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# COVID-19

HISPANIC  
PERSPECTIVE



CONILL

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# How Hispanics are Coping with COVID-19, and How Brands Can Support Them

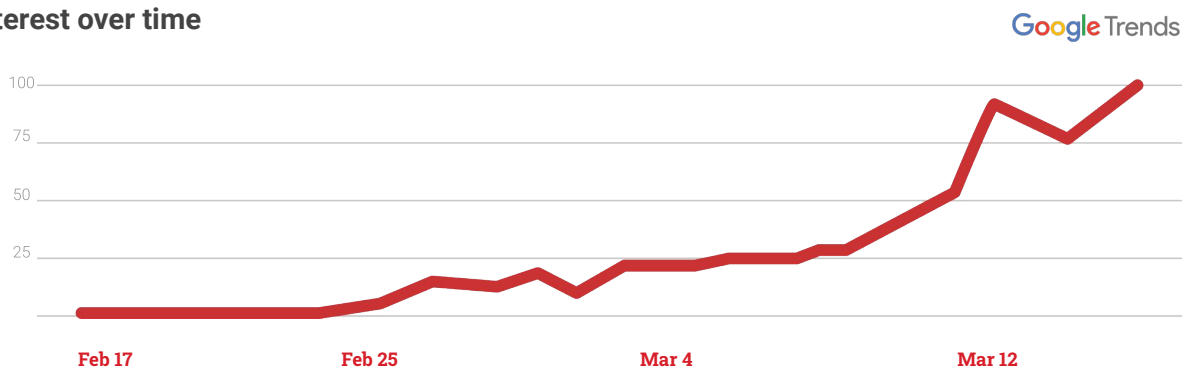
## March 12th, 2020, is a day that now lives in digital history

This is an unprecedented time in our world, and there are key differences in the ways that Hispanics are responding to the crisis versus non-Hispanics. For weeks, the rapid emergence of the coronavirus (COVID-19) seemed like a problem that others across the ocean were facing. The words “quarantine” and “social distancing” did not yet exist in our collective digital and social psyches.

Then, on March 12th, celebrities Tom Hanks, Rita Wilson and the Utah Jazz’s Donovan Mitchell tested positive for the virus.

COVID-19-related deaths spiked within 24 hours in Italy. President Trump addressed the nation, confirming the pandemic’s arrival and the government’s next steps. Within that same 24-hour window, Americans began to Google “coronavirus” with a frenzy, driving the term to its peak popularity in search in a little over one week (Google Trends, 2020).

### Interest over time



United States. Past 30 days. Web search.

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**Across the globe, the increased volume of “COVID-19” mentions closely mirrors the reaction in the U.S. On an average day during that week, there were:**

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**1.2 MILLION**

Average posts about COVID-19 per hour, internationally.

**11 BILLION**

Post impressions per hour.

(Netbase Brand Pulse, 3.17.20)

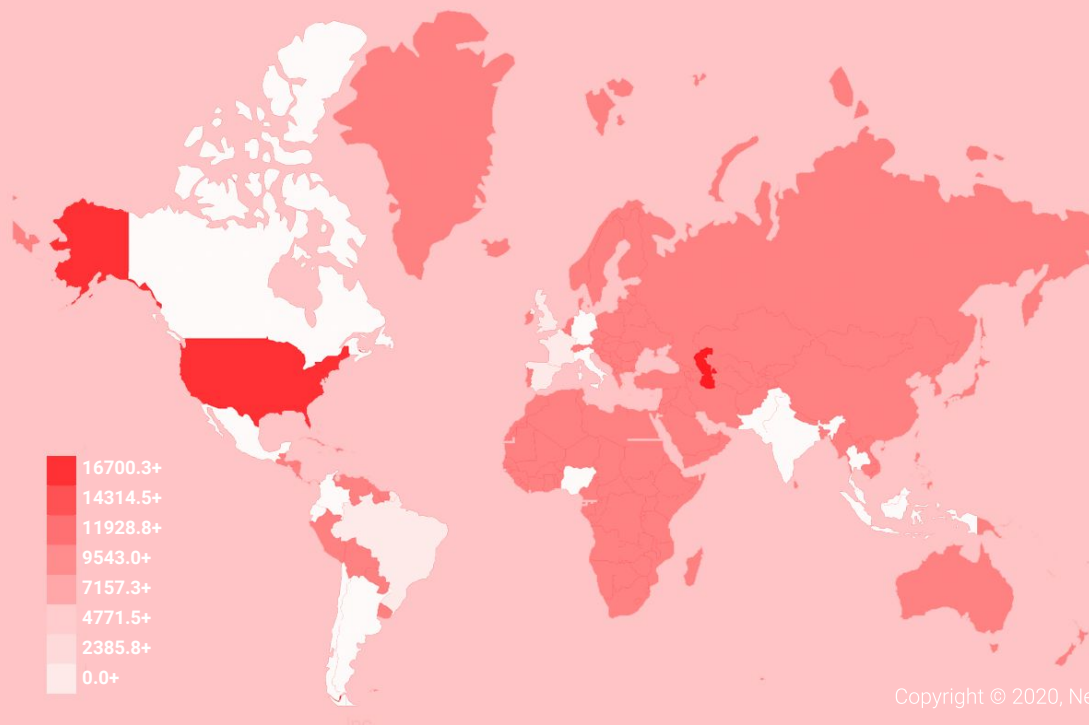
## COVID-19 is here, and brands are responding to the crisis in real time

