

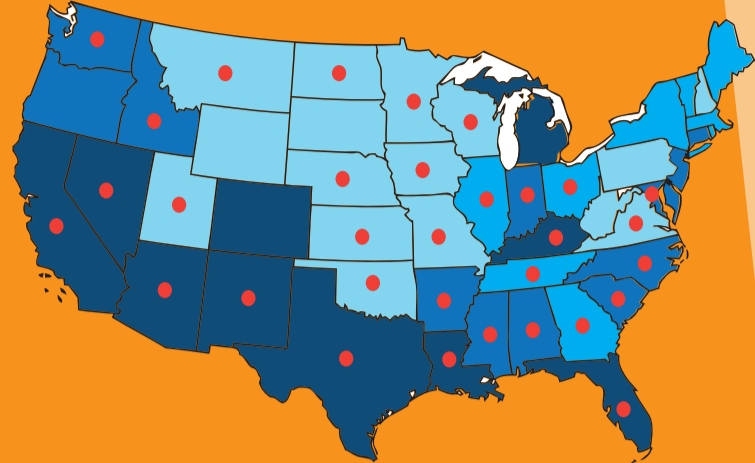
# SIGMA STARTER

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

JULY 30, 2020

## TRACKING RECOVERY

As new cases of COVID-19 surge in states across the country, governors in certain states have ordered pausing or reversing plans to reopen.<sup>1</sup>



- Reopened
- Reopening
- Pausing
- Reversing
- NE Quarantine

Northeastern states like NY, NJ and CT have implemented a quarantine restriction for travelers from 34 states plus Washington, D.C. and Puerto Rico.<sup>2</sup>

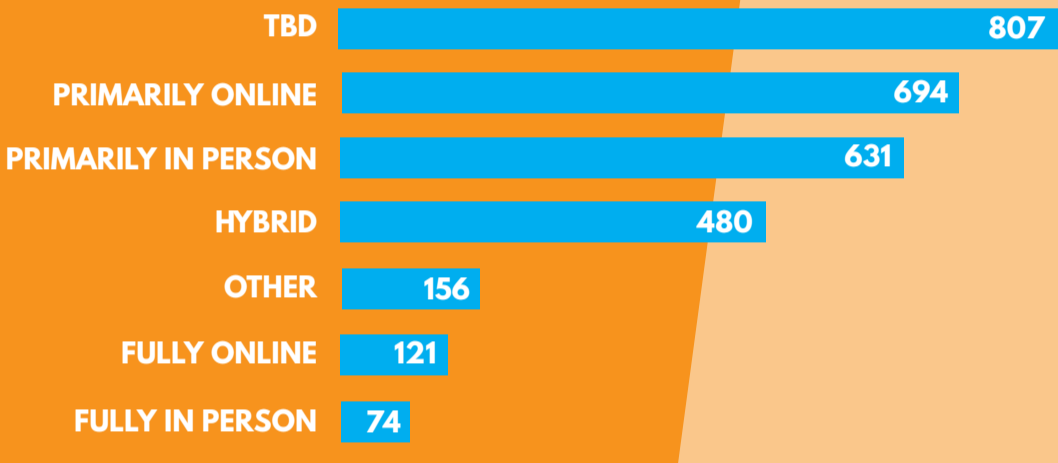
## WHAT CAN CHINA'S RECOVERY TELL US ABOUT WHAT U.S. RECOVERY MAY LOOK LIKE?

There are three parallels between the U.S. and China that may help us to predict what a U.S. economic recovery may look like.<sup>3</sup>

- CONSUMPTION**- both economies are “focused on maintaining consumption by attempting to put money in the hands of consumers.”
- SERVICE SECTOR**- both economies “rely on the service sector for a range of lower, and increasingly higher value-added segments of the 21st century economy.”
- FINANCIAL POLICIES**- both economies are “focusing on policies that cut interest rates, increase borrowing, and strengthen government purchasing of debt.”

