

# The Economic Impacts of COVID -19: Evidence from a New Public Database Built Using Private Sector Data

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# Data Partners

**Consumer Spending**

**affinity  
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**COINOUT**

**Small Business Revenues**

**WOMPLY**

**Employment**

**PAYCHEX**

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**Job Postings**

 **burningglass®**  
TECHNOLOGIES

**Education**

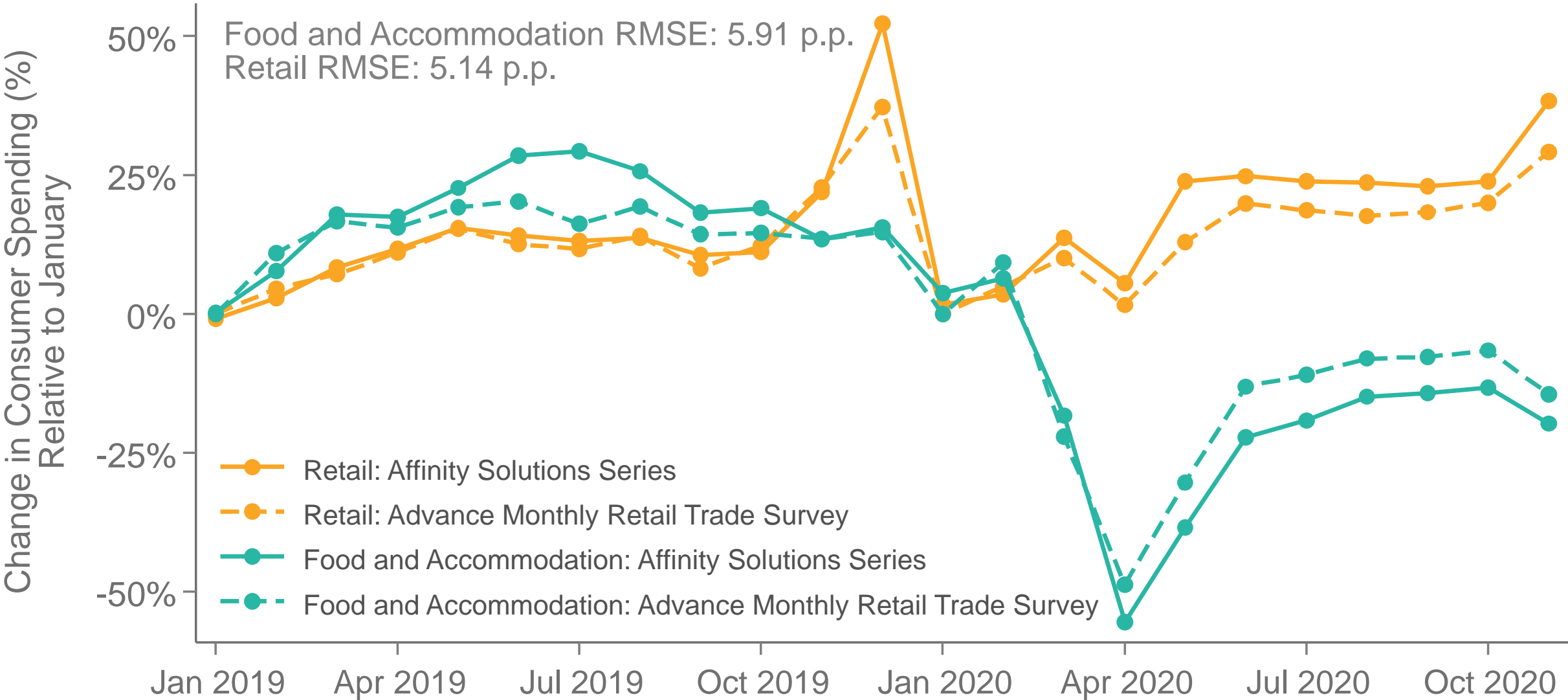
**ZEARN**

# Constructing Publicly Available Economic Indices Based on Private-Sector Data

- Starting from raw data, construct series suitable for economic analysis as follows:
  1. **Clean** series to remove artifacts that arise in transaction data
  2. **Smooth** seasonal fluctuations using data from 2019
  3. **Protect privacy**: index to January 2020 values, exclude small cells, combine data from multiple companies
  4. **Benchmark** to national statistics to characterize group each dataset represents to mitigate bias from non-representative selection

