The Virus Spread Remains Severe

COVID-19 Hospitalizations per Million Population

- United States
- Wisconsin
Initial Unemployment Claims

Source: U.S. Employment and Training Administration
Wisconsin: Unemployment Rates

Unemployment Rates in Wisconsin

- Blue line: Insured Rate
- Red line: Official Rate

2020
Wide Variation in Job Loss By Sector

Source: U.S. Bureau of Labor Statistics
WI Small Business: Employment Fallen Recently

Source: Homebase
Wisconsin: Economic Activity from Foot Traffic

Not much change since July.
Total activity down 31%, health care only 3%, “information” down 48.

Source: SafeGraph
Wisconsin: Economic Activity from Foot Traffic

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

Source: SafeGraph
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

- Specialty Food & Beverage: 1.5x
- Finance: 1.4x
- Home: 1.3x
- Sporting Goods: 1.2x
- Electronics: 1.2x
- Home Entertainment: 1.2x
- Digital Services: 1.2x
- Pets: 1.2x
- Autos: 1.1x
- General Merchandise: 1.1x
- Restaurants: 1.1x
- Hobbies & Toys: 1.1x
- Grocers: 1.1x
- Healthcare & Insurance: 1.1x
- Telecommunication: 1.0x
- Health & Beauty: 1.0x
- Specialty: 1.0x
- Charitable Giving: 1.0x
- Fitness: 0.9x
- Apparel & Accessories: 0.9x
- Occasion & Gifts: 0.9x
- Department Stores: 0.8x
- Travel & Transportation: 0.5x
- Events & Attractions: 0.3x