



Center for
Research
On the
Wisconsin
Economy
University of Wisconsin- Madison

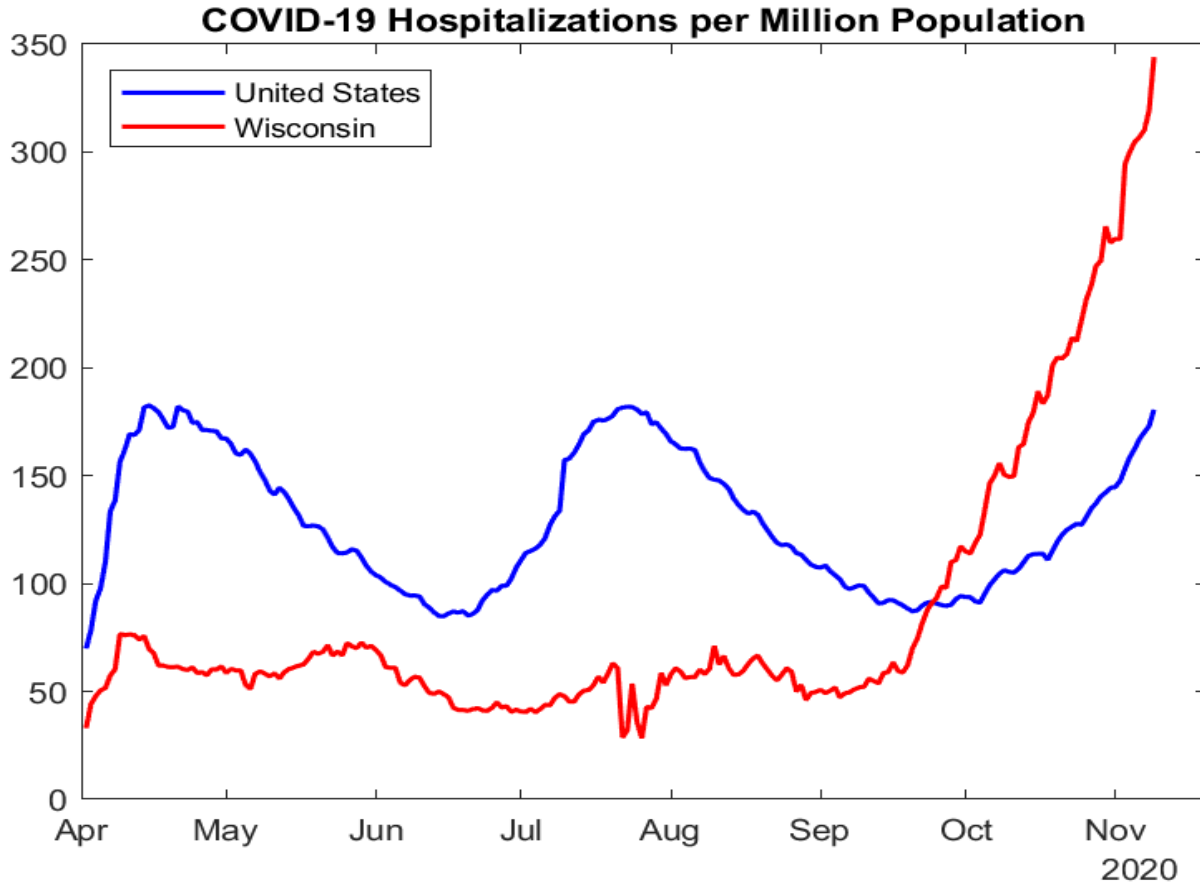
Economic Impact of COVID-19

Noah Williams