# Consumer Spending: National Accounts vs. Credit/Debit Card Data

Retail and Food Services in Affinity Solutions and Mastercard Data vs. Monthly Retail Trade Survey



CHOOSE AN INDICATOR

SPENDING Consumer Spending

BUSINESSES Small Business Revenue Small Businesses Open Job Postings

EMPLOYMENT Employment Unemployment Claims

EDUCATION Online Math Participation Student Progress in Math

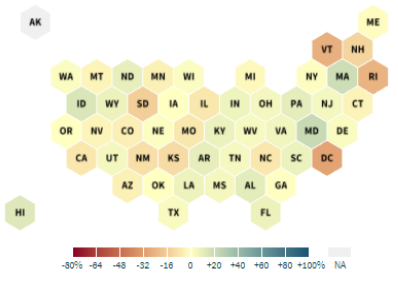
PUBLIC HEALTH COVID-19 Time Outside Home

key insights download data

view: National States Counties Metros compare: Subcategories Geographies

show all subcategories show key dates

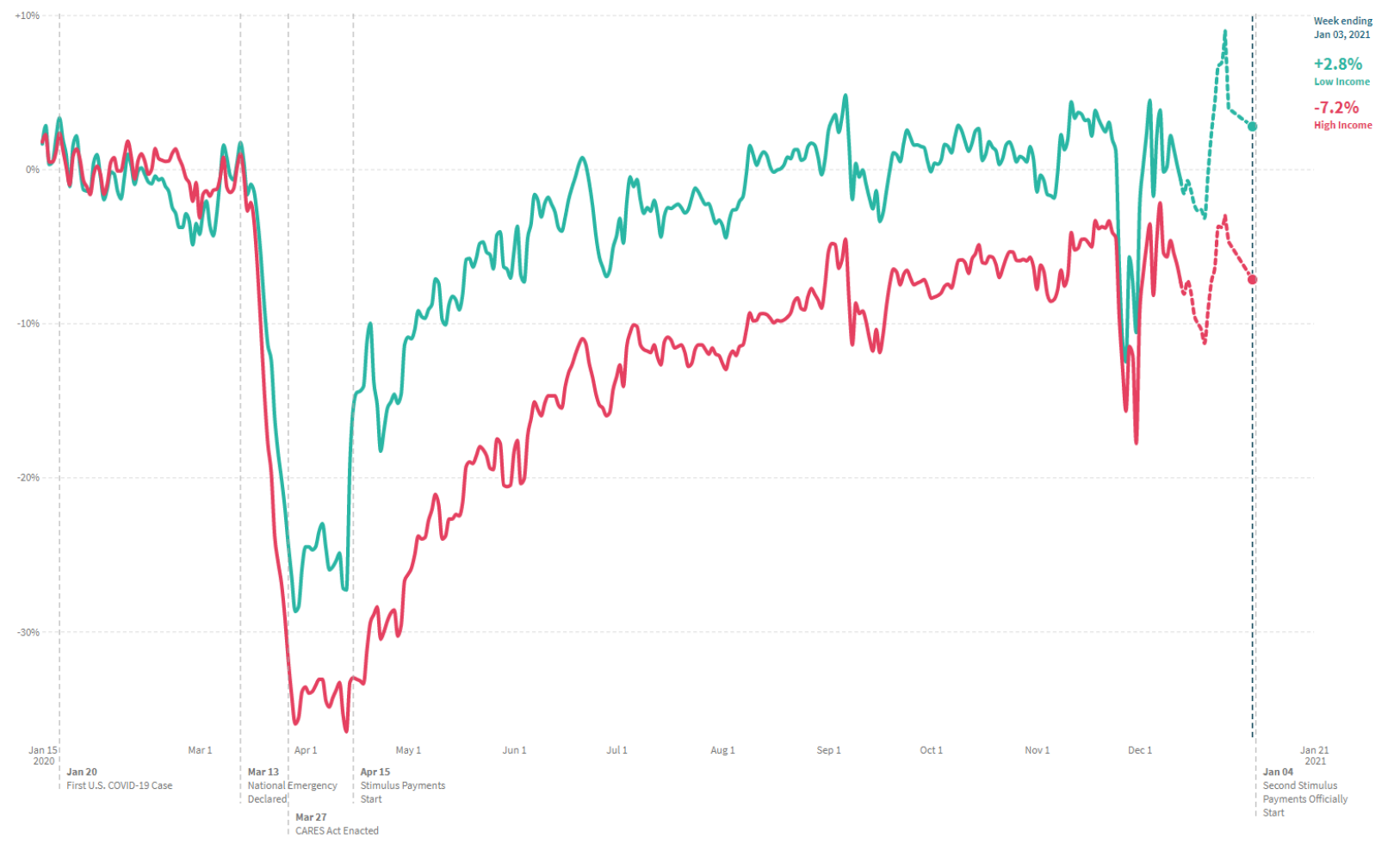
Percent Change in All Consumer Spending Low Income