It is no surprise that brands began responding as soon as the pandemic became a reality in the U.S. From putting out press releases to completely shifting marketing strategies, as the coronavirus spreads in the U.S., brands are replacing their current communications with relevant messaging. Strategies and go-to-market plans are being revised to address a population that is paying more attention to the coronavirus and how brands are responding to it.

As reality sets in, the probability that the current situation will take an extended period of time to be resolved increases. The changes that brands make now will have long-term impacts, and they must plan accordingly.

As the majority of people are remaining at home or are under lockdown to curb the spread of the coronavirus, the U.S. is the largest global hotspot of digital activity, as the graph below shows.

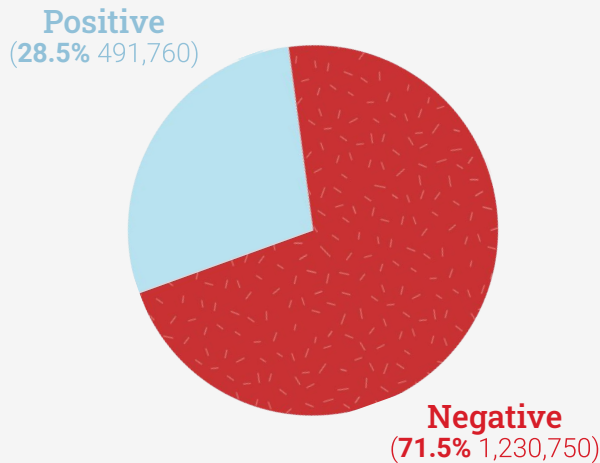
### Global social media activity volume around "coronavirus" (week of 3.16.20)



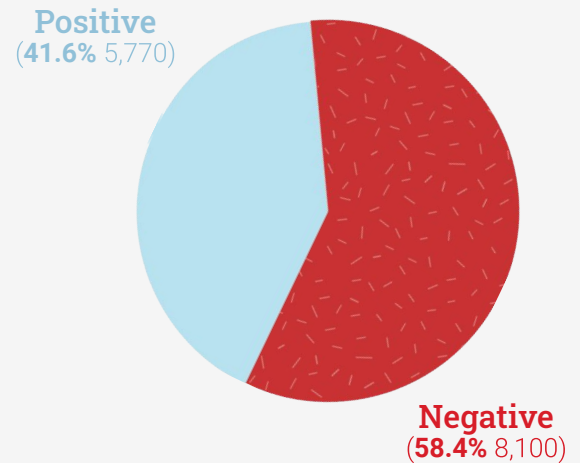
Although all Americans share similar fears, anxieties, and even plans to stay healthy, there are nuances that are evident in the ways that Hispanics are coping with the pandemic.

## Hispanic sentiment around COVID-19 is less negative

### Total Market Sentiment



### Hispanic Sentiment



Source: Netbase, 3.12.20. - 3.16.20

Note: Netbase only tags 5% of Total Mentions with sentiment; some sentiment is misattributed.

## Total Market social listening themes include:

Panic, blame and resentment, helplessness, vulnerability, and dark humor.

