



June 18, 2020

Covid-19 Consumer Insights

Brandwatch | A new kind of intelligence



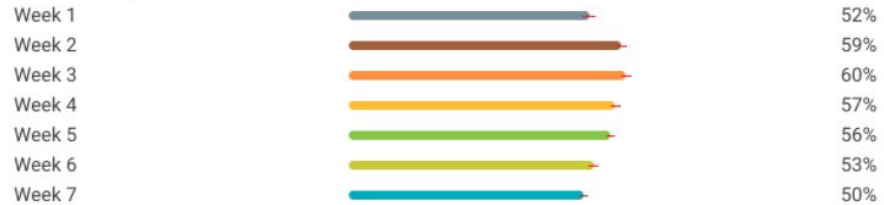
Important Notice:

Thank you to everyone who filled out our survey last week. Starting this week, we will be moving to a bi-weekly cadence. The next report will be out July 1.

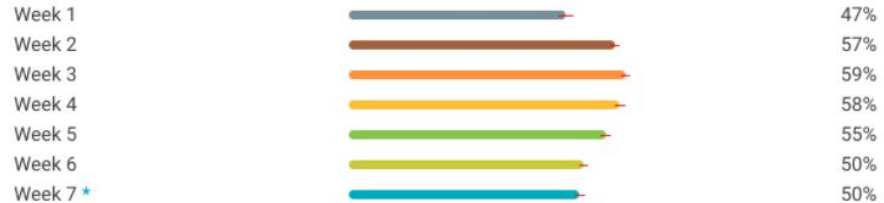
This report link is unique to you and cannot be shared. If you would like to share these findings with a colleague, please share this [form with them](#). To inquire about a custom report that focuses on your specific sector, category, brands, and more, [book a meeting](#) with our specialists.

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

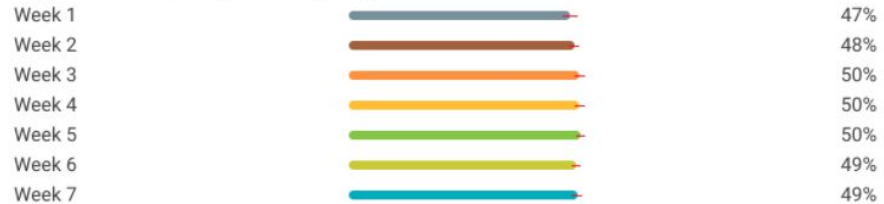
I'm self-isolating/ social distancing



Avoiding seeing close relatives



Using hand sanitizer/ using it more regularly



Cancelling or not booking holidays



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.

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, countries, 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 500 interviews per country in field using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~38 million posts from Twitter, Reddit, forums, blogs, and more that appeared between June 1 and June 14. 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

Survey respondents are concerned about being in close proximity to other people. Online discussion reflects concern about a possible increase in infection due to BLM protest gatherings. (slide 11)

Many are sharing news about a recent CDC study that found 39% of Americans have tried unconventional methods to prevent Covid-19, such as gargling with bleach. (slide 12)



Home & family life

Online discussion about buying new homes or relocating is on the rise, particularly among those currently living in cities. (slide 15)

Social bubbles and support bubbles (the formation of isolated groups) are trending in online discussion. (slide 16)



Work life

People online are curious about **how businesses are safely bringing employees back to work.** (slide 21)

Most professionals share that **they are still reluctant to go back to the office.** (slide 21)



Government

News that New Zealand has completely eased lockdown restrictions and eliminated the virus prompted some **Brits online to say they wish PM Jacinda Ardern could lead the UK Covid-19 response.** (slide 23)

A second wave of the virus in the US and China is generating online discussion. Some suggest that the increased cases are not really a second wave but rather a continuation of the first. (slide 24)

Key insights at a glance



Pharma & healthcare

Many people online say **telehealth presents an opportunity to continue to receive the care they need without the risk** of exposure to Covid-19 in a medical setting. (slide 28)

People are sharing stories online about **Ibuprofen being tested as a possible Covid-19 treatment**. Many say headlines are misleading as testing is on lipid Ibuprofen, an entirely different formulation than what is available OTC. (slide 30)



CPG

People online are talking about trying or switching to **skincare, cosmetics, and haircare products from black-owned companies** to show support for the community in light of recent protests. (slide 35)

Online consumers are excited about the **Impossible Foods' direct-to-consumer online store** launch. (slide 36)



Media & entertainment

People online are calling to **amplify black voices and support black creators** across all mediums. (slide 40)

Millennials and Gen Zers say they are addicted to Tik Tok, which has helped them get through quarantine. (slide 43)



Retail

People are talking about online shopping for cars. Consumers are saying if they already know the car they want, buying online and having it shipped to their home is a good option. (slide 46)

Almost half of respondents across tracked markets say that **in-store mask requirements impact their decision to shop in person**. (slide 47)

Key insights at a glance



Technology

People online are reacting positively to news that Amazon, IBM and Microsoft **will no longer research or develop facial recognition technology** or work with police on this effort.
(slide 50)



Financial services

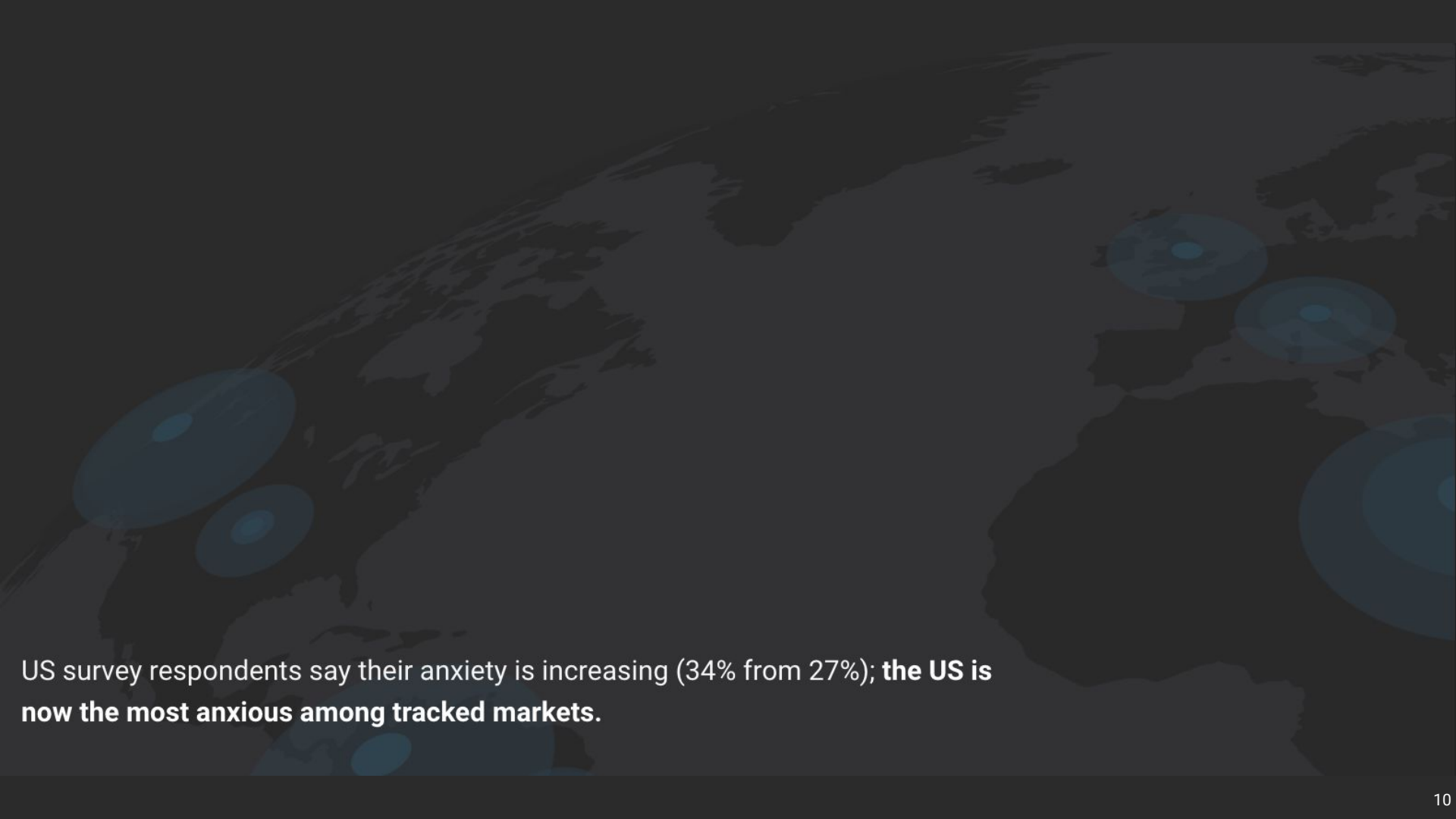
Given public health recommendations to use **contactless payments** to prevent the spread of the virus, many are expressing frustration that not all stores provide the option.
(slide 54)



Travel & hospitality

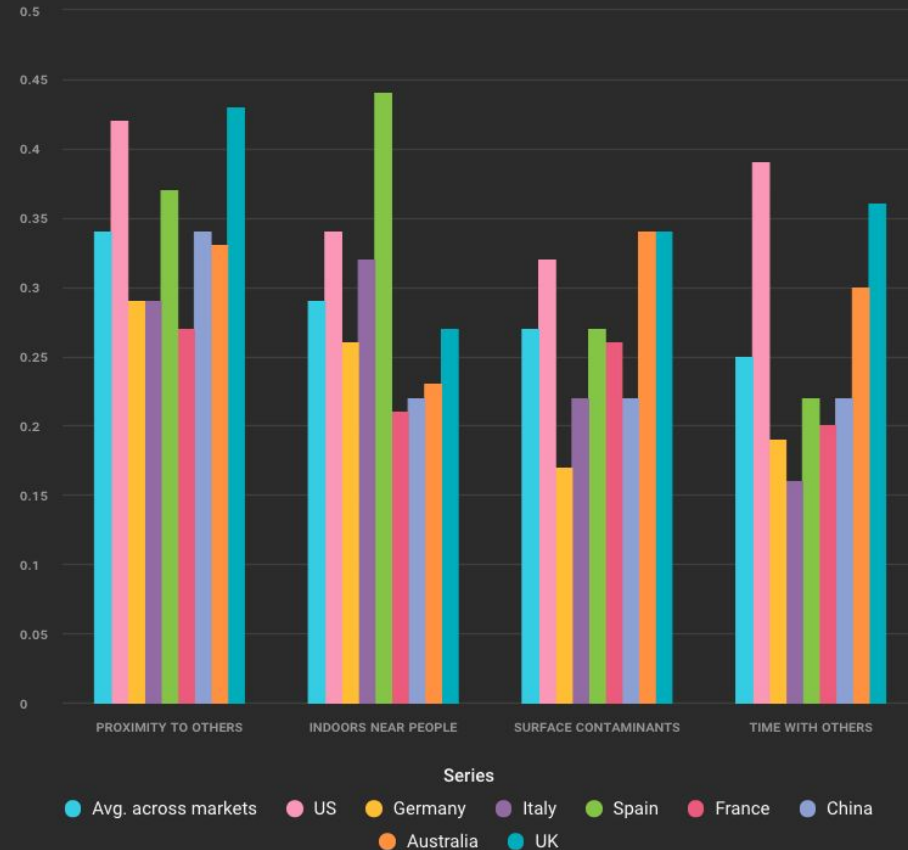
The majority of survey respondents across tracked markets say **they don't feel safe traveling on planes, staying in hotels or dining at restaurants.**
(slide 58)

Slightly more than half of German survey respondents say they are comfortable dining outside at restaurants.
(slide 60)



US survey respondents say their anxiety is increasing (34% from 27%); **the US is now the most anxious among tracked markets.**

Survey question | Which of the following are concerns for you?



US survey respondents are most concerned about physical proximity to and time spent with others.

Online, many are citing the physical closeness of protestors as a possible reason for the recent increases in US Covid-19 cases.



amormeusjesus († Amor Meus, Jesu...
@amormeusjesus

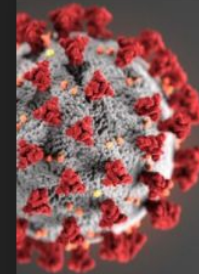
ARE Y'ALL REALLY PUTTING BLEACH IN FOOD
CAUSE OF COVID?? Y'ALL OK!!!!?????????

t.co/DYBBhETVF3



Twitter

10 Jun 2020 | 18:44



SkyNews (SkyNews)
@SkyNews

Americans trying to prevent **#COVID19** infections have reported cleaning their food and themselves with disinfectant and bleach, with some even inhaling or drinking the household cleaning products, a study has found t.co/oDDS4yCGdz



Twitter

7 Jun 2020 | 20:14



DavidBoitano (David Boitano)
@DavidBoitano

Six hundred hospital workers have died of COVID-19; the virus is not mutating to become more infectious; Americans add bleach to their food to stay safe. News and statistics here: t.co/TDrKkjz59C t.co/XsEfMMM2OU



Twitter

7 Jun 2020 | 22:03

People are reacting to a CDC study that found 39% of Americans are using unconventional methods like washing food and gargling bleach to prevent Covid-19 (+150k social engagements).

Many online are expressing disbelief that individuals would take such measures, describing them as unsafe and unintelligent.



RyanMarino (Ryan Marino)
@RyanMarino

Excuse me, what "1/3 of Americans in a CDC survey used some kind of risky cleaning practice to try to prevent COVID. People put bleach in their food. Others gargled or inhaled it. Some washed their bodies with household cleaning & disinfectant products."



TheRealJayO (Jason O)
@TheRealJayO

They literally just said on the news there is a new CDC warning for people to stop drinking bleach and/or washing food with bleach to avoid getting COVID-19! WHO IS DOING THIS!!!!????!! CDC has to waste staff time creating statements like this bc ppl are

People are talking about research suggesting that widespread use of face masks could eliminate a second wave of Covid-19. Taiwan is often referenced, as people there are consistently wearing masks and the death count is low. Others are warning that lockdown will drag on indefinitely unless people consistently wear masks.

In recent weeks, slightly more than half of survey respondents across markets consistently report they are wearing masks. More UK respondents say they are wearing masks this week than in late May (31% from 25%); the increase correlates with a new legal requirement to wear masks on public transport.



ScottGottliebMD (Scott Gottlieb, MD)
@ScottGottliebMD

Study suggests that routine face mask use by 50% or more of the population reduced COVID19 spread to an R of less than 1.0. Other studies have generated similar estimates. More widespread masking with higher quality masks could help mitigate a second wave.
t.co/tlqQJfXNV8

Twitter • 10 Jun 2020 | 18:53 Retweets 18K



OnlineDetective (Brent O)
@OnlineDetective

@[ScottGottliebMD](#) This is NOT difficult. Taiwan wears the f***ing masks. Total COVID-19 deaths is 443. TOTAL! The US has had more COVID-19 deaths THIS MORNING! Yesterday morning. Tomorrow morning. Etc Etc. This is NOT a difficult concept to understand.

