



UNLOCK THE POWER OF  
*Cultural Intelligence™*

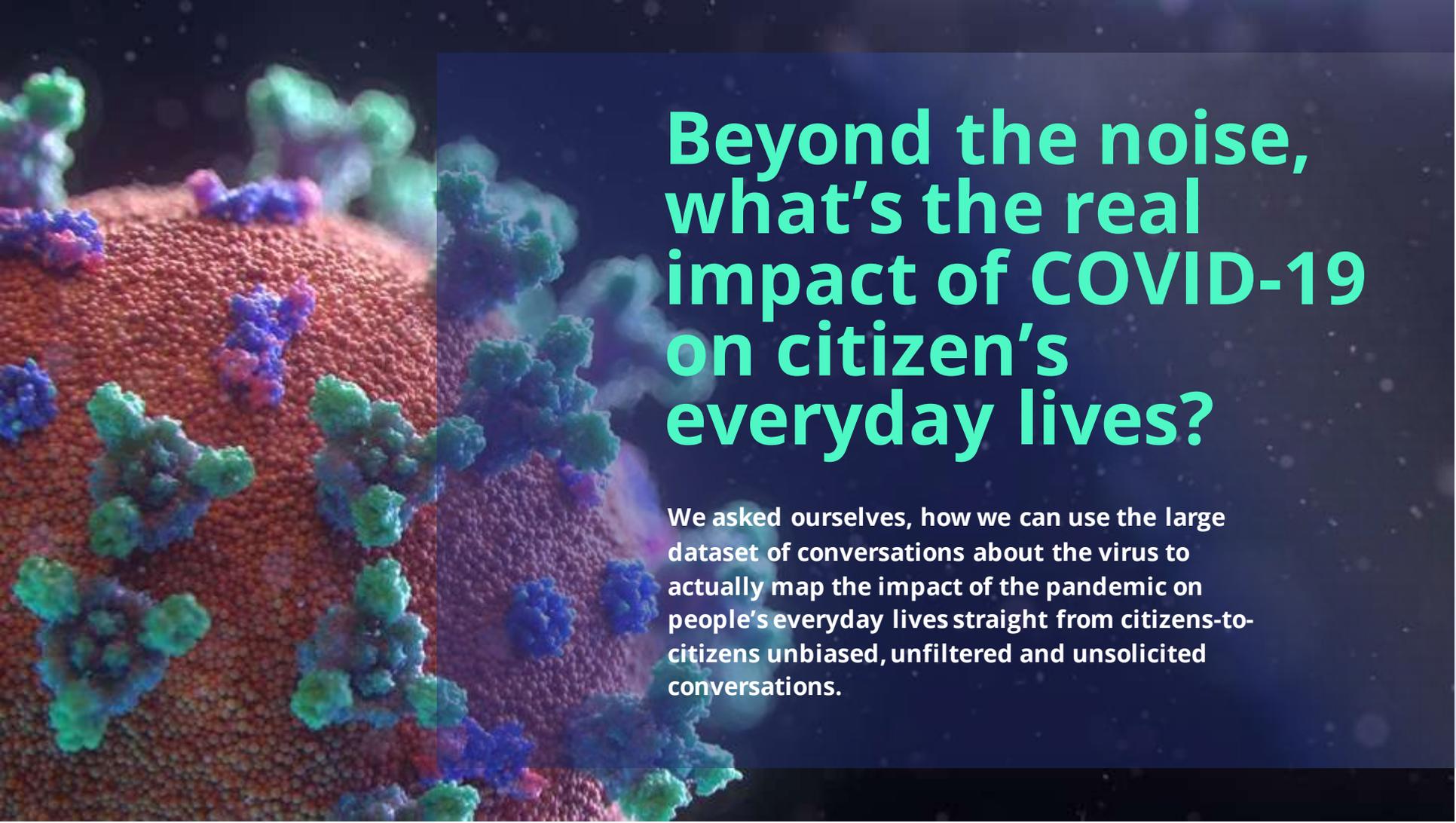
COVID-19

# Culturintel CITIZEN IMPACT meter

What the analysis of 8+ million digital discussions reveal about the mindset, emotional, physical and economical impact of COVID-19 on the everyday lives of New Yorkers.

[www.cien.plus](http://www.cien.plus) | Proudly women-owned and minority owned | [Lili Gil Valletta](#), Co-Founder and CEO [Liliana@cien.plus](mailto:Liliana@cien.plus)

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# Beyond the noise, what's the real impact of COVID-19 on citizen's everyday lives?

We asked ourselves, how we can use the large dataset of conversations about the virus to actually map the impact of the pandemic on people's everyday lives straight from citizens-to-citizens unbiased, unfiltered and unsolicited conversations.



# Opportunity

Imagine bringing into the current analysis of the pandemic a **new proxy and measure of the impact on citizens beyond health status and reported cases.**

With Culturintel's proprietary algorithm, we can harvest millions of organic digital discussions in real-time to measure the impact of the virus on people's lives- informed by their own citizen-to-citizen conversations. Applying this novel methodology can empower leaders to proactively keep a **pulse on the emotional, physical and economical needs** of people to better serve citizens, customers and people at large.

## BEHAVIORAL



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

## PSYCHOLOGICAL



My state of mind, emotional and overall mental state

## SOCIAL

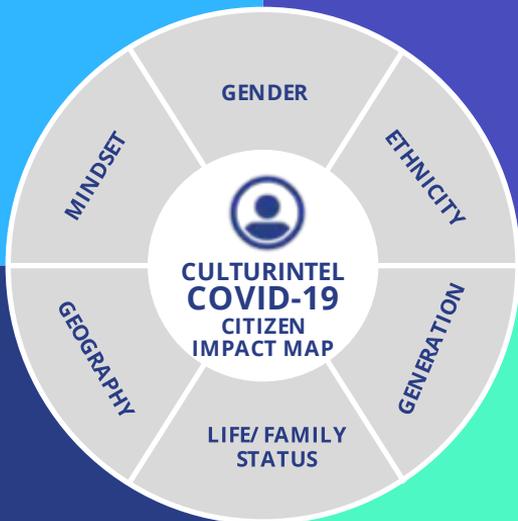


My relationship with others, lifestyle and society (family, friends, society, community)

## ECONOMIC



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



Understanding

# HOW

## COVID-19

IMPACTS PEOPLE'S ATTITUDES, PERCEPTIONS, MINDSET IN EVERY ASPECT OF THEIR LIVES.





# HOW MANY DISCUSSIONS CAN WE MINE AND WHERE ARE THEY HAPPENING?

Based on 30 days of digital discussions as of March 17, 2020

## NEW YORK CITY

Discussions about the impact of **COVID-19** within the last 30 days

**N= 8,273,283**

digital discussions available for mining

**Boomer** 456,346

**Gen X** 869,568

**Millennial** 1,473,380

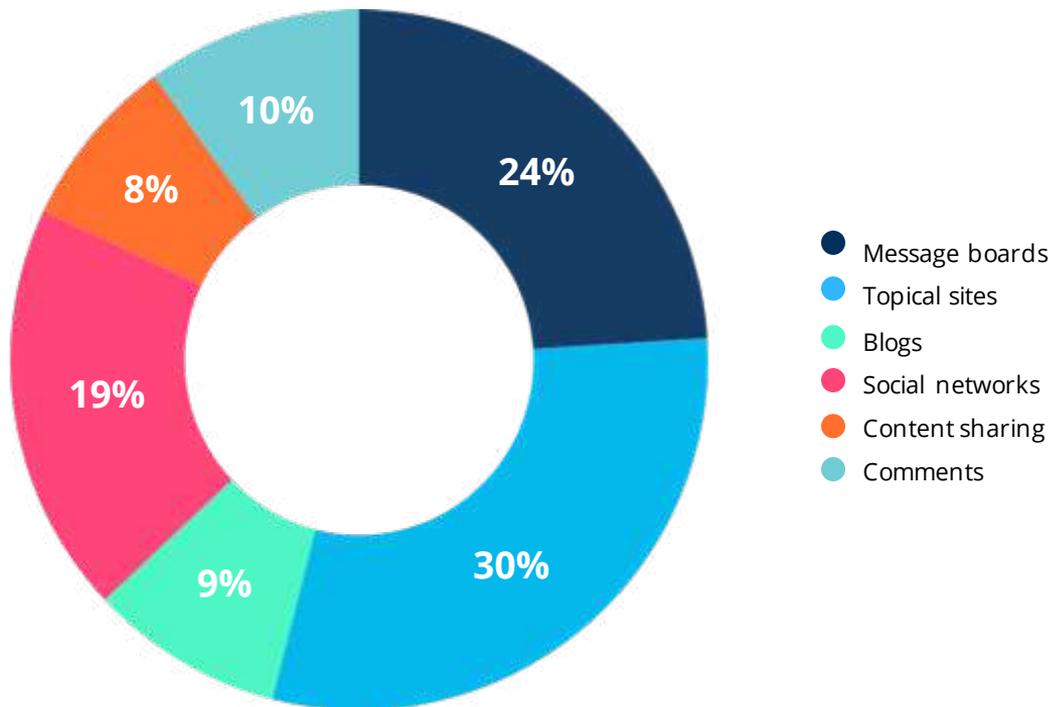
**Gen Z** 1,056,674

**Male** 3,596,294

**Female** 3,179,456

**AfAm** 1,004,365

**Hispanic** 946,456

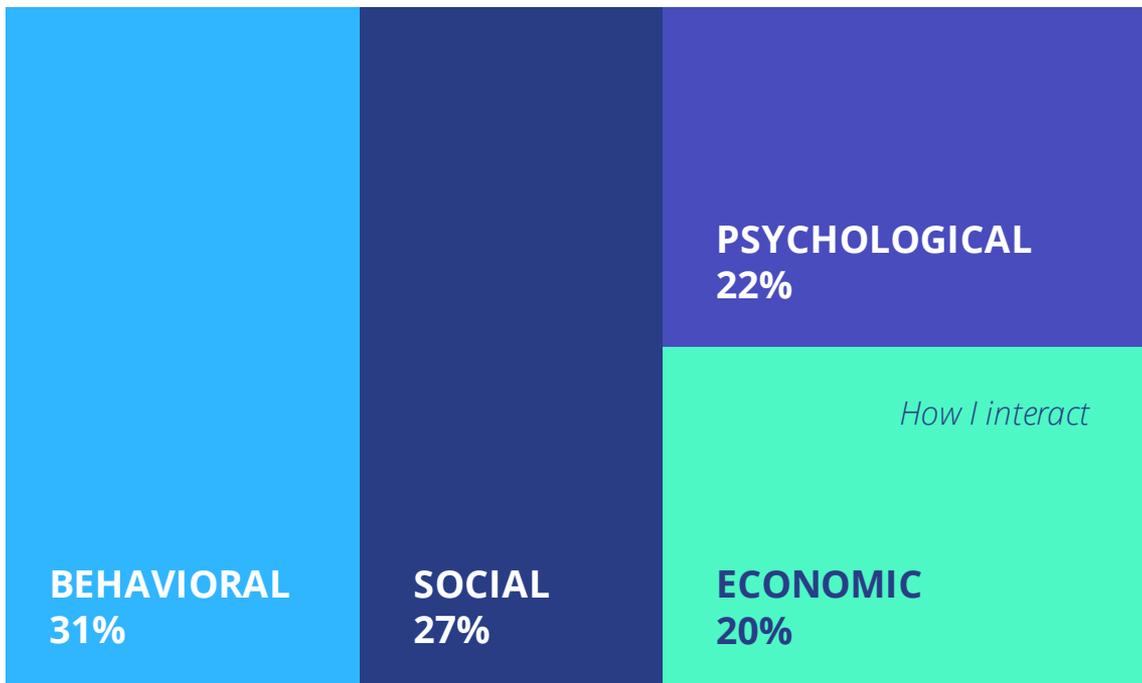




# WHAT IS THE OVERALL CONTEXT OF THE DISCUSSIONS ABOUT COVID-19 FOR THE PEOPLE ON NYC?

Based on 30 days of digital discussions as of March 17, 2020

## CULTURINTEL COVID-19 PEOPLE CONTEXT MAP



# 80%

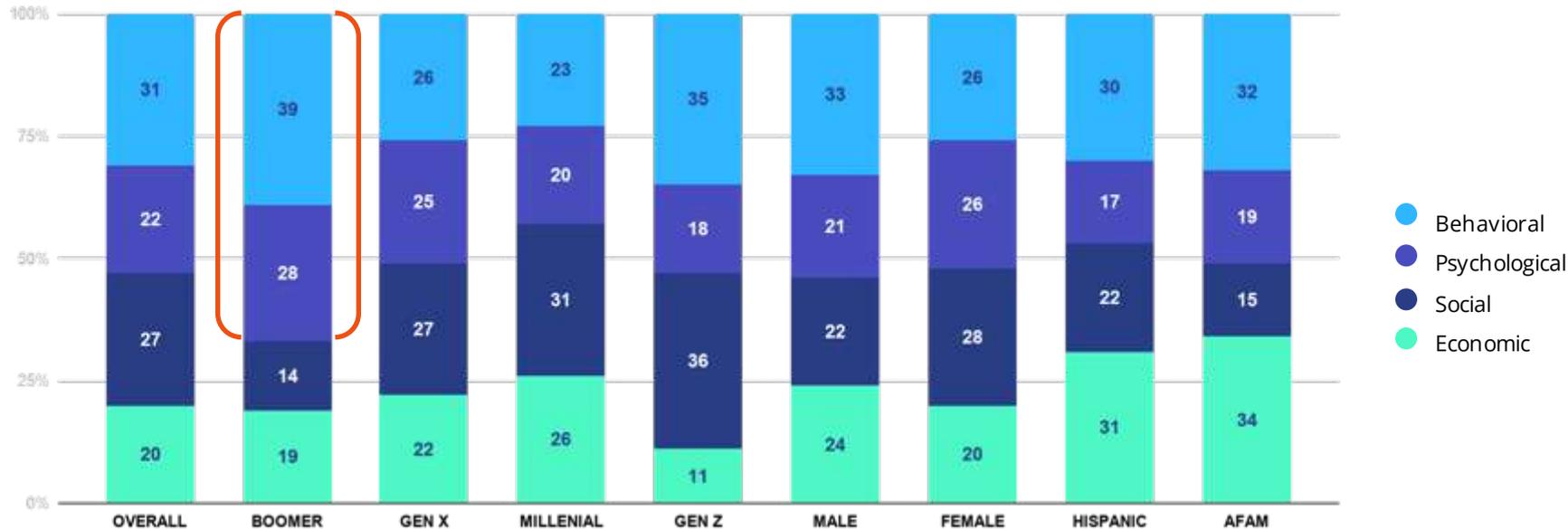
### BEHAVIORAL, SOCIAL AND PSYCHOLOGICAL DISCUSSIONS

The largest share of discussions are related to people's mental and social state more so than the economic implications. Emotional support and wellbeing must be prioritized to match the share of discussions.