Negative online sentiment among the Total Market population is stronger (71.5%) than it is for Hispanics (58.4%) due to perceptions of having a lack of consistent information about the coronavirus.

### Social listening themes include:

Panic is triggered by uncertainty around who has the virus, what the symptoms are, and how to get tested.

Blame and resentment stem from how quickly the situation in the U.S. has changed, and feelings of not knowing where to turn for accurate news.

- Most Americans (66%) feel worn out by the amount of news there is, and far fewer (32%) like the news they are getting. (Pew Research Center, 2020)

Helplessness and vulnerability are driven by job loss, national shutdowns, and seemingly no end in sight.

Dark humor is used to combat feelings of dread (e.g., national toilet paper shortages).

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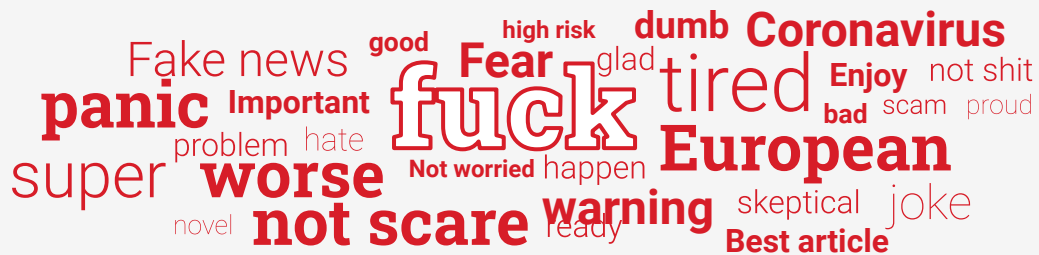
## Total Market social listening findings include clear displays of emotion and anxiety

### Attributes



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### Emotions



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### Behaviors





## Total Market social posts reveal similar emotions:

The collage features six tweets:

- David Futrelle** (@DavidFutrelle): RT @DavidFutrelle: Most people staying home aren't doing so out of fear; they're trying to avoid becoming coronavirus vectors that could si... (11:21 AM · Mar 15, 2020 · Twitter Web App) 104.3K Retweets 400.3K Likes
- thugga kee** (@KeAshaHelaine): This stupid corona virus is ruining EVERYTHING 🤔 (4:37 PM · Mar 16, 2020 · Twitter for iPhone) 3 Likes
- Lauren** (@QueenLsween): Dad got laid off :( fuck you coronavirus (2:46 PM · Mar 13, 2020 · Twitter for iPhone) 17 Likes
- CARSON** (@Carson\_daily): Working at a gym is such a thrill during this coronavirus panic (1:40 PM · Mar 12, 2020 · Twitter for iPhone) 12 Likes
- Zach McDonough** (@Mcbuckets24Zach): Did I miss something where toilet paper is actually the cure for the coronavirus 🤔 (12:04 PM · Mar 14, 2020 · Twitter for iPhone)
- Elvia A** (@R21Elvia): I am not scared of this #coronavirus , I am scared that people are #overreacting (12:33 PM · Mar 12, 2020 · Twitter for Android) 3 Likes

## Hispanic social listening themes include:

Optimism, lighthearted joking and humor, worry and exhaustion, hatred, and resentment.

Hispanics are facing the pandemic with more positivity than non-Hispanics, using optimism as a way to better cope with overwhelming stressors.

