COVID-19 PEOPLE IMPACT METER

DISCOVER WHAT U.S. HISPANICS’ ORGANIC DIGITAL DISCUSSIONS REVEAL ABOUT THE IMPACT OF COVID-19 ON THEIR MINDSET, ATTITUDES AND EVERYDAY LIVES

COVID-19 People Impact Meter brings real-time and agile insights to dynamically map the impact of COVID-19 on people’s minds, attitudes, and everyday lives by gathering, mining and analyzing the open-sourced, unbiased and unfiltered peer-to-peer conversations that are spontaneously happening online. Through our Culturintel big data and A.I. powered methodology, we can tap into one of the most authentic sources of consumer insight in today’s confined reality to not only understand how people live through the pandemic, but also create a new normal.

AS THE NUMBER OF COVID-19 CASES keeps increasing across the country and drastic measures are being enforced to contain the pandemic, people's online conversations about the virus are surging.

111M
ONLINE CONVERSATIONS ABOUT COVID-19 AMONG PEOPLE IN THE U.S. OVER A 30-DAY PERIOD ENDING ON 04.29.20.

8.4M
AMONG HISPANICS

COVID-19 IMPACTS ALL ASPECTS OF U.S. HISPANICS’ LIVES BEYOND THEIR HEALTH; THEIR DAY-TO-DAY ROUTINE, THEIR RELATIONSHIPS WITH OTHERS AND SOCIETY AT LARGE, THEIR MINDSET AND THEIR ECONOMIC SITUATION. HISPANICS DISCUSS THE ECONOMIC IMPACT OF COVID-19 1.3x MORE THAN OVERALL POPULATION (39% vs. 29%)

35%
MY BEHAVIORS
My habits, my day-to-day, my routine

39%
MY ECONOMIC SITUATION
My job, personal finances, business and/or sources of income community and society

22%
MY PSYCHOLOGICAL STATE
My emotional and mental state of mind

4%
MY SOCIAL LIFE
My relationship with others, community and society

WHAT'S THE IMPACT OF COVID-19 ON U.S. HISPANICS’ BEHAVIORS?

63% MENTION THE DISRUPTION OF THE "OLD NORMAL" BEHAVIOR

U.S. HISPANICS DISCUSS AVOIDING BEHAVIORS THAT COULD GET THEM SICK, CAUSE THEM TO LOSE THEIR JOB AND SEARCH FOR MEDICAL ASSISTANCE JUST AS MUCH AS THE OVERALL POPULATION

AVOIDING behaviors that put them at risk of becoming contaminated and spreading the virus 31%

ALTERING THEIR BEHAVIOR, their routine activities 21%

PUTTING A PAUSE by postponing/canceling events 11%

37% MENTION THE CREATION OF THE "NEW NORMAL"

U.S. HISPANICS DISCUSS 1.8x MORE THE CREATION OF NEW HABITS TO ADAPT TO MEASURES OF CONFINEMENT SUCH AS SOCIAL DISTANCING VS. OVERALL POPULATION.

55% ARE NEGATIVE ABOUT THE IMPACT OF COVID-19 ON THEIR BEHAVIOR

U.S. HISPANICS ARE NEGATIVE ABOUT THE IMPACT OF COVID-19 ON THEIR BEHAVIOR & ROUTINE. THEY SUFFER FROM A SENSE OF ISOLATION LIKE EVERYONE ELSE. YET, THEY ALSO FIND IT DIFFICULT TO ADAPT TO THE RESTRICTIONS ON THEIR FREEDOM 2.3x MORE Than OVERALL POPULATION (21% vs. 9%).

FEELING OF ISOLATION 41%

DIFFICULTY OF ADAPTING to the new normal 29%

RESTRICTIONS OF THEIR FREEDOM 21%

INCONVENIENCE of the situation 9%

41% ARE NEUTRAL AND LOOK FOR GUIDANCE TO CHANGE THEIR BEHAVIORS

BEING COMMUNITY-MINDED, U.S. HISPANICS ANSWER THEIR EXPERIENCE 2.6x MORE THAN OVERALL POPULATION (23% vs. 28%).

ASK questions 39%

ANSWER questions 33%

SHARE their experience 28%

KEY CONTACT:
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COVID-19

PEOPLE IMPACT METER

WHAT'S THE IMPACT OF COVID-19 ON U.S. HISPANICS' PSYCHOLOGICAL STATE?

62% ARE REALISTIC
10% ARE CATASTROPHIC
28% ARE OPTIMISTIC
0% ARE IN DENIAL

U.S. HISPANICS ARE THE MOST OPTIMISTIC, 1.5X MORE THAN OVERALL POPULATION (28% vs. 19%). THEY MAY BE SEEING THE LIGHT AT THE END OF THE TUNNEL AND ARE TAKING A MORE POSITIVE APPROACH TO THEIR CIRCUMSTANCES. HISPANICS ARE ALSO 2.4X LESS CATASTROPHIC THAN THE OVERALL POPULATION.