# HOW IS THE CONTEXT OF THE COVID-19 NYC CITIZEN IMPACT DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



# BEHAVIORAL



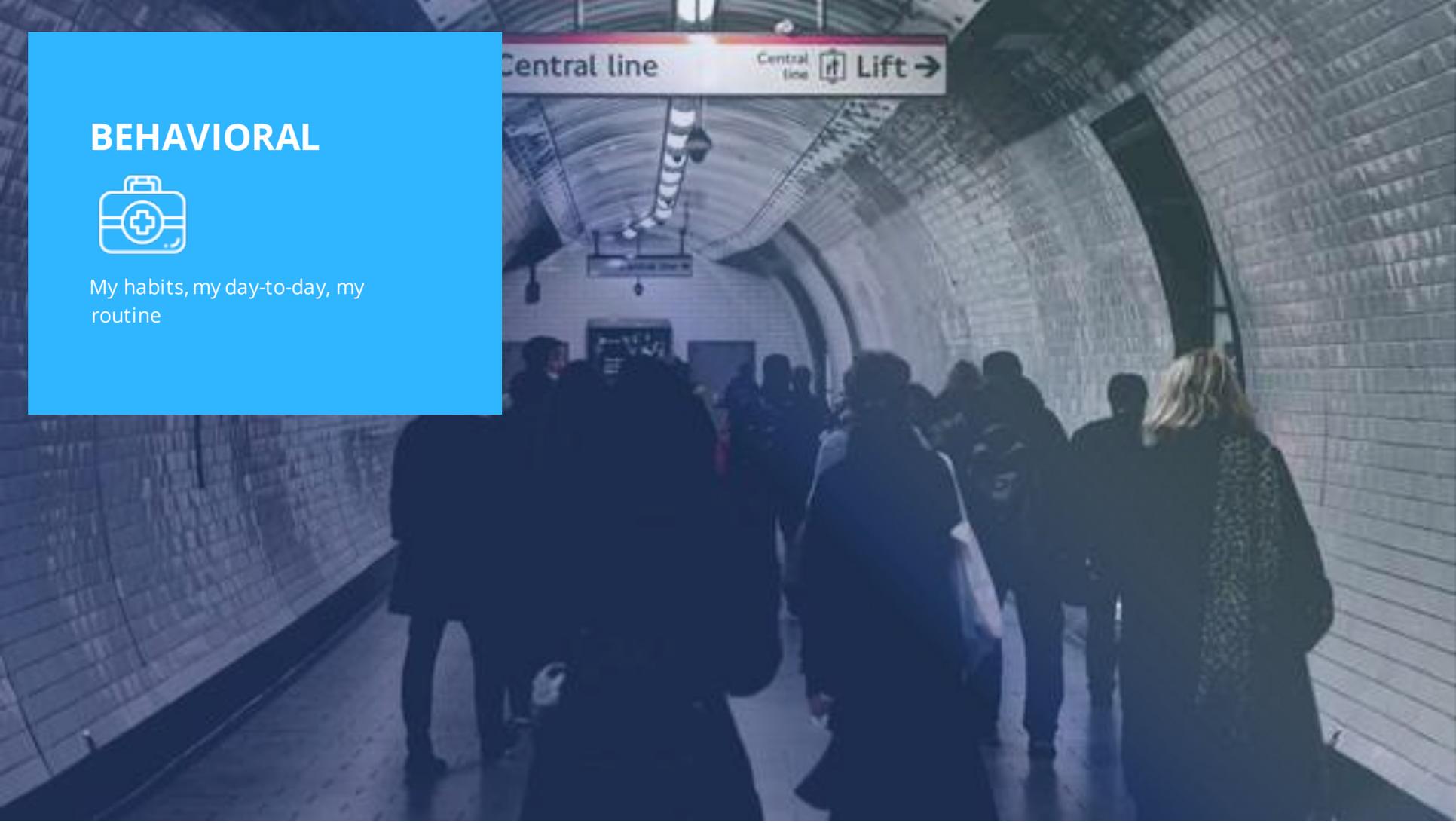
My habits, my day-to-day, my routine

Central line

Central line



Lift →





## CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

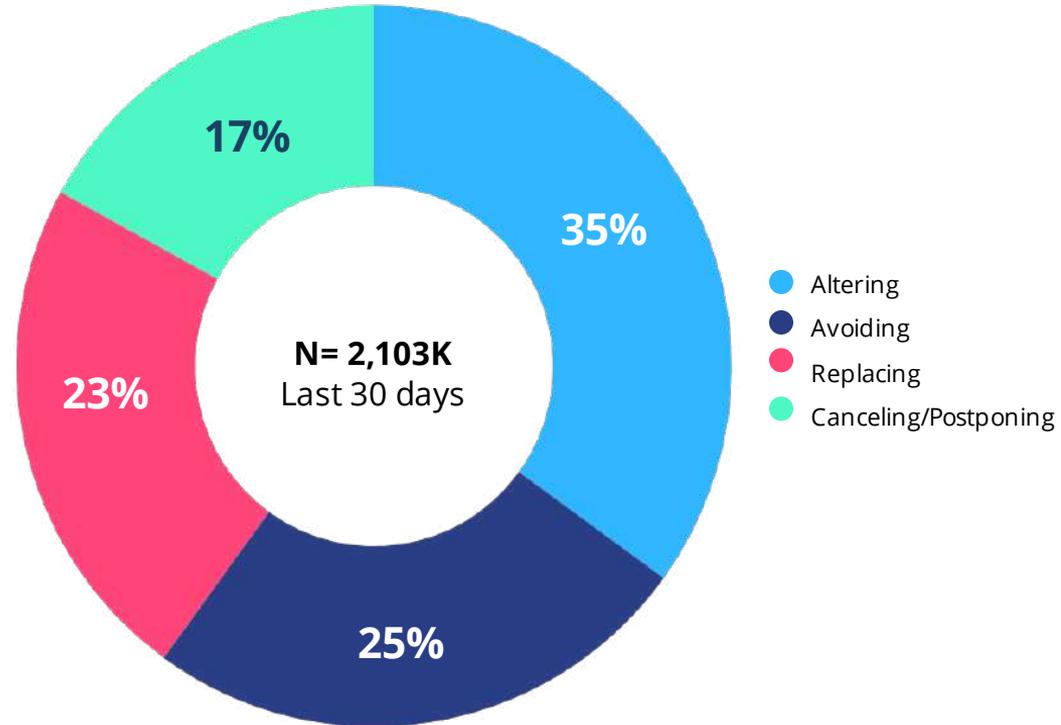
### What is the BEHAVIORAL mindset of New Yorkers towards COVID-19?

Based on 30 days of digital discussions as of March 17, 2020

When it comes to the Behavioral impact that Coronavirus has had in New Yorkers there is a focus on **Altering** and **Avoiding** as the main discussed mindsets making up a total of **(60%) of conversations**.

There is a perceived notion of a change in routinely activities (**Altering**) which is driving the conversations along with the perceived threats that are related to the virus (**Avoiding**).

While, on the other hand, changing one's behavior (**Replacing**) and changing existing plans due to the circumstance (**Canceling/Postponing**) makeup 40% of all Behavioral impact mindsets.

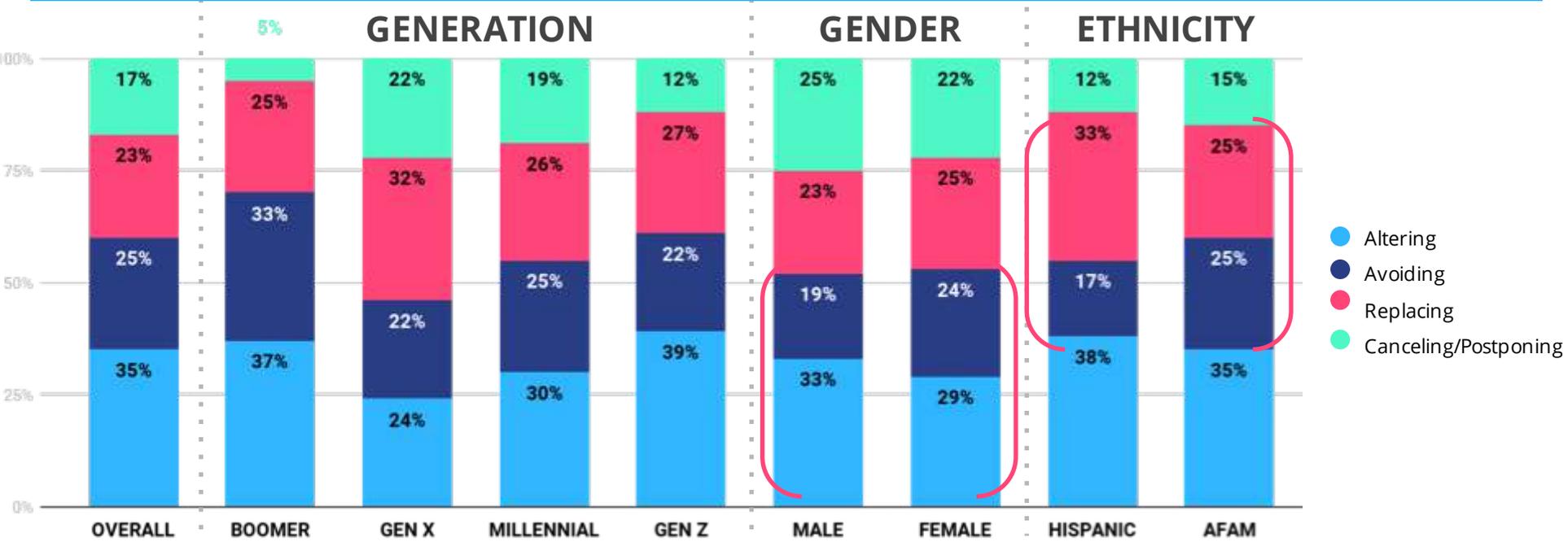




# CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

## HOW IS THE MINDSET OF NEW YORKERS SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Gen Z & Boomers discuss *Altering* more than other generations. However, Gen X & Millennials discuss *Canceling/Postponing* 2X more than other generations.

**Gender:** Men display a more *Altering* mindset than Women; however, Women discuss *Avoiding* at a higher rate than Men.

**Ethnicity:** Hispanics are discussing *Replacing* more than African Americans; while African Americans are discussing *Avoiding* more than Hispanics.



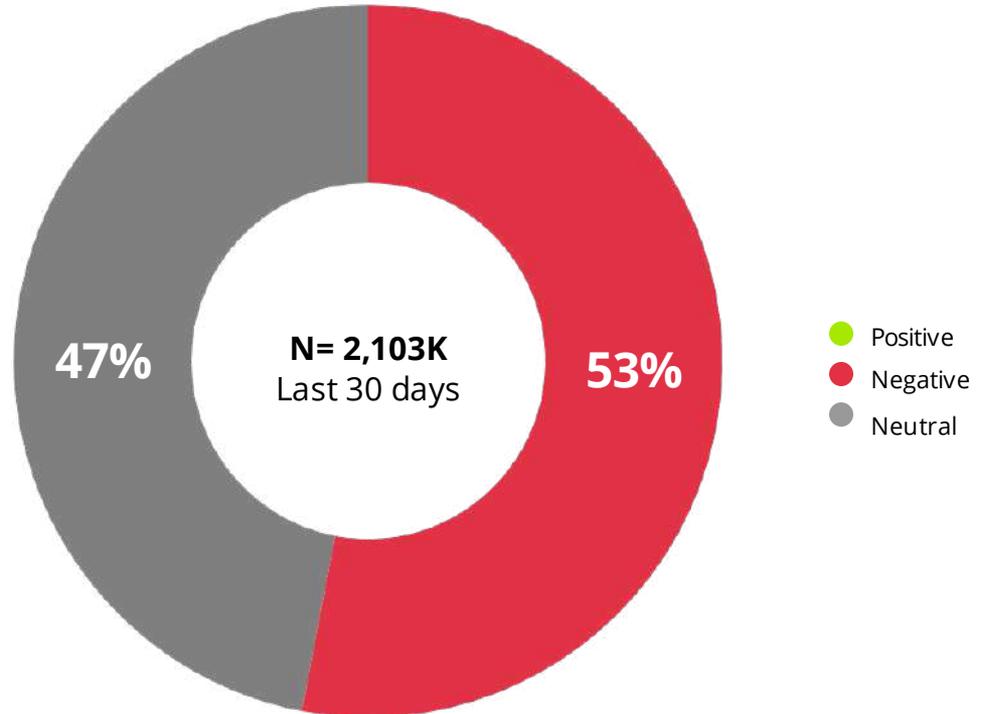
## CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

### WHAT IS THE SOCIAL MINDSET OF NEW YORKERS TOWARDS COVID-19?

*Based on 30 days of digital discussions as of March 17, 2020*

In the context of the Behavioral Impact mindset, sentiment is roughly half and half between Negative and Neutral.

There is no positive sentiment at all, implying that this situation has not brought up any positive feeling in their behavior or everyday lives and it has mostly been an inconvenience that New Yorkers have needed to adapt to.

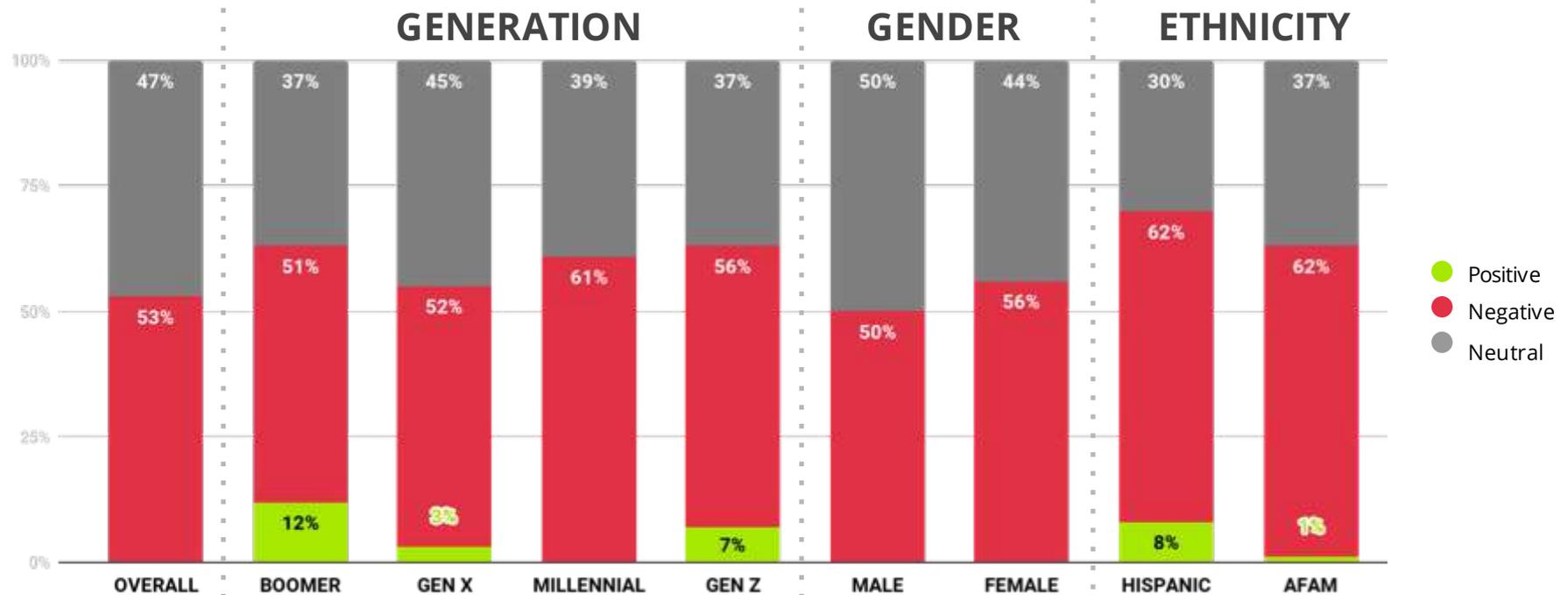




# CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

## HOW IS THE MINDSET OF NEW YORKER'S SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Boomers are the most positive while Millennials are the most negative with 0% positivity.

**Gender:** Both Men and Women display no positive sentiment, however, Women are slightly more negative than Men.

**Ethnicity:** Hispanics are more positive than African Americans, yet they are both equally negative in the context of Behavioral impact.



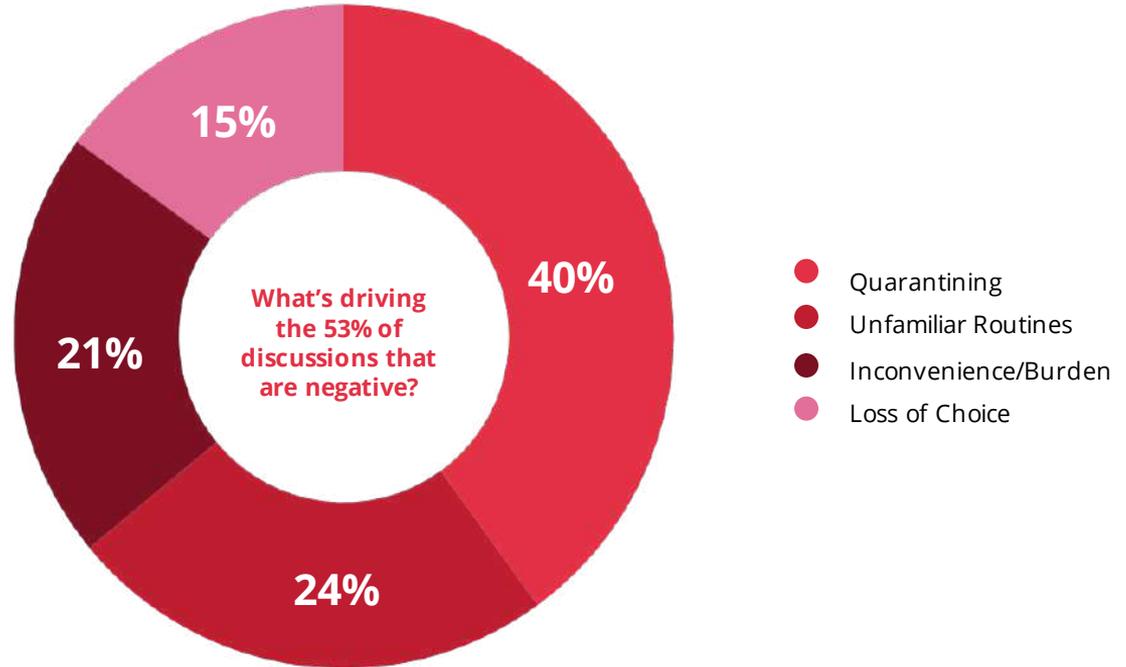
## CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

### WHAT'S DRIVING A NEGATIVE MINDSET FOR OVERALL NEW YORKERS?

*Based on 30 days of digital discussions as of March 17, 2020*

In the context of Behavioral Impact, the main drivers of negative sentiment are **Quarantining** and **Unfamiliar Routines**. Combined, they represent (64%) of all negative sentiment drivers.

Most New Yorkers are concerned with the issues involved around isolation or **Quarantining** and the **Unfamiliar Routines** that are recently becoming their new normal and have to adapt to due to the situation.