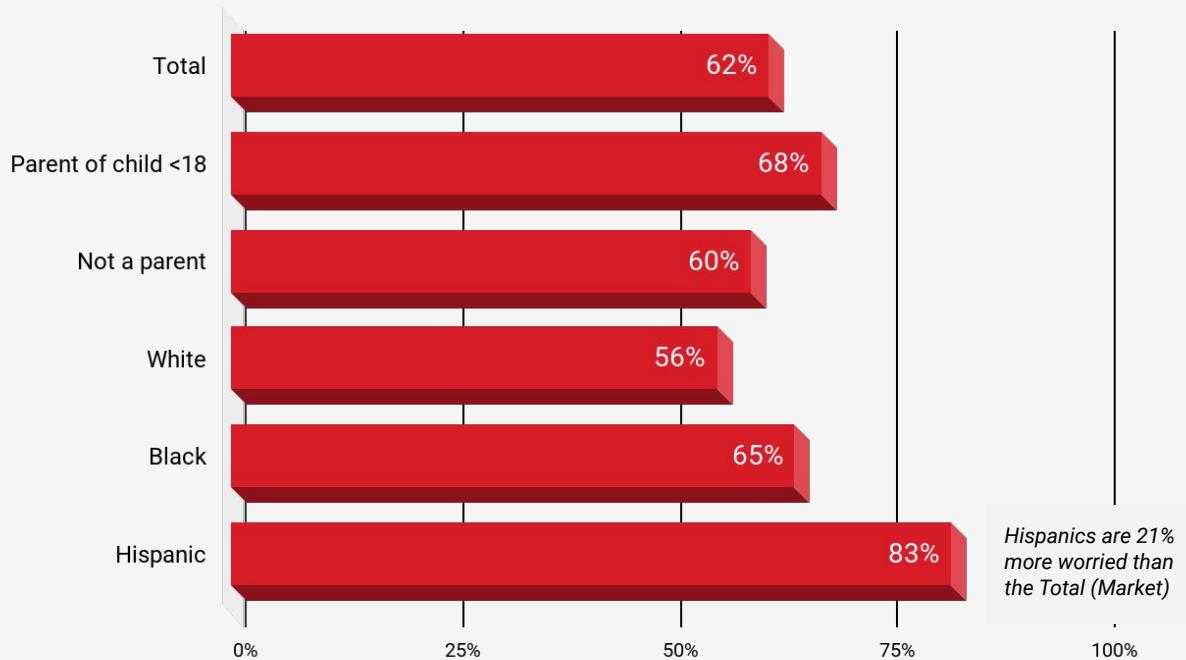
Hispanics feel their lives were completely disrupted.

- 50% of Hispanics feel that their lives were completely disrupted due to the outbreak—more than any other ethnic group in the U.S. (KFF, 2020)

Hispanics are more worried about the health of their family members, especially those who are elderly.

- Hispanics are 21% more worried than the general U.S. population (“Total”) that they or someone else in their family will get sick with the coronavirus. (KFF, 2020)

## Percent of U.S. residents who say they are “very worried” that they or someone else in their family will get sick from coronavirus



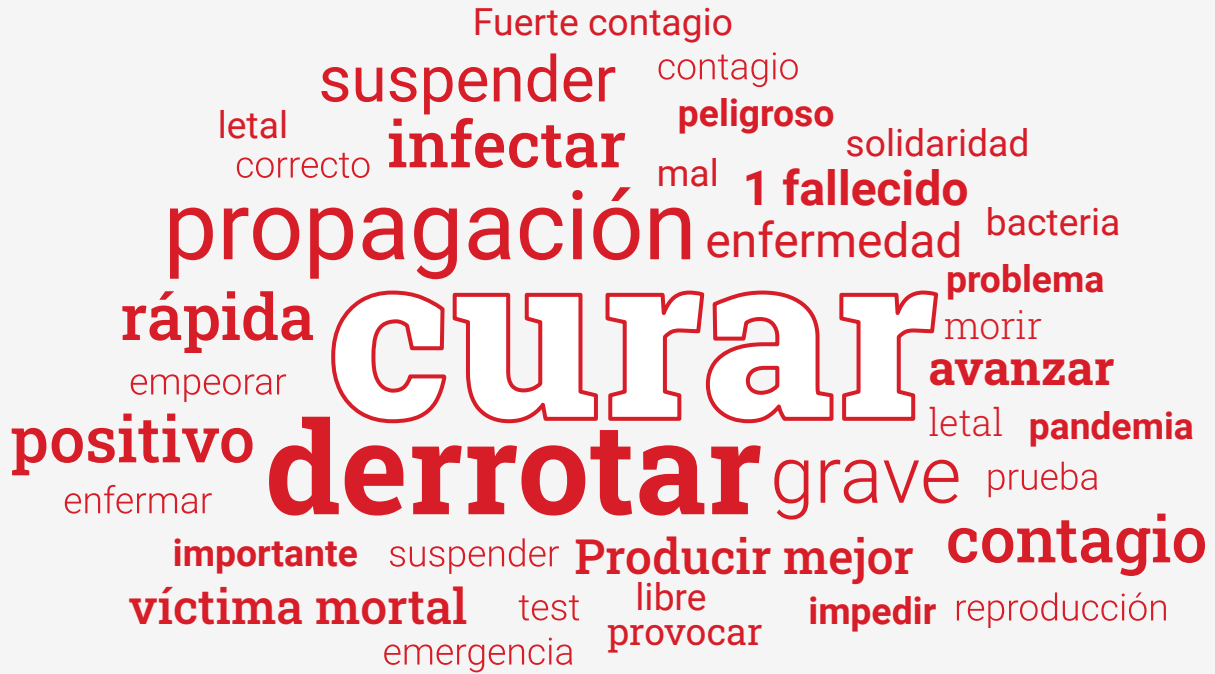
SOURCE: KFF Coronavirus Poll - March 2020 (conducted March 11-15, 2020). See topline for full question wording.

