



“Essential” May Not Help Forecast Re-Opening

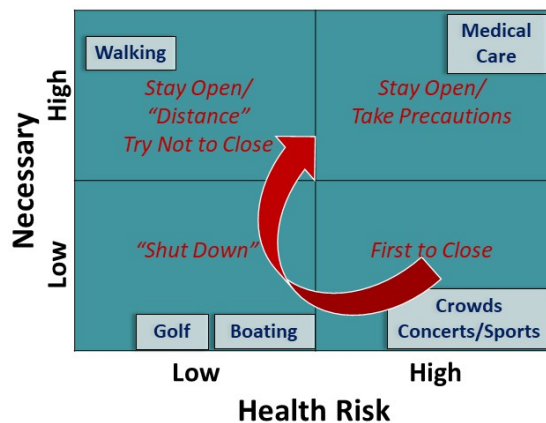
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We’re all tired of hearing about “essential” businesses and none of us can figure out how golf courses are essential, and that means we need a different model to understand the decisions being made. Classifying businesses along two dimensions helps to provide a framework for understanding prior decisions and forecasting future decisions.

Let’s classify businesses by “Necessity” and “Health Risk” in a 2x2 matrix. When we start sorting them this way we see that the first to close were the high risk, low necessity activities such as concerts with large crowds and the last to be closed would be healthcare providers, instead society chose to keep them open and are trying to protect them with PPE, etc. as quickly as possible. Businesses and activities were shuttered in a clockwise direction around the matrix.

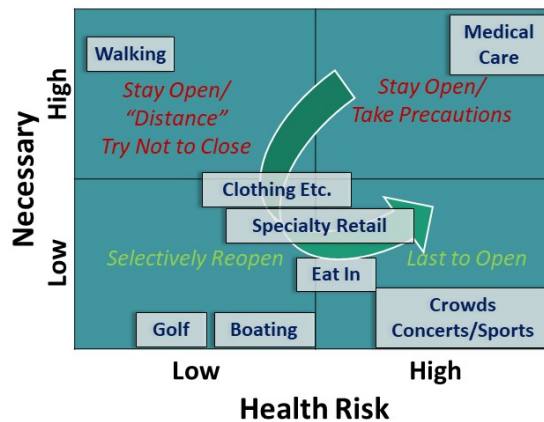
A Framework for Forward?





Re-openings are likely to move in the opposite direction, counter-clockwise around the matrix. Thus, businesses (and universities/schools) should be thinking about how they move up in the process. For example, seated classes at UNCW likely falls in the lower right hand corner, but moving to less densely populated classrooms through a hybrid model may help move classes to the lower left box instead.

A Framework for Forward?



Thinking about the world along the “essential” spectrum leaves many questions unanswered, starting to think along multiple dimensions increases the explanatory power of our frameworks and, hopefully, improves the quality of the decisions we make.

