



May 28, 2020

Covid-19 Weekly Consumer Insights

Brandwatch | A new kind of intelligence

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MEET THE ANALYSTS BEHIND THIS REPORT

Ask the Analysts: Covid-19 Insights Virtual Roundtable

Friday May 29 | 3pm BST, 10am EDT

Join us for our free virtual roundtable this Friday and get your questions about the report answered live by our experts.

[Register Now.](#)



Caitlin Jamali
Research
Consultant



Alistair Ross
Research
Data Analyst



Russ Taufa
Research
Consultant

Want access to our survey data?

We'll provide you with a login to our Qriously survey platform, giving you hands-on access to all questions and answers from each wave of our Covid-19 survey.

You can filter by week, age, gender or country (we're live in 8 markets).

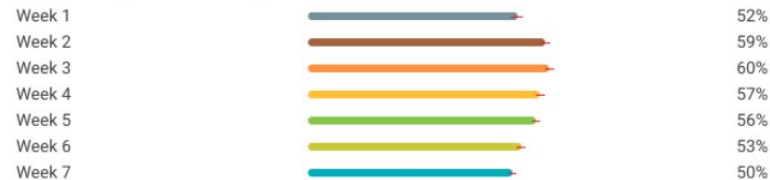
Just drop us an email at info@brandwatch.com.

COVID-19 Survey

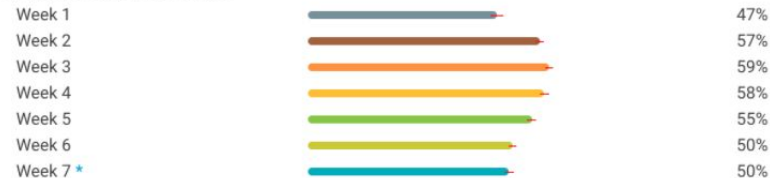


How has your behaviour changed, if at all, as a result of the outbreak?

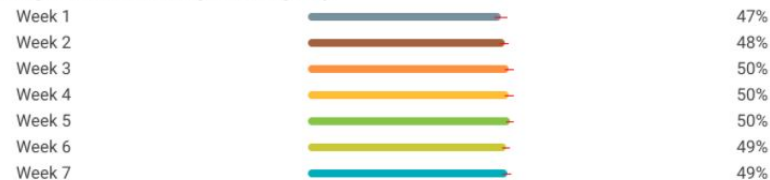
I'm self-isolating/ social distancing



Avoiding seeing close relatives



Using hand sanitizer/ using it more regularly



Cancelling or not booking holidays





Our Goal

As the Covid-19 pandemic continues to evolve, there are many sources for news, statistics and health guidance. Brandwatch is in a unique position to provide data and insights about the impact on the hearts, minds and daily lives of consumers around the world. We're leveraging our best-in-class technology and people to deliver weekly reporting that looks at both online discussion and survey responses.

These reports can be customized to focus on your specific industries, categories, brands, sectors, and more. [Book a meeting](#) with our specialists.

What We Analyzed

This study includes data from 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages. Survey data includes 1,000 interviews per country in field between May 18 and May 24 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~30 million posts from Twitter, Reddit, forums, blogs, and more that appeared between May 18 and May 24. News has been excluded to better isolate consumer opinion but media engagement metrics have been included. Content is analyzed holistically and by market, topics, and sectors.



Some Of The Questions We'll Address...

- What are consumer perceptions of and reactions to Covid-19 over time?
- How has the virus impacted daily life and the way we work, learn, parent and socialize?
- What is the impact on mental health?
- What are concerns about financial futures collectively and personally?
- What is the short- and long-term impact of the pandemic on plans, events and purchases?
- What are reactions to how businesses have/have not adapted to the needs of consumers or employees?

Key insights at a glance



Health & mental health

People are talking online about the new symptoms of Covid-19 emerging in different countries. (slide 12)

Many are reacting online to news about the **possible connection between cannabis and the prevention and treatment of Covid-19**. (slide 13)



Home & family life

There was a drop in survey respondents reporting they are **social distancing** in the most tracked markets. The exception was China, where people are actively concerned about a second wave. (slide 17)

Garage revamps are surfacing in online discussion. While many are talking about decluttering, others are creatively repurposing into gyms or workspaces. (slide 20)



Work life

Unemployment rates continue to **dominate work discussion across markets**. Many people voice frustration about lack of access to unemployment benefits. (slide 23)



Government

People are posting about the **mixed messages coming from government leaders**.

Many are frustrated with Dominic Cummings breaking lockdown rules and with Donald Trump for not wearing a mask during his visit to Ford Motor plant. For many, these events are sparking discussion about the need for government to follow the rules they help to create. (slide 25)

Key insights at a glance



Pharma & healthcare

People are reacting to the CDC announcement that **coronavirus does not spread easily on surfaces**. Some are discussing what information is credible given that guidelines are often changing. (slide 30)

Hydroxychloroquine is resurfacing in discussion after Trump indicated he was taking the drug as a preventative measure. (slide 29)



CPG

After dying their hair in quarantine, many are now seeking **products to repair hair health**. Millennial women especially are sharing photos highlighting a **'less is more' approach to makeup**. (slide 34)

As summer approaches, more consumers are opting for **low carb alcoholic beverages and plant-based meat alternatives**. (slide 36)



Media & entertainment

Gamers say they are dusting off old consoles like Sega Genesis or Nintendo Game Boy. People are saying playing these games brings back positive childhood memories. (slide 40)



Retail

Consumers posting online are excited about buying masks from fashion retailers. Some are saying branded masks are quickly becoming the next hot fashion trend. (slide 45)

As nearly **one-third of survey respondents across tracked markets say shopping safely is a challenge**, photo and video sharing online continues to showcase crowded retail spaces where shoppers feel at risk. (slide 46)

Key insights at a glance



Technology

Permanent work from home policies from companies such as Twitter, Square, Facebook and Shopify are driving positive online discussion. (slide 52)

noting **People are excited about news of the world's fastest internet speed**, that lockdown life would be easier with faster broadband. (slide 51)



Financial services

After learning that **unemployment often pays more than what workers would earn on the job, many are talking about living wages.**(slide 56)

People are sharing news about restaurants, retailers, tourist attractions, and transportation companies accepting only contactless payments. **Many are talking about a cashless society as the new normal.** (slide 57)



Travel & hospitality

People are talking about coverage of a **Memorial Day party at an Ozarks, Missouri pool bar.** Images and videos from the event have gone viral, prompting outrage. (slide 60)

Uncertainty about air travel continues. Seventeen percent of survey respondents said they would not travel domestically or internationally once the pandemic ends.. (slide 62)



People are searching for information about **new Covid-19 symptoms**.



ej_20016 (@ej_20016)

Closer to home, ... people began suffering from symptoms of coughing, difficulty breathing, fever, chills, muscle pain, sore throat, loss of taste or smell. Allergies? or Covid-19? The subject is endlessly fascinating, as new symptoms emerge.



Twitter

23 May 2020 | 23:10



katherinemrohan (katherine mary rohan) (@katherinemrohan)

The main symptoms of coronavirus (COVID-19) are a high temperature, a new, continuous cough and a loss or change to your sense of smell or taste, but there are many other symptoms. If you have any of them, stay home Stay home .Stay home



Twitter

23 May 2020 | 08:50



SOURCE: NHS.uk



North_Nova (Graham Johnston) (@North_Nova)

New NS Covid-19 symptoms: Fever Cough, worsening of previous cough Sore throat Headache Shortness of breath Muscle aches Sneezing Nasal congestion/runny nose Hoarse voice Diarrhea Unusual fatigue Loss of smell or taste Red, purple or bluish



rbdirectservice (Roger Bernard) (@rbdirectservice)

@DominicRaab @BorisJohnson @piersmorgan @Josepharbia Why UK only being added now? "Loss of smell and taste validated as COVID-19 symptoms in patients... ..clinicians should include sensory impairment as standard screening measure Date:April 13, 2020Source:University of Cali



Twitter

18 May 2020 | 18:26

Searches for information about new Covid-19 symptoms increased 800% last week. **People are talking about new symptoms** such as diarrhea, vomiting, abdominal pain and swelling of the skin. News of a possible mutation of the virus in China with delayed symptoms also triggered discussion.

Some people are asking **how to differentiate allergy symptoms** from Covid-19 symptoms.



Researchers from the University of Lethbridge discovered at least 13 plants high in CBD that appeared to affect the ACE2 pathways ...



Unmute

People are posting about **using cannabis to fight Covid-19, citing its anti-inflammatory, anti-anxiety and anti-viral properties** (21K posts). Some recommend using marijuana to treat anxiety triggered by the pandemic.

A New York Post article, **Scientists Believe Cannabis Could Help Prevent, Treat Coronavirus**, has generated 2.3M social engagements to date.



Dauerquerulant (Rebellenkönig)

@Dauerquerulant

Cannabis-Stoff CBD schützt möglicherweise vor Corona t.co/rCRtxVF90Z



Twitter

22 May 2020 | 18:08



myolande70 (yolande) ★★★★★ #Miem...

@myolande70

Señores!!! Cannabis para todos!! 😄😄😄😄😄😄
Siempre pensé q muchas cosas mal consideradas seguro podrian tener otros usos mejor considerados. De modo q si puede prevenir y tratar el Corona, entre otros, bienvenido sea!!! 🌿🌿🌿🌿🌿🌿🌿🌿
t.co/G1QbkzWxIT



Twitter

22 May 2020 | 14:12



Korrektheiten (M. Kleine-Hartlage)

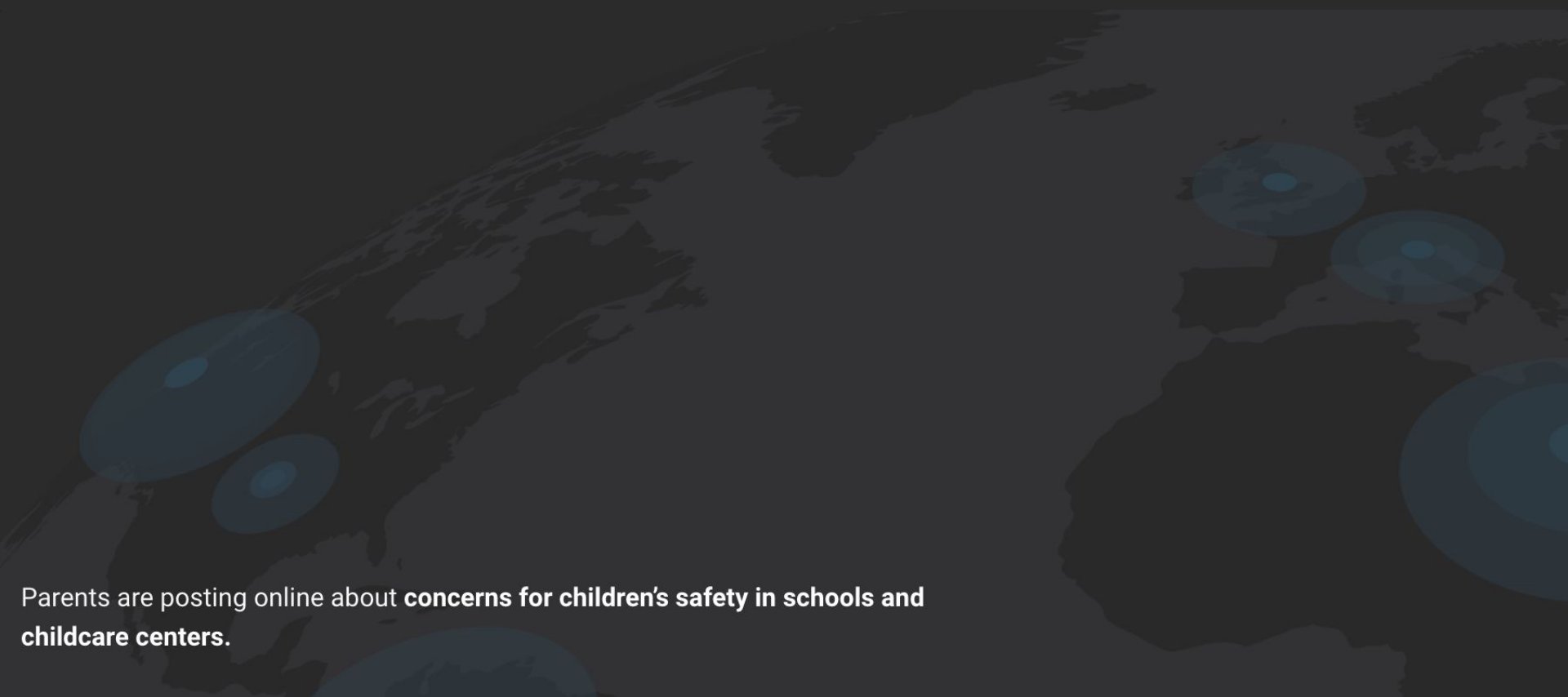
@Korrektheiten

Contra-Mag.:Wissenschaftler: Cannabis könnte im Kampf gegen Covid-19 helfen: Medizinisches Cannabis kann laut einer neuen Studie aus Kanada im



pain_nation (Pain_Nation)

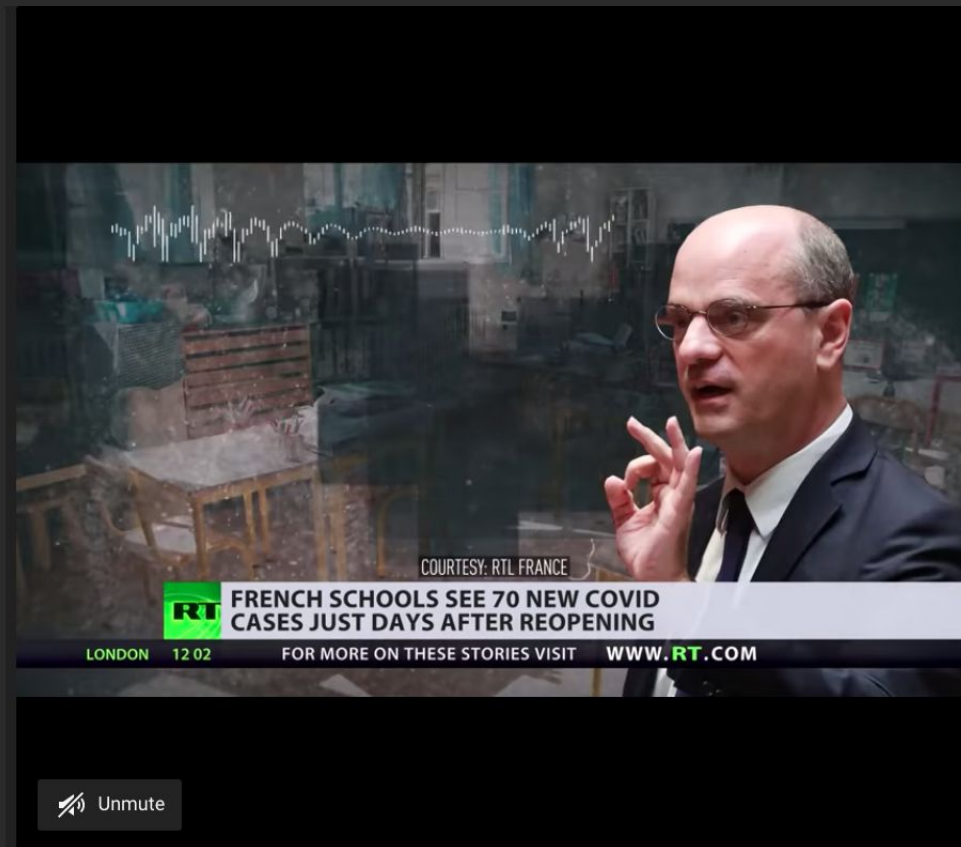
@pain_nation



Parents are posting online about **concerns for children's safety in schools and childcare centers.**

People are **negatively responding** to reports of 70 new coronavirus cases in France as a result of partially reopening schools. Some are saying that **the question should not be when but how in terms of implementing protective protocol.**

Parents are voicing online that they **refuse to let their children become an experiment** as the risks are too high. More parents in the US are saying **home schooling remains the safest and best option** (90k posts).



Childcare surfaced as an emerging theme in online discussion this week (2k posts).

People are engaging online with reports that many childcare centers may not reopen post-pandemic. Parents are **worried about securing childcare** as they get back to work and **advocating for government support** for these centers.

As with schools, some parents are **questioning the protective measures in place** for childcare centers, and whether these are a **viable and safe option** for their children.



LegalRumors (Lydia)

@LegalRumors

Perhaps you should be assisting [#childcare](#) centers in PA, yet they remain largely ignored and financially strangled despite being the biggest advocates and best resource for our youngest Pennsylvanians.

[@PAAttorneyGen](#)



Twitter

24 May 2020 | 13:47



MHagkull (Molly Hagkull)

@MHagkull

I am an [#earlychildhood](#) worker. I make less today than I did as a 1st year elementary teacher 20 years ago. [#Preschool](#) and [#childcare](#) centers are already operating on extremely thin margins. That's why I'm calling on [@senrobportman](#) to [#FundChildcare](#) and [#earlylearning](#).



Twitter

23 May 2020 | 16:50



sjessenhoward (Steven Jessen-Howard)

@sjessenhoward

With some child care centers closed permanently, a lack of options is keeping some people—mostly women—from getting back to work.

[#ChildCareIsEssential](#) [t.co/oKueNxUpJE](#)



Twitter

22 May 2020 | 13:55



MurthaLeanne (Leanne Murtha)

@MurthaLeanne

[@QuancyClayborne](#) Child care centers are opening under the same guidelines. We are the test subjects.



Twitter

22 May 2020 | 00:25



amandakhurley (Amanda Kolson Hurley)

@amandakhurley

Been wondering about child care centers and how many will be left when people feel confident to send their kids back to them. They operate on slim margins as it is.



Twitter

21 May 2020 | 22:15



AMcDScott (Amanda McDScott)

@AMcDScott

Furthermore, due to [#COVID19](#), a light is being shined upon [#childcare](#) and the lack of access to it, which is only being made worse due to the pandemic.

[@Child_Success](#) produced a report recently showing the dire need of attention to child care centers so that families may...



Twitter

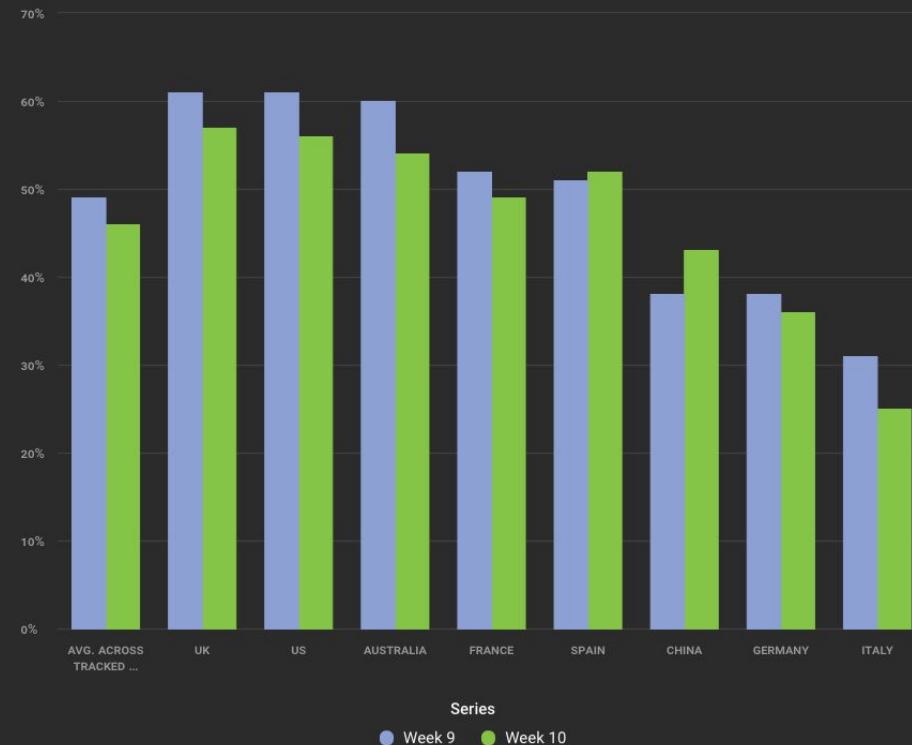
21 May 2020 | 15:35

Survey question | How has your behaviour changed ... as a result of the outbreak?