### How are Hispanics responding?

- Optimism helps keep larger fears, like sick family members, at bay. Hispanics choose to focus on the hope that COVID-19 will be cured, and keep a positive mindset while at home.
- Lighthearted joking and humor help keep life in perspective.
- Worry and exhaustion are amplified by emotional stress brought about by finances, childcare decisions and the state of the economy.
- Hatred and resentment are tied to the fact that lives have been deeply disrupted, preventing Hispanics from going out for the usual daily activities (e.g., work, grocery shopping, children’s daycare).
  - There is a rising movement within the Hispanic community to return to a cultural tradition of getting outside with friends and family.
  - Running is the number one outdoor activity among Hispanics for all generations. The number of Hispanic runners has risen 56% over the last ten years (Outdoor Industry Association, 2020).

# Hispanic social listening findings show a desire to curb the spread of COVID-19 among feelings of panic and fear

## Attributes



Top 10 attributes: cure, defeat, spread, fast, positive, cancel, infect, serious, contagion, fatality

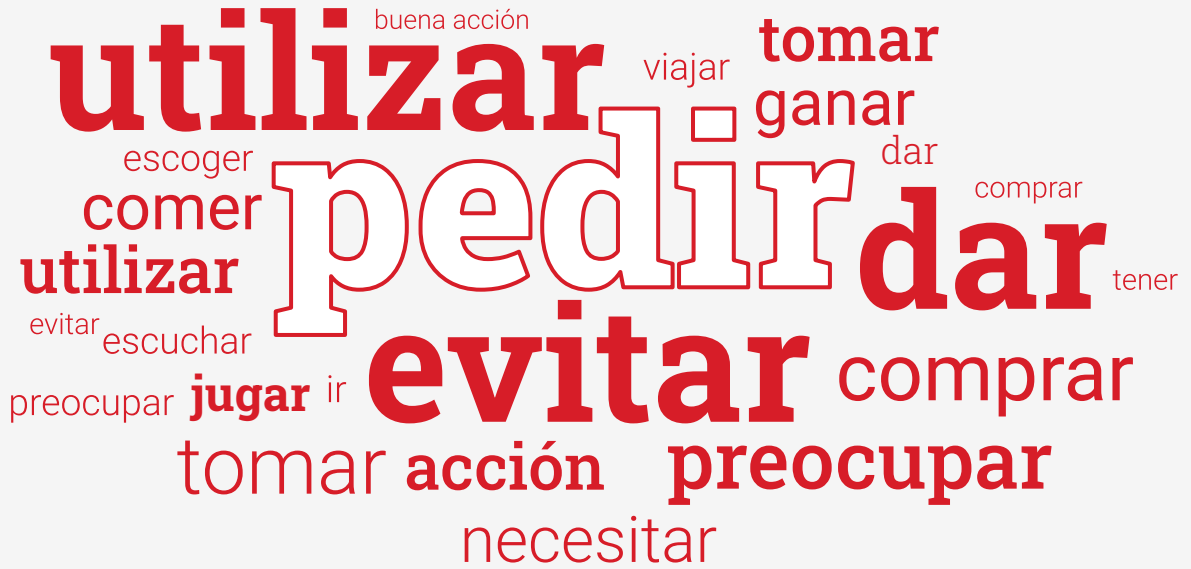
## Emotions



Top 10 emotions: hate, avoid, worst, fear, joke, spectacular, damned, weary, screwed