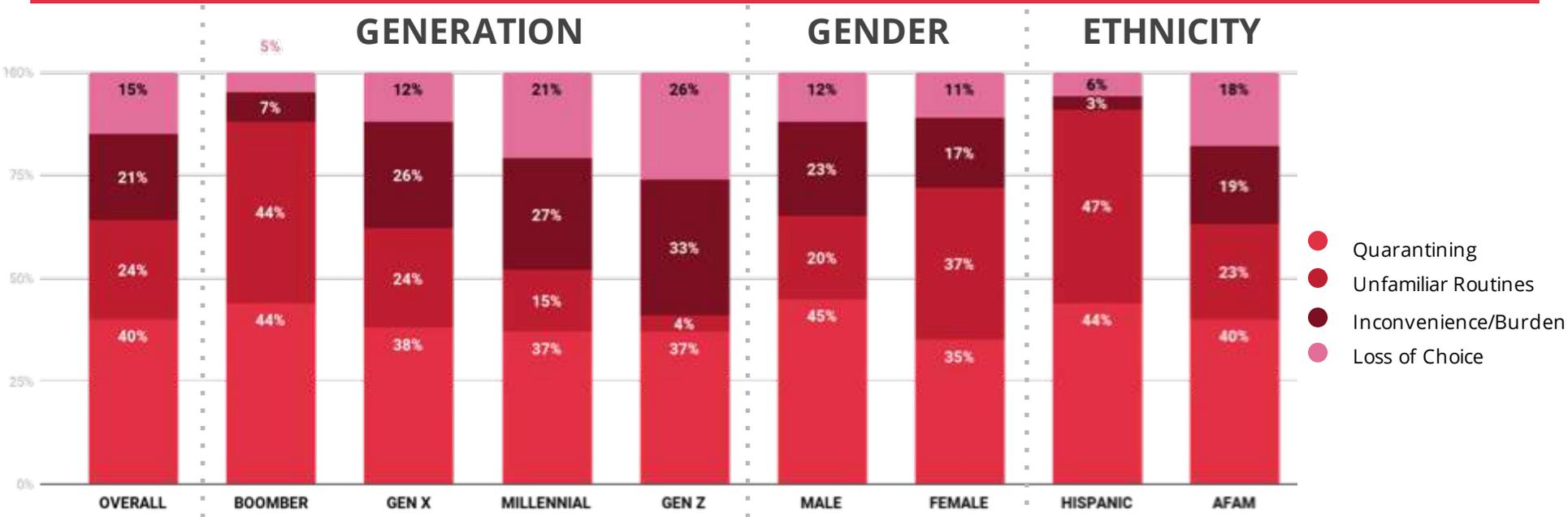




# CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

## WHAT'S DRIVING NEW YORKER'S NEGATIVE SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Older generations are considering *Quarantining* & *Unfamiliar Routines* as the main drivers of negative sentiment, while younger generations are concerned with *Loss of Choice*.

**Gender:** Women view *Unfamiliar Routines* as the main negative drivers more than Men do; while for Men, *Quarantining* is the biggest negative driver.

**Ethnicity:** Hispanics are far more concerned with *Unfamiliar Routines* than African Americans while African Americans care more about *Loss of Choice* as the top negative driver.



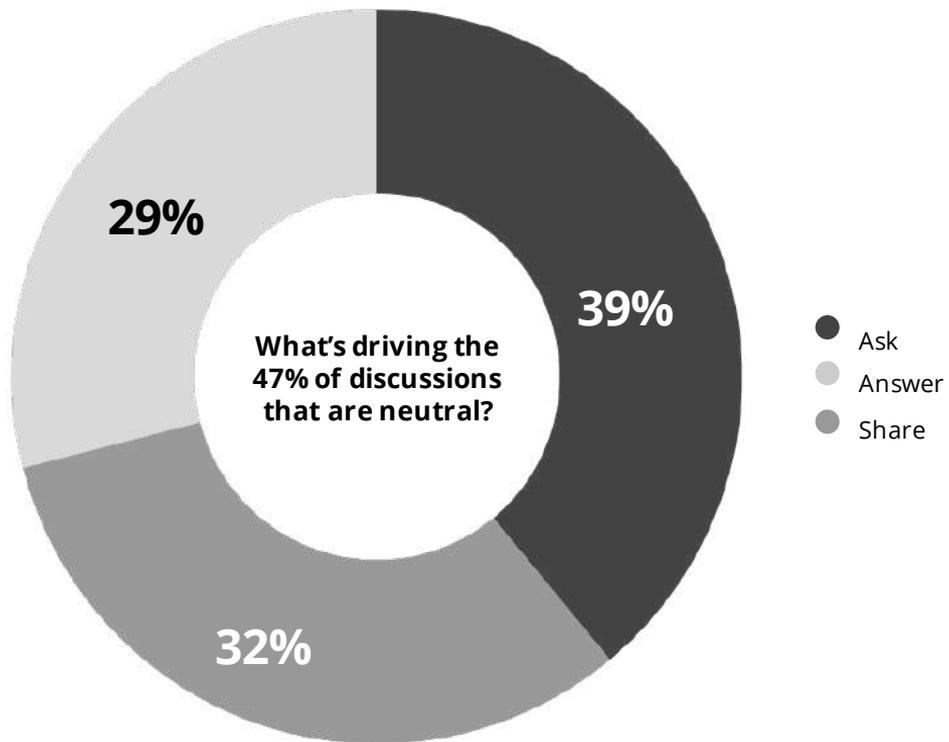
## CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

### What's driving a neutral mindset for New Yorkers?

*Based on 30 days of digital discussions as of March 17, 2020*

In the context of Social Impact, the main drivers of neutral sentiment are **Sharing** and **Asking**. Combined, they represent (71%) of all neutral sentiment drivers.

In the context of Behavioral Impact, more New Yorkers are deciding to go online to express neutral sentiment particularly in the form of **Sharing** their experience and situation with others. Only 3 out of 10 neutral conversations are about **Answering**.

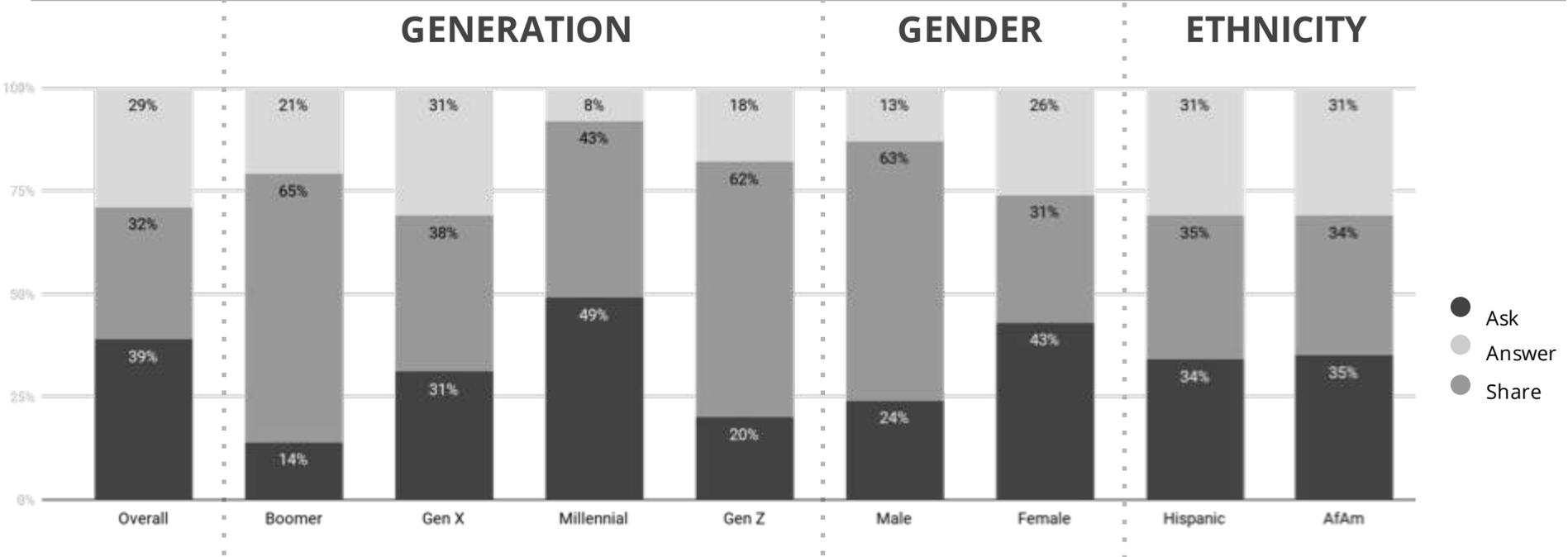




# CULTURINTEL COVID-19 BEHAVIORAL IMPACT PROFILE

## What's driving a neutral mindset for New Yorkers?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Millennials & Gen X talk *Share* at a higher rate than other generations; however, Boomers and Gen Z *Ask* with a lot more frequency.

**Gender:** Men are *Asking* at a higher rate than Women, however, Women are *Sharing* at a higher rate than Men.

**Ethnicity:** Hispanics and African Americans are *Sharing, Asking, & Answering* at very similar rates.



## PSYCHOLOGICAL



My state of mind,  
emotional and  
overall mental state



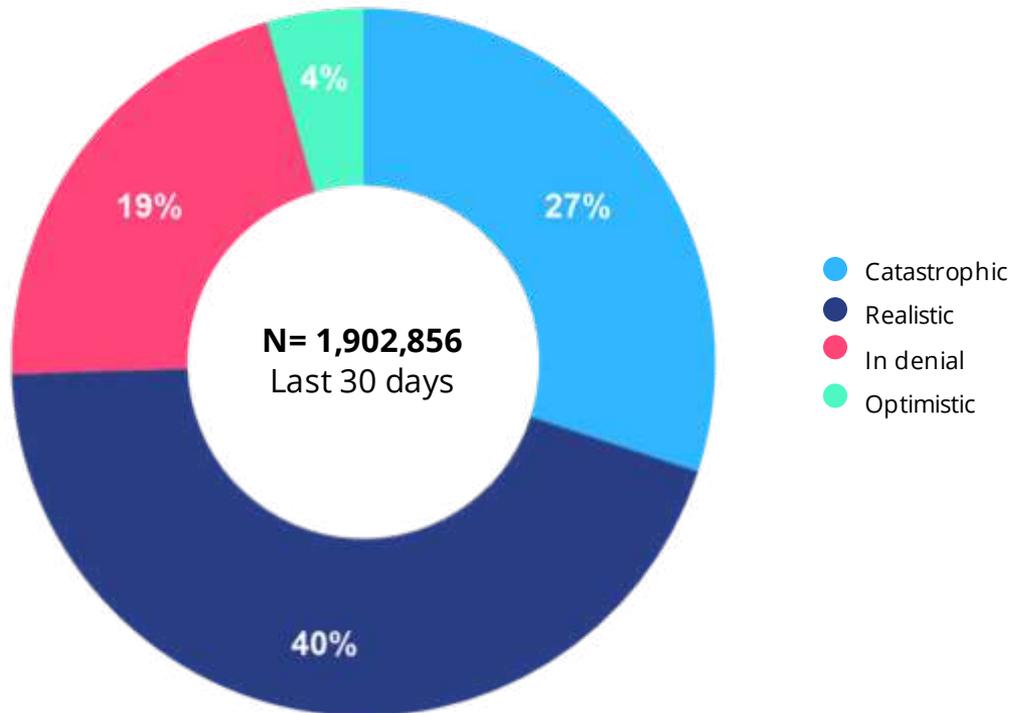
## CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

### What is the PSYCHOLOGICAL mindset of New Yorkers towards COVID-19?

Based on 30 days of digital discussions as of March 17, 2020

Contrary to what we could think about the dire situation we are facing, 40% of the overall conversations in NYC are actually showing a psychological mindset of coping with the situation rationally and realistically.

On the other hand it is due to mention that there is 27% conversations that denote overreaction due to panic, and another 19% underreaction due to denial. Both mindsets are dangerous to the meticulous structures required to defeat COVID-19

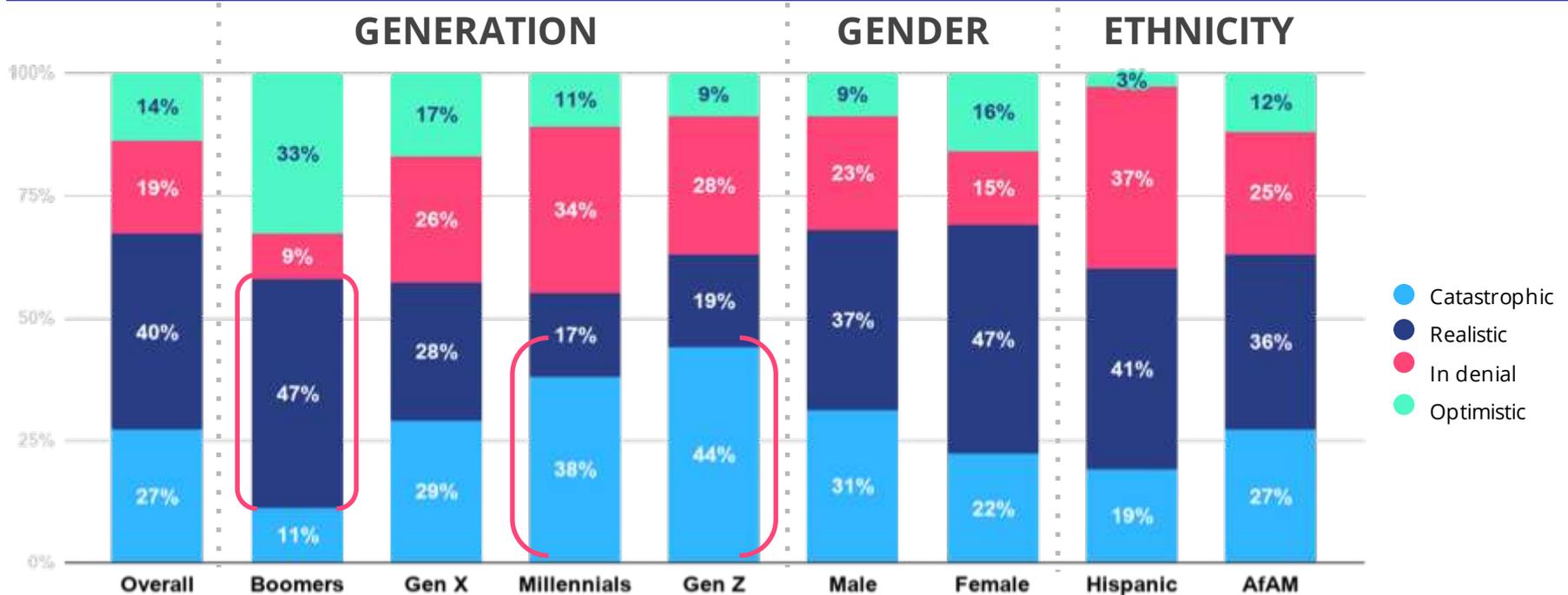




# CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

## HOW IS THE MINDSET OF NEW YORKERS SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



When it comes to different cuts of the population, Boomers, being one of the most vulnerable segments, are actually being the most realistic and composed about the COVID-19 situation when it comes to its psychological impact, while younger generations such as Millennials and Gen Z are the ones driving higher percentages of a Catastrophic mindset.

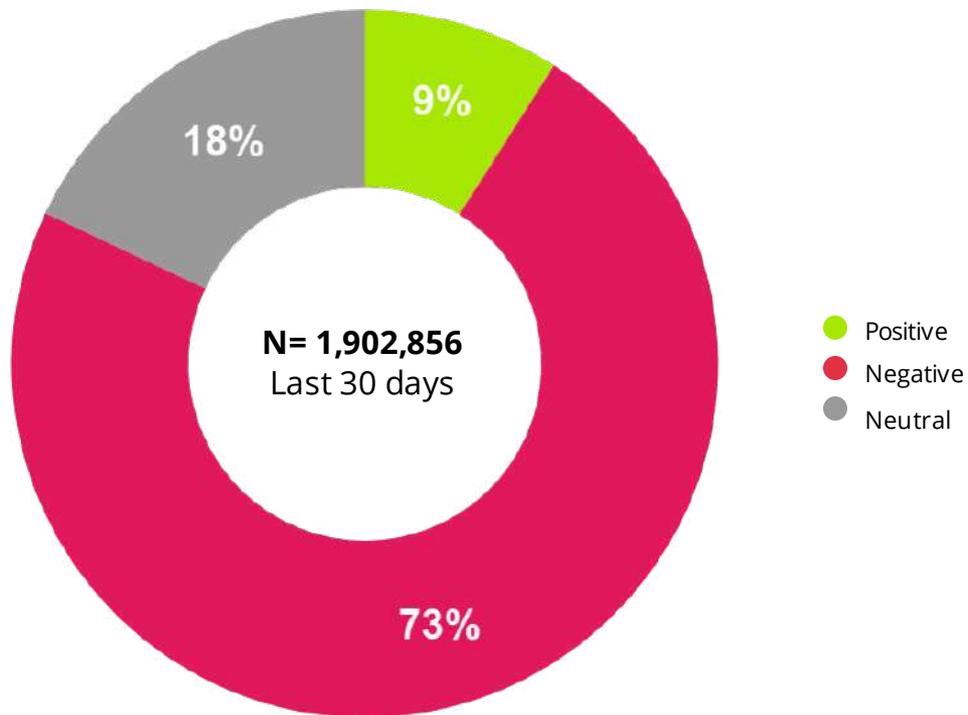


## CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

### WHAT IS THE PSYCHOLOGICAL MINDSET OF NEW YORKERS TOWARDS COVID-19?

Based on 30 days of digital discussions as of March 17, 2020

As expected, most of the sentiment, in terms of the psychological impact that the COVID-19 situation in NYC has had, is negative. Little to none people has a positive vision while only 18% are Neutral.