There is an ongoing decline in **social distancing in the majority of markets**, according to survey respondents as lockdown restrictions ease. The only notable exception is China, where people are actively concerned about a second wave.

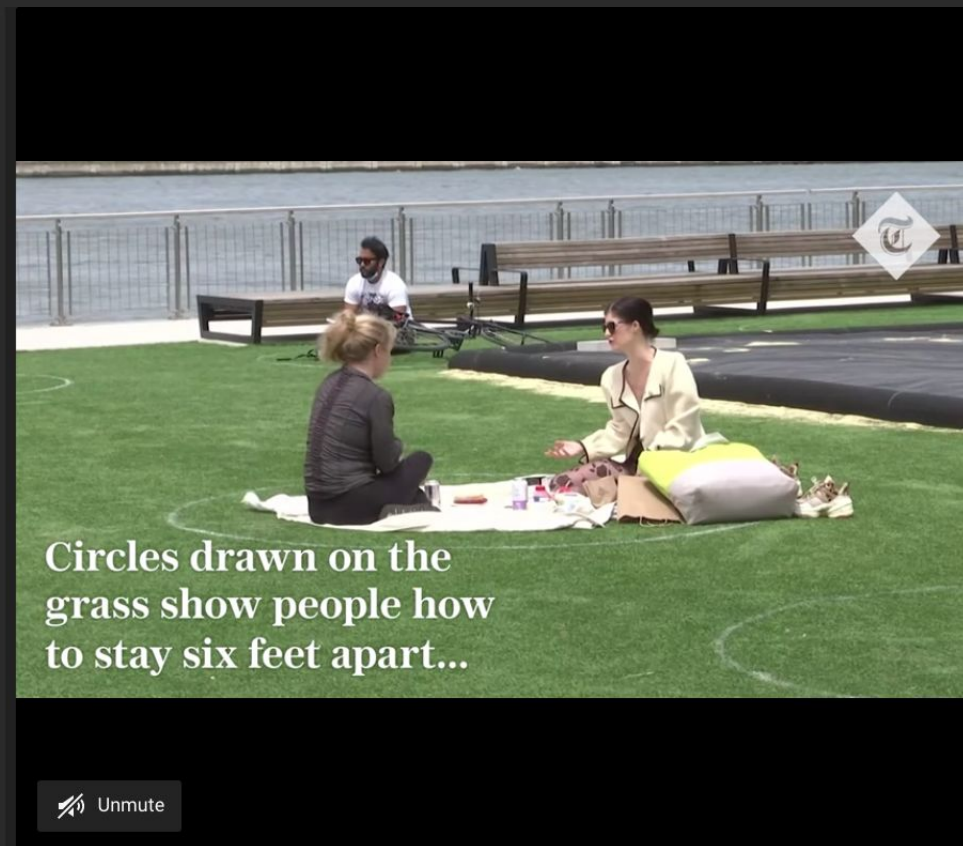
Online discussion also notes a **lack of physical distancing** as people start to venture out in public again. For this reason, many are saying they're **afraid to leave their homes**. Some are speculating that everyone will soon be back in lockdown as a result.

% Self-isolating/social distancing



Despite discussion highlighting crowded public spaces, there is an **increase in positive discussion** about social distancing this week.

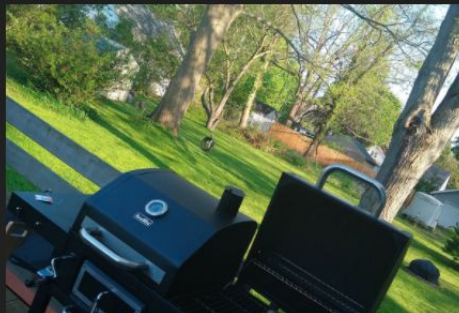
People are sharing videos and photos of circles created in **New York City parks**, saying they are pleased to see “inventive methods” that **encourage the safe use of outdoor spaces**. Google searches for “New York park circles” increased by 2,350% in the last week. **Many are advocating for the same to be applied in the cities where they live.**



As lockdown restrictions ease, people are discussing **BBQs on patios or in backyards** (11k posts). Many are posting **recipes** while some are getting **BBQ meal kits available from local stores and restaurants**.

People are enjoying BBQ gatherings with **friends, family, and sometimes neighbors during the weekends, or to mark special occasions** such as birthdays or anniversaries.

In alignment with the social data, there was a **decrease in survey respondents across tracked markets saying they are avoiding seeing close relatives**. The largest drops week-on-week were in continental Europe, with China a notable exception.



HavenSOV (Haven deLancet)
@HavenSOV

Brats on the grill, cold cider, a decent view and some quality time with my wife. It's going to be a great night.
#puremichigan #StayHome @callalillie13
#homeowners #greatlife #decklife t.co/6AQr5w03MO



Twitter

24 May 2020 | 23:11



KyleCannillo (Kyle Cannillo)
@KyleCannillo

Beautiful outside, BBQ in the backyard, charity golf, and NASCAR? A day like today made up for some of the harder quarantine days. ☀️



Twitter

24 May 2020 | 23:00



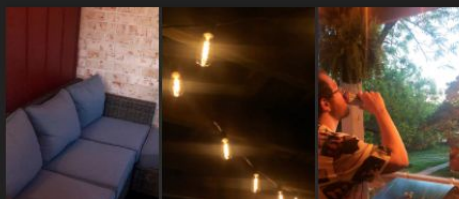
ottleyoconnor (Patrick Ottley-O'Connor)
@ottleyoconnor

Lovely evening for a BBQ 🍷 #Mood4Food
#teacher5aday t.co/jcYp8e5yfM



Twitter

20 May 2020 | 20:16





ajacks_ (👤)

@ajacks_

I want to get an inflatable hot tub and keep it in my garage lol



Twitter

24 May 2020 | 13:19



dan_meady (Danny Mead)

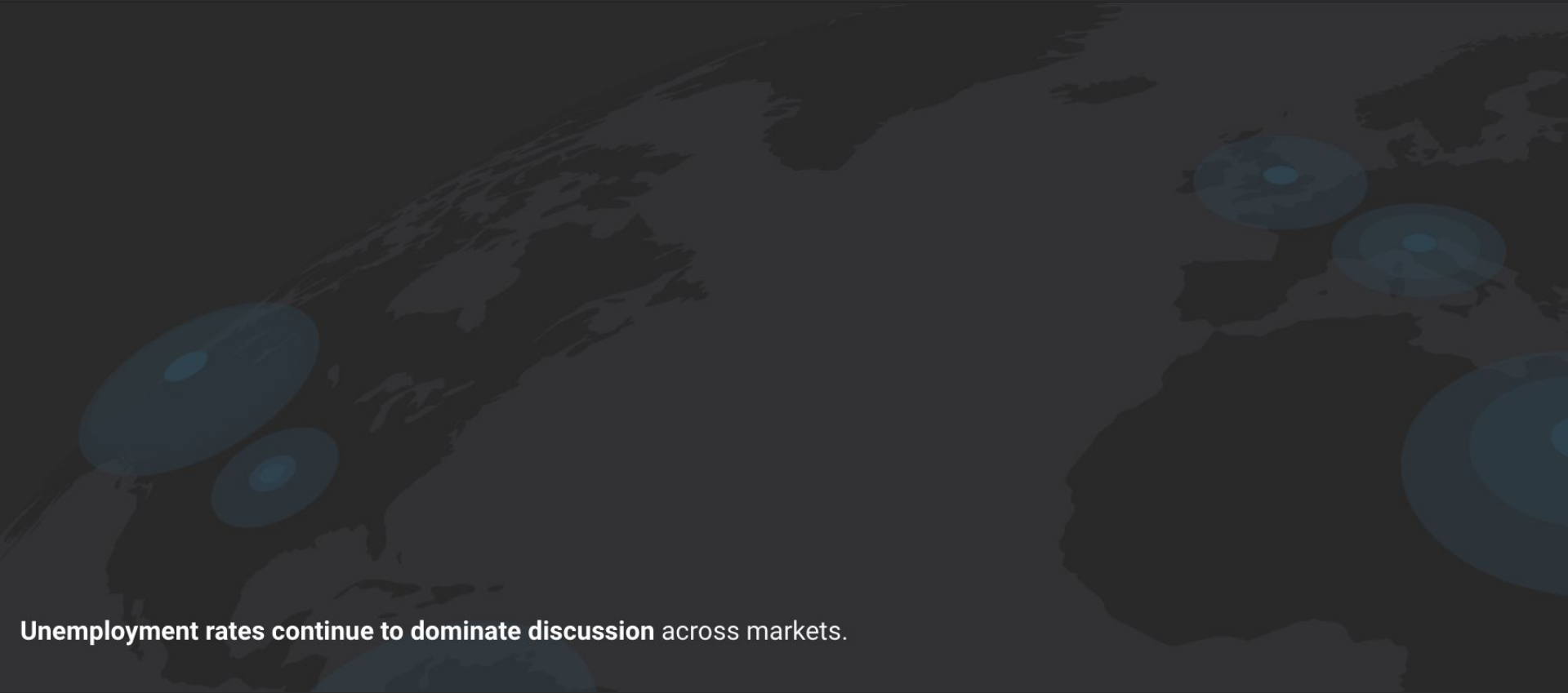
@dan_meady



Garage revamps are surfacing online as lockdown continues in many places (2.6k posts).

While many are talking about **reorganizing and decluttering their garages**, others are **creatively repurposing** them into **work spaces, dining areas, gyms, indoor pools, or even ice rinks**. People are proudly showing off their garage makeover DIY project photos online.





Unemployment rates continue to dominate discussion across markets.

**Elahelzadi (Elahe Izadi)**

@Elahelzadi

"Journalists of color are particularly susceptible to layoffs, and that can distort coverage of the crisis"



Twitter

22 May 2020 | 17:22

**emmaogreen (Emma Green)**

@emmaogreen

I am heartbroken. Today, The Atlantic laid off dozens of colleagues who are kind friends, generous colleagues, and superior journalists. Hire them. (Thread.)



Twitter

21 May 2020 | 21:41

**chrissgardner (Chris Gardner)**

@chrissgardner

Journalists are more important now than ever...is something you can say at any moment in time. Seeing layoffs left and right—Atlantic, Condé Nast, Vice, BuzzFeed my friends—is devastating. Think of all stories that won't get told, news that will go uncovered in months to come 😞



Twitter

21 May 2020 | 18:59

**trish_regan (Trish Regan)**

@trish_regan

Mayo Clinic's income plunged 88% in latest quarter due to the shutdown. 23,000 at the Clinic have been laid off or seen a reduction in hours. We need to be VERY careful of this slippery slope to socialist government run healthcare. LAST thing we need in a time like this.



Twitter

21 May 2020 | 18:27

**ChrisTouziet (Christophe Touziet)**

@ChrisTouziet

We've made a directory of people who were affected by the layoffs at Uber and opted in to share their info. So if you're hiring, feel free to reach out to those folks. Please reshare widely to help them land a job quickly. t.co/PZAdnf9dJM



Twitter

20 May 2020 | 14:03

**osiliana (Iliana Limón Romero)**

@osiliana

📢 JOURNALISM TRAINING OPPORTUNITY: 📢 If you're a journalist who has been laid off, has lost freelancing opportunities, has struggled to find job, want to be ready if you ever lose your job or just want great journalism advice, this NAHJ webinar is for you!

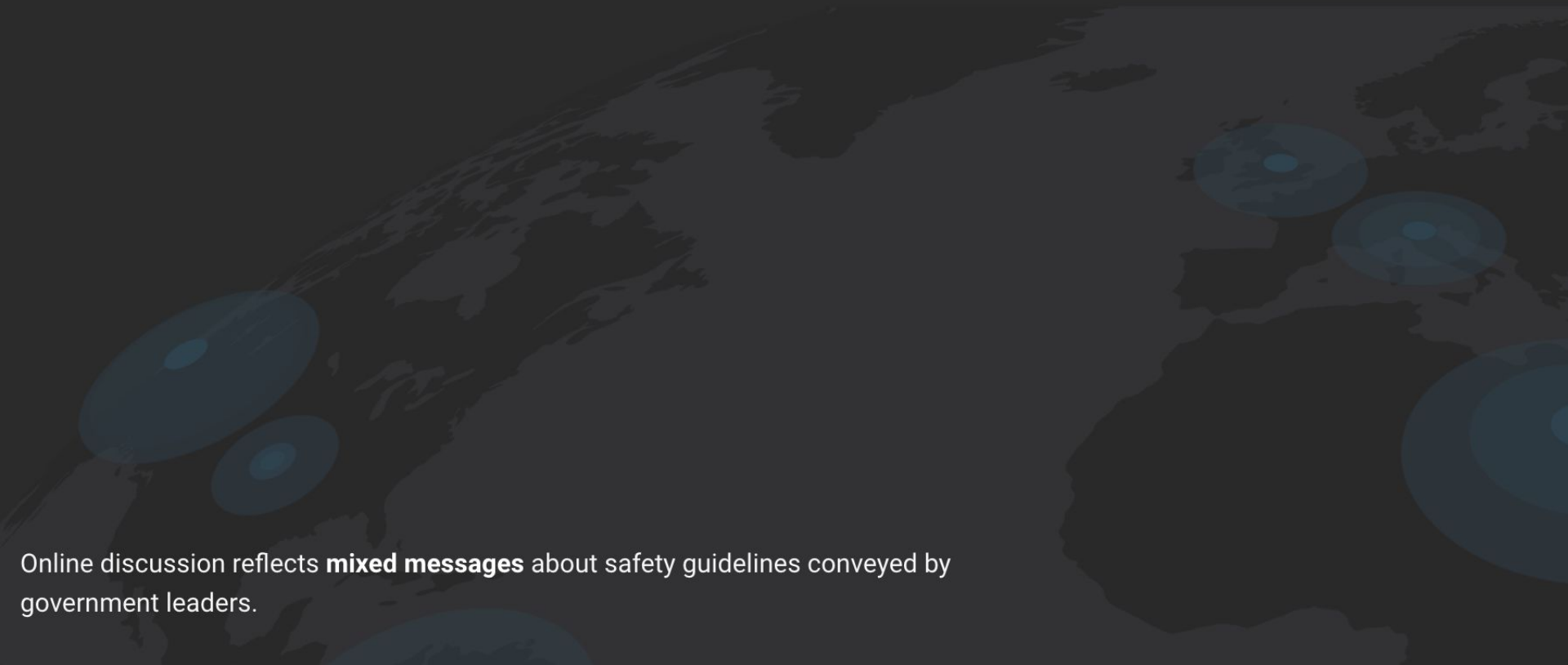
People are continuing to discuss “**depression-level unemployment**” worldwide.

News that The Atlantic newsroom laid off 20% of its workforce is driving discussion and engagement. **People online are upset that these jobs are being eliminated as journalists are needed now more than ever.** Meanwhile, small businesses and start-ups are advertising job opportunities for newly laid off journalists via Twitter.

Unemployment benefits form a controversial topic this week (30k posts). People are expressing frustration online about limitations in benefits, as well as complaining applications were turned down.

Meanwhile, **retail workers are voicing that it's unfair they are earning less than people receiving unemployment**. Many are questioning how this makes sense, and why anyone with these benefits would go back to work.





Online discussion reflects **mixed messages** about safety guidelines conveyed by government leaders.

Some people are posting about government leaders ignoring their own safety guidelines, saying that the rules should apply to everyone.

Brits are frustrated with **Dominic Cummings**, a senior advisor to the British Prime Minister, who **broke lockdown rules by traveling hundreds of miles from his home**. Many are calling for Cummings to be fired or to step down from his position.

President Trump's choice to forgo wearing a mask when visiting a Ford Motor plant in Michigan also sparked controversy.



Peston (Robert Peston)

@Peston

This is the lockdown law that came into force shortly before Dominic Cummings travelled with spouse and son from North London to Durham. I have read it several times and can't find how his 260 mile journey is consistent with it. What am I missing?

t.co/y2LmFI3uv6



Twitter

24 May 2020 | 12:07



lewis_goodall (Lewis Goodall)

@lewis_goodall

Labour spokesperson: "We are still waiting for a clear explanation from No 10 about Dominic Cummings's actions. The public have made extraordinary sacrifices during this pandemic and the lockdown. It cannot be one rule for those who set them and another for the British people."



Twitter

23 May 2020 | 09:22



TheMendozaWoman (Kerry-Anne Mendoza)

@TheMendozaWoman

If Neil Ferguson was forced to resign for breaking lockdown rules, then Dominic Cummings has to go too. End of story.



Twitter

22 May 2020 | 22:44



ianblackford_MP (Ian Blackford)

@ianblackford_MP

Following the news that Dominic Cummings travelled from London to Durham during lockdown and his behaviour was investigated by the Police, his position is completely untenable - he must resign or be sacked.



Twitter

22 May 2020 | 20:42



HPeremen (Hochu Peremen)

@HPeremen

How does this make sense? **#POTUS45** is visiting a plant making equipment to fight the Coronavirus, while he refuse to use the fucking equipment **#Nonsense** **#GOP** **#maga** **#Republicans** Trump Briefly Dons Face Mask At Ford Plant, Away From Media View

t.co/uZNZJgm9RN



CNN (CNN)

@CNN

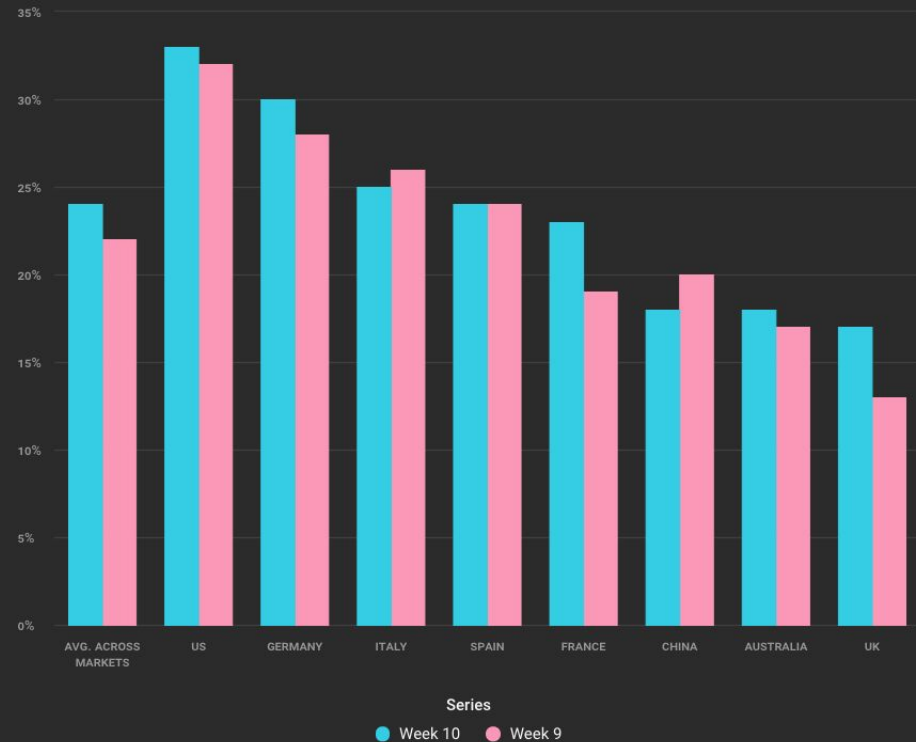
"This is not a joke... He's conveying the worst possible message to people who cannot afford to be on the receiving end of terrible misinformation." Michigan AG Dana Nessel reacts to Pres. Trump's refusal to wear a face mask in front of cameras during a tour of a Ford

Survey question | What do you think of the quarantine measures....?

