

COVID-19 PEOPLE IMPACT METER

DISCOVER WHAT MILLENNIALS' ORGANIC DIGITAL DISCUSSIONS IN THE U.S. REVEAL ABOUT THE IMPACT OF COVID-19 ON THEIR MINDSET, ATTITUDES AND EVERY DAY LIVES

COVID-19 People IMPACT^{meter} 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 not only understand how people live through the pandemic, but also create a new normal.



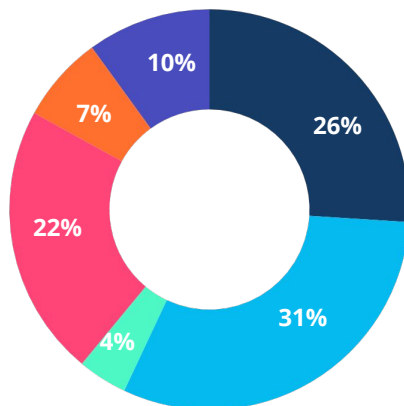
AS THE NUMBER OF COVID-19 CASES KEEPS ON INCREASING ACROSS THE COUNTRY AND DRASTIC MEASURES ARE BEING ENFORCED TO CONTAIN THE PANDEMIC, PEOPLE'S ONLINE CONVERSATIONS ABOUT THE VIRUS ARE SURGING.

102M

ONLINE CONVERSATIONS ABOUT COVID-19 AMONG PEOPLE IN THE U.S. OVER A 30-DAY PERIOD ENDING ON 03.17.20.

13M

AMONG MILLENNIALS



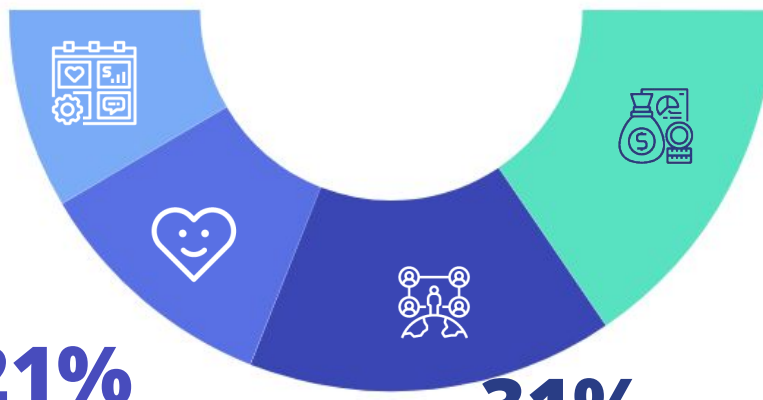
- Message boards
- Topical sites
- Blogs
- Social networks
- Content sharing
- Comments

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

17%

MY BEHAVIORS

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



21%

MY PSYCHOLOGICAL STATE

My emotional and mental state of mind

31%

MY SOCIAL LIFE

My relationship with others, community and society

31%

MY ECONOMIC SITUATION

My job, personal finances, business and/or sources of income community and society



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

84%

MENTION THE DISRUPTION OF THE "OLD NORMAL" BEHAVIOR

AMONG ALL GENERATIONS, MILLENNIALS ARE THE MOST CONCERNED ABOUT PUTTING A PAUSE IN THEIR LIVES.

ALTERING THEIR BEHAVIOR, their routine/activities **34%**

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

PUTTING A PAUSE by postponing/cancelling events **25%**

16%

MENTION THE CREATION OF THE "NEW NORMAL"

MILLENNIALS DISCUSS CREATING NEW HABITS THE LEAST AMONG ALL GENERATIONS, AS THEY MAY ADOPT A "WAIT AND SEE" APPROACH FOR NOW.

60%

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

MILLENNIALS ARE THE MOST NEGATIVE OF ALL GENERATIONS MOSTLY DUE TO THE SENSE OF ISOLATION AND THE RESTRICTIVE MEASURES PUT IN PLACE.

FEELING OF ISOLATION **39%**

INCONVENIENCE of the situation **25%**

RESTRICTIONS OF THEIR FREEDOM **19%**

But also the **DIFFICULTY OF ADAPTING** to the new normal **17%**

38%

ARE NEUTRAL AND LOOK FOR GUIDANCE TO CHANGE THEIR BEHAVIORS

HOW DO THEY ENGAGE?

