



June 3, 2020

Covid-19 Weekly Consumer Insights

Brandwatch | A new kind of intelligence

Important Notice: This report link is unique to you and cannot be shared.

If you would like to share these findings with a colleague please share this [form with them](#). To inquire about a custom report that focuses on your specific industries, categories, brands, sectors and more, [book a meeting](#) with our specialists.

Please note, we won't be publishing a new version of this report next week.

We're taking a short break to gather feedback from our readers, which will help us improve the content.

You'll receive a short survey via email in the next few days. We'd love to hear your thoughts on the report and what you'd find most useful going forward.



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).

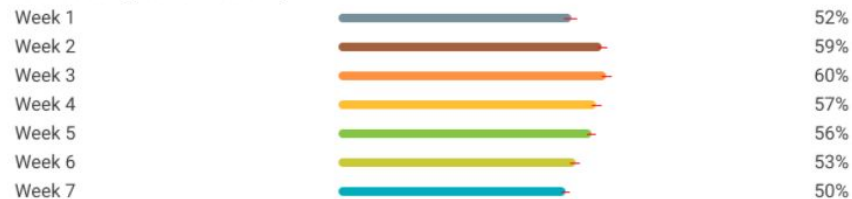
Just drop us an email at info@brandwatch.com.

COVID-19 Survey

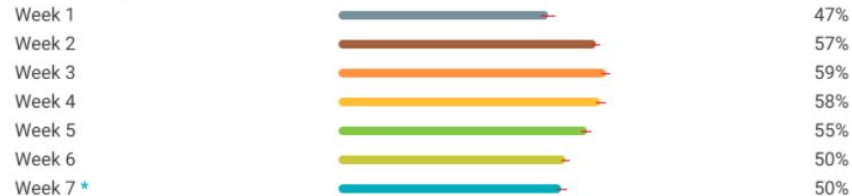


How has your behaviour changed, if at all, as a result of the outbreak?

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 25 and May 31 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~23 million posts from Twitter, Reddit, forums, blogs, and more that appeared between May 25 and May 31. 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 their anxiety and ways to manage it. (slide 12)

Many are reacting online to a **recent study that found 10% of diabetics die of Covid-19 within one week of hospitalization**. Many are sharing resources for diabetics about eating right, exercising and maintaining healthy blood sugars. (slide 14)



Home & family life

While people are eager for planned reopening dates in June, many are also **expressing concern about mingling with others if proper safety measures are not enforced**. (slide 16)

Despite restrictions easing, people are discussing **maintaining solo fitness activities at home and staying away from public gyms**. (slide 18)



Work life

Workers are fascinated about the idea of virtual work environments as an innovative way to connect and collaborate. Many say they are growing tired of video conference calls. (slide 23)



Government

Discussion about **George Floyd protests is prevalent this week**. Many wonder if the close proximity of protesters will prompt an increase in Covid-19 cases. (slide 26)

Others are discussing Japan's morbidity statistics for Covid-19, **highlighting the country as another example of a nation (besides Sweden) that did not lockdown but successfully stopped the spread**. (slide 27)

Key insights at a glance



Pharma & healthcare

People are confused about WHO guidance that wearing masks is not necessary unless a person is treating a Covid-19 patient. **Posters say that the information conflicts with CDC guidelines.** (slide 29)

Many are sharing stories about friends and loved ones **who are refusing treatment or medical support for non-Covid-related conditions** because they worry about contracting the virus. (slide 31)



CPG

Many smokers are saying they unsuccessfully tried to quit smoking during the pandemic. **Some are admitting to consuming more cigarettes** due to increased anxiety during lockdown. (slide 37)

Women are sharing that the shortage of feminine hygiene products during the pandemic has **motivated them to try reusable menstrual products.** (slide 40)



Media & entertainment

Most consumers are saying **it is still too risky to go to the movies this summer**, even with safety measures in place. (slide 43)

As concerts are canceled and rescheduled, **ticket refunds are generating polarized discussion** as fans call for official announcements from organizers. (slide 45)



Retail

Consumers are upset about retailers closing due to protests, as it further limits access to essential items on top of lockdown restrictions. (slide 48)

People online are talking about **buying trampolines and installing hot tubs** in backyards as summer approaches. (slide 51)

Key insights at a glance



Technology

Research on **wearable technology as a way to detect viral outbreaks** is generating social discussion, with some sharing their participation in the DETECT testing. (slide 54)

Many are excited about the **use cases for UV light technology as a sanitation method**, particularly for crowded areas like subways, planes and hospitals. (slide 55)



Financial services

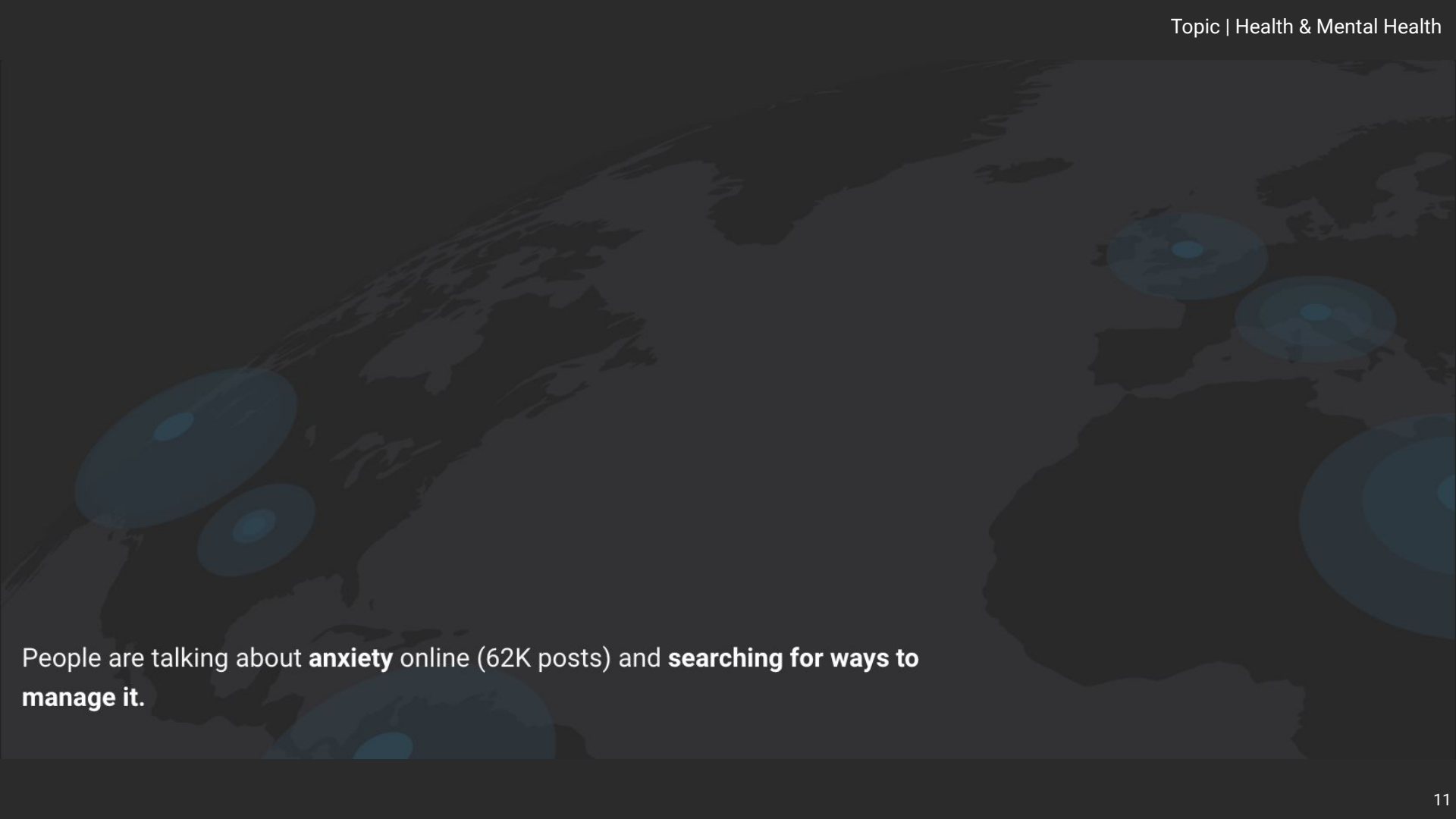
The **cost of health insurance** is generating social discussion, for both those who have lost employer-sponsored insurance as well as those who have insurance but are receiving large medical bills for Covid-19 treatment. (slide 58)



Travel & hospitality

Diners are discussing the safest way to enjoy the experience, whether picking up takeout or eating at newly reopened restaurants. (slides 61)

Discussion about **travel brands partnering with cleaning brands** is generating positive feedback from consumers who say this will help restore confidence in travel safety. (slide 63)



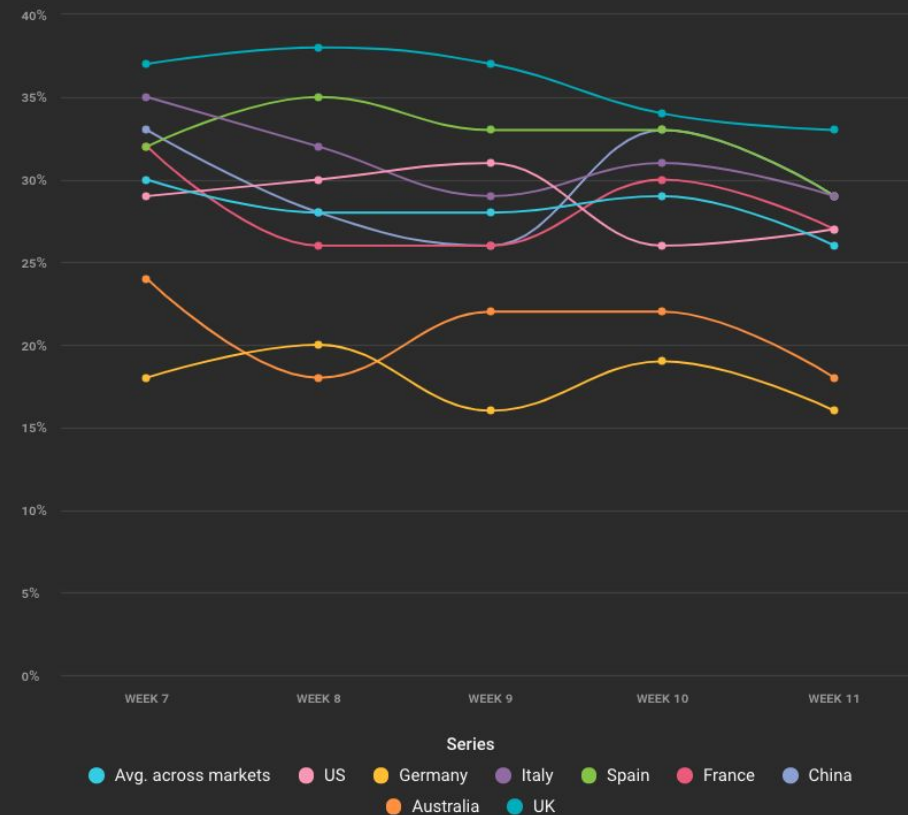
People are talking about **anxiety** online (62K posts) and **searching for ways to manage it**.

Survey question | In terms of the coronavirus, are you anxious?

While slightly dipping this week, **people continue to discuss their anxiety and contributors** that include fear of job loss, the health and safety of loved ones, and concerns about children returning to school.

Survey results show that anxiety is highest in the **UK, Spain and Italy**. Google searches in the US for "how to manage anxiety" increased 4400% this month.

Anxiety by Country | Longitudinal Trend



People are talking about their masks causing them anxiety. Many are afraid that a mask will not protect them from contracting the virus. People with preexisting conditions are worried about how the choices of others - to not wear a mask or to wear one improperly - could impact their own health.

People are also talking about feeling anxious while wearing a mask due to difficulty breathing.



ellieapeake (Ellie Peake)

@ellieapeake

Really enjoyed chatting to kids about going back to school. Overall the mood was one of anxiety: t.co/cdnxs825qh

Twitter · 27 May 2020 | 11:37 Retweets 30



rtehrani (Rich Tehrani)

@rtehrani

"We've basically seen three waves of emotion," [@crisistextline](#) CEO Nancy Lublin says about coronavirus. "The first wave was anxiety... the next wave we saw was the impact of quarantines... the third wave [is] the impact of the grief and the job loss." t.co/cGgzJPngW6

Twitter · 27 May 2020 | 23:38 Retweets 5



kimberlyanne717 (Kimberly Young)

@kimberlyanne717

[@JoannaCannon](#) I'm so sorry you have to deal with anxiety and panic. I have health anxiety. I've had a panic attack every night since this pandemic started. Mine happen right as I'm falling asleep. I suddenly get the thought in my head that I'm going to die and I jump out of bed gasping for air



kriss__1988 (cristina)

@kriss__1988

[@armerotornero](#) [@AytoAlcorcon](#) [@Hardcorcon](#) [@NewsEnsancheSur](#) HARTA de ver por Alcorcón a adolescentes con mascarilla en la barbilla, gente con la mascarilla en la mano o sin ella, llevando la nariz por fuera...tan difícil es tener un poco de cabeza? Cada día veo más irresponsables y me da ansiedad salir por tener que ir pendiente de todos

Twitter · 27 May 2020 | 21:28 Retweets 11

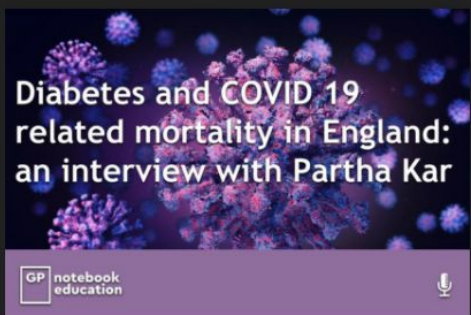


salome22 (Salome Garcia)

@salome22

"El 18% de la población ha sufrido un ataque de ansiedad en algún momento Uno de los síntomas es la sensación de falta de aire". La cosa se agrava cuando se lleva la mascarilla. t.co/fQBbiSgcG1

Twitter · 26 May 2020 | 09:15 Retweets 0



drkevinfernando (Kevin Fernando)
@drkevinfernando

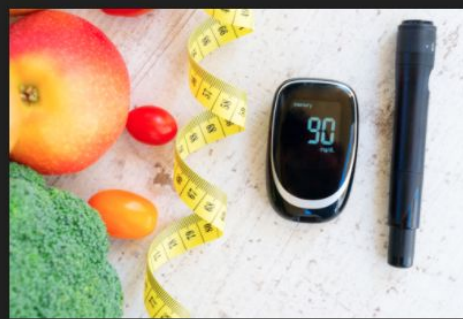
My latest @GPnEducation Podcast is live. I am grateful to @parthaskar for 10 minutes of his time to discuss the recent data published by @NHSEngland on type 1 & type 2 diabetes & COVID-19 related mortality and the implications for us as HCPs and our patients living with diabetes t.co/NkD4wr1Gq4

Twitter • 28 May 2020 | 17:16 Impact 61

diaTribeNews (diaTribe)
@diaTribeNews

It is not too late to register for Project ECHO Diabetes in the Time of COVID-19: Diabetes Patient Needs in the Time of COVID-19 webinar with @kellyclose as the featured speaker. The webinar is tomorrow at 9 AM PDT. You can sign up here: t.co/sAGHOCBuD0

Twitter • 27 May 2020 | 01:06 Impact 47



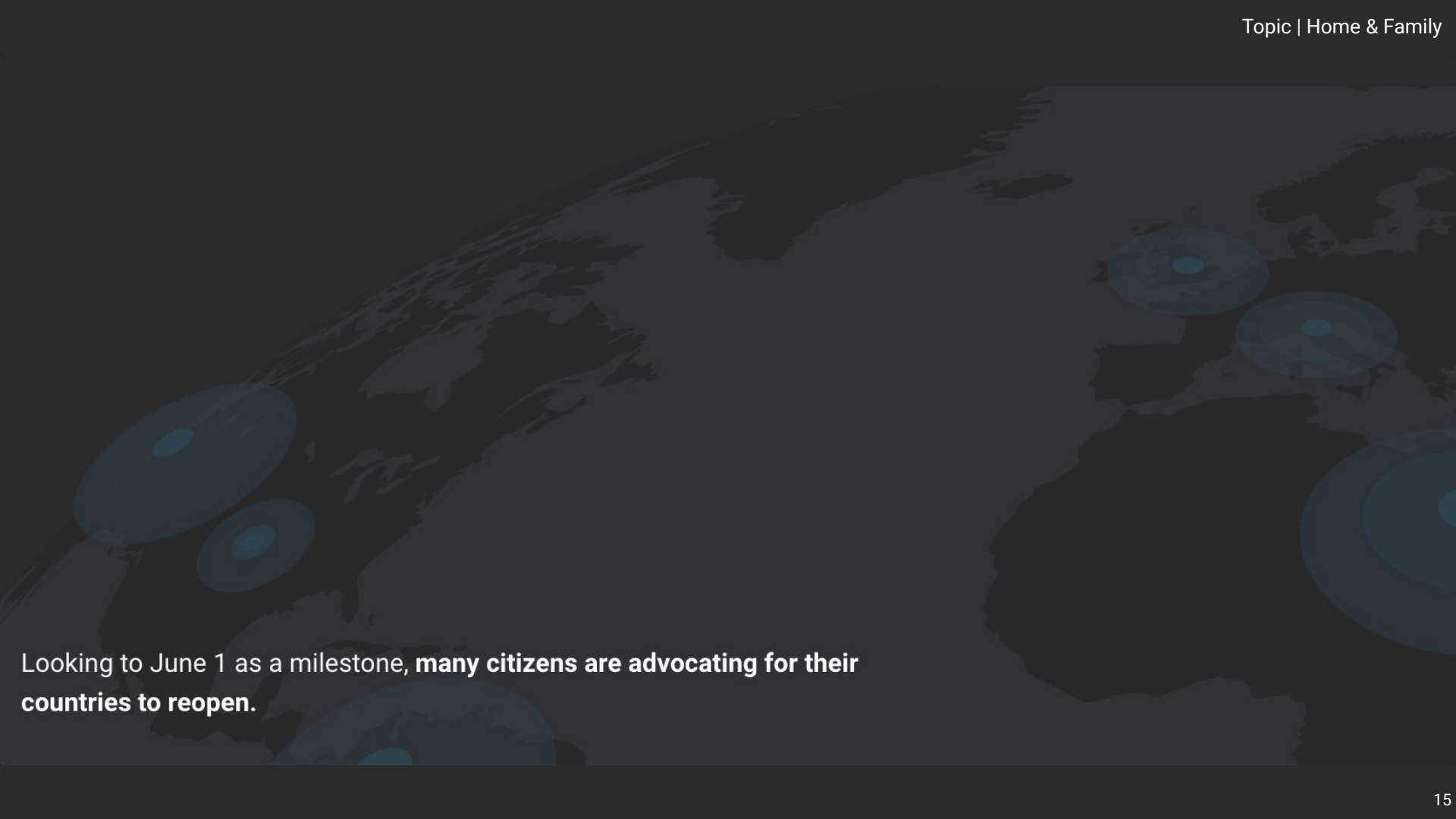
MdAtlPermanente (Mid-Atlantic Perma...)
@MdAtlPermanente

Uncontrolled #diabetes can put some people at increased risk of #coronavirus complications. Family Medicine physician Kwame Akoto, MD, explains how diabetics can eat right, #exercise and take other precautions: t.co/NEOBGSAIDh #COVID19 #PermanenteMedicine #stavwell

A study finding that 10% of diabetics die within a week of hospitalization for coronavirus is generating discussion (more than 20K posts and 200K social engagements to date).

Many are sharing links to online news without adding additional commentary or opinion. Others are **sharing links to resources for diabetics on how to eat right, exercise and take other precautions to maintain good health.**





Looking to June 1 as a milestone, **many citizens are advocating for their countries to reopen.**

The majority of people across the globe are saying they're over lockdown, expecting stores, restaurants, and businesses to start reopening with safety measures in place. Others are sharing excitement to visit family and friends as restrictions lift.

People are eager for planned reopening dates in June, mentioning best practices such as wearable social distancing sensor devices at tourist attractions. **However, many are also expressing concern about mingling with others if proper safety measures are not enforced.**



rkillman (🔥 Richard 🔥)
@rkillman

@AndrewScheer The country has to get back to work! Negative consequences of keeping the country shutdown like this is going to far outweigh covid 19. Fight for us to get back to work of course with proper safety measures in place. Protect the vulnerable but let the healthy support economy.



Twitter

31 May 2020 | 15:25



marty_walsh (Mayor Marty Walsh)
@marty_walsh

With nice weather predicted this weekend, I know groups will be tempted to gather at our parks and beaches. I want to remind everyone that in order to stay safe & continue with our reopening process, we must practice social distancing. If we don't, we risk another **#COVID19** surge.