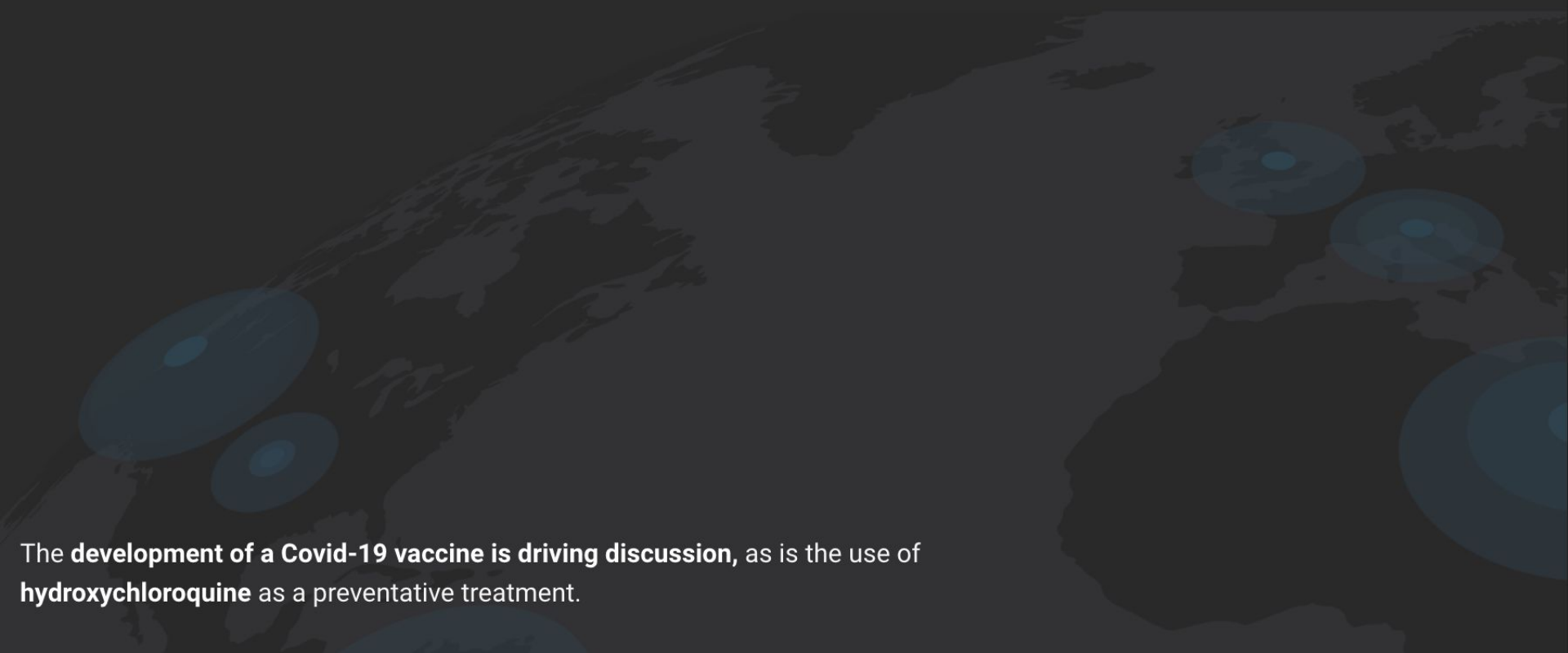
Survey respondents in the US and Germany are more likely to say they **think quarantine measures are excessive or very excessive** than the average across markets.

Germans are expressing mixed reactions online to the upcoming end to mandatory safety restrictions, such as wearing masks. Some post that it's still too soon while others say that the curve has been flattened and restrictions should be lifted.

Lockdown Measures - % Excessive of Very Excessive



Please note that topics discussed in this section may be triggering. Please skip to slide 31 if you wish to avoid.



The **development of a Covid-19 vaccine is driving discussion**, as is the use of **hydroxychloroquine** as a preventative treatment.

People online are talking about a COVID-19 vaccine, sharing links to coverage about promising trial results by Moderna Therapeutics, and updates on vaccine development efforts in China, the UK and elsewhere (324K posts). Google searches for “How long does it take to make a vaccine?” increased 500% in the US this week.

Some are expressing concern that a fast-tracked vaccine with rushed testing could have potential risks. Others question whether pharmaceutical companies will even be able to create a vaccine.



ABCWorldNews (World News Tonight)
@ABCWorldNews

PROMISING VACCINE RESULTS: Drugmaker Moderna is reporting their coronavirus vaccine now in the first stage of trials is safe and showing early promise, with participants developing antibodies. @steveosunsami with the details – and what's next. t.co/19bwexQhJ3
t.co/mM8flw1Wqy



Twitter

19 May 2020 | 11:00



SEInmunologia (SEInmunologia)
@SEInmunologia

(1/6) La compañía @moderna_tx hizo público ayer en un comunicado que la #vacuna frente al #coronavirus que están probando parece que ha sido efectiva y segura en el primer grupo de voluntarios tratados (n=15, rango de edad 18-55). @LaVanguardia 🙌
t.co/7m7LPQDE4J



Twitter

19 May 2020 | 07:35



DC2CA (Stephanie Noel Kirilin³²⁰¹) 🇺🇸 🇬🇧 🇩🇪 ...
@DC2CA

Great history & context on how #medical #pharma communities, etc. respond to a novel/emerging disease from a patient's perspective. We don't know the enduring effects of #coronavirus #COVID #Covid19, yet. Imagine the possibilities for problems w/fast-tracked #CoronavirusVaccine?



Twitter

18 May 2020 | 17:40



JoseF1Monserrat (Jose F. Monserrat) 🇪🇸
@JoseF1Monserrat

🔴🔴🔴 ÚLTIMA HORA Los resultados recién comunicados de la vacuna americana desarrollada por Moderna Inc. muestran que todos los pacientes vacunados (43) generaron anticuerpos. Resultados alentadores para pasar a fase 2 de mayor espectro. La vacuna avanza!! t.co/iIVlyauWWX



Twitter

18 May 2020 | 15:52



OliverKulikBln (lly-Land)
@OliverKulikBln

👉 Früherer #WHO-Bereichsdirektor: „#Coronavirus könnte verschwinden, bevor #Impfstoff entwickelt wurde“ t.co/8Fo6wYxkCo via @welt

Hydroxychloroquine is resurfacing in social discussion due to people talking about Trump's statement that he is taking the drug as a preventative measure. Many call his decision to take the drug dangerous, citing health professionals who warn of harmful and possibly fatal side effects. Others are sharing research that suggests the drug is effective for treating Covid-19.



K_JeanPierre (Karine Jean-Pierre)

@K_JeanPierre

"For those receiving hydroxychloroquine and an antibiotic – the cocktail endorsed by Trump – there was a 45 percent increased risk of death and a 411 percent increased risk of serious heart arrhythmias."

t.co/eo9RRHBoLS



Twitter

24 May 2020 | 11:45



WSJPolitics (Capital Journal)

@WSJPolitics

A study found chloroquine and hydroxychloroquine given to 15,000 coronavirus patients raised the risk of heart problems while not helping fight Covid-19

t.co/xkL31FkW89



Twitter

22 May 2020 | 15:56



kevinhaddad08 (kevin haddad)

@kevinhaddad08

I've been watching the news on TRT HABER (the Turkish News) Hydroxychloroquine is used wisely and it's making big impact on Covid19 patients. the number of recovered patients in Turkey are 114990. Total cases 153548. This inexpensive medicine works. Big Pharma doesn't like it



Twitter

22 May 2020 | 11:33



michelleinbklyn (Michelle Goldberg)

@michelleinbklyn

Side effects of hydroxychloroquine include paranoia, hallucinations and psychosis t.co/CVuH9Qei7p



Twitter

18 May 2020 | 21:32



DrLeanaWen (Leana Wen, M.D.)

@DrLeanaWen

There is NO evidence for hydrochloroquine being effective in treatment of #**covid19** or prophylaxis to prevent the disease. This is a medication that has serious side effects. I am very concerned about



**Sam2323_43433 (Sam Ghannoum)**

@Sam2323_43433

I'm Not A Doctor, And Have Been Saying It Since The Beginning. 😞😞😞😞 CDC: Coronavirus 'Does Not Spread Easily' Except For Close Contact With Infected Patients. 🙏🙏🙏 Finally A Nice Online News Outlet. Well Substantiated Info. 🙌🙌🙌
t.co/qCDpSGcTqZ



Twitter

22 May 2020 | 14:24

**TomFitton (Tom Fitton)**

@TomFitton

I'm done with it. No masks, then masks, unprecedented shutdowns, the "models" collapse, the curve, hospital capacity, then its "testing", then "contact tracing" and now the VACCINE. And now CDC tells us it does NOT easily spread from surfaces!
[#ConstitutionOverCoronavirus](#)



Twitter

22 May 2020 | 02:27

**C_3C_3 (C3)**

@C_3C_3

"Coronavirus not easily spread through contaminated surfaces." -CDC Then open up my gym!!!! Also, the CDC is absolutely worthless.



Twitter

21 May 2020 | 02:18

**NickGiammusso (Nick Giammusso)**

@NickGiammusso

Good News! CDC now says coronavirus 'does not spread easily' via contaminated surfaces. [#COVID](#)
[#CDC](#) [#healthcare](#) [#OPENUPAMERICANOW](#)
[#OpenAmericaNOW](#) t.co/BUmidSrPBw

People are engaging online with news that the CDC announced coronavirus does not spread easily on surfaces (+5M social engagements to date). Some are asking what the finding means for reopening businesses such as gyms. Others express frustration with the changing guidelines on how Covid-19 spreads and the protective measures needed.



matt15757667 (matt)
@matt15757667

@[dcexaminer](#) Remember when Trump was mocked by the media when he suggested that suicides would increase during the lockdown?



Twitter

24 May 2020 | 19:55



dcexaminer (Washington Examiner)
@dcexaminer

Doctors in Northern California say they have seen more deaths from suicide than they've seen from the coronavirus during the pandemic. [t.co/33T58grLCR](#)



Twitter

24 May 2020 | 19:54



catahoulasrule (Catawaj) ★★★★★ TextTru...
@catahoulasrule

How convenient....they can use the phrase "covid related" WAKE UP AMERICA. It's not about a virus. It's all about control. California doctors say they've seen more deaths from suicide than coronavirus since lockdowns [t.co/QIGjzZoj8H](#)



Twitter

23 May 2020 | 23:06



JackMaxey1 (Jack Maxey)
@JackMaxey1

OPEN IT!!!! #[WarRoomPandemic](#) California doctors say they've seen more deaths from suicide than coronavirus since lockdowns [t.co/MCKtKzSXv](#)



Twitter

22 May 2020 | 12:52



ChuckCallesto (Chuck Callesto)
@ChuckCallesto

BREAKING REPORT: California doctors say they've seen MORE DEATHS from SUICIDE than coronavirus since lockdowns. "The numbers are UNPRECEDENTED," Dr. Mike DeBoisblanc told ABC 7: he's seen a "year's worth of suicides" in the LAST FOUR WEEKS alone. IS IT TIME TO FULLY RE-OPEN?



Twitter

22 May 2020 | 02:46



BigBJesusfreak (Brian) ★★★★★
@BigBJesusfreak

@[ChuckCallesto](#) Well beyond time to reopen. Depression is proving to be worse than this virus. Depression is more of a silent killer than any virus. Instead of making people's depression worse by forcing them to be alone we should allow them to live so the depression doesn't get worse...

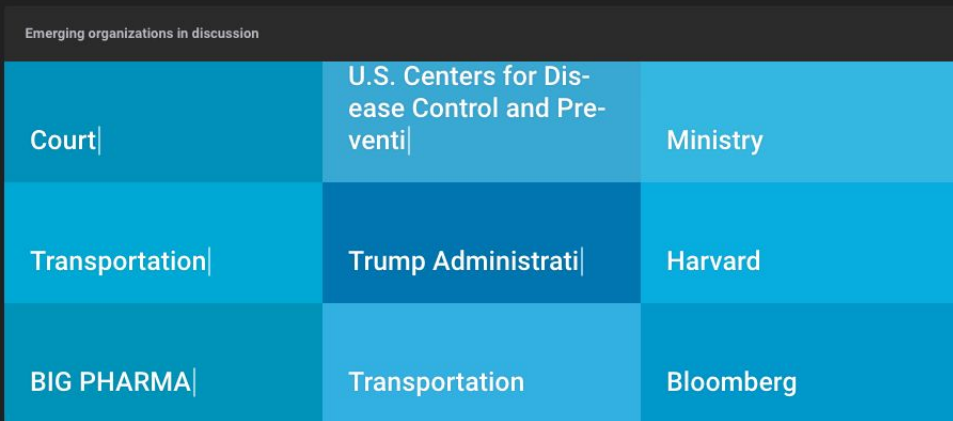
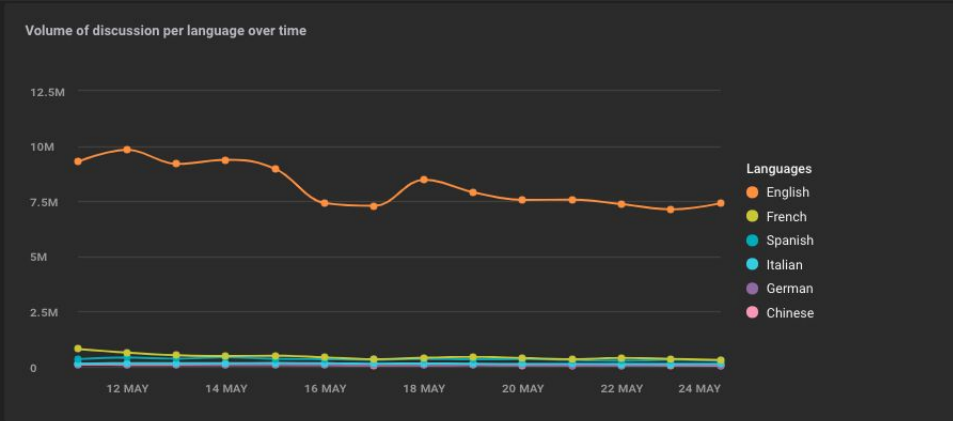
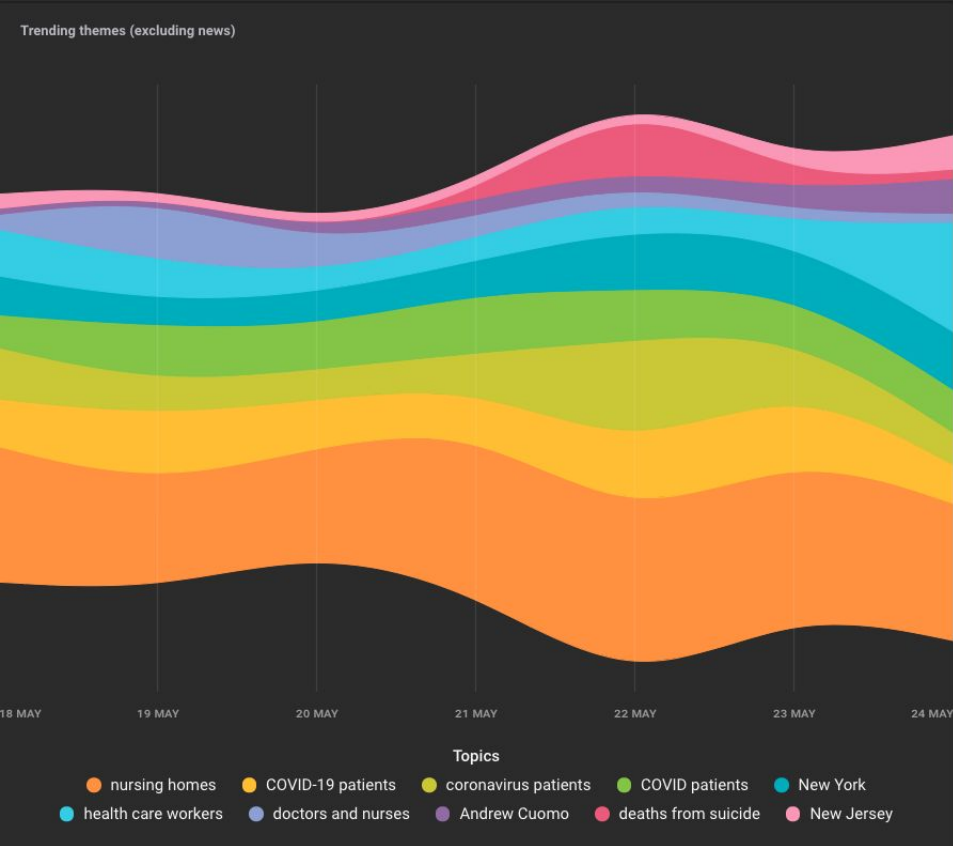


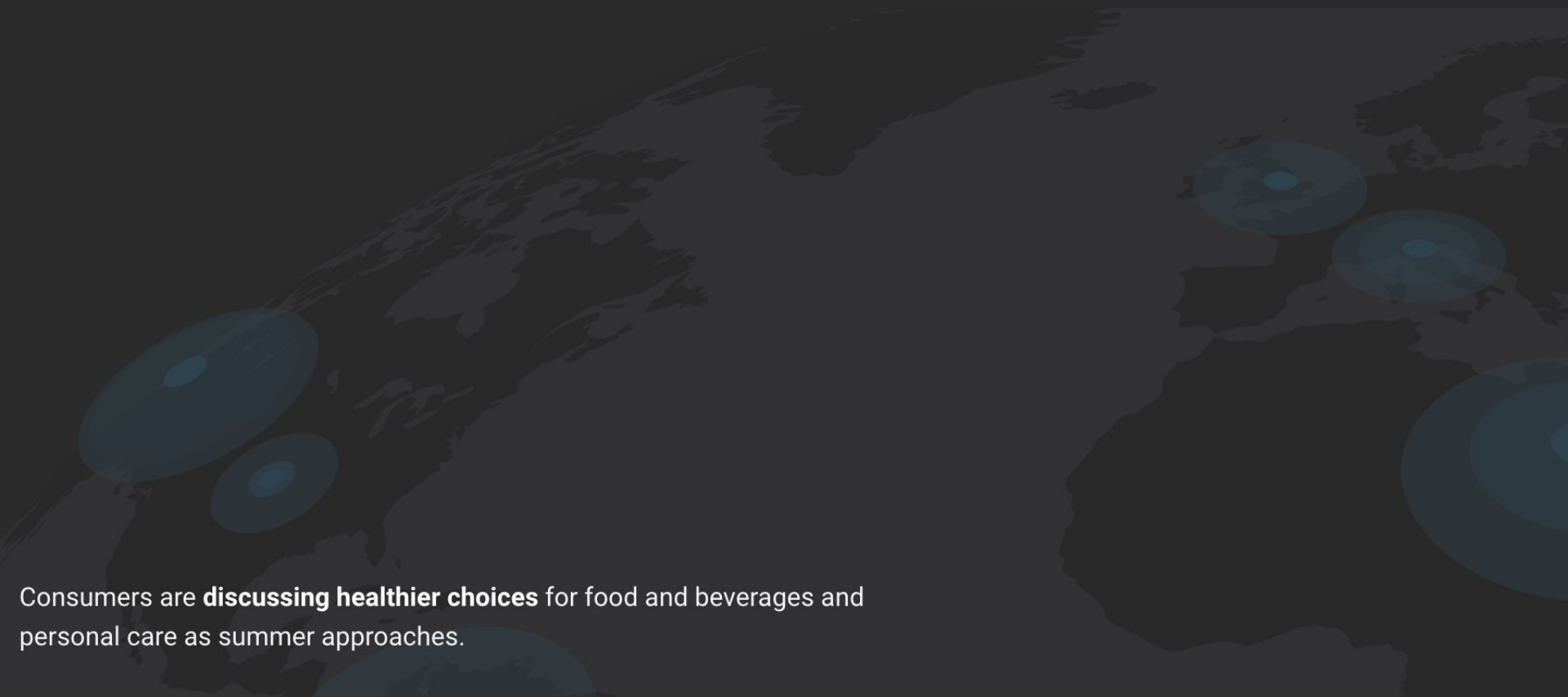
Twitter

22 May 2020 | 11:39

Many are sharing news that **some California doctors are calling for an end to lockdown because they are seeing suicide deaths outnumber Covid-19 deaths** (+776K social engagements to date).

