WEEKLY COVID-19 SENTIMENT REVIEW
MAY 18 - 22

OVERVIEW

ABOUT SPARKLOFT: We are a social-first creative agency focused on the travel and tourism and food and beverage industries. For the last 4 years we’ve used sentiment analysis to gain deeper insight into consumer attitudes and behavior.

ABOUT THIS REPORT: Since January 2020 we have been tracking social sentiment data to help clients better understand how the coronavirus crisis is changing consumer behavior, and how to update their strategies and communication plans accordingly. We are now sharing a summary report with interested marketers on a weekly basis.

METHODOLOGY: We use state-of-the-art machine learning, and a proprietary process, to analyze what social media users are saying about the coronavirus on a daily basis. We then generate weekly insights and recommendations for how to react to the crisis. The data in this summary is global, but we also create regional reports (country/state/city level). Please contact us if you are interested in that information (coronareport@sparkloftmedia.com). You can subscribe to ongoing iterations of this report on our website at sparkloftmedia.com.

YTD PHASES OF COVID-19

DENIAL little to no conversation
UNEASE conversation is driven by corporate travel cancelations and new WFH policies
PANIC major event cancelations and travel restrictions spur panic
QUARANTINE major societal changes spurred by social distancing and government-mandated, stay-at-home directives
FRUSTRATION Quarantine causes frustration as people’s daily activities and lifestyle are disrupted

WHAT’S NEXT?

BURNOUT
Though countries struggle to understand when to reopen without risk to their citizens, people grow tired of the entire conversation. Cases continue to rise, but people feel that they can protect themselves against the virus. This isn’t represented so much in the actual conversation as the lack of conversation.

CURRENT METRICS BY PHASES

<table>
<thead>
<tr>
<th>PHASE DATES</th>
<th>TOTAL POSTS</th>
<th>AVG POSTS PER DAY</th>
<th>DENIAL Posts Proportion</th>
<th>UNEASE Posts Proportion</th>
<th>PANIC Posts Proportion</th>
<th>QUARANTINE Posts Proportion</th>
<th>FRUSTRATION Posts Proportion</th>
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<tbody>
<tr>
<td>Jan 1 - Feb 24</td>
<td>67,005,209</td>
<td>1,218,277</td>
<td>12%</td>
<td>10%</td>
<td>12%</td>
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<tr>
<td>Feb 25 - Mar 11</td>
<td>129,274,611</td>
<td>8,079,663</td>
<td>64%</td>
<td>60%</td>
<td>60%</td>
<td>62%</td>
<td>64%</td>
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<tr>
<td>Mar 12 - Mar 20</td>
<td>317,691,384</td>
<td>35,299,043</td>
<td>24%</td>
<td>30%</td>
<td>28%</td>
<td>25%</td>
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<tr>
<td>Mar 21 - Apr 17</td>
<td>541,199,800</td>
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<td>Apr 18 - Present</td>
<td>314,327,253</td>
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Analyzing social data is one of the fastest ways to stay up to date on the consumer mindset. The data from this week’s report shows that while the total volume of COVID-19 conversations is falling, audiences are still exhibiting a high degree of fear and anxiety. While some may turn to social channels to vent or rally support for local relief efforts, others may retreat from the information overload and seek an escape. Marketers need to tailor their messaging to address those individual sensitivities. Below, we highlight ways to approach your messaging to reach audiences in three different crisis mindsets.

**ECONOMIC IMPLICATIONS, PT. 1: BUYING (OR BARTERING) IN YOUR OWN BACKYARD**

As we confront an impending global recession and possibly even a depression, we look to history to see where we’re headed next. While we’ve made plenty of advancements, examining recessions past can nevertheless offer insights into what marketers should expect in these extraordinary circumstances.

**THEN:** Long before the phrase “conscious consumerism” was coined, Americans produced their own food and other goods as a patriotic act of unity through crises. During the wars, “Victory Gardens” reduced the strain on the food system as commercial farms diverted resources to the troops. The Victory Garden movement boosted civic morale by giving every American a concrete action they could take to support overseas war efforts, quite literally from their own backyard.

**NOW:** Cooking, gardening and homesteading are making a comeback as Americans deal with the restlessness of isolation and the threat of a crumbling food supply chain. As large-scale systems of production show signs of weakness, many Americans have shifted their purchase habits to community-driven alternatives closer to home: buying directly from farmers, supporting small local businesses and even returning to old-school systems of bartering and gifting. This local, human-to-human focus indicates a desire to feel helpful and connected in a time of uncertainty, fear and loneliness.

**IMPLICATIONS FOR MARKETERS:** Think local and tell stories that show the positive human impact of your brand on their immediate community. Consumers demand more transparency about the ethics of production, but they are also more willing to try unconventional purchase methods if it supports these values, so now is the time to try creative, community-oriented solutions. Read more about it in our Economic Impact Report.

**WHAT ELSE WE ARE WORKING ON**

Starting next week our reports will have a new format. On a rotating basis we will publish data and insights on consumer sentiment in regards to coronavirus, the economy, travel and hospitality, and the new consumer mindset. We will continue to share key insights in this weekly summary. The full reports will be available on our website at sparkloftmedia.com.

**FOR MORE INFORMATION**

We are providing this free summary report to anybody interested and hope that the information is helpful as marketers adjust their strategies and programs in these challenging times. If you have questions or need additional information please contact us at coronareport@sparkloftmedia.com; we are happy to help.