

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 29, 2020

AGRICULTURE

Increased demand for Personal Protective Equipment (PPE) in health care is making it difficult for farmers, farmworkers and other agricultural professionals to obtain PPE for their operations in the field and packing houses. Agricultural Commissioners in California reported:¹

28 counties are hearing from farmers who are having trouble obtaining PPE for their employees

11 counties are hearing from farmers who are worried about running out of PPE in the next few months

COVID-19 has increased health care demand for 3M N95 masks from 10% to 90%.



TOURISM

The Virginia Tourism Corporation conducted a survey of 1,200+ adult American leisure and business travelers.²

87% American travelers say they will approach travel carefully with at least some trepidation

70% American travelers say they miss travel but few will jump right back in when the COVID-19 situation has passed

40% American travelers say they will change the type of destinations they choose to visit when they begin traveling again

TECHNOLOGY

In March, telehealth company American Well reported that usage of their Amwell app had significantly increased.³

Up **158%** nationwide

On the flip side, a survey that included 2,000 U.S. adults showed that individuals are still cautious of telehealth in regards to **quality of care**, **diagnosis accuracy**, and **privacy**.⁴

FINANCE

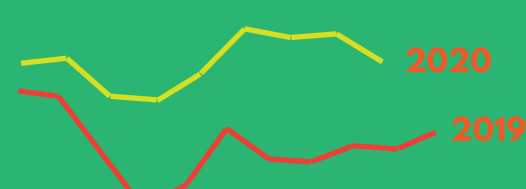
Almost half of all respondents to a JD Power survey with investment portfolios indicated they have no plans to change their investment strategies as a result of COVID-19.⁵

45% no changes to investment strategies

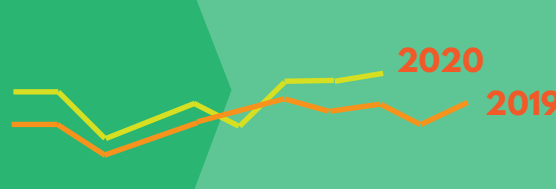


CONSUMER BEHAVIOR

52% of Americans say they will increase their online shopping in the next two weeks as a result of COVID-19.⁶



Sales of home furnishings including office furniture, lamps and area rugs are up 8% compared to 2019.



Fashion and luxury sales remain above average compared to 2019 sales.

NONPROFITS

67 nonprofit organizations were surveyed to determine impacts of COVID-19 on their community organizations.⁷

38% reported operational costs have increased significantly.

Operational costs included:

- Basic need goods
- Technology investments
- Raised staffing for community needs
- Cleaning supplies/services

¹Hunter, Katrina. "PPE for farm work in short supply amid virus crisis." Farm Progress, Western Farm Press, 21 Apr. 2020. www.farmprogress.com/crop-protection/ppe-farm-work-short-supply-amid-virus-crisis.
²"Destination Analysts weekly COVID-19 tracker." Virginia Tourism Corporation, 13 Apr. 2020. www.vatc.org/coronavirus/covid-19-impact-on-travel-and-tourism.
³Clason, Lauren. "Telehealth visits surge along with coronavirus cases." Roll Call, 24 Mar. 2020. www.rollcall.com/2020/03/24/telehealth-visits-ballooning-along-with-coronavirus-cases.
⁴"Survey Report: Americans' Perceptions of Telehealth in the Era of COVID-19." Sykes, 22 Apr. 2020. www.sykes.com/reports/2020-telehealth-survey.
⁵"Banking Industry Insight." Personal Finance Implications of Coronavirus. JD Power, 5 Mar. 2020. www.jdpower.com/business/resource/personal-financial-implications-coronavirus.
⁶"COVID-19 Nonprofit Assessment Survey." United Way, United Way of San Antonio and Bexar, 16 Apr. 2020. www.unitedwaysabx.org/covid19survey.
⁷"[RESEARCH] 5 Ways the Coronavirus is Affecting Consumer Behavior." Criteo, 19 Mar. 2020. www.criteo.com/insights/coronavirus-consumer-behavior.