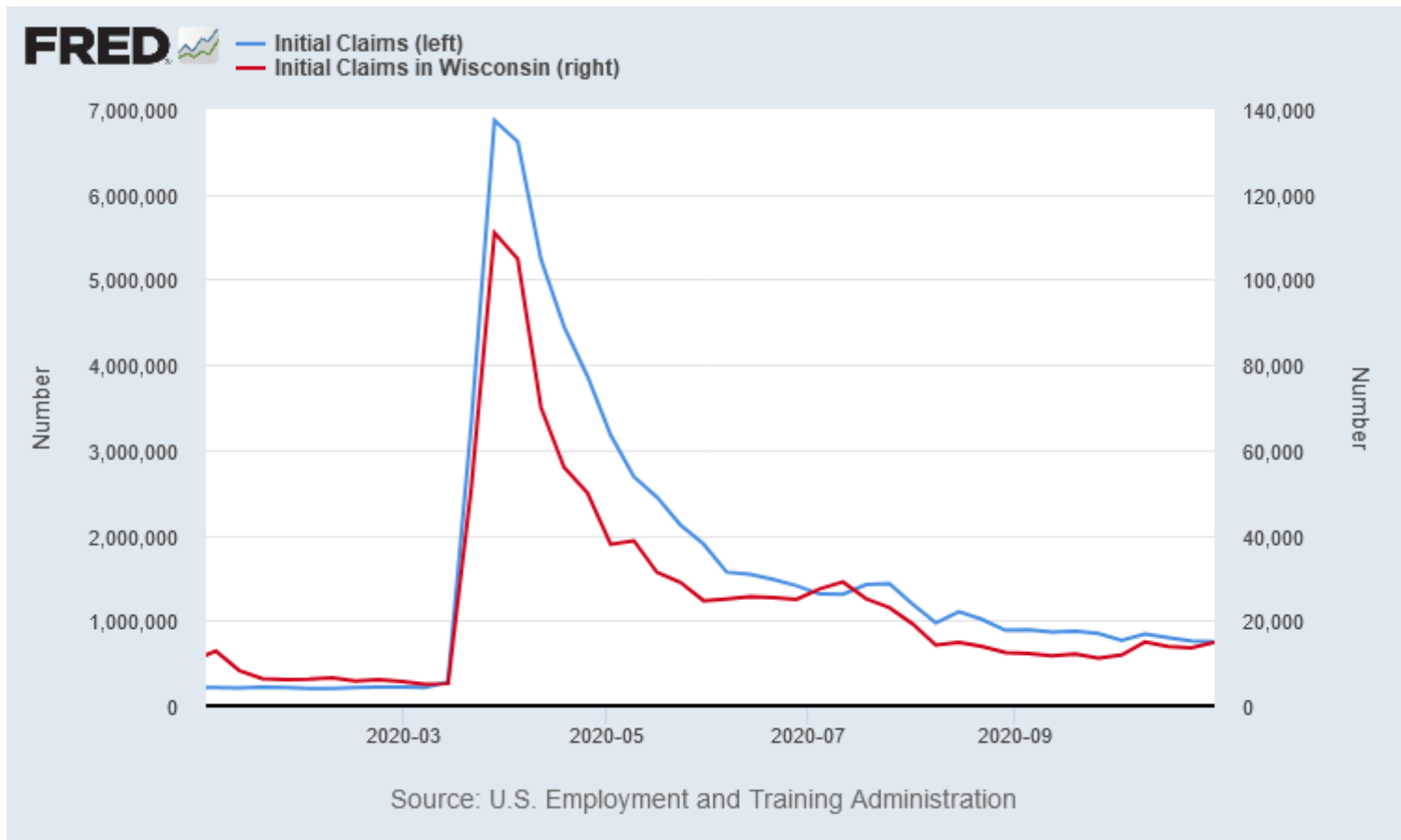
November 10, 2020

<https://crowe.wisc.edu>

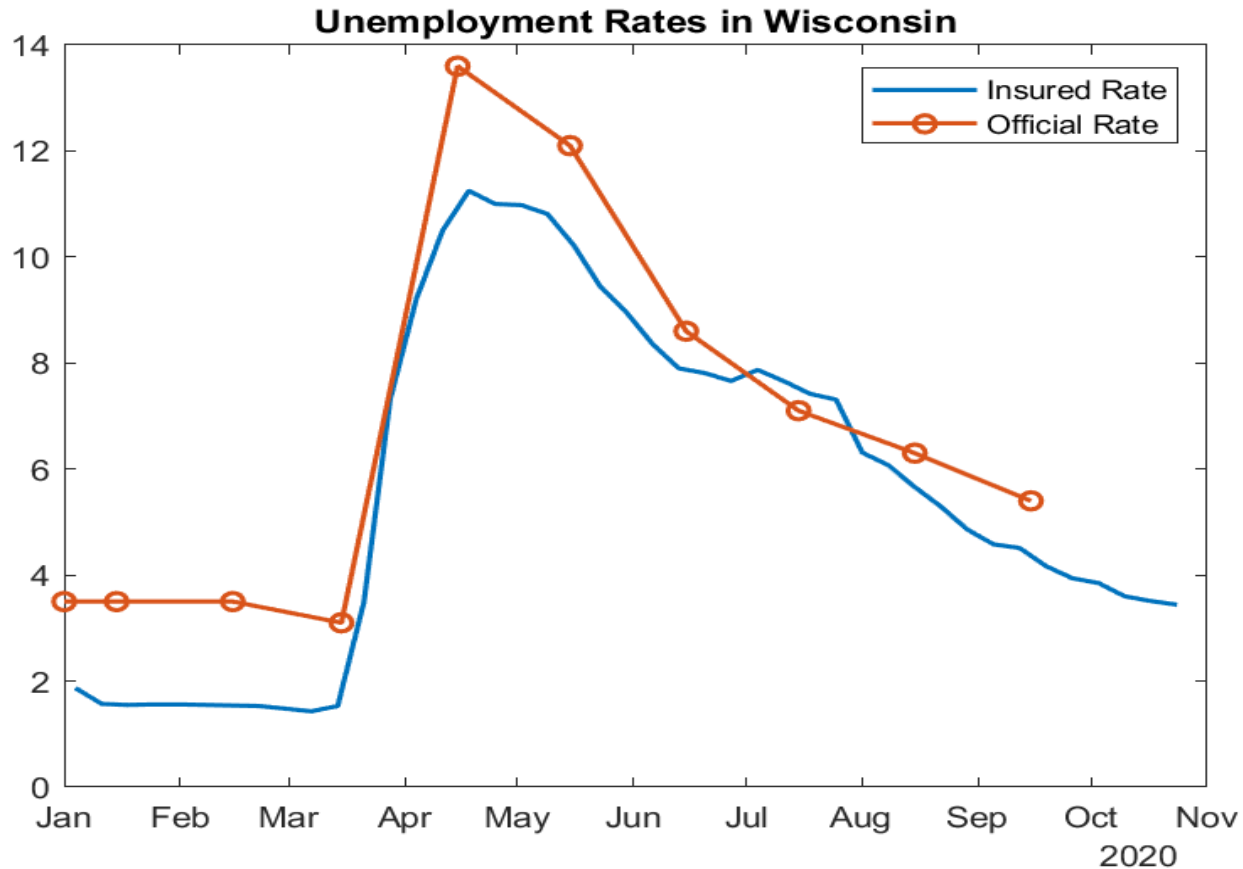
The Virus Spread Remains Severe