Twitter

31 May 2020 | 13:00



PamelaS99694909 (Pamela Scott)
@PamelaS99694909

@PolitiBunny Talking about social distancing, masks, stay at home. No longer relevant. You can't put the genie back in the bottle! We are sick of this BS. Science and data show "Open the Country. Now!".



Twitter

31 May 2020 | 12:35



billwatts4 (bill watts)
@billwatts4

Social Distancing: Italy have opened the Leaning Tower of Pisa and have solved the problem. Small devices that are hung on lanyards. If you get within the distance safety measure of another person they beep until you step back. Simple idea that we could use!!!



Twitter

31 May 2020 | 07:59



wrigme51 (Ellis Wright)
@wrigme51

@redwins3_first @nesmith_j So much for social distancing...and mail in ballots. Open the economy up.



Twitter

31 May 2020 | 02:01



cjsnowdon (Christopher Snowdon)
@cjsnowdon

Prime Minister Boris Johnson said he was "optimistic" about pubs reopening earlier than he first thought. t.co/K3rinfhu1k 🍺🍺🍺🍺🍺

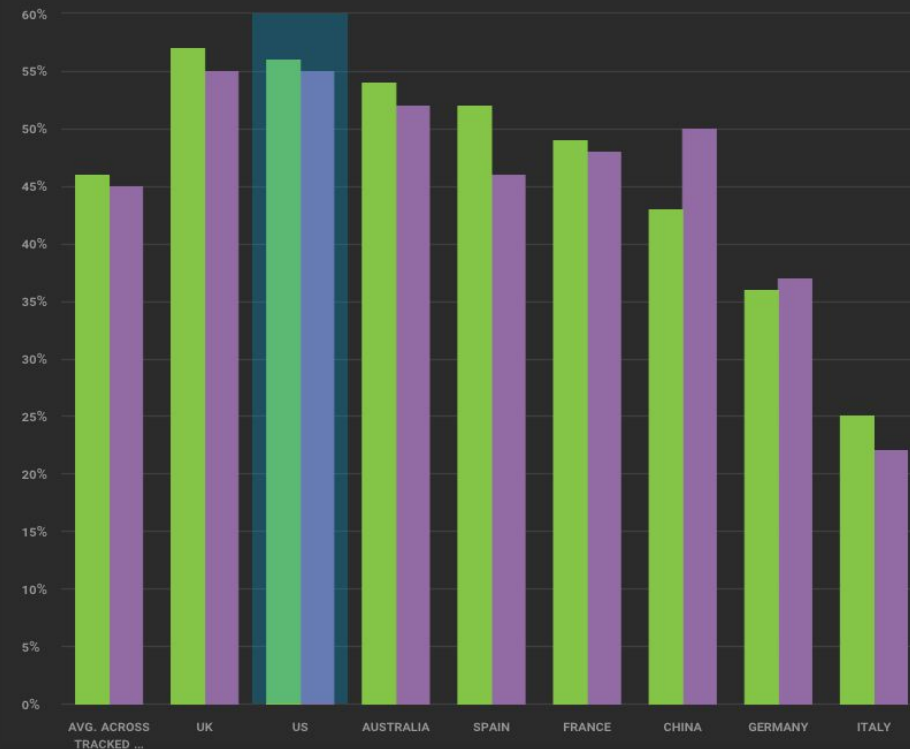


Survey question | How has your behaviour changed ... as a result of the outbreak?

As global economies reopen, the percentage of survey respondents reporting they are self-isolating/social distancing continues to drop across the majority of tracked markets. In Spain, where the largest week-on-week decline occurred, people are saying online they're relieved they can go out to the cinema and museums. In fact, many say they want to see a live football match.

The notable exception continues to be China, where ongoing discussion about a second wave remains prevalent. The appetite for isolating is waning, however. Those Chinese respondents willing to do self-distance for 'however long is necessary' is down (31% from 41%). **In general, the Chinese are hopeful things will get back on track soon.**

% Self-isolating/social distancing



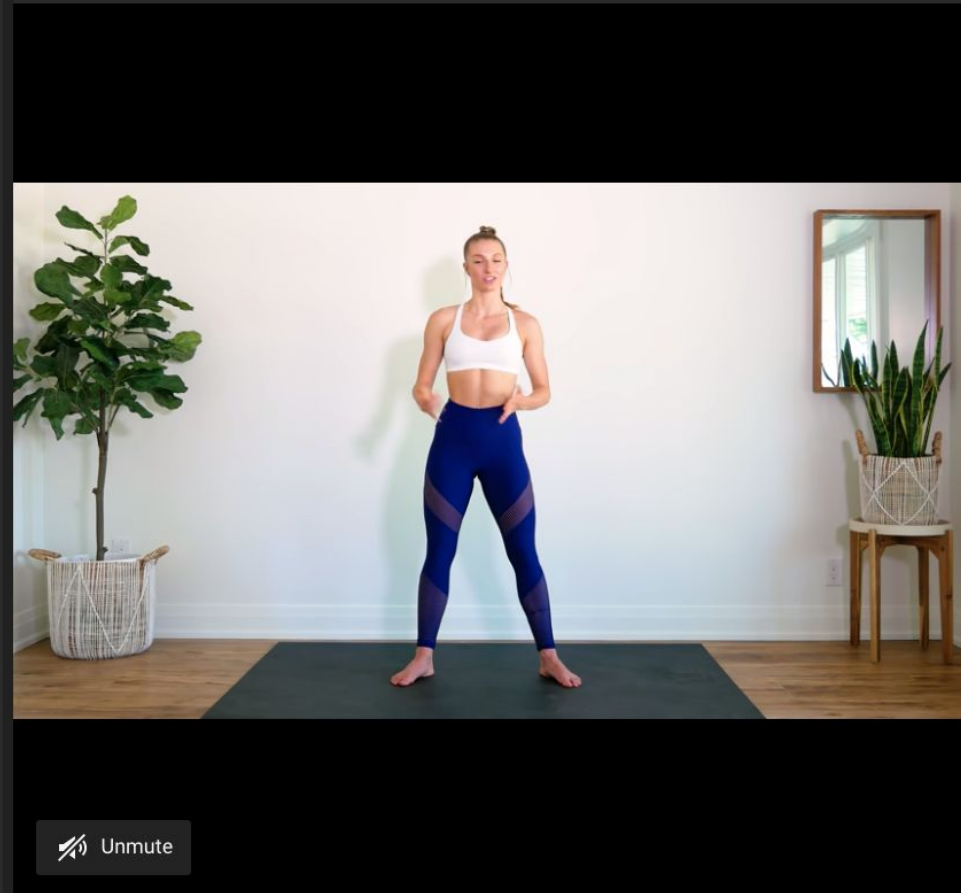
US

● Week 10 (56%)

● Week 11 (55%)

Despite restrictions easing, people say they will stay away from gyms and continue to exercise at home. Some doubt reopening gyms is safe and say that they already have a routine in place from quarantine.

Many are seeking and sharing YouTube exercise videos they find effective that don't require equipment. Searches for "5 day no equipment workout" increased by 500% last week.



Home improvement projects continue to generate online discussion (8.5k posts). People are sharing lists of DIY home improvement tasks, as well as blog posts that highlight safety tips.

Consumers are talking about buying home decor and furniture this week, with many opting for online shopping and contactless delivery. Searches for “affordable home furniture” increased by 90% in the last seven days. Garden and patio furniture - such as dining sets and chairs - are most discussed on social channels.



thesoberstyle (thesoberstyle)

@thesoberstyle

My kind of sober Sunday funday! Tim and I finished setting up our new patio furniture and then my family came over and we relaxed outside all afternoon. So happy to have our little oasis set up out... t.co/VV00QnwOx8



Twitter

31 May 2020 | 23:23



Victoria_Liz (Vicky Clamp)

@Victoria_Liz

Seeing myself through lockdown with more home improvements. I've just ordered new bedroom furniture & headboard after I decorated it a few weeks ago, and the decision is made that the brick fireplace in our living room is on borrowed time.... [#DIY](#) [#homeimprovement](#) [#demolition](#)



Twitter

31 May 2020 | 17:14



YvetteBelisle (Yvette Belisle)

@YvetteBelisle

Any Home Improvement Plans Today? READ THIS! t.co/7qrKWavumy



Twitter

31 May 2020 | 16:01



WellnessChiroMI (Dr. Karl ROS Johnson)

@WellnessChiroMI

Check out these 21 easy home projects to do while social distancing! t.co/OmqWLRzCrl



Twitter

31 May 2020 | 15:02



SCRNSuzi (Suzi)

@SCRNSuzi

[@jennaemoran](#) [@GolisanoAutism](#) I just bought patio furniture for our new home on Monday from Marketplace! I am a fan!



Twitter

27 May 2020 | 18:32



Responses to reports that the UK Prime Minister's chief adviser violated lockdown guidelines to obtain childcare were polarized. While many are condemning his actions as selfish, others agree the desperate need for childcare is entirely relatable.

This is also evident in global social discussion this week (55k posts). **Mothers in particular are calling on authorities to invest in childcare infrastructure to ensure centers can reopen safely.**

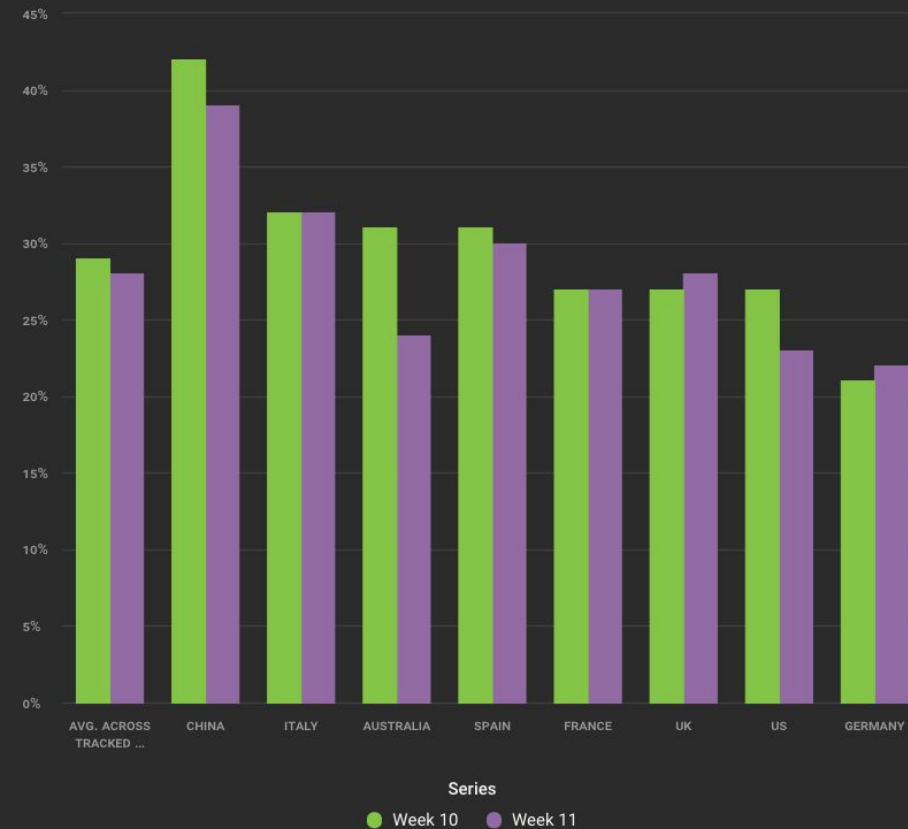


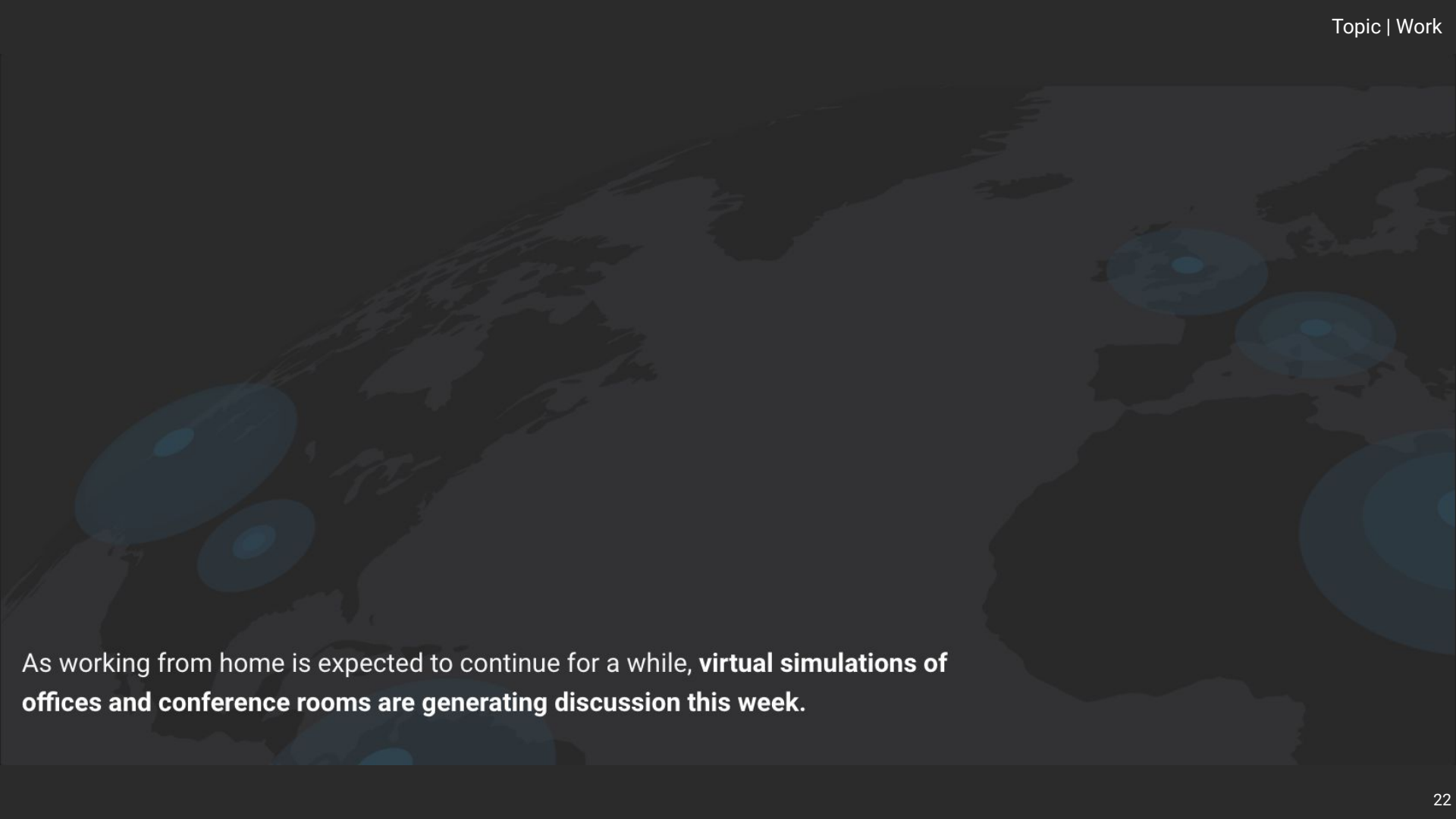
Survey question | How has your behavior changed ... as a result of the outbreak?

As global economies reopen, the number of survey respondents saying they're working/studying from home declined in half of all tracked markets.

The decrease was most significant in Australia (7% week-over-week), making it one of three countries where fewer than one-quarter of respondents say they're working/studying from home (along with Italy and the US).

% Working/studying from home





As working from home is expected to continue for a while, **virtual simulations of offices and conference rooms are generating discussion this week.**

Many are sharing articles about companies recreating virtual offices. Teooh is generating buzz for its use of avatars to mimic in-person interactions.

Workers are excited about the prospect of virtual work environments as an innovative way to connect and collaborate, especially as they reportedly grow tired of video conference calls.



madigitalz (Marvin)

@madigitalz

Delivering real [#value](#) - Take a look at how we meet together, deliver together, think together, and also welcome new members, and have fun together through our [#virtual](#) office in Spain. [#VR](#) [#ThinkDigital](#) t.co/IQQu0L1oU9



Twitter

31 May 2020 | 10:00



DrRLeblanc (Richard Leblanc)

@DrRLeblanc

Miss Your Office? Some Companies Are Building Virtual Replicas Demand for simulated office space may grow as more employers embrace remote work t.co/2HZxSzdf4P



Twitter

30 May 2020 | 11:58



Chenne___ (White Hat Chic)

@Chenne___

Seeing as HackTales is going to expand massively in the next couple of months, Teooh would be such a beautiful work tool 🙌 t.co/VZmXePnbgZ



Twitter

30 May 2020 | 00:56



manyhopes (Mel Sabek)

@manyhopes

A London company called Teooh has introduced a new way to connect with colleagues, friends, and family...



Twitter

28 May 2020 | 00:56



TDCPR (TDC PR)

@TDCPR

If you're getting tired of Zoom meetings and Houseparty get-togethers, London company [@Teooh](#) has introduced a new way to connect in a space that's more like a video game than a virtual conference. An interesting and creative concept. [@FastCompany](https://t.co/gxxvcmH71Q) t.co/gxxvcmH71Q



Positive buzz in New Zealand about a potential four-day work week quickly gained online traction globally.

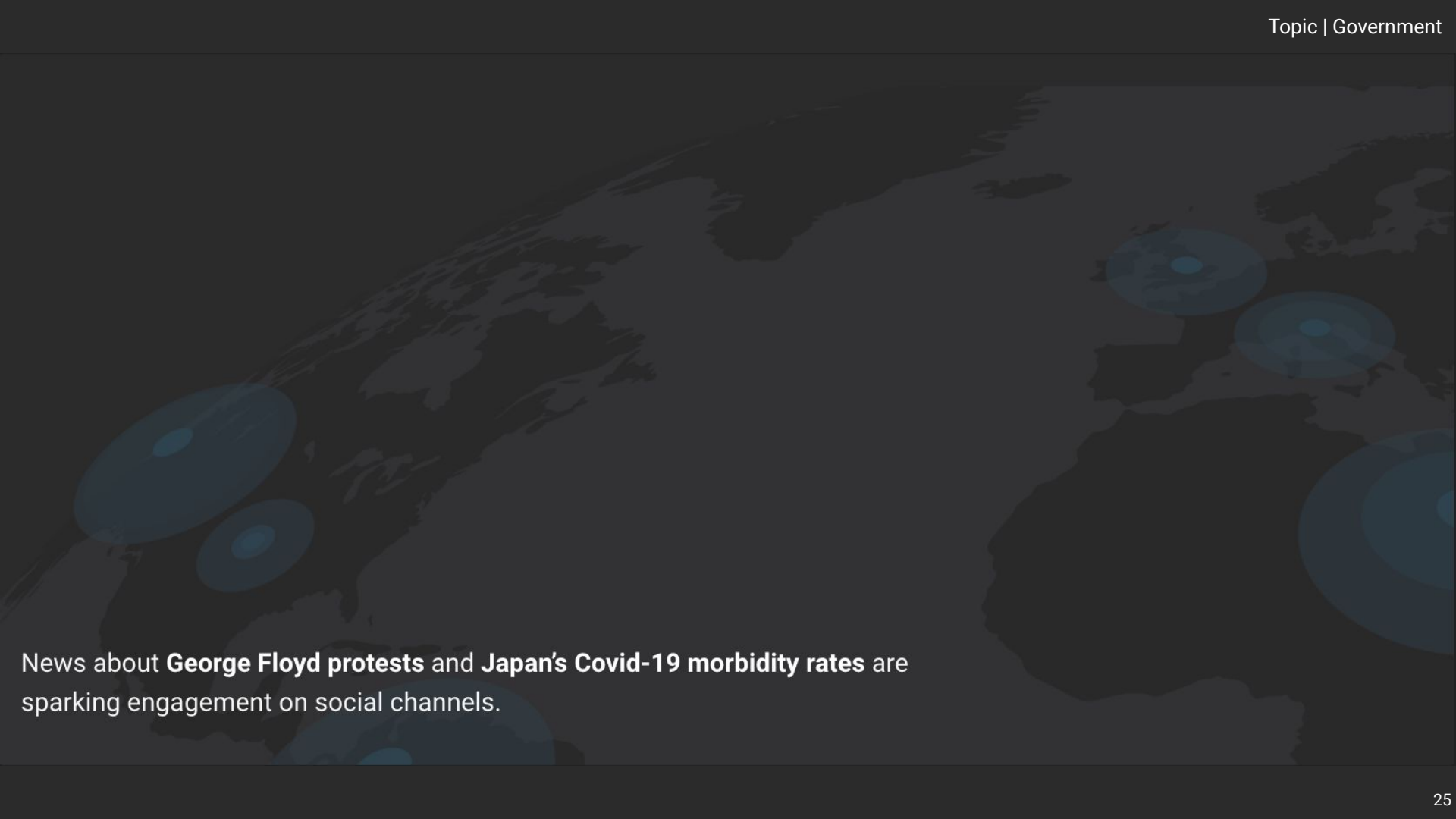
Workers are upbeat about the proposal, saying it encourages both increased productivity and more time with family. Some are confirming support for the plan based on their own experiences and positive outcomes with a shorter work week.