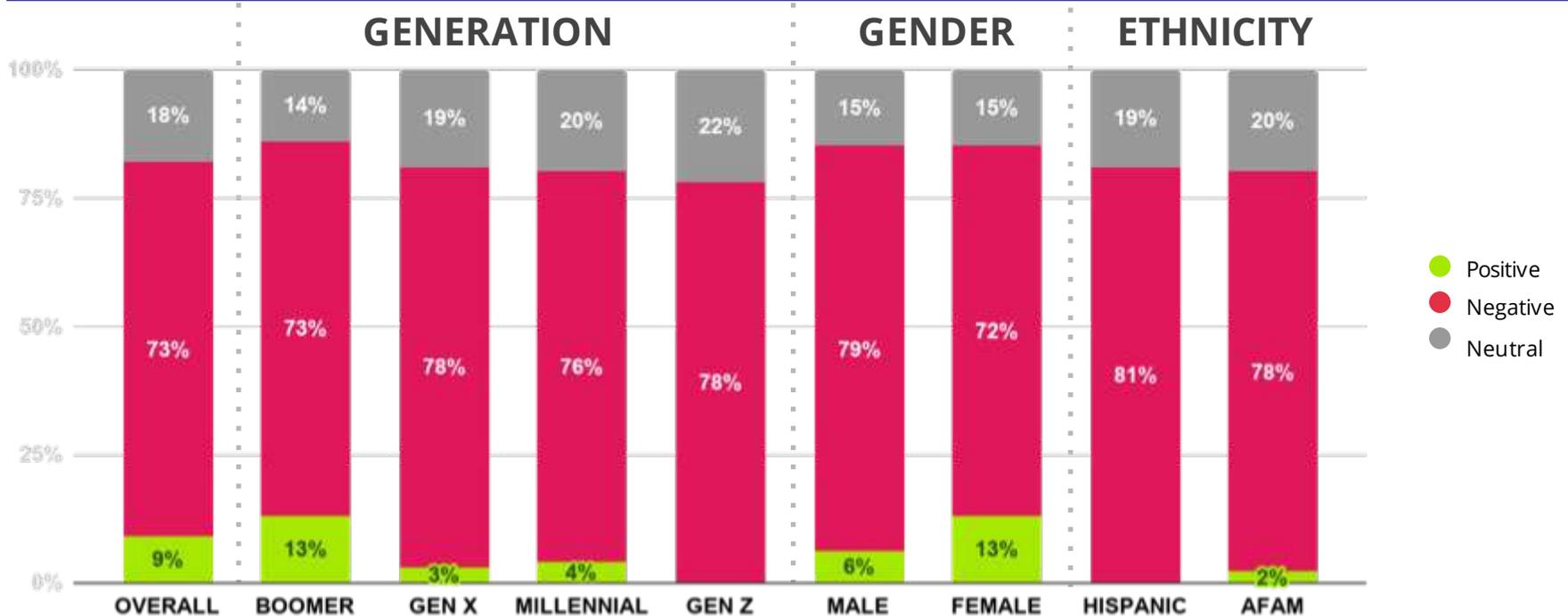




# CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

## HOW IS THE MINDSET OF NEW YORKER'S SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Gen Z is both the most negative and the most neutral towards the psychological impact of the situation, while boomers are the most positive with only 13%.

**Gender:** Men are more negative and less positive towards the psychological impact of COVID-19 than women

**Ethnicity:** Hispanics are the overall most negative segment towards the psychological impact of COVID-19



## CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

### WHAT'S DRIVING A NEGATIVE MINDSET FOR OVERALL NEW YORKERS?

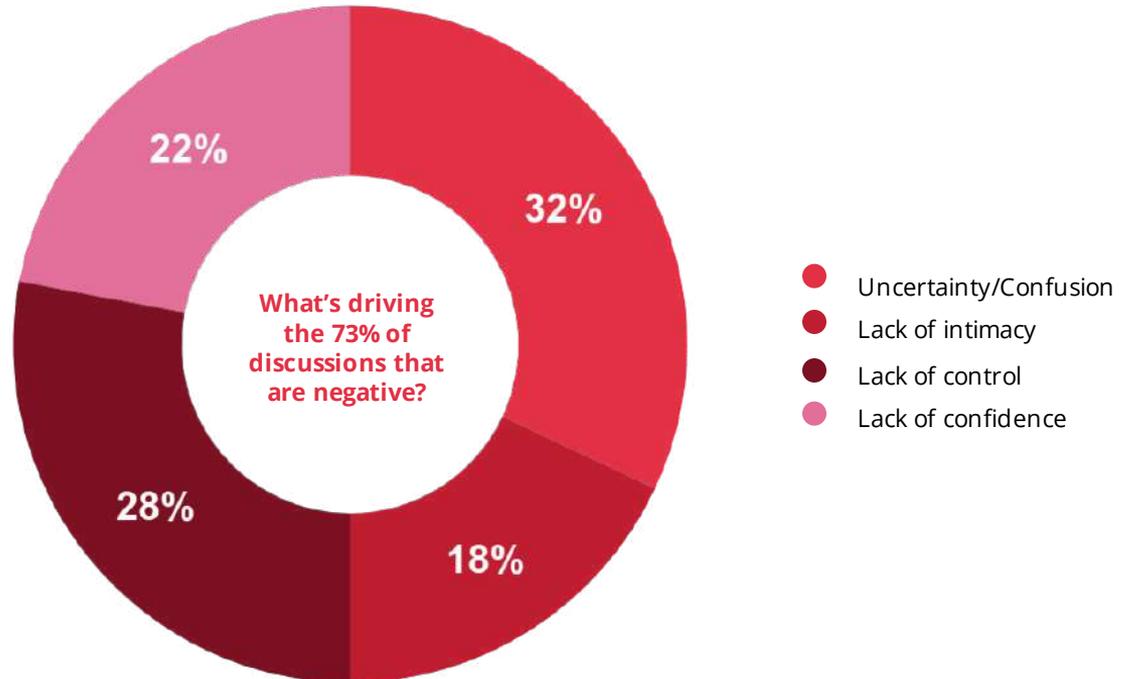
*Based on 30 days of digital discussions as of March 17, 2020*

Even though, the biggest stand alone barrier in terms of the psychological impact that the outbreak has had is the **Uncertainty** that comes from it (anxiety towards the unknown future), it is plausible to say that 68% of the negativity is being understood as the loss of particular psychological features:

**Control**, in the form of Helplessness and hopelessness.

**Confidence**, in the form of anger and frustration

**Intimacy**, in the form of loneliness and validation.

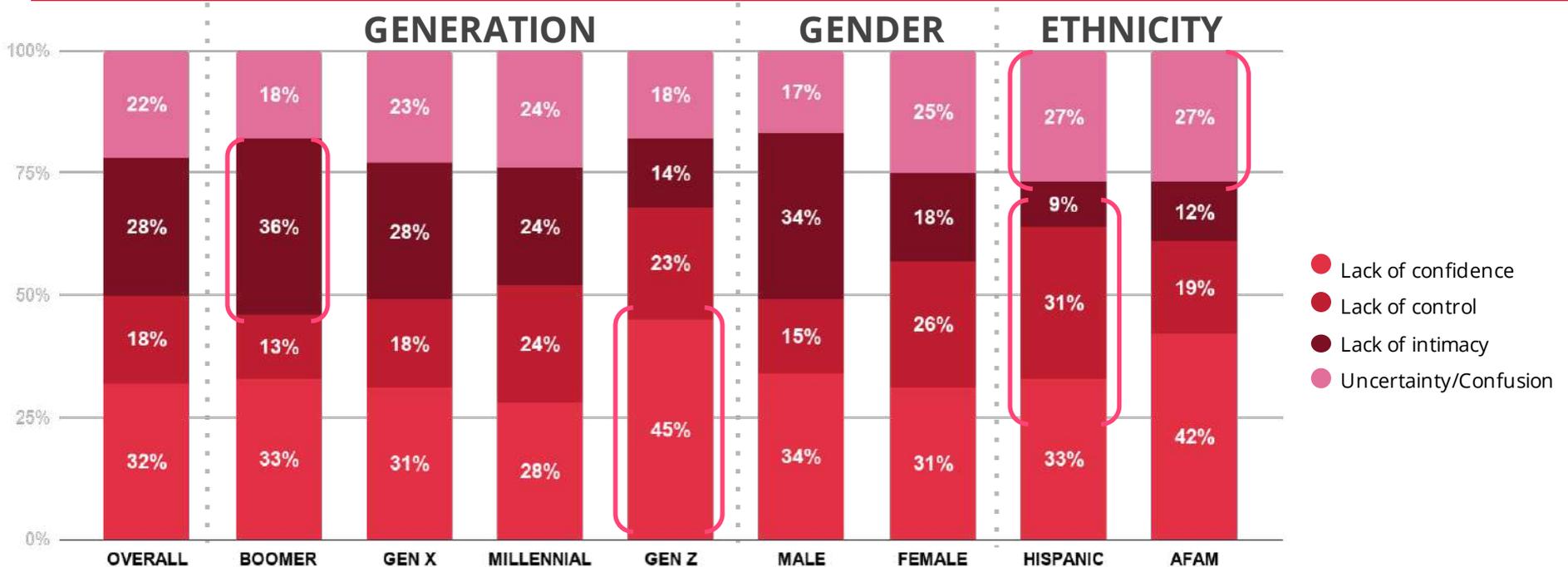




# CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

## WHAT'S DRIVING NEW YORKER'S NEGATIVE SENTIMETER™ BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Boomers are the most concerned of isolation as a barrier, followed by Gen X, while more digital avid generations as Gen Z are feeling negatively towards confidence, predominantly, they are frustrated about the situation and don't feel there is a way out yet.

**Gender:** While men are giving priority to the lack of intimacy women are more prone to feel uncertainty and lack of control over the situation.

**Ethnicity:** While hispanics show the highest percentage towards Lack of control among segments, both hispanics and blacks are leading in uncertainty as a driver of psychological impact among segments



# CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

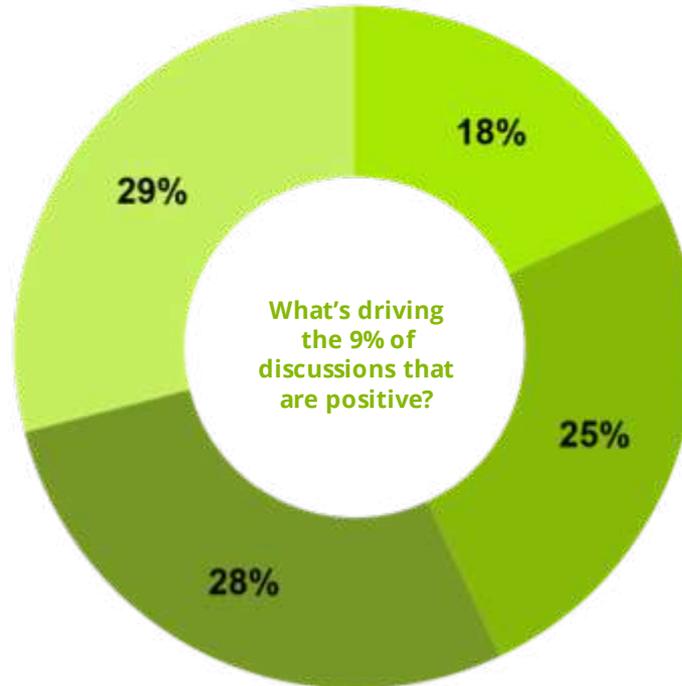
## WHAT'S DRIVING A POSITIVE MINDSET FOR OVERALL NEW YORKERS?

*Based on 30 days of digital discussions as of March 17, 2020*

Only 9% of the conversations are positive, yet the distribution of drivers, showcases what people grasp to in order to stay sane in this hard times.

The main driver is when people feels empowered by clear instructions and possibilities, creating resolve to overcome the situation. Then the completely opposite logic applies to the second driver in line: Faith. As long as people believes there is a way, they will feel better about the situation.

Compassion for others and Unity around a common enemy are also drivers of positivity when it comes to the psychological impact that COVID-19 has had in new yorkers.



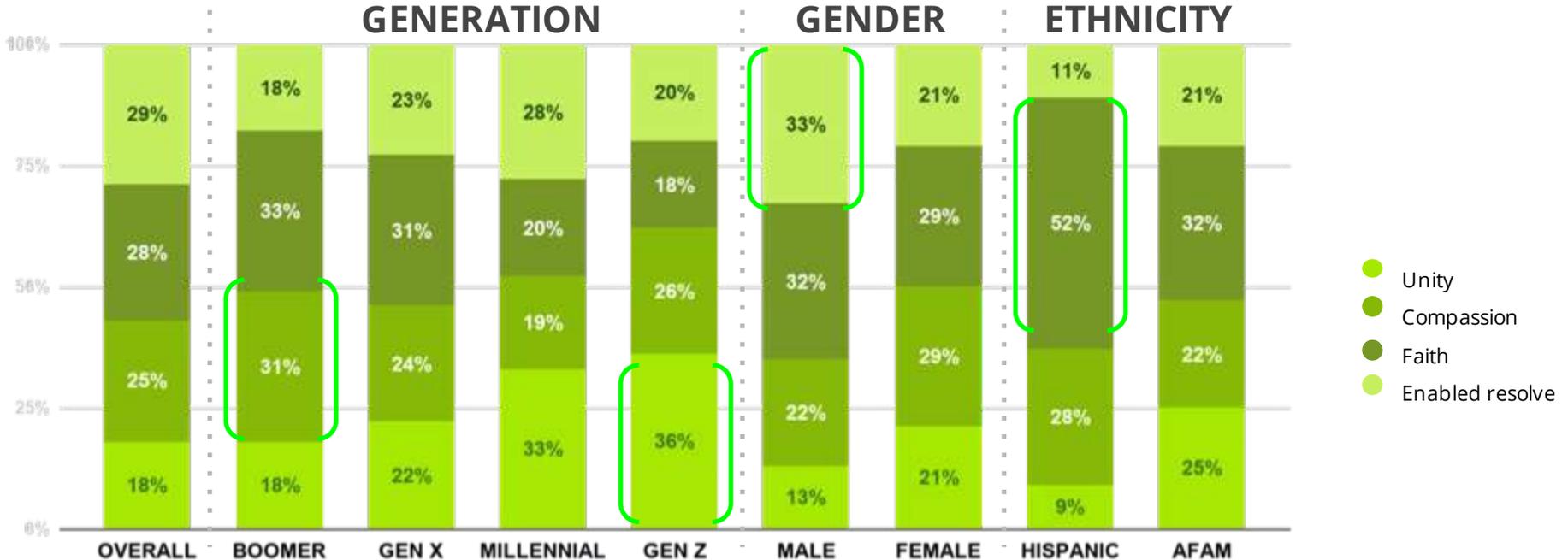
- Unity
- Compassion
- Faith
- Enabled resolve



# CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

## WHAT'S DRIVING A POSITIVE MINDSET FOR NEW YORKERS?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** While Boomers and Gen X seem to see positivity in compassion and faith, younger generations are biased towards actions and resolve.

**Gender:** Men are the most action driven among all segments. Women are the most well distributed, to conquer the situation, a little bit of everything is required.

**Ethnicity:** Hispanics are the ones driving the highest distribution towards Faith as a driver of positivity.

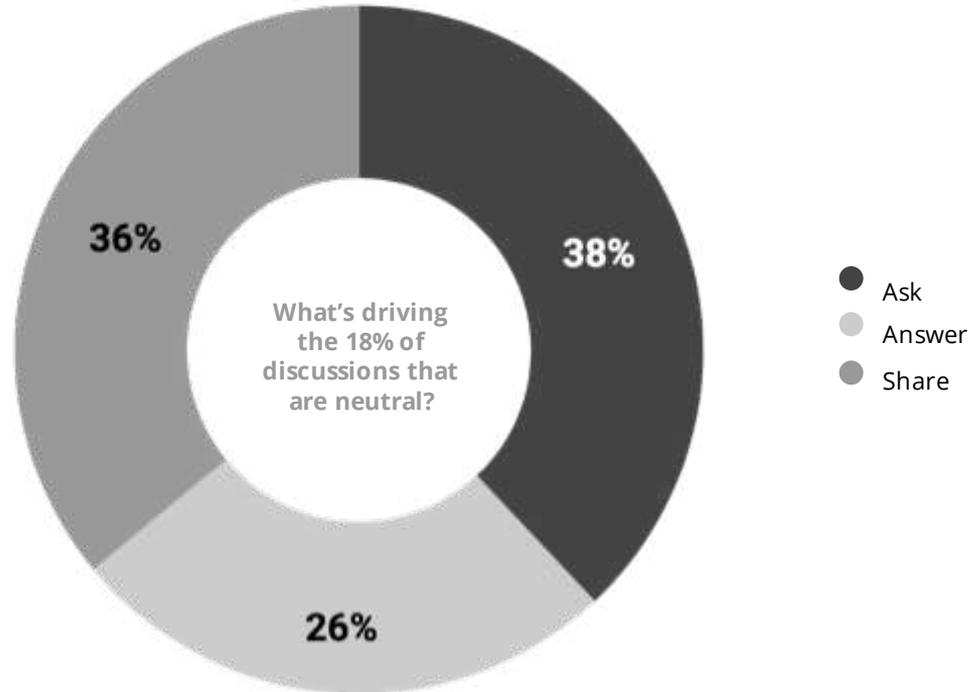


## COVID-19 NYC PSYCHOLOGICAL- NEUTRAL SENTIMENT DRIVERS

Neutral conversations around the psychological impact that the COVID-19 outbreak has had on New Yorkers, are all about getting or providing information.