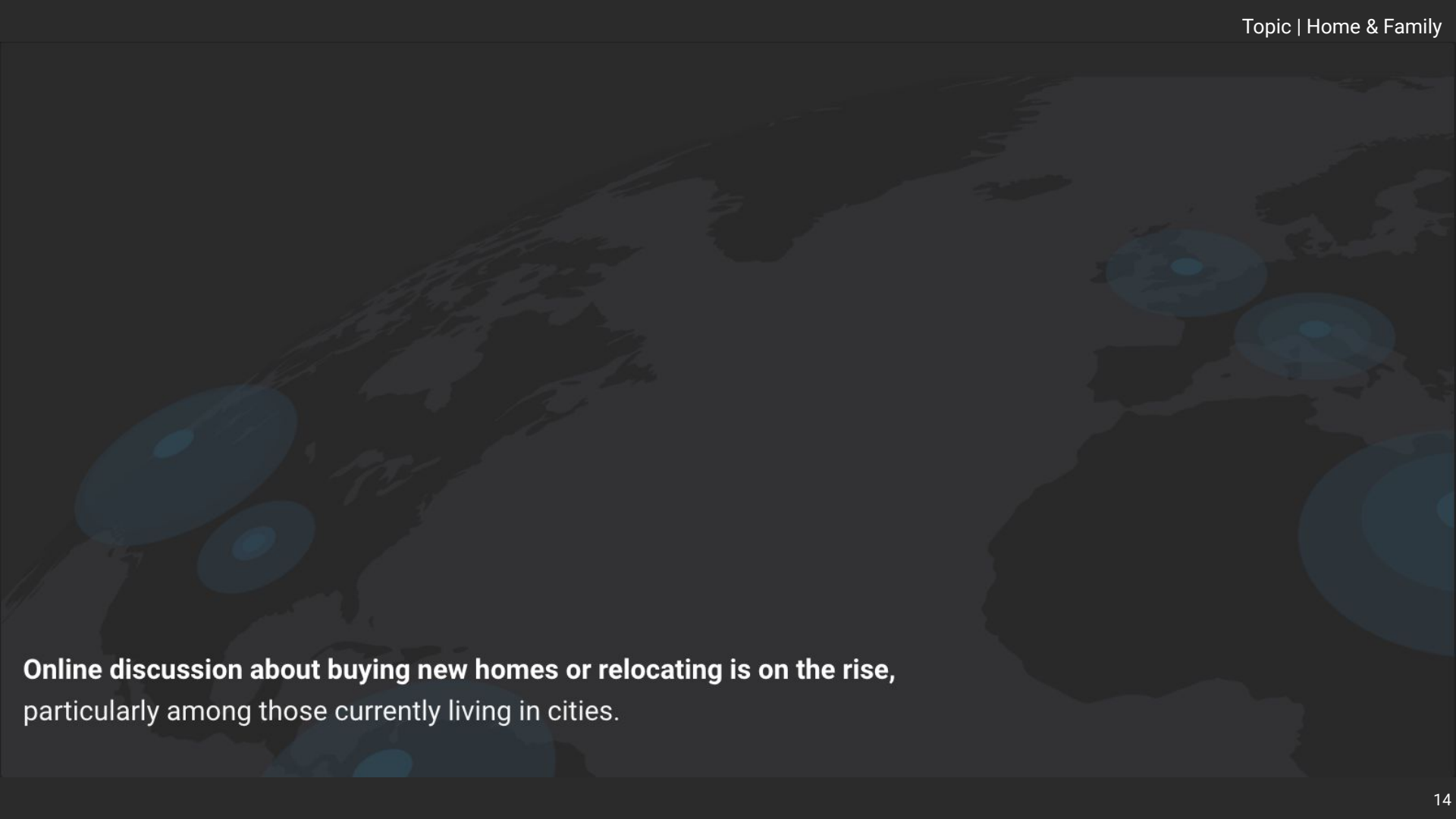
Twitter • 10 Jun 2020 | 20:22 Retweets 21



SherryTrout (Sherry Trout)
@SherryTrout

@[ScottGottliebMD](#) If people would stop being selfish and would wear a mask we could get by this virus then we could really be back to normal. Pretending like everything is ok and not wearing a mask is just going to make the drag on and on.

Twitter • 10 Jun 2020 | 19:13 Retweets 11



Online discussion about buying new homes or relocating is on the rise, particularly among those currently living in cities.

Given a choice for many to work remotely more often, along with falling house prices, **online discussion about purchasing new homes or potentially relocating is increasing** (10K posts).

Many in cities such as NYC are talking about moving to the suburbs to avoid being in the epicenter of future outbreaks. Some are expressing the need for a change of scenery coming out of lockdown, starting with a new and improved living situation.

People say they are reading articles and blog posts for property advice and are sharing their struggles finding a home or moving during a pandemic.



RealRuinHatter (Ruin Hatter)

@RealRuinHatter

So looking to rent a 3 bedroom place SE Michigan. Rochester- Waterford areas. With the damn pandemic finding a new place for me and my fam has not been easy! Preferred private renters. If you got a place DM me!



Twitter

15 Jun 2020 | 15:23



MadnessTemp (Mads #BLM)

@MadnessTemp

@PattyOLovesU I'd put a deposit down for a new place for me and my partner. Where we live now is very toxic and we very much need to get out 😊



Twitter

14 Jun 2020 | 12:29



jeremyfoxx (Jeremy Foxx)

@jeremyfoxx

Can I Buy or Sell a House During the Coronavirus Pandemic? t.co/03wB4nOxiR



Twitter

11 Jun 2020 | 21:00



capofirstfret (Phillip Carter)

@capofirstfret

If you've never tried starting a new job, buying a new house, moving across state all while being a public administrator during a global pandemic and a national civil rights awakening let me tell ya - it's a hell of a ride.

t.co/qr90f1tkMk



Twitter

11 Jun 2020 | 16:40



JeanGreasy (Jeen Greh)

@JeanGreasy

You ever move to a whole other state in the middle of a global pandemic and glorious uprising but then get to the house and it's the worst version of the Money Pit and then you're trapped in a hellscape and have to quarantine for 14 days but also find a whole new house by July? t.co/ZJnGNq8cEL




A video frame showing Boris Johnson, the UK Prime Minister, standing at a wooden podium in a room with wood-paneled walls and two Union Jack flags. He is wearing a dark suit and a red tie. A bright yellow sign with black text is positioned in front of the podium. The sign reads "STAY ALERT CONTROL THE VIRUS SAVE LIVES".

STAY ALERT CONTROL THE VIRUS SAVE LIVES

People online are discussing how they can maintain safety measures and follow social distancing rules effectively when with family and loved ones.

Some express confusion with new social-distancing terms, asking what a bubble means and what sizes are recommended. Searches for "social bubble California" increased by 1000% last week.

 Unmute



Children safely returning to school remains a top concern (32k posts). People are sharing articles about students sent home from school due to Covid-19 scares in Korea and the UK. Searches for "South Korea closes schools again" increased by 5000% in the last week.

Schools that are reopening are posting information about how they're preparing for students, including physical distancing in schoolyards and signage. **While disagreement is ongoing, there has been a shift in online conversation. Many parents are now saying their kids need to go back to school.**



Smokemeakiperi (StephS)

@Smokemeakiperi

[@Hanid442](#) [@sharrond62](#) [@UsforThemUK](#)

Totally agree. Kids have almost zero chance of getting this virus. More risk to them from driving to school. Get the schools open with no social distancing. The impact on our kids future is unthinkable



Twitter

10 Jun 2020 | 07:07



sharrond62 (Sharron Davies MBE)

@sharrond62

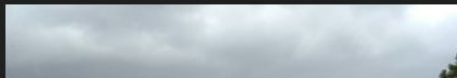
My son desperately wants to go back to school. He's missing his friends & he's missing proper teacher face to face education. He's working hard at home but it's no enough for him & others not to lose out

[#schoolsreopeninguk](#)

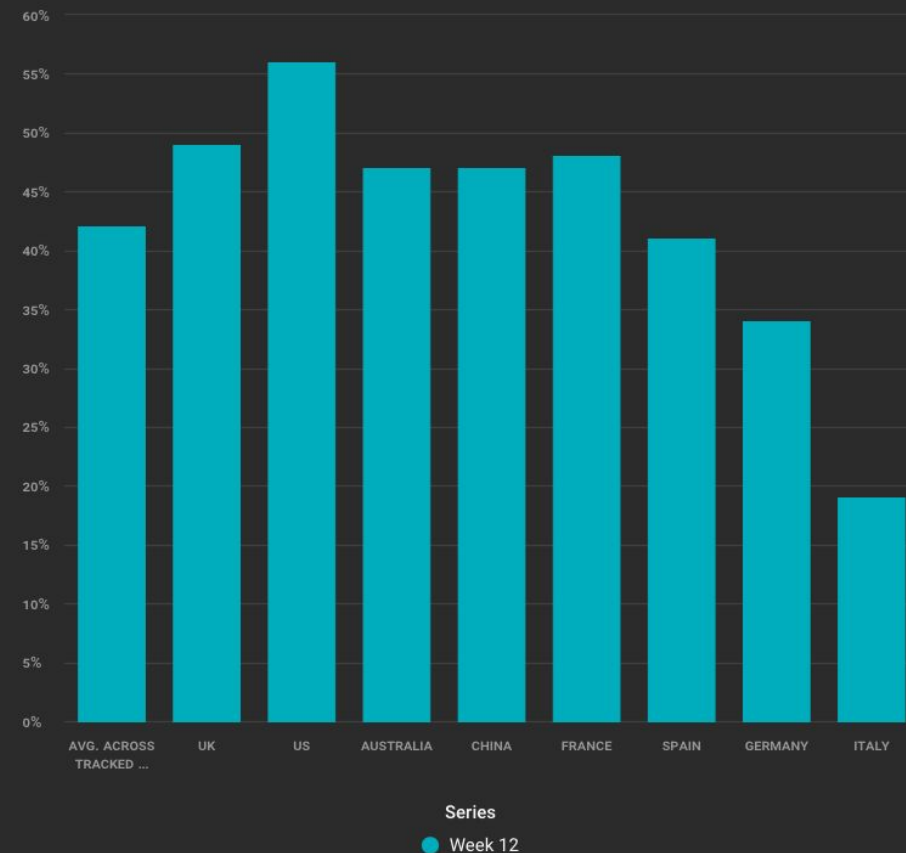


Twitter

9 Jun 2020 | 17:06



Survey question | How has your behavior changed...?



As global economies continue to reopen, the percentage of survey respondents reporting they are self-isolating/social distancing continues to drop.

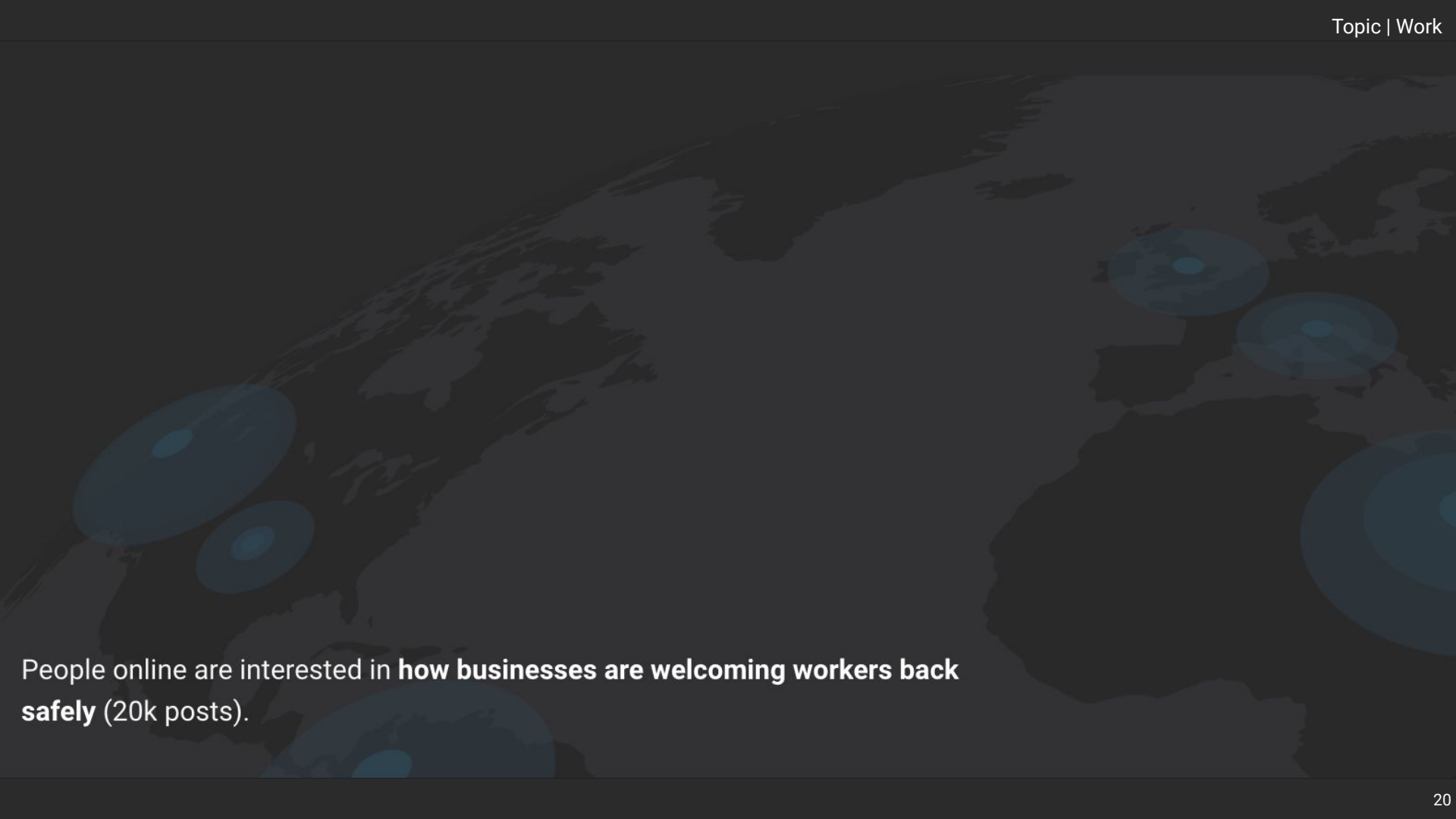
The US is now the only country where more than 50% say they've been social distancing.

DIY home projects conversation (3.8k posts) discusses making your own furniture, repairing existing pieces, and woodworking as a hobby.

Men are most likely to share DIY wood projects, ranging from simple wall art or shelves, to dining or coffee tables. Success stories and photos posted on Twitter and Reddit are receiving positive responses, while YouTube videos sharing tips and tricks are gaining popularity.



 Unmute



People online are interested in **how businesses are welcoming workers back safely** (20k posts).



jrrdrbb (Dogme 95 Cinematic Univer...
@jrrdrbb

Returning to the office today (I'm extremely lucky to have been able to WFH for basically as long as I wanted) and completely astounded by the corporeal form of my co-workers. Not prepared for them to be physical entities.



Twitter

15 Jun 2020 | 01:46



GaryMonk (Gary Monk)
@GaryMonk

Zebra, VitalTech release digital health solutions for employees returning to work The app and kit intend to use proximity alerts, contact tracing and health monitoring to help keep employees safe from COVID-19
t.co/66ZEQKhAU0 #digitalhealth #mhealth #healthtech #covid19 t.co/BfsiyLIWIs



Twitter

13 Jun 2020 | 12:00



bullmooseALBANY (Bull Moose Club...
@bullmooseALBANY

We are looking forward to welcoming our members back on June 15. Our team has spent the past several months preparing for a safe return to the workplace with new and updated features to ensure a smooth transition back to work. See you soon!

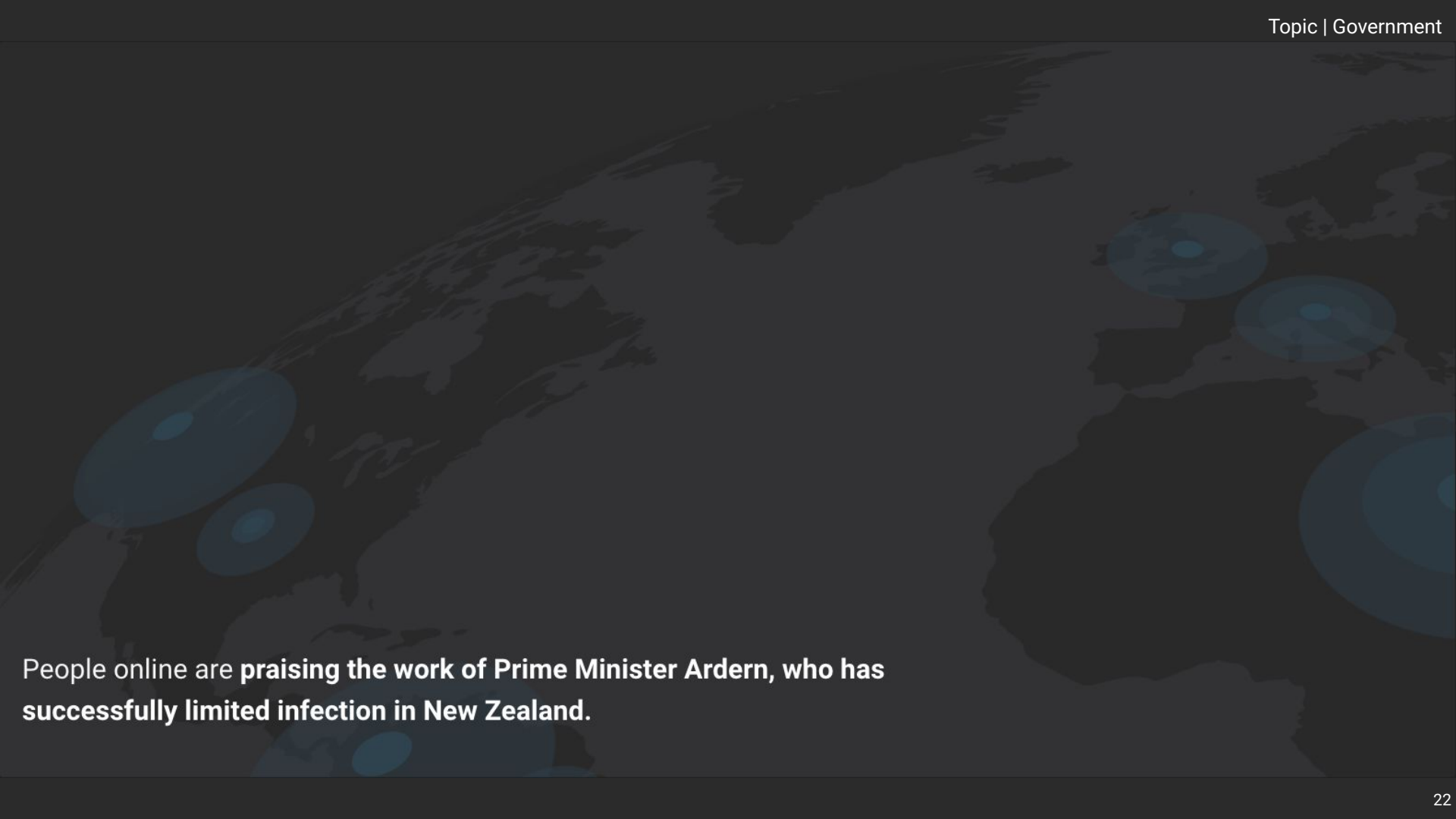
t.co/84HS0EftGE



Many are sharing blogs and articles that discuss best practices companies can apply to provide a safe working environment.