A screenshot of a news broadcast from Euronews. The main headline reads "FOUR DAYS A WEEK" with the sub-headline "PUSH FOR SHORTER WORKING WEEK GETS BOOST FROM NEW ZEALAND PM". The broadcast includes a "GOOD MORNING EUROPE" logo, the Euronews logo, and a "MARKETS TOP INDEXES" section with the following data:

MARKETS TOP INDEXES	CAC40	SSMI	SPX	13
	4771.39 PTS ▲ 0%	9926.03 PTS ▲ 0%	3029.73 PTS ▼ -0.21%	

At the bottom of the video player, there is an "Unmute" button with a speaker icon.



News about **George Floyd protests** and **Japan's Covid-19 morbidity rates** are sparking engagement on social channels.



HannaaaaahWalsh (HannahWalsh)
@HannaaaaahWalsh

In years to come, our children will know how fucked up 2020 was. Covid-19 everyone in lockdown to racism, riots with anonymous leaking info/hacking into systems and people on the verge of some sort of purge! 2020 history will explain how instead of uniting were dividing 💔



Twitter

31 May 2020 | 20:56



soloroses (fi // BLM)
@soloroses

if any of my mutuals are going to any protests, please be aware of your surroundings at all times and try to stay as safe as you possibly can!! don't forget to wear a mask to protect yourself as well!!!



Twitter

30 May 2020 | 23:58



amyduffyx (amy)
@amyduffyx

Everyone wants lockdown to end and go back outside. I don't know about you, but i don't want to go back out into a world where there is racism, oppression and injustice. Speak up, use your platform, whether you have 10 followers or 10,000. This has to stop. [#BlackLivesMatter](#)



Twitter

31 May 2020 | 17:42



pcysfltr (a)
@pcysfltr

Yall if you go to a protest please don't forget to wash your hands, wear a good mask, use sanitizer etc cuz it's not like the virus has ended just pls be safe



Twitter

30 May 2020 | 23:57



soonergrunt (soonergrunt)
@soonergrunt

I am going to throw out here that will all of these people running around at these protests without masks (and it's nothing like those idiot mask protests a month ago) I do fear there will be a surge in new COVID cases. UT has NOT flattened the curve in the first place.



Twitter

30 May 2020 | 23:54



digitaldraco (Mike Draco)
@digitaldraco

Many are talking online about the George Floyd protests (+8.2M social engagements to date).

People wonder if the close proximity of protestors will prompt an increase in Covid-19 cases. Some are reminding protestors to wear masks and to be as cautious as possible.



Countries that experienced low death rates without lockdown continue to draw discussion. A Newsweek article, Japan ends coronavirus with 850 deaths and no lockdown, is prompting people to talk about what restrictions were put in place there (919k social engagements to date).

People are pointing out that while Japan didn't have a formal lockdown, the country did encourage citizens to avoid closed spaces, crowds and close contact. Some skeptics question whether the way Japan counts Covid-19 deaths is accurate.



NahasNewman (Newman Nahas)
@NahasNewman

On March 26, Imperial College reiterated that mitigation w/o full lockdown would result in 25x demand on hospitals. This belief quickly become dogma; anyone who doubted it = blood on hands. t.co/i0bVEUPBAw Every data point has falsified this dogma. Esp Sweden & Japan.

Twitter 31 May 2020 | 16:53



Ania_Niemiec (bewellnaturally)
@Ania_Niemiec

Japan's clusters model of approach to dealing with covid and avoiding the three Cs—"closed spaces, crowds, and close-contact settings" (no lockdown!) - seems to have worked well. [#lockdown #covid19](https://twitter.com/covid19) Japan ends its COVID-19 state of emergency t.co/Tmp0XWK3Sy

Twitter 29 May 2020 | 18:46



UKUSpage (Bruno Walker - Covid Surviv...)
@UKUSpage

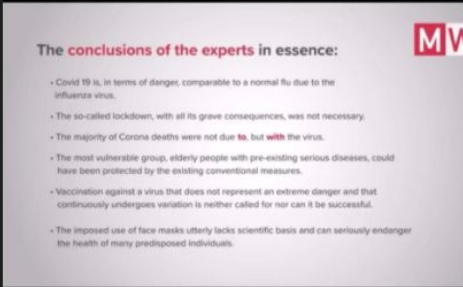
Japan have a population of 126 million people. They had/have no lock down in place. They have had 815 deaths. How is that possible with a disease that is "the most contagious disease



AgustinPardo15 (Agustin Pardo)
@AgustinPardo15

Japan ends coronavirus emergency with 850 deaths and no lockdown t.co/vHAUo2Aira

Twitter 30 May 2020 | 00:15




maryskaron (skaronmary)
@maryskaron

[@UKUSpage](https://twitter.com/UKUSpage) [@marksross](https://twitter.com/marksross) They only record actual deaths from Covid, not 'with covid' and not just 'suspected'. Imagine how low the figures would be if the UK did that but that doesnt fit the narrative. t.co/OW4VMVtLhl

Twitter 29 May 2020 | 07:26





Online discussion reflects **confusion, frustration and concern** about changing guidelines on masks, drugs that could potentially treat Covid-19, and non-Covid patients who are declining medical treatment.

The WHO guideline that masks only need to be worn by healthy individuals treating Covid-19 patients has prompted 1M social engagements to date.

People are talking online about how this information is confusing because it conflicts with other guidelines, including US CDC recommendations. Some say they don't trust the WHO, while others express frustration with how frequently guidelines change.



jerjorju (Sherelle Griffin)
@jerjorju

Anyone else confused? Healthy people should wear masks only if caring for coronavirus patients, WHO says t.co/9LlnlPpeFU via @nypost



Twitter

30 May 2020 | 08:42



kpnationalist19 (KP Nationalist)
@kpnationalist19

The #WHO has just issued new guidance that healthy people should wear masks only when 'taking care of' #coronavirus patients. End mandatory masking. #CoronavirusUSA #KAG #TWGRP t.co/ueBuiSTxCT



Twitter

29 May 2020 | 13:44



KessenaO (Brotha K) 🇺🇸 The Best Is Yet T...
@KessenaO

Not that I trust The World Health Organization anymore.. But this is something else.. WHO guidance: Healthy people should wear masks only when 'taking care of' coronavirus patients | Fox News t.co/5hli6vjOnz



Twitter

29 May 2020 | 02:50



Prana4Love (V)
@Prana4Love

Hey @CDCDirector: Why such difference with the US recommendations? This is NOT political is it now? @CDCgov @HHSgov @CAPublicHealth #COVID #facemasks Healthy people should wear masks only if caring for coronavirus patients, WHO says t.co/QOHmQDgSEW via @nypost



Twitter

30 May 2020 | 04:16



OkieNV (SD) ★★★★★
@OkieNV

So, @CDCgov which is it? Do you flip a coin on a daily basis? Mask no Mask? #WWG1WGA #OpenUpAmerica WHO guidance: Healthy people should wear masks only when 'taking care of' coronavirus patients t.co/cH3mjqa29r



Twitter

29 May 2020 | 03:54



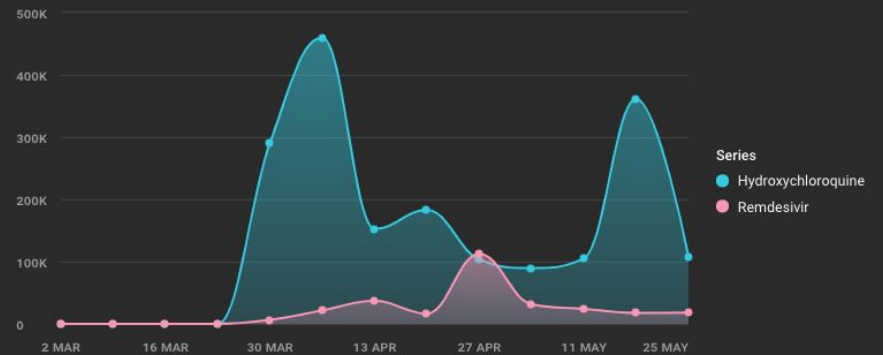
RickWahler (Inconceivable!)
@RickWahler

New #Science The World Health Organization is recommending healthy people, including those who don't exhibit COVID-19 symptoms, only wear masks when taking care of someone infected with the contagion, a sharp contrast from the

Many are reacting to news that the WHO has paused trials of hydroxychloroquine due to concerns about increased risk of death and ventricular arrhythmia. Online searches for the topic are up 5000% worldwide. Some continue to say they think the drug is effective, sharing links to research from early outpatient treatment.

People are sharing news that Remdesivir has been approved for Covid-19 treatment in the UK and Taiwan. Others are expressing frustration with how US distribution of the drug to hospitals has been mishandled.

Drug Discussion Over Time



CollignonPeter (Peter Collignon)

@CollignonPeter

Hydroxychloroquine is an unproven treatment. Clinical trials around the world are testing whether it can treat COVID-19. However, according to the TGA, "these medicines pose well-known serious risks to patients..... COVID-19 Mythbusting t.co/UKq42H81To



Twitter

30 May 2020 | 23:48



jmsjsph (James)

@jmsjsph

A detailed look at the controversial Lancet study that resulted in the World Health Organization ending worldwide clinical trials on [hydroxychloroquine](#) in order to focus on patented therapeutics.



Twitter

30 May 2020 | 23:44



hackflusher (Hackslayer)

@hackflusher



CalvaAlvaro (alvaroecalvacheb)

@CalvaAlvaro

Remdesivir durante 5 o 10 días en pacientes con

People are sharing personal accounts in retweets of a New York Times article, *Fear of Covid-19 Leads Other Patients to Decline Critical Care*. Some tell stories of friends and loved ones who refuse treatment, or who **aren't seeking medical attention for any non-Covid condition because they worry about contracting the virus in healthcare facilities**. They also say they're afraid about not being able to see loved ones in the hospital.

Medical professionals report having difficulty convincing patients to come in for treatment when they need care.



avalerehealth (Avalere Health)

@avalerehealth

New Avalere analysis finds a decline in utilization of [#oncology](#) and [#autoimmune](#) treatments across all care settings since the onset of the [#COVID-19](#) pandemic. [#ASC020 t.co/Z9ttqIbkGw](#)



Twitter

29 May 2020 | 13:51



VIKBataille (Vik Bataille)

@VIKBataille

Fear of COVID-19 leads other patients to decline critical treatment - Chicago Tribune [t.co/zhekqENYj](#) via [@GoogleNews](#)



Twitter

26 May 2020 | 10:40



ayo_wahlberg (Ayo Wahlberg)

@ayo_wahlberg

"doctors now find themselves spending hours on the phone trying to coax terrified patients to come in." Fear of Covid Leads Other Patients to Decline Critical Treatment [t.co/9D0xqeXTJM](#)



Twitter

25 May 2020 | 20:03



7NewsMelbourne (7NEWS Melbourne)



eastvillagetwt (eastvillagetwt)

@eastvillagetwt

I lost a friend today who had a severe intestinal & stomach ailment on the weekend. He died in his apartment. Alone. He did not seek care. Maybe it was an easy thing to minimize compared to other ailments. Seek care. Let people know if you're feeling ill. [t.co/lhnOFRT1Uy](#)



Twitter

27 May 2020 | 02:02



ibflore (Ioana)

@ibflore

The second and third order health consequences of delayed diagnostic procedures and fear of going to the hospital for heart attacks, heart failure, etc. are real concerns. [t.co/xsolnXg5Un](#)



Twitter

25 May 2020 | 20:40



Bob_Wachter (Bob Wachter)

@Bob_Wachter

We know many that non-Covid patients are foregoing care, risking harm & creating a huge financial hit to hospitals. My wife [@katiehafner's](#) must-read [@nytimes](#) piece [t.co/wbC2wSQGIW](#) explores sources of dread: both fear of Covid & no-visitor policies.

A Medium article, *Coronavirus May Be A Blood Vessel Disease, Which Explains Everything*, has generated over 408k social engagements to date. Many are sharing the article and similar research **suggesting that coronavirus is a vascular disease, not just a respiratory illness**. A few are optimistically suggesting that if the findings are correct, doctors may be able to effectively use drugs for vascular disease to treat Covid-19.



CaroleMyers (Carole Myers)
@CaroleMyers

@SmithDanaG @elemental Dana, can you help us understand what makes a virus that attacks blood cells more deadly for the elderly, overweight and those with respiratory illness? Would this finding affect vaccines currently being tested? Does it explain why hydroxychloroquine is dangerous?



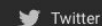
Twitter

31 May 2020 | 21:37



GagaJans (Warrior Jan)
@GagaJans

40% of deaths from Covid-19 are related to cardiovascular complications, and the disease starts to look like a vascular infection instead of a purely respiratory one. t.co/obPm9ZXUdq



Twitter

30 May 2020 | 22:48



lusadler (Lu Sadler)
@lusadler

"The good news is that if Covid-19 is a vascular disease, there are existing drugs that can help protect against endothelial cell damage...the use of statins and ACE inhibitors were linked to higher rates of survival."



Twitter

30 May 2020 | 20:03



medpie1 (Barbara Lock)
@medpie1

Happy that others are talking about COVID-19 as a vascular disease. What else imperils blood vessels? Hypertension, dyslipidemia, poor collagen cross-linking. Maybe: manage BP, optimize lipids, add vitamin C to diet? Health



nyphospital (NewYork-Presbyterian)
@nyphospital

Are **#COVID19** patients more likely to suffer from blood clots? Dr. Joshua Willey, a vascular neurologist at **#NYP/@ColumbiaMed**, spoke with **@NY1noticias** about how the disease caused by the novel **#coronavirus** can lead to a fatal stroke: t.co/nqdkOK8c41 **#KnowStrokeNYP** t.co/N65OWrTyl1

The high cost of medical care for Covid-19 patients in the US is prompting discussion. People are sharing links to crowdsourced funding platforms to support patients. Others are reacting to news that one patient received a hospital bill for \$840k for treatment.

The cost of testing is causing confusion. Some people are complaining about receiving bills for tests they believed were free and paid for by the government.



BeaulieuBap (Baptiste Beaulieu 🌈)

@BeaulieuBap

Ah ben 840 000 dollars l'hospitalisation pour avoir attrapé le COVID19. À quel moment on peut entériner dans les esprits des conneries comme « USA, plus grande démocratie du monde » ? Comment ça arrive des mensonges collectifs comme celui-là ?



Twitter

31 May 2020 | 05:58



BitchyWitch9 (BitchyWitch *Ashley's Au...

@BitchyWitch9

This gofundme for a 102 year old woman's covid-19 hospital bill has gotten no love! Pls share!

t.co/ApnAh2ZKpf



Twitter

31 May 2020 | 01:58



CDeHarde (Christopher DeHarde)

@CDeHarde

\$840,386.94 A Colorado high school teacher's first itemized bill from fighting Covid-19. Not including his wife's trips to the emergency room when she was fighting the disease or his three weeks at a rehab hospital. Jesus. Christ.



Twitter

30 May 2020 | 21:07



seeby (Seeby)

@seeby

A million dollar hospital bill for surviving Covid!



t.co/1lJfJbKT2F



Twitter

30 May 2020 | 10:09

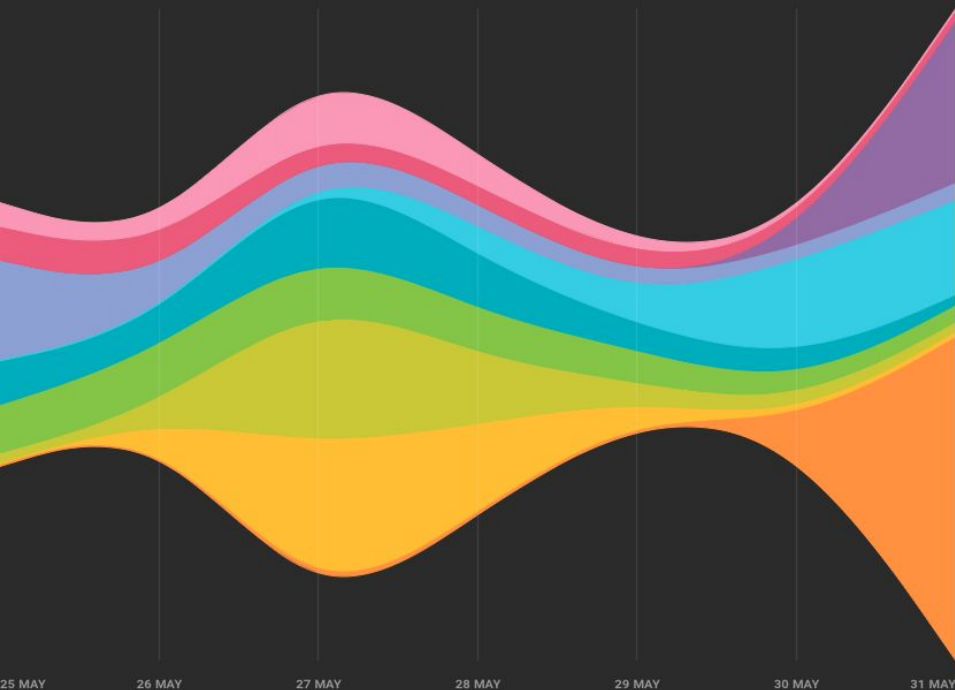


TweetAtAndrew (Andrew Frawley 🌩)

@TweetAtAndrew

Just got a sweet \$7k hospital bill for trying to get COVID tested in March in NYC. Insurance did not cover any of it Anyone know how I can make this not a \$7k bill i am liable for. Thought testing was free????

Trending themes (excluding news)



Topics

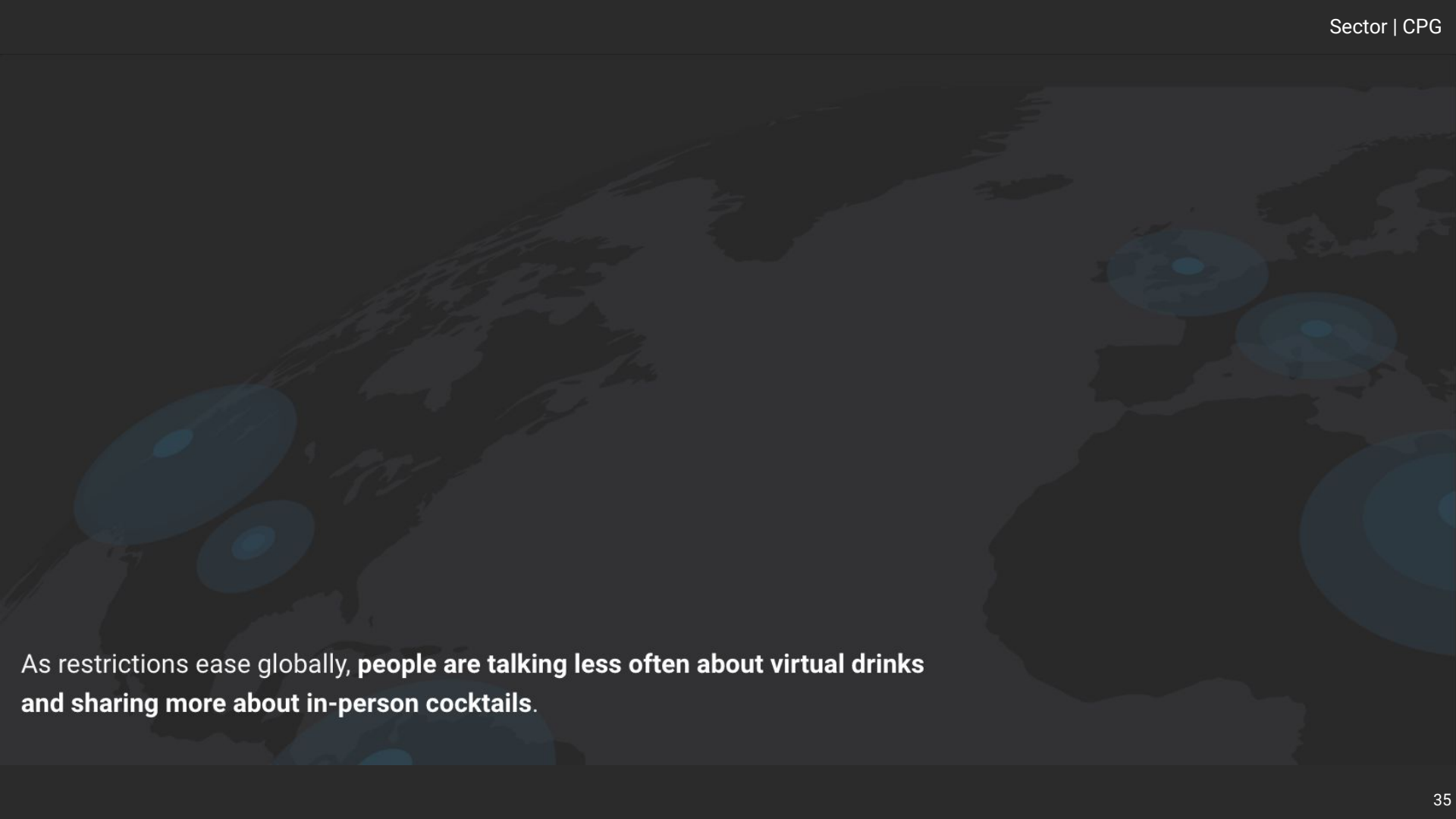
- health care professionals
- New Zealand
- new cases
- Covid patients
- New York
- police officers
- Health care workers
- working at the medical tent
- #COVID19 patients
- Andrew Cuomo

Top sites globally

		VOLUME	CHANGE
1	twitter.com	2.99M	↘ 16%
2	reddit.com	164.5K	↘ 38%
3	tumblr.com	130.15K	↘ 7%
4	instagram.com	40.46K	↘ 10%
5	whattoexpect.com	13.74K	↗ 22%

Emerging organizations in discussion

Barcelona	Apple	New York Times
	Congress	GlaxoSmithKline
Harvard	Congressional	Ministry

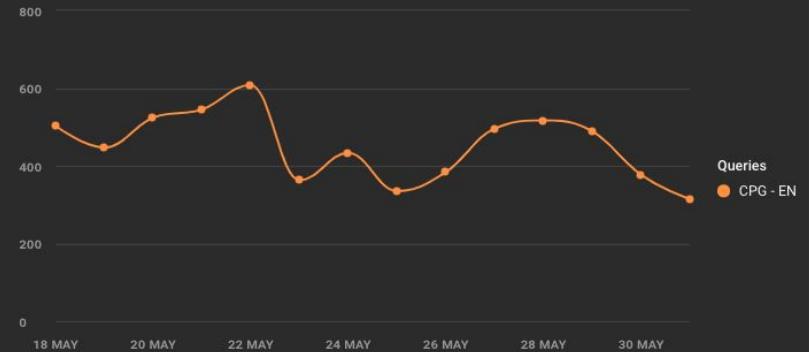


As restrictions ease globally, **people are talking less often about virtual drinks and sharing more about in-person cocktails.**

People are increasingly sharing photos enjoying in-person drinks with others. A tweet featuring a fence that converts into a shared table to facilitate drinks between neighbors went viral (over 4k retweets).

