

# 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.

APRIL 15, 2020

## NONPROFITS

A survey of 3,498 adults in the U.S. indicates feelings of individuals in regards to visiting cultural organizations after COVID-19. "What would make you feel safe and comfortable going to a museum, aquarium, theater, zoo, or concert again?"<sup>1</sup>



- 88% Availability of a vaccine
- 65% Government lifting travel, movement, access restrictions
- 60% Seeing others visit
- 49% Ability to be outside/outdoors



## CONSUMER BEHAVIOR

COVID-19 is causing year over year changes in consumer buying behavior for health, cleaning, food staples, snacks and personal care.<sup>2</sup>

### ▲ INCREASE

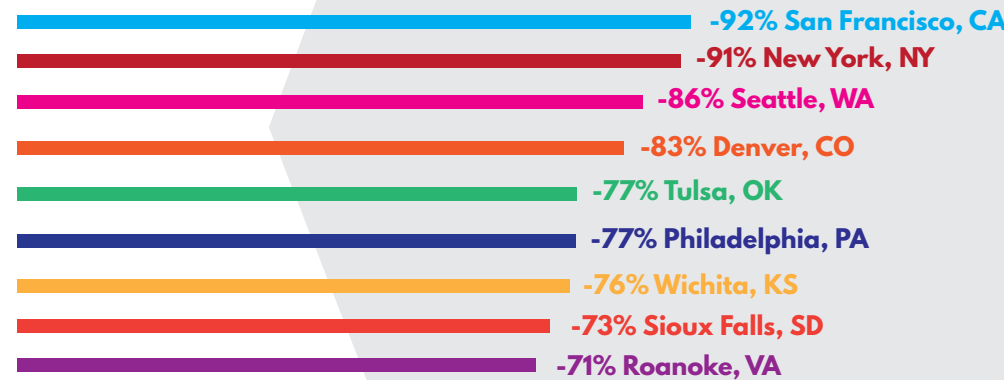
- +48% Toilet paper
- +85% Multi-purpose cleaners
- +457% Baking yeast
- +98% Rice
- +123% Canned meat
- +30% Ice cream
- +74% Nail polish remover

### ▼ DECREASE

- 45% Perfumes
- 18% Blades and razors

## TOURISM

Vehicle miles traveled has decreased significantly since many counties and cities began suggesting stay at home orders.<sup>3</sup>



## TECHNOLOGY

Facebook® has seen significant increases in total messaging usage and voice and video calling.<sup>4</sup>

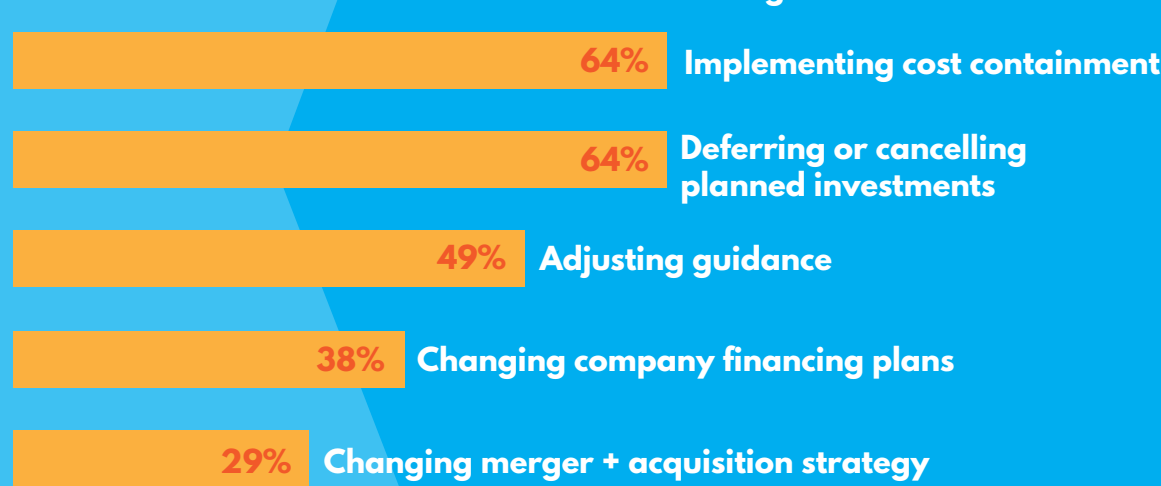
**50%** increase in total messaging usage

**2x** more voice and video calls on Messenger and WhatsApp®

In an effort to support families who find themselves at home during this time, YouTube® has launched Learn@Home, a tool that provides learning resources and content for families based on age groups and subjects.<sup>5</sup>

## FINANCE

CFO's in the U.S. and Mexico from a cross section of industries indicated current financial action considerations for their organizations.<sup>6</sup>



## AGRICULTURE

Farm Market ID conducted a survey of 400+ farmers for their opinions on COVID-19 and its business impact.<sup>7</sup>

**56%** indicated they were extremely worried or very worried about the impacts of coronavirus on their business

"What can agribusiness vendors and partners do to help your business during these uncertain times?"

- 71% Good, open communication
- 69% Price reductions
- 55% Flexible payment terms
- 54% Flexibility on pickup and delivery

<sup>1</sup> Dilenschneider, Colleen. "What will make people feel safe attending a cultural entity again." IMPACTS Research and Development, Colleen Dilenschneider, 1 Apr. 2020, www.colleendillen.com/2020/04/01/what-will-make-people-feel-safe-attending-a-cultural-entity-again-data/.  
<sup>2</sup> "Nielsen Total U.S. xAOC week ending 3/28/20 vs same period in 2019." The Nielsen Company (US), LLC, www.nielsen.com/us/en/insights/article/2020/covid-19-tracking-the-impact-on-fmcg-and-retail/.  
<sup>3</sup> "COVID-19 VMT Monitor." Street Light Data, 8 Apr. 2020, www.streetlightdata.com/VMT-monitor-by-county/#other\_metrics.  
<sup>4</sup> "Keeping Our Apps Stable During COVID-19." About Facebook, 8 Apr. 2020, https://about.fb.com/news/2020/03/keeping-our-apps-stable-during-covid-19/.  
<sup>5</sup> "Learn@Home." About YouTube, 8 Apr. 2020, https://learnathome.withyoutube.com/.  
<sup>6</sup> Pricewaterhouse Coopers. "PwC's COVID-19 CFO Pulse Survey." PwC, Pricewaterhouse Coopers, 9 Apr. 2020, www.pwc.com/us/en/library/covid-19/pwc-covid-19-cfo-pulse-survey.html.  
<sup>7</sup> "[NEW DATA] Farmers' COVID-19 Concerns: What You Need to Know." Farm Market ID, 9 Apr. 2020, https://blog.farmmarketid.com/blog/farmers-covid-19-coronavirus.