UNIVERSITY OF NORTH ALABAMA
REGIONAL ECONOMIC UPDATE

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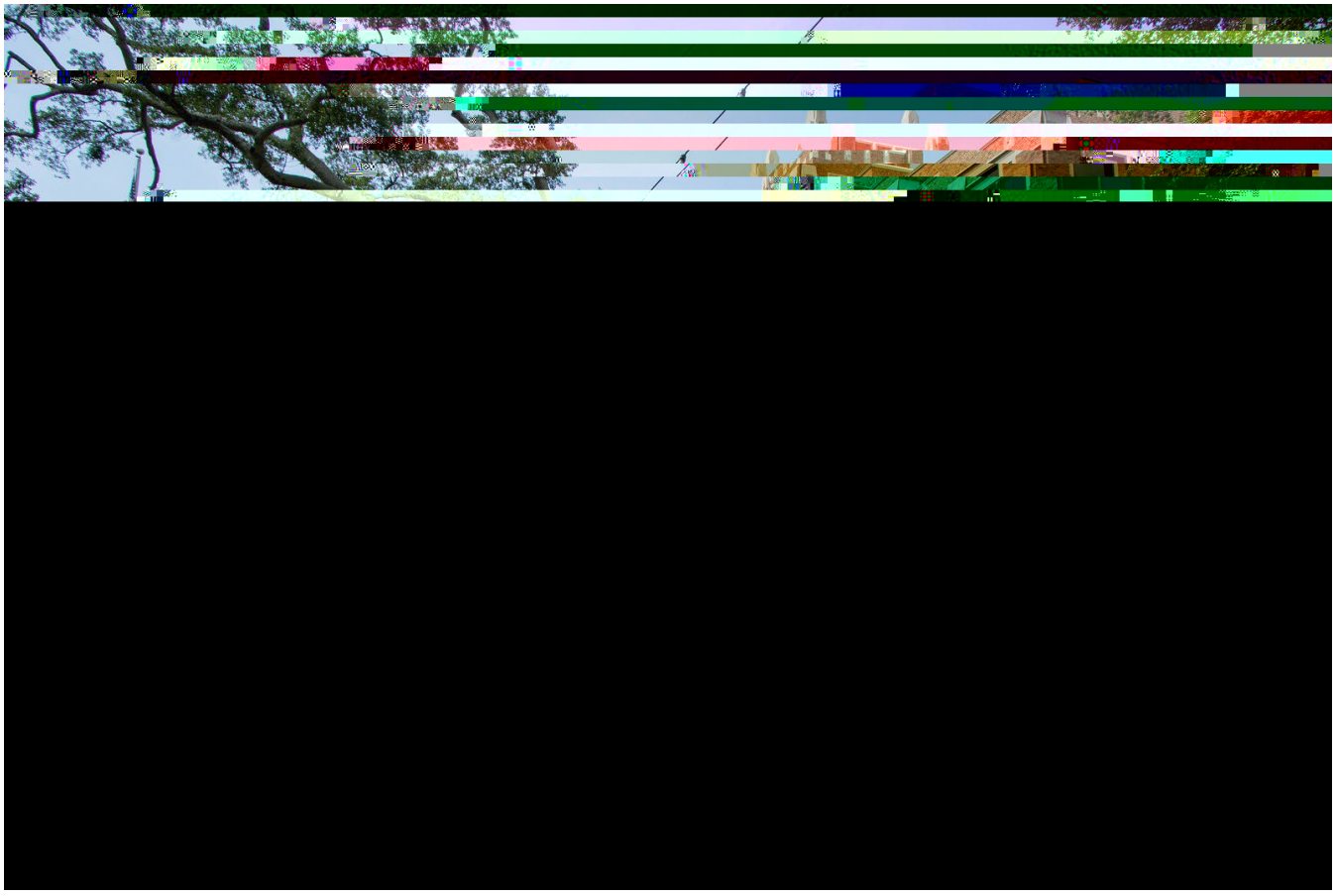

COVID-19 RELATED CHANGES IN CONSUMER SPENDING

Continuing Impact on Spending: June through December

After the large decline in consumer spending during March and subsequent resurgence through the end of May, and after a large jump in Colbert and Lauderdale County during the first week of June, consumer spending returned to more normal levels and remained largely above January baseline in Alabama and the MSA. Specifically, spending in Alabama remained above baseline approximately 71% of the time while spending is above baseline 93.5% of the time in Colbert County and 87.1% of weeks between June 1st and December 31st. Overall, during this period, spending in Alabama is 1.48% above baseline on average. This figure is not as strong as in Colbert and Lauderdale counties where spending averages 9.29% and 5.73% above baseline, respectively. With only minor variations, wn644.3en .7 (e,)73

Consumer Spending Trends by Industry

Opportunity Insights

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