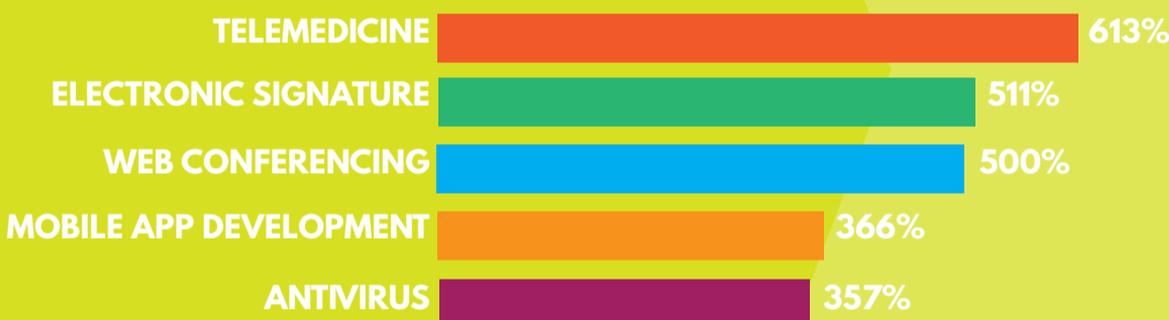
FINANCE

S&P 500 has had ups and downs since its lowest point on March 23, 2020 but continues to gradually increase.¹



TECHNOLOGY

Software review site, TrustRadius reported the top rising software categories during COVID-19.²



AGRICULTURE

A new Farm Journal study on Farmer Perspectives on Data Collection reported the use of farm-level data collection.³

62% of farmers said they are not using data collection software
30% of farmers said the software they use meets their needs

71% of farmers reported their primary ag advisor or consultant has never suggested increasing on-farm data collection

49% of farmers said they do not believe customers have a right to know how they manage their farm

NONPROFITS

Virtual tours have become the new normal in our current environment. Google Keyword Planner reported that searches for “virtual tour” increased significantly since February.⁴

7x increase in searches for keyword “virtual tour”

Top 3 Virtual Tour Destinations

- 1 THE LOUVRE**
- 2 SAN DIEGO ZOO**
- 3 DISNEY WORLD**

¹ "S&P 500." Yahoo Finance, 12 May 2020, <https://finance.yahoo.com/quote/%5EGSPC/chart>.
² "COVID-19 Software Industry Statistics." TrustRadius, 9 Apr. 2020, www.trustradius.com/vendor-blog/covid-19-software-industry-data-and-statistics.
³ "New Research Shows Farmers' Perspectives on Data Collection and Sharing." Agri-Marketing, Farm Journal new release, 11 May 2020, www.agrimarketing.com/s/130385.
⁴ Begley Bloom, Laura. "Ranked: The World's 15 Best Virtual Tours To Take During Coronavirus." Forbes, ForbesWomen, 27 Apr. 2020, www.forbes.com/sites/laurabegleybloom/2020/04/27/ranked-worlds-15-best-virtual-tours-coronavirus/#53bcb28b6709.