

# 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.*

## TECHNOLOGY

Video conferencing software company, Zoom, reported it had **2.22 million monthly active users year-to-date compared to 0.64 million at this time in 2019. Price of Zoom shares are up 29% in March.**



Verizon reported an increase in collaboration tools on its network by **47%** and **33%** increase in phone call duration.<sup>3</sup>

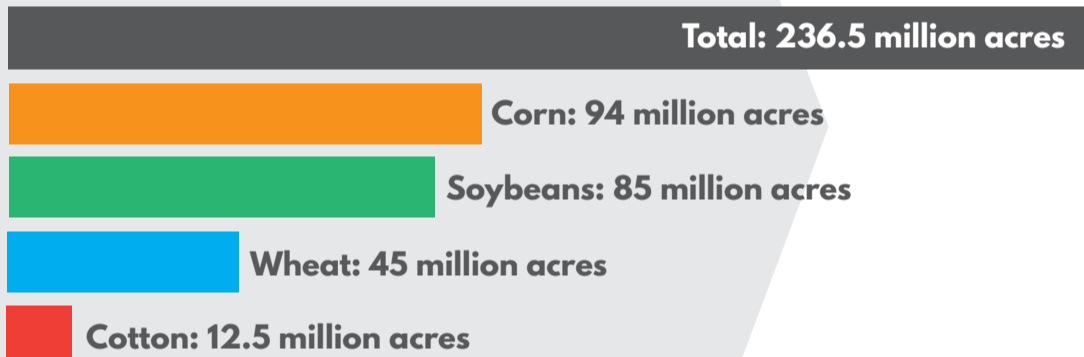
## NONPROFITS

Young Americans (ages 18-30) say they trust nonprofit organizations to do what is right during a pandemic.



## AGRICULTURE

The four principle crops, corn, soybeans, wheat and cotton, account for a projected 236.5 million total planted acres in 2020.<sup>5</sup> Crop acres that could not be planted in 2019 reached a record-high at nearly 20 million.



Although plantable acres are not likely to be affected by the current environment, commodity prices could decrease.

## FINANCE

Fifty finance leaders in the US and Mexico from a cross section of industries indicated their top-three concerns with respect to the current environment.<sup>6</sup>



## CONSUMER BEHAVIOR



Retailers like Amazon and Walmart plan to hire 100,000+ employees each for distribution, fulfillment and delivery.<sup>9</sup>

## TOURISM

Tourism is taking a hit with flight cancellations, hotel occupancy decline and the closing of many locations such as National Parks.



<sup>1</sup> Beauford, Moshé. "With COVID-19 Spreading, Video Conferencing Is Booming." UC Today, Unified Communications, 11 Mar. 2020. [www.uctoday.com/collaboration/video-conferencing/with-covid-19-spreading-video-conferencing-is-booming/](http://www.uctoday.com/collaboration/video-conferencing/with-covid-19-spreading-video-conferencing-is-booming/).  
<sup>2</sup> "ZM." Nasdaq, Nasdaq, 1 Apr. 2020. [www.nasdaq.com/market-activity/stocks/zm/](http://www.nasdaq.com/market-activity/stocks/zm/).  
<sup>3</sup> Waterman, Howard. "3/26 Update: How Americans Are Spending Their Time in the Temporary New Normal." About Verizon, 27 Mar. 2020. [www.verizon.com/about/news/how-americans-are-spending-their-time-temporary-new-normal](http://www.verizon.com/about/news/how-americans-are-spending-their-time-temporary-new-normal).  
<sup>4</sup> "Spring 2020 Research." Cause and Social Influence, Cause and Social Influence, [www.causeandsocialinfluence.com/2020research](http://www.causeandsocialinfluence.com/2020research).  
<sup>5</sup> USDA. "2020 Outlook Projects Principal Crops Rebound." American Farm Bureau Federation - The Voice of Agriculture, 25 Feb. 2020. [www.fb.org/market-intel/2020-outlook-projects-principal-crops-rebound](http://www.fb.org/market-intel/2020-outlook-projects-principal-crops-rebound).  
<sup>6</sup> Pricewaterhouse Coopers. "PwC's COVID-19 CFO Pulse Survey." PwC, Pricewaterhouse Coopers, 30 Mar. 2020. [www.pwc.com/us/en/library/covid-19/pwc-covid-19-cfo-pulse-survey.html](http://www.pwc.com/us/en/library/covid-19/pwc-covid-19-cfo-pulse-survey.html).  
<sup>7</sup> Oster, Erik D. "Kantar's COVID-19 Barometer Examines Impact on Consumer Behavior." Adweek, Adweek, 26 Mar. 2020. [www.adweek.com/brand-marketing/kantars-covid-19-barometer-examines-impact-on-consumer-behavior/](http://www.adweek.com/brand-marketing/kantars-covid-19-barometer-examines-impact-on-consumer-behavior/).  
<sup>8</sup> "Unemployment Insurance Weekly Claims." U.S. Department of Labor, U.S. Department of Labor, 26 Mar. 2020. [www.dol.gov/sites/dolgov/files/OPA/newsreleases/ui-claims/20200510.pdf](http://www.dol.gov/sites/dolgov/files/OPA/newsreleases/ui-claims/20200510.pdf).  
<sup>9</sup> Peterson, Hayley. "Amazon and Walmart Are Ramping up Hiring to Add 250,000 New Jobs. Here's How to Apply and Whether You Can Expect an Interview." Business Insider, Business Insider, 23 Mar. 2020. [www.businessinsider.com/amazon-walmart-hiring-how-to-apply-2020-3/amazons-hiring-process-from-submitting-an-application-to-starting-work-can-take-as-little-as-7-days-and-involves-no-resumes-or-interviews-2](http://www.businessinsider.com/amazon-walmart-hiring-how-to-apply-2020-3/amazons-hiring-process-from-submitting-an-application-to-starting-work-can-take-as-little-as-7-days-and-involves-no-resumes-or-interviews-2).  
<sup>10</sup> "Live Airline Flight Cancellations Info & Statistics." FlightAware, 30 Mar. 2020. [flightaware.com/live/cancelled/today](http://flightaware.com/live/cancelled/today).  
<sup>11</sup> Yellin, Jennifer. "US Hotel Occupancy Rates Are Plunging Due to Coronavirus." The Points Guy, The Points Guy, 16 Mar. 2020. [thepointsguy.com/news/coronavirus-hotel-occupancy-rates/](http://thepointsguy.com/news/coronavirus-hotel-occupancy-rates/).