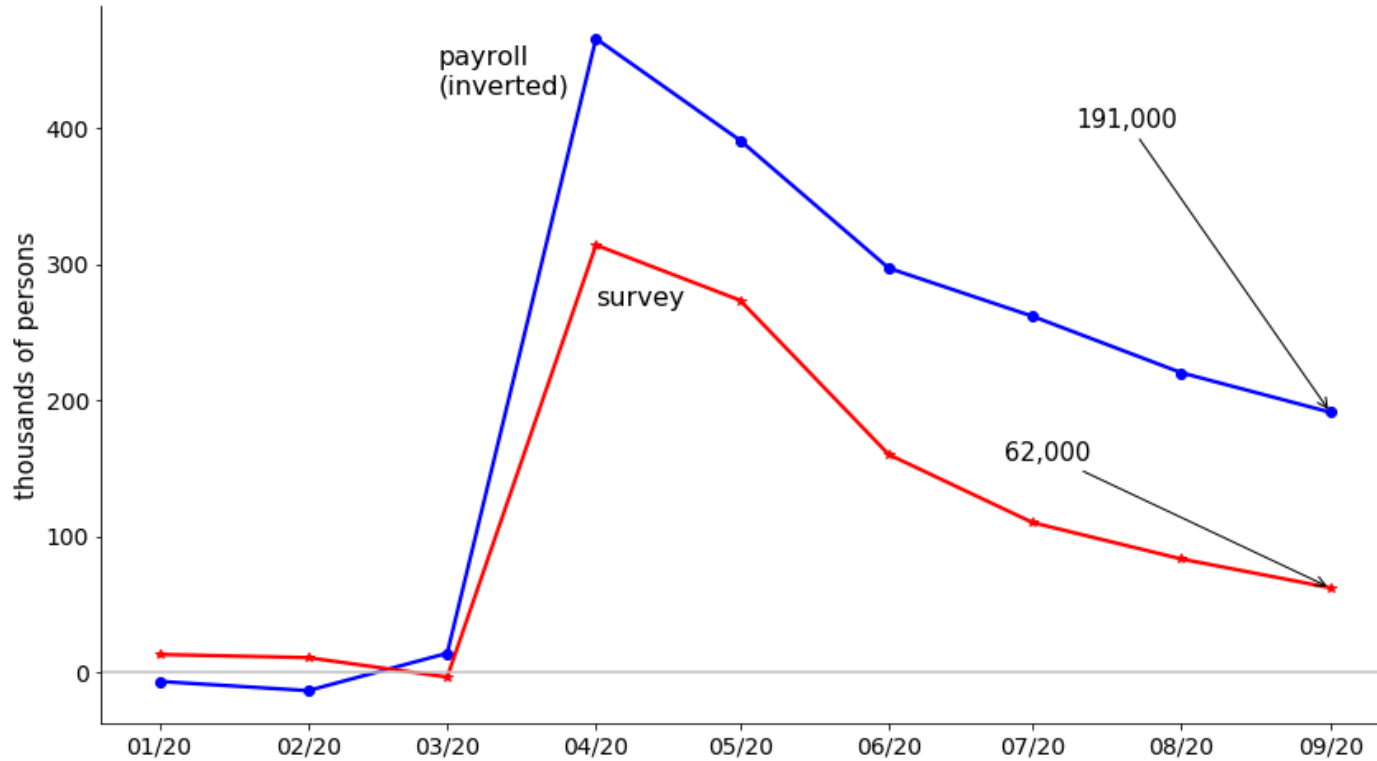
Initial Unemployment Claims



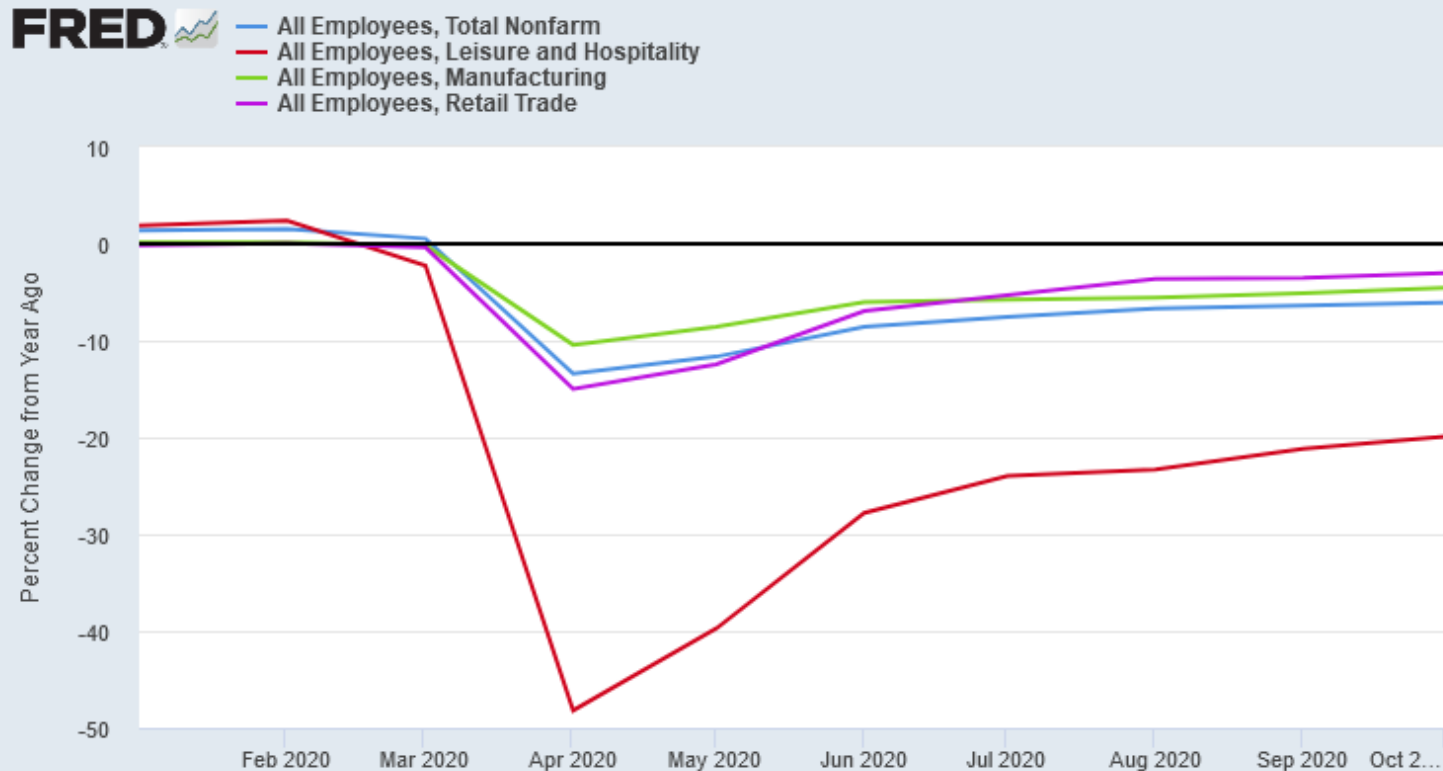
Wisconsin: Unemployment Rates



Wisconsin: Measures of Job Loss