Asking takes the 38% of the distribution closely followed by answering. This means that at least 74% of the neutral conversations are about getting more people informed about the situation.

At 26% Sharing has to do more with reproducing organically what the media is saying or even commenting on their own experiences.

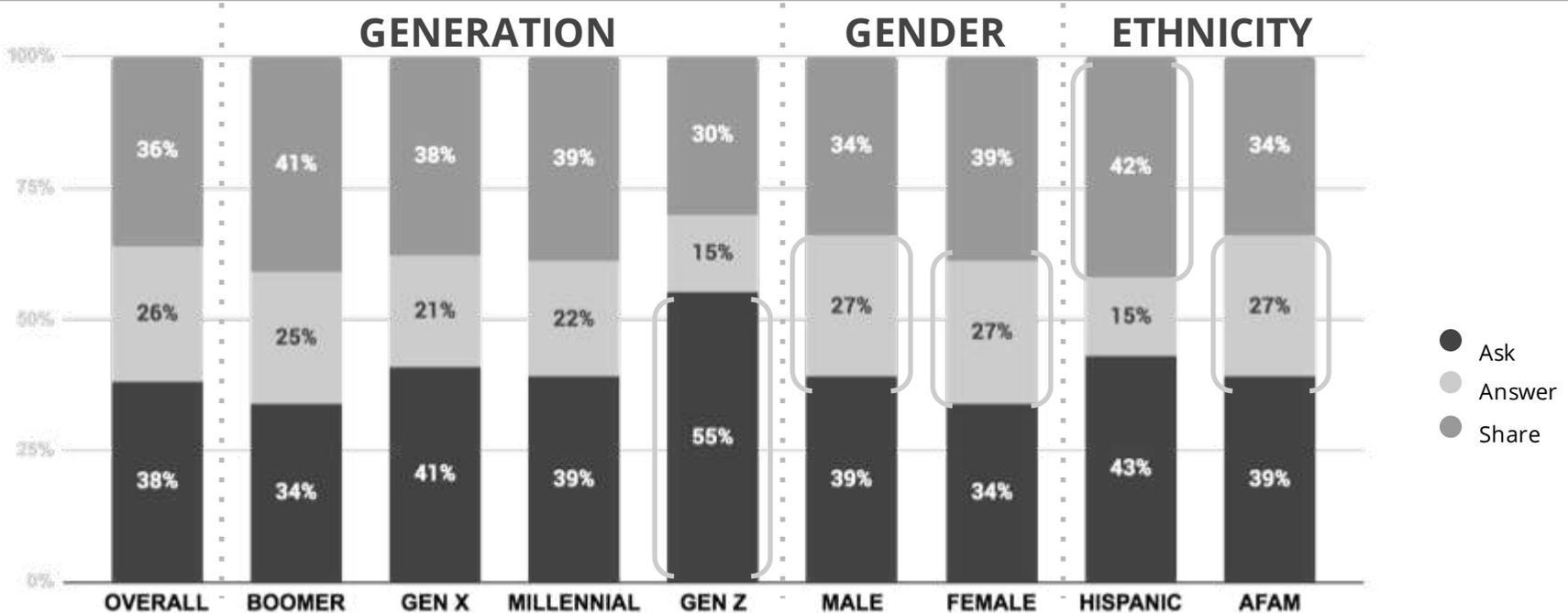




# CULTURINTEL COVID-19 PSYCHOLOGICAL IMPACT PROFILE

## What's driving a neutral mindset for New Yorkers?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Gen Z is the segment asking the most questions online about the situation while, Boomers are both sharing and answering the most.

**Gender:** in terms of neutral drivers towards psychological impact, men and women are very alike, being men slightly more prone to ask and women to share.

**Ethnicity:** while Hispanics are the segment that is sharing the most among everyone, AfAM seem to be the most balance in terms of neutrality.

## SOCIAL



My relationship with others,  
lifestyle and society (family,  
friends, society, community)



## CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

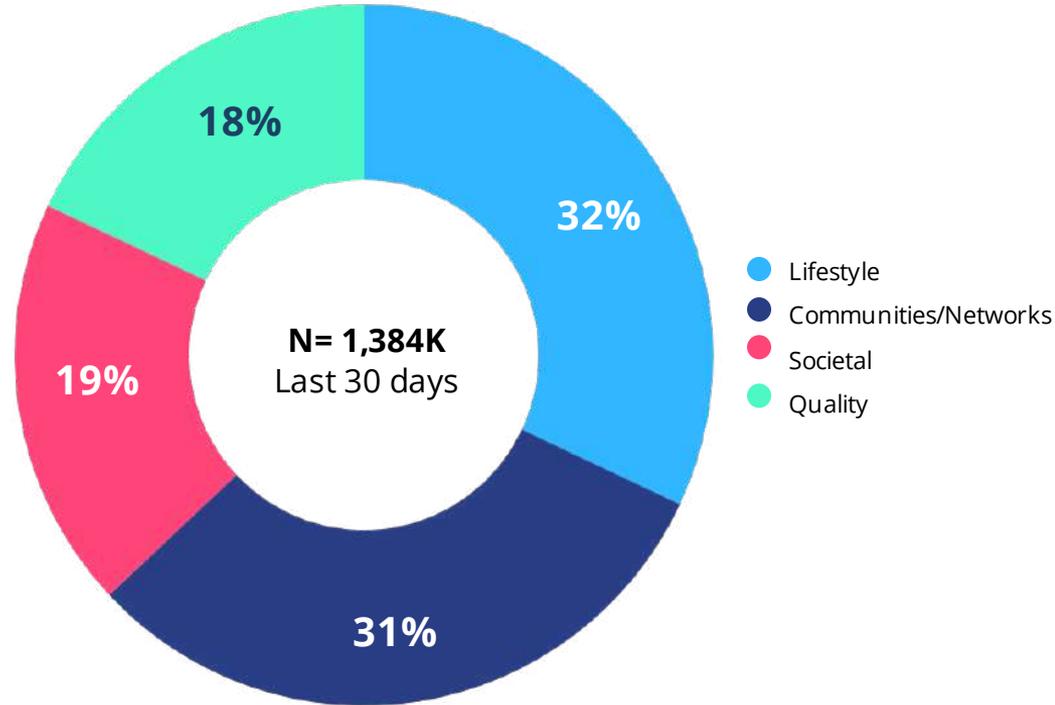
### What is the SOCIAL mindset of New Yorkers towards COVID-19?

Based on 30 days of digital discussions as of March 17, 2020

When it comes to the Social impact that Coronavirus has had in New Yorkers there is a focus on **Lifestyle** and **Communities/Networks** as the main discussed mindsets making up a total of **(63%) of conversations**.

New Yorkers are going online to discuss *What-Lifestyle* in particular has the virus affected about their lives as well as *Where-Comm/Networks* has the virus affected them in the context of Social impact.

The *When-Societal* and the *How-Quality* about how the virus has had a Social impact on these citizens is not a widely represented and makes up only **(37%) of mindsets discussed**.

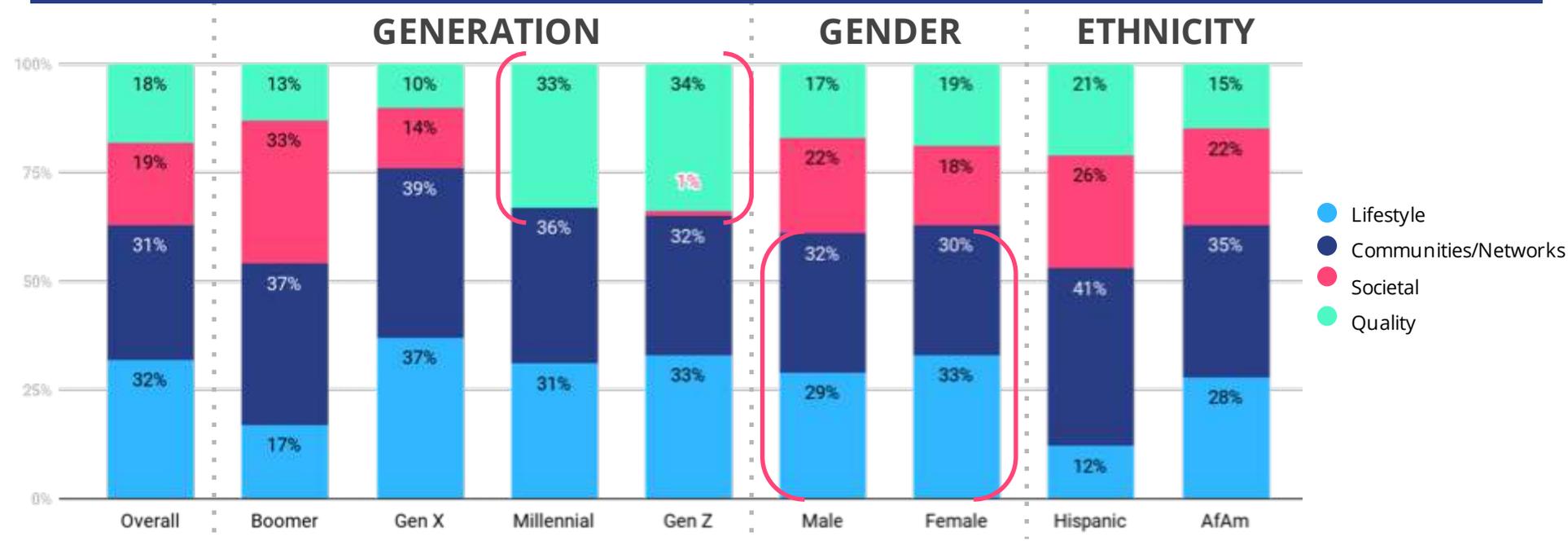




# CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

## HOW IS THE MINDSET OF NEW YORKERS SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Younger generations are not discussing the *Societal-when* aspect as much as older generations, who in turn, are discussing *Quality-how* at a much higher rate.

**Gender:** Men and Women share similar mindsets, aside from small variances particularly across *Societal-when* mindsets.

**Ethnicity:** Hispanics are expressing *Communities/Networks-where* considerably more than African Americans. However, African Americans are going online to discuss *Lifestyle-what* 2X more than Hispanics



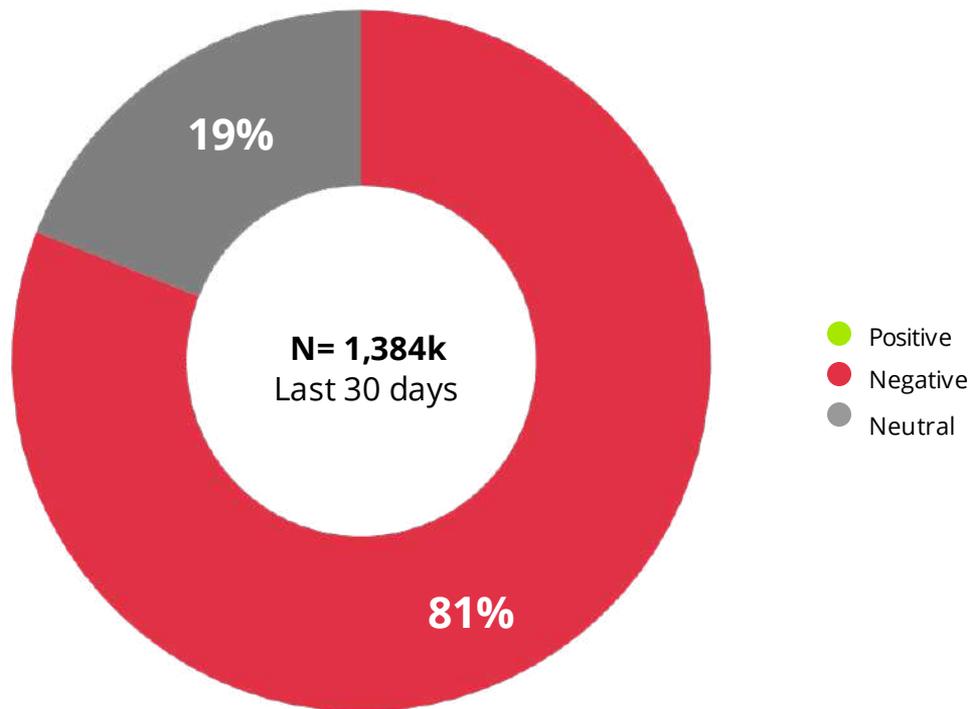
## CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

### WHAT IS THE SOCIAL MINDSET OF NEW YORKERS TOWARDS COVID-19?

Based on 30 days of digital discussions as of March 17, 2020

In the context of the Social Impact mindset, sentiment is overwhelmingly negative making up 8 out of 10 conversations while neutral sentiment, which generally encompasses questions, doubt, or objective information, only represents 2 out of 10 conversations.

There is no positive sentiment at all, implying that there is a seriousness about the situation in the context of Social Impact that the people of New York have taken notice about.

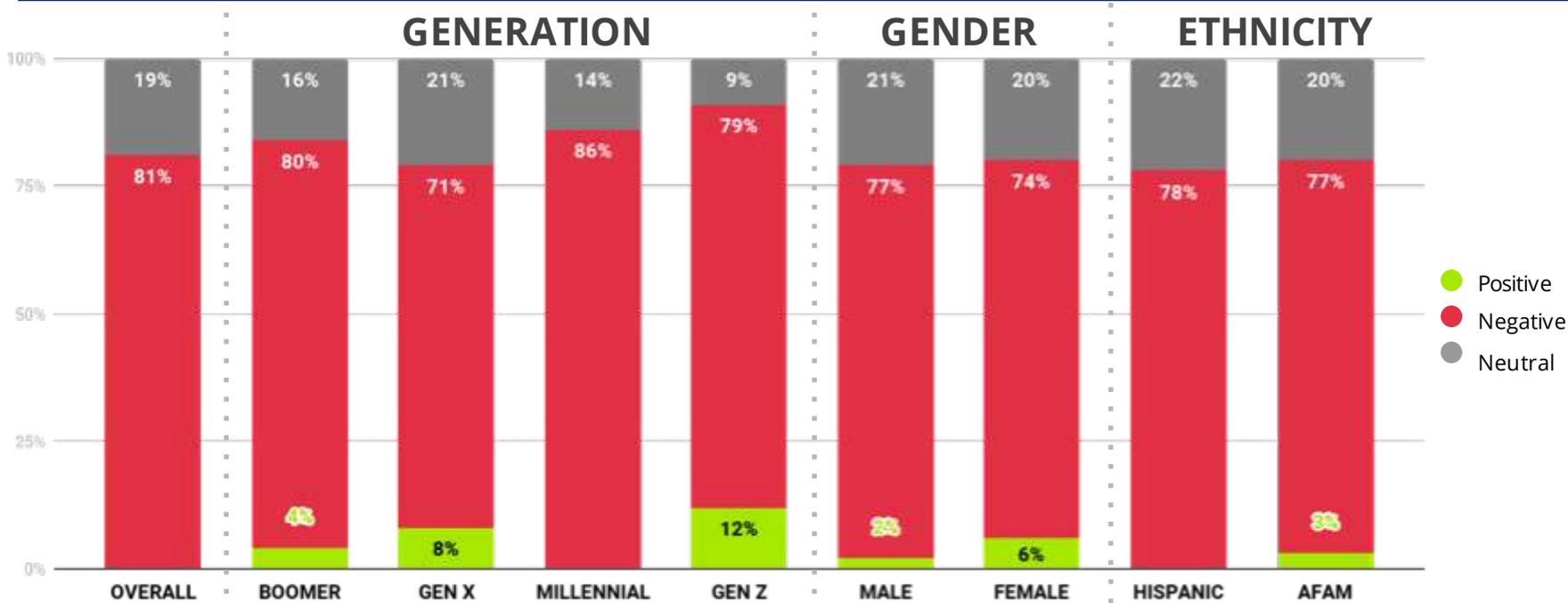




# CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

## HOW IS THE MINDSET OF NEW YORKER'S SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Gen Z are the most positive while Gen X are the least negative. Millennials are overwhelmingly negative.

**Gender:** Men are less positive and more negative than women.

**Ethnicity:** Hispanics are more negative and neutral than African Americans.



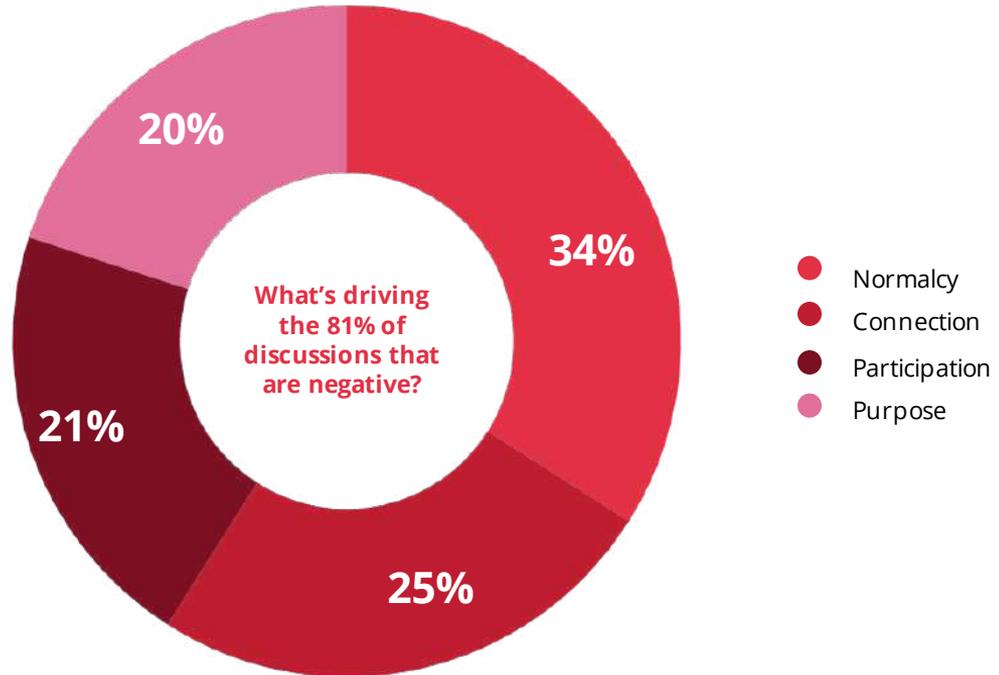
## CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

### WHAT'S DRIVING A NEGATIVE MINDSET FOR OVERALL NEW YORKERS?

*Based on 30 days of digital discussions as of March 17, 2020*

In the context of Social Impact, the main drivers of negative sentiment are **Normalcy** and **Connection**. Combined, they represent (59%) of all negative sentiment drivers.

