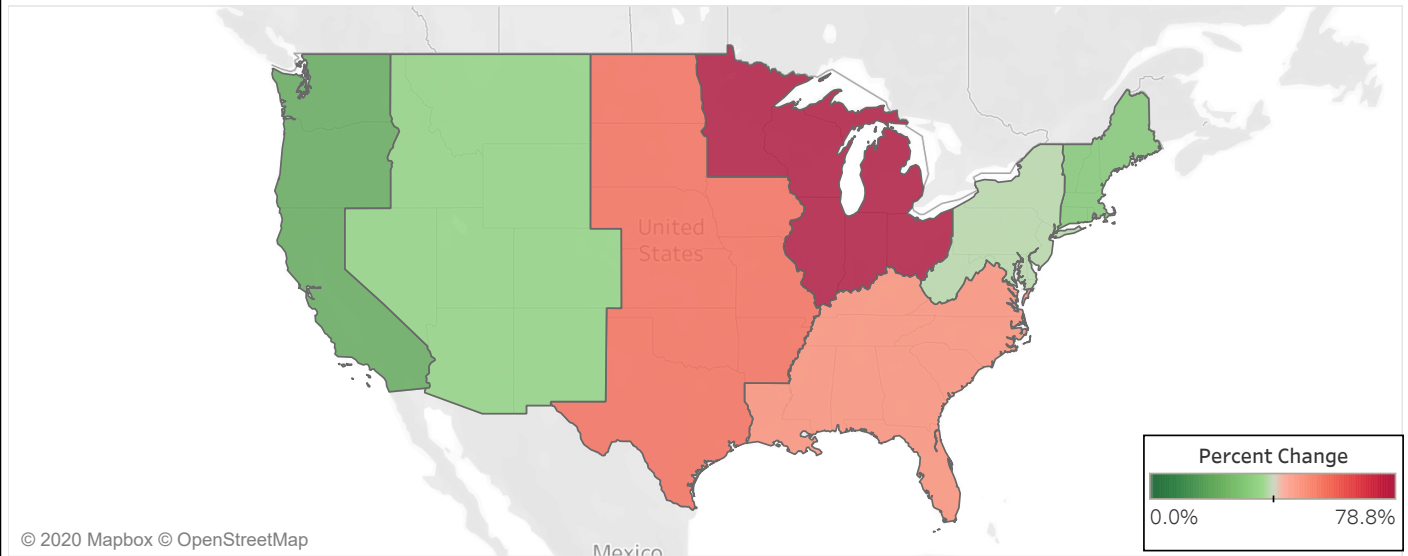


Percent Change in Current COVID-19 Cases by Region (April 15th to April 23rd)



While COVID-19 continues to spread through the country, there are signs social distancing is working. From April 15th to the 23rd, the total active reported COVID-19 cases increased nationwide by over 30%, going from over 626 thousand cases to just over 830 thousand. This is a decrease from the growth rate of 48% the week before. This week also a change in the region of growth, moving away from the Mid-Atlantic, toward the Midwest, Plains, and Southern US. The West Coast continues to show slower growth than the rest of the country, with its total cases growing at only 19%.

Mid-Atlantic

Industry (group)	No Exposure County	Low Exposure County	High Exposure County
Education and Daycare	23.40%	38.39%	38.22%
Health & Fitness	20.70%	48.76%	30.54%
Retail Goods	22.65%	47.45%	29.90%
Real Estate Services	22.07%	51.04%	26.89%
Personal Services	31.13%	44.10%	24.77%

The Mid-Atlantic region of the country continues to be the hardest hit portion of the country by total count of cases. Education and fitness are the two hardest hit sectors in this region, with over 30% of their units in high exposure areas.

Midwest

Industry (group)	No Exposure County	Low Exposure County	High Exposure County
Education and Daycare	14.20%	78.20%	7.60%
Retail Goods	13.78%	79.29%	6.93%
QSR & Frozen Desserts	12.56%	81.11%	6.33%
Health & Fitness	13.88%	79.91%	6.21%
Business Services	14.96%	79.30%	5.74%

The Midwest region has many fewer units in high exposure areas, their total exposure to COVID-19 is actually worse. On average, only about 15% of units are in areas with no cases, as compared to nearly 20% in the Mid-Atlantic. Education and retail have the most units in high exposure areas while QSR has the highest overall exposure.

Mountain West

Industry (group)	No Exposure County	Low Expousre County	High Exposure County
Lodging	32.18%	66.09%	1.73%
Real Estate Services	37.76%	61.16%	1.08%
Business Services	39.62%	59.72%	0.66%
QSR & Frozen Desserts	37.31%	62.12%	0.57%
Retail Goods	38.27%	61.27%	0.46%

The Mountain West continues to have a low count of units in high exposures counties and total exposure to COVID-19. The Mountain West's growth rate is higher than the West Coast of New England, so it is possible their over-all impact might increase in the following weeks.

New England

Industry (group)	No Exposure County	Low Expousre County	High Exposure County
Education and Daycare	11.85%	35.56%	52.58%
Health & Fitness	12.00%	46.96%	41.04%
Personal Services	19.15%	43.76%	37.09%
Real Estate Services	13.45%	51.26%	35.29%
Retail Goods	12.67%	52.28%	35.05%

By percentage of units, New England has now surpassed the Mid-Atlantic region for most serve impact. It has the highest percent of units in high exposure counties and lowest percent of unit in counties with no cases. The only good news for New England is that the growth rate is slowing, with only West Coast growing more slowly.

Pacific Coast

Industry (group)	No Exposure County	Low Expousre County	High Exposure County
Lodging	22.32%	77.68%	
Health & Fitness	26.14%	73.86%	
Education and Daycare	26.25%	73.75%	
Real Estate Services	27.57%	72.43%	
Business Services	27.71%	72.29%	

The West Coast, having been under social distancing restrictions the longest, is beginning to show real success. They no longer have any high exposure counties and no exposure counties is also improving. So far the West Coast states have show the best model of overcoming COVID-19.

Plains

Industry (group)	No Exposure County	Low Expousre County	High Exposure County
Lodging	10.61%	87.77%	1.62%
Retail Goods	11.50%	87.11%	1.39%
Health & Fitness	10.99%	87.80%	1.20%
QSR & Frozen Desserts	11.69%	87.20%	1.11%
Sit-down Restaurants	9.52%	89.45%	1.03%

The Plains region is another area that bears observation. The regions' growth rate is still high and while very few units are in counties with high exposure, very few units are in areas with no exposure. The low population density might have slowed the spread of the disease but without clear stay-at-home orders, there are concerns this region's issues are only just beginning.

Southern US

Industry (group)	No Exposure County	Low Expousre County	High Exposure County
Real Estate Services	8.74%	88.33%	2.94%
QSR & Frozen Desserts	6.69%	90.50%	2.81%
Lodging	7.31%	90.04%	2.65%
Sit-down Restaurants	5.99%	91.42%	2.59%
Business Services	8.70%	88.87%	2.43%

The Southern US has he highest percent of units with exposure to COVID-19 and the fastest growth rate in the country. Southern states also seem to be the most aggressive in ending the stay-at-home orders already in place. Based on current data, it is reasonable to assume many Southern counties will become high exposure areas in the next few months.