- Total
Industry: Entertainment & Rec., Grocery, Health Care, Restaurants & Hotels, Retail, Transportation
Consumer ZIP Income: Low Income, Middle Income, High Income

In the United States, as of January 03 2021, total spending by low-income consumers increased by 2.8% compared to January 2020.

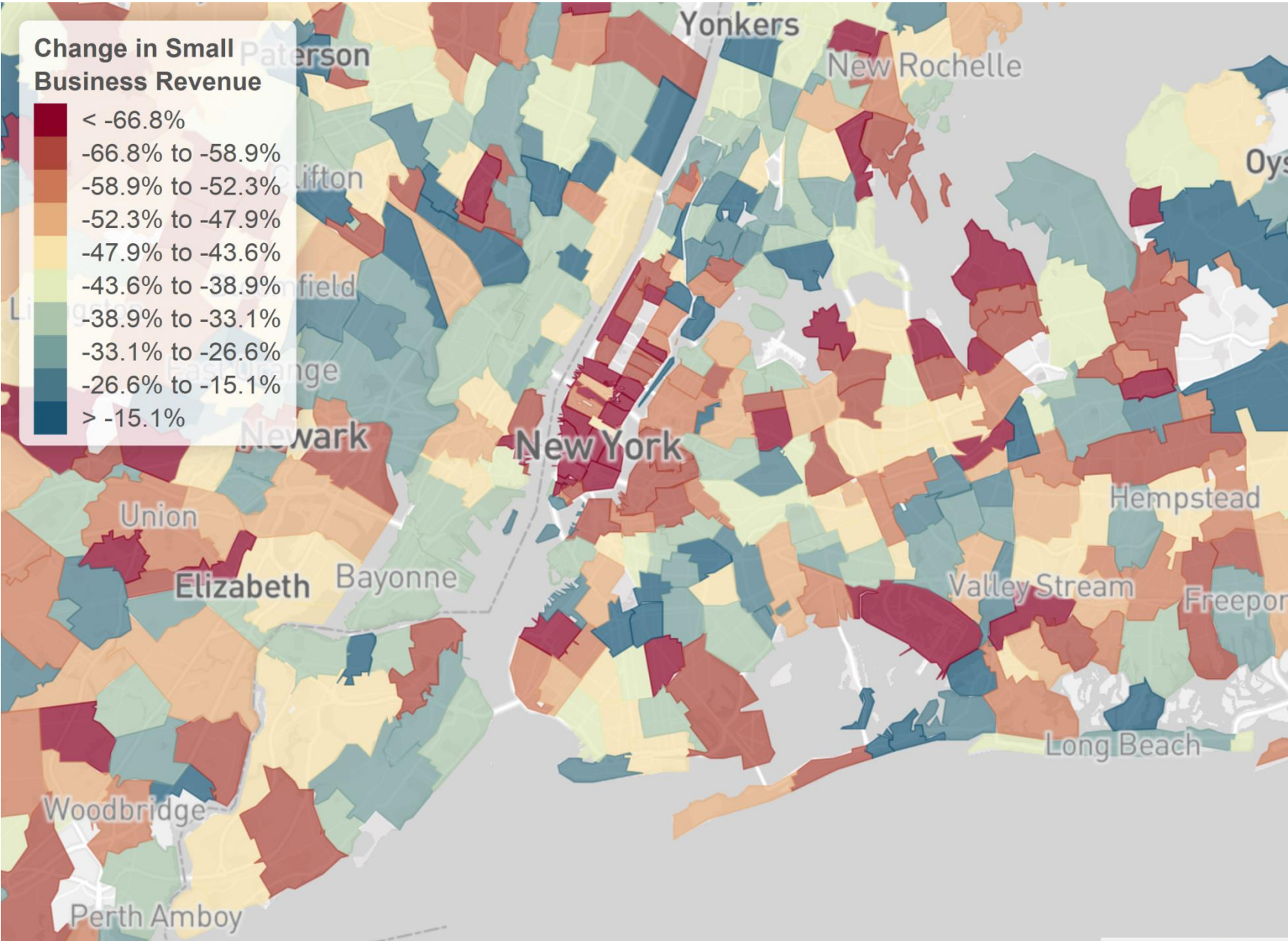
DOWNLOAD CHART



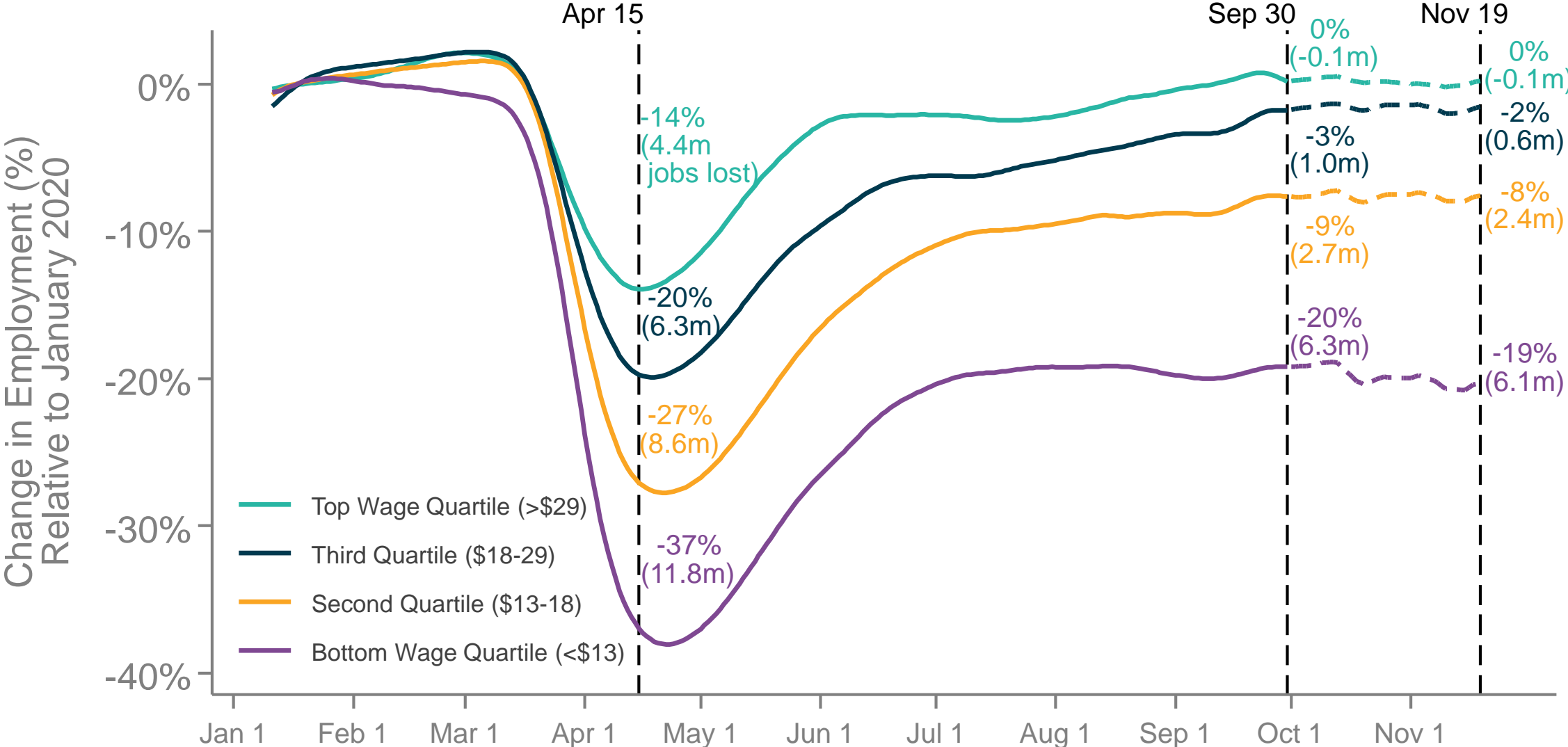
www.tracktherecovery.org

# Changes in Small Business Revenues from January to April by ZIP Code

New York