This implies that people are mostly concerned with the recent alterations to their daily life and to society in general as well as the effect it has on their relationships with other people.

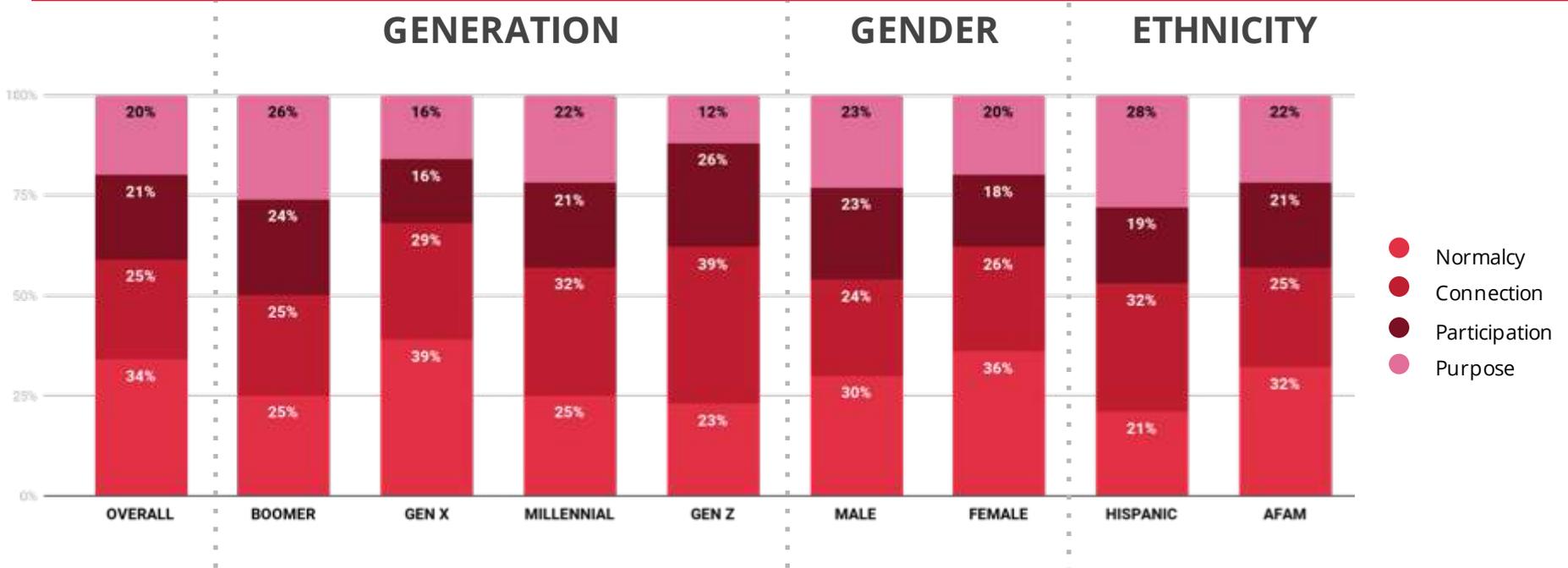




# CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

## WHAT'S DRIVING NEW YORKER'S NEGATIVE SENTIMETER™ DIFFERENT BY SEGMENT?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Younger generations are considering *Connection* the main driver of negative sentiment, while older generations are concerned with *Purpose*.

**Gender:** Women view *Normalcy* and *Connection* as the main negative drivers more than Men do.

**Ethnicity:** African Americans are more concerned with *Normalcy* while Hispanics care more about *Connection* as the top negative driver.



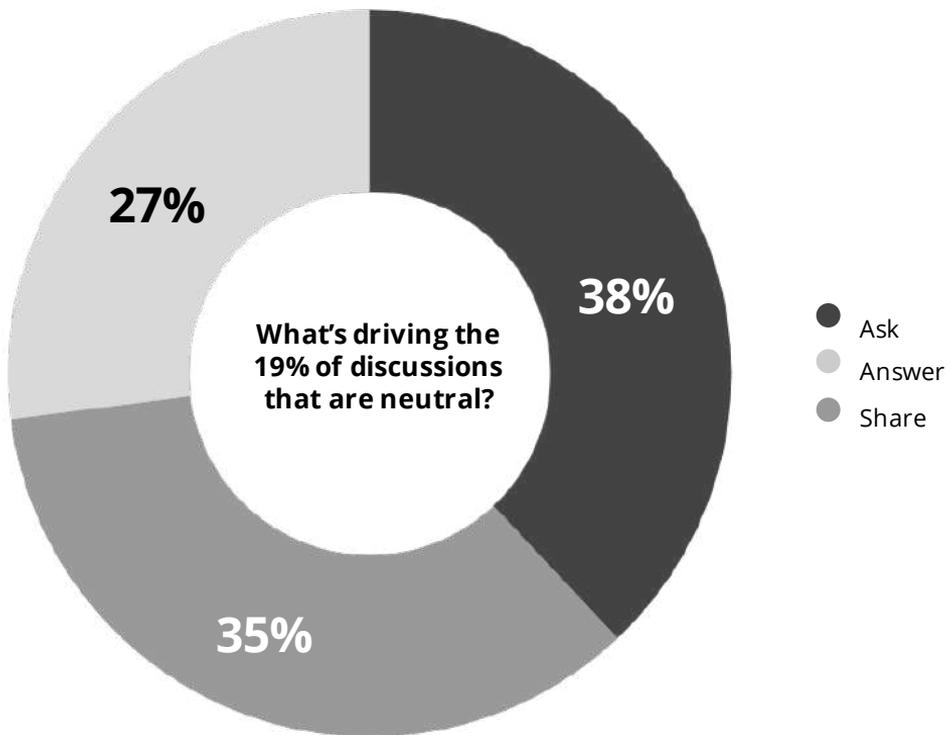
## CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

### What's driving a neutral mindset for New Yorkers?

*Based on 30 days of digital discussions as of March 17, 2020*

In the context of Social Impact, the main drivers of neutral sentiment are **Asking** and **Sharing**. Combined, they represent (73%) of all neutral sentiment drivers.

This implies that people are going online to either ask about the situation or to share about their experience but not nearly as many people are going online to Answer, meaning there is still quite some confusion around the topic and how to approach it in the context of Social impact.





# CULTURINTEL COVID-19 SOCIAL IMPACT PROFILE

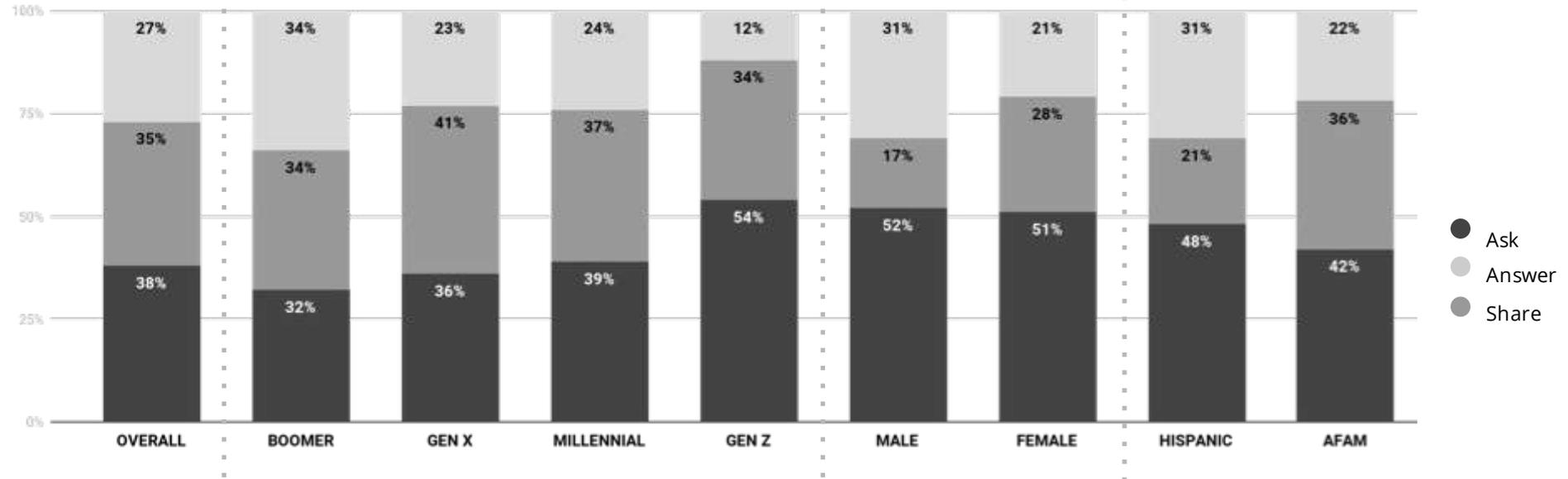
## What's driving a neutral mindset for New Yorkers?

Based on 30 days of digital discussions as of March 17, 2020

### GENERATION

### GENDER

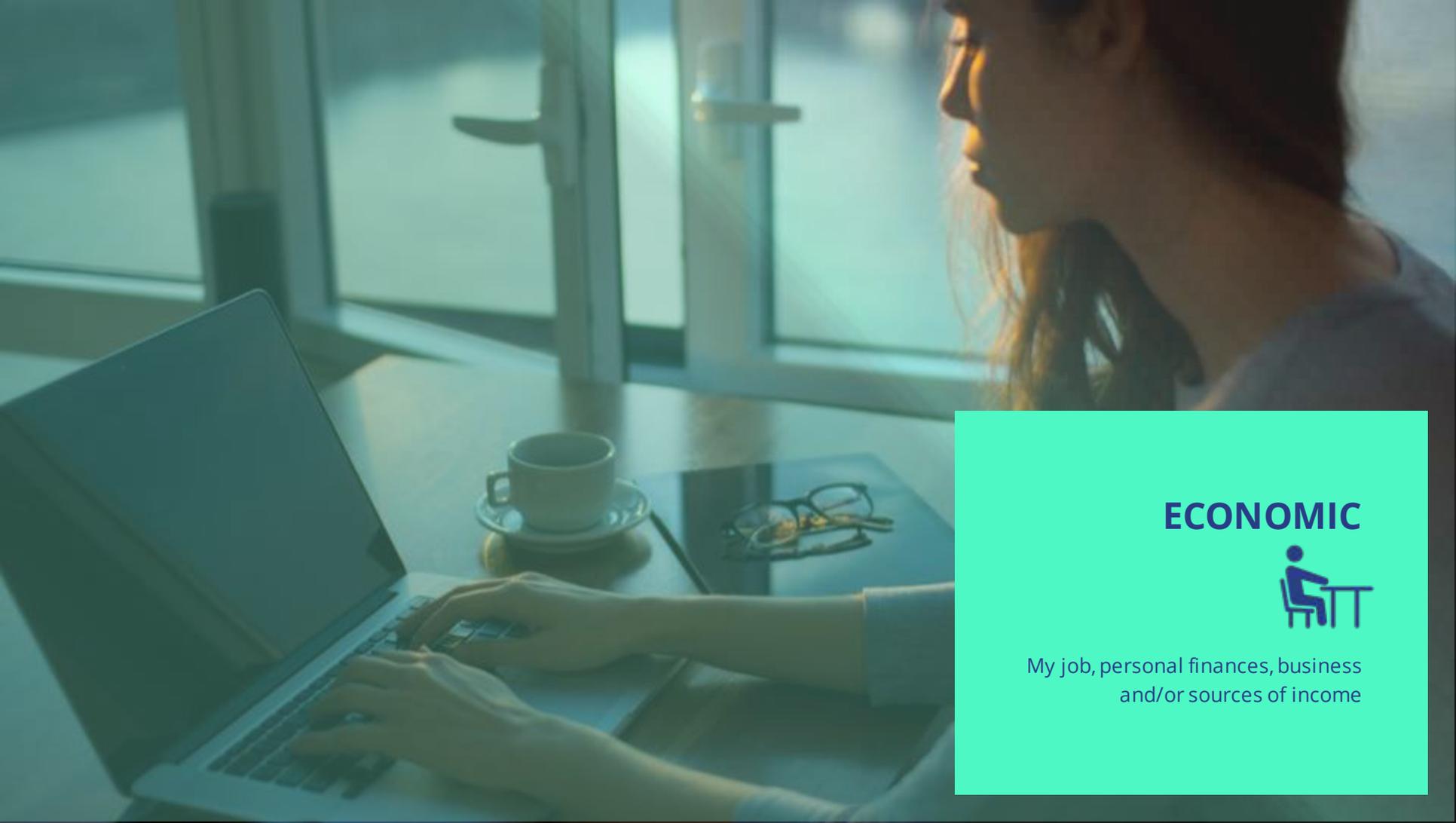
### ETHNICITY



**Generation:** Younger generations are *Asking* more while older generations are *Answering* with more frequency.

**Gender:** Men are *Answering* at a higher rate than Women, however, Women are *Sharing* at a higher rate than Men.

**Ethnicity:** Hispanics are *Answering* at a higher rate than African Americans, however, African Americans are *Sharing* at a higher rate than Hispanics.



## ECONOMIC



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

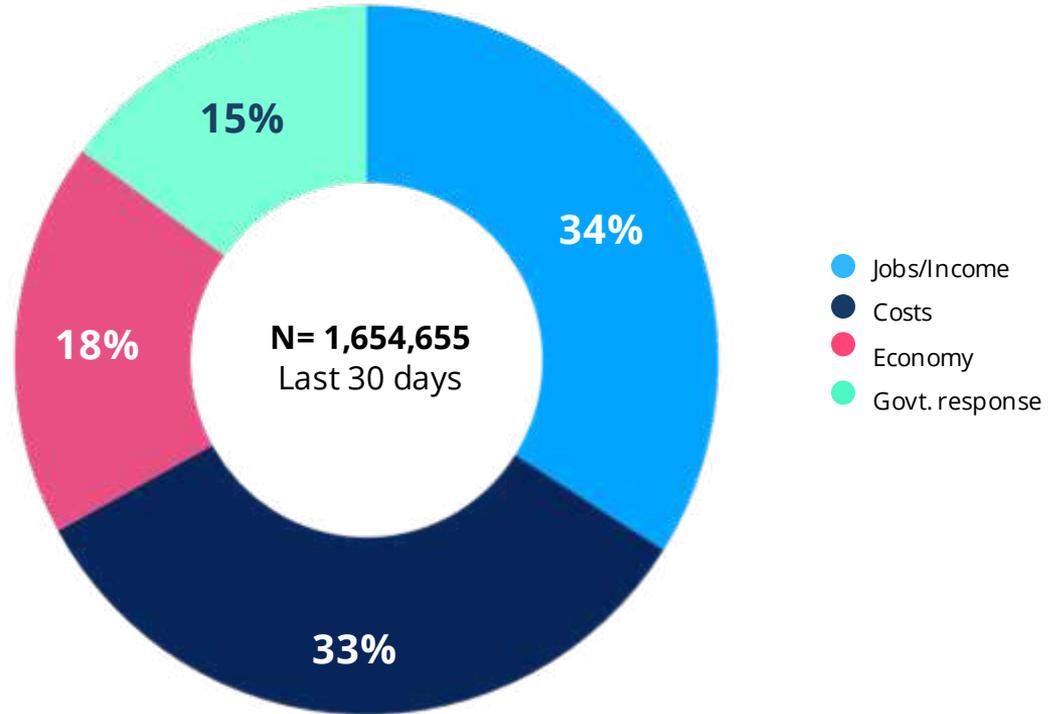


## CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

### How do New Yorkers relate to the economic impact of COVID-19 in their personal lives?

Based on 30 days of digital discussions as of March 17, 2020

When it comes to the economic impact that the outbreak is having in New Yorkers, 67% of the conversations are about concerning situations directly related to personal finances: their jobs as a source of income and the affordability of the situation in terms of costs. Secondary topics are related to external economic situations like the overall impact on the economy and the government decisions to aid people through policies.