Reopening companies are sharing their takes on safety measures, such as installing dividers, hand sanitizer, and social distancing signage.

Most office workers say they're still reluctant to come back to work.



People online are **praising the work of Prime Minister Ardern, who has successfully limited infection in New Zealand.**



NickDelaney9 (Nick Delaney)
@NickDelaney9

In the ST today little piece which said that if we declare war on New Zealand, under international law if we surrender then their Government takes over control of the UK whilst peace negotiations are settled. Can we please declare war on New Zealand!



Twitter

14 Jun 2020 | 18:37



readthinkwalk (Mal_Smith)
@readthinkwalk

@[devisridhar](#) ""Having looked at the British model, New Zealand changed tack at the eleventh hour and adopted an elimination plan as opposed to a containment plan. I'm actually really surprised that the UK aren't doing the same thing." - Prof. Michael Baker.



Twitter

10 Jun 2020 | 13:15



WRGeography (World Geography)
@WRGeography



axios (Axios)
@axios

News that New Zealand has lifted nearly all lockdown restrictions has generated +2.1M social engagements to date.

As infection numbers rise again in the UK, a petition has been created urging the UK to declare war on New Zealand and immediately surrender so that Ardern would lead the UK in accordance with international law. **Some people support the petition in social discussion, noting they would be "delighted" to have Ardern lead the country's Covid-19 efforts.**



Unmute

and none have tested positive.




HOUSTON AREA SETTING RECORDS COVID HOSPITALIZATIONS

CORONAVIRUS HOT SPOTS ON THE RISE

22 STATES SEEING INCREASE IN CASES SINCE MEMORIAL DAY HOLIDAY



ACROSS THE SUN BELT THIS

 Unmute

People are reacting to news that some US states are seeing increased Covid-19 cases, generating over +2M social engagements to date. Searches for "what states have a spike in coronavirus" are up 950% this week.

Online reactions include opinions that many states are still experiencing the first wave of the virus. Others warn people to continue to take precautions by wearing masks, washing hands and remaining diligent in social distancing practices.

People are discussing **concerns of a second wave in Beijing, with coverage of the topic prompting +150k social engagements to date.**

Conversations online are reflecting fear of a global second wave. Some are suggesting international flights to and from China be temporarily suspended, others are encouraging travelers to take precautions when traveling to the region.

People are suggesting that China is still in its first wave of the virus and that infection data has not been consistently shared.



tweetingbrit (Rick Crowley)
@tweetingbrit

As your caring world ruler, in the interests of [#Coronavirus](#) safety; I now forbid any flights + any & all travel between China & the rest of the world, until further notice. Better safe than sorry..... Fear of second wave in [#Beijing](#) after market outbreak t.co/et8yMIM0tY



Twitter

14 Jun 2020 | 01:02



johnleremainer (John J. Respect the ...)
@johnleremainer

Second wave beginning in China ? 2 cases and forty test positive in a Beijing market. 11 districts locked down.



Twitter

13 Jun 2020 | 23:35



edotedge (EJ@edot-edge)
@edotedge

BEIJING - MARKET OUTBREAK COVID-19 - SECOND WAVE FEARS! City areas under severe lockdown. Increased TESTING - high numbers of asymptomatic cases. [@BBCNews](#) World is concerned! BBC News - Coronavirus: Fear of second wave in Beijing after market outbreak t.co/t3McMbKaWl



Twitter

13 Jun 2020 | 22:50



capitalismwitch (don't emo-splain m...)
@capitalismwitch

you don't have 53 people test positive spontaneously after months of zero cases. they're coming from somewhere. this isn't china's second wave, we've just been kept in the dark.



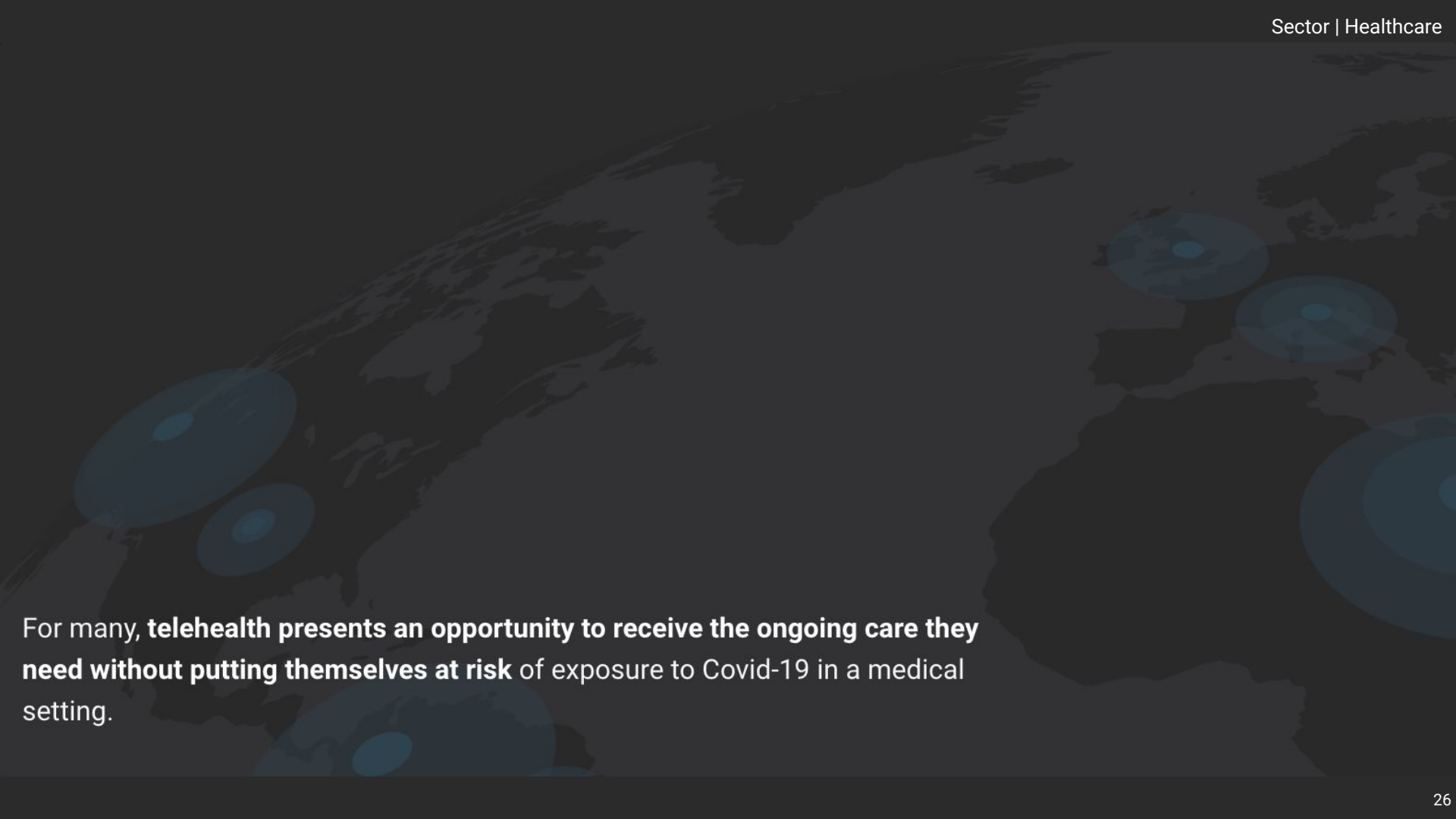
Twitter

13 Jun 2020 | 22:35



BrownCheong (Dora)
@BrownCheong

All the countries: kindly remind that there is the second wave of Coronavirus in Beijing! Please



For many, **telehealth** presents an opportunity to receive the ongoing care they need without putting themselves at risk of exposure to Covid-19 in a medical setting.



An average 37% of survey respondents across markets say they feel comfortable seeing a doctor virtually. Positive responses are particularly high in the US (48%) and UK (50%), but less so in markets like Germany (19%), where citizens report above average comfort levels going to visit the doctor in person (56% vs. 40% average).

Healthcare providers and industry analysts are discussing online how telehealth represents the future of medicine in the wake of the pandemic. **The convenience of being able to meet virtually is appealing to patients with busy schedules.**

Unmute

brink. Covid-19, might be getting all the headlines, but patients are

Telehealth Social Discussion | Medical Professionals

**khaleejtimes (Khaleej Times)**

@khaleejtimes

Combating [#coronavirus](#): Patients in [#Dubai](#) still opt for telehealth even with eased restrictions t.co/S44SwOTx7I

Twitter 13 Jun 2020 | 15:44

**DenaEnos (DenaEnos)**

@DenaEnos

[@hodes](#) [@codeFreedomRitr](#) [@jodyarose](#) I would also recommend using a telehealth service like [@AmWellPatient](#) where you can have video calls with top healthcare providers quickly. It's really good that you are taking care of your health.

Twitter 7 Jun 2020 | 01:57

**m_francis (mark)**

@m_francis

Telehealth is more than virtual visits. [#Remotepatientmanagement](#), [#chroniccaremanagement](#), connected care circles, personalized care plans & 24/7 access to specialists complete a [#telehealth](#) solution; [@ElectronicCare](#) provides all of this with proven clinical, quality & 💰 outcomes

Twitter 12 Jun 2020 | 04:50

**DrGoodpaster (Dr. Kasey Goodpaster)**

@DrGoodpaster

[#COVID—19](#) has had a serious mental health impact, but a silver lining is increased [#mentalhealth](#) treatment access using [#telehealth](#). A patient recently told me, "This is the most consistent I've ever been with therapy," thanks to virtual visits better fitting into her busy life.

Twitter 5 Jun 2020 | 13:48

Telehealth Social Discussion | Patients

**laurrrylese (TUH!)**

@laurrrylese

Who has done virtual doctor's appointments? Specifically those of y'all who don't have a GP- I need to know which channels to go through to get these tonsils taken care of. Also let me know what the experience was like please 💕

Twitter 11 Jun 2020 | 22:53

**bbpretty96 (Brianna B. Pretty)**

@bbpretty96

The best thing about virtual Dr. Appointments is I get to have my dog with me while I see my doctor. That's pretty neat

Twitter 8 Jun 2020 | 18:35

**ZethuGqola (Zethu)**

@ZethuGqola

Virtual doctors appointments haven't convinced me hey. About to have another appointment and I am not sold. I don't know, it's like I don't believe you can help me over the phone or video call. I need you to be in my

**RT1959 (Robert Thompson)**

@RT1959

So now I have a virtual doctor's appointment coming up over the telephone. This is a first for me. That damn coronavirus has totally changed everything.

Twitter 11 Jun 2020 | 21:52

**ShaeButter__ (ashae' 🍷)**

@ShaeButter__

I have a virtual doctor appointment tomorrow... I think it's weird honestly

Twitter 8 Jun 2020 | 02:29



IrelandsDemand (Legalise Cannabis ...)
@IrelandsDemand

Just saw an ad on telly pushing the use of ibuprofen & paracetamol for COVID-19. In a time where public health is in a state of crisis its very unsettling to see big pharma taking this opportunity to push their dangerous killer drugs for profit. Thoughts? @SimonHarrisTD



Twitter

13 Jun 2020 | 14:50



UnaAenlad (Una Aenlad)
@UnaAenlad

Everyone thought ibuprofen made coronavirus worse – now it's being studied as a therapy t.co/d0CXYN6xXC #coronavirus #Covid_19 #ibuprofen



Twitter

6 Jun 2020 | 21:52



tjelyakub81 (Tijani Isa El Yakub)
@tjelyakub81

@MicrobesInfect Am afraid some individuals will start taking the low cost drug #ibuprofen in an effort to avoid contracting #COVID-19 while the drug is still on clinic trial.



Twitter

4 Jun 2020 | 05:16



MettlesomeTeri (Teri) #BlackLive...
@MettlesomeTeri

Ibuprofen is trending because of BBCs misleading headline. Now a rush of bulk buying of a med will happen. People will die. It's a special formulation of Ibuprofen being trialed on seriously ill patients with covid. Are BBC helping Johnson with 'herd'? 🙄 t.co/ovxRB2tpYf



Twitter

3 Jun 2020 | 10:26



BBCFergusWalsh (Fergus Walsh)
@BBCFergusWalsh

This is quite a turnaround for ibuprofen from early in the pandemic when there were concerns it might be bad for those with mild symptoms. Now it's being trialled in hospital patients to see if it can help ease breathing

People are engaging with news stories about **lipid Ibuprofen being tested as a possible treatment for Covid-19** (426k social engagements). Consumers online are describing these headlines as misleading given the version of the drug in trials is not what consumers can purchase over the counter. Many are warning that this information may be misleading and causing people to stockpile or overuse the medicine.

Google searches for “asymptomatic patient” are trending worldwide and news on the topic has prompted more than 164k social engagements to date.

People online are responding to a WHO statement that asymptomatic people are “rarely” contagious, prompting many to say they feel like lockdown efforts are in vain. People are responding by distinguishing between asymptomatic and presymptomatic and how guidelines are challenging to understand given the various stages of illness.



happifydesign (🥰 happify 🥰)
@happifydesign

Like masks, seems there are two different (public health vs medical) uses of the word happening. "Asymptomatic" can be used to describe a current state, but it's also applied retrospectively as distinguished from "presymptomatic."



Twitter

9 Jun 2020 | 00:43



GrahamAllen_1 (Graham Allen)
@GrahamAllen_1

BREAKING: WHO says: Asymptomatic spread of coronavirus is 'very rare' Translation: EVERY SINGLE PERSON WHO SHAMED PEOPLE FOR OPENING THEIR BUSINESS TO FEED THEIR FAMILIES OWES AMERICANS AN APOLOGY!! RT!