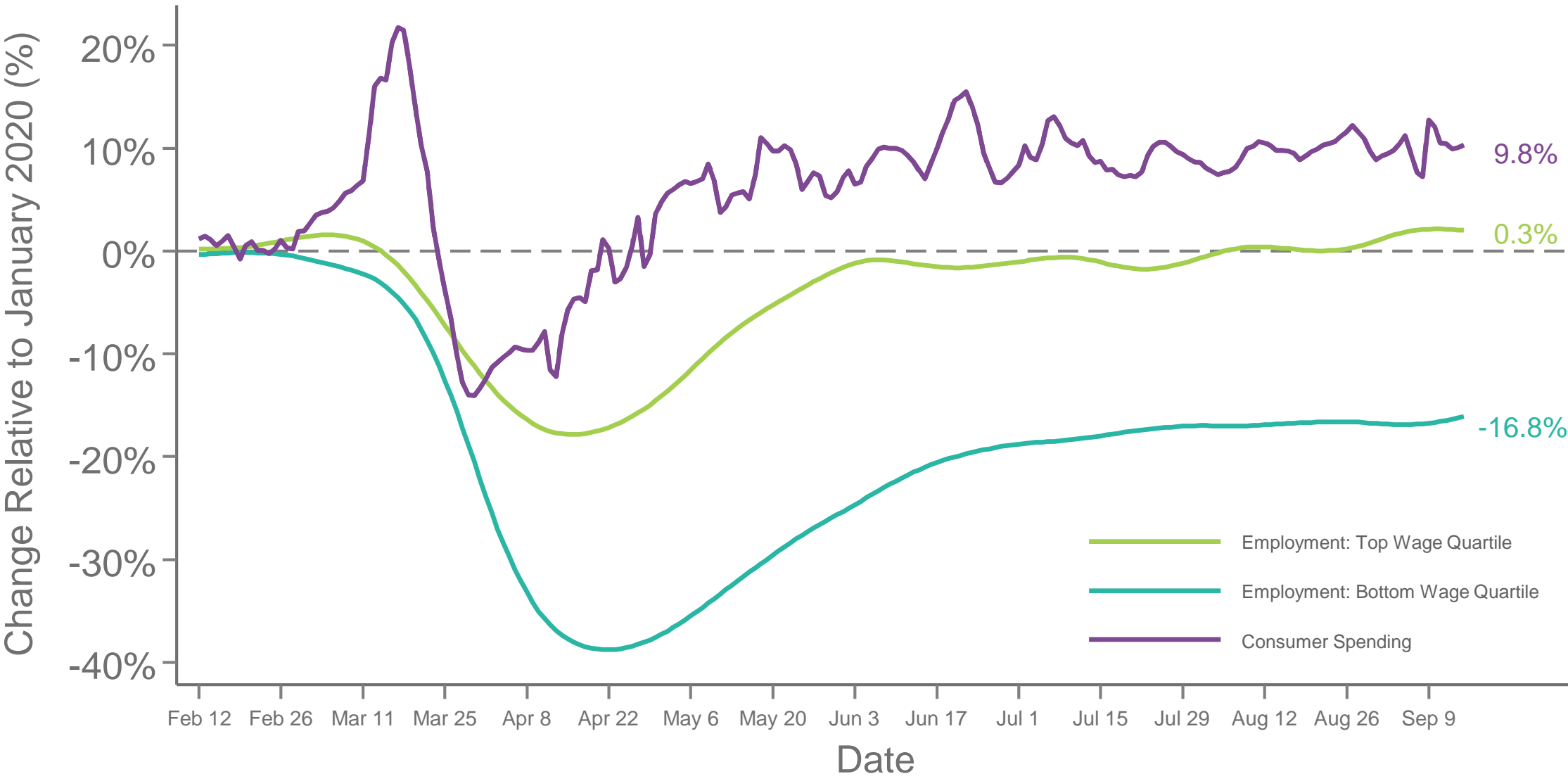


# Change in Employment by Wage Quartile



# National Trends in Consumer Spending vs. Employment Rates

## Retail Trade





# Impact of Stimulus Payments on Consumer Spending

Bottom Income Quartile Households