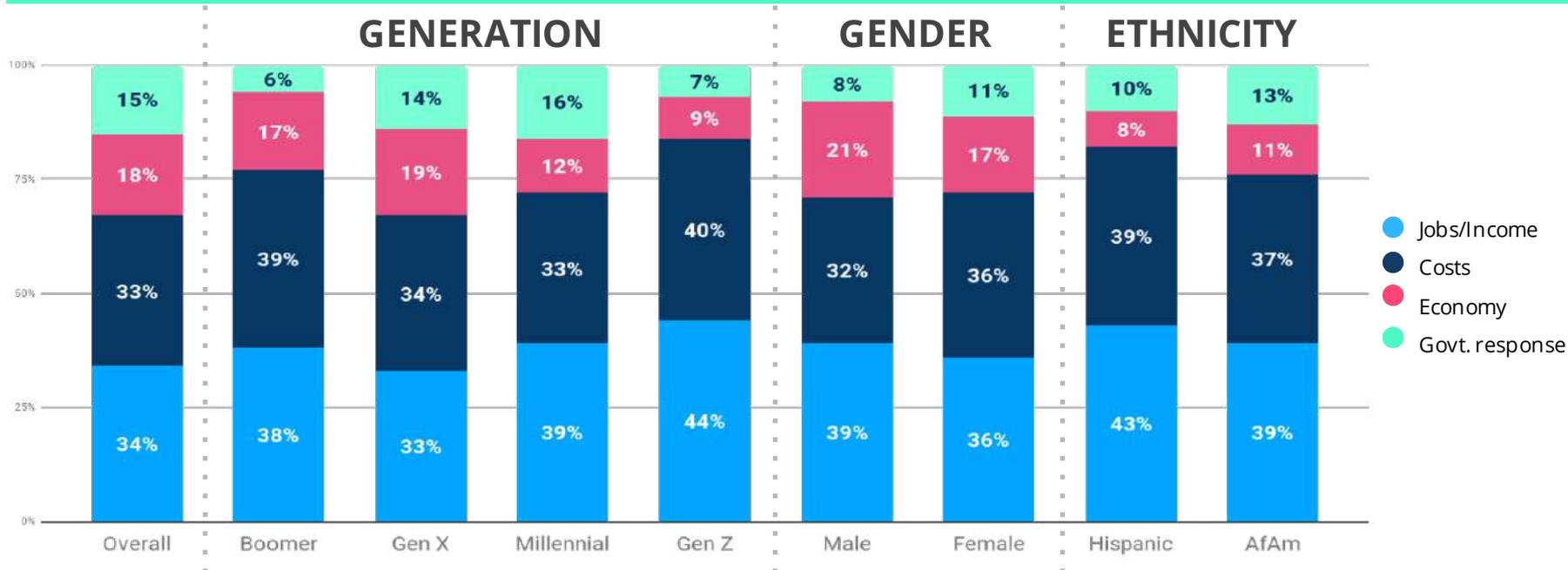




## CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

How do New Yorkers define and relate to the economic impact of COVID-19 in their personal lives?

Based on 30 days of digital discussions as of March 17, 2020



This is perhaps the most regular chart among all the other impact categories of the outbreak, with slight variances on the dominant category of discussion, everyone is more concerned about the personal impact that the outbreak is going to have in economic terms. Gen Z overall gathers a total of 84% distribution towards their income, their jobs and the affordability of the situation.



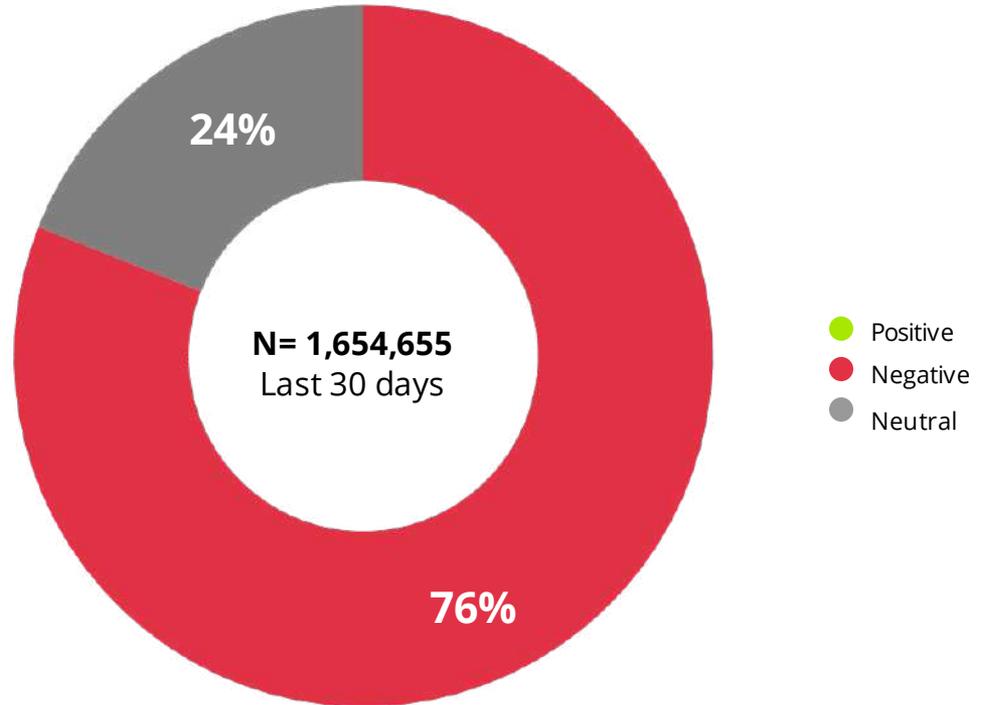
## CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

### How do New Yorkers relate to the economic impact of COVID-19 in their personal lives?

Based on 30 days of digital discussions as of March 17, 2020

In the context of the Social Impact mindset, sentiment is overwhelmingly negative making up 8 out of 10 conversations while neutral sentiment, which generally encompasses questions, doubt, or objective information, only represents 2 out of 10 conversations.

There is no positive sentiment at all, implying that there is a seriousness about the situation in the context of Social Impact that the people of New York have taken notice about.

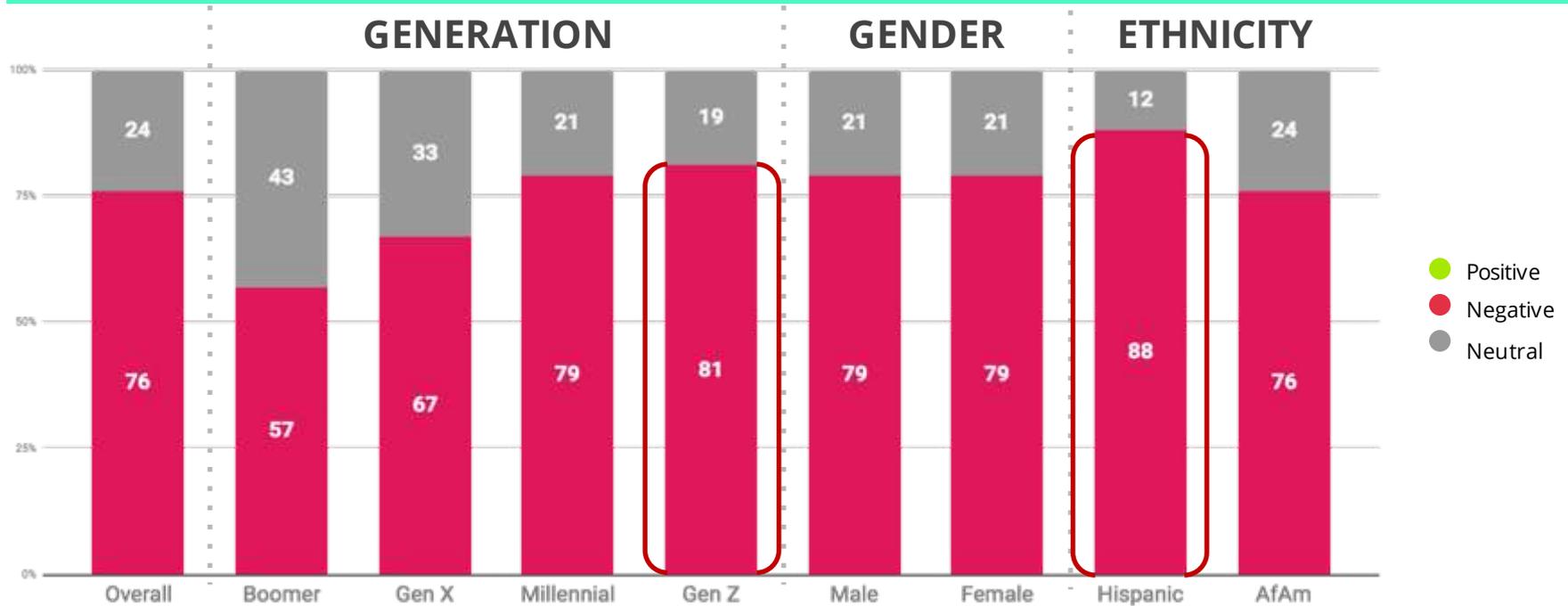




## CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

How do New Yorkers relate to the economic impact of COVID-19 in their personal lives?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** the younger generations are driving significantly more negativity towards the economic landscape perhaps due to lack of resources to sustain the situation for too much time.

**Gender:** men and women are equally negative towards the economic situation associated with the COVID-19

**Ethnicity:** Hispanics are definitely the most concerned about how their economy is going to be sustained due to the outbreak with 88% of negativity.



## CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

### What's driving the overall negative discussions about the economic impact?

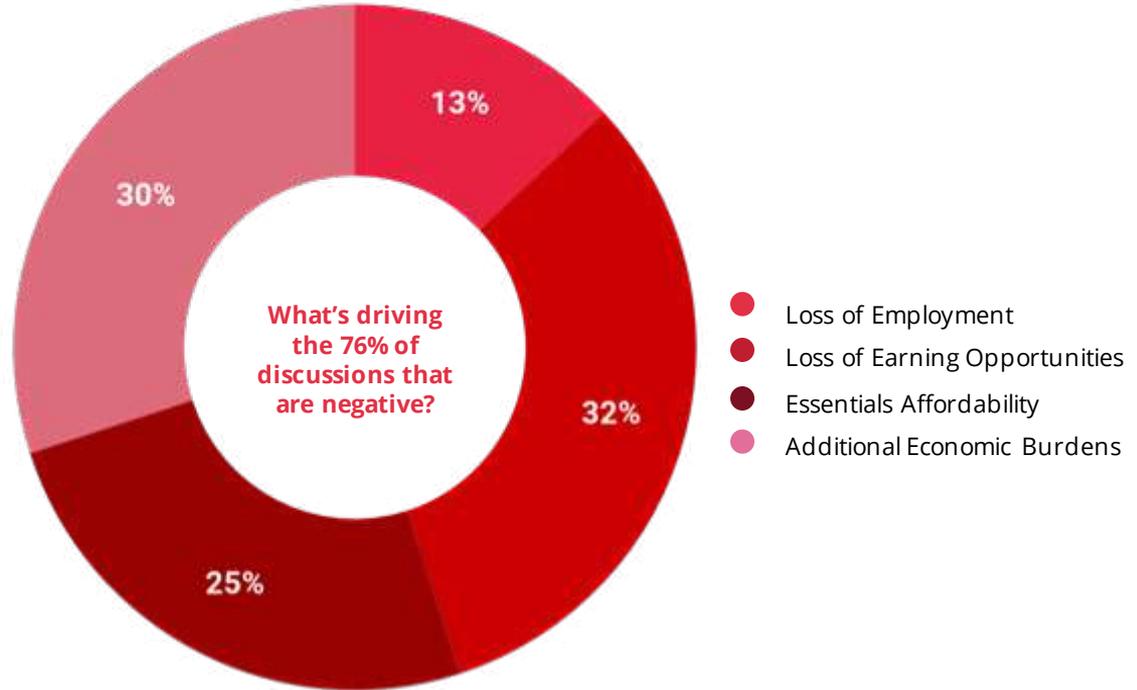
Based on 30 days of digital discussions as of March 17, 2020

Drivers of negativity in the context of the COVID-19 outbreak that are concerning the New Yorkers, are mainly related to the direct impact the situation have on them.

Loss of potential income sources and the adding of economic burdens due to the particularity of situation add up to the 62% of the total negative sentiment.

On the other hand the perception of inflation of essential products is making a dent in terms of access to them.

While losing their jobs is still a concern, is the least representative driver of negativity.



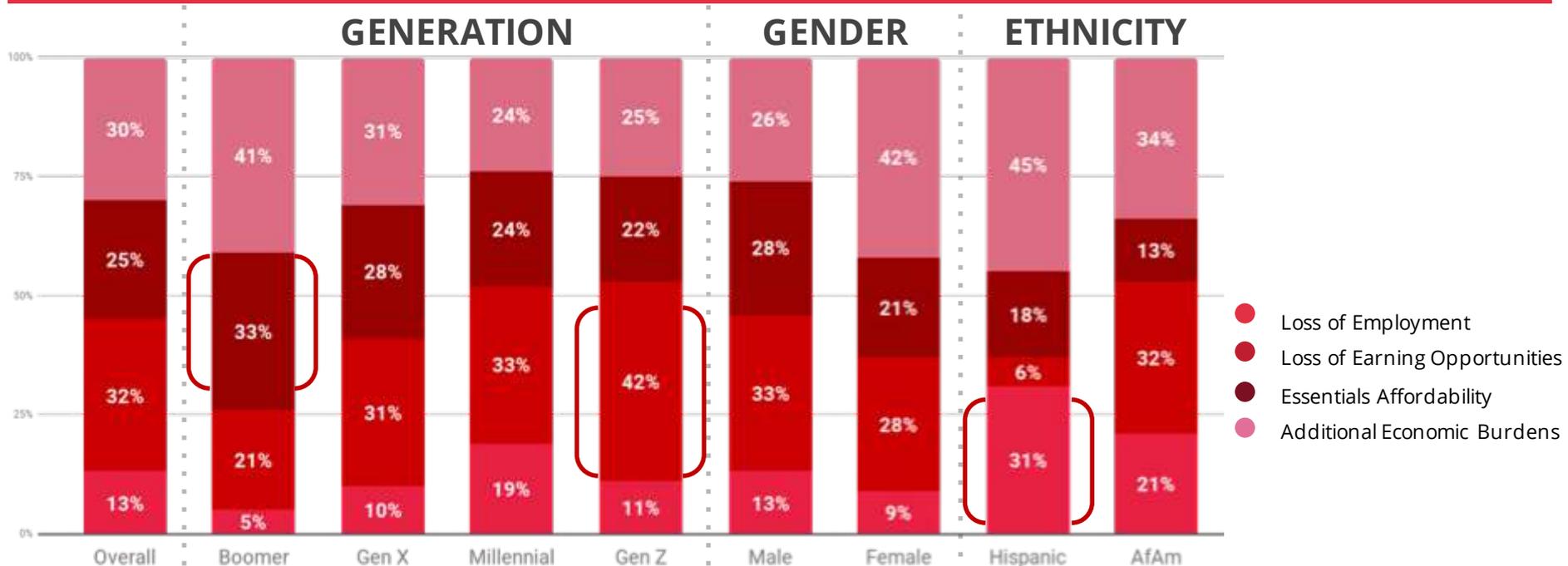
N= 956K discussions about the economic impact of COVID-19. 76% total discussions being negative



# CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

## What's driving the overall negative discussions about the economic impact?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Older generations are focused on general Economic Burdens while younger generations are concerned with the Loss of Earning Opportunities brought on by the virus.

**Gender:** Men are more concerned about their actual income and their jobs, women seem to be more aware about the overall costs that the situation implies.

**Ethnicity:** Hispanics worry about their jobs more than any other group, they are also concerned by general Economic Burdens that may be accentuated by the situation.



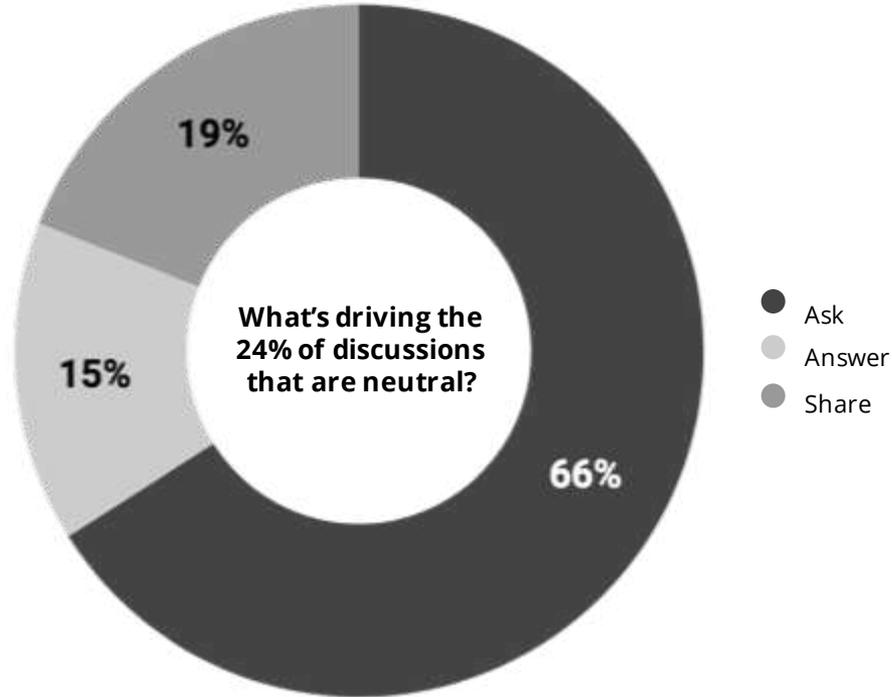
## CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

### What's driving the overall neutral discussions about the economic impact?

*Based on 30 days of digital discussions as of March 17, 2020*

In the context of Economic Impact, the main driver of neutral sentiment is **Asking**, representing (66%) of all neutral sentiment drivers.

