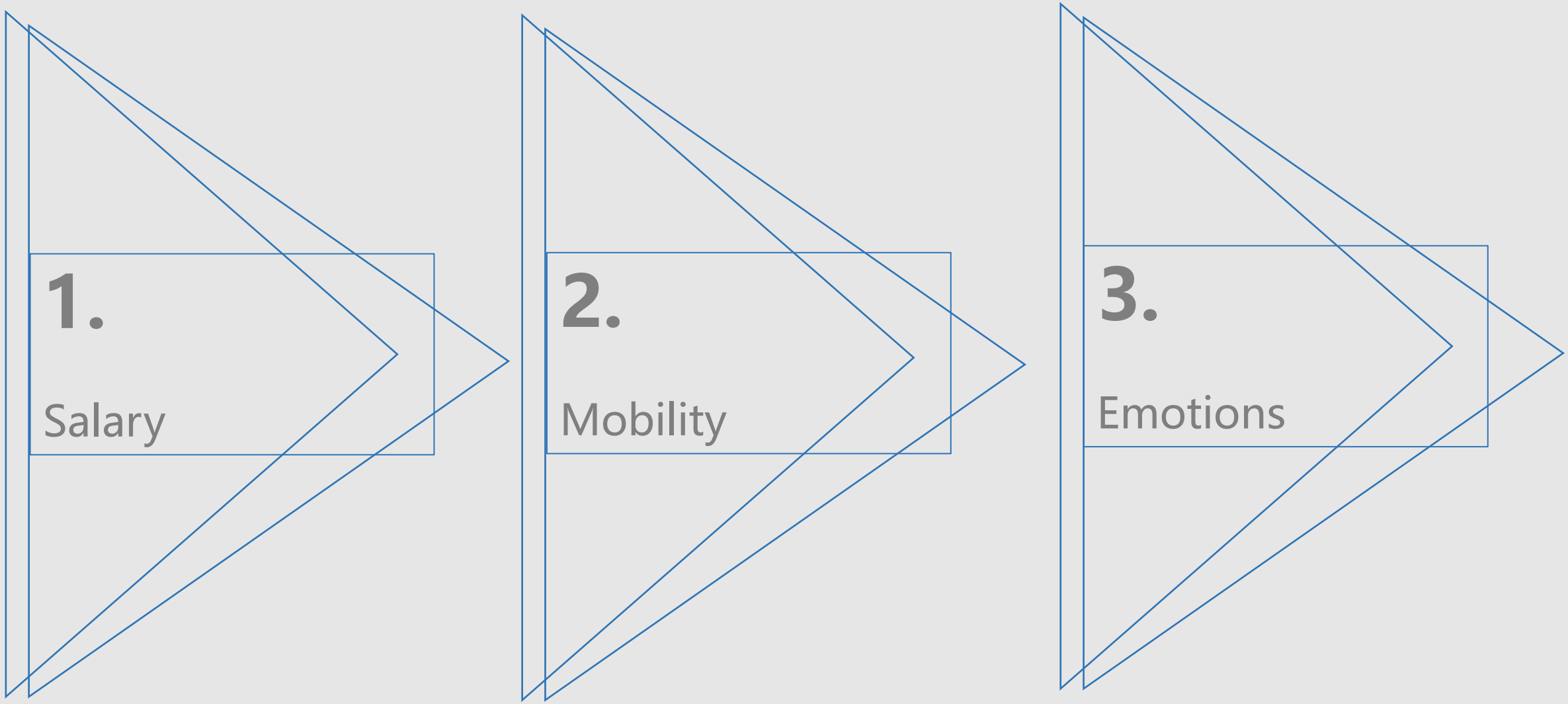
Mexico and what is next?

Brain research sources:

- Social listening Nation wide.
- Qualitative ethnographies through Whatsapp.
- Quantitative study in CDMX through a recruited panel of 500 participants during 6 waves: May-July (sponsored by Funsalud)

Context



Impact on salary

“Personal economy” is among top 3 concerns for Mexicans (above getting sick of Covid-19)

89%
is worried about their personal financial situation
Social class: 80% high, 90% medium and 94% low.

73%
had a reduction in salary

People have been going out

Only 11% at home

Less frequently: 4/5 times a week

Metro

April 23

June 2nd

What about mother's day (May 10th), did you celebrate?

Yes 27%

49%
High social class

No

73%

81%
Low social class

Mobility scores: Average day 50%
May 10th 53%

% at home in a typical day

Complicated emotional situation

Coronavirus has an impact on people's emotions causing stress and uncertainty

Threat

66% knows someone close who has been infected of covid-19

Lack of confidence

35% think that the government has no control over the situation

Insecurity

93% Is worried about violence or insecurity in the country

What are our plans towards the new normal?