Wide Variation in Job Loss By Sector

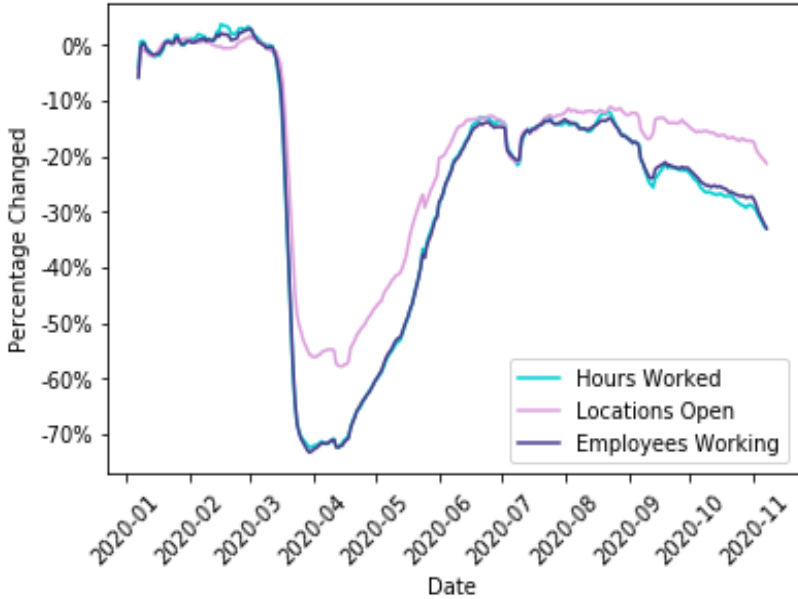


Source: U.S. Bureau of Labor Statistics

WI Small Business: Employment Fallen Recently



