Hispanics and COVID-19

It is important to keep in mind that Hispanics are disproportionately affected by the outcome of the COVID-19 pandemic. As of now, in NYC Hispanics are 1.7X more likely to have a household member lost their job due to the pandemic, compared to non-Hispanics*. Reasons for this include an over-index in the following:

- Hispanics’ inability to work from home
- Informal and Service occupations (i.e. waitressing, farming)
- Entrepreneurship and self-employment which limit certain benefits (i.e. Unemployment)
- Lack of access to health care and lack of health insurance.
- Multigenerational Households
- Cultural barriers (i.e. collectivistic vs. individualistic)

Sensitivity is key. Sensitivity is key. It’s not just that many Hispanics cannot work from home, or that they might not return to a job after the pandemic ... but those who’re currently employed are on the front line. Farmers, deliverers, cooks, first responder, among others. They are the unsung heroes.

*CUNY Graduate School of Public Health and Health Policy
Not only are Hispanics more at-risk, but they are also aware of it: Hispanics are more likely than NH to see coronavirus as a major threat to health and finances.

This means that beyond the physical health, the coronavirus pandemic is becoming a brutal psychological test for Hispanics.

Just over a third of NH (36%) worry they won’t be able to afford testing or treatment for coronavirus if they need it compared to 64% of Hispanics – PEW.
Why it is important to reach them:

Overall, Hispanics are more likely to show up – hearts, hands, and wallets ready – to partner with brands that are committed to disaster relief and cause marketing. In fact, Hispanics are significantly more likely to be heavily influenced by this type of marketing, not only to donate and participate but also to embrace the brand behind those efforts and develop loyalty.

As it is widely known, due to their collectivistic nature, Hispanics want to feel they are contributing somehow to their community. But now, it is very important to communicate how brands are contributing as well – all hands-on deck, through messages of reassurance and stability... Strong, iconic brands are just becoming the enabler for this.
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<td>Speak-in language! With the older generation being at-risk, Spanish information is needed more than ever. Very few brands are providing information in Spanish.</td>
<td>Consider Alternative Methods! H-E-B is providing toll-free call-in numbers for those who don't have an app to order their food.</td>
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<td>Move a chord. Be emotional: Since Hispanics will be very disproportionally affected by this, it is imperative that we show them we care.</td>
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<td>But don’t be a downer: Hispanics tend to be upbeat and optimistic, even during the most unfavorable situations. They will likely turn-off negative messages quite rapidly.</td>
<td>Remember the WE: Hispanics are collectivistic. Think of it this way: Hispanics are more likely than other groups to say they’re worried that someone in their family will get sick from coronavirus (83% vs 56%).</td>
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<td>Be useful, be informative and be clear: The brand's role should clearly demonstrate how it improves their current situation. Don’t be fluffy, instead be a source and a guide.</td>
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A trustworthy voice: This is a very serious issue that requires a serious tone. Messages, influencers/celebrities, and brands must be very sensitive to tone and come from someone with authority.

Financial guidance: An alternative means of income (possible federal or state assistance).

Real-time information around C-19: What it could mean to those with health conditions or the elderly.

Proper steps of action: How to behave, what is needed, and where to go if they or a loved one is infected.

Concrete and tangible aid: How to properly feed and care for their families during this period and other ways to sustain their lives.

Harmony at home: Hispanics understand the negative outcome of this situation but are looking to cope with it to keep the harmony at home. Playing music, cooking, and games with kids are part of their need for balance.

Escape with entertainment: Although there is a need to feel informed, Hispanics are resolving to streaming services to keep the mind healthy.

Cleanliness as a coping method: Cleaning is not a chore taken lightly by Hispanics, and during this time it seems that a clean household free of germs is both a need and want. It’s doing my part!

Kindness: Kindness and equity can be rare during times of panic, and due to Hispanic collectivism and relentless optimism, unifying acts of humanity reminds them that we are “all in this together.”
+61% streaming in March 2020
+56% streaming during Harvey Storm 2017
LOCAL TV source of information
STREAMING source of entertainment

Ipsos Survey: Heavy Radio Listening during COVID-19 pandemic

4% Listen less
79% About the same
18% Listen more

According to Nielsen, virtually all Hispanics listen to radio, especially streaming (e.g. Spotify)
Isolation may promote this behavior even more
Social Media and Search has become important informative tools during the COVID-19 pandemic, especially for Hispanics. However, it can also be a platform for misinformation.

As a result, social media platforms have taken steps to stop the spread of misinformation. For example, Facebook has provided WHO with as many free ads as needed and blocked ads from brands that may be claiming that their products can cure the virus.

Looking for available jobs has been the most searched term in key Hispanic Metros.

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GRACIAS