In terms of social dimension: we will go out

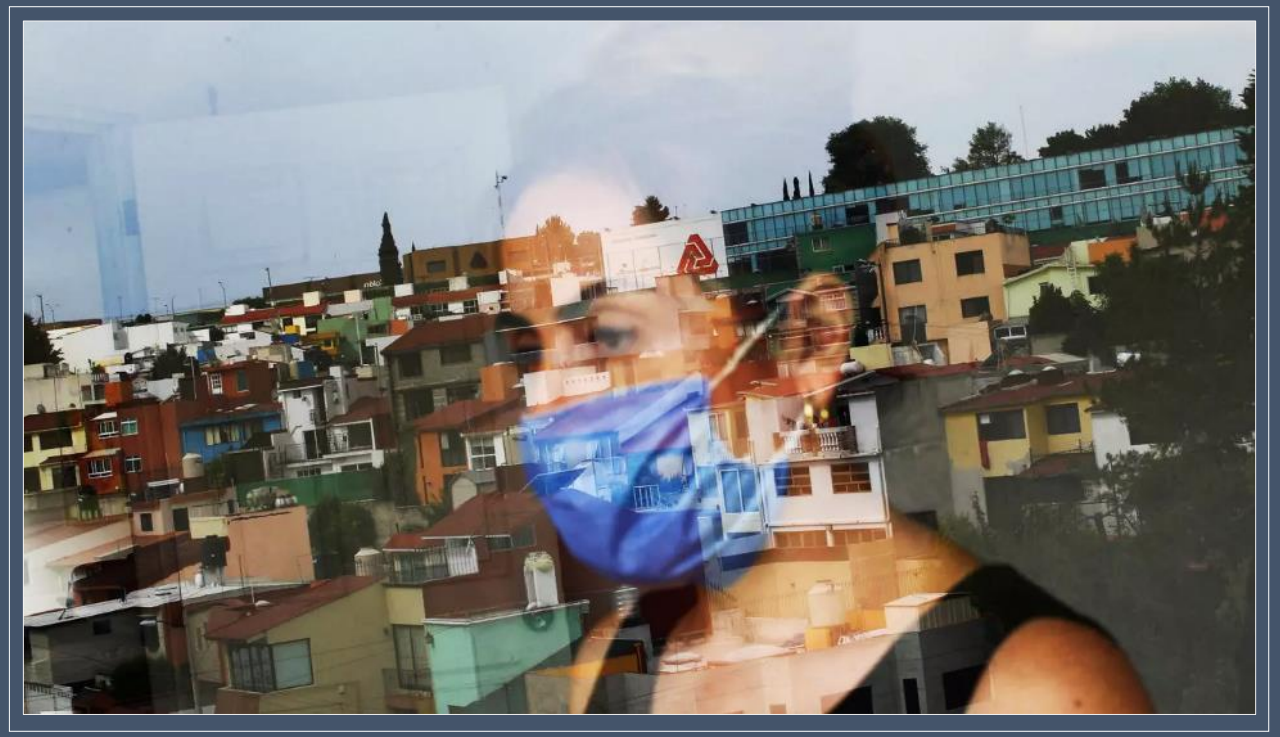
83% Yes

13%
will go out to the “new normal” as before

70%
will go out to the “new normal” taking care

Some for pleasure and some looking for a job.

In terms of consumption

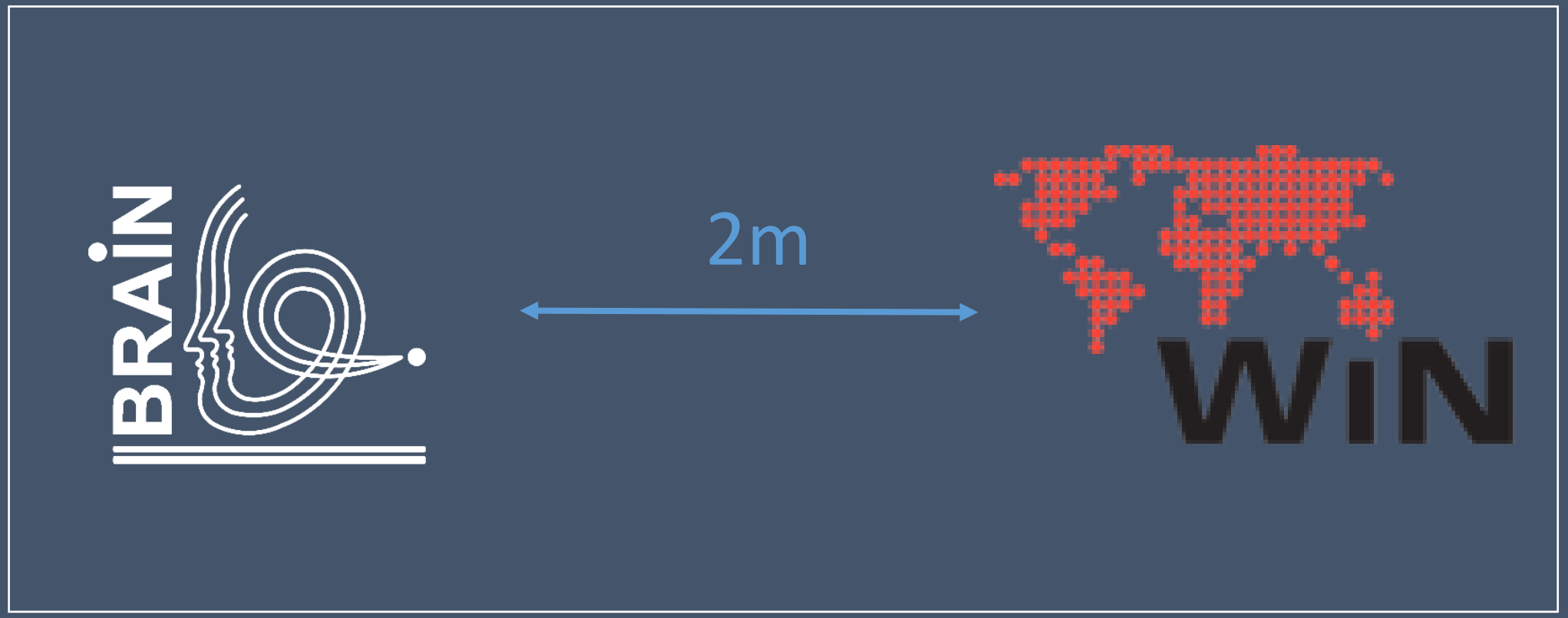


Very limited

Economy reactivation: we always find a way.

There has been a limited opening for small businesses

Unofficial

The “back door” business
Whatsapp delivery

Thanks!