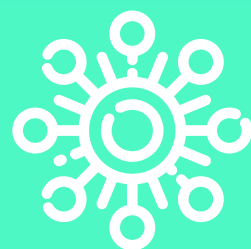


COVID-19

PEOPLE IMPACTMETER

DISCOVER WHAT NEW YORKERS ORGANIC DIGITAL DISCUSSIONS REVEAL ABOUT THE IMPACT OF COVID-19 ON THEIR MINDSET, ATTITUDE AND EVERY DAY LIVES

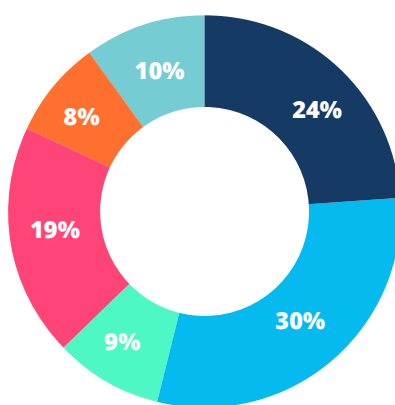
COVID-19 People IMPACTmeter brings real-time and agile insights to dynamically map the impact of **COVID-19 on people's mindsets, attitudes, and everyday lives**. By gathering, mining and analyzing the open-sourced, unbiased and unfiltered peer-to-peer conversations that are spontaneously happening online. 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 understand how people live through the pandemic but also create a new normal.



AS THE NUMBER OF CASES COVID-19 KEEPS ON INCREASING IN THE CITY AND DRASTIC MEASURE ARE BEING ENFORCED TO CONTAIN THE PANDEMIC, NEW YORKER'S ONLINE CONVERSATIONS ABOUT THE VIRUS ARE SURGING.

8.3M

ONLINE CONVERSATIONS ABOUT COVID-19 AMONG NEW YORKERS OVER A 30-DAY PERIOD ENDING ON 03.16.20.



- Message boards
- Topical sites
- Blogs
- Social networks
- Content sharing
- Comments

COVID-19 IMPACTS ALL ASPECTS OF NEW YORKER'S LIFE BEYOND THEIR HEALTH: THEIR DAY-TO-DAY ROUTINE, THEIR RELATIONSHIPS WITH OTHERS AND SOCIETY AT LARGE, THEIR MINDSET AND THEIR ECONOMIC SITUATION.

31% MY BEHAVIORS

My habits, my day-to-day, my routine



20% MY ECONOMIC SITUATION

My relationship with others, community and society



22% MY PSYCHOLOGICAL STATE

My emotional and mental state of mind



27% MY SOCIAL LIFE

My relationship with others, community and society



WHAT'S THE IMPACT OF COVID-19 ON NEW YORKERS' BEHAVIORS?

77% MENTION THE DISRUPTION OF THE "OLD NORMAL"

NEW YORKERS DISCUSS

ALTERING THEIR BEHAVIOR, their routine/activities 35%

AVOIDING behaviors that put them at risk of being contaminated and spreading the virus 25%

PUTTING A PAUSE by postponing/cancelling events 17%

53% ARE NEGATIVE ABOUT THE IMPACT OF COVID-19 ON THEIR BEHAVIOR

NEW YORKERS DISCUSS THE CONSEQUENCES OF THE QUARANTINE

FEELING OF ISOLATION 40%

INCONVENIENCE of the situation 21%

RESTRICTIONS OF THEIR FREEDOM 15%

But also the DIFFICULTY OF ADAPTING to the new normal 24%

23% MENTION THE CREATION OF THE "NEW NORMAL"

NEW YORKERS DISCUSS

REPLACING THEIR BEHAVIORS WITH NEW ONES as they adapt to measures of confinement such as social distancing

47% ARE NEUTRAL AND LOOK FOR GUIDANCE TO CHANGE THEIR BEHAVIORS

NEW YORKERS

ASK questions 39%

ANSWER questions 32%

SHARE their experience 29%

KEY CONTACT:

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COVID-19

PEOPLE IMPACT METER



WHAT'S THE IMPACT OF COVID-19 ON NEW YORKERS' PSYCHOLOGICAL STATE?