Within online alcohol conversation, consumers are increasingly talking about to-go cocktails, cocktails jugs, and cocktail kits. **Consumers are positively discussing support of local businesses and new and interesting experiences with others.**

Virtual drinks over time



acm_redfox (acm)
@acm_redfox

Best quarantine development: to-go cocktails. Spouse got a pair in mason jars for my birthday -- gin, lemon, cucumber, lime, a summer delight; add your own ice.



Twitter

30 May 2020 | 21:12



AWeaverWrites (Amanda Wear Your Ma...)
@AWeaverWrites

Because they've lifted the ban on carry out alcohol, Brooklyn's slowly turning into New Orleans. Everybody who's walked passed my house has been carrying a cocktail in a to-go cup.



Twitter

30 May 2020 | 21:05



mwra (Mark Anderson)
@mwra



SouthAfrica_1 (End the lockdown to sav...)
@SouthAfrica_1

tobacco products **higher risk**
 tells people **surgical masks**
 #smoking **World No Tobacco Day** **cigarette smoking**
 #notobacco #tobaccoexposed #tobacco
 COVID-19 pandemic #futuris #worldvapeday #covid #staysafe
 #covid19  **smell cigarette smoke** #coronavirus
 tobacco smoking #worldnotobaccoday #wntd2020
 time to quit **Smoking** #speakout **studies show**
 tobacco industry **Smoking cigarettes**
 tobacco harm reduction

“World No Tobacco” day was May 31st and people advocated online for reducing or quitting smoking. Many also called for tighter tobacco control from authorities. Those who advocated for the initiative shared news about smokers spreading Covid-19 infection via shared cigarettes.

At the same time, many smokers are saying they unsuccessfully tried to quit smoking during the pandemic. **Some are admitting to consuming more cigarettes due to increased anxiety during lockdown**, supported by reports that millions are smoking more amid the coronavirus crisis.



Tracy80320889 (Tracy)
@Tracy80320889

@PresidencyZA @CyrilRamaphosa Please unban cigarettes today. Look at all the studies regarding smokers and Covid.



Twitter

31 May 2020 | 08:34



camposfabricios (Dr Fabrício Campos)
@camposfabricios

"These observations make it clear that cigarette smoke increases ACE2 expression; however they do not provide an explanation for how smoking exacerbate COVID-19. Despite this uncertainty, there are many other good reasons not to smoke cigarettes." t.co/V9ZEBhh14U



Twitter

31 May 2020 | 03:33

**Make
every day**



Dieter84712500 (Dieter)

Funfetti cake is a trending theme online this week (1.8k posts).

Many are discussing making funfetti cakes for birthdays. Others are saying funfetti is nostalgic for them as it was a favorite childhood treat. Photos of finished products, tutorials, and recipes are often shared.



lauriekeith (Laurie Keith)
@lauriekeith

Today is my birthday and my friend Marc bakes



spookyminds (spook ☐)
@spookyminds

it's bennys 11th birthday today so i made him a

Stocking up on frozen food resurfaced in online discussion this week (1k posts). Busy consumers who relied on eating out pre-pandemic are sharing that frozen foods present a quick and easy solution to meal prep.

Although many are talking about frozen comfort food such as french fries and pizzas, others are actively seeking healthy frozen meal choices. Searches for “healthiest frozen meals” increased by 60% last week.



ButchyBanana (The Spectre of Monoga...

@ButchyBanana

picking the depression quarantine meal be like:
frozen french fries or frozen pizza 4 today?



Twitter

29 May 2020 | 15:09



welovejereoid (rose | jereoid fan acc)

@welovejereoid

@taky4 this is the best !!!! if u like this u might like the cauliflower curry bowl from healthy choice ! it is in the frozen food section ☑️🌿



Twitter

28 May 2020 | 20:34



realdezyblaze (Big Lettuce)

@realdezyblaze

i need a link on the frozen zapps food...voodoo
pickle chips need to be in my air fryer by 5pm



Twitter

27 May 2020 | 13:24



thegoalkeeper (Jonathan Tannenwald)

@thegoalkeeper

On this day when we're supposed to have pizza and beer for dinner, I had pizza and beer. It was frozen pizza and bottled beer, but during a global pandemic when not going to the beach in hordes saves lives, it was still pizza and beer.



Twitter

25 May 2020 | 23:38



vivianphung (Vivian Phung)

@vivianphung

On the note of food, you need to eat. Do you plan to cook? If so, do you have groceries & time to cook everyday? If not, consider alternatives like frozen food & meal prepping. Before the pandemic, I relied on work / dorm food or eating out. & ofc that's not realistic now.



Twitter

25 May 2020 | 22:44

People are talking about girls and women impacted by shortages of feminine hygiene products during the pandemic, particularly in the UK and Australia.

Some women are sharing that the shortage has motivated them to try reusable menstrual products such as cups or washable pads.

Many are saying feminine products are just “as essential as toilet paper” and they advocate for better access to to solve for “period poverty.”



CorinnaTurbes (Corinna Have you done ...

@CorinnaTurbes

As you donate to food shelves and other places, consider including menstrual hygiene products



Twitter

31 May 2020 | 12:45



DenitaBiyanda (Denita Utami)

@DenitaBiyanda

One respondent reported using reusable pads during the pandemic, so she did not have to leave home to get access to menstrual products. via [@ureport_id](#) [@UNICEFIndonesia](#) [#MHDAY2020](#) [#PeriodsinPandemics](#) [#menstrualhygiene](#) [#menstrualhealth](#) [@MHDAY28May](#) t.co/vseXtzqXCq



Twitter

29 May 2020 | 01:15



emmikristiina (Emmi Anttila)

@emmikristiina

Women and girls do not stop having their periods during pandemics. Access to menstrual hygiene products and information is essential even during lockdowns. [#MHDAY2020](#) [#PeriodsinPandemics](#) [#ItsTimeForAction](#)



Twitter

28 May 2020 | 16:47



seniority (Leah Senior)

@seniority

This is just like the toilet paper shortage we all lived through, only with bikes. (And don't even get me started on the tampons. We don't talk about it.)



Twitter

28 May 2020 | 15:01



NigelKingsRoad (Nigel King)

@NigelKingsRoad

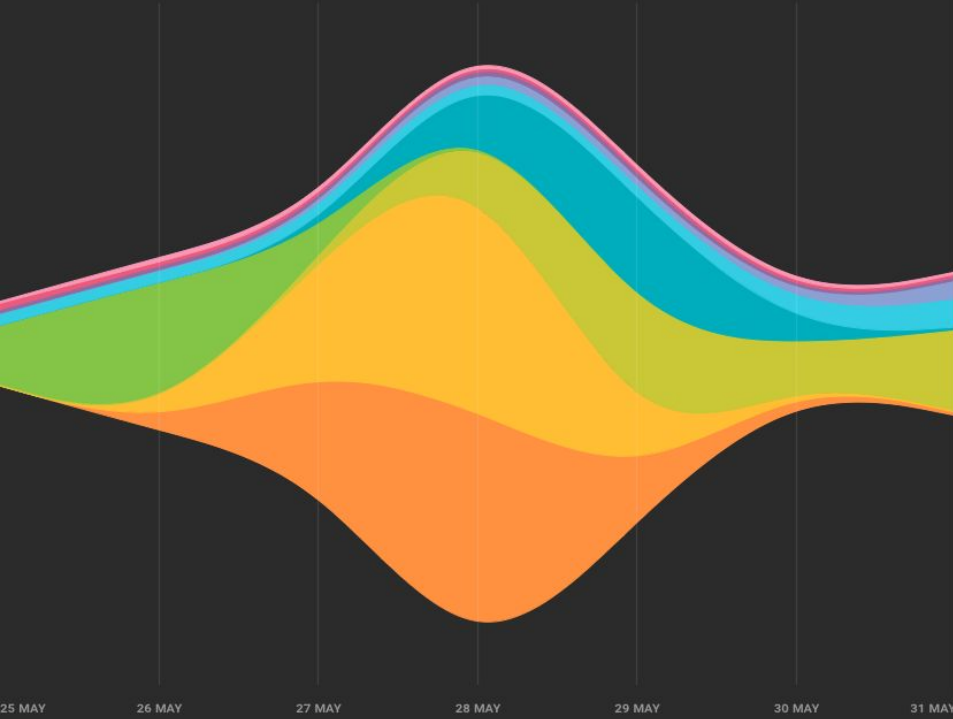
A shortage of period products is faced by millions of women. Binti can offer all women menstrual dignity. Please donate £3.00 by texting PADS4ALL to 70331 t.co/BHBmdPczRR [#PeriodDignity](#) [#BintiPeriod](#) [#MHDAY2020](#)



Twitter

28 May 2020 | 11:07

Trending themes (excluding news)



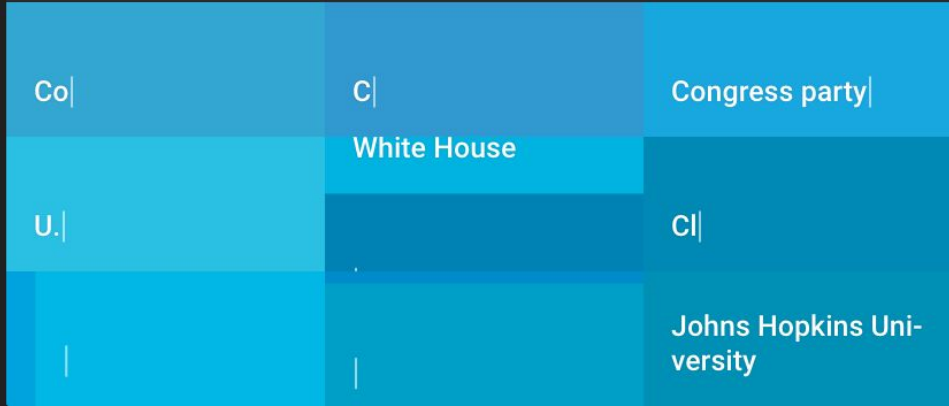
Topics

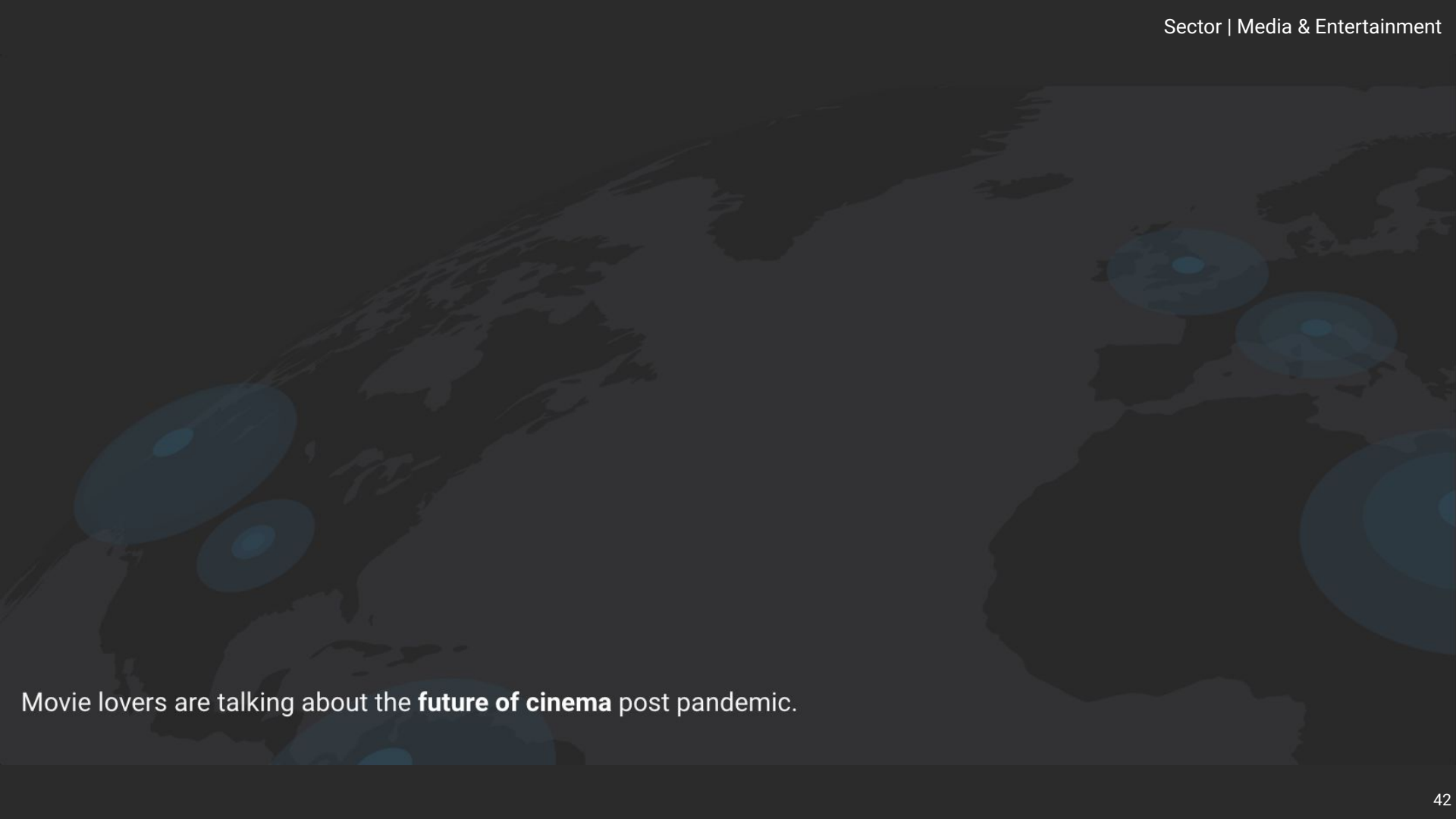
- black people
- people protested
- wear masks
- GREAT CLIPS
- Cover your face
- hand sanitizer
- 103-year-old
- hair cut
- wash your hands
- hair salons

Top sites globally

		VOLUME	CHANGE
1	twitter.com	171.76K	↘ 7%
2	tumblr.com	26.72K	↗ 16%
3	reddit.com	17.94K	> 0%
4	instagram.com	9,923	↘ 54%
5	hotukdeals.com	2,290	↘ 83%

Emerging organizations in discussion





Movie lovers are talking about the **future of cinema** post pandemic.



Many are hoping that cinemas will be able to reopen and function normally by July in anticipation of the Tenet and Mulan releases, saying they really miss going to the theater with friends.

Others are doubtful any movie will be successful if cinemas can't operate at full capacity. **Most consumers are saying it's still too risky to go to the movies this summer, even with safety measures in place.**



JonGoeldner (Jonathan Goeldner)

@JonGoeldner

[@hottrashboy](#) [@AMCTheatres](#) I agree, there's no way in hell I'm stepping inside a theater - period - so I miss 'Tenet', it ain't the end of the world, I'll wait for the 4K UHD, if Warner's won't budge in not moving the movie to another further date.



Twitter

29 May 2020 | 14:29



bettercallmal (T v W)

@bettercallmal

Can't wait for [@cineworld](#) to reopen to be honest I've booked a few days off work in July. Something confirmed and to look forward to ey? Anyone fancy a socially distant trip to cinema in July? I can already taste the Nachos.

t.co/7va1wJIZ8r



Twitter

29 May 2020 | 11:59



MikeHefesi (Mike Hefesi)

People are talking about the HBO Max streaming launch this week (3.2k posts). Most conversations discuss its notable absence from Roku and Amazon Fire TV offerings. Others are discussing its lack of content compared with competitors. Customers say they're confused about the differences between GO, Now, and Max.

Jeffrey Epstein: *Filthy Rich*, streaming on Netflix, is gaining online traction (1k posts). People are calling it "appalling" and "wild." Viewers are expressing both anger and sadness after watching, but are still recommending it as "a must watch".



As concerts are canceled or rescheduled for the foreseeable future, ticket refunds are generating polarized discussion (4.4k posts).

While some are saying they received their refunds quickly, many others are complaining they've been waiting for their money to be returned for a quite a while.

Others are calling for organizers to make official announcements, expressing it is unacceptable to leave the concert status unclear. Billie Eilish, BTS, and Harry Styles are the artists mentioned most often.



HelenWoo83 (Helen Woodward)

@HelenWoo83

[@julieclare1985](#) [@Ticketmaster](#) [@LittleMix](#)
[@julieclare1985](#) which concert was yours booked for? My sister in law was Huddersfield and had her refund about 3 weeks ago. I was Carlisle and heard/had no contact since the initial email.



Twitter

30 May 2020 | 09:37



producerbri (BRI~)

@producerbri

[@naimamahamud_](#) Exactly then telling us to donate like wtf we broke asf right now half of y'all won't even give us refunds for the concert tickets we bought 🤔



Twitter

30 May 2020 | 08:53



MorphColin (colin)

@MorphColin

[@welshrunningdad](#) [@TicketmasterCS](#) I had tickets for the same concert, applied for refund via the TM website on day of postponement, money arrived back today.



Twitter

30 May 2020 | 07:48



WarnerMusicU (Warner Music U)

@WarnerMusicU

when you thought you were broke but that concert refund hit your account >



Twitter

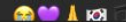
30 May 2020 | 05:32



ladyoetsuzy (Suzy)

@ladyoetsuzy

Hi [@BigHitEnt](#) can you please update to the Army's about when is [@bts_bighit](#) going to go back to concert schedule? and if no concert then how can the Army's get refund on the concert tickets? Thank you and [#Godbless](#) the company



donnag8408 (Donna G)

@donnag8408

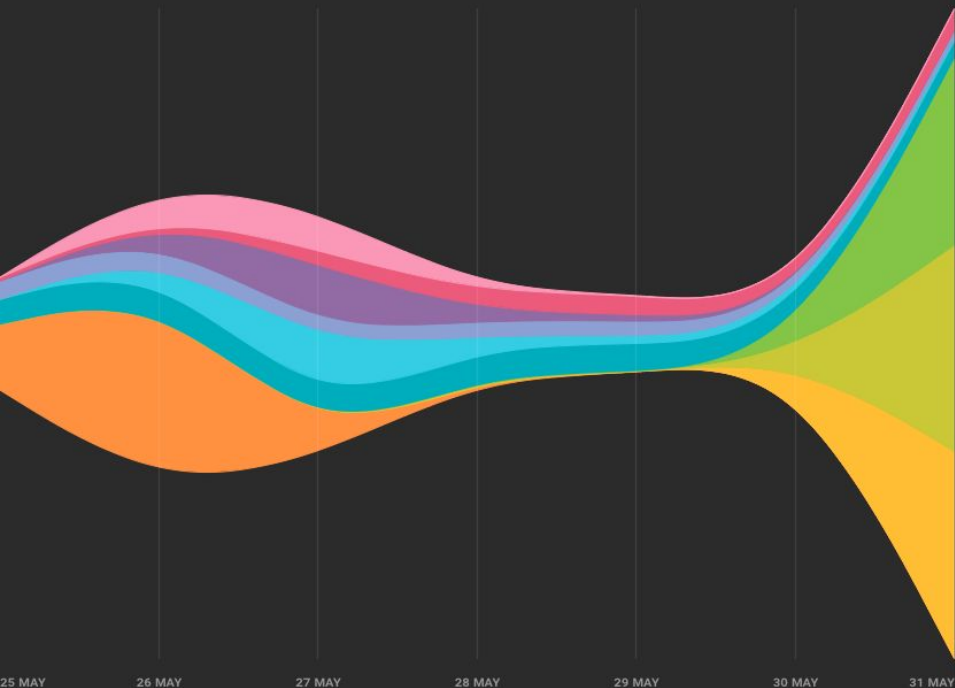
[@kinsellawarren](#) I'm waiting for refunds for concerts and hockey tickets. It's frustrating, but if you purchase something that is cancelled, you should get a refund. Not be forced to take a credit.