Many are sharing articles without adding comments. Some say mental health and domestic violence concerns are more important than the threat of Covid-19.

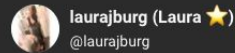




Consumers are **discussing healthier choices** for food and beverages and personal care as summer approaches.

While a minority online discuss saving money doing their own nails at home, **many women are saying they're ready to get their nails done professionally.** Google searches for "nail salon open near me" have increased 90% in the last week.

In skincare, **millennial women** are sharing photos highlighting their **natural glow** and **healthy skin without makeup**. Because they have adjusted to using less makeup in lockdown, they're saying **their skin is looking better than ever**. This poses an opportunity for brands to emphasize natural personal care products, **aligning with this 'less is more' approach to makeup.**



laurajburg (Laura) ★
@laurajburg

One positive about lockdown is that my skincare routine is AMAZING and my skin is glowinggggg



Twitter

24 May 2020 | 23:21



saraipixton (Sara)
@saraipixton

I don't always wear makeup everyday but I do (almost) always do a 5-step skincare routine, and that my fiends is self-care



Twitter

24 May 2020 | 22:27



sxpierussell (sophie)
@sxpierussell

I have saved soooo much money by not getting my hair and nails done since lockdown it is MAD



Twitter

24 May 2020 | 14:37



hannahtranter_ (Hannah)
@hannahtranter_

Can now do gel nails, and trim/style my husband's hair. Got hair dye ready to freshen up my own hair too... lockdown providing me with lots of money-saving skills



Twitter

23 May 2020 | 13:28



EllenSette1968 (Ellen-Manuella)
@EllenSette1968



gabrielavvalvo (gab)
@gabrielavvalvo



Twitter

21 May 2020 | 11:36



ebzee (EBRUUU)
@ebzee

Honestly im loving this lockdown look.. all natural, no makeup, nothing..dont care what people think either



Twitter

21 May 2020 | 11:36

People continue to share about having their **hair trimmed or styled at home** (38% of posts). Most share they are happy with the results and are recommending it as a fun experience others should try.

Pink and orange hair dye are on trend thanks to celebrities like Lady Gaga and Dua Lipa. After dying their hair in quarantine, **many are now seeking products to repair hair health** such as hair serums and masks. **Olaplex** is the most mentioned brand.



Unmute

color of your hair without the commitment

As summer approaches, those who drink alcohol are talking about **healthier beverage options** (50k posts). **Low-carb beers** such as Michelob Ultra Light and Good Behavior IPA are generating discussion. Social insights indicate there is opportunity for alcohol brands to position **natural and low-calorie choices**.

People are posting on social about enjoying more **cocktails during the weekends**, and often share recipes and reviews online. Millennials say they love **mixing liquor and homemade juices** such as watermelon or lime. **Bacardi's launch this week of ready-to-drink rum cocktails** is generating excitement among consumers.



arthurliverpool (arthur stafford)

@arthurliverpool

Lockdown bar. No alcohol Sunday to Thursday, 2 cocktails Friday & Saturday nights. But, it's a bank holiday tomorrow so, 2 this evening: one dry martini (per @mickmodern) and one other...?? Dunno...
t.co/U0NiU6FJ9v



Twitter

24 May 2020 | 12:50



ListeningToFilm (Carl)

@ListeningToFilm

I guess one thing I've learned during this pandemic is how to make a pretty damn good whiskey sour
t.co/FX0wFU7IL4



Twitter

24 May 2020 | 02:05



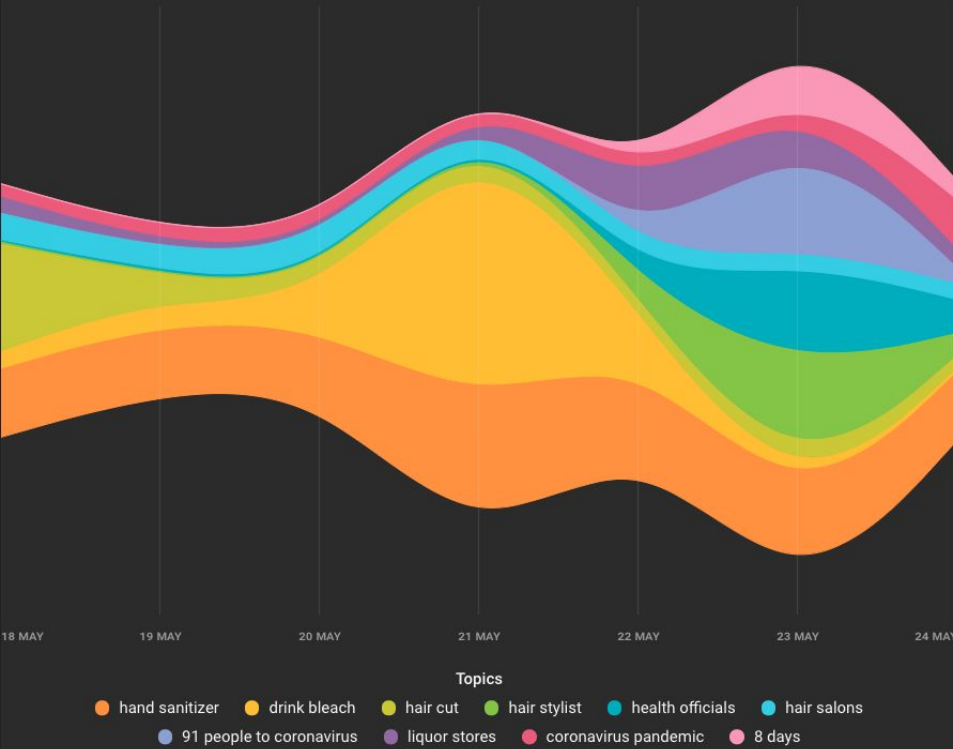


Due to recent meat shortages, consumers are discussing **plant-based diets and alternatives** (1.9k posts). Some say plant-based diets will **end animal exploitation**, which is reportedly perceived by many to be the root cause of this pandemic.

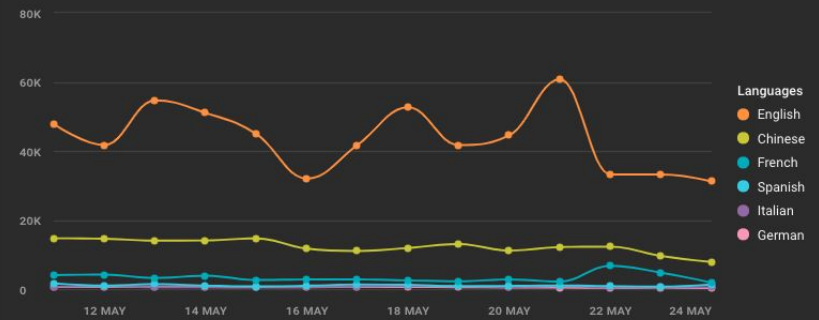
Many are saying they feel **healthier and happier** as a result of shifting to plant-based eating, with some also mentioning **stronger immune health**. Videos featuring plant-based recipes are resonating on YouTube, presenting a **prime opportunity for food brands to engage with consumers**.



Trending themes (excluding news)



Volume of discussion per language over time



Emerging organizations in discussion

Springfield-Greene County Health De	Facetime	Ryanair
Centers for Disease Control and Pre	Control and Preven- tion	Tottenham
Tottenham	Zee News	Control a



Retro gaming options are becoming a popular choice to **entertain families at home.**

Retro gaming is making a comeback, judging by online conversation this week (~2k posts).

Gamers are dusting off old consoles like **Sega Genesis** or **Nintendo Game Boy**. The **Sonic Series**, **Pacman Adventures**, and **Pokémon** are mentioned most often. People are saying playing these games **brings back positive childhood memories**. Media and entertainment brands **that tap into nostalgia will connect with consumers**, especially parents sharing experiences with their children.



DumbassDuckett (Onizuka Simp 🇻🇳 Mafia III)

@DumbassDuckett

@YLaylee Bout 5 or 6, don't remember what game but I'm 90% sure it was on a Sega genesis that my grandma got at a yard sale... fuck. Going over to her house and watching movies with her and playing sega were fuckin good times man



Twitter

24 May 2020 | 05:39



gillaxian (Gillaxian)

@gillaxian

Tomorrow's stream will feature The Simpsons arcade game, and Cyberball 2072!! 2pm PST - NO EMULATION 05242020 t.co/o7iiU7QyIP #cyberball #TheSimpsons #arcade #twitchstreamer #atari #konami t.co/sdmwbl2hQP



damewilson9 (Daymon)

@damewilson9

I had a Sega Genesis with Pacman Adventures 2, Maximum Carnage, NBA Jam, a next NBA game i forget the name of and all the Sonic games back in '95. 🤔 I was like 4 years old but I was in heaven LOL



Twitter

24 May 2020 | 05:27



FrankAtHPP (Francis DiPersio | HPP)

@FrankAtHPP

Having these beauties in the game room sure makes quarantining on a Saturday night a bit easier.

[#retrogaming](#) [#neogeo](#) [#arcade](#) [#shmups](#)
t.co/eeCXdeSlaJ



Twitter

24 May 2020 | 00:49

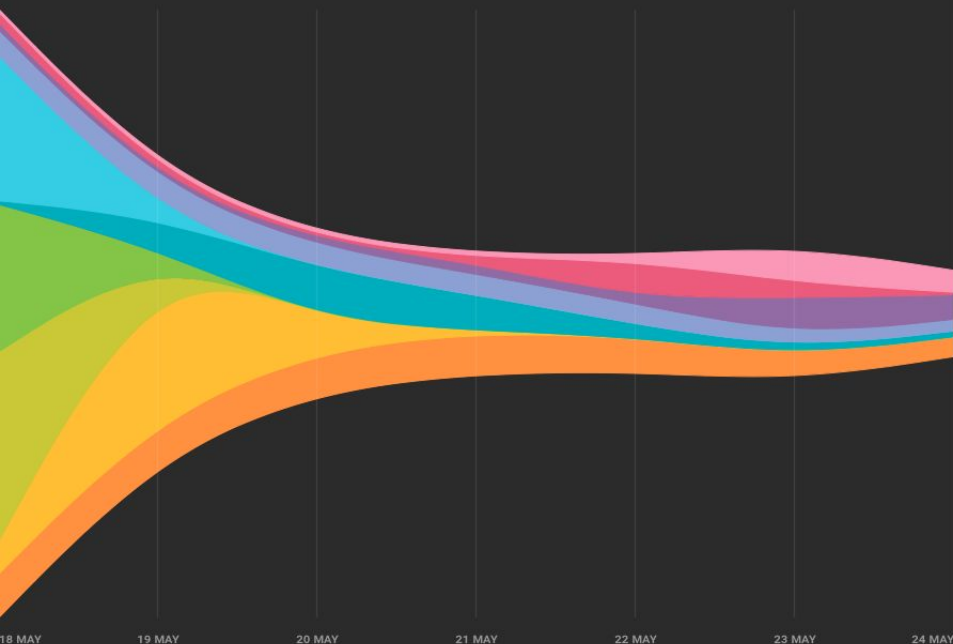
Drive-in movies remain popular in online discussion this week. Google searches for “**drive in movies near me**” increased 400% this week.

Following discussion about drive-in concerts last week, people are engaging with news featuring **drive-in festivals** this week. Most are expressing excitement saying this will become the **next hot trend post-pandemic**. Others remain skeptical about safety and say they will not be participating.

While people are open to innovation in entertainment experiences, **they’re seeking both connection and safety**. Events that can unpick and meet these needs simultaneously will remain relevant.



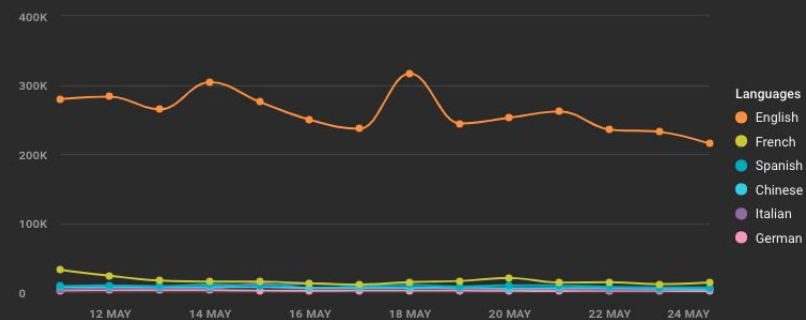
Trending themes (excluding news)



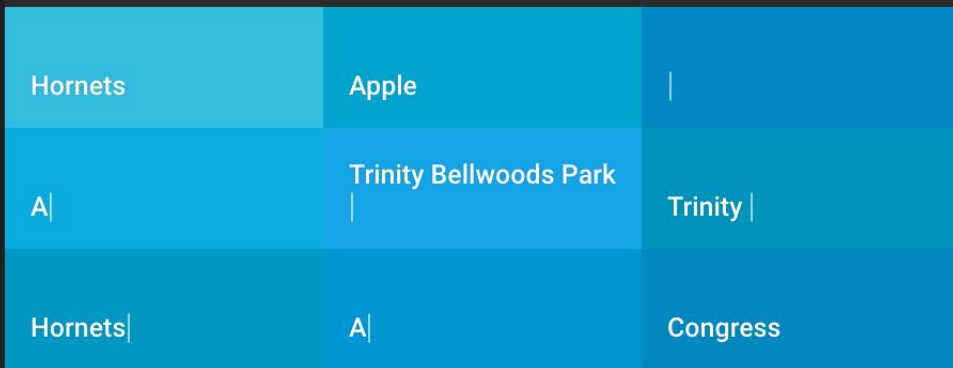
Topics

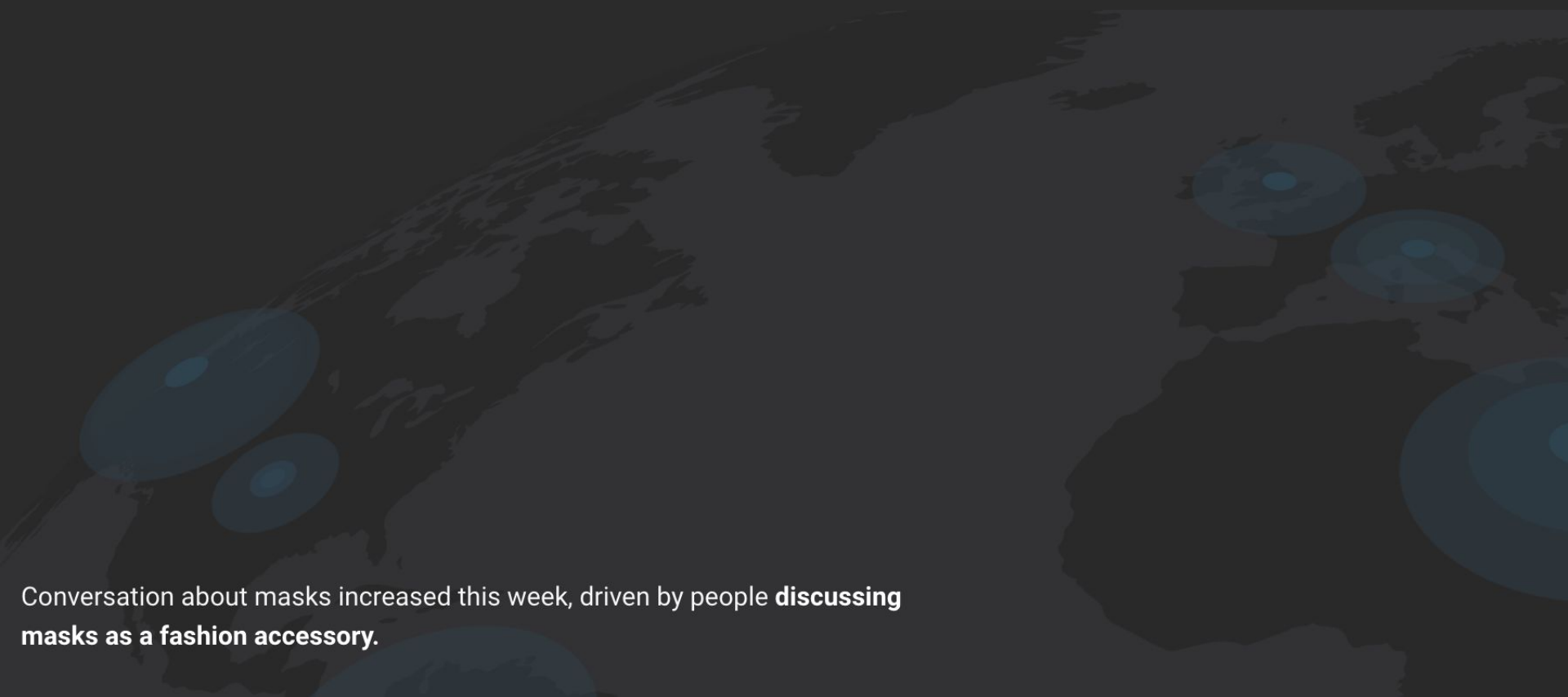
- new podcast
- fetty wap wrote trap queen
- BTS Jungkook
- SEVENTEEN Mingyu
- Joe Rogan
- Entertainment announces
- Apple Podcasts
- stay home
- coronavirus patients
- wear a mask

Volume of discussion per language over time



Emerging organizations in discussion





Conversation about masks increased this week, driven by people **discussing masks as a fashion accessory.**

Face mask discussion volume over time



People are saying they intend to **purchase child and adult masks** from fashion retailers. Consumers are saying they're willing to buy the masks from brands they already buy from, provided they're safe.

Some are saying branded masks are quickly becoming the **next hot fashion trend**, presenting an immediate opportunity for retailers.



theObituaries (The Obituaries)
@theObituaries

Fashion meets face coverings: Banana Republic selling masks again - t.co/qSUzCzNLwi
t.co/EvHz7GA1Sj



Twitter

23 May 2020 | 18:36



ChelseaBigBang (Chelsea)
@ChelseaBigBang

If you guys are looking for cheap masks, Old Navy is selling packs of them. Three layer, all cotton, cool colors and patterns. For adults and kids.