40%

ARE REALISTIC
about the situation

27%

ARE CATASTROPHIZING
the situation

19%

ARE IN DENIAL
of what's happening

4%

(ONLY) ARE OPTIMISTIC
about the ability to
overcome the pandemic

9%

(ONLY) SEE THE SILVER LINING
AND A POSITIVE IMPACT ON THEIR
MENTAL & EMOTIONAL STATE

WHY?

CONNECTING WITH A FIGHTING
AND DETERMINED SPIRIT 29%
"We will overcome this!"

FINDING STRENGTH IN THEIR FAITH 28%

FEELING COMPASSION 25%

KNOWING WE ARE ALL IN THIS TOGETHER 18%

70%

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

WHY?

THE UNCERTAINTY 32%
triggers fear and anxietyTHE LACK OF CONTROL over the situation 28%
makes them feeling hopeless/helplessTHE MISTRUST IN THE ABILITY OF
GOVERNMENT/OFFICIALS to contain 22%
the pandemic makes them lose confidence
in a positive outcomeLACK OF SOCIAL INTERACTION that 18%
triggers loneliness and absence of
validation from others

WHAT'S THE IMPACT OF COVID-19 ON NEW YORKERS' SOCIAL LIFE?

63%

MENTION THE IMMEDIATE
DISRUPTION IN THEIR LIFESTYLE
AND SOCIAL CONNECTIONSNEW YORKERS DISCUSS THE IMMEDIATE IMPACT
IN THEIR LIFE

LIFESTYLE CHANGES 32%

CHALLENGES OF STAYING CONNECTING with 31%
their community, network & support system

37%

MENTION THE STRUCTURAL SHIFT
SOCIETY IS TAKING FUELLED BY
CONFINEMENT MEASURES

NEW YORKERS DISCUSS

"NEW NORMAL" as a societal change 19%

CHALLENGES IN FINDING MEANINGFUL 18%
CONNECTIONS in a new reality where
connections are more transactional, virtual

80%

ARE NEGATIVE ABOUT THE IMPACT OF
COVID-19 ON THEIR SOCIAL LIFENEW YORKERS DISCUSS THE CHANGES IN THEIR
LIFESTYLE AND INTERACTIONS WITH OTHERS
BUT ALSO THE NEED TO FIND MEANING AGAIN
EVEN IN A CONFINED REALITY

THE DISRUPTION of the "old normal" 34%

THE LACK OF CONNECTION WITH OTHERS 25%
in a new era of social distancingTHE LACK OF PARTICIPATION 21%
in communal effortLOSS OF PURPOSE 20%
as fulfilling activities are now put on hold

WHAT'S THE IMPACT OF COVID-19 ON NEW YORKERS' ECONOMIC SITUATION?

67%

MENTION THE DIRECT IMPACT ON
THEIR PERSONAL FINANCES TODAY

NEW YORKERS DISCUSS

THE LACK OF SECURITY in their jobs and income 34%

THE CONCERN OVER THE AFFORDABILITY 33%
OF FULFILLING THEIR DAILY NEEDS

18%

DISCUSS THE IMPACT ON THE
ECONOMY AT A MACRO LEVEL

15%

DISCUSS THE GOVERNMENT
RESPONSES TO SUPPORT
THEIR FINANCIAL SITUATION

76%

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

THE NEGATIVE IMPACT TODAY

THE INCREASING COST OF BASIC ESSENTIALS 25%

THE POTENTIAL/ACTUAL LOSS OF THEIR JOB 25%

THE NEGATIVE IMPACT TOMORROW

THE LACK OF EARNING OPPORTUNITIES 32%
in communal effortTHE ADDITIONAL ECONOMIC BURDEN 30%
with new rising costs of daycare/food/health

KEY CONTACT:

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