THEY ARE SLIGHTLY MORE NEGATIVE ABOUT THE PSYCHOLOGICAL IMPACT ON THEIR LIVES VS. OVERALL POPULATION (71% vs. 67%). THEY ALSO MENTION THE CHALLENGE OF DEALING WITH MISTRUST IN THE ABILITY OF THE GOVERNMENT TO SOLVE THE SITUATION 1.5X MORE THAN OVERALL POPULATION AND THE LACK OF INTIMACY 1.5X MORE THAN OVERALL POPULATION.

WHAT'S DRIVING NEGATIVE SENTIMENT?

71% ARE NEGATIVE ABOUT THE IMPACT OF COVID-19 ON THEIR PSYCHOLOGICAL STATE

- THE LACK OF CONFIDENCE in the government and institutions to get out of the pandemic
  43%
- THE UNCERTAINTY triggers fear and anxiety
  33%
- LACK OF SOCIAL INTERACTION that triggers loneliness and absence of validation from others
  21%
- THE LACK OF CONTROL over the situation makes them feeling hopeless/helpless
  3%

WHAT'S THE IMPACT OF COVID-19 ON U.S. HISPANICS' SOCIAL LIFE?

58% MENTION THE IMMEDIATE DISRUPTION IN THEIR LIFESTYLE AND SOCIAL CONNECTIONS

- COMMUNITY IS PARAMOUNT FOR U.S. HISPANICS
- THAT'S WHY THEY MENTION THE CHALLENGES OF STAYING CONNECTED TO THEIR COMMUNITY 1.2X MORE THAN OVERALL POPULATION (34% vs. 29%).

CHALLENGES OF STAYING CONNECTED

- 34% with their community, network & support system
- 24% LIFESTYLE CHANGES

42% MENTION THE STRUCTURAL SHIFT IN SOCIETY IS TAKING FUELED BY CONFINEMENT MEASURES

U.S. HISPANICS DISCUSS THE SHIFT HAPPENING IN SOCIETY AND THE EFFECT IT HAS ON THEM AS THEY ADAPT TO THE NEW NORMAL 1.4X MORE THAN OVERALL POPULATION.

- "NEW NORMAL" as a societal change
  39%
- CHALLENGES IN FINDING MEANINGFUL CONNECTIONS in a new reality where connections are more transactional, virtual
  12%

WHAT'S THE IMPACT OF COVID-19 ON U.S. HISPANICS' ECONOMIC SITUATION?

81% ARE NEGATIVE ABOUT THE IMPACT OF COVID-19 ON THEIR SOCIAL LIFE

U.S. HISPANICS MENTION THE LOSS OF PURPOSE 1.2X MORE THAN OVERALL POPULATION (22% vs. 19%). THE NEW CONFINED REALITY HAS PUT FULFILLING ACTIVITIES ON HOLD AND REDUCED THE ABILITY TO CONNECT WITH OTHERS.

- THE DISRUPTION of the "old normal"
  32%
- THE LACK OF CONNECTION WITH OTHERS in a new era of social distancing
  25%
- LOSS OF PURPOSE as fulfilling activities are now put on hold
  22%
- THE LACK OF PARTICIPATION in communal effort
  21%

67% MENTION THE DIRECT IMPACT ON THEIR PERSONAL FINANCES TODAY

U.S. HISPANICS DISCUSS THE IMMEDIATE IMPACT ON THEIR FINANCES MORE THAN OVERALL POPULATION, ALMOST 60% OF THEIR CONVERSATIONS RELATE TO THE LOSS OF THEIR JOBS AND SOURCES OF INCOME vs. 42% FOR OVERALL.

- THE LACK OF SECURITY in their jobs and income
  59%
- THE CONCERN OVER THE AFFORDABILITY OF FULFILLING THEIR DAILY NEEDS
  8%

65% ARE NEGATIVE ABOUT THE IMPACT OF COVID-19 ON THEIR ECONOMIC SITUATION NOW IN THE NEAR FUTURE

- THE NEGATIVE IMPACT TODAY (45%)
  - THE POTENTIAL/ACTUAL LOSS OF THEIR JOB
    29%
  - THE INCREASING COST OF BASIC ESSENTIALS
    16%
- THE NEGATIVE IMPACT TOMORROW (55%)
  - THE LACK OF EARNING OPPORTUNITIES in the near future
    29%
  - THE ADDITIONAL ECONOMIC BURDEN with new rising costs of daycare/food/health
    26%

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