

COVID-19 Skepticism isn't Going Away

The Satya Foundation

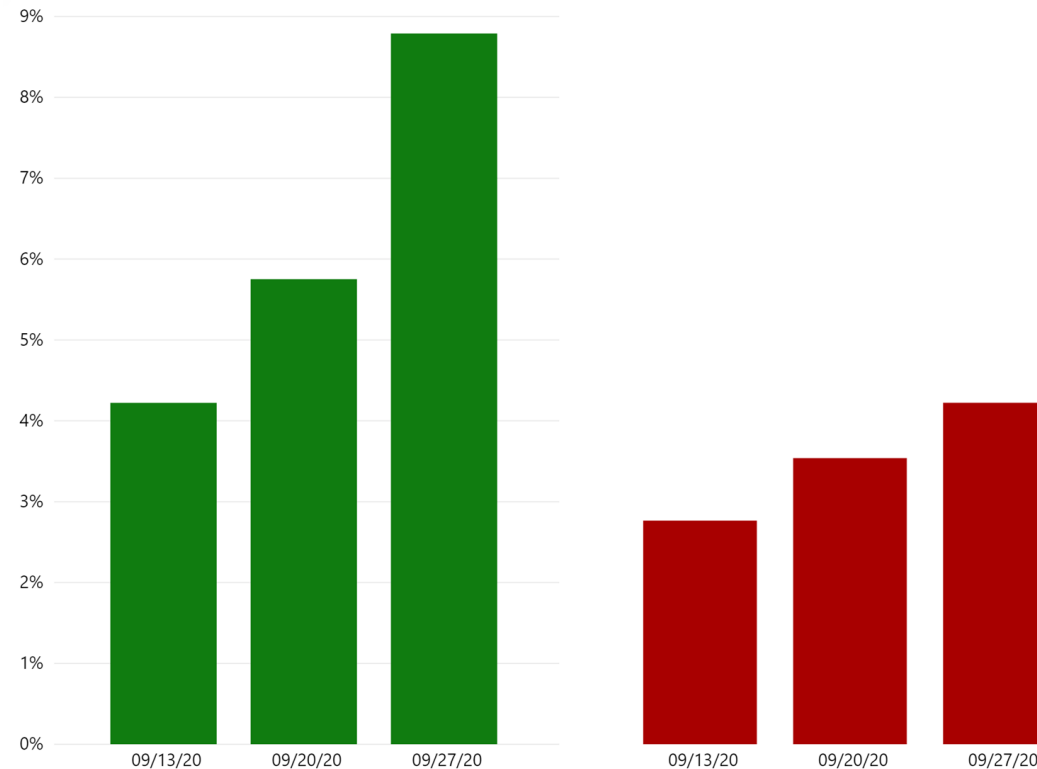
Insights:

- The green bars show a significant swing towards mask acceptance through September as new cases have accelerated.
- Nevertheless, the red bars show a smaller but significant increase in people supporting COVID-19 skepticism.

Takeaways:

- Mask acceptance has likely plateaued. While some people may be persuaded to improve compliance by more effective messaging, the skeptics are entrenched and will remain a problem.

General acceptance has plateaued with skeptics more entrenched



Sentiment analysis based on sampling 300M data points representing over 3.2M voices on Social Media, news sites, and travel forums between March 2 and September 27, 2020. Data is presented bi-weekly ending on the date shown.