Twitter

9 Jun 2020 | 00:38



RandPaul (Senator Rand Paul)
@RandPaul

Good News! People who catch coronavirus but have no symptoms rarely spread the disease. Translation: sending kids back to school does not require millions of test kits. Asymptomatic spread of coronavirus is 'very rare,' WHO says t.co/relyrFb0Au



Twitter

8 Jun 2020 | 23:11



thehowie (((((Howard Forman))))))
@thehowie

@twidark1 @notdred If someone has no symptoms, they may be presymptomatic or fully asymptomatic. But only time will tell. Someone who has mild symptoms who reports as feeling fine is just mis-registered. (How many times have you had a scratchy throat or stuffy nose but thought of yourself as well)



Twitter

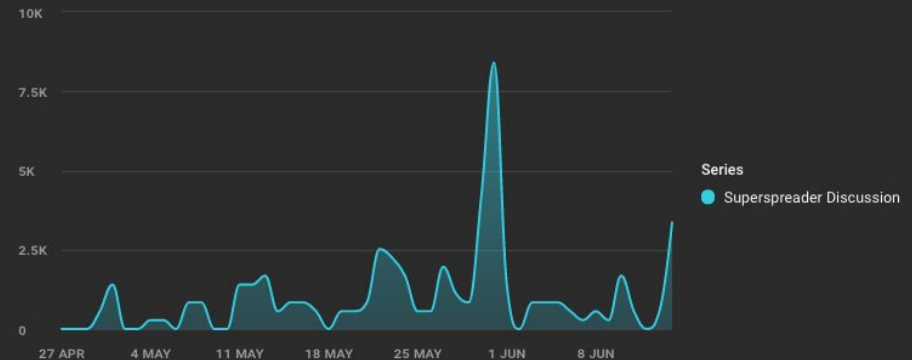
8 Jun 2020 | 21:24



Liz_Wheeler (Liz Wheeler)
@Liz_Wheeler

After locking down HEALTHY PEOPLE for months. Forcing HEALTHY PEOPLE to close their businesses. Because the CDC told us we

Superspreader Discussion | Longitudinal Trend



Searches for “definition of superspreader” are up 650% in the past week in Germany and surfaced in 15k of social discussions. Online some people are suggesting Black Lives Matter protests are contributing to a surge in Covid-19 cases. **Many are explaining that while they agree with the reasons behind the protests, precautions must be taken due to the idea some individuals can infect many.**



syrusmarcusware (syrus marcus ware)

@syrusmarcusware

If you've been out in in a big crowd protesting today, consider self quarantining for 14 days to avoid this being a super spreader event. Your actions after the protest can help save Black lives too.



Twitter • 30 May 2020 | 19:23

Reach 6M



Karl_Lauterbach (Karl Lauterbach)

@Karl_Lauterbach

Ich teile den Anlass des Protests voll und ganz. Aber trotzdem sind die Abstände zu klein. Gefahr der Coronapandemie ist nicht gebannt. Es gab auch einige Superspreader-Ereignisse draussen, in Italien und Spanien. Rassismus muss bekämpft werden, aber ohne vermeidbare Coronatote



Twitter • 6 Jun 2020 | 12:33

Reach 924K



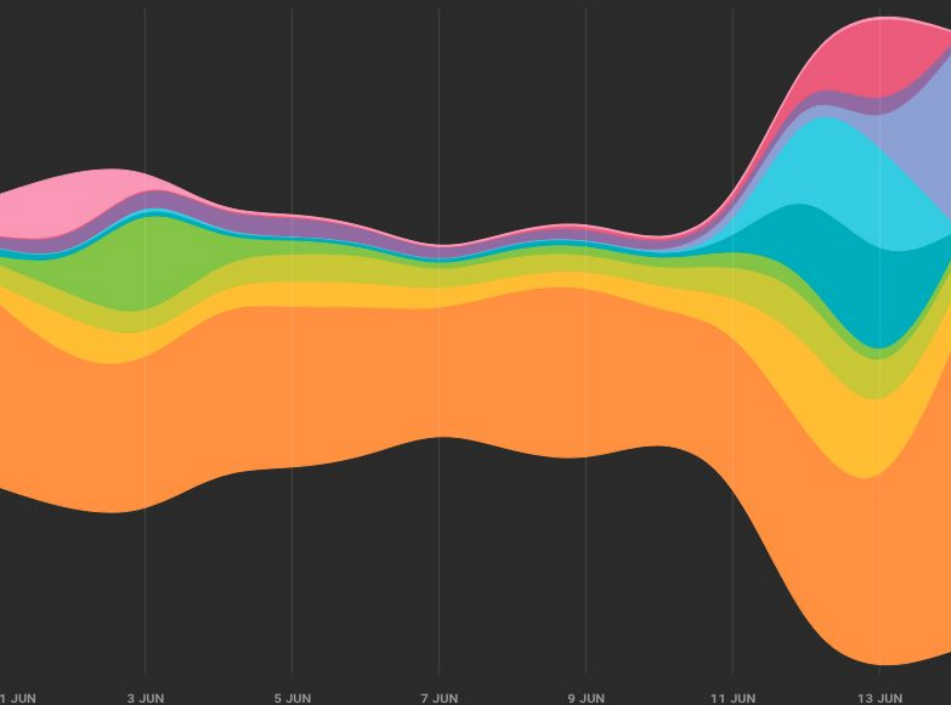
ntvde (ntv Nachrichten)

@ntvde

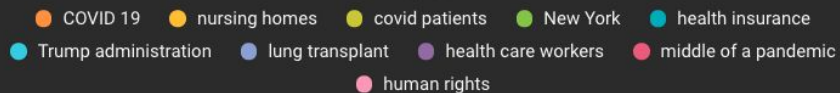


navel23 (Pavel Maver)

Trending themes (excluding news)



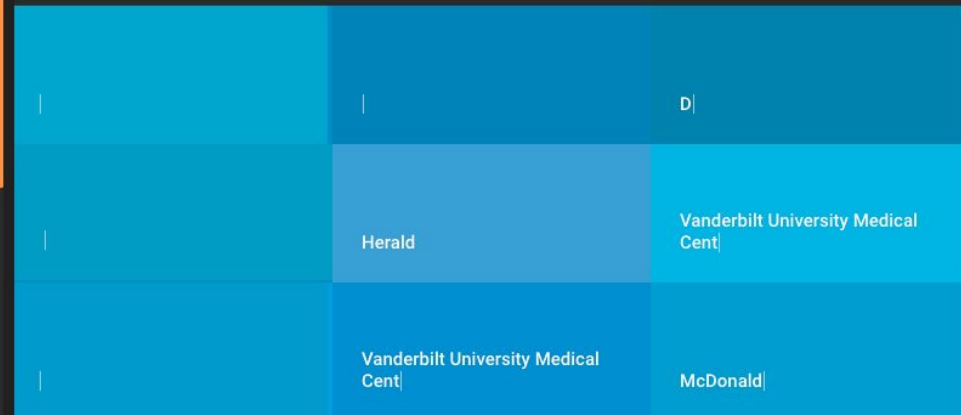
Topics

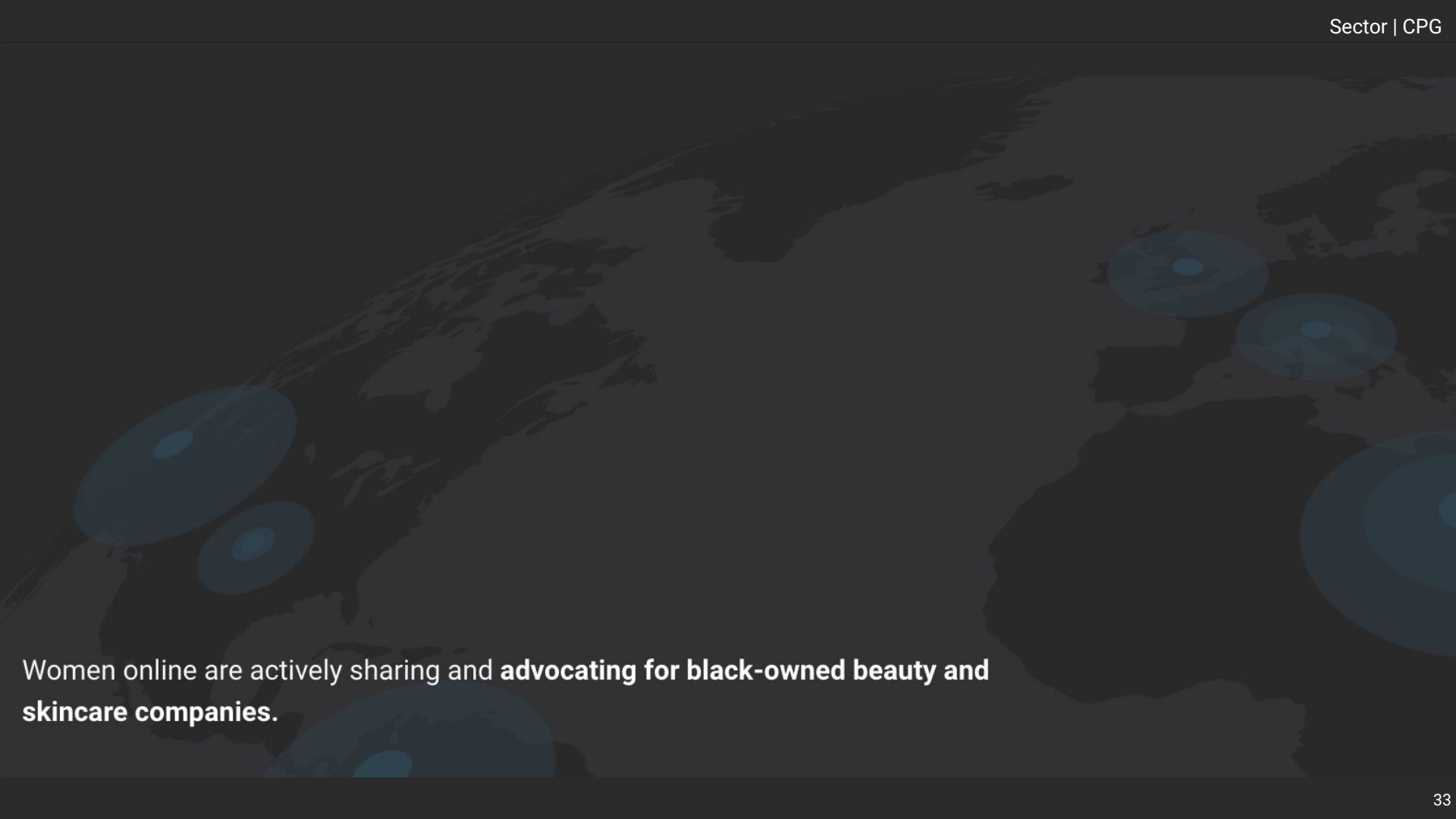


Top sites globally

		VOLUME	CHANGE
1	twitter.com	5.45M	↘ 24%
2	reddit.com	250.09K	↘ 36%
3	tumblr.com	131.91K	↘ 1%
4	instagram.com	55.02K	↘ 44%
5	whattoexpect.com	21.21K	↘ 16%

Emerging organizations in discussion





Women online are actively sharing and **advocating for black-owned beauty and skincare companies.**



Unmute

Many are sharing their product hauls from black-owned businesses on YouTube in order to show support for the community in light of recent protests.

People mention intent to try or switch to skincare, cosmetics, and haircare products from black-owned companies. Searches for “black owned skin care companies” increased by 100% last week.



sunset_baby (Tayy) 🍷🍷🍷🍷

@sunset_baby

I ordered vegan skincare products from a black owned business and I'm excited to get them 🥰



Twitter

14 Jun 2020 | 15:54



wudanyan (wudan yan)

@wudanyan

Has someone curated a list of Black-owned beauty/skincare companies? Yer girl needs a new face mask or two.



Twitter

14 Jun 2020 | 03:42



LaSashaMala (Sasha Mala)

@LaSashaMala

I want to spend a lot on black owned brands #JUNETEENTH2020 who has



Leomie_Anderson (l. anderson)

@Leomie_Anderson

I'm writing an article listing black businesses by the following categories: fashion, beauty

People online continue to talk about plant-based diets. Many are attributing this shift in eating to its health benefits rather than merely a reaction to meat shortages caused by the pandemic.

Consumers are expressing excitement about Impossible Foods' direct-to-consumer online store launch. Some are calling this "a smart move" and "a game changer."

D2C distribution models for CPG brands with unique and differentiated offerings will resonate with consumers at this time.



 Unmute



Alcohol consumption conversation surged this week, driven by drinkers celebrating World Gin Day (68k posts).

Cocktail lovers are recommending gin-based recipes online. Whiskey recommendations, such as those suggesting Jack Daniels, are also trending.

People are talking about enjoying cocktails at home with family members, or during leisure time while watching a movie or reading a book.



fripfol (Jo Haigh)
@fripfol

@whittarduk @Cotswoldistill

#WorldGinDay....my favourite Gin recipe?...keep it simple : Gin (don't skimp on the measures!) Tonic (good quality, no added nasties!), ice (not too much! I want to chill not dilute!) slice (half slice of unwaxed lemon, half slice of lime) served in a tall straight glass! 🍹🍹🍹



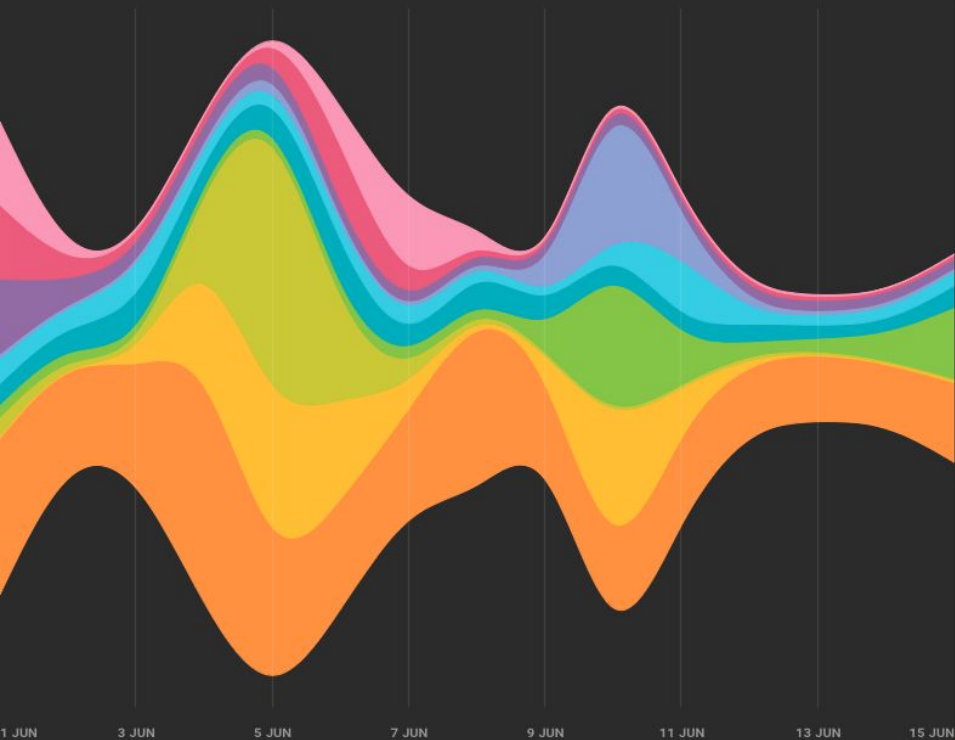
Twitter

15 Jun 2020 | 08:31



gyankaley (Gyan Kaley)
@gyankaley

Trending themes (excluding news)