Twitter

23 May 2020 | 04:40



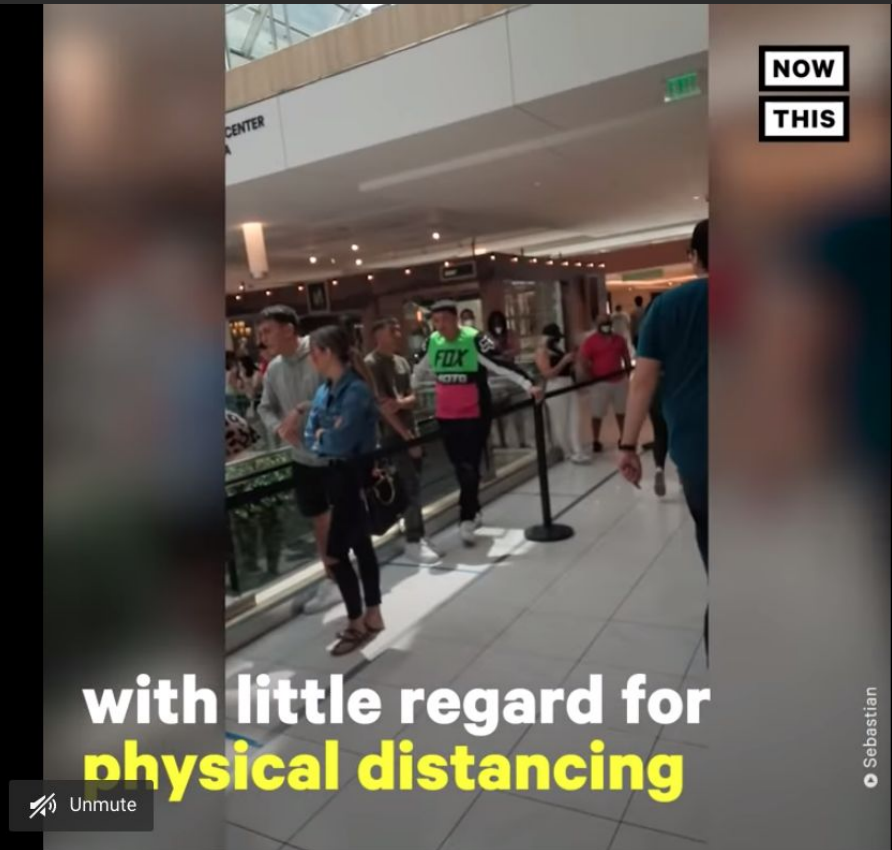
TamTamTamaWham (Tamara Garfield)
@TamTamTamaWham

If you love the hobo vintage style dresses at

As nearly one-third (31%) of survey respondents across tracked markets say shopping safely is a challenge, photo and video sharing online continues to showcase **crowded retail spaces where shoppers feel at risk**.

A video of a **Costco employee confronting a customer without a mask** went viral with 7.5k retweets. The hash tag **#covididiots** is emerging to describe rule-breaking customers.

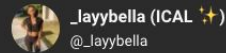
People are advocating for safe reopening measures like **control pedals in elevators or lane cleaning after each customer transaction**. Shoppers are insisting on the need to “feel safe” both for themselves and retail workers, otherwise they’re choosing to **stay at home and shop online**.



Many people online are sharing coverage about retailers closing locations due to Covid-19. The most mentioned brands are **Pier 1 Imports, Victoria's Secret, and Office Depot.**

While some are saddened by the news, many others are looking for discounts and opportunities for “last chance” orders.

The data indicates that **bargain shopping is increasing in popularity**, and that now more than ever, **people are looking for** and taking advantage of **sales and deals online.**



_Jayybella (ICAL) ✨

@_Jayybella

They can close Victoria secret but Bath and body works? Y'all going too far HAVE SALE 😞

[@bathbodyworks](#)



Twitter

24 May 2020 | 13:39



The98panthera (James Davidson)

@The98panthera

So disappointed, Pier 1 Imports, going out of business, closing doors for good! One of my favorite stores for most of my life! Past disappointments, "Sharper Image" & "Wilson's Leather" closed! 😞



Twitter

23 May 2020 | 16:40



Nadine23343356 (Nadine - ★★★★★ - NO G...

@Nadine23343356

[@alliemarie777](#) [@browngravy_93](#) Pier 1 is also closing 540 stores. 😞 After two months of being closed due to Covid, they cannot keep their doors open.



Twitter

22 May 2020 | 13:02



BmoreBeloved (Harriet Tubman's Gunsmoke...

@BmoreBeloved

[@MCoveteur](#) idk if you shop there but Pier 1 Imports is filing bankruptcy. Closing all stores! So you might can get your home goods fix for cheap cheap. 🙌👉



Twitter

21 May 2020 | 02:32



KrampLiz (Liz4Trump4Ever)

@KrampLiz

Why is Pier 1 going to shutdown 540 of its stores during the Pandemic even though things are beginning to stabilize...? It looks like to me like almost all these businesses listed were having financial problems Before the virus. Pier 1 Imports to Close

t.co/08ClbmEnnT

People are talking about e-commerce innovations this week (4.2k posts), driven by the Shops collaboration from Facebook/Shopify.

Most people are positive about the news, suggesting the platform has the potential to save small businesses during the pandemic. Some are sharing tutorials about how sellers can leverage the upgrade for their companies.

Nearly half (46%) of US survey respondents say they're having difficulty buying items they normally would buy (vs. a 27% average across markets). Consumers are seeking smooth online shopping experiences, and expectations are high. Retail experiences prioritizing availability, customer service, and seamless delivery will resonate with consumers.

FACEBOOK for Business Get started Learn Insights Solutions Resources Support

FACEBOOK SHOPS
Sell from anywhere
with a new
customizable online
shop.

Shop

Keep your business going with a seamless online shopping experience.

Help people find more products they'll love.

With your new Facebook Shop, people can discover your brand and explore your curated product collections without leaving Facebook or Instagram. They can find your shop easily from your Facebook Page, your Instagram profile or simply by seeing us from your Instagram Stories.

Design your shop. Build your brand.

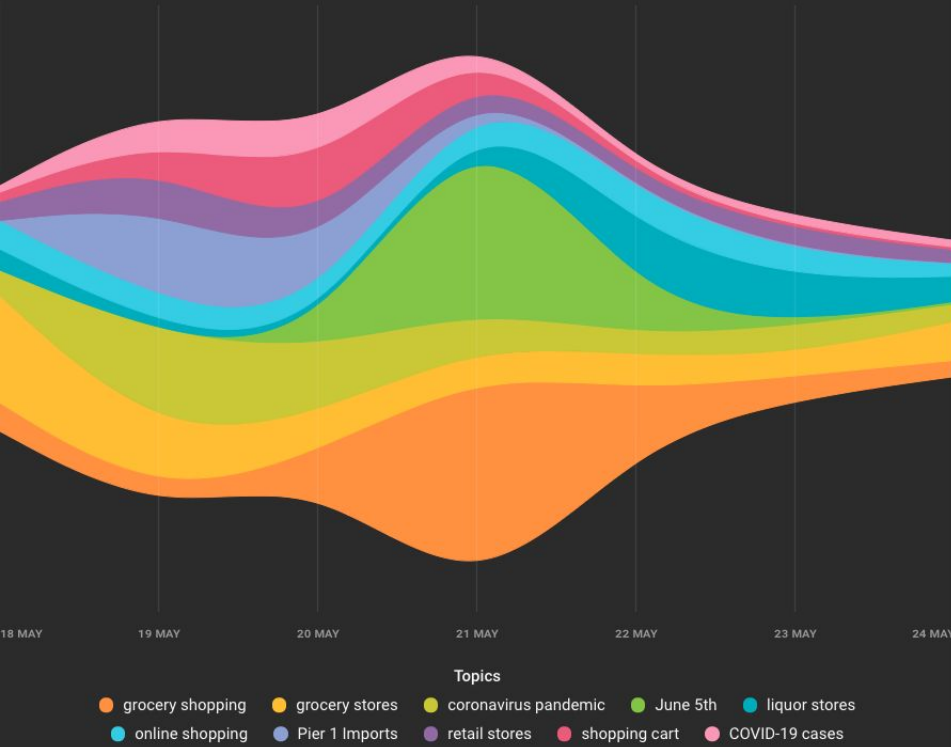
With full-screen photos and customizable collections, your shop lets you build a brand identity and inspire product discovery on Facebook and Instagram.

Manage your digital storefront from one place.

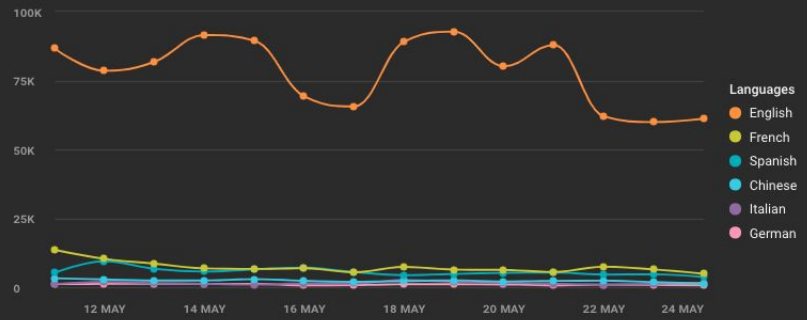
Shared collections across Facebook and Instagram give customers a unified online shopping experience in both.

Unmute

Trending themes (excluding news)

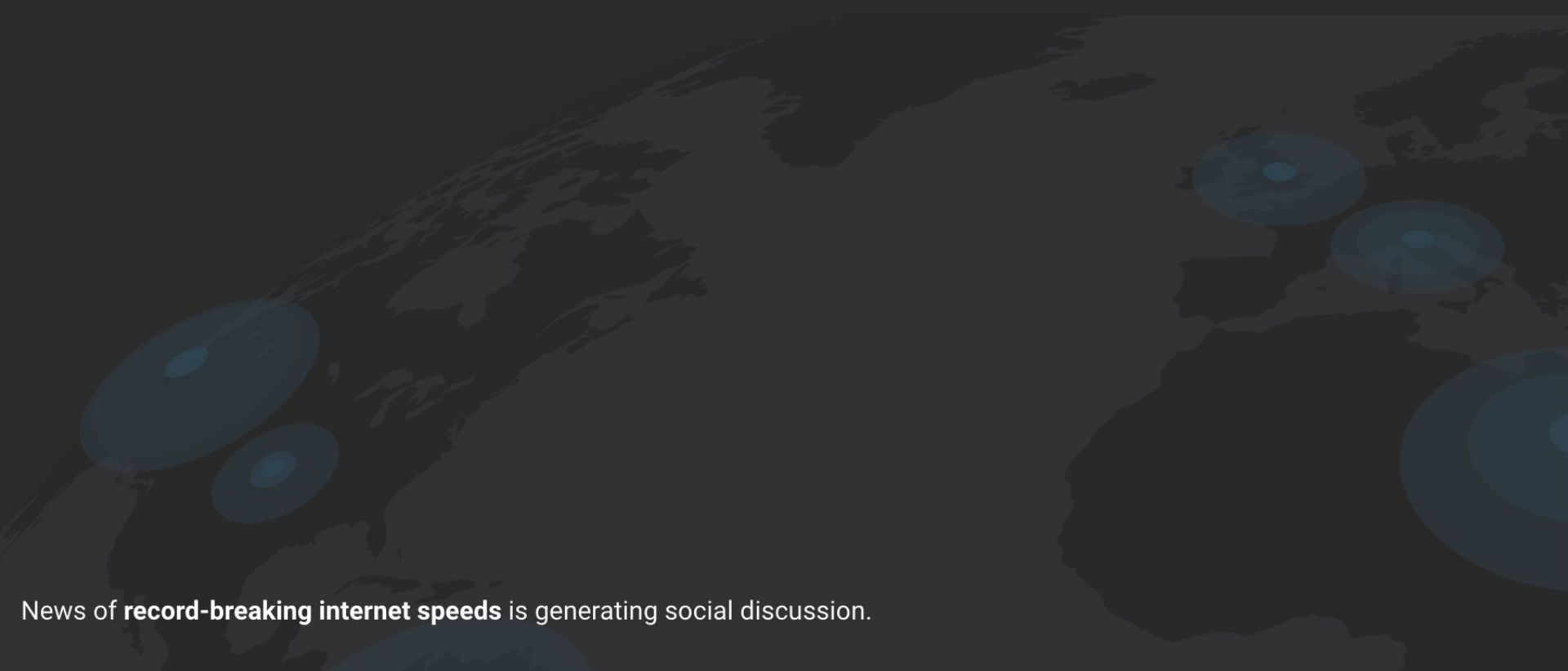


Volume per language over time



Emerging organizations in discussion






News of **record-breaking internet speeds** is generating social discussion.




People are sharing news that **Australia recorded the world's fastest internet speed** (+200k social engagements to date). People are talking about how this speed could enable 1,000 HD movie downloads in a single second.

Many say that internet speeds this fast would make life a lot less frustrating during lockdown. Nearly 1-in-5 survey respondents across markets say that poor internet connection is one of their biggest lockdown challenges this week.


SankhlechaRohit (Sankhlecha Rohit)
 @SankhlechaRohit

[#Australia](#) researchers record World's Fastest Internet speed at 44.2 Terabites per second. We can download 1k movie In just one second. We can download anything (apps, movies ,web-series etc.) In just one second with super hd quality. This is [#Amazing](#) [#internet](#) [#lockdown](#)

 Twitter 23 May 2020 | 17:12



FASTEST INTERNET SPEED OF 44.2 TBPS RECORDED, CAN


GizMeek (gizmeek)
 @GizMeek

Following the lead of companies such as Twitter and Square, **remote working announcements** from Facebook, Shopify and others are driving discussion (19k posts). People are wondering which companies will be next.

#homeoffice is trending in Germany. People are planning upgrades and improvements given home work spaces may become a more permanent need.

Facebook's announcement about wage adjustments based on location is generating controversy. Many are saying the policy is a way to **cut employee salaries in some areas for the same amount of work.**



elcario (Sebastian Cario)

@elcario

Instead of punishing #WFH or #remote staff by salary cuts, you should actually pay them a bonus. Cause they will be higher motivated, more productive and less sick. #facebook #NewWork #GreenNewDeal



Twitter

22 May 2020 | 21:38



Anne_Michels (Anne Michels)

@Anne_Michels

Following #Twitter, #Facebook will also let some employees work from home indefinitely. Who else will follow their example? t.co/LVZnszLB4p



Twitter

22 May 2020 | 21:00



czechboy0 (honza dvorsky)

@czechboy0

This is brilliant. Facebook pretends they are a company who cares about their employees by letting them work remotely, while it's really just a way to cut their salaries and get the same exact labor for less money. Genius.



Twitter

22 May 2020 | 03:02



Aaroth (Aaron Roth)

@Aaroth

This week, Twitter, Square, Facebook, and Shopify have all announced that they will move to have a permanent work from home/remote work option. Shopify says "most" positions will be remote. t.co/aNRJR19pm5 Facebook is making most job listings eligible for remote. 1/2



Twitter

21 May 2020 | 22:03



davepedigo (Dave Pedigo)

@davepedigo

Twitter, Facebook and Shopify have all created permanent work from home policies. Get at it #AVTweeps. Create high performance home offices (and yes I am taking credit for that phrase - please excuse my ego).



Twitter

21 May 2020 | 21:10



FabCityCrissy (Crissy Ditmore)

@FabCityCrissy

Facebook announced future #WFH includes "normalizing" pay to reflect *localized* cost of living. Plz explain legitimacy behind paying ppl less for skill based on where they live. Definitely a way to ensure poor communities stay poor. Is expertise worth less based on location?



be_like_kofi (#factsnotfear)
@be_like_kofi

@AfricaFactsZone @the_law_himself This is amazing but its also feels a bit unethical. Healthcare workers dont only serve meds and check temperature. They give care, they communicate, they assess, they touch etc all these are vital for patient care

Twitter

20 May 2020 | 14:41



Jayyorkman (*John Key*) 🇰🇪 🇷🇺 🇪🇺
@Jayyorkman

@AfricaFactsZone Best technology to send your citizens to an early graves 🤨 how can those robots be able to attend patients in intensive care? Europeans, Western countries and Asians refrain from applying such technology because they respect Humanity.

Twitter

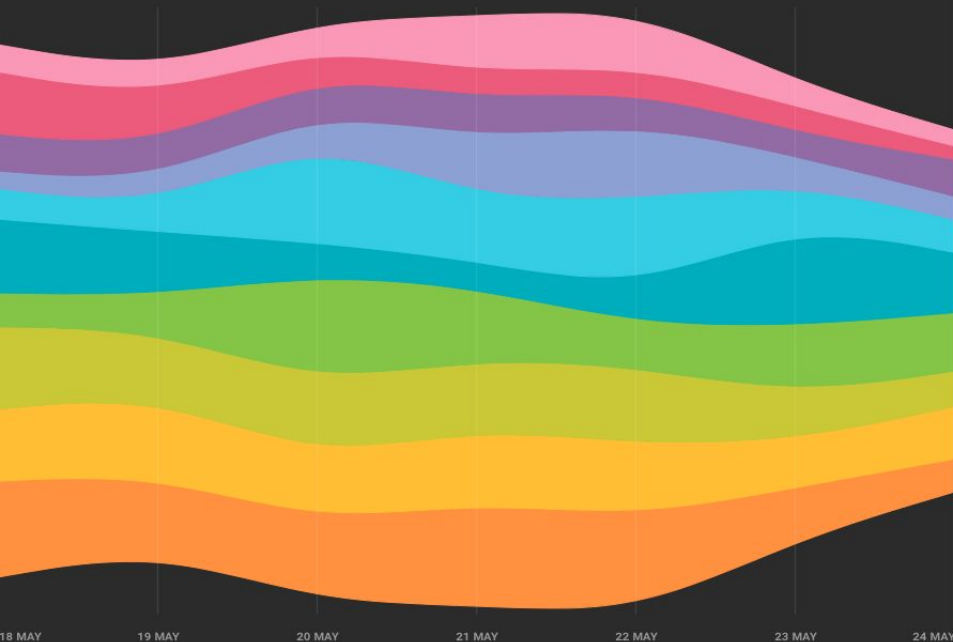
20 May 2020 | 04:59



Stories about using robots to combat Covid-19 continue to prompt discussion in social channels. News that **Rwanda is leveraging robots to facilitate mass temperature screenings** has drawn 132k social engagements to date.

Although many are favorably responding to the use of **technology to enforce health safety measures**, some criticize the use of such devices, saying they **take the humanity and care out of healthcare**.