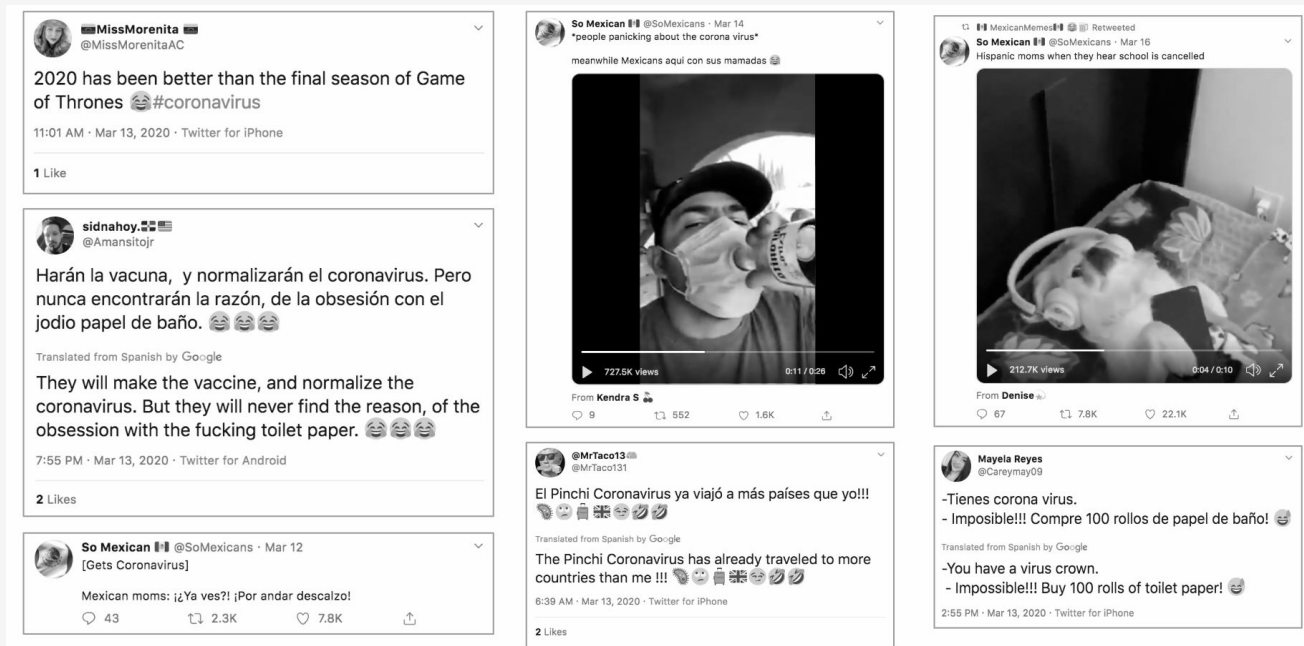
# Behaviors



Top 10 behaviors: ask, use, avoid, give, worry, buy, take action, need, eat, win

<p>Pat Retweeted @mafasu</p> <p>RT @mafasu: Este video me lo pasaron y me pareció maravilloso el mensaje que transmite, seamos conscientes y evitemos la propagación del Vi...</p> <p>Translate Tweet</p> <p>10:32 AM · Mar 16, 2020 · Twitter for Android</p> <p>2.5K Retweets 3.1K Likes</p>	<p>Alejandro Salinas Retweeted Abdias Soto Valenzuela @tallandmexican</p> <p>RT @tallandmexican: La ranita tratando de curar el coronavirus</p> <p>Translated from Spanish by Google</p> <p>RT @tallandmexican: The little frog trying to cure the coronavirus</p> <p>@travybaha · Mar 6 Bomboclaat</p> <p>2:45 PM · Mar 12, 2020 · Twitter for iPhone</p> <p>1.4K Retweets 4.1K Likes</p>	<p>Cristian Zuniga @zuniganera</p> <p>Así es como podemos evitar el Coronavirus...</p> <p>Translated from Spanish by Google</p> <p>This is how we can avoid the Coronavirus ...</p> <p>7:46 PM · Mar 16, 2020 · Twitter for Android</p>	<p>Elena Itchel Retweeted DNL @danidanii</p> <p>RT @danidanii: Voy a necesitar vacaciones del coronavirus.</p> <p>Translated from Spanish by Google</p> <p>RT @danidanii: I'm going to need a coronavirus vacation.</p> <p>4:40 PM · Mar 14, 2020 from Ñuñoa, Chile · Twitter for Android</p> <p>1 Retweet 1 Like</p> <hr/> <p>Analy Retweeted karen @itskarengcia</p> <p>RT @itskarengcia: TE ODIÓ CORONAVIRUS ESTAS ARRUINANDO TODOS MIS PLANES</p> <p>Translated from Spanish by Google</p> <p>RT @itskarengcia: I HATE YOU CORONAVIRUSES YOU ARE RUINING ALL MY PLANS</p> <p>5:24 PM · Mar 11, 2020 · Twitter for iPhone</p> <p>32.8K Retweets 67.9K Likes</p>