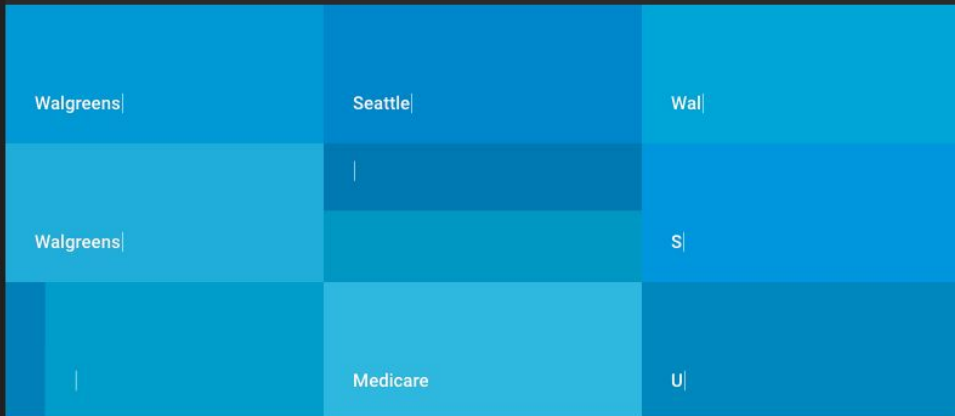
Topics

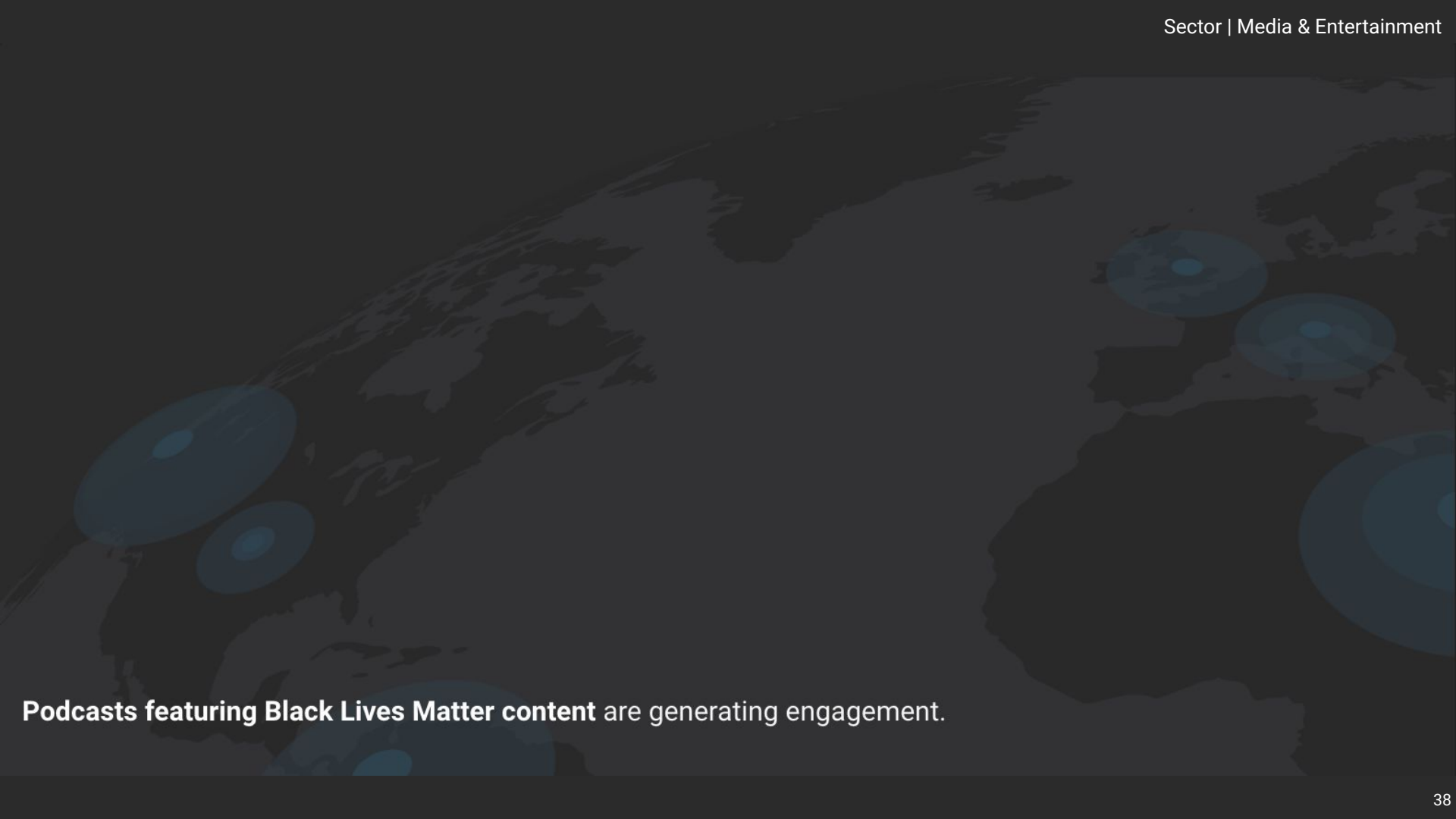
- hand sanitizer
- Memorial Day
- Liquor Store
- wearing masks
- hand sanitiser
- wear a mask
- 2 weeks
- hair cut
- global pandemic
- cold beer

Top sites globally

		VOLUME	CHANGE
1	twitter.com	84.08M	↘ 26%
2	reddit.com	3.7M	↘ 37%
3	tumblr.com	2.19M	↘ 13%
4	instagram.com	1.45M	↘ 72%
5	baidu.com	142.75K	↘ 14%

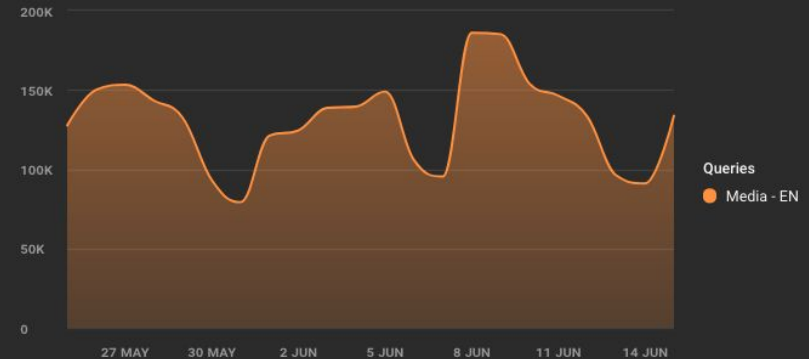
Emerging organizations in discussion





Podcasts featuring Black Lives Matter content are generating engagement.

Podcast discussion volume over time



People are sharing podcasts about challenges facing the black community, largely with the purpose of educating others. **Many are calling to “amplify black voices” and “support black creators” across all mediums.**

The hashtags #blacklivesmatter, #blackouttuesday and #podcastblackout are the most used within this discussion.



Holleewood92 (Holle B 🍷)

@Holleewood92

Don't just support black businesses y'all, support black creators too. Photographers, graphic designers, bloggers, podcasts, writers, etc!



Twitter

9 Jun 2020 | 23:47



ModFigsPodcast (Modern Figures P...

@ModFigsPodcast

[#Blackintheivory](#) ummm ... just see our whole podcast for MANY stories of Black women and the challenges we've had to overcome in academia to pursue degrees in computing.

t.co/04Cc5qS2UF



Twitter

7 Jun 2020 | 20:43



ctoradio (Carry the One Radio)

@ctoradio

Looking for something to listen to? Here's the



stephfuccio (Stephanie Fuccio)

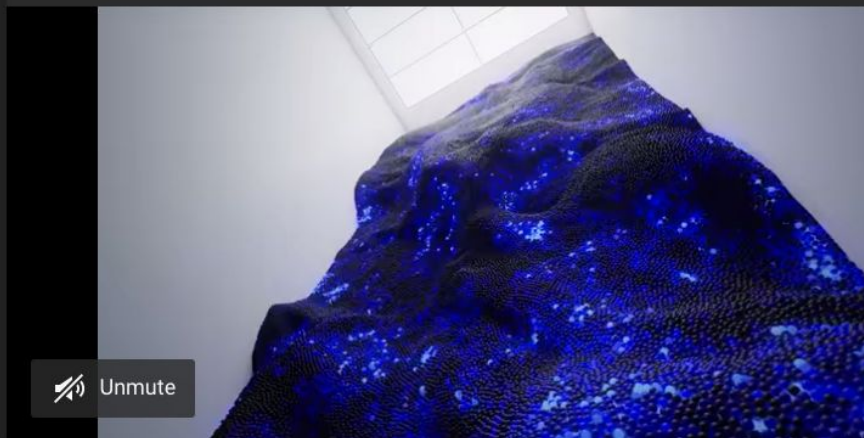
@stephfuccio

Gaming volume over time



The Sony PlayStation 5 teaser dominated gaming discussion this week (60k posts). Millennial gamers are showing their excitement for the console's upgraded specs.

The new device is triggering many streaming discussions on Twitch. Some gamers are saying they're planning to buy the product as a reward for getting through lockdown, indicating that **highly-anticipated products released in the second half of the year can make a splash as consumers reward themselves post quarantine.**




TikTok is trending in online conversation. **Millennials and Gen Zers say they're addicted to the app's entertaining content, which has helped get them through quarantine.**

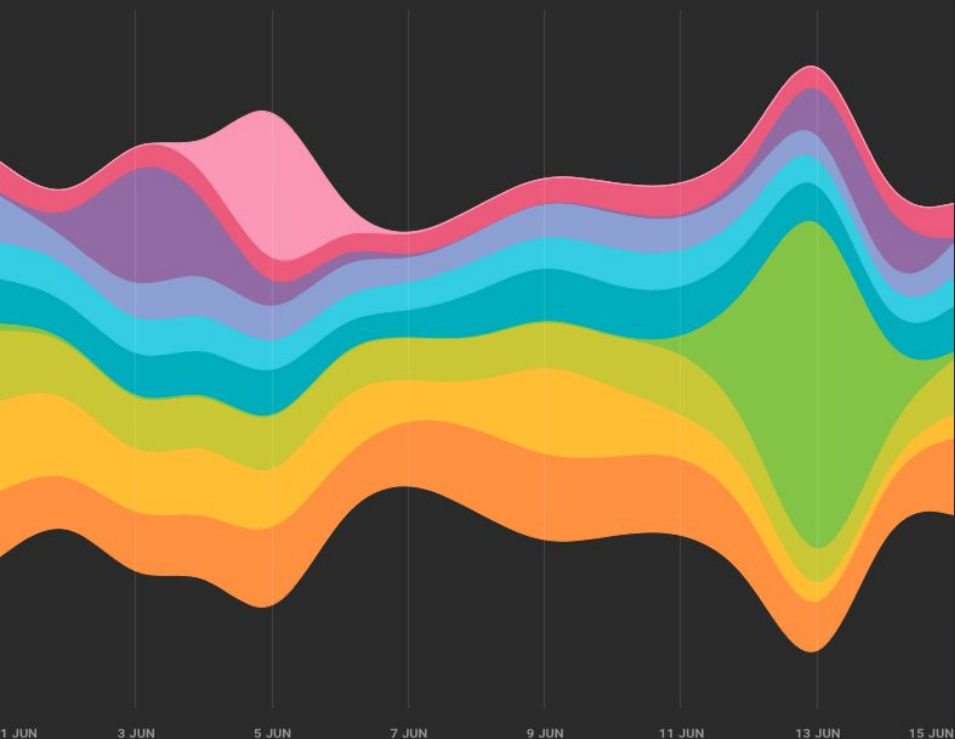
People are also sharing articles about the increase of TikTok users and opportunities this presents for brands. Experts are sharing insights on how brands can effectively activate on the platform.

Meanwhile, interest for ad opportunities is high with searches for "TikTok ad specs" increasing by 150% in the last week.



 Unmute

Trending themes (excluding news)



Topics

- New Podcast
- George Floyd
- podcast episode
- Pride Month
- new episode
- social media
- coronavirus pandemic
- Hyde Park
- first time
- Fuck That Guy

Top sites globally

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1	twitter.com	84.08M	↘ 26%
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4	instagram.com	1.45M	↘ 72%
5	baidu.com	142.75K	↘ 14%

Emerging organizations in discussion

Discount	Kenner Leagu	New York Times
Biden Center	Apple	Trump Admi
Rugby L	Dallas	Barcelo



People are talking about the benefits and challenges of online car purchases.

Many are searching online for “Hertz bankruptcy used cars” (+1,000% last week).

Consumers are saying if they already know the brand, specs, and color they want, buying a car online and having it shipped to their home is a good option.

Alternatively, some Millennials are saying it’s challenging to buy a car online because they don’t know where to begin. They’re looking for tips and advice online.



sargos66 (Serge Van Steenkiste)
@sargos66

Looking to buy a car? Hertz is selling thousands of used cars in its fleet in bankruptcy at bargain prices (Sharp drop in used car prices caused by a free fall in auto sales stemming from the pandemic)
t.co/h5GJiF9z9D



Twitter

14 Jun 2020 | 13:15



mtellock (Michelle)
@mtellock

@[law_champagne](#) If you’re buying a new car and know what model you want, I 100% endorse this advice on how to do it all online, it worked for me: t.co/gL0amUj5s2.



Twitter

13 Jun 2020 | 15:57



law_champagne (SingleChampagneL...)
@law_champagne

Guys, I’ve never bought a car and I have one picked out. Who wants to slide into my DMs to give me car buying advice + answer questions?



Twitter

13 Jun 2020 | 14:25



SteveABC13 (Steve Campion)
@SteveABC13

Maybe it is time to buy a new car? 🚗 You could score a good deal now that fewer people are renting cars since the pandemic. #[abc13](#)
t.co/DfWGs6kgSZ



Twitter

12 Jun 2020 | 17:33



jakboyd (Jak)
@jakboyd

Never buy a new car during a pandemic Jesus fucking Christ I have never been so stressed out in my entire life



Twitter

10 Jun 2020 | 19:47



acoyle23 (alexisannecoyle)
@acoyle23

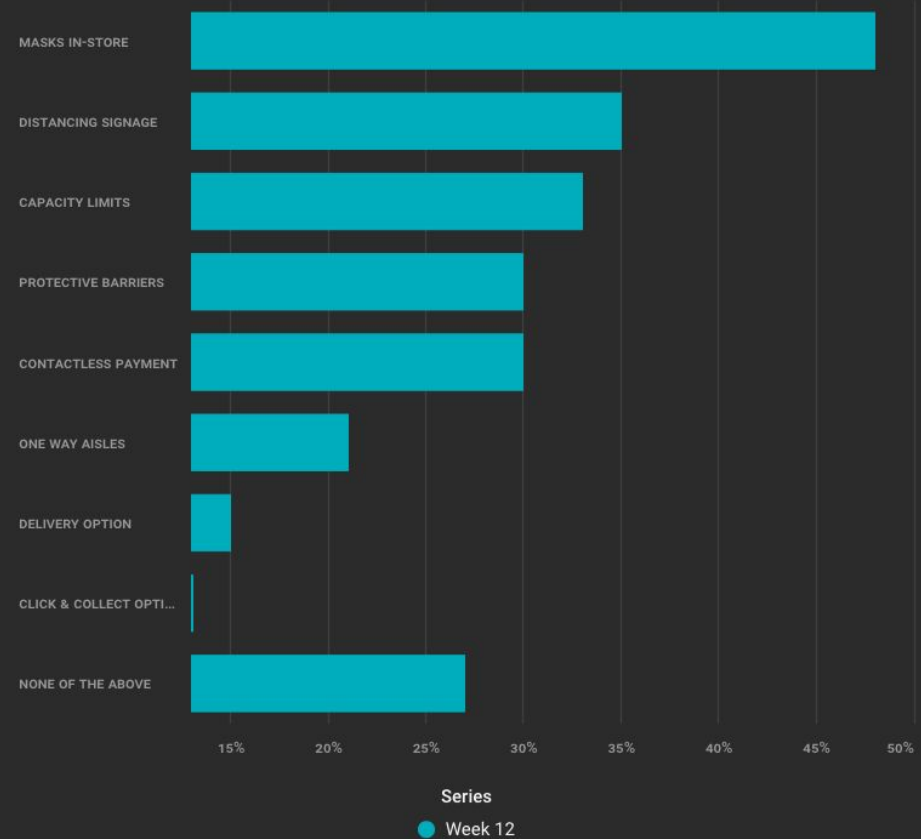
It was easier to get an apartment than buy a car during a pandemic 😞



Twitter

10 Jun 2020 | 20:36

Survey Question | Which do you consider when visiting a store?



As retail stores begin reopening (94k posts), people online are talking about safe shopping. Most consumers and businesses express being eager for reopening, while advocating for the enforcement of social distancing and face coverings.

Almost half of all survey respondents say that mask requirements in store are a decision factor for shopping, especially among those in continental Europe.

Brits online say they feel "it's still too early" to reopen retail stores. Some say they'll continue shopping online, refusing to shop in crowded retail spaces until they are confident risks are low.

coronavirus outbreak
 order takeout small businesses
 support local businesses #retweet retail stores
 #retail #covid19 **George Floyd** industry super funds
coronavirus pandemic coffee shops
COVID-19 pandemic charity shops
 show support #supportlocal
 safety of the community #shoplocal ordering takeout support black-owned businesses
 open for takeout #shoplocal ordering takeout support black-owned businesses
 Black-owned restaurants in the Seattle area list of Black-owned restaurants

People actively call for the continued support of local stores reopening, especially mom and pop shops. **Many are saying they intend to start shopping at stores owned by black entrepreneurs.**

Searches for “black owned online clothing stores” increased by 350% last week. Some are also calling for food delivery brands to feature black-owned business on their apps.



MelE5150 (Melinda Evette™)

@MelE5150

Or support a black owned food delivery company that delivers black owned restaurants. They're expanding as well.

@BlackandMobile1



Twitter

14 Jun 2020 | 20:04



Mzsweetcakes08 (M!M!)