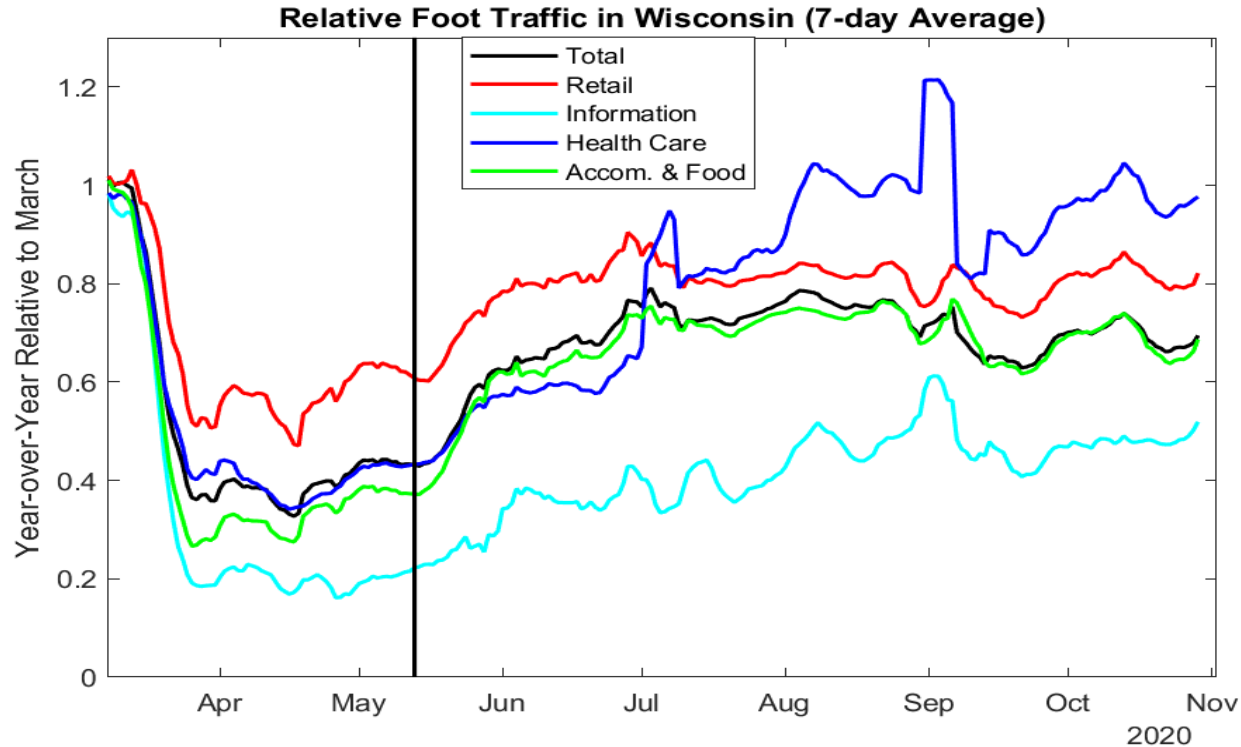
All Sectors



Food and Drink Sector

Source: Homebase

Wisconsin: Economic Activity from Foot Traffic