This implies that there is a lot of uncertainty in the future in regards to economic affairs. New Yorkers are worried about their jobs, their economic power, and their lack of options for continuing to make a living. This uncertainty in people can be reflected across the stock market, businesses big and small, and the everyday people of the city of New York.

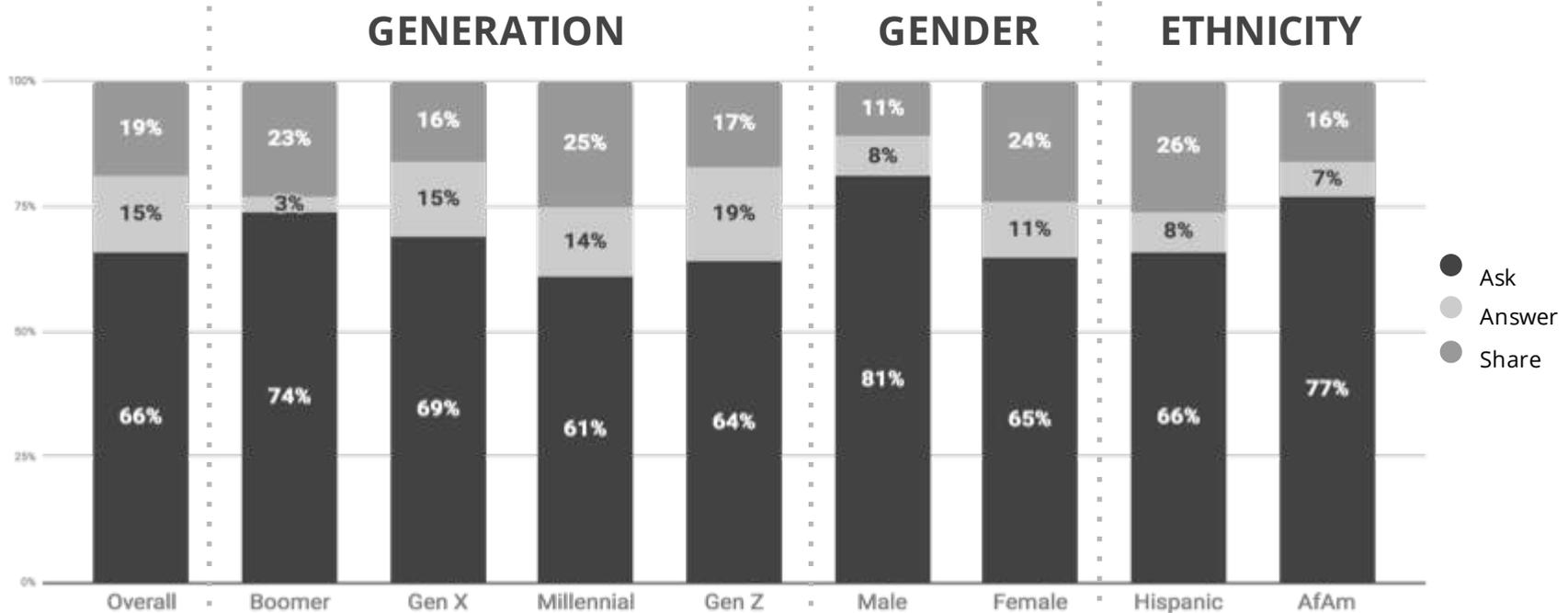




# CULTURINTEL COVID-19 ECONOMIC IMPACT PROFILE

## What's driving the neutral sentiment for New Yorkers?

Based on 30 days of digital discussions as of March 17, 2020



**Generation:** Older generations are *Asking* at a higher rate than other generations; However, younger generations are *Sharing* more than their older counterparts.

**Gender:** Men are *Asking* more than any other group. However, Women are *Sharing* more than 2X more than Men.

**Ethnicity:** Hispanics are *Sharing* more but *Asking* less than African Americans when expressing neutral sentiment online.

## IMPLICATIONS & CONCLUSIONS



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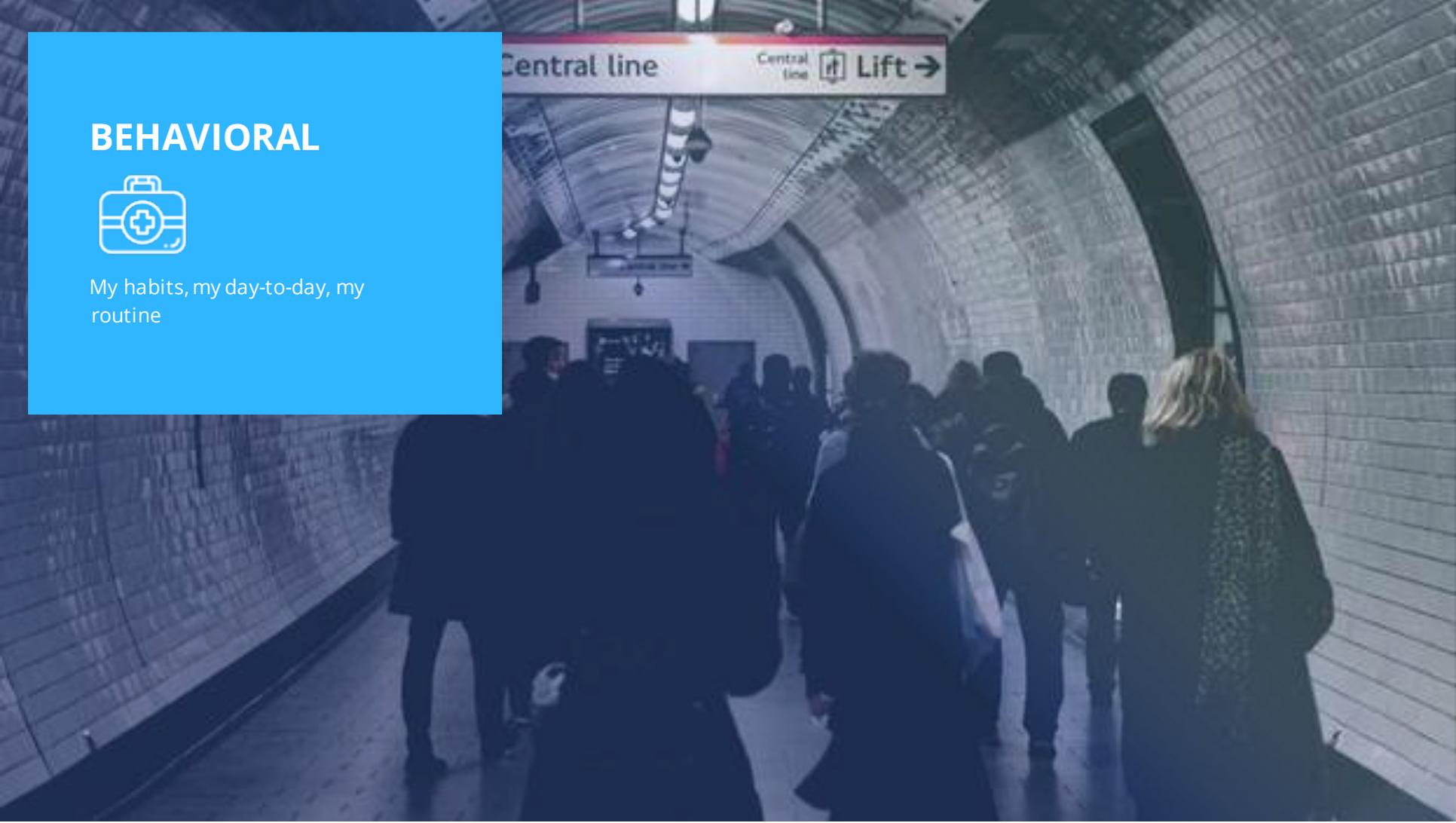
# BEHAVIORAL



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

Central line

Central line  Lift →





## PSYCHOLOGICAL

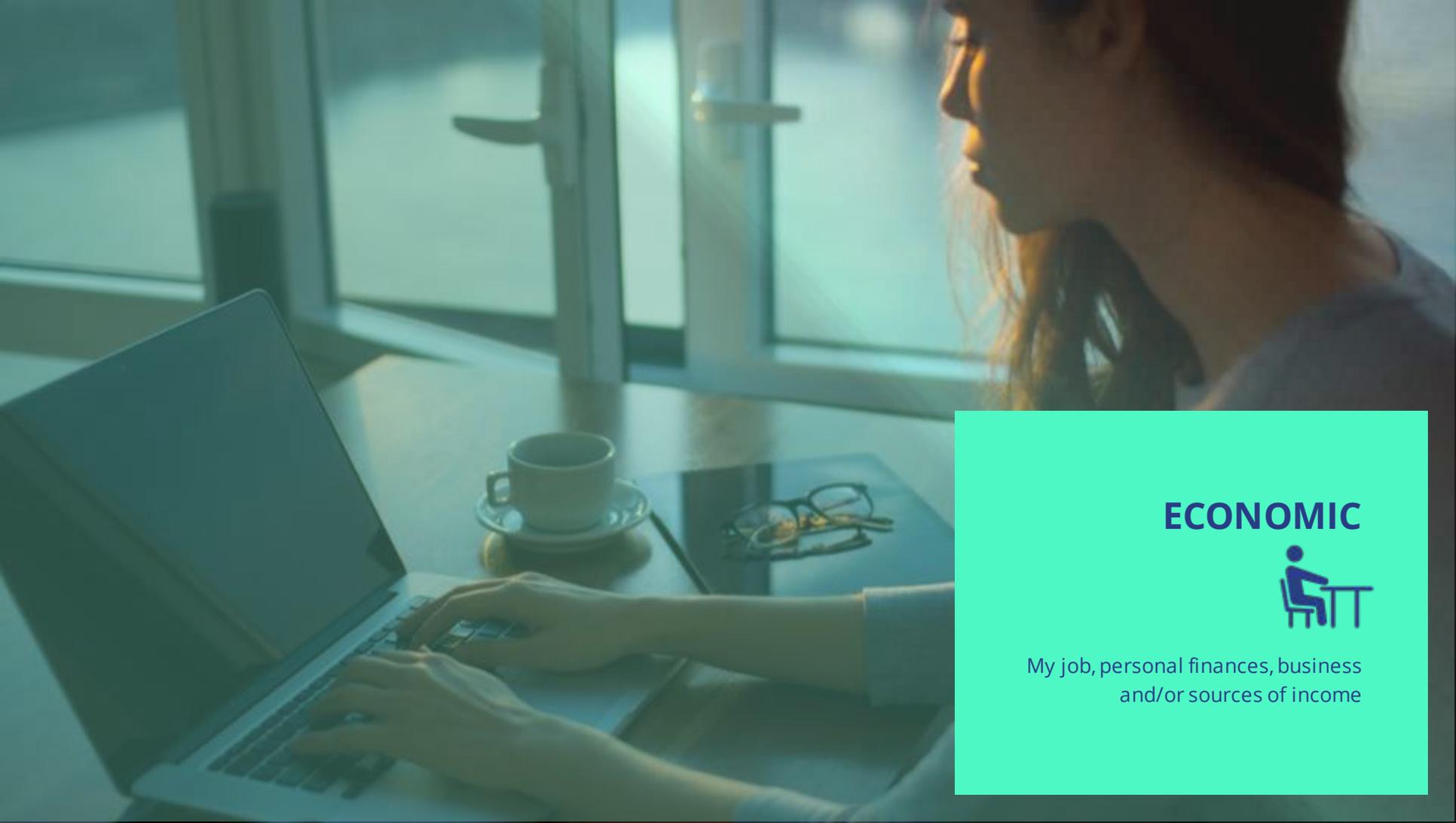


My state of mind,  
emotional and  
overall mental state

## SOCIAL



My relationship with others,  
lifestyle and society (family,  
friends, society, community)



## ECONOMIC



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



# CITIZEN IMPACTmeter

## Summary of Implications

Based on 30 days of digital discussions as of March 17, 2020



Understanding the mindset of people and variances across segments can empower us to proactively understand key need and personalize interventions by key population segment.



# 80%

### EMOTIONS OVER ECONOMICS

Of discussions have a behavioral, social and psychological discussion context



# 33%

Vs. 20 overall

### MINORITIES MORE CONCERNED ABOUT ECONOMICS

Economic impact is 1.6x greater for minorities- on average 33% of the discussions among minorities. (Hispanics and African Americans)



# 45%

### YOUNGER GENERATIONS CATASTROPHIC & UNCERTAIN

Gen Z are the most confused (45%) vs. 32% overall. Also Millennials (38%) and Gen Z (44%) have a more catastrophic mindset versus overall 27%

# UNVEILING PERSONALIZED CITIZENS' INSIGHTS AT SCALE



## MAPPING STAGES

### Key questions we can answer

LIFE DIMENSIONS  
IMPACTED

Which dimensions of people's lives are the most affected?

PHYSICAL IMPACT

How does COVID-19 impact citizens' physicality and relationship to their health?

PSYCHOLOGICAL  
IMPACT

How does COVID-19 impact citizens' state of mind and emotional state?

SOCIAL IMPACT

How does COVID-19 impact citizens' relationship to their family, loved ones, friends, community, their sense of connection and isolation?

ECONOMIC IMPACT

How does COVID-19 impact citizens' economic situation?

## BY SEGMENTS\*

Defined based on self identification by

- Gender
- Generation
- Cultural subgroups
- Social status
- Health status
- Job status
- Life status
- Mindset

## BY GEOGRAPHY

- Country
- Region
- State
- DMA

*\*Note: we never provide raw data or drill to specific identifiable data sources to avoid any privacy concerns*



# Thank you

UNLOCK THE POWER OF

*Cultural  
Intelligence™*

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A vibrant, high-angle photograph of a busy city street at dusk, likely Times Square in New York City. The scene is filled with towering buildings and massive, illuminated billboards. On the left, a large billboard for 'Wonder Woman' is visible, along with a 'PRIME' sign. In the center, a curved billboard for 'RXR' is prominent. On the right, a large billboard for 'Mazda Capital Services' features a woman's face. The street is crowded with pedestrians crossing a zebra crossing, and a white bus is visible in the middle ground. The sky is a mix of blue and orange, suggesting the time is either dawn or dusk. The overall atmosphere is one of a bustling, modern urban environment.

# Appendix

# About Culturintel

With the power of A.I. we have tech-enabled a way to mine and discover actionable Cultural Intelligence® straight from the digital voice of the people

Our algorithm turns all available open-source digital discussions into actionable insights.

We are redefining how you can understand people's mindset, sentiment and insights without the limitations, cost and time constraints of traditional methods like online surveys, polls or focus groups. We are privacy compliant and uniquely able to report findings by ethnicity, gender and other segments or geographies.



FEATURED BY AND AWARDED BY





## Method

CulturIntel uses an advanced software platform to mine and structure unstructured, qualitative data for insight and intelligence. The CulturIntel big data and AI suite of tools, scrapes and listens to conversations online wherever they are occurring, and examines who is talking, where users are talking, and what they are talking about.

CulturIntel's strategy and data science team identify relevant topics/ themes to mine to support the main body of research. Advanced search techniques are applied using Web spiders, crawlers, and site scraping. CulturIntel then extracts topical data, tag data with the origin and user, and create a large, unstructured 'big' dataset. The data collections occur across various sites where relevant discussions are taking place, over a complete range of social discussion channels, including sites directed toward selected segments and directed by (but not limited to) our predefined phrases, topics, and questions.

After completion of the comprehensive data collection, natural language processing, text analytics, and social data mining are employed to examine previously described and undescribed patterns in data. These analyses will be human-assisted and include repeated training, testing, and reviewing of the program output by CulturIntel in partnership with the client's designated research team as needed. In this thematic analysis, we tag and sort data, determine key motivations of topics being discussed, and assigned an underlying drivers and barriers when possible throughout decision journey stages. Finally, the CulturIntel strategy team outlines implications and recommendations based on insights discovered and also a graphical visualization of key findings is completed and delivered.

# How it works

Our proprietary algorithm using leading AI, NLP\*, machine learning and big data tools scrape and mine all available open-source digital discussions to turn them into actionable insights, measures of sentiment and decision journeys **across segments, globally.**

*Quantitative analysis of qualitative data, in days instead of months*

We harvest **everywhere** people volunteer their unsolicited, authentic and unfiltered voice, opinion and needs, going well beyond social media sources or keyword or hashtag tracking.



## Collect

We scrape and collect unstructured data representing all relevant and available discussions across channels.

## Mine

At this stage we discover use our AI, NPL and trained tools to find patterns in topics, sentiment and opinion.

## Report

This is when the magic happens! We visualize and tell data stories that highlight actionable insights and recommendations.



# Validated and published

In collaboration with Harvard researchers and featured by MM&M, Forbes, CNN, WPA, among others, our insights are empowering leading with agile insights at scale.



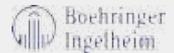
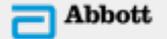
“

[Until using Culturintel] ...we have never had a method of hearing what people are saying in a way that is completely unsolicited, completely spontaneous, completely without any interviewer or researcher bias.

”



Trusted by



UNITED NATIONS

Among others... 58