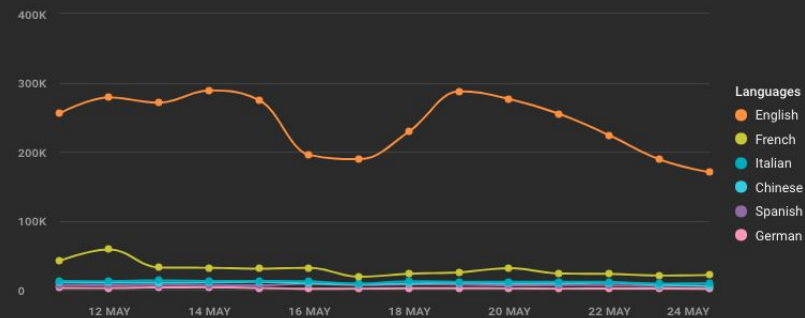
Trending themes (excluding news)



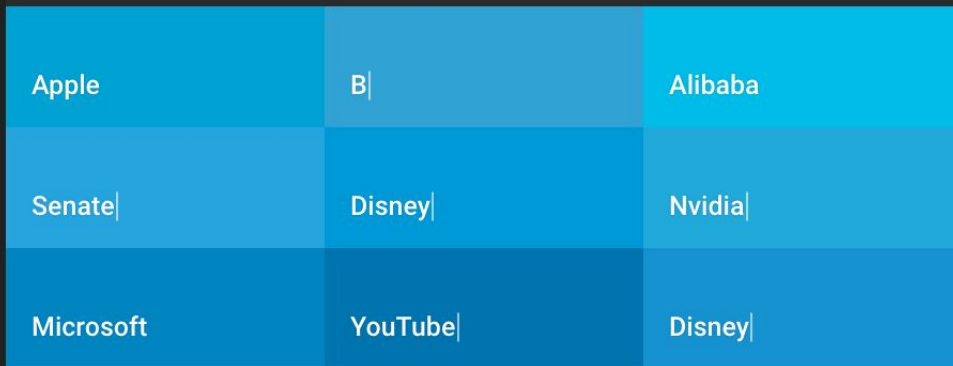
Topics

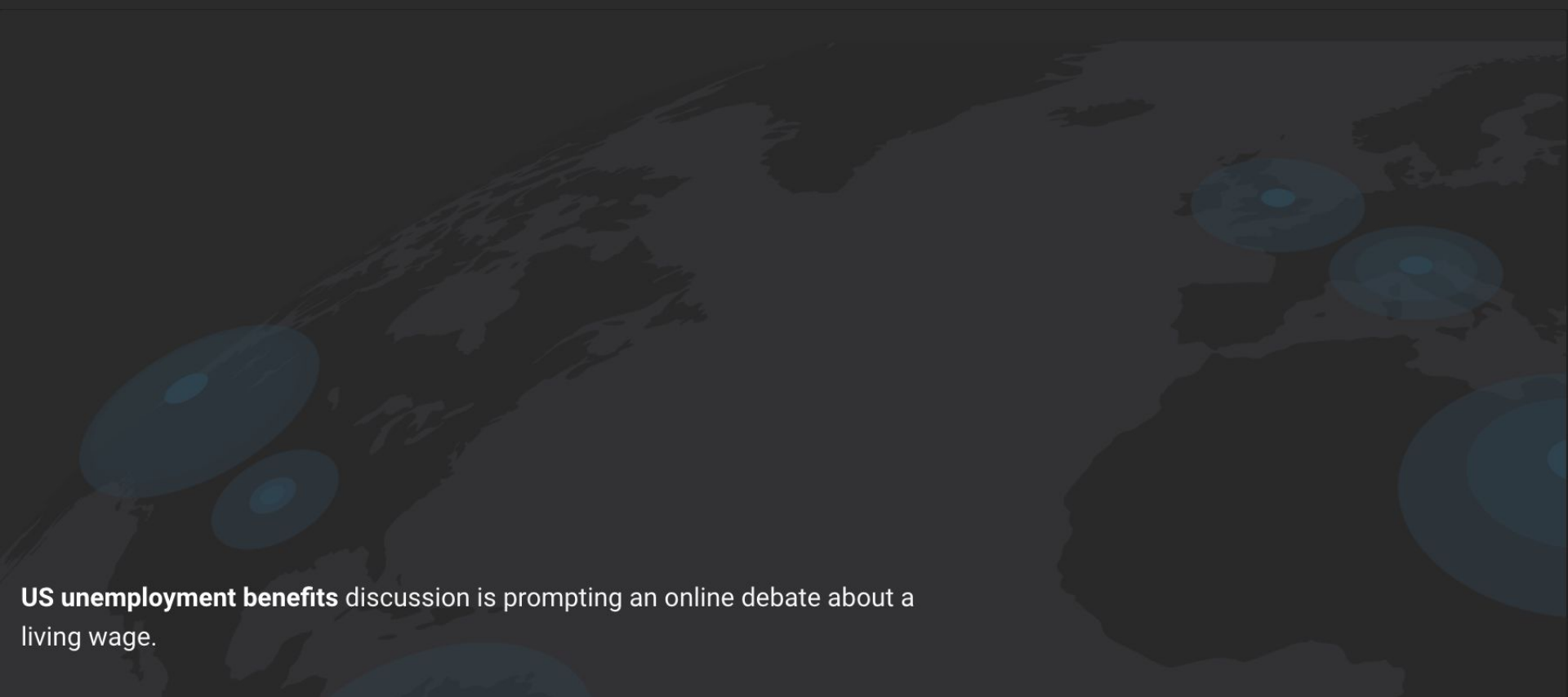
- work from home
- coronavirus pandemic
- working from home
- NaMo App
- Bill Gates
- Big Tech
- remote work
- year old
- podcast app
- tech companies

Volume per language over time



Emerging organizations in discussion





US unemployment benefits discussion is prompting an online debate about a living wage.

The relaxation of lockdown restrictions is prompting discussion about how **some Americans will earn less money returning to their jobs than they currently make on unemployment**. As a result, many are calling for an increase in the minimum wage.

Statements by Treasury Secretary Steven Mnuchin, about unemployment benefits ending for **employees who reject offers to return to work**, promoted high social engagement (+1M to date).



TCooks17 (Taylor) ♥

@TCooks17

Every single person I know that is on unemployment is making more than what their regular wage.... yet the national minimum wage is \$7.25??? Where's the consistency? Why doesn't America make sense at all? Can y'all just let us survive comfortably for once?



Twitter

23 May 2020 | 23:45



Iannantuono58 (Matty Ice) ❄️

@Iannantuono58

I just wanna know why the government is paying people 600 dollars a week, on top of their unemployment checks?!? People are making more money sitting on their ASS... So what incentives do they have that are going to make them want to go back to work TO MAKE LESS MONEY... LMAO



Twitter

19 May 2020 | 20:27



cobertops (cody I think)

@cobertops

Every day I see someone post about how it's bullshit that a lot of essential workers are making less than people on unemployment but I wish the take was "essential workers should be paid more" and not "people on unemployment should make less"



Twitter

19 May 2020 | 11:24



marley_bray (Mo \$) 🦄

@marley_bray

I'm making more on unemployment than any job I have ever had????



Twitter

19 May 2020 | 05:43



all_s_n (Allison) 😊

@all_s_n

So this whole thing has made me realize I need to find a better job with better pay and go back to school and get a degree bc I'm making way more on unemployment rn than I did regularly working



Twitter

18 May 2020 | 21:22

Many are posting about the need for a cashless society, speculating that Covid-19 is speeding adoption of technologies.

People are sharing information about restaurants, retailers, tourist attractions and other businesses that are now only accepting contactless payments. **Some consumers say that using contactless payment for purchases and tipping makes them feel safe.**

 **BelfastLive (Belfast Live)**
@BelfastLive

The store will only be accepting cashless payments
t.co/Qs9hf60LDe

 Twitter

23 May 2020 | 18:02


 **sierotyfeatures (Chris Sieroty)**
@sierotyfeatures

Coronavirus pandemic is accelerating interest from U.S. regulators in cashless payments for gambling; Cashless gaming brings addiction risks but can also enhance responsible gambling, advocates say
[@GamblingComp @NCPGambling](https://t.co/umMqyJmzJH)
t.co/umMqyJmzJH

 Twitter

22 May 2020 | 13:22



 **OrlandoInformer (Orlando Informer)**
@OrlandoInformer

It's confirmed! LEGOLAND Florida will officially reopen June 1 with reduced capacity, cashless payment, social-distancing practices, and enhanced cleaning regimes. t.co/RtZOR2gdp9

 Twitter

22 May 2020 | 14:26

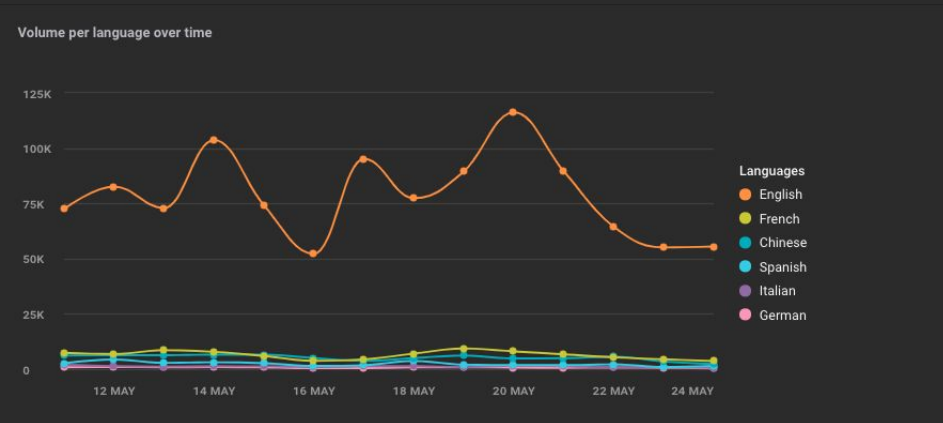
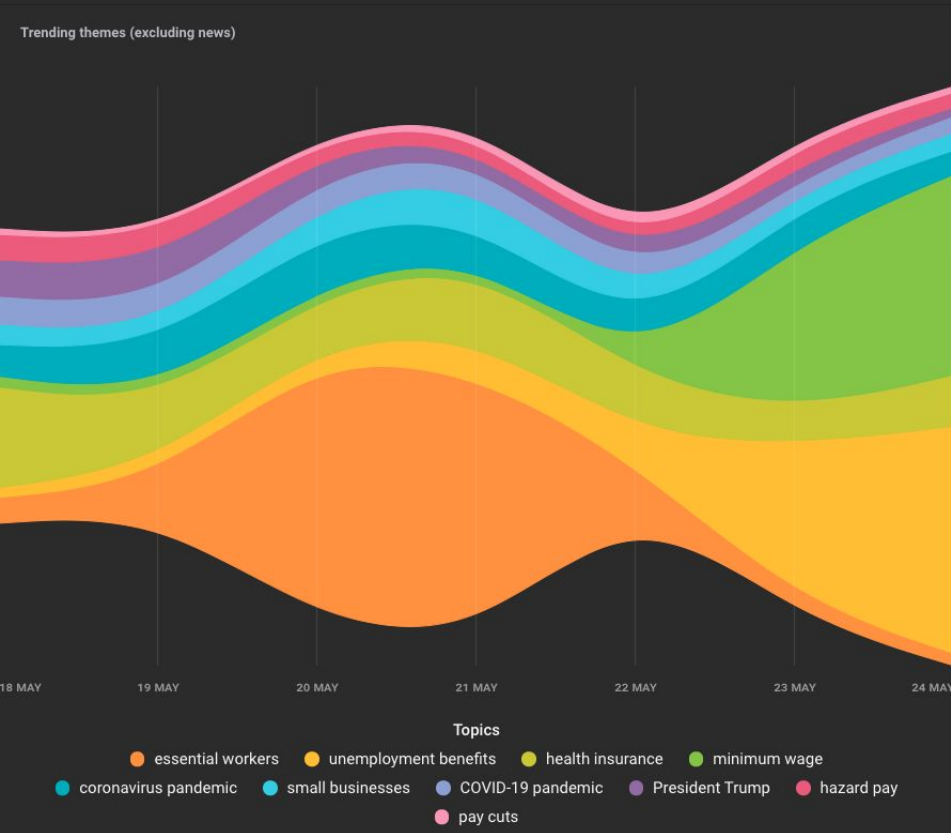


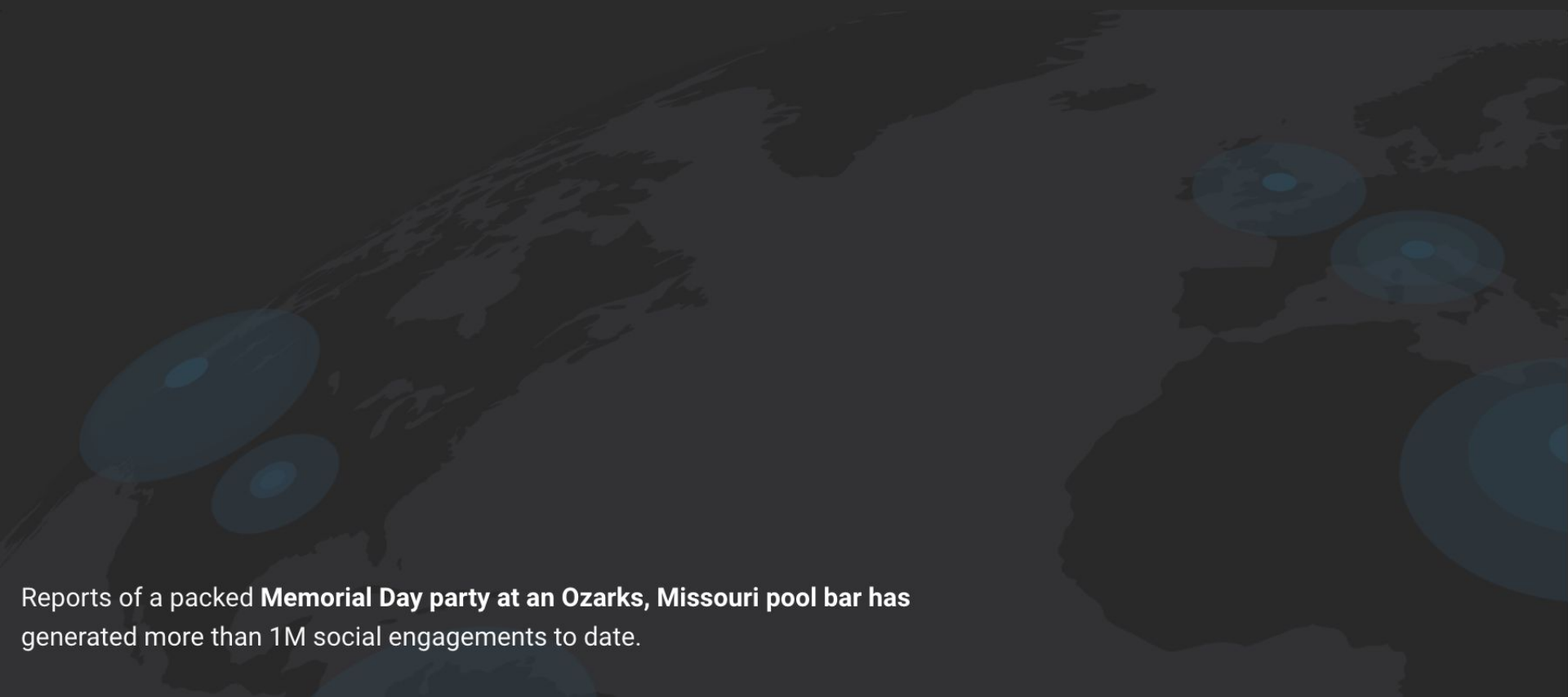
 **iamogaas (Ogaas)**
@iamogaas

[@Ripple](https://t.co/riple) [@MoneyGram](https://t.co/moneygram) [@KamilaChytil](https://t.co/kamilachytil)
[@payments_source](https://t.co/payments_source) Covid-19 sparked the start of a cashless society EXRP

 Twitter

22 May 2020 | 05:16





Reports of a packed **Memorial Day party at an Ozarks, Missouri pool bar** has generated more than 1M social engagements to date.

Images of a crowded lakeside pool bar in the Ozarks, Missouri sparked heated and sarcastic commentary; many said the attendees were reckless.

Some on social media say that these people did not reflect the actions of most Americans who are still observing social distancing guidelines. Survey results align with that perspective; **only 34% of US survey respondents this week said they would feel safe going to a restaurant after lockdown ended.**



TheRickWilson (Rick Wilson)

@TheRickWilson

WWE Ozarks: COVID vs Chlamydia



Twitter

24 May 2020 | 18:33



markmobility (Mark Elliott)

@markmobility

As the U.S. death toll from COVID nears 100,000, this is how people spent Saturday at Lake of the Ozarks in Missouri. t.co/EBZKCQjRKf



Twitter

24 May 2020 | 11:01



sascha_p (Sascha (潘賞世) Pallenberg)

@sascha_p

Lake of the Ozarks in Missouri an diesem Wochenende. Eine 2. ~~#COVID-19~~ Welle wird es nicht geben, denn die erste kann so niemals abebben! Ich bekomme es einfach nicht auf die Kette. Die USA



tomfolanmd (Tom Folan, MD)

@tomfolanmd

Current US death toll: 97,414 Incubation period: 2-14 days Lake of the Ozarks, Missouri - today 🇺🇸 ~~#COVID~~

**Hollywood_Alyxx (Alex)**

@Hollywood_Alyxx

@UberEats nice to know you let restaurants sign up to you app under totally different name than the name they ACTUALLY are. Food quality was absolutely shocking, waste of money and a masquerading restaurant. I wouldnt have order from the restaurant if I know it's true name.



Twitter

23 May 2020 | 22:37

**hlopez_ (Hector Lopez)**

@hlopez_

Chuck E Cheese selling pizzas though a different restaurant name is a great marketing lesson, perception is everything. Genius marketing move.



Twitter

22 May 2020 | 06:57

**MarcHurBoston (Marc Hurwitz)**

@MarcHurBoston

New post – the Applebee's chain is now delivering some of its food to customers under a different name. Ordered from "Neighborhood Wings" lately? Yeah, it's actually Applebee's. t.co/L6CIYdwcGV #restaurants @universalhub @ConciergeBoston



Twitter

20 May 2020 | 19:34

**AnnaliseReports (Annalise Johnson)**

@AnnaliseReports

Ordering Pasquale's Neighborhood Pizzeria on a delivery app? Double check the name of the restaurant, or you may end up with a different pizza than what you were expecting. t.co/plTSQAxNla



Twitter

20 May 2020 | 02:19

People online are frustrated with **chain restaurants using a different business name to sell their food on delivery apps.**

Some indicate that they feel deceived by both the restaurant chain and the delivery app, particularly in cases where it appears that the restaurant chain is trying to pass itself off as a local, small business.

Uncertainty about air travel continues. **Seventeen percent of survey respondents say they will not travel domestically or internationally once the pandemic ends.**

Google searches for “Is flying safe right now” rose 300% this week.

People are talking online about how airlines are enforcing safety measures and suggest precautions be standardized across the industry. **Some are wondering about what the protocols are if passengers are coughing or appear sick.**

Airlines that provide detailed travel safety information and FAQs with answers to specific safety concerns may help people feel more comfortable with air travel.



Jeaniemc77 (Jeanie Mc)
@Jeaniemc77

@fredsirieix1 To be honest I think ppl should be quarantined for 14 days as it will stop the virus coming in. My concern is more flying out... how can we be sure the flight is safe and no one is contagious???