<p>Ben @ezstyless</p> <p>gracias coronavirus ahora voy a estar roleando, hablando con gente por snapchat y viendo tik toks durante un buen tiempo</p> <p>Translated from Spanish by Google</p> <p>thanks coronavirus now i will be role playing, talking the people on snapchat and watching tik toks for a long time</p> <p>5:49 PM · Mar 12, 2020 · Twitter for iPhone</p> <p>1 Like</p>	<p>that hippie witch Retweeted sax @sautieretw</p> <p>RT @lauttenetw: oigan neta no se tomen a la ligera lo del coronavirus, cuidense y no salgan a antros, bares etc etc !!!!</p> <p>Translated from Spanish by Google</p> <p>RT @lauttenetw: hey net do not take lightly the coronavirus, take care and do not go out to clubs, bars etc etc !!!!</p> <p>1:59 PM · Mar 15, 2020 · Twitter for iPhone</p> <p>1 Retweet 1 Like</p>	<p>Fatima Retweeted Bri @brianaizelv</p> <p>RT @brianaizelv: Pinche coronavirus ya me tiene arta</p> <p>Translated from Spanish by Google</p> <p>RT @brianaizelv: Click coronavirus already have me arta</p> <p>10:40 PM · Mar 11, 2020 · Twitter for iPhone</p> <p>11 Retweets 11 Likes</p>	<p>José García Palacios @JoseGarPal</p> <p>"Coronavirus: síntomas, tratamiento y cómo evitar el contagio del COVID-19" ift.tt/3d1SxLJ</p> <p>Translated from Spanish by Google</p> <p>"Coronavirus: symptoms, treatment and how to avoid the spread of COVID-19"</p> <p>11:01 PM · Mar 14, 2020 · IFTTT</p>

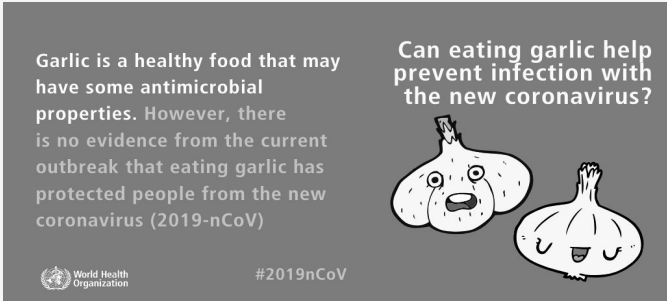
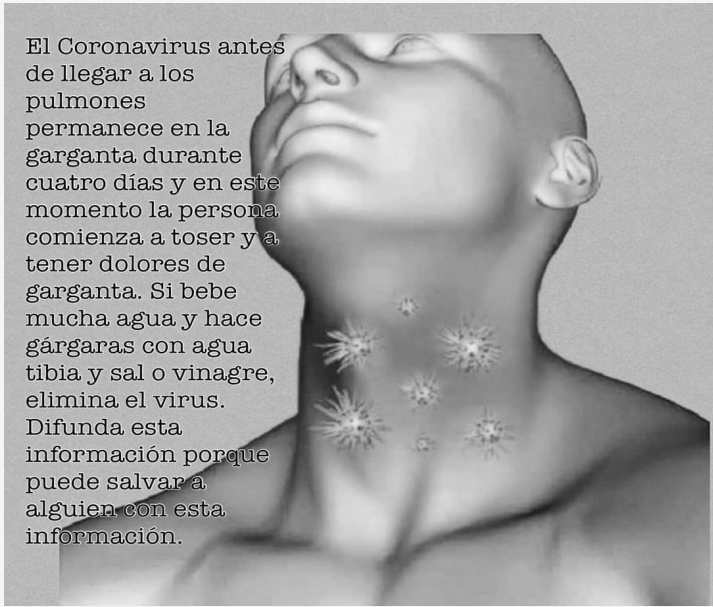
## Joking and humor keep larger stressors at bay