Twitter

30 May 2020 | 03:35

Trending themes (excluding news)



Topics

- GREAT CLIPS
- Confirmed UFO sightings - Murder Hornets
- WW3 scares
- death - Australia burning
- new podcast
- killed by police
- Apple Podcasts
- Black people are being disproportionately killed
- global pandemic
- listens 2 a podcast

Top sites globally

		VOLUME	CHANGE
1	twitter.com	1.26M	↗ 13%
2	tumblr.com	181.3K	↗ 3%
3	reddit.com	122.52K	↗ 3%
4	instagram.com	75.19K	↘ 8%
5	sheetmusicplus.com	15.27K	↗ 68%

Emerging organizations in discussion

Villa|

Walt Disney World|

Skype

Google|

Facebook|

HBO Max|

Skype|

Newcastle

Space Co|



People are talking online about damages incurred by retail businesses during protests about the death of George Floyd.



Consumers are upset about retailers closing due to police brutality protests in the US, as it further limits access to groceries and other essential items, compounded with lockdown restrictions.

Many are especially concerned about mom and pop stores and local businesses, saying they've already been hurt financially by the pandemic.



SalAlbaneseNYC (Sal Albanese)

@SalAlbaneseNYC

The pandemic has wiped out millions of small businesses the looting & rioting will finish off many more. It won't be the corporate giants but the mom & pop stores many owned by immigrants scratching out a living



Twitter

31 May 2020 | 23:26



MustacheTommy (Tommy Mustache #...

@MustacheTommy

Year 2020 is literally starting off on fire 🔥🔥🔥, but the wrong type of fire. What else can possibly go wrong in 2020? In America, before you can't go to the stores because they were closed down due to Covid-19. Now you can't go to the stores because they had been looted.



Twitter

31 May 2020 | 16:28



RobertPLewis (Robert Patrick Lewis)

@RobertPLewis



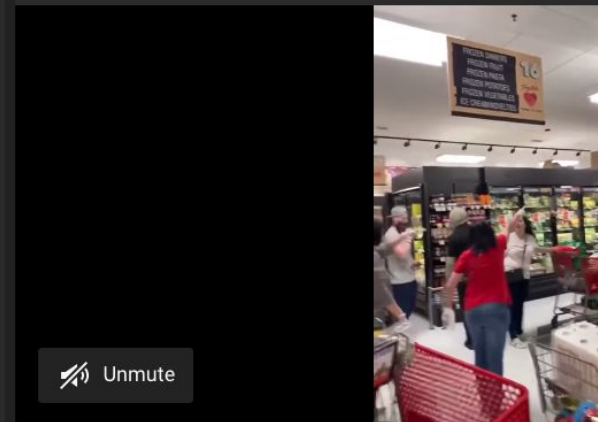
BeerSop177 (Bucker Same Attender)



As more stores and malls prepare for reopening, in-store mask policies continue to be a controversial topic.

More shoppers are reporting that the majority of people are not wearing masks in grocery stores and retail spaces. **Many buyers are saying they will not return to stores that do not enforce safety measures.**

An incident filmed in a New York Shoprite went viral this week, generating nearly 1 million views on Facebook. The video showed a woman without a mask chased out of the store by an angry mob.



Unmute

People are discussing problems returning items to stores and complaining about retailer return policies (1k posts).

Online shopping customers are reporting high return fees, long wait times for responses and refunds, as well as technical issues accessing return pages online.

The general sentiment in online conversations is that returning an item should be as easy as purchasing it in the first place.



RajatKa15602365 (Rajat Kaushik)
@RajatKa15602365

@AmazonHelp my problem is not based on delivery , i got missing product ,it got picked for return and now my new item is not getting dispatched or refunded



Twitter

30 May 2020 | 11:36



C_D_Hardy (Christopher Hardy)
@C_D_Hardy

@carolyncct @ArgosHelpers Had exactly the same problem @carolyncct -was trying for weeks to return faulty **item**.they were initially refusing to allow me return/reject the item-but seem to have amended their policy **now.only** solution I found was to queue in the live chat as soon as it opens @8:30.good luck



Twitter

29 May 2020 | 11:13



mohitkannu (Mohit Batra)
@mohitkannu

I told u 100 times I haven't receive any update the last update was it's a non returnable mosquito racket so can't help in return or replacement. Why should I suffer for this defected item I can't wait anymore have to escalate on consumer court.



Twitter

28 May 2020 | 11:50



GrayEilidh (Eilidh Gray)
@GrayEilidh

@nextofficial I'd like to return an item I ordered online, but as it only cost £7, and have already paid £3.99 delivery, I don't want to then pay another £2 for it to be collected by courier. Can I wait until stores are open to return this?



Twitter

28 May 2020 | 02:42



jessdownard (Jess)
@jessdownard

I personally use it so I can try items before I buy. If I return something, I would normally have to wait a week or 2 to get my money back for an item I didn't even keep



Twitter

27 May 2020 | 15:43

People are talking online about buying a trampoline as a “random decision” to stay fit while enjoying some fun in the backyard. Many of those talking about purchasing trampolines mention families. Searches for “trampoline sprinkler” increased 110% last week.

Hot tubs are another trending topic online. People continue to talk about enjoying at-home pools and accessories. Searches for “pool floats & loungers” increased 80% in the last month.



AjbakePlays (AJBake Plays | Quantum ...)
@AjbakePlays

if you guys think I'm going to spend money on an adult-sized lapras pool float, you are absolutely correct t.co/dXZG13K4vM

Twitter 30 May 2020 | 13:34



EmilyLBlyth (Emily Blyth)
@EmilyLBlyth

Good start to our quarantine wedding weekend, @JamesMorrisonOK new live album, Gin, hot tub and sunshine...may not be what we planned but it's pretty damn good 🥰🍷❤️ #May2020Bride #QuarantineWedding t.co/jgvqqg0Yuly

Twitter 29 May 2020 | 14:41



Maryjwilde (MJ)
@Maryjwilde

I'm 100% buying a hot tub or pool of some sort during quarantine & putting it in my back yard. Judge me if you want but I need some sort of summer normalcy

Twitter 27 May 2020 | 16:55

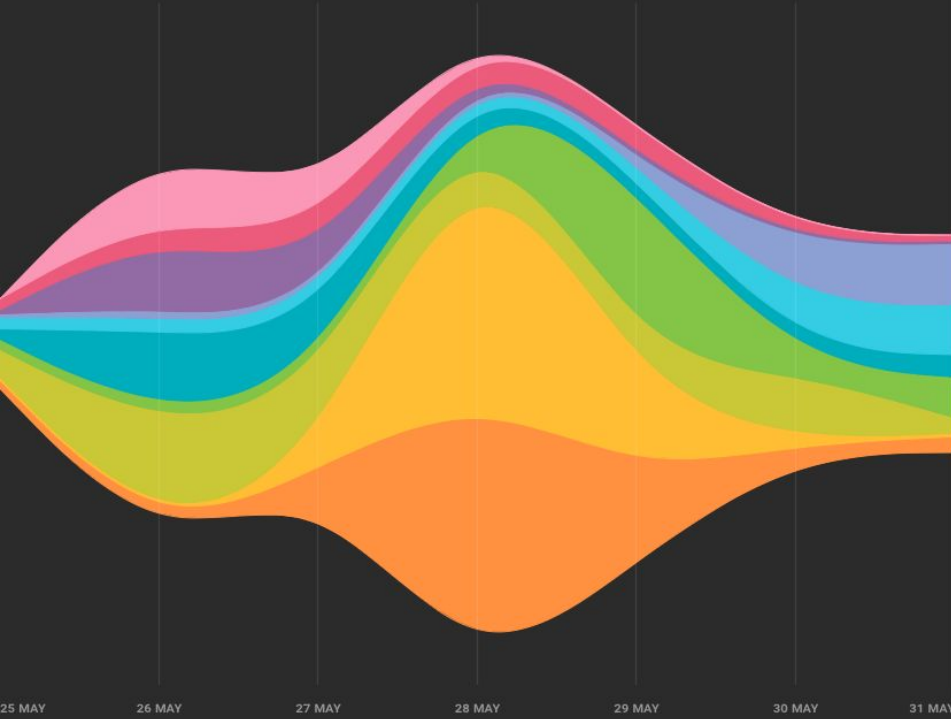


kimjong_uoeno (:(
@kimjong_uoeno

Thinking about buying a trampoline so I can fling myself off of it and slam into the earth

Twitter 27 May 2020 | 16:25

Trending themes (excluding news)



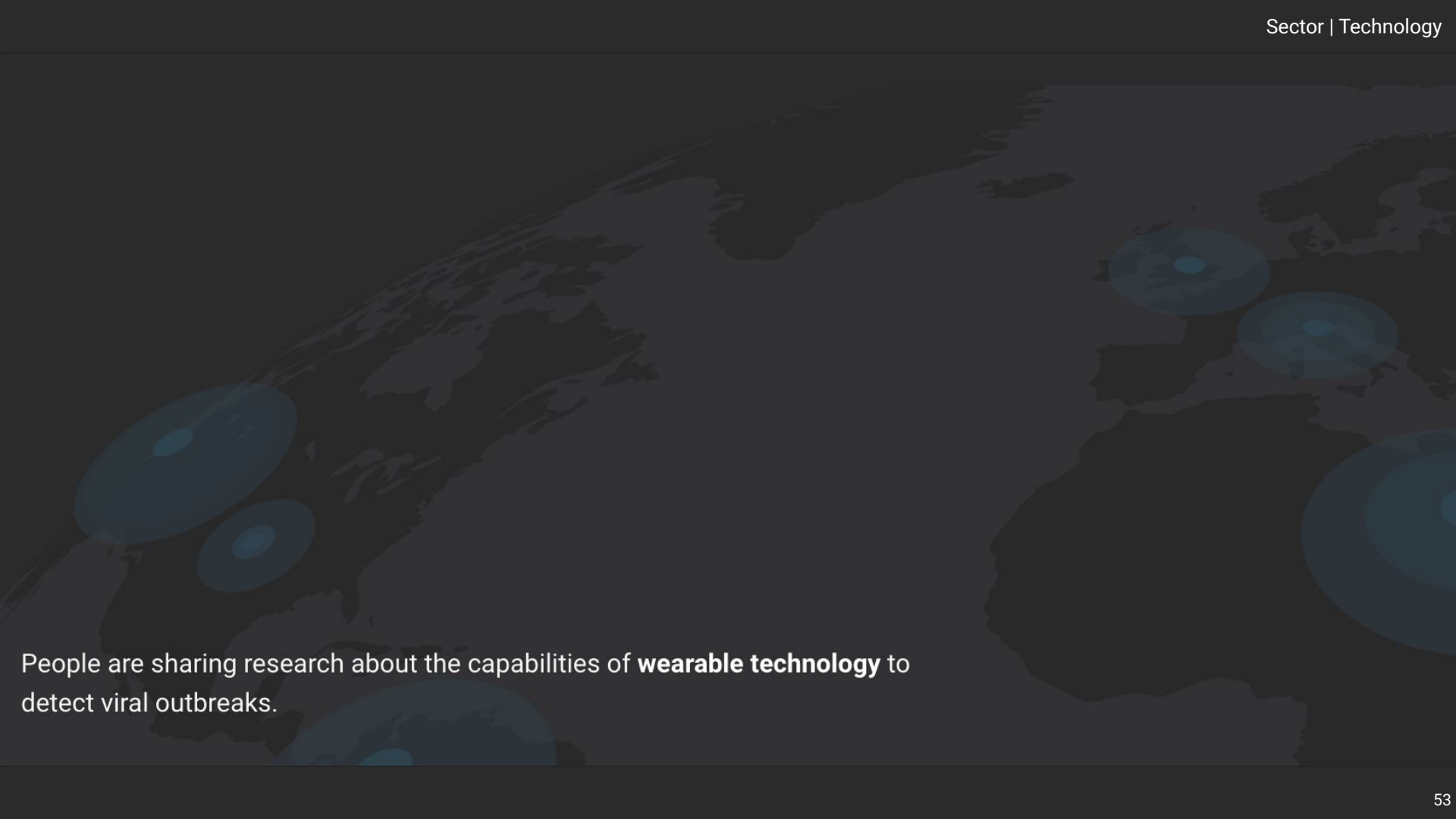
- Topics**
- wear masks
 - big box stores
 - grocery stores
 - wearing masks
 - small businesses
 - wear a mask
 - shopping malls
 - Home Depot
 - retail stores
 - true Covid19

Top sites globally

		VOLUME	CHANGE
1	twitter.com	362.98K	↗ 9%
2	tumblr.com	38.55K	↗ 2%
3	reddit.com	30.53K	↘ 30%
4	instagram.com	15.65K	↘ 10%
5	mumsnet.com	5,725	↗ 53%

Emerging organizations in discussion

Ali	Digital Marketing	Al
N	Walm	Se
Dig		J



People are sharing research about the capabilities of **wearable technology** to detect viral outbreaks.

People are **sharing research that wearables like Fitbit and Oura can spot coronavirus symptoms several days before people wearing them realize they're sick.**

Some are tweeting about their participation in DETECT, a research study testing whether smart watches and fitness trackers can help detect viral outbreaks.



Unmute

accurately so that we can put out an alert. It's real-time. It's continuous. It's



SusanAbe9 (Susan Sam Abe (Buddhist ...
@SusanAbe9

Wearable tech can spot **#COVID** coronavirus symptoms before you even realize you're sick
[#FitBit t.co/0o96tr4v2Q](https://t.co/0o96tr4v2Q)



Twitter

31 May 2020 | 02:08



liberobiz (Dragan Krzanovic)
@liberobiz

A smart wearable can spot COVID three days before symptoms appear **#Futurism** via
t.co/fPivbitNAV t.co/7UxR4K26TN



donchartier (Learn from the Spanish Flu)
@donchartier

I joined the DETECT study to help researchers figure out whether data from smartwatches and fitness trackers can spot viral outbreaks like COVID-19. If you have an Apple Watch, Fitbit, or other wearable, please check out
t.co/weNySTUeL5




Twitter

30 May 2020 | 22:00



Frost_Sullivan (Frost & Sullivan)
@Frost_Sullivan

Suggested: Is CORONAVIRUS Delaying A NEW IPHONE? | Mashable... 

Info



But sanitizing our phones so we don't promise the benefits of handwashing



Unmute

Many are sharing online news about how UV light technology can kill the coronavirus on surfaces. A story about Japanese technology being tested in New York subways has generated 100k social engagements to date.

Some say they're excited about how this technology could make subways and airplanes safer. Others wonder if the UV light is dangerous for people.



CNET (CNET)

@CNET

UV light sanitizers are popping up as the answer to killing coronavirus on our hands and phones, but consumer devices may have more risks than they're worth. t.co/hQINAPsw9



Twitter

30 May 2020 | 17:20



jennalynn_84 (❤️·jennalynn·❤️)

@jennalynn_84

UV lights developed at BU kill coronavirus on surfaces, in air. Well damn! t.co/t95PtWunUH



Twitter

30 May 2020 | 12:51



CarlaShivener (Carla Shivener)

@CarlaShivener

Dear @Apple: Can you make the flashlight on our iPhones emit UV light so we can zap the Covid

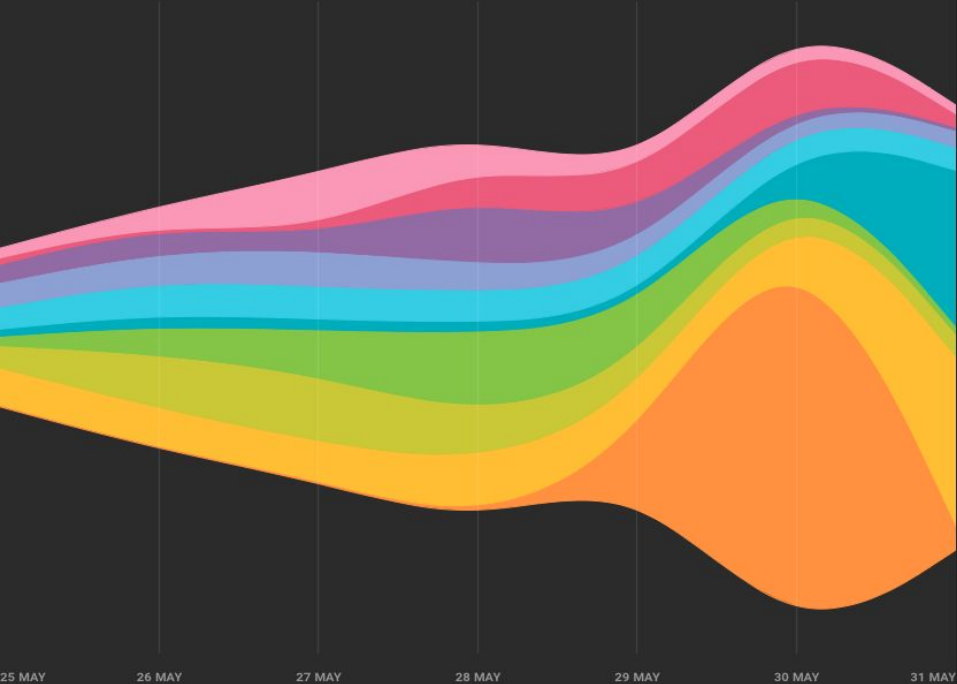


wasiurc (Wasiur RC, MDS)

@wasiurc

All my dental colleagues discussing their new shopping lists for post-COVID dentistry- HEPA filters, UV lights, Extra oral suction devices, outer space dental clinics with artificial gravity. The

Trending themes (excluding news)



Topics

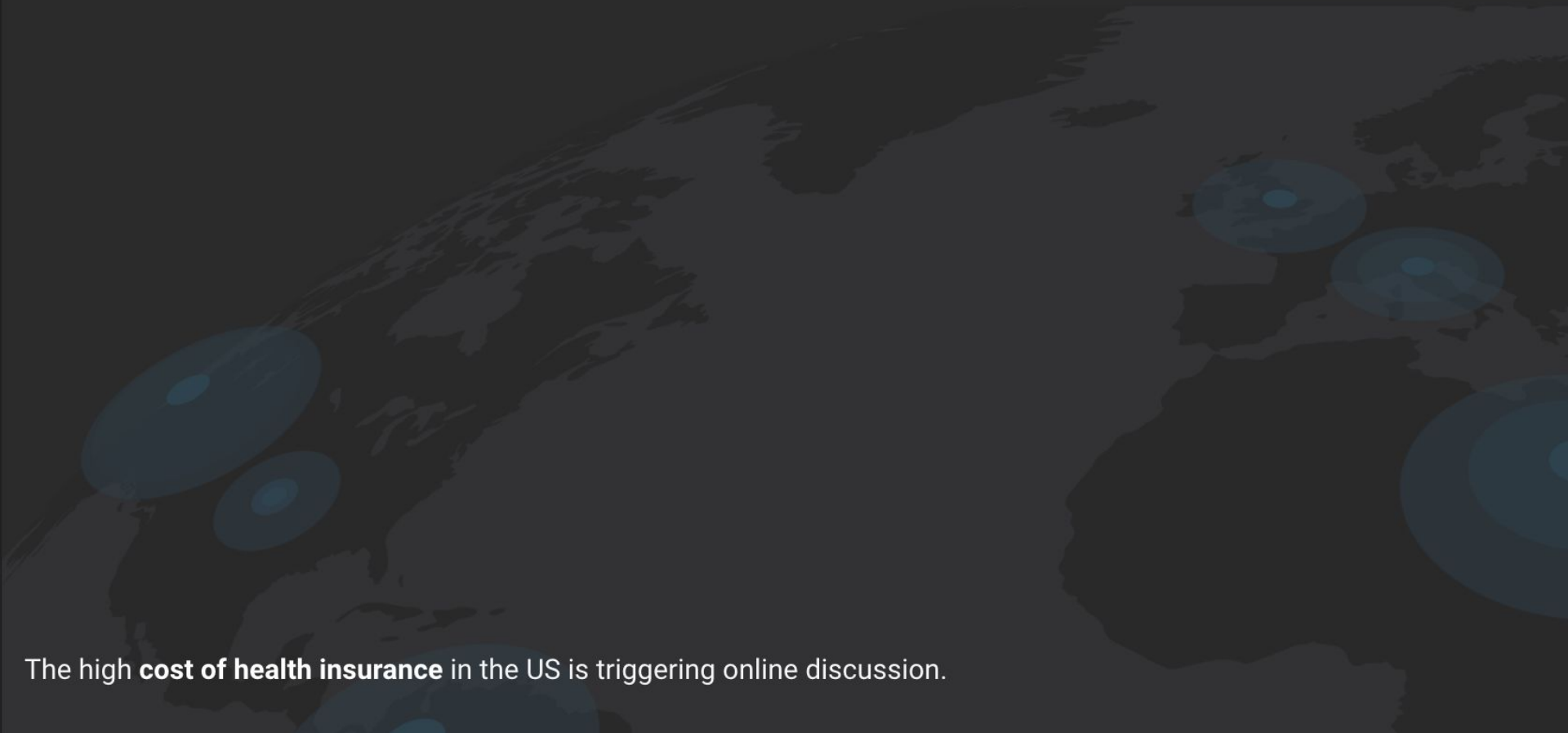
- make people
- social media
- contact tracing app
- big tech
- due to COVID-19
- working from home
- work from home
- Dominic Cummings
- track and trace app
- phone calls

Top sites globally

		VOLUME	CHANGE
1	twitter.com	995.8K	↘ 5%
2	tumblr.com	132.06K	↘ 2%
3	reddit.com	128.63K	↘ 9%
4	instagram.com	24.81K	↗ 2%
5	4channel.org	14.12K	↘ 30%

Emerging organizations in discussion

Clearvie	Samsung	Google
Samsung	FaceTime	Brex
Star	Sephora	Clearview



The high **cost of health insurance** in the US is triggering online discussion.