Twitter

23 May 2020 | 07:41



SenatorCantwell (Sen. Maria Cantwell)
@SenatorCantwell

The flying public needs to feel safe from #COVID19 & the federal government needs to take leadership on this issue. @KIRO7Seattle highlighted the importance of clear, uniform national social distancing guidelines for the aviation sector. t.co/AHnV5V5icY



Twitter

21 May 2020 | 19:49



GordonHendry (Gordon Hendry)
@GordonHendry

During a 100 yr pandemic, airlines are losing their shirts. The best way to attract the flying public back is to have firm, science-driven health safety standards without exception. Like...requiring masks. t.co/c4cuORc4Px



Twitter

19 May 2020 | 02:13



APforJustice (Airline Passengers for Justice)
@APforJustice

"The flying public needs to feel safe from COVID-19, and the federal government needs to take leadership on this issue - this means clear, uniform national social distancing guidelines for the aviation sector." - @SenatorCantwell #PassengersBillOfRights t.co/Scfllli4GJ



Twitter

22 May 2020 | 19:03



FalkShirley (Shirley Falk)
@FalkShirley

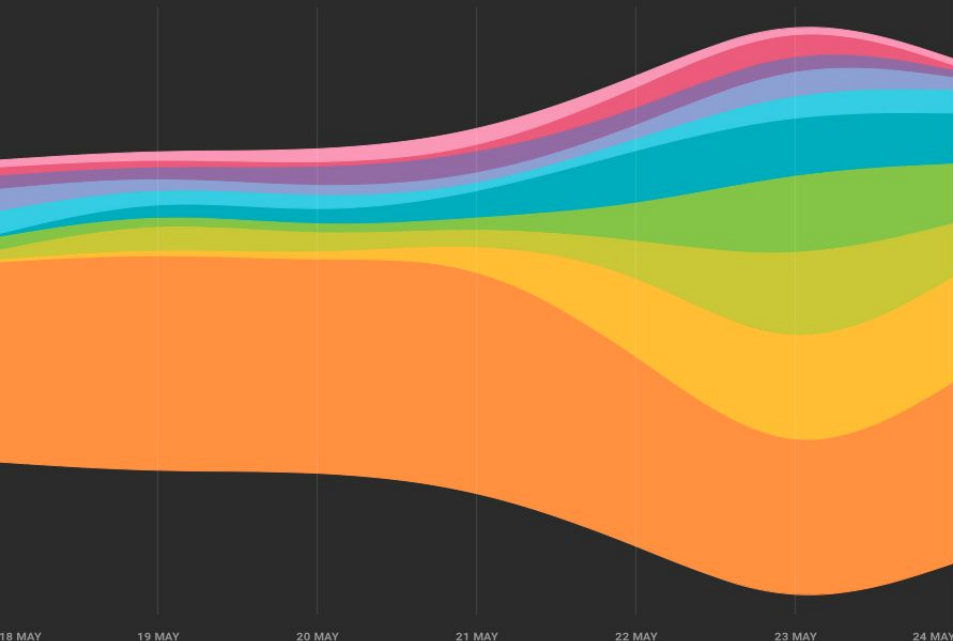
On ✈️ - last leg of flight home, thank you @Delta @FlyDAB & @ATLairport - we feel entirely safe flying, the only difference after COVID is face masks, hand sanitizers & extra cleaning staff everywhere. Job well done! Let's go America - time to travel! 🇺🇸



Twitter

20 May 2020 | 18:52

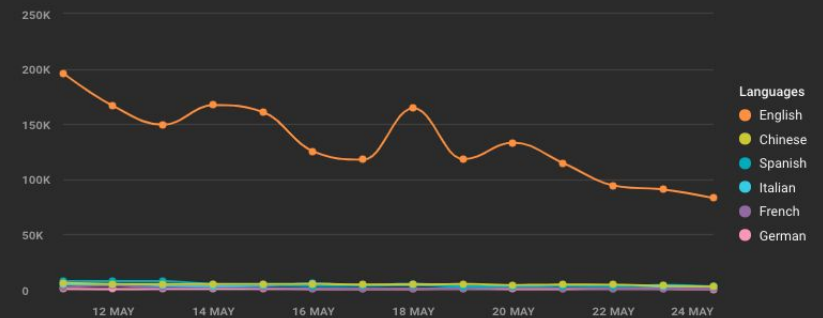
Trending themes (excluding news)



Topics

- Covid 19
- holiday weekend
- wear a mask
- stay home
- bank holiday
- migrant workers
- year old
- public health
- enforce social distancing
- New York City

Volume per language over time



Emerging organizations in discussion

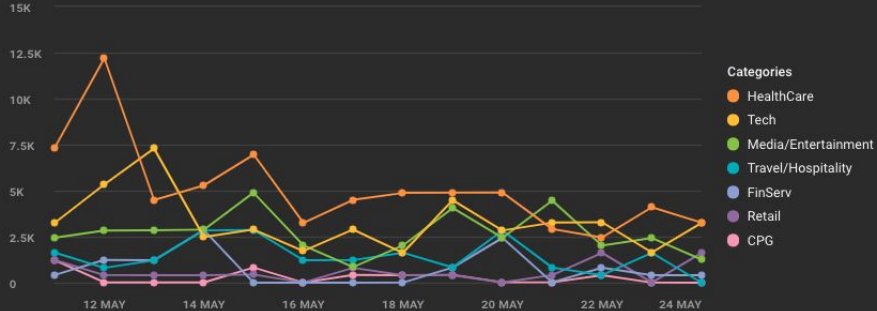
Federal Re	Cabinet	Labor
Manufactur	McDonald	American Airlines
Congress	Ford	Easy



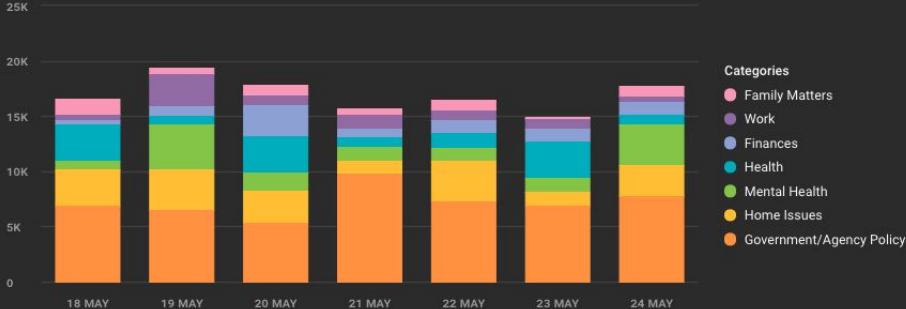
Country Data

Australia

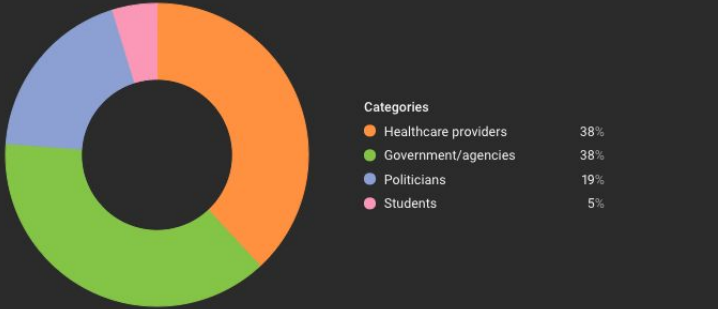
Australia volume by sector



Australia volume by topic

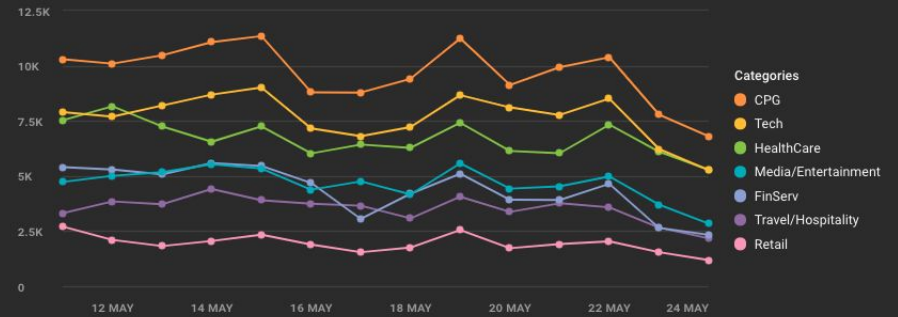


Audiences

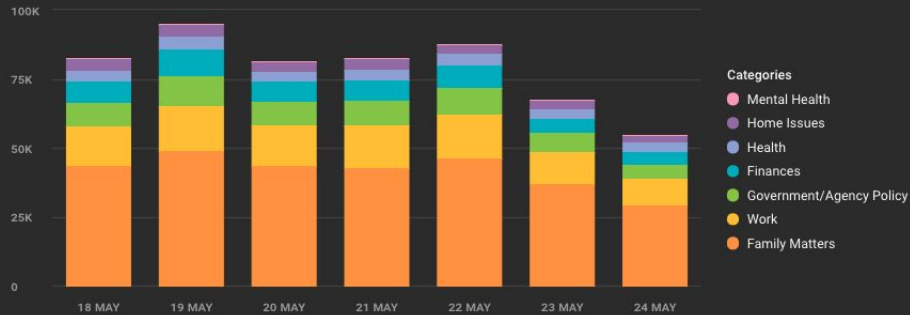


China

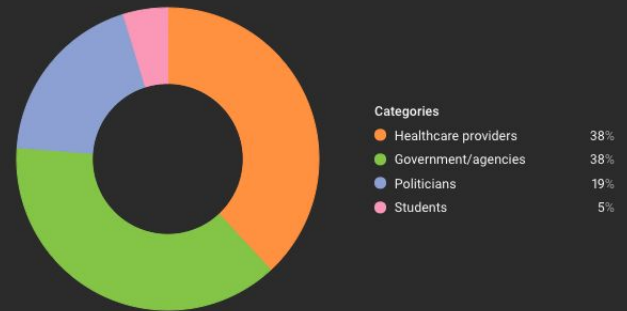
China volume by sector



China volume by topic



Audiences



Emerging themes in discussion

大图浏览

#covid19 🧑‍🤝‍🧑 妈妈 交通

😭 ❤️ 🗑️ 🤔 🙏 😂

5月20日 5月23日 目前 谢谢

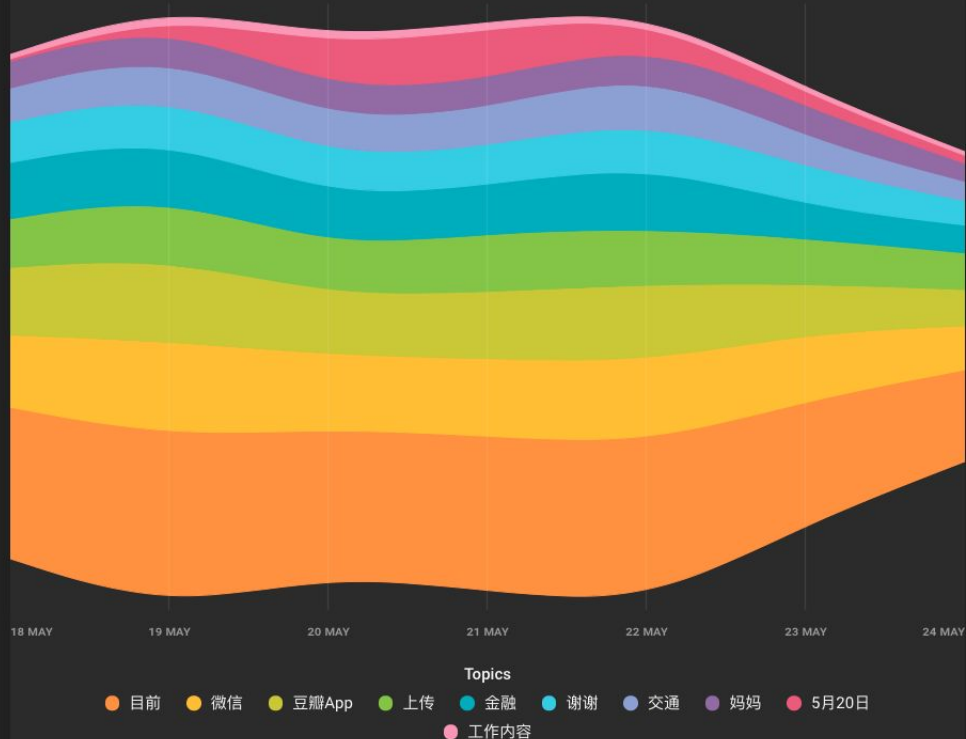
虎扑5月18日讯 上传

#少妇 ❤️ 😄 🤔 + 🐶 #人妈

#coronavirus ✨ #人妻

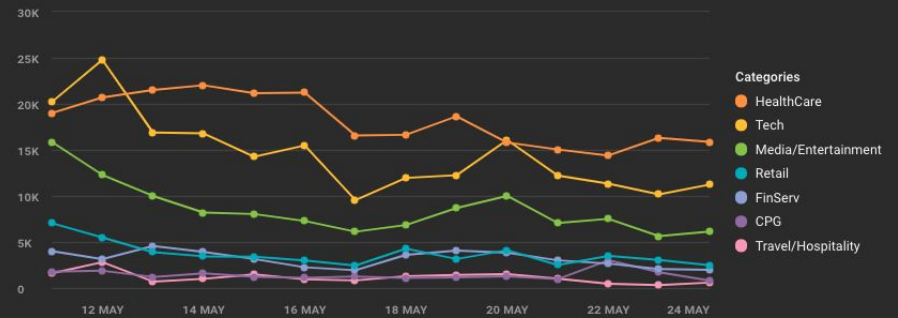
工作内容 ❤️

Emerging topics in discussion

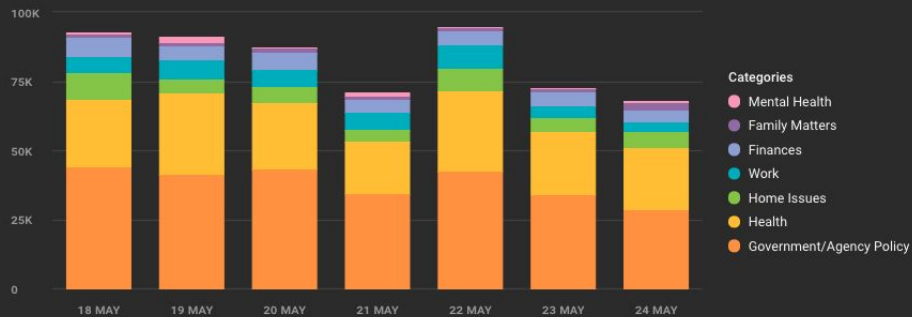


France

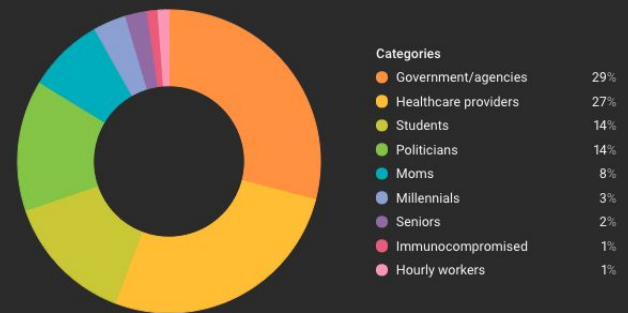
France volume by sector



France volume by topic

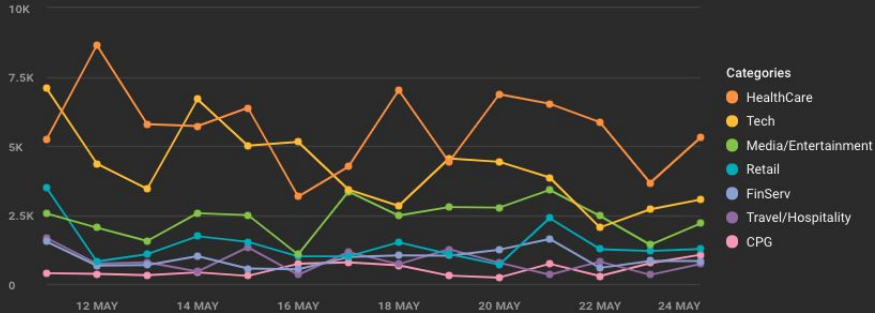


Audiences

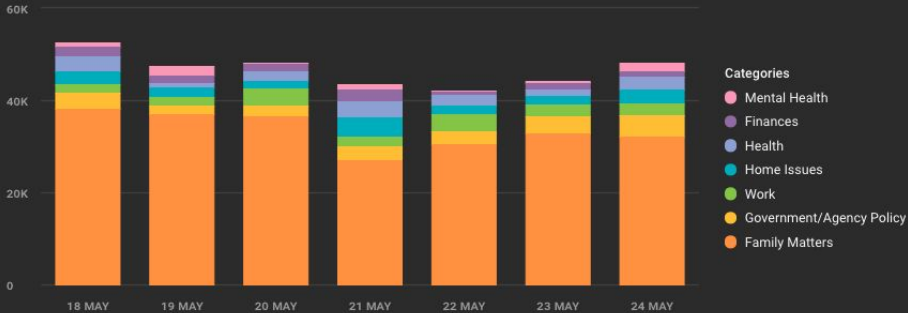


Germany

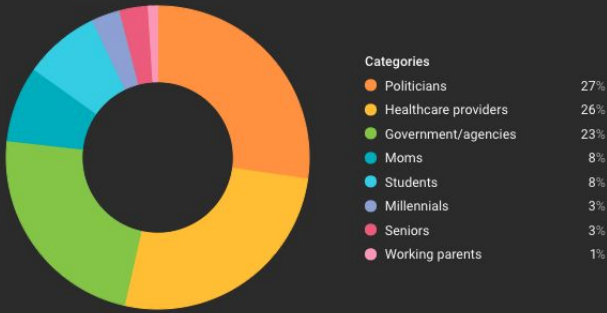
German volume by sector



German volume by topic



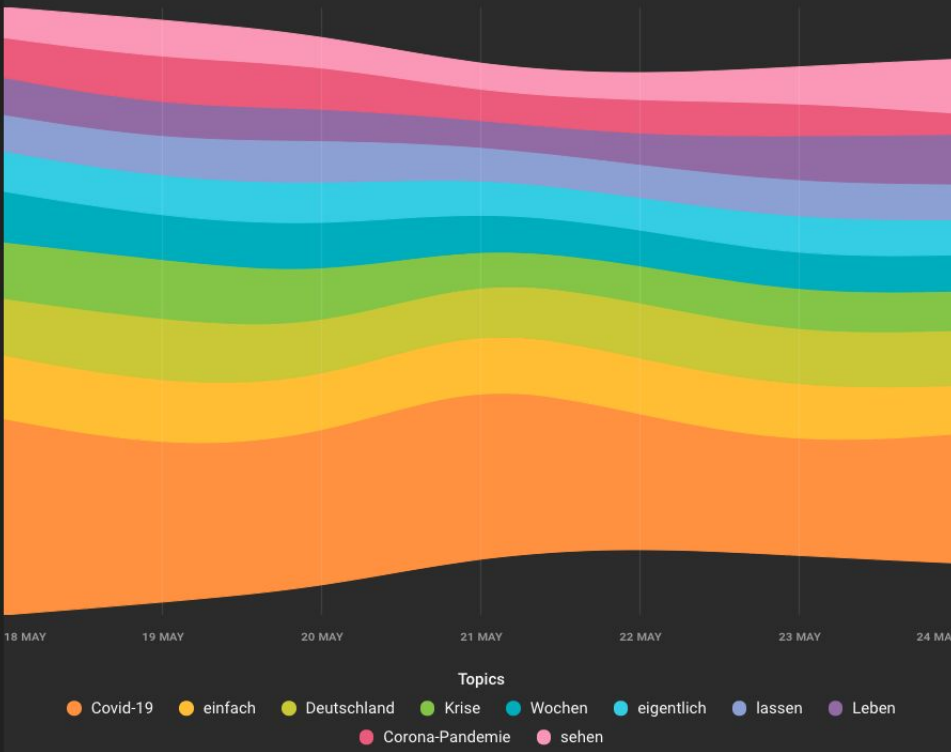
Audiences



Emerging themes in discussion

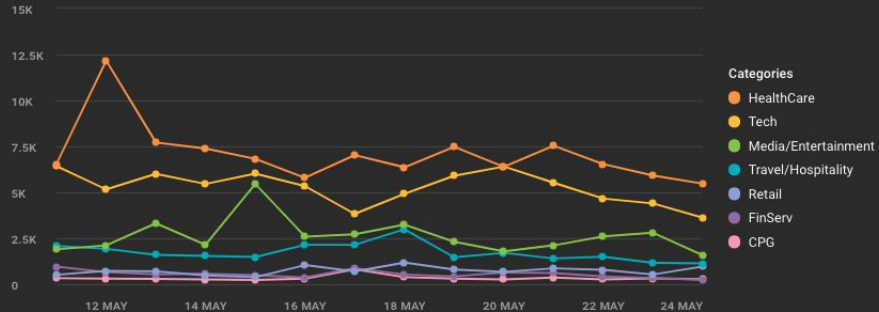
#deutschland
 Britain #coronavirus
 #podcast #lockdown #homeschooling
 #sarscov2 #berlin #covid-19 #kita #covid
 #covid19de 😂 📱 🧐
 #corona Johnson #pandemie
 #homeoffice #coronakrise England 🇩🇪 🧑
 #merkel #covid19 #Corona-Pandemie
 #coronavirusde #covid_19
 #coronavirusdeutschland

