Update on the Wisconsin Economy

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Economic Impact of COVID-19

• Regular updates posted on our webpage: https://crowe.wisc.edu/impact-of-covid19/

• Topics to discuss today:
  • Labor Market and Unemployment
  • Economic Activity
  • Household Consumption and Retail Sales
  • Airlines and Transportation
  • China’s Experience
  • Initial Data on PPP
Initial Unemployment Claims

Bars and restaurants close (03/17/20)

9,069 initial claims on 04/14/20

'Safer in place' order (03/25/20)
Initial Unemployment Claims

104,805 (DOL) week ending 04/04/2020
65,654 (DWD daily) week ending 04/11/2020

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Estimated Unemployment Rate

- Peak rate (9.3%) from last recession, January 2010
- National rate (4.4%) measured 3/8-3/14
- 16.17% on 04/14/20
Value of Public Companies

Index (Feb 21, 2020 = 100)

- S&P 500 ETF
- WI index

Dates: 02/20, 02/27, 03/05, 03/12, 03/19, 03/26, 04/02, 04/09

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Economic Activity: Foot Traffic

Relative Visits in Wisconsin

Source: SafeGraph
Economic Activity: Foot Traffic

**Hotel Visits**

- Scale: $10^4$
- Y-axis: 0 to 2
- X-axis: Days starting from the first Sunday in March
- Lines: 2020 and 2019

**Grocery Store Visits**

- Scale: $10^4$
- Y-axis: 0 to 3.5
- X-axis: Days starting from the first Sunday in March
- Lines: 2020 and 2019

Source: SafeGraph
Household Consumption Patterns

Sales Growth: Total

Sales Growth: Grocers

Sales Growth: Restaurants

Sales Growth: Travel

Source: Earnest Research
Household Consumption Patterns

Source: Earnest Research
Airline Passenger Traffic

SafeGraph Foot Traffic

Source: SafeGraph
China’s Recovery

Purchasing Managers' Index: China 2017M3-2020M3

- Comprehensive
- Manufacturing
- Non-Manufacturing

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Initial Data on PPP

- Paycheck Protection Program: $350 billion allocated through SBA for <500 employees. 8 weeks of expenses, forgivable if 75% payroll
- As of Tuesday: $268B approved nationwide to 1.2 million applicants
- As of Monday: **31,702 loans** in Wisconsin approved, totaling **$7.28B**
- For comparison, size of Wisconsin small business sector from 2017 data

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Firms</th>
<th>Share of Employment</th>
<th>Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>97%</td>
<td>50%</td>
<td>$50.3B</td>
</tr>
<tr>
<td>Retail</td>
<td>96%</td>
<td>40%</td>
<td>$3.7B</td>
</tr>
<tr>
<td>Food &amp; accommodations</td>
<td>98%</td>
<td>69%</td>
<td>$2.5B</td>
</tr>
</tbody>
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