Currently, China's consumer spending is still struggling to reach its pre-pandemic numbers while the service sector has rebounded and the CSI 300 recently had it's most significant daily gain in over a year.<sup>4</sup>

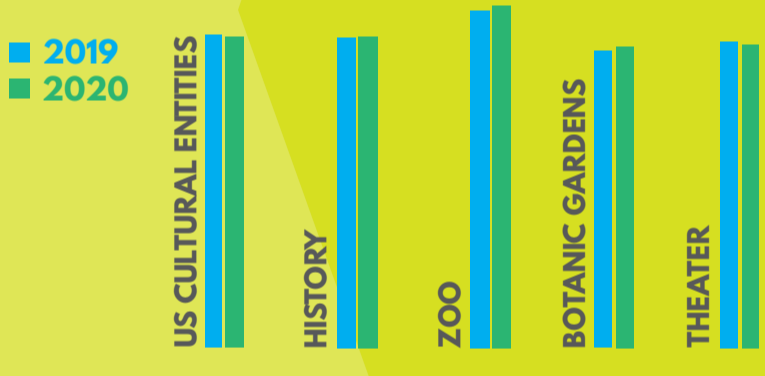
Davidson College in North Carolina collected data from approximately 3,000 higher education institutions regarding their plans for the Fall 2020 semester.<sup>5</sup>



## NONPROFITS

A study was conducted to determine if admission fee discounts should be offered by cultural entities. Has the pandemic changed visitor perceptions of value?<sup>6</sup>

The pandemic has not changed visitor perception of value for cultural entities and other organizations.



## TOURISM

Apple Mobility data shows the differences in driving trends May through present. Cities like Houston, TX that are currently being affected by another surge of COVID are showing a decrease in driving mobility.<sup>7</sup>

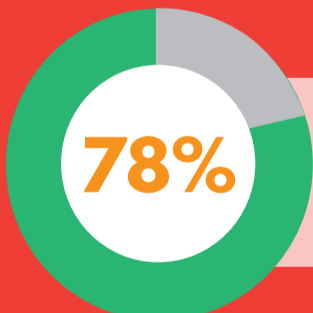


## AGRICULTURE

Kynetec conducted a survey of 873 farmers across 6 countries to determine COVID-19 impact on agriculture.<sup>8</sup>



56% of US farmers state that they now feel more proud to be farmers



78% of US farmers indicated COVID has affected their farm profitability



84% of US farmers and 70% of Canadian farmers

cited a reduction in achieved prices for farm outputs

## FINANCE

Mortgage rates are at an all-time low which has peaked interest for homeowners.<sup>9</sup>

Refinancing requests currently make up

64% of mortgage applications

“The average 30-year fixed-rate mortgage fell to a record low of 2.98% this past week.”<sup>10</sup>

<sup>1</sup> Mervosh, Sarah, Jasmine C. Lee, Lazaro Gamio and Nadja Popovich. “See How All 50 States Are Reopening.” The New York Times, 29 July 2020, www.nytimes.com/interactive/2020/us/states-reopen-map-coronavirus.html.  
<sup>2</sup> Millman, Jennifer. “34 States, Plus DC and Puerto Rico, Now on NY Quarantine as U.S. Deaths Top 150,000.” NBC News, 29 July 2020, www.nbcnewyork.com/news/local/more-states-may-land-on-ny-quarantine-list-appalled-cuomo-launches-probe-into-packer-k-concert/2537386/.  
<sup>3</sup> Ash Center Communications. “What's next for the world's largest economies?” The Harvard Gazette, Harvard University, 14 July 2020, www.news.harvard.edu/gazette/story/2020/07/chinas-economic-recovery-may-predict-the-u-s-ef/.  
<sup>4</sup> Rabouin, Dion. “What China's uneven recovery means for the U.S.” Axios, 8 July 2020, www.axios.com/china-coronavirus-stock-market-economic-recovery-e41d0ac2-035b-4ab9-bcb1-911b781b2dff.html.  
<sup>5</sup> “The College Crisis Initiative” Davidson College, 29 July 2020, www.collegecrisis.shmyapps.io/dashboard/.  
<sup>6</sup> Dilenschneider, 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/.  
<sup>7</sup> Mobility Trends Report | Apple, 17 June 2020, www.apple.com/covid19/mobility.  
<sup>8</sup> “COVID-19 Impact on Agriculture.” Kynetec, 14 July 2020, www.kynetec.com/news/384-latest-covid-19-impact-on-agriculture-study-shows-farmers-resiliency-in-adapting-to-challenges.  
<sup>9</sup> Bahney, Anna. “Mortgage rates are at record lows. Is now the time to refinance?” CNN, 20 July 2020, www.cnn.com/2020/07/20/success/mortgage-refinance-rates-explainer/index.html.  
<sup>10</sup> Bahney, Anna. “Mortgage rates fall below 3% for first time ever” CNN, 16 July 2020, www.cnn.com/2020/07/16/success/30-year-mortgage-rates-record-low/index.html.