**Hispanics are providing relief, to brighten dark times, by doing good amid the fear and connecting with one another virtually**

### 1. Sharing *recetas caseras* (homemade recipes) and advice

- a. Key Driver: Hispanics are making their *abuelas* (grandmothers) proud by sharing simple recipes that can be made at home to keep the coronavirus in check.
- b. Their hope is to boost morale by sharing what they know, to help keep their friends and families healthy.
- c. There is, however, a slight difference in their intention relative to non-Hispanics. Hispanics see this sharing of knowledge as a way to help prevent COVID-19 from spreading in the first place, while Total Market is sharing science-based information and is focused on myth busting.



## 2. Using downtime to create “preventive guide” videos, music and memes

- a. Key Driver: While the outbreak is taken seriously, this content serves as a way for many Hispanics to let off steam and still have fun during a time of crisis.
- b. While non-Hispanics are also releasing humorous content as a way to cope with fear, Hispanics are tapping into the ways that viewers can protect themselves from getting sick.
  - i. Song lyrics urge people to wash their hands, and music videos show people walking outside wearing protective masks. (YouTube, 2020)
  - ii. Music spans popular Latin American genres, including rap, trap, cumbia and dembow. (BBC News Mundo, 2020)



Alejandro Salinas Retweeted

**Abdias Soto Valenzuela**  
@tallandmexican

RT @tallandmexican: La ranita tratando de curar el coronavirus

Translated from Spanish by Google

RT @tallandmexican: The little frog trying to cure the coronavirus

@travybaha · Mar 6  
Bomboclaat

2:45 PM · Mar 12, 2020 · Twitter for iPhone

1.4K Retweets 4.1K Likes

**Piropos Pandémicos.**

**"Solo te falta el virus, porque Corona ya tienes mi Reina"**

Elena Itchel Retweeted

**DNL**  
@danidanii

RT @danidanii: Voy a necesitar vacaciones del coronavirus.

Translated from Spanish by Google

RT @danidanii: I'm going to need a coronavirus vacation.

4:40 PM · Mar 14, 2020 from Ñufoa, Chile · Twitter for Android

1 Retweet 1 Like

Images of four songs that have been created about the coronavirus. On Spotify, there are at least 100 additional songs that show up under this search query. (BBC News Mundo, 2020)



*El Capi - El coronavirus*



*Kaseeno - Coronavirus*



*Yofrangel - CORONA VIRUS*



*Mister Cumbia - La cumbia del coronavirus*

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## 3. Hispanics are combating feelings of isolation through WhatsApp

- a. Key Driver: There is no shortage of community, even during a disconnected time. Since WhatsApp is a universal platform used across generations and Latin American countries, Hispanics use it to feel like life is still normal and to help remove any personal distances.
- b. This comes as no surprise, as data from eMarketer shows that WhatsApp is the most popular messaging app among Hispanics.
  - i. 52% of Hispanics across all generations use the app. This represents nearly 10 million more people than Instagram (34.3%) and almost three times more people than Twitter (21%).

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## Opportunities for brands to make culturally-relevant connections

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**Brands will benefit from showing that they care, and the ways in which their ongoing support best speaks to this new reality, through their product and service offerings.**

- All brands want to show that they care in times of distress. The ones that focus on the “how” (e.g., tangible benefits) will have a place in people’s decision journeys.
- Revisit the consumer decision-making journey, as many touchpoints are shifting to digital, and pain points are now more emotion-driven.
- This is a time to avoid shying away from sharing your philanthropic efforts. Prioritize taking steps to donate to the cause at hand, supporting mental health, protecting the elderly population, and building community.
- There is an opportunity to reformulate what connectivity and togetherness mean virtually.
- Leverage the power of your advertising partners to create new ways for your brand’s audience to experience live events virtually (concerts, conferences, festivals, showrooms, fairs).

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Visit our website at [www.conill.com](http://www.conill.com) for updates on this topic and more.

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For more information contact:

Brett Dennis - New Business	Chris Traina - Press & Corporate
<a href="mailto:brett.dennis@conill.com">brett.dennis@conill.com</a>	<a href="mailto:chris.traina@conill.com">chris.traina@conill.com</a>