@Mzsweetcakes08

If you guys want to support black businesses t.co/Sk8uE86Jcj has a whole list of black entrepreneurs with businesses and of course Twitter does as well



Twitter

14 Jun 2020 | 05:12





Unmute

Consumers continue to talk about buying above-ground pools to enjoy this summer. Searches for "swimming pool for sale" continue to increase (+40% from last week).

"Stock tank pools" are gaining traction given that they are relatively inexpensive and easy to set up. Searches for "stock tank pool with waterfall" increased 100% last week. People are sharing tips and videos of how to set up DIY stock tank pools on YouTube, as well as photos of existing pools via Twitter.



DPValley (Denise Eskildson)
@DPValley

Stock Tank Pool for the Summer Heat
t.co/7mKcUz9cdT



Twitter

14 Jun 2020 | 01:12



mpstpierre (Marc)
@mpstpierre

@NikkiHeever Lookup "stock tank pools".
These look very interesting.



SarahBrookbank (Sarah Brookbank)
@SarahBrookbank

Trending themes (excluding news)



Topics

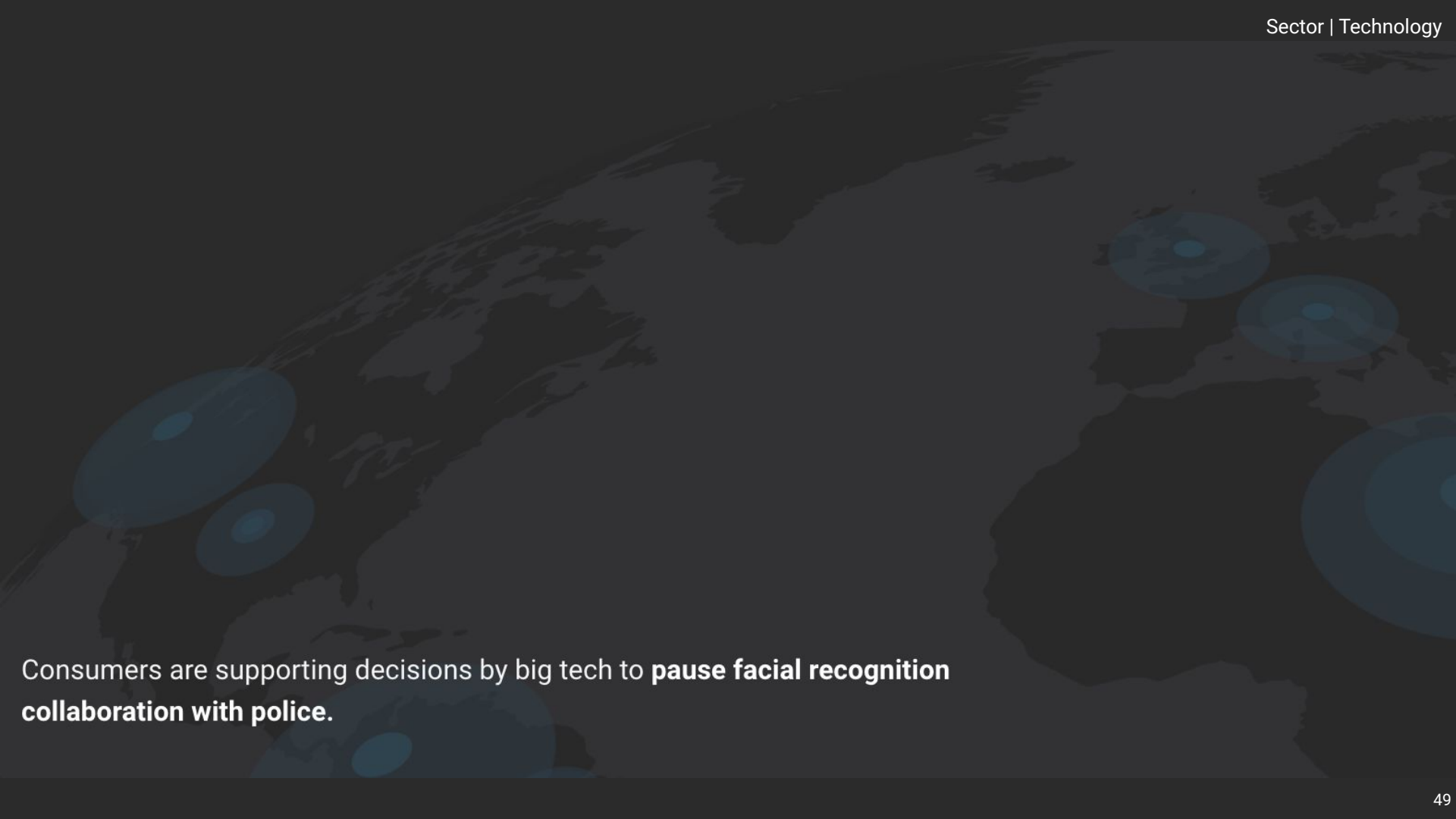
- grocery stores
- stores are open
- day quarantine
- public transport
- coronavirus pandemic
- pandemic began
- wearing masks
- shopping malls
- wear face
- grocery shopping

Top sites globally

		VOLUME	CHANGE
1	twitter.com	84.08M	↘ 26%
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3	tumblr.com	2.19M	↘ 13%
4	instagram.com	1.45M	↘ 72%
5	baidu.com	142.75K	↘ 14%

Emerging organizations in discussion

Simon Prop	YouTube	Canada Em
Amazon S	EBay	EBay
Kroger	McDonal	EBay



Consumers are supporting decisions by big tech to **pause facial recognition collaboration with police.**

News that Amazon, IBM and Microsoft would no longer research or develop facial recognition technology or work with police on this effort generated more than 150k social engagements.

On social channels, the majority of people are describing the response as necessary. Skeptics are pointing out that tech firms may not be working with police but could still be working with government agencies.



DLBLLC (Darren Bates) 🤔

@DLBLLC

@dr_rick @IBM @Microsoft Well, after all, #AI ethicist Luke Stark said, as a human race we should reject facial recognition altogether as the plutonium of artificial intelligence, a technology so dangerous and racializing it needs regulation and control on par with nuclear waste.



Twitter

12 Jun 2020 | 23:33



mvollmer1 (Dr. Marcell Vollmer #Sta...

@mvollmer1

IBM will no longer offer, develop, or research facial recognition technology #EmergingTech #facialrecognition #VirtualReality #VR #AugmentedReality #AR #DigitalTransformation #CyberSecurity #cyber #IBM #tech #ArtificialIntelligence #AI t.co/EZuUviN83g via @Verge



Twitter

10 Jun 2020 | 22:49



demandprogress (Demand Progress)

@demandprogress

This is big, but IBM is just one of several tech companies embracing facial recognition, including Amazon and the ferociously alt-right Clearview AI. We won't be safe until they all shut down their facial recognition



mitikerang (Mitti Ke Rang)

@mitikerang

@psb_dc @MiaD @NoelleSilver_ @SpirosMargaris @pierrepinna IBM CEO Arvind Krishna announced today that the company would no longer sell facial recognition services, calling for a "national dialogue" on whether it should be used at all. He also voiced support for a new bill aiming to reduce police violence and increase accountability.



Twitter

9 Jun 2020 | 09:44



The need for 5G technology, or high speed internet, is a discussion topic across tracked markets. Many support infrastructure efforts in Germany and other countries that increase access and better enable online education.

Theories linking 5G technology to Covid-19 are still being discussed, but positioned as a conspiracy and no longer have the same traction as several weeks ago. Questions do remain about the negative impact of cell phone towers on humans, animals and the environment.



GlobalIHN (Global IHN)

@GlobalIHN

@TomMJohnsonJr @BrendanCarrFCC
 @washingtonpost Cell towers, including small cells, are harmful to humans, animals and plants; causing neurological damage and cancer – learn about the health effects of radiation. Notifying: @FCC
 @AmerMedicalAssn @MayoClinic @BillGates
 @CrownCastle @NYTHealth @WHO
t.co/N0aKPM0m9I



Twitter

5 Jun 2020 | 02:43



TomMJohnsonJr (Tom Johnson)

@TomMJohnsonJr

Conspiracy theories claiming #5G is unsafe and linking it to #COVID19 are causing unnecessary panic and will hurt American recovery. In an oped for @washingtonpost, I set the record straight: t.co/0zGtgNE9FW



Twitter

4 Jun 2020 | 22:25

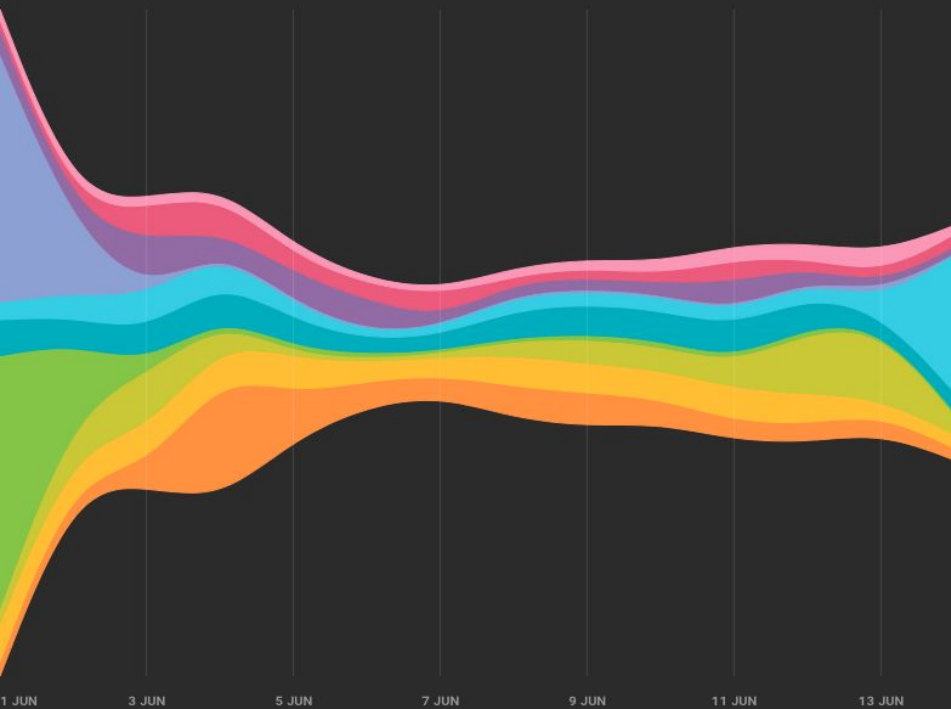


cducsubt (CDU/CSU)

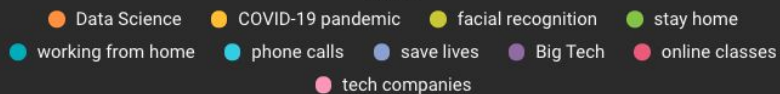
@cducsubt

Investitionen in die Zukunft: Der Koalitionsausschuss beschließt Milliarden für einen einfacheren Online-Zugang zu

Trending themes (excluding news)



Topics

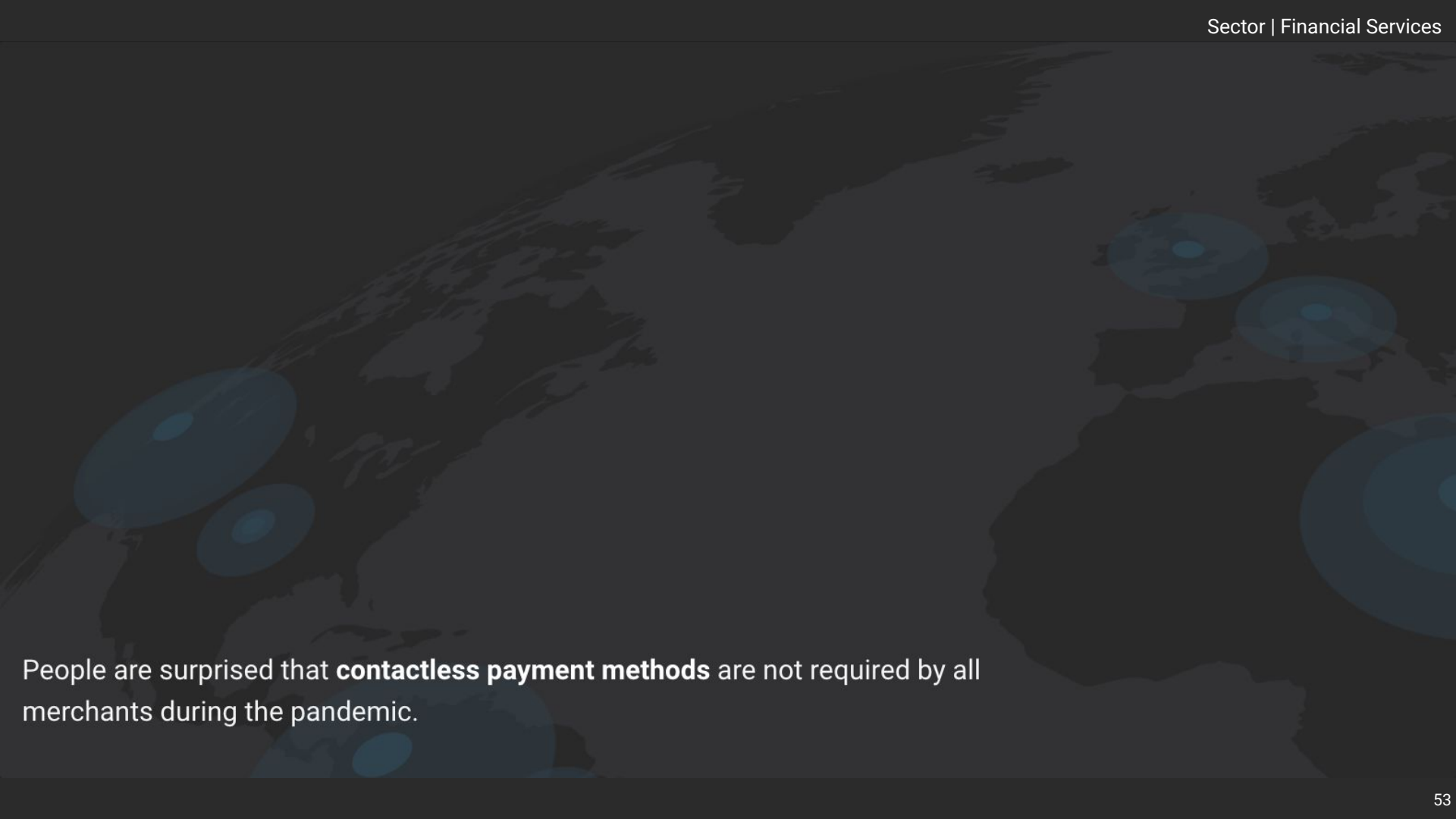


Top sites globally

		VOLUME	CHANGE
1	twitter.com	1.72M	↘ 24%
2	reddit.com	164.26K	↘ 23%
3	tumblr.com	70.87K	↘ 11%
4	instagram.com	25.38K	↘ 38%
5	4channel.org	13.24K	↘ 5%

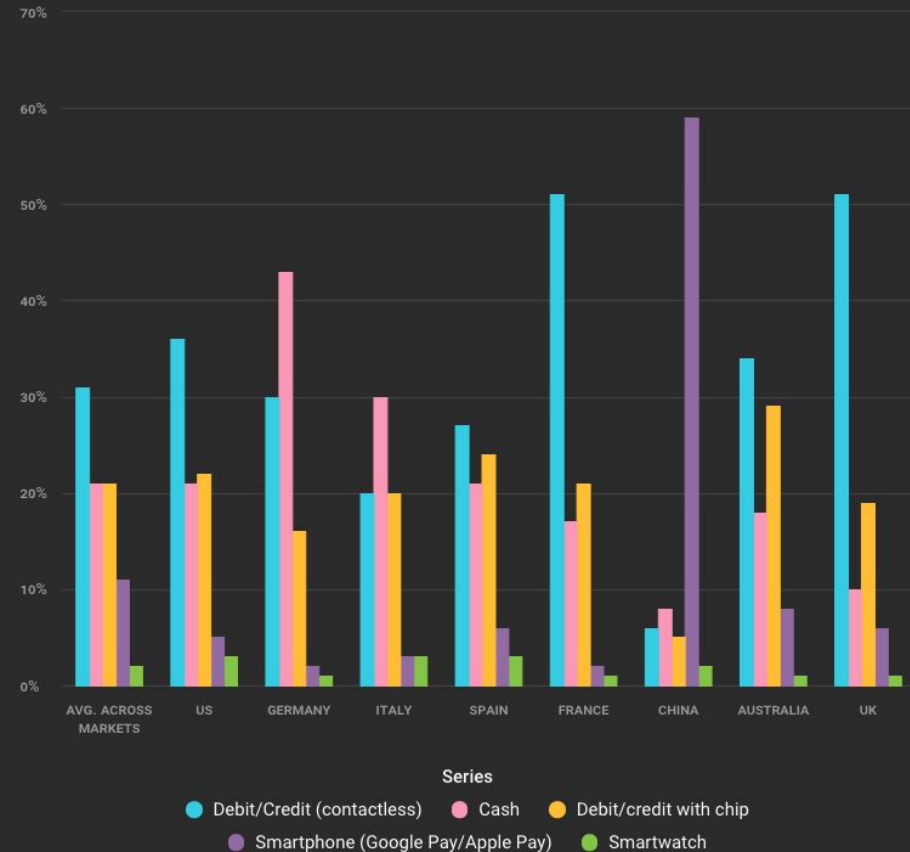
Emerging organizations in discussion

Air Indi	Air In	ZDNet
Google	Air Ind	YoungBoy
Epoch	Harva	Harva



People are surprised that **contactless payment methods** are not required by all merchants during the pandemic.