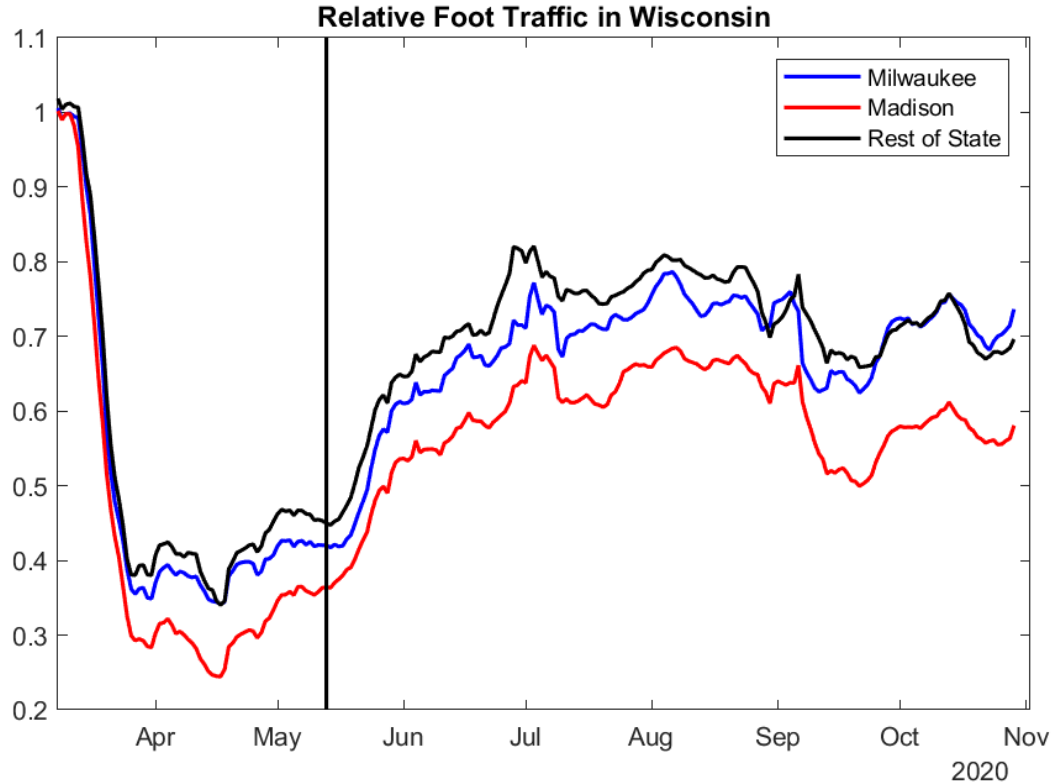


Source:
SafeGraph

Not much change since July.

Total activity down 31%, health care only 3%, “information” down 48%.