Emerging topics in discussion

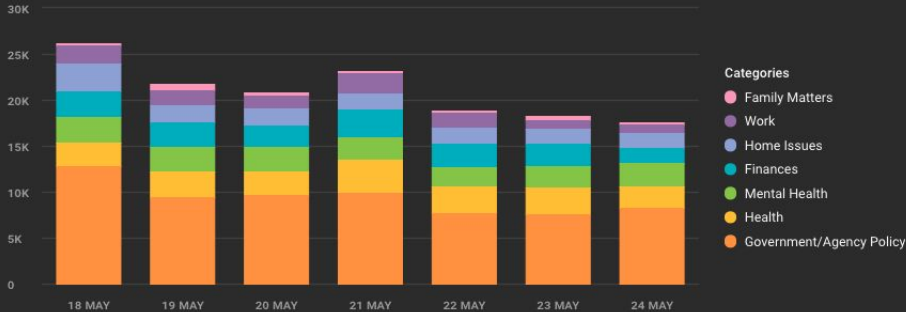


Italy

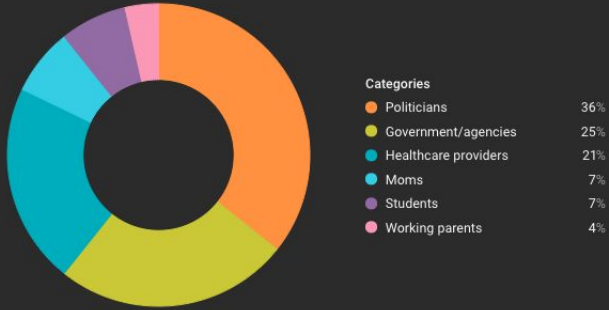
Italy volume by sector



Italy volume by topic



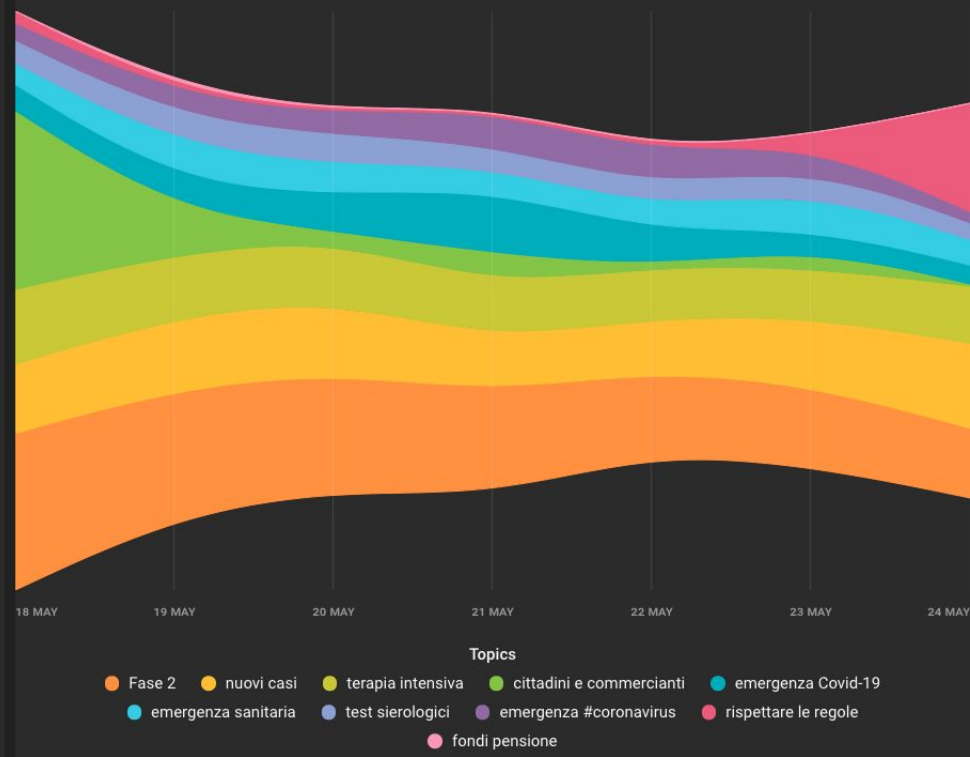
Audiences



Emerging themes in discussion

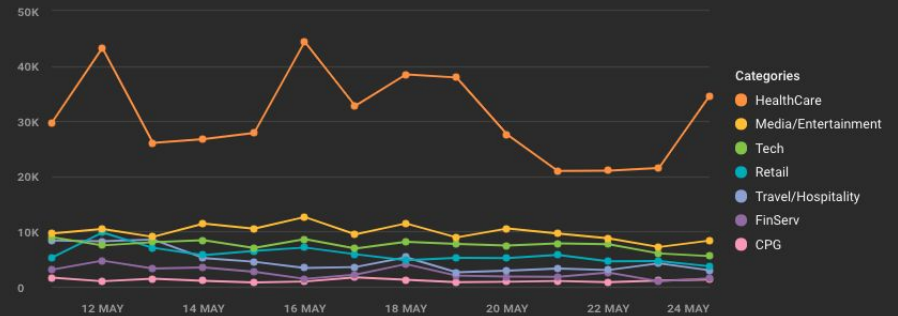
#milano #covid_19
 👉 #radiosavana
 ➡️ ● #covid19italia 😂
 nuovi casi #lombardia 🖐️
 #ansa #galleria #conte
 #italia #covid
 Fase 2 #covid-19 Trump
 #coronavirus #salvini #covid19
 #fase2 Covid 19 #lockdown
 #18maggio
 #mascherine #roma
 #ripartenza
 #mascherina

Emerging topics in discussion

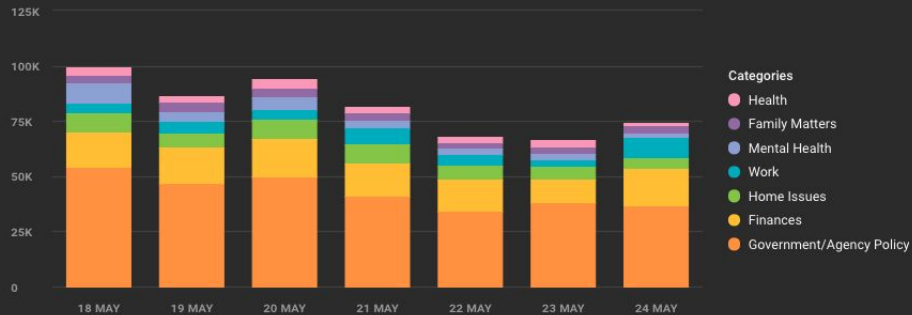


Spain

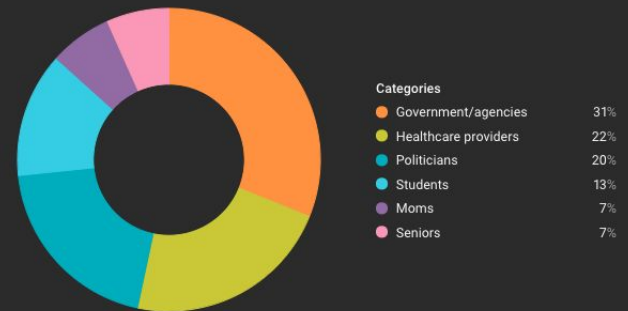
Spain volume by sector



Spain volume by topic



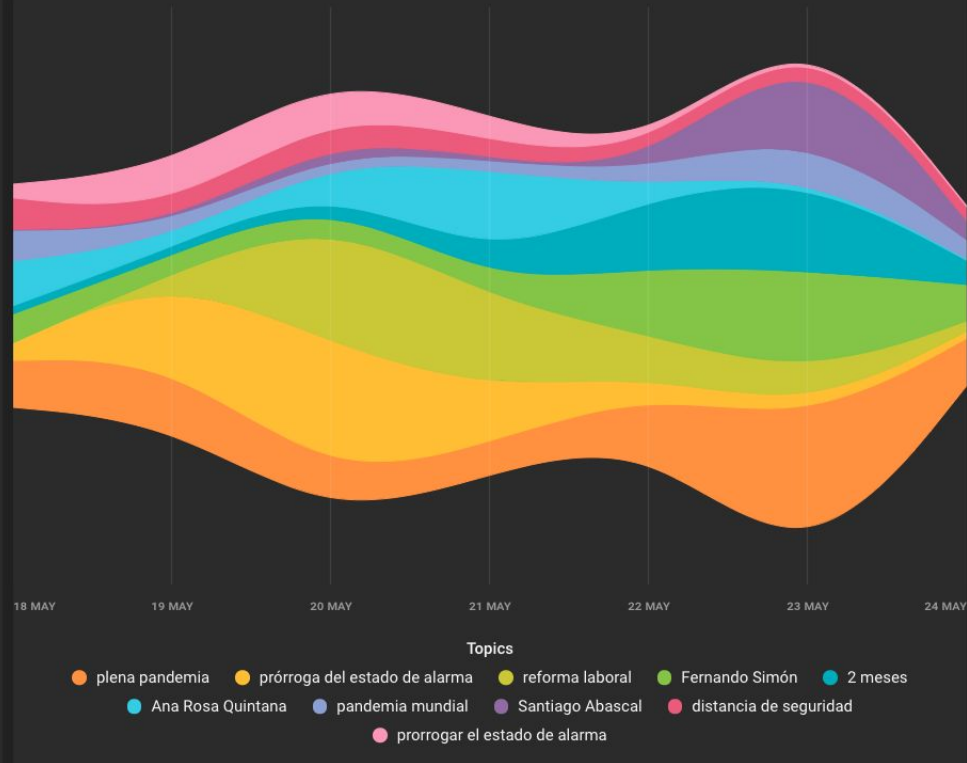
Audiences



Emerging themes in discussion

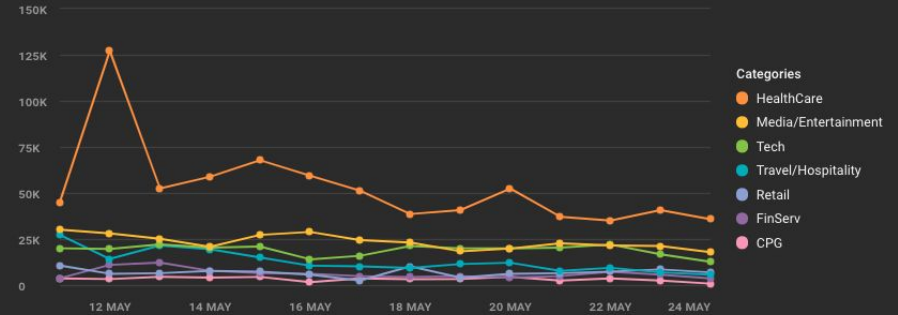


Emerging topics in discussion

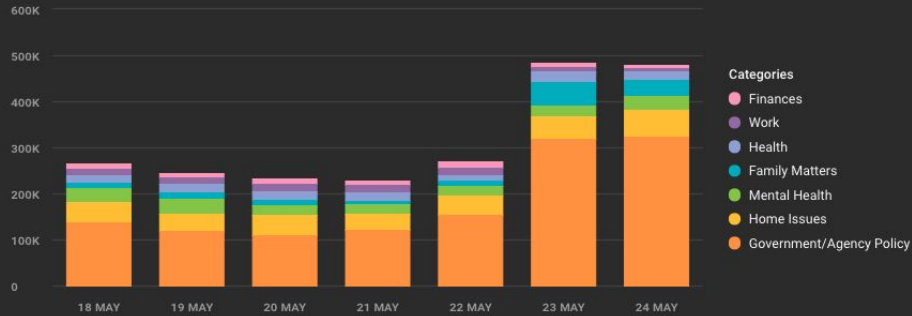


United Kingdom

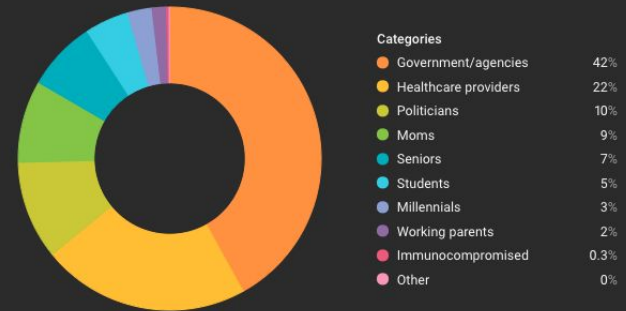
United Kingdom volume by sector



United Kingdom volume by topic



Audiences



Emerging themes in discussion

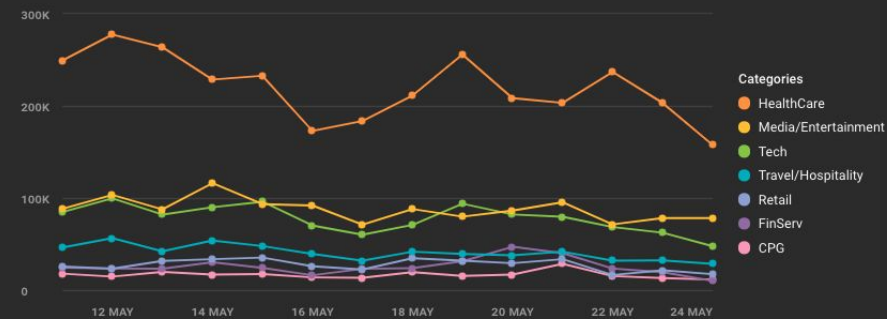
public health
 #covid-19
 Trump 🇺🇸
 Boris Johnson Ferguson #coronavirus
 Wales Dominic Cummings
 Britain Durham #stop Johnson
 broke lockdown rules
 top aide Dominic Cummings
 Brexit 😊 Cummings Boris #covid19
 #lockdown one rule London
 daily coronavirus Scotland
 Prime Minister
 England care homes
 #mentalhealthawarenessweek

Emerging organizations in discussion

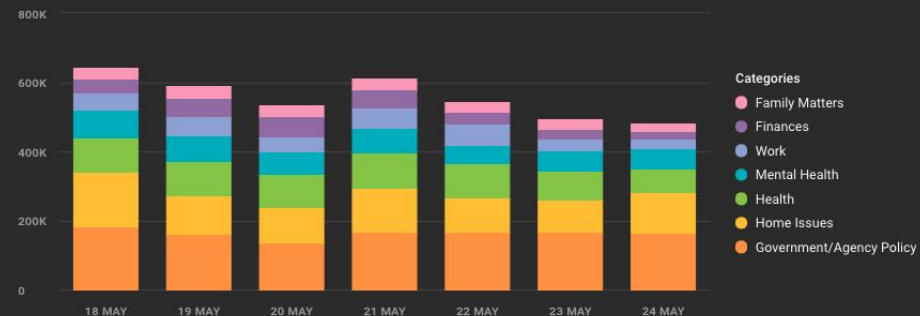
You-I	Durha	Local Authorities
Foreign Ministry	Five Star Movement	Bank
Local Authorities	Five Star Movement	Science Committee

United States

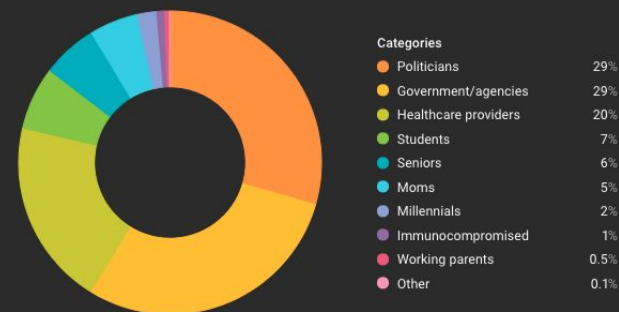
US volume by sector



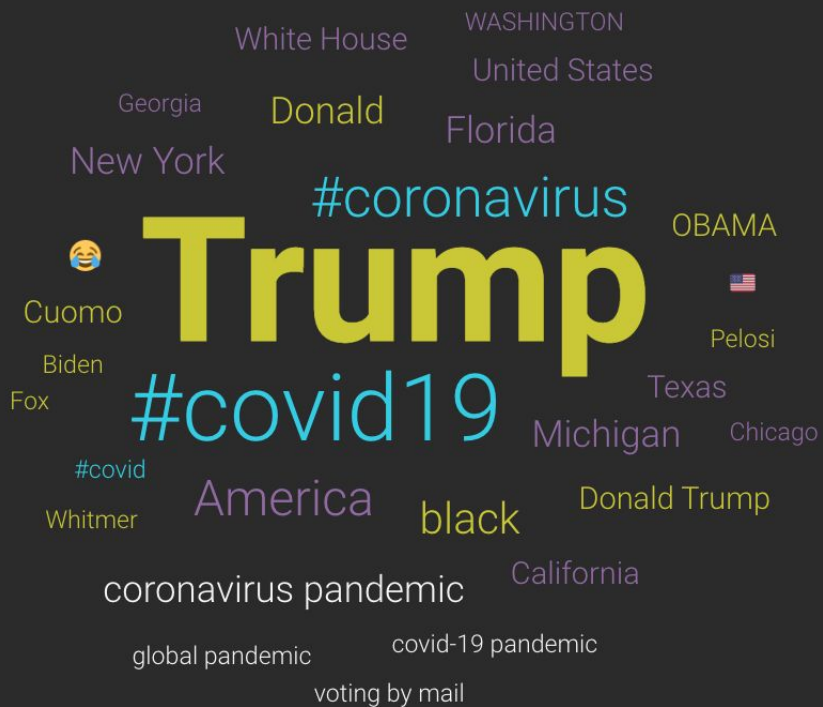
US volume by topic



Audiences








Emerging themes in discussion



Emerging organizations in discussion



Post	Total Engagement
<p>Scientists believe cannabis could help prevent, treat coronavirus By Lee Brown - May 21, 2020 nypost.com</p>	 <p>2.2 M</p>
<p>CDC now says coronavirus 'does not spread easily' via contaminated surfaces By Madeline Farber - May 20, 2020 foxnews.com</p>	 <p>1.9M</p>
<p>Is It Safe To Go To The Beach? Camp? Eat Out? Here's How To Evaluate The Risks : Shots By Allison Aubrey - May 23, 2020 npr.org</p>	 <p>1.6M</p>
<p>France reports 70 coronavirus cases in schools after partial reopening By Rosie Perper - May 19, 2020 businessinsider.com</p>	 <p>1.5M</p>
<p>China lockdown: Fears grow of new outbreak as Chinese region hit with strict quarantine By Luke Hawker - May 19, 2020 express.co.uk</p>	 <p>1.3M</p>



Trending Questions Asked Online

Questions around life after Covid were prevalent this week.

Future

- What comes after Covid-19?
- Will the coronavirus pandemic reshape mobility and transportation?
- When will Covid-19 be gone?
- Will the coronavirus be forever? Has it permanently changed the world?
- How do you think Covid-19 will permanently change industries?
- Will Social Distancing Be Permanent?
- How will corporate travel be fundamentally changed after Covid-19 passes over?

Work

- How are you guys networking during Covid-19?
- Is it a valid reason for a company to make someone redundant during Covid-19 pandemic?
- Will Covid-19 cause a job crisis for the Indian Middle Class?
- Pay-Cut during Covid-19 - Is that the wrong attitude?
- For those who have kept their jobs and worked from home during Covid-19, how are your finances?
- How did/is your company handling the Covid-19 situation?

Forum members are asking about the potential of a second wave.

Second Wave

- What second wave of coronavirus?
- What should we be doing to prepare for a 2nd wave of Covid-19?
- Are we in the second wave of Covid-19 yet?
- What are the odds of a second wave of coronavirus happening?

Mental Health

- How has the Covid-19 crisis affected your mental health?
- Feeling mentally drained due to coronavirus - Am I just too much in my own head?
- Little indulgences in the age of Covid-19 - What little things help you get through the day?
- Have you become "obsessed" with anything since the coronavirus, stay in place, and lockdowns have taken place?

Media

- How did The New York Times compile an alleged list of Covid-19 deaths with HIPAA laws and all?
- In the early months of the Covid-19 pandemic, why did the media keep telling us that wearing a mask was not effective?
- What would be the biggest stories in the news right now if the headlines weren't being dominated by Covid-19?
- For those of you who live outside of the United States, how is America being portrayed in news/media regarding politics and Covid-19?

Ask the Analysts: Covid-19 Insights Virtual Roundtable **Friday May 29 | 3pm BST, 10am EDT**

Have you got questions about this report? Join our virtual roundtable this Friday to meet the expert analysts behind this weekly report.

[Register Now.](#)

Now You Know

This report is designed to provide broad foundational insights. Brandwatch can customize this report to focus on your specific industries, categories, brands, sectors and more.

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