Survey question | What is your preferred method of payment...?



Given public health recommendations to use contactless payments to prevent the spread of the virus, **many are expressing frustration that not all stores provide a contactless payment option. Some are suggesting it should be the only method.**

Survey respondents echo this sentiment, with 31% across tracked markets preferring to pay with a contactless debit or credit card in stores. The percentages were even higher in France and the UK (51%).



SandraBFox (Sandra B. Fox)
@SandraBFox

Where is the second Stimulus Check? People really need it in order for them to recover from the lockdown we were forced into.



Twitter

13 Jun 2020 | 23:22



KPAX61 (999999)
@KPAX61

👉💰👉💰👉💰👉💰👉💰👉💰👉💰👉💰 New Data Stokes the Call for a Second Stimulus Check t.co/pNYnK6Mx9e



Twitter

13 Jun 2020 | 23:14



DeDe79150012 (DEBBIE)
@DeDe79150012

We NEED another Stimulus and this time it should be \$2,400 per adult. Stimulus check 2 update: Senate vote date, eligibility and latest second round status t.co/X5nOLHhQSX



Twitter

13 Jun 2020 | 22:57



Tr30120787Tr (tr)
@Tr30120787Tr

Did I hear a second stimulus check ? What about the first check then ??



Twitter

13 Jun 2020 | 20:43



GraceVa17793030 (Grace Vaughn)
@GraceVa17793030

A SECOND STIMULUS CHECK HAS PASSED THE HOUSE, THEY ARE WAITING ON THE SENATE TO PASS IT AND FOR TRUMP TO SIGN IT.



Twitter

13 Jun 2020 | 20:09



cicleman (Warren Houle)
@cicleman

Note to Nancy Pelosi, what happened to the second stimulus check? Their are a lot of people still out here who don't have anything to eat, can't pay their bills or mortgage! They really need that check!



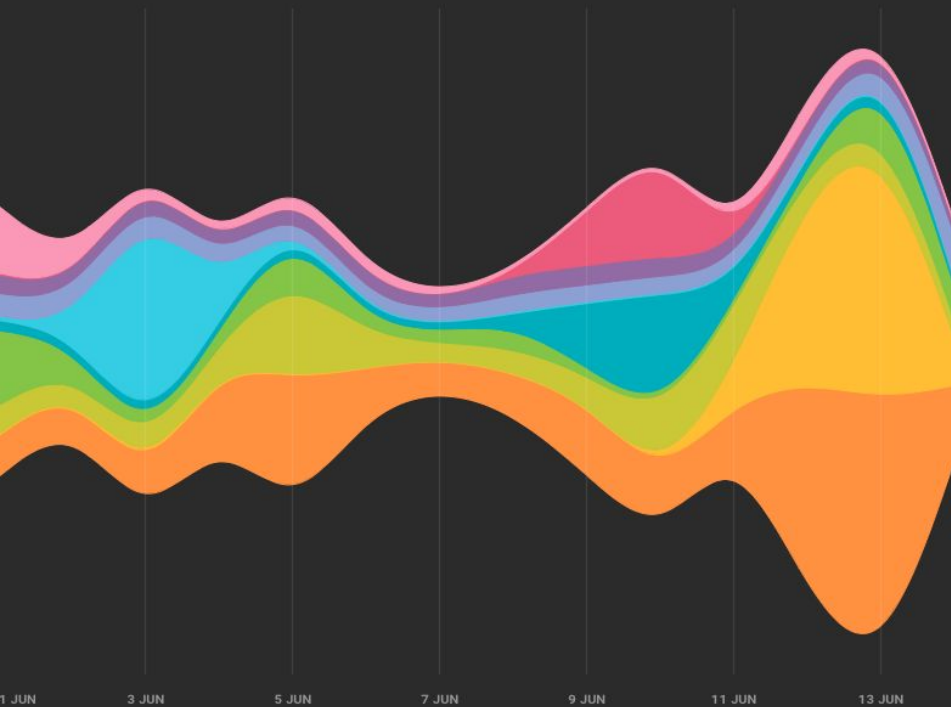
Twitter

13 Jun 2020 | 19:17

People in the US are discussing the second stimulus payment, with coverage of the topic driving +115k social engagements.

Overall, **people are wondering about the likelihood they'll receive a second stimulus check**. Others are asking how much money the second stimulus payment will provide. Some are sharing information about why the money is needed to help pay bills and to ease the financial strain on their household.

Trending themes (excluding news)



Topics

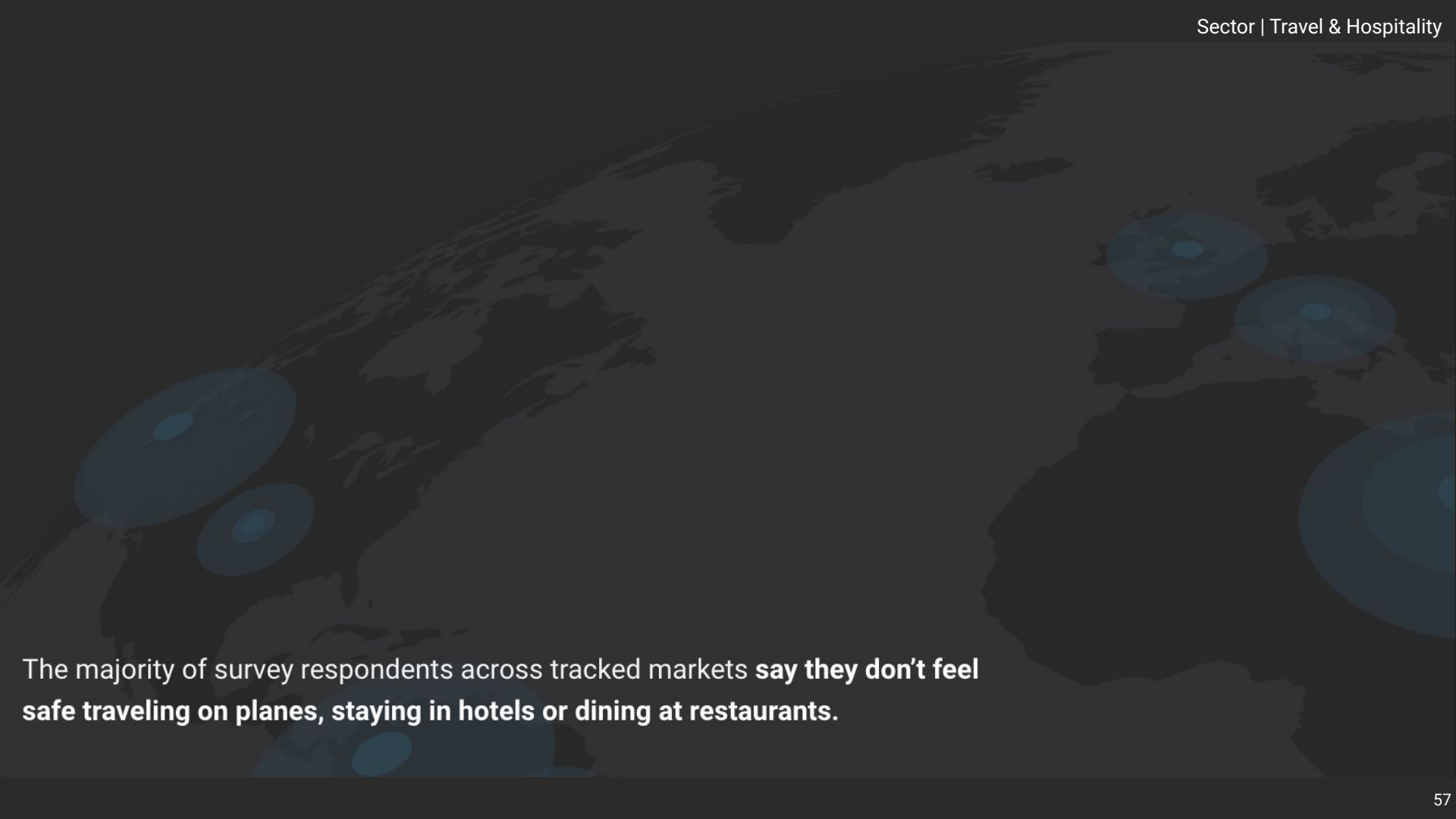
- health insurance
- Trump administration
- stock market
- small businesses
- car insurance
- food bank
- insurance companies
- insurance company
- insurance agents
- business owners

Top sites globally

		VOLUME	CHANGE
1	twitter.com	2.2M	↗ 6%
2	reddit.com	194.66K	↘ 16%
3	tumblr.com	60.64K	↘ 2%
4	instagram.com	27.04K	↘ 23%
5	thehill.com	6,316	—

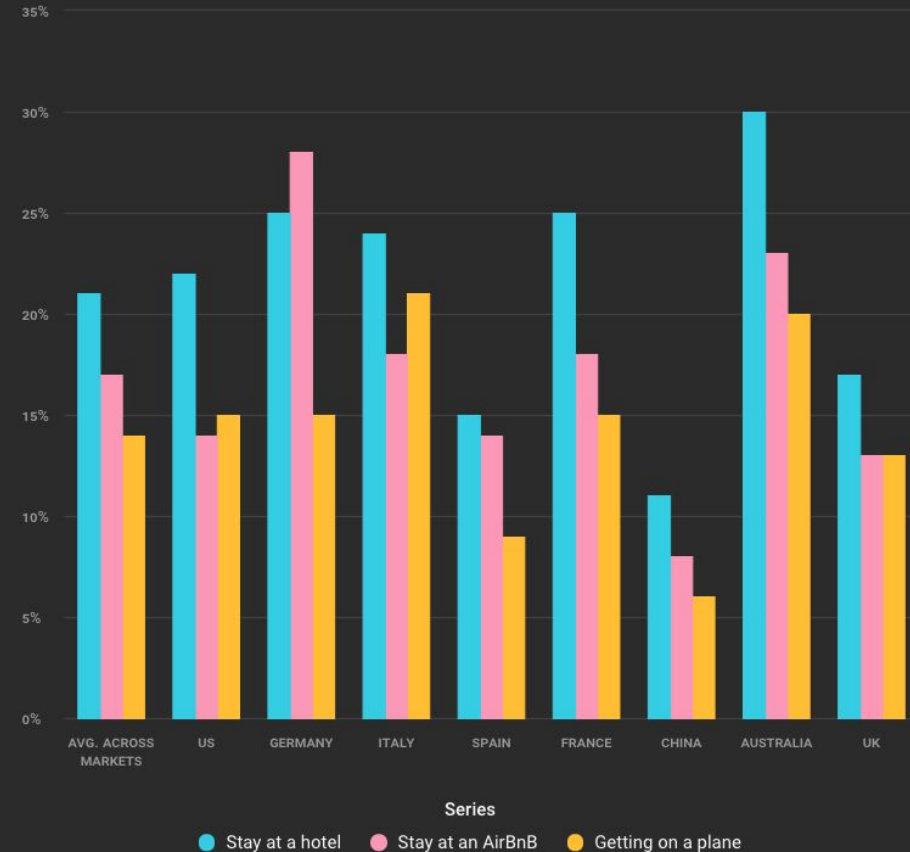
Emerging organizations in discussion

Columbia	supreme court	Axa
Marcos Bu	Justice	Columbia
Costco	Axa	Medicaid



The majority of survey respondents across tracked markets **say they don't feel safe traveling on planes, staying in hotels or dining at restaurants.**

Survey question | Which of the following do you feel safe doing?



While people online are reacting positively to the safety measures put in place by airlines, they are **wondering if it's really safe to fly**.

Just 14% of survey respondents across markets said they'd feel safe getting on a plane. Online, people are expressing concerns about the number of seats sold relative to capacity and are also worried about air contamination. Some are reaching out to those who've traveled recently for tips, while others are sharing personal accounts of check-in processes that included temperature checks or antibody tests.



LogicalGypsy (The Umbrella Friend)
@LogicalGypsy

Welp let's bring this back. I've been trying to change my seat for two weeks now. I said well maybe once I check in it'll give me access. I've called & now they tell me the plane holds 165 passengers yall booked 150 How is that COVID safe?



Twitter

13 Jun 2020 | 19:08



Lawbitrage (Nick)
@Lawbitrage

Checked into a hotel in South Tyrol: at the entrance your body temperature is checked via a camera, then you are required to take a COVID antibody (IGM & IGG) test via finger prick test. Whole procedure takes 5min and ensures the hotel being a safe area. Pretty smart actually.



Twitter

13 Jun 2020 | 14:30



digivaleria85 (Valeria Di Lonardo)
@digivaleria85

I'm a @Airbnb host and guest. What bothers me most is this: they asked us to follow a cleaning protocol to ensure guests that our place is safe. But how @airbnb will ensure hosts that these guests are #Covid_19 free? We are people too. #traveling #travelinsurance



Twitter

12 Jun 2020 | 08:49



kminx (Kimberley Barry)
@kminx

Ok I'm skeptical, not sure whether I trust Condé Nast Traveler when it comes to educating myself whether it is safe to fly on a plane or not. Like most infosec people who have been grounded since covid, I am being extremely risk-averse. t.co/LKlLbHUdyi



Twitter

11 Jun 2020 | 18:10



GeorgeHatcher (George Hatcher Sr.)
@GeorgeHatcher

Taking Steps In The Age Of COVID-19 To Keep Airline Passengers Safe t.co/UE5xCTDGIR



Twitter

11 Jun 2020 | 02:33



michaelmiraflor (Michael J. Miraflor)
@michaelmiraflor

Anyone with experience flying during Covid-19: do you have any practical tips? Articles say it is "safe" to fly, but what are unexpected things that you encountered at the airport / in the plane that are unique to the situation?



Twitter

5 Jun 2020 | 15:39



marshawright (Real Marsha Wright@...)
@marshawright

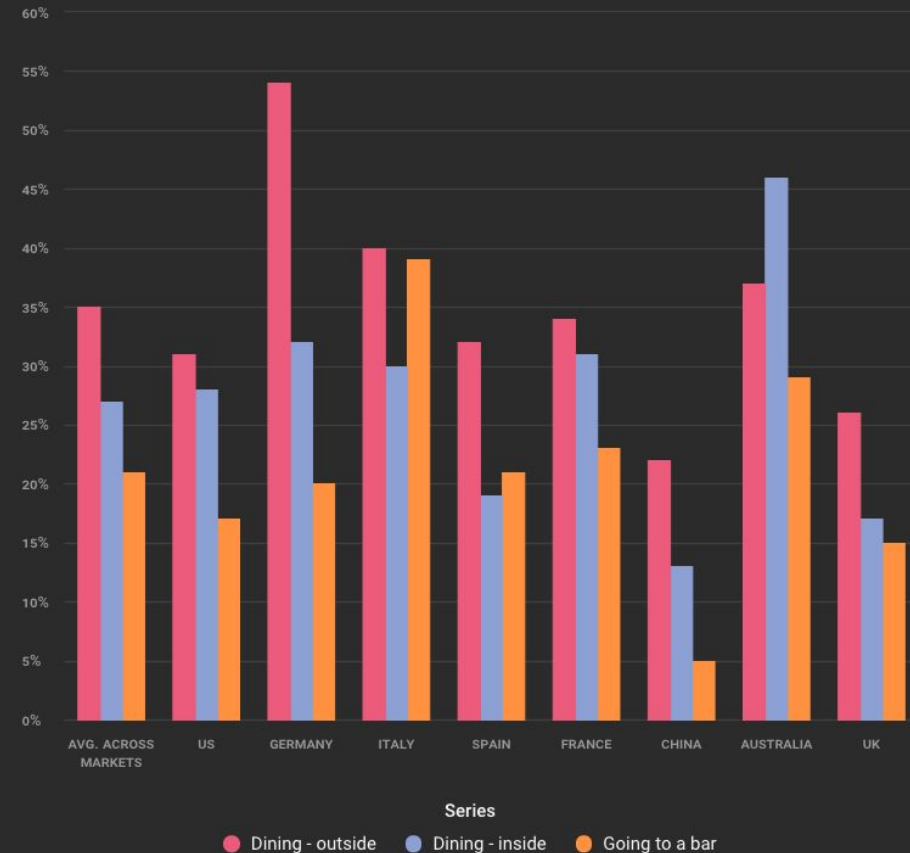
In #Travel News... 🌴☀️ Airlines Say It's Safe to Travel. But Is It? t.co/BCGLq5WHGL
t.co/0BFbu0dv4q



Twitter

1 Jun 2020 | 20:28

Survey question | Which of the following do you feel safe doing?



When it comes to dining options, 35% of survey respondents across markets say they feel safe dining outside at restaurants. Germans (54%) and Italians (40%) feel particularly unsafe.

Survey respondents were less comfortable dining inside (27%). **People online are concerned about the lack of masks being worn while seated at tables, as well as worries about air conditioning potentially spreading the virus.**



Melissa46465829 (Melissa Romero ...)
@Melissa46465829

First meal eaten inside a restaurant in three months. Just simple bbq but was pretty **tasty**. 😊 #OrlandoNative t.co/doo2TA3sqj

Twitter 13 Jun 2020 | 18:45



HopHeadJim (Jimmy H.)
@HopHeadJim

A warning to the bars opening back up: my friend's bar in OC opened up last week. Now the bartender, her BF, and a customer got positive COVID test results. It's a dive bar and no one was wearing masks or social distancing 🙄

Twitter 11 Jun 2020 | 18:51



sdr_medco (Sheila)
@sdr_medco

My husband wants us to go out to eat tonight at a restaurant with dining outside because Monday is my b-day. I told him since our state is one of those in the top 14 states with a massive increase in cases I don't think so. Am I wrong since it's outside ?

Twitter 13 Jun 2020 | 12:08



ChanelMurder (CHANEL MURDER)
@ChanelMurder

having to wear a mask inside a restaurant but being able to take it off to eat and when you're seated is the dumbest shit ever

Twitter 10 Jun 2020 | 20:06



eevelynjlee (evelyn lee)
@eevelynjlee

HI COVID is spreading throughout Houston & Huntsville PLEASE be safe and for the love of God DONT. GO. TO. THE. BAR.

Twitter 13 Jun 2020 | 03:21



joshberka (Josh Berka)
@joshberka

@iafan4life @05HAWKI @Luebke_Tina We had takeout last night for the second time since everything began. I refused to go inside the restaurant, even though it was being disinfected as I watched.

Twitter 6 Jun 2020 | 22:17



GovMurphy (Governor Phil Murphy)
@GovMurphy

The evidence is overwhelming and the experts are clear: #COVID19 is more lethal inside than outside. It's too soon to open restaurants for indoor dining. We won't budge on protecting public health. t.co/mjeDC1EANo

Twitter 12 Jun 2020 | 18:14

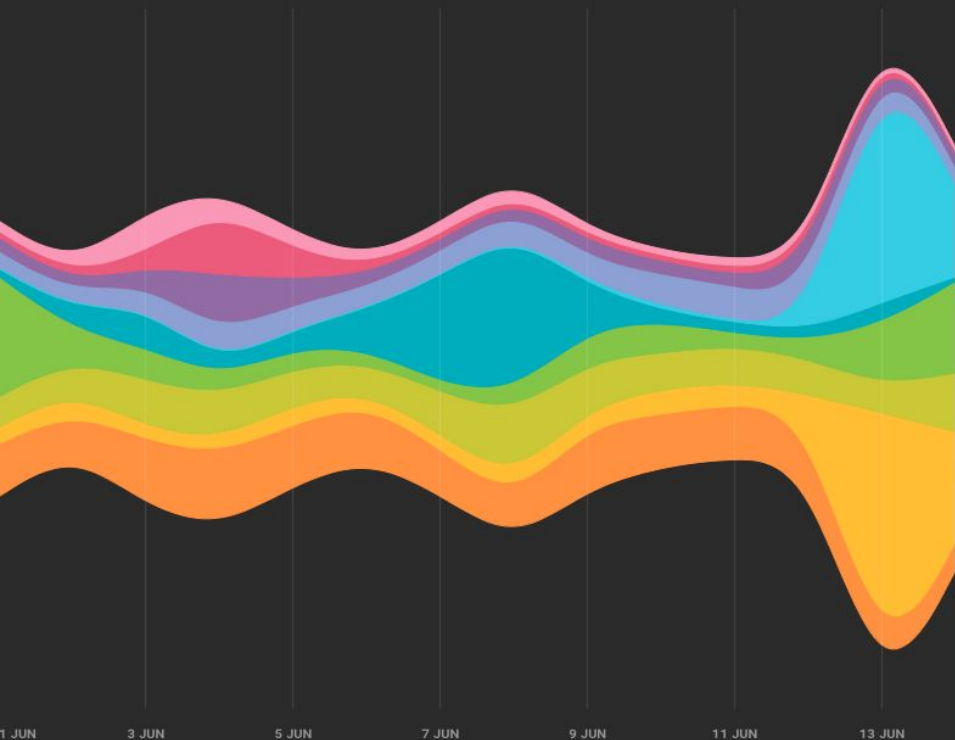


KimDrinksBeer (Kim Stewart)
@KimDrinksBeer

@mattlindner I miss bars and restaurants dearly, but I will NOT be dining inside one or even on a patio for the foreseeable future. Keeping my immunocompromised partner safe is still my first priority. My desire for social engagements or dinners out will never change that.

Twitter 6 Jun 2020 | 17:38

Trending themes (excluding news)



Topics

- coronavirus pandemic
- new cases
- first time
- bars and restaurants
- bus driver
- pandemic began
- spread of Covid-19
- face coverings
- wear face
- maintain social

Top sites globally

		VOLUME	CHANGE
1	twitter.com	435.88K	↘ 15%
2	tumblr.com	50.38K	↗ 1%
3	reddit.com	43.51K	↘ 15%
4	instagram.com	19.08K	↘ 26%
5	tripadvisor.com	10.69K	↘ 7%

Emerging organizations in discussion

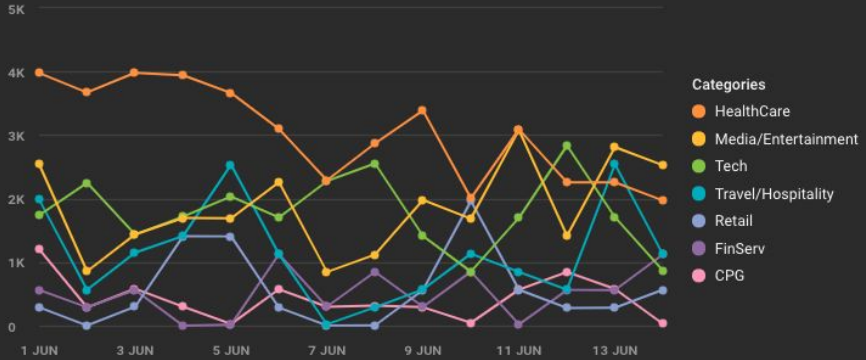
United	British Air	British
Disney	Centers for Disease Control	Latam Airlines
Associated Press	Asso	Getty Image



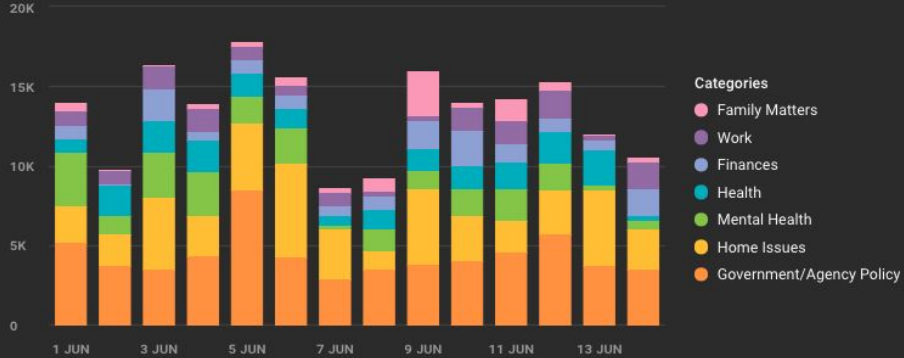
Country Data

Australia

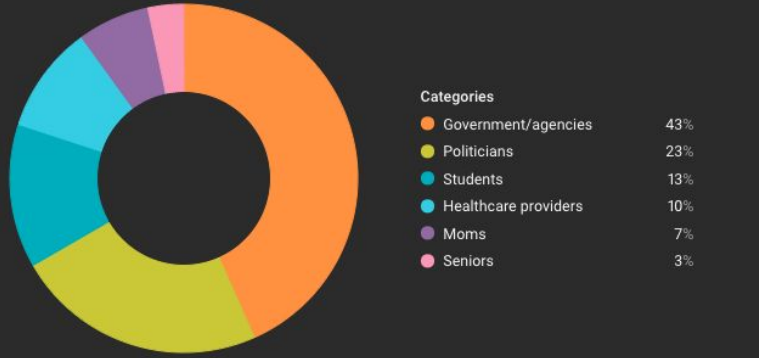
Australia volume by sector



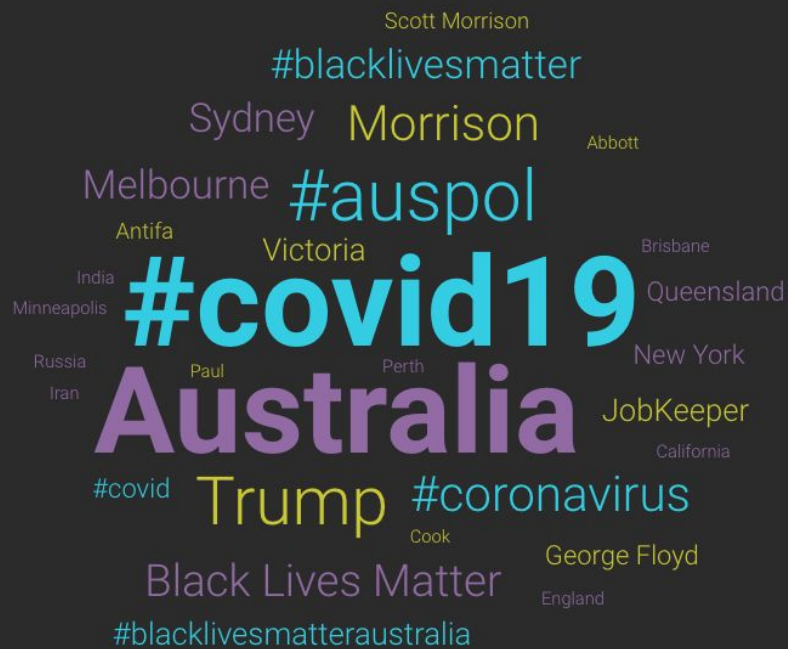
Australia volume by topic



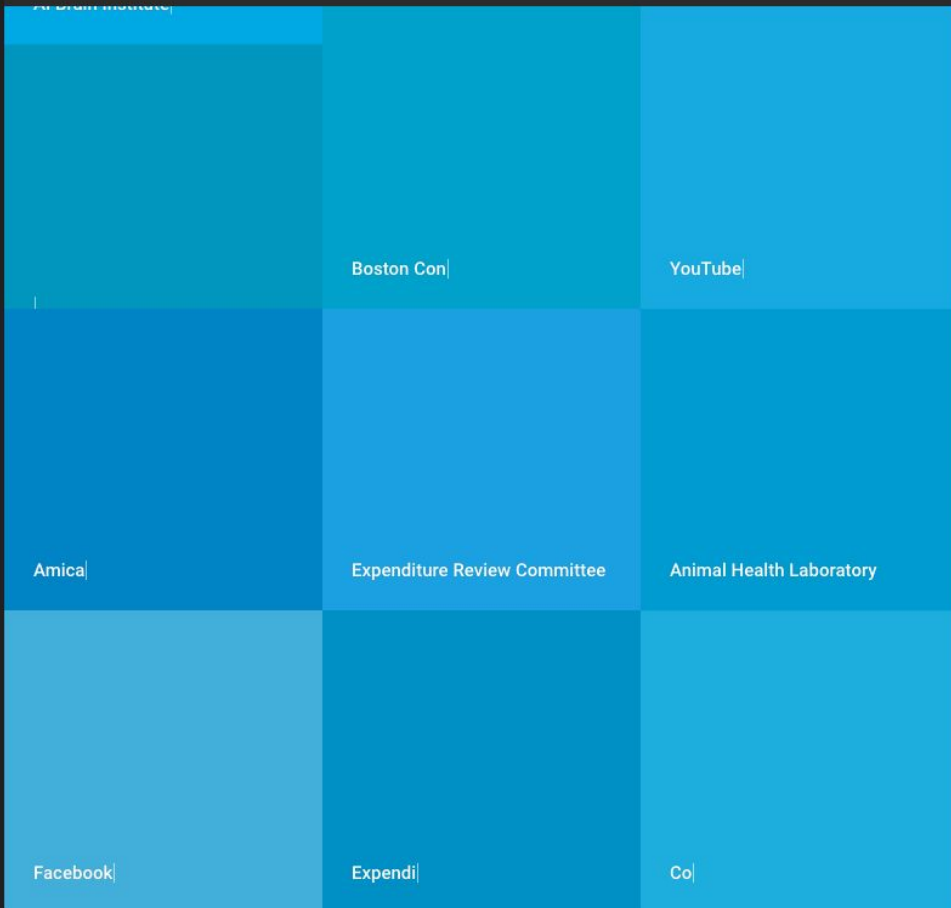
Audiences



Emerging themes in discussion

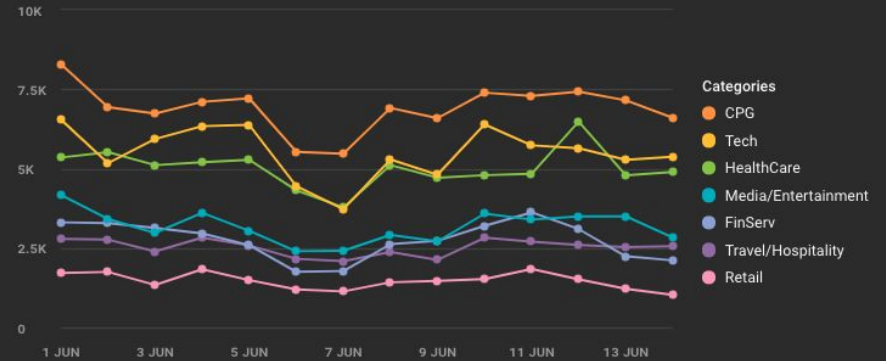


Emerging organizations in discussion

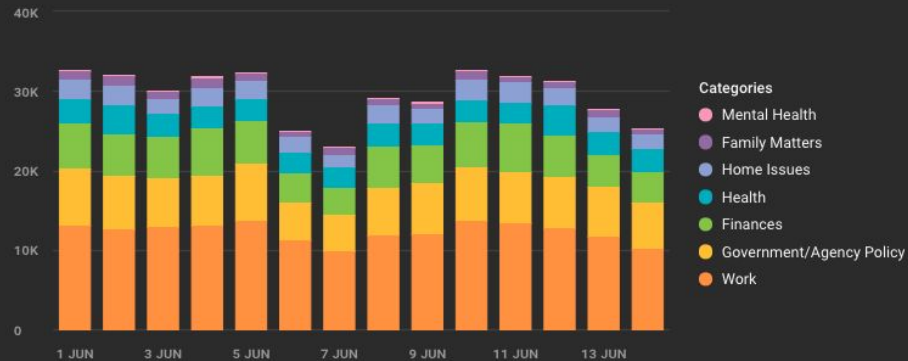


China

