

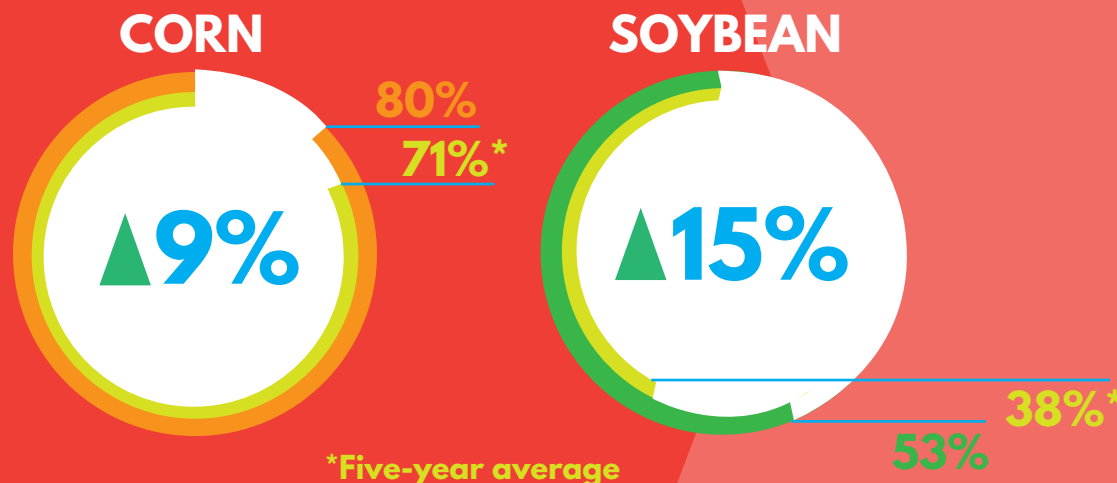
SIGMA STARTER

Data and insights are key to staying informed and up to date on important industry metrics and economic indicators for your business.

MAY 28, 2020

AGRICULTURE

The USDA says corn and soybean planting remains solidly ahead of the five-year average despite weather challenges in the Corn Belt.¹



TOURISM

U.S. passenger air travel has begun to pick up since states have moved to reopen for business.²

2.5 million people passed through U.S. airport checkpoints in the beginning of May. Up 63% from the same period in April.



TECHNOLOGY

The global cybersecurity market is expected to grow significantly by 2021 with the largest market share being in North America.⁴

\$50 billion projected market growth

Growth is attributed to increasing use of automation, capturing more data across verticals and increased investments in real-time security solutions.⁴

FINANCE

The U.S. stock market is more calm in May 2020 than it has been in months.⁵

stock exchange volatility has decreased **65%** compared to mid-March

Mortgage applications are on the rise according to the Mortgage Bankers Association's seasonally adjusted index.

Purchase volume is only 1.5% lower than a year ago – compared to 35% lower just a month ago.⁶

EDUCATION

Along with online learning for students, professionals are now participating in classes taught by notable professors from high profile universities through Coursera.⁷

Yale University's most popular course, The Science of Well Being, is now available for free on Coursera and has been taken by

more than **1 million** people

NONPROFITS

As organizations begin to reopen across the U.S., intention to visit cultural entities continues to increase.⁸

Intention to visit a cultural entity within the next

3 months

matches intentions to visit at this time last year

Although intention to visit a cultural entity within the next month has not recovered to match last year's numbers, it is quickly increasing.

¹USDA Reports 80% of Corn, 53% of Soybeans Planted, Other Crops' Conditions." AgriMarketing. Henderson Communications LLC, 19 May 2020, www.agrimarketing.com/s/130527.
²Schoen, John W. "Two charts that show an uptick in U.S. air travel — but a long road back to anywhere near normal." CNBC, 15 May 2020, www.cnbc.com/2020/05/15/coronavirus-travel-passengers-are-getting-to-planes-but-demand-far-off-normal-levels.html.
³"COVID-19 Travel Industry Research." U.S. Travel Association, 26 May 2020, www.ustravel.org/toolkit/covid-19-travel-industry-research.
⁴"Global Cybersecurity Market & Impact of COVID-19 by Technology, Vertical and Region - Forecast to 2021 - ResearchAndMarkets.com." Business Wire, A Berkshire Hathaway Company, 15 May 2020, www.businesswire.com/news/home/20200515005153/en/Global-Cybersecurity-Market-Impact-COVID-19-Technology-Vertical.
⁵"CBOE Volatility Index." Yahoo Finance 26 May, 2020, www.finance.yahoo.com/quote/%5EVEDX/history/.
⁶Olick, Diana. "Weekly mortgage applications point to a remarkable recovery in homebuying." CNBC, 20 May 2020, www.cnbc.com/2020/05/20/weekly-mortgage-applications-point-to-remarkable-bounce-in-homebuying.html.
⁷Steele, Lauren. "Yale's most popular course ever teaches the science of being happy. Now you can take it for free online." Fast Company, 31 Mar. 2020, www.fastcompany.com/90482926/yales-most-popular-course-ever-teaches-the-science-of-being-happy-now-you-can-take-it-for-free-online.
⁸Dilenschneider, Colleen. "How COVID-19 is Impacting Intentions to Visit Cultural Entities – May 18, 2020." IMPACTS Research and Development, Colleen Dilenschneider, 18 May 2020, www.colleendillen.com/2020/05/18/data-update-how-covid-19-is-impacting-intentions-to-visit-cultural-entities-may-18-2020/.