Wisconsin: Economic Activity from Foot Traffic



Source:
SafeGraph

Madison (-40%) has fared worse than Milwaukee (-26%) & rest of state (-30%)

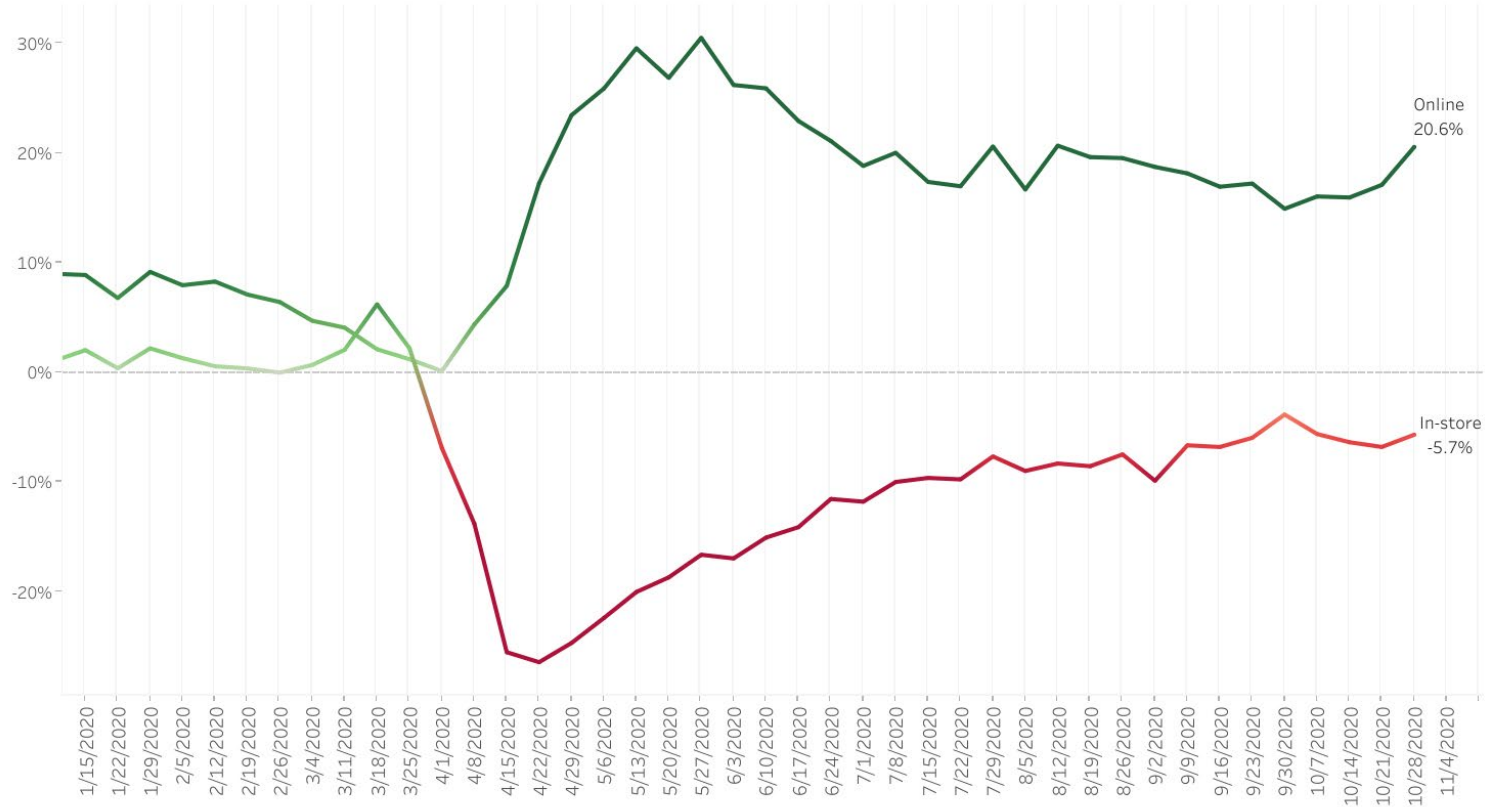
Private Measures of Spending Recovered Quickly...

Aggregate Consumer Activity



With a Big Change in How Purchases are Made...

Aggregate Consumer Activity by Channel



And Big Changes in Consumption Patterns

4 Week Trailing YoY Growth by Category for Week Ending 10/28/2020