ASK questions **50%**

SHARE their experience **32%**

ANSWER questions **18%**

KEY CONTACT:

Caroline Brethenoux, Head of Strategy and Cultural Intelligence®, CulturIntel and CIEN+
caroline@cien.plus | hello@cien.plus | covidimpactmeter.com

COVID-19 PEOPLE IMPACT METER



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

28%

ARE REALISTIC

32%

ARE CATASTROPHIC

31%

IN DENIAL

9%

ARE OPTIMISTIC
about the ability to
overcome the pandemic

MILLENNIALS ARE THE MOST POLARIZED ABOUT THE PSYCHOLOGICAL IMPACT OF COVID-19 ON THEIR LIVES AFTER GEN Zs. THEY ARE THE SECOND MOST CATASTROPHIC BUT ALSO, THE MOST IN DENIAL OF ALL GENERATIONS.

THEY ARE THE MOST NEGATIVE AS WELL AFTER GEN Zs. THEY ARE AFFECTED BY THE LACK OF SOCIAL INTERACTION BUT ALSO THE MISTRUST IN THE GOVERNMENT/OFFICIALS ON HANDLING THE SITUATION.

81%

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

WHAT'S DRIVING NEGATIVE SENTIMENT?

LACK OF SOCIAL INTERACTION

that triggers loneliness and absence of
validation from others

29%

THE MISTRUST IN THE ABILITY
OF GOVERNMENT/OFFICIALS

to contain the pandemic makes them lose confidence
in a positive outcome

28%

THE UNCERTAINTY

triggers fear and anxiety

24%

THE LACK OF CONTROL

over the situation makes them feeling hopeless/helpless

19%



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

68%

MENTION THE IMMEDIATE
DISRUPTION IN THEIR LIFESTYLE
AND SOCIAL CONNECTIONS

HOW DO PEOPLE DEFINE THE DISRUPTION IN THEIR SOCIAL LIFE?

LIFESTYLE CHANGES

37%

CHALLENGES OF STAYING CONNECTED

31%

with their community, network & support system

37%

MENTION THE STRUCTURAL SHIFT
SOCIETY IS TAKING FUELLED BY
CONFINEMENT MEASURES

WHAT DEFINES THAT STRUCTURAL SHIFT?

CHALLENGES IN FINDING
MEANINGFUL CONNECTIONS

26%

in a new reality where connections
are more transactional, virtual

"NEW NORMAL" as a societal change

6%

86%

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

MILLENNIALS 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"

28%

THE LACK OF CONNECTION WITH OTHERS
in a new era of social distancing

27%

THE LACK OF PARTICIPATION
in communal effort

24%

LOSS OF PURPOSE

as fulfilling activities are now put on hold

21%



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

55%

MENTION THE DIRECT IMPACT ON
THEIR PERSONAL FINANCES TODAY

WHAT'S THE DIRECT FINANCIAL IMPACT?

THE LACK OF SECURITY

in their jobs and income

44%

THE CONCERN OVER THE AFFORDABILITY
OF FULFILLING THEIR DAILY NEEDS

11%

28%

DISCUSS THE IMPACT ON THE
ECONOMY AT A MACRO LEVEL

17%

DISCUSS THE GOVERNMENT
RESPONSES TO SUPPORT
THEIR FINANCIAL SITUATION

79%

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

THE NEGATIVE IMPACT TODAY (48%)

THE POTENTIAL/ACTUAL LOSS OF THEIR JOB

30%

THE INCREASING COST OF BASIC ESSENTIALS

18%

THE NEGATIVE IMPACT TOMORROW (52%)

THE LACK OF EARNING OPPORTUNITIES
in the near future

27%

THE ADDITIONAL ECONOMIC BURDEN

with new rising costs of daycare/food/health

25%

KEY CONTACT:

Caroline Brethenoux, Head of Strategy and Cultural Intelligence®, CulturIntel and CIEN+
caroline@cien.plus | hello@cien.plus | covidimpactmeter.com