Unemployment is the most searched for news topic in the US in 2020. Within social discussion about unemployment, many are talking about the **loss of employer-sponsored health insurance and the high cost of obtaining a new plan.**

People are sharing links to information about the special Affordable Care Act enrollment period for laid off workers and its approaching deadline. Some are criticizing the ACA for not providing free healthcare to all who need it.



DavidTFerree (David Ferree)

@DavidTFerree

One month after turning 40 I lost my employer sponsored health insurance. Now I can't afford to get a prescription refilled. [#pandemic](#)



Twitter

2 Jun 2020 | 12:37



allytncat (Ally 🍒🐱)

@allytncat

ohhh also got a letter in the mail telling me my health insurance premium will be \$515 a month moving forward thru COBRA because I lost my job



DemelloKrystie (Krystie DeMello)

@DemelloKrystie

Today isn't about me, anymore than it's about millions of us struggling so much right now. I lost my job tonight. Because I've been sick so long they can't hold it open anymore. My health insurance goes with it. I feel like I don't even know which things I'm grieving anymore 2/



Twitter

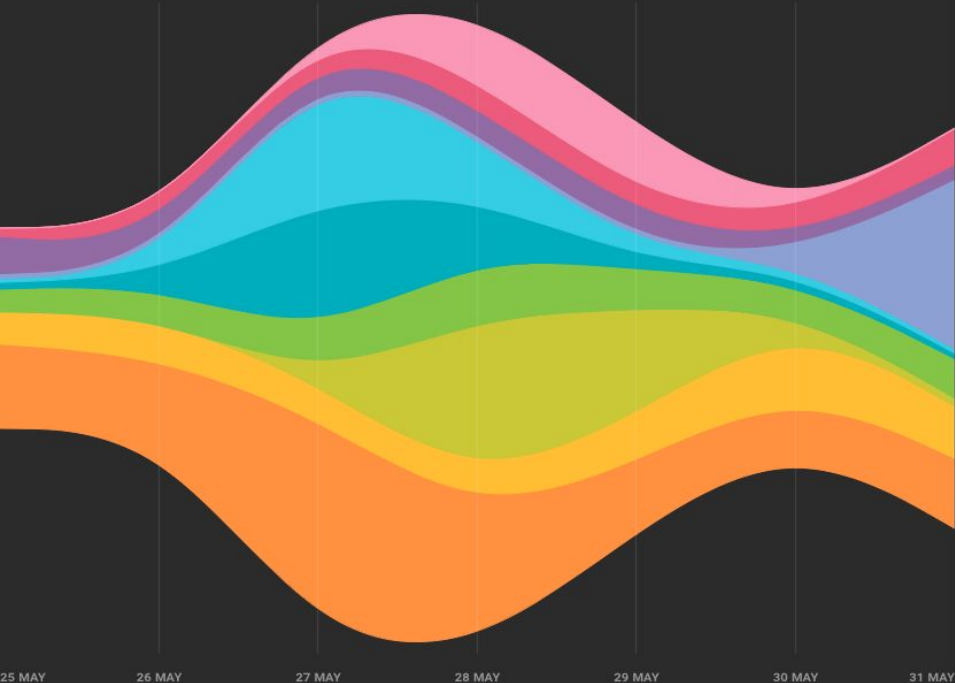
2 Jun 2020 | 05:22



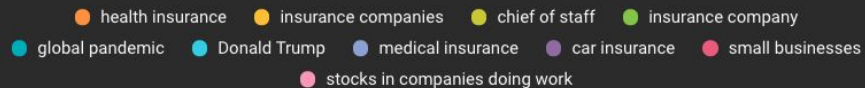
LlaroldLive (Your Stolen Goods Are Now...)

@LlaroldLive

Trending themes (excluding news)



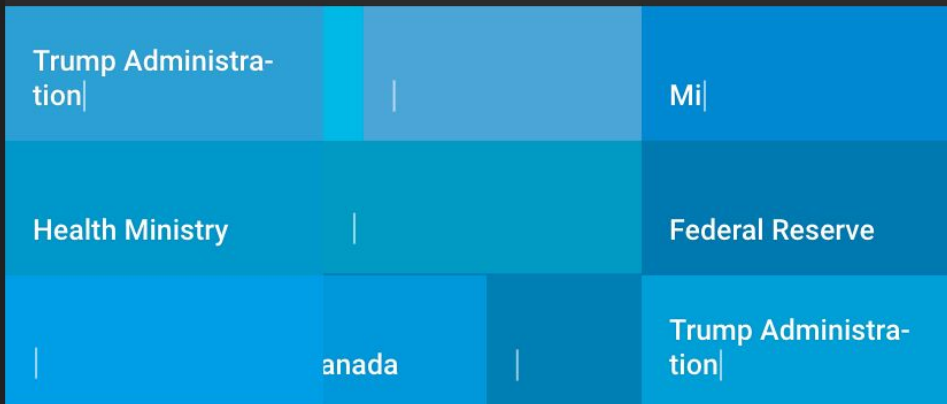
Topics

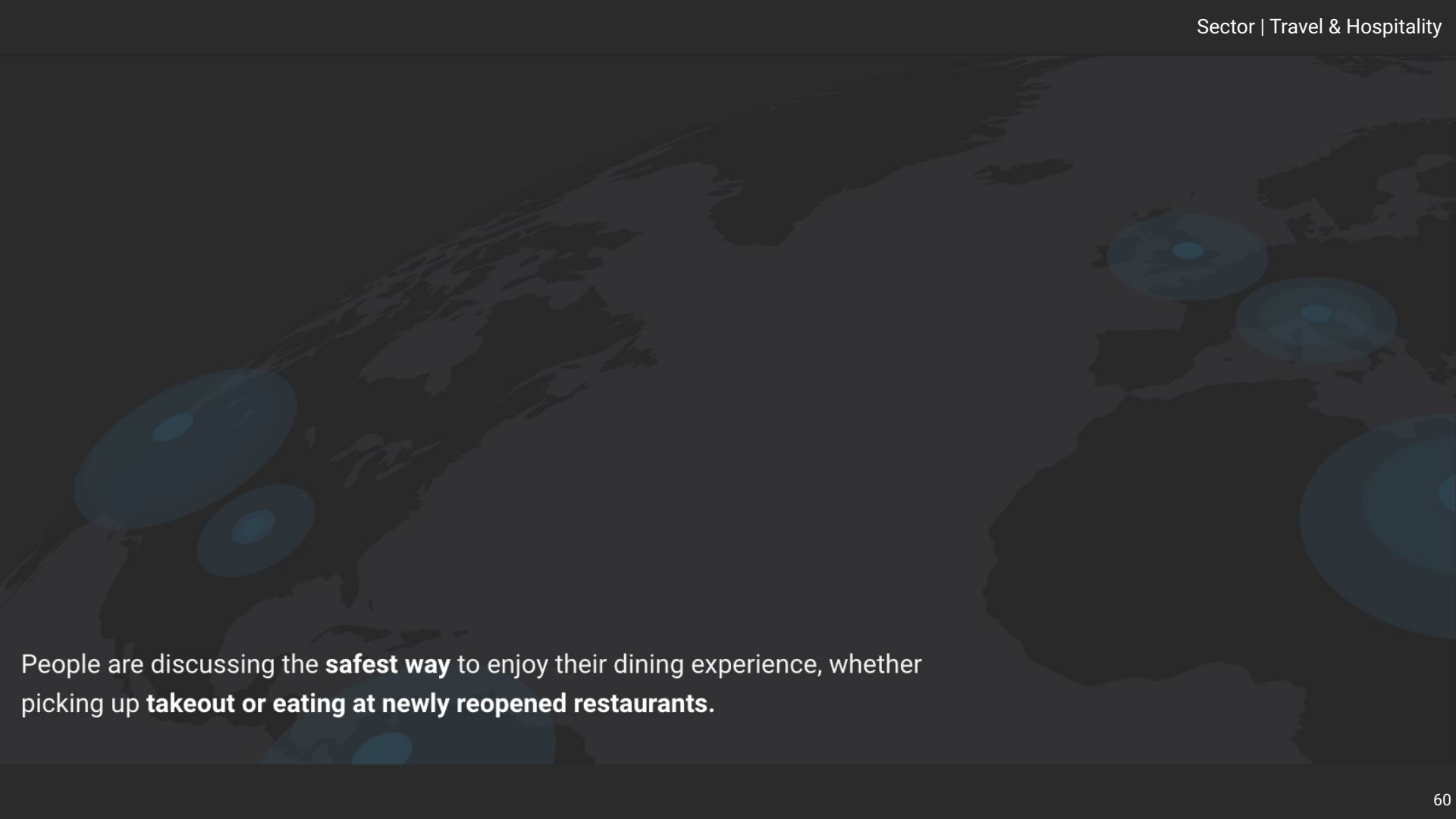


Top sites globally

		VOLUME	CHANGE
1	twitter.com	287.02K	↘ 26%
2	reddit.com	31.3K	↘ 20%
3	tumblr.com	24.05K	↘ 21%
4	instagram.com	5,725	↘ 67%
5	bitcointalk.org	4,580	↘ 33%

Emerging organizations in discussion





People are discussing the **safest way** to enjoy their dining experience, whether picking up **takeout or eating at newly reopened restaurants.**

Takeout is top of mind, with US searches for the “safest takeout during the pandemic” four times higher this week. Many online are sharing a New York Times article on the topic and encourage others to feel confident that ordering takeout is safe.

Patrons are posting pictures of restaurants, commenting on cleanliness and noting what social distancing policies are in place. Some business owners say they will continue to provide only takeout until they feel safe to fully reopen.

People in Spain are no longer avoiding takeout to the extent they were eight weeks ago. Only 13% of Spanish survey respondents say they are avoiding takeout (significantly down from 34% in March).



sarahebodnar (Sarah E. Bodnar)
@sarahebodnar

Is takeout/delivery safe? “Food just isn’t something that we’re seeing as a transmission route. What should I be worried about, then? Be concerned with the safety of workers.” via @NYTimes #COVID19 t.co/A5PDT1ycxX

Twitter · 30 May 2020 | 17:35 Retweets 1



G_S_Research (Global SocioResearch)
@G_S_Research

Is Takeout and Delivery Food Safe?
t.co/rhfk3GikTQ

Twitter · 30 May 2020 | 23:00 Retweets 0



LH_Espresso (Lavender & Honey®)
@LH_Espresso

DEAR FRIENDS, With restrictions easing, we have decided that it is in the best interest of our team, business & community to continue operating as a TAKEOUT ONLY business until we feel that it is safe to open our... t.co/r6SsLZcmM5

Twitter · 30 May 2020 | 18:33 Retweets 0



soonerferg (Fergonomics 101)
@soonerferg

The folk at @jimmyjohns are doing safe re-opening and takeout RIGHT. Even if they do charge to add cheese to all their turkey sammies. 🍴 t.co/WSducMx5dx

Twitter · 30 May 2020 | 21:59 Retweets 0



washingtonpost (The Washington Post)
@washingtonpost

As restaurants reopen, here's what you should know about air conditioning, air flow and the coronavirus t.co/2vzx8hiAG6

Twitter · 29 May 2020 | 00:19 Reach 200k



mcall (The Morning Call)
@mcall

Your coronavirus questions answered by health expert, including: Can air-conditioning spread the virus? t.co/33gUjpevUe

Twitter · 25 May 2020 | 13:00 Reach 17k



projomike (Mike Stanton)
@projomike

Why air conditioning & air flow are worrisome for indoor restaurant dining. Interesting thread from a Providence restaurateur.

Twitter · 27 May 2020 | 14:37 Reach 7,692



digitalwater888 (Mitchell Grooms)
@digitalwater888

COVID-19: What's the best way to stay safe?



zt000tz (СНЕСТМ)
@zt000tz

Air conditioning spread the coronavirus to 9 people sitting near an infected person in a restaurant, researchers say. It has huge implications for the service industry.

t.co/Z3ogLpJxbc

Twitter · 28 May 2020 | 13:53 Reach 19k



KDujardin (Karl Dujardin, MD)
@KDujardin

@EricTopol @gmknight Need to understand more about superspreading events - is there a role for airborne transmission of aerosolized SARS-CoV-2 through recirculation of air by mechanical ventilation/air conditioning in modern buildings such as hotels, retirement homes, schools? t.co/c9hkxtevSp

Twitter · 31 May 2020 | 09:31 Reach 7,907



AFinalBoy (Paul Le)
@AFinalBoy

But isn't the bigger concern the air conditioning that's circulating everything in the restaurant?

Twitter · 29 May 2020 | 20:10 Reach 1,119

As restaurants start to reopen, people are talking about indoor vs. outdoor seating, wondering if one is safer than the other (where both are available).

When discussing indoor seating, some people ask whether air conditioning spreads coronavirus. Some are sharing links to online news stories or podcasts that provide information on this topic.


Discussion about travel brands partnering with cleaning brands is generating positive feedback from consumers overall. People are citing partnerships between United Airlines and Clorox, and Hilton Hotels and Lysol as examples of how the travel industry is focused on health and safety. Consumers are saying that these types of collaborations are necessary to rebuild confidence and help the travel industry recover.

Conversations about Delta Airlines using fogging sanitation to completely disinfect planes between flights drew positive feedback for the brand as well as questions about what ingredients are used in this process.




 **Vancbromycin (HoMOVID-19)**
@Vancbromycin

Hey @AmericanAir - I'm on a plane that was reportedly cleaned overnight. I wiped down my seat with a fresh Clorox wipe, and this is what came away. Might want to review your cleaning process. t.co/OXvCkEXBEW

 Twitter · 29 May 2020 | 09:44 Retweets 0

 **dgarg1111 (Diya)**
@dgarg1111

These are great partnerships and are here to stay if flying has to recover in a meaningful way. It's a great way for Clorox to get a 2nd jump up from the pandemic. t.co/caPFh4TnRM via @YahooIndia

 Twitter · 27 May 2020 | 04:43 Retweets 0



DoubleTreenwkfr (DoubleTreenewarkca)
@DoubleTreenwkfr

Hilton Defining a New Standard of Hotel Cleanliness, Working with RB/Lysol and Mayo Clinic to Elevate Hygiene Practices From Check-In to Check-Out t.co/pCZCRVx680

 Twitter · 28 May 2020 | 21:23 Retweets 0

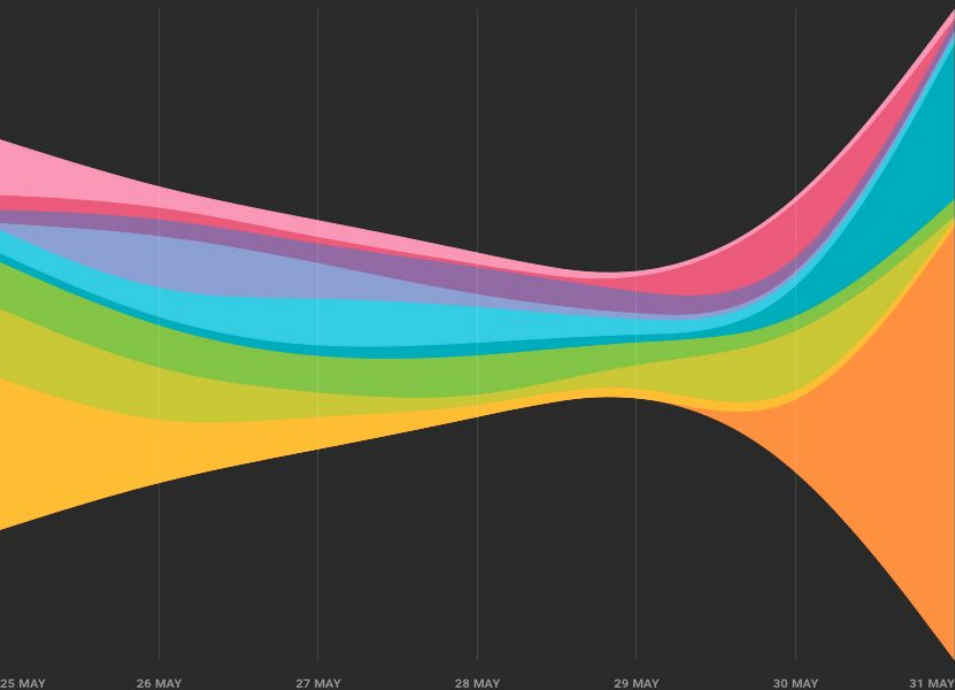


prodreamer1 (pro dreamer)
@prodreamer1

American Airlines: disinfect all public surfaces between every flight. Southwest: "fogging" the interiors of all aircraft overnight. Delta: blocking off middle seats & no meals. Most, if not all, airlines use HEPA filters to filter recirculated air. t.co/hfasczeU05

 Twitter · 19 May 2020 | 17:47 Retweets 0

Trending themes (excluding news)



Topics

- people protesting
- Bank Holiday
- holiday weekend
- coronavirus pandemic
- bars and restaurants
- two weeks
- lot of people
- COVID-19 pandemic
- Memorial Day weekend
- lockdown rules

Top sites globally

		VOLUME	CHANGE
1	twitter.com	461.07K	↘ 14%
2	tumblr.com	50.38K	↗ 1%
3	reddit.com	43.51K	↘ 15%
4	instagram.com	19.08K	↘ 26%
5	tripadvisor.com	10.31K	↘ 11%

Emerging organizations in discussion

British|

Google|

Hampshi|

Chamber|

Ho|

Chamber|

Associate|

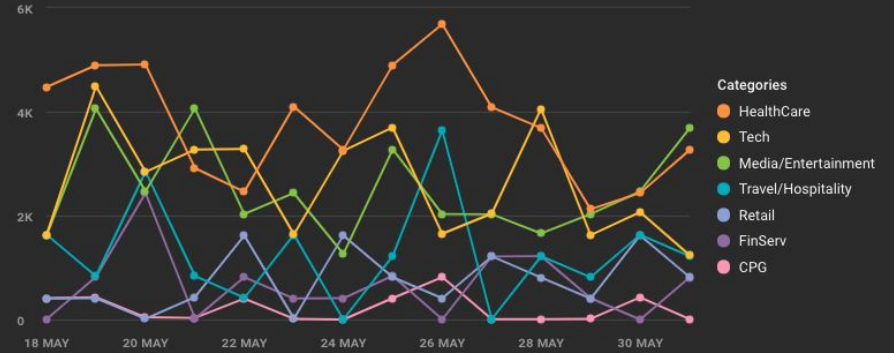
Associa|



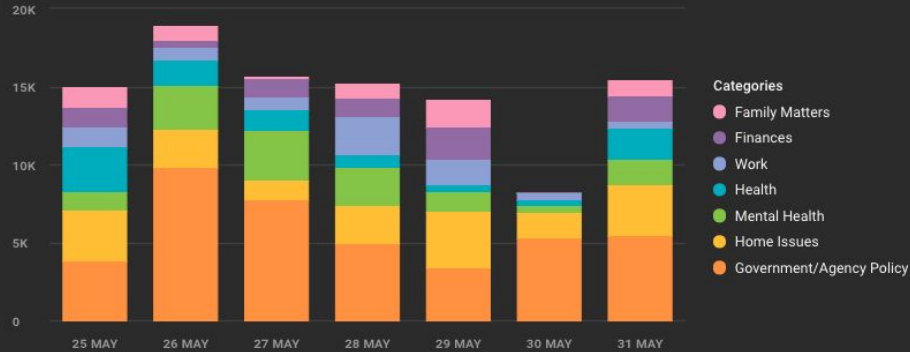
Country Data

Australia

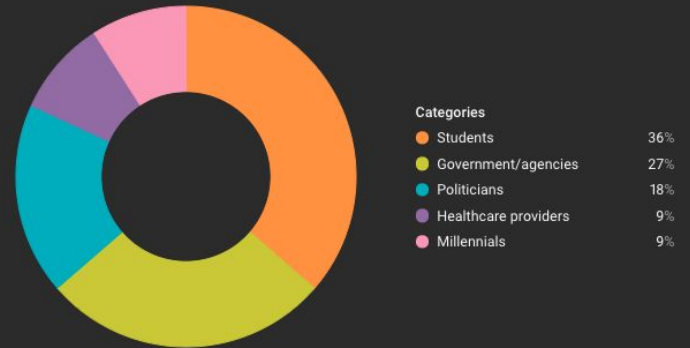
Australia volume by sector



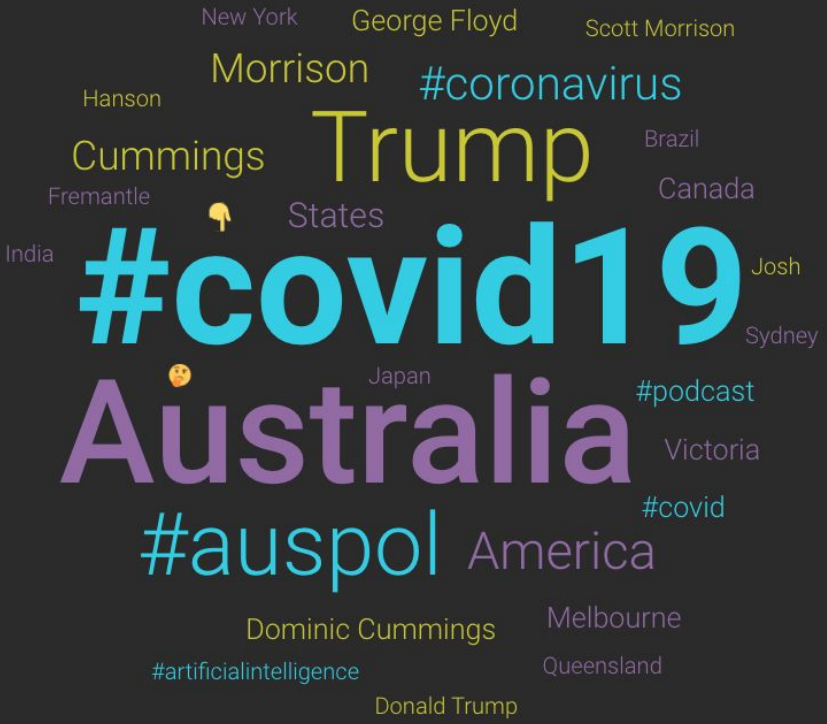
Australia volume by topic



Audiences



Emerging themes in discussion

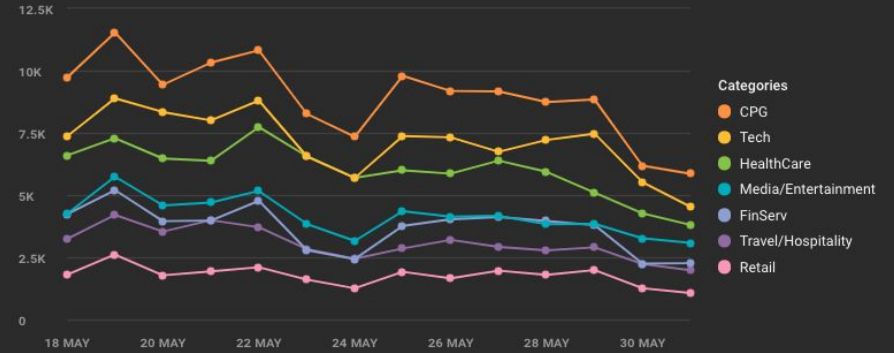


Emerging organizations in discussion

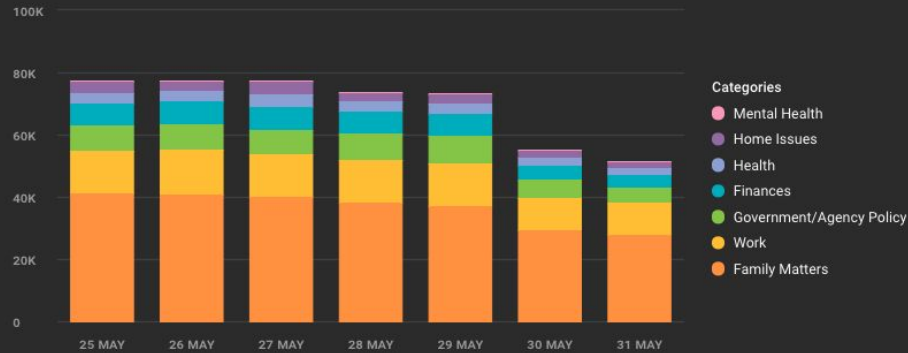


China

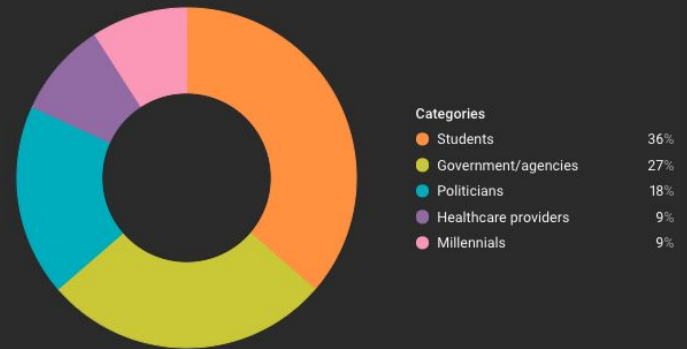
China volume by sector



China volume by topic



Audiences



Emerging themes in discussion

受新冠肺炎疫情影响

患病多久 企业 10000元 20年前

🙏 😂 + 5月28日 5月25日 隐藏

交易系统 5月29日 5月24日 处理中

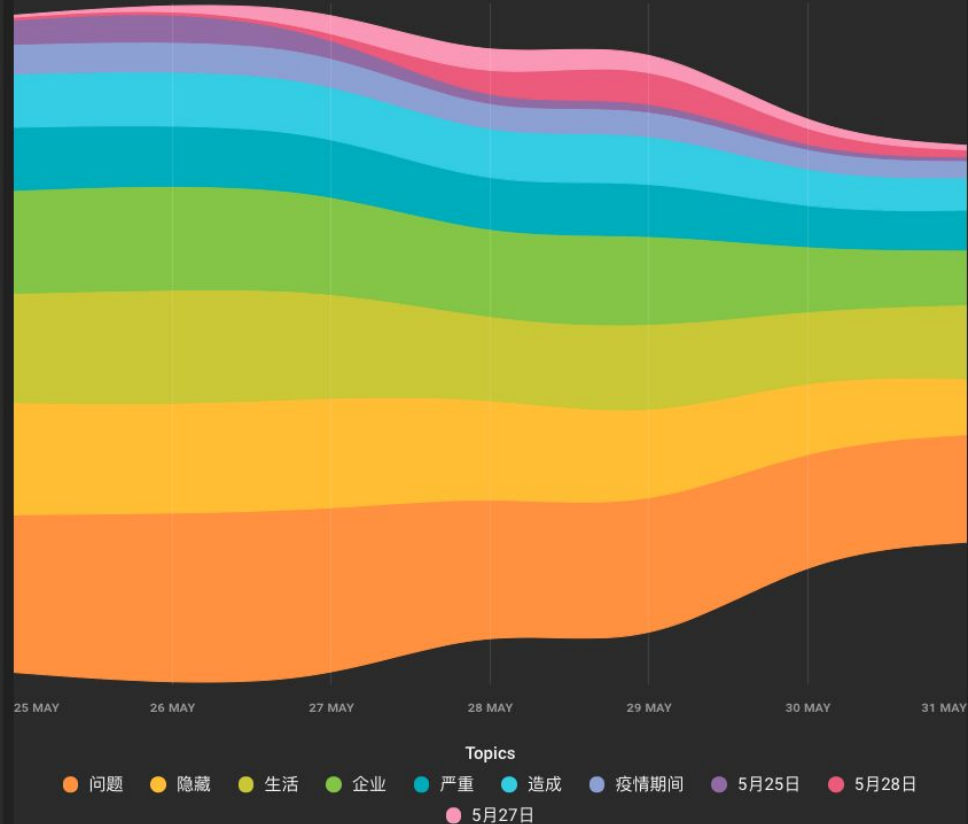
🙏 #coronavirus 问题

#covid19 😊 💰 800元

5月20日 5月27日 2000元

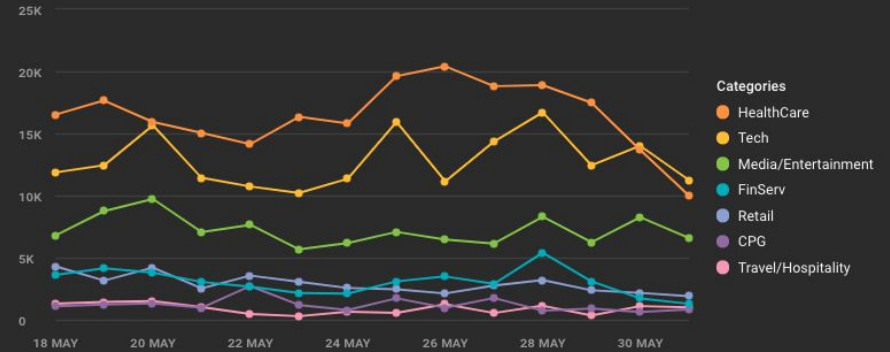
5月23日 生活 疫情期间

Emerging topics in discussion

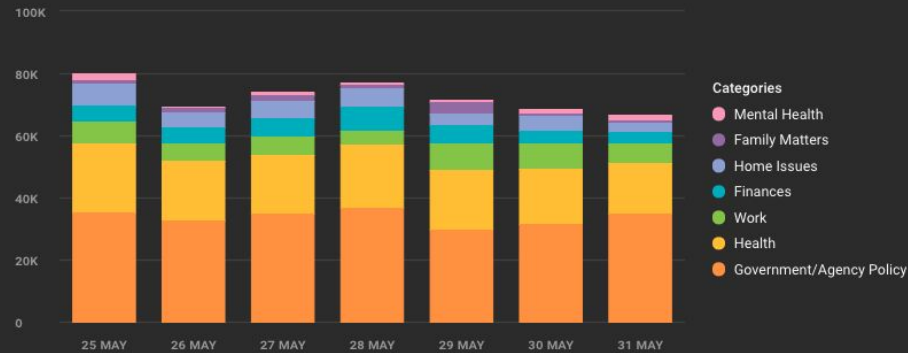


France

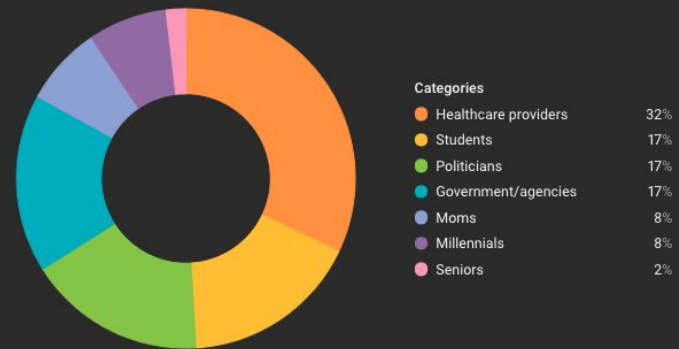
France volume by sector



France volume by topic



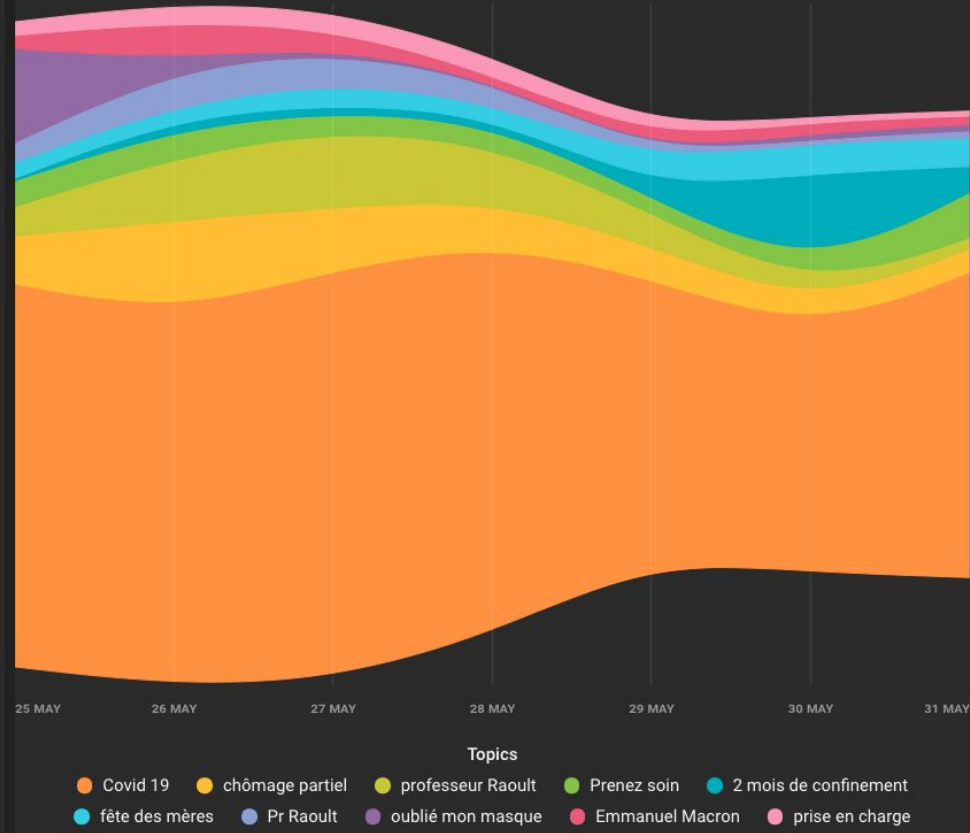
Audiences



Emerging themes in discussion

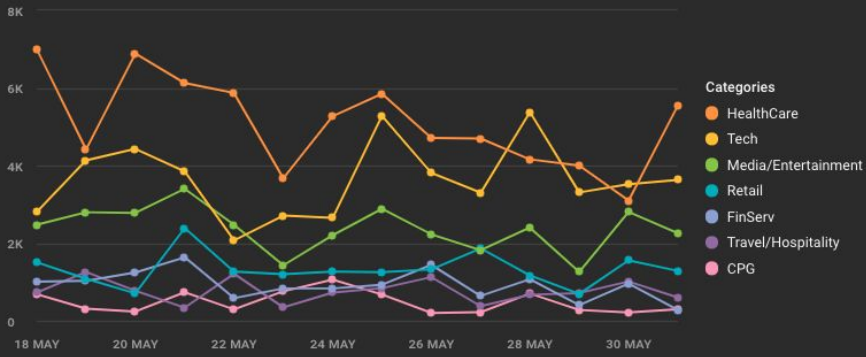


Emerging topics in discussion

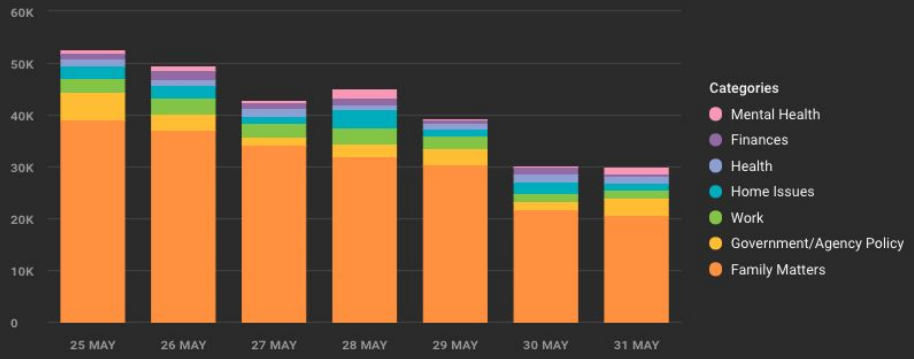


Germany

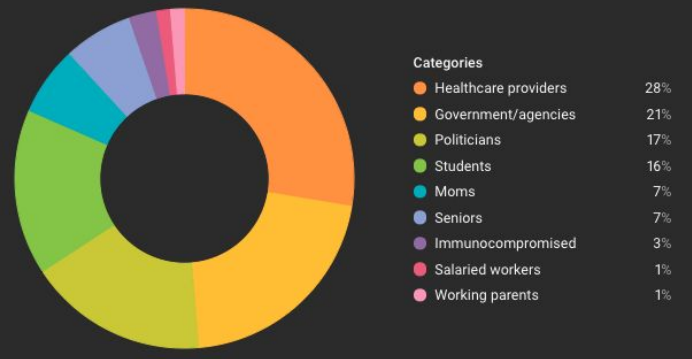
German volume by sector



German volume by topic



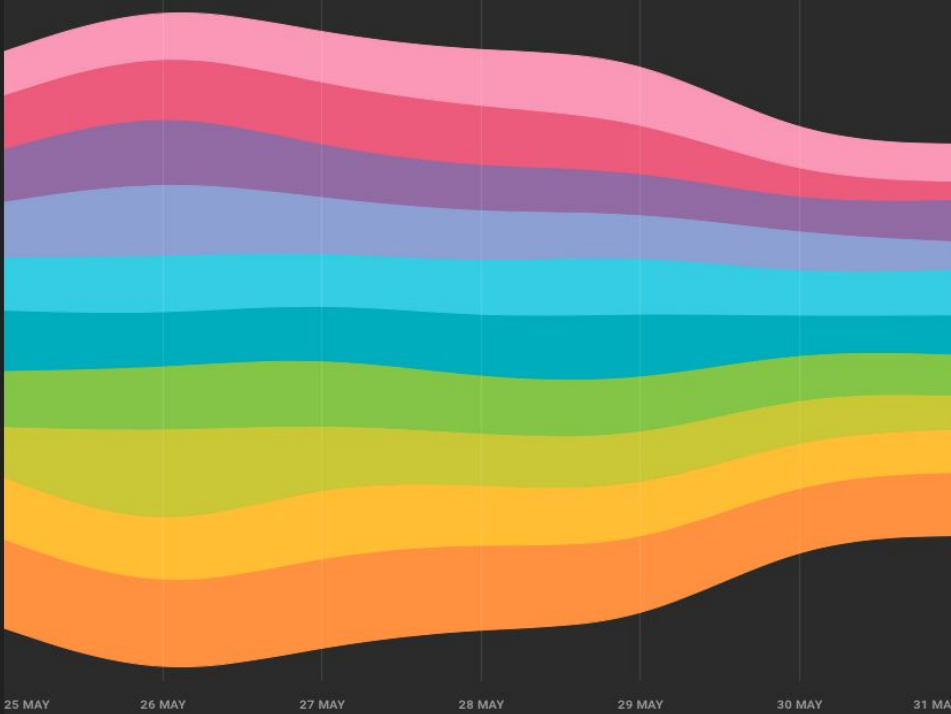
Audiences



Emerging themes in discussion

#deutschland
 #covid-19 #covid19
 #covid19de #homeoffice
 #bild #covid Home Office
 🤔 🇩🇪 #sarscov2 #coronakrise
 #merkel #covid_19 🇺🇸
 #drosten ❤️ 🇺🇸 ➡️ #trump
 #corona #pandemie #mindestlohn
 #covid_19 #podcast #Corona-Pandemie
 #coronavirus
 #coronavirusde

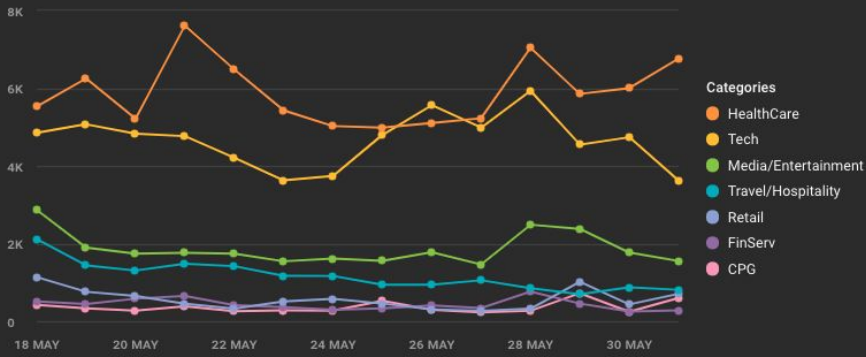
Emerging topics in discussion



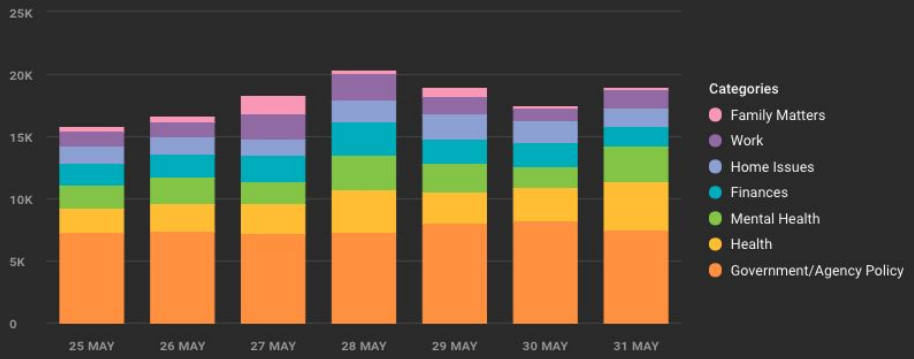
- Topics
- einfach
 - Wochen
 - eigentlich
 - lassen
 - Frage
 - Deutschland
 - bekommen
 - sogar
 - Home-Office
 - steht

Italy

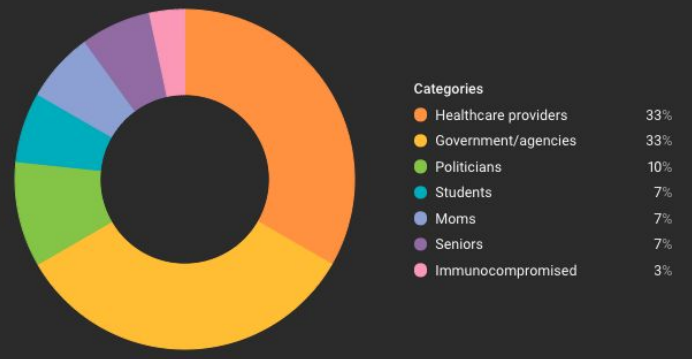
Italy volume by sector



Italy volume by topic



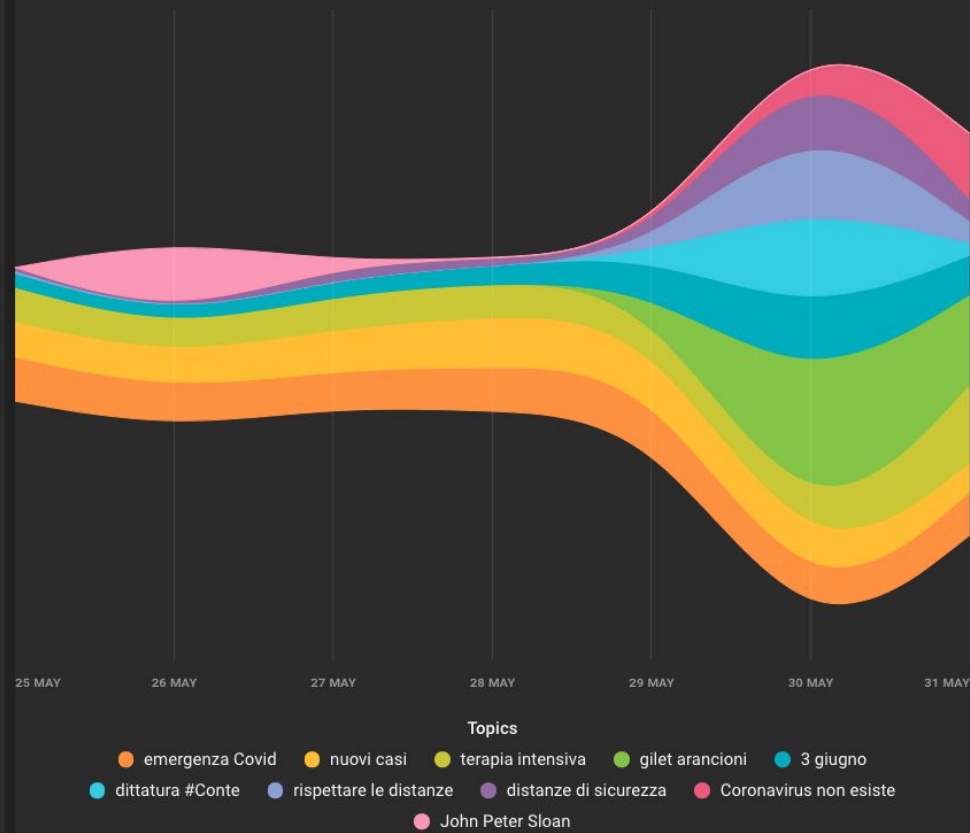
Audiences



Emerging themes in discussion

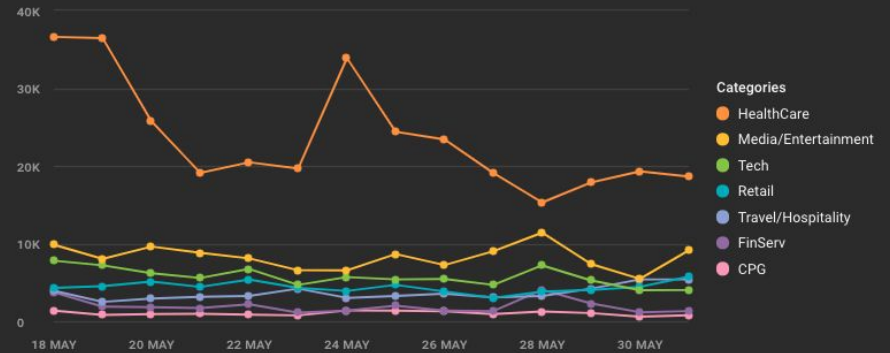
nuovi contagi
 #ansa #radiosavana
 #fase2 #milano #conte #mascherine
 #italia 😂 Minneapolis 🇮🇹
 🇮🇹 🇮🇹 **Gilet arancioni**
 🇮🇹 **#giletarancioni** #covid
 #assistenticivici
#pappalardo #covid_19
 #coronavirus 3 giugno nuovi casi
 #covid19italia #lombardia #covid19
 #pandemia #covid-19
 #lockdown
 emergenza coronavirus

Emerging topics in discussion

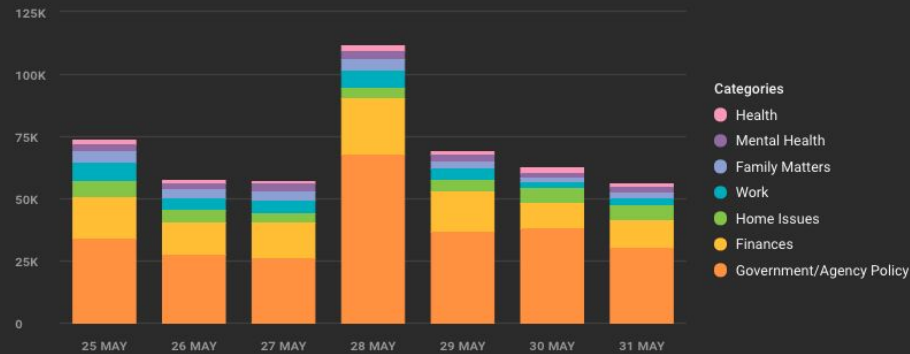


Spain

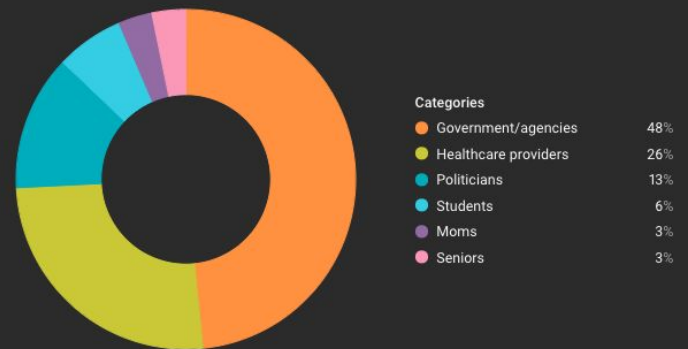
Spain volume by sector



Spain volume by topic



Audiences



Emerging themes in discussion

miles de muertos crisis del coronavirus

#8m #covid-19

Guardia Civil

#covid19

#coronavirus

#covid_19

#yomequedoencasa

Fernando Simón

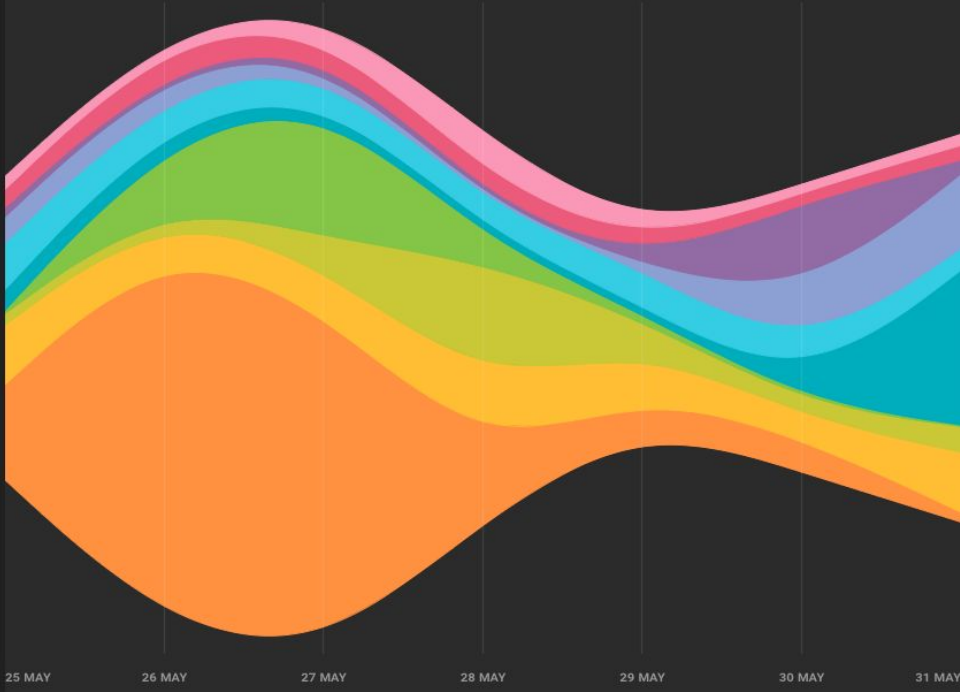
Pandemia mundial

prórroga del estado de alarma

Pablo Iglesias

luto oficial

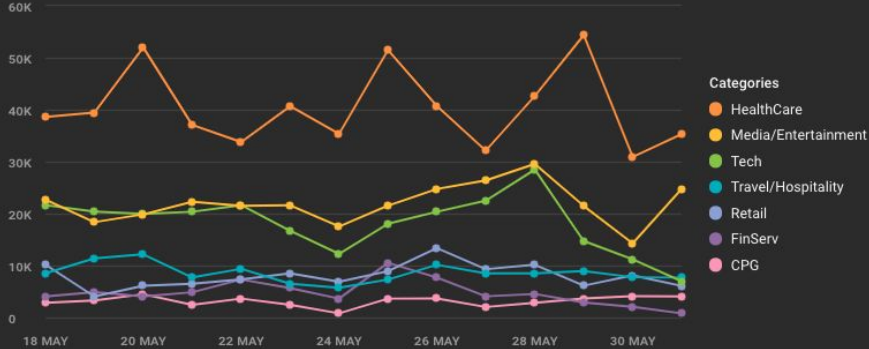
Emerging topics in discussion



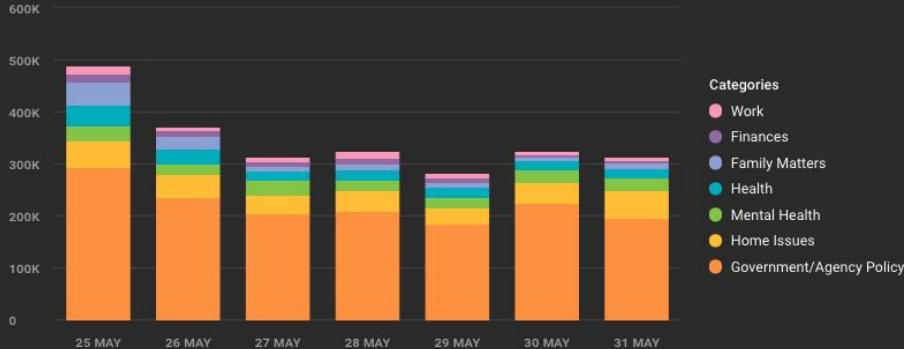
- 25 MAY 26 MAY 27 MAY 28 MAY 29 MAY 30 MAY 31 MAY
- Topics**
- Guardia Civil
 - Fernando Simón
 - Pablo Iglesias
 - luto oficial
 - Pandemia mundial
 - crisis del coronavirus
 - prórroga del estado de alarma
 - miles de muertos
 - crisis sanitaria
 - crisis económica

United Kingdom

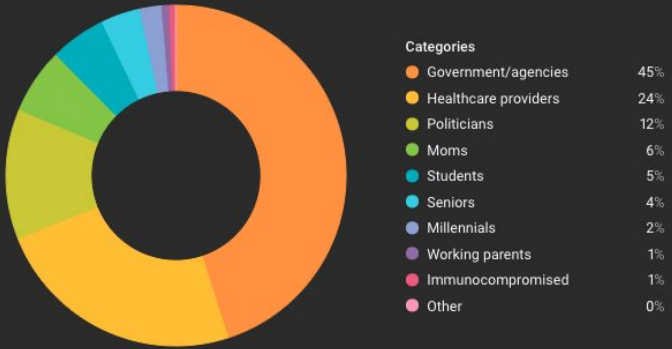
United Kingdom volume by sector



United Kingdom volume by topic



Audiences



Emerging themes in discussion

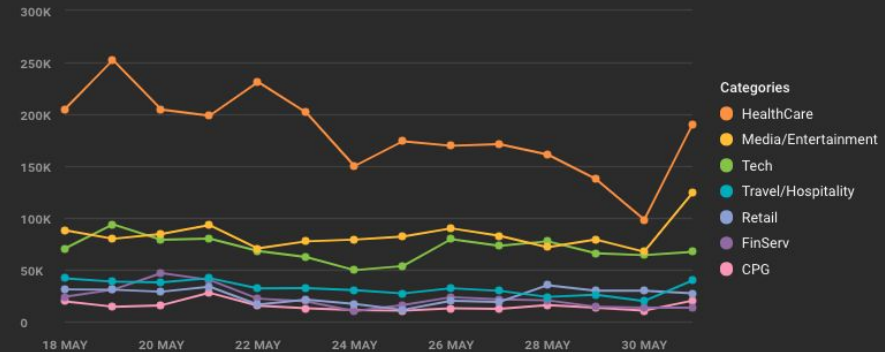


Emerging organizations in discussion

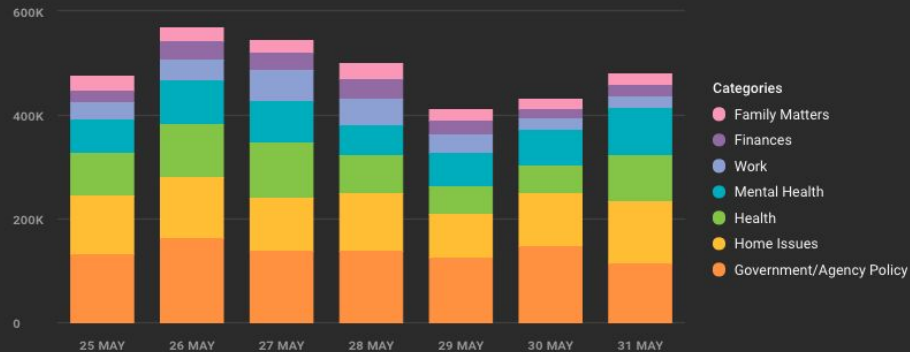


United States

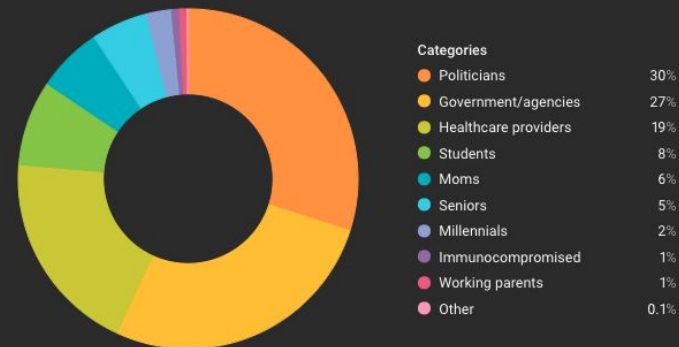
US volume by sector



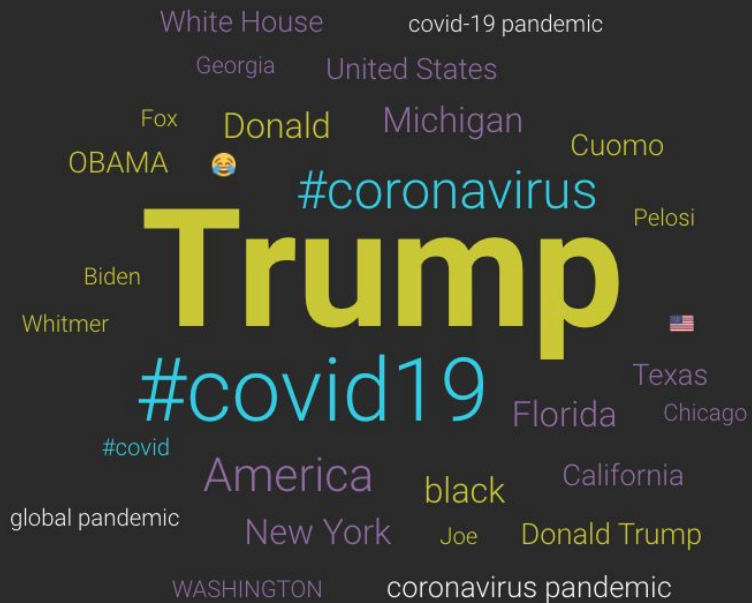
US volume by topic



Audiences



Emerging themes in discussion



Emerging organizations in discussion



Post	Total Engagement
<p>Massachusetts woman beats COVID-19, celebrates with Bud Light By Usa Today - May 27, 2020 usatoday.com</p>	<p>1.8M</p>
<p>Duterte: No opening of classes without vaccine vs. COVID-19 By Julia Mari Ornedo - May 25, 2020 gmanetwork.com</p>	<p>1.1M</p>
<p>Japan ends coronavirus emergency with 850 deaths and no lockdown By Jason Lemon - May 25, 2020 newsweek.com</p>	<p>897.2K</p>
<p>Louisiana cop fired for saying 'unfortunate' more black people didn't die of coronavirus By Janelle Griffith - May 27, 2020 nbcnews.com</p>	<p>689.9K</p>
<p>Trump announces US 'terminating' relationship with WHO By Adam Shaw - May 29, 2020 foxnews.com</p>	<p>688.8K</p>



Trending Questions Asked Online

Questions around the protests and potential of a Covid surge dominated forums this week.

Protests & Covid

- Should we expect a huge uptick in Covid due to lack of social distancing from the Protests?
- Are BLM protests being encouraged in order to spread COVID?
- Are the BLM protests justified because of their importance, even if they lead to coronavirus deaths?
- Covid-19 surge after protests/riots?
- Is coronavirus a major threat to protestors? What are the chances of contracting it?

Protests & Covid

- What role has the Covid-19 pandemic played in the spread and intensity of the George Floyd protests?
- How come Covid-19 protests were looked down on but BLM protests isn't? Weren't they both violating the distancing rules?
- What if people were conditioned to wear masks for coronavirus, knowing that protesters would appear more violent?
- What if this isn't about race or police brutality, what if it is about Covid-19?
- First Covid, now national protests/riots. What are we being distracted

Please note, we won't be publishing a new version of this report next week.

We're taking a short break to gather feedback from our readers which will help us improve the content. **You'll receive a short survey via email in the next few days.** We'd love to hear your thoughts on the report and what you'd find most useful going forward.



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.

If you would like to share these findings with a colleague please share this [form with them](#).

To inquire about a custom report that focuses on your specific industries, categories, brands, sectors and more, [book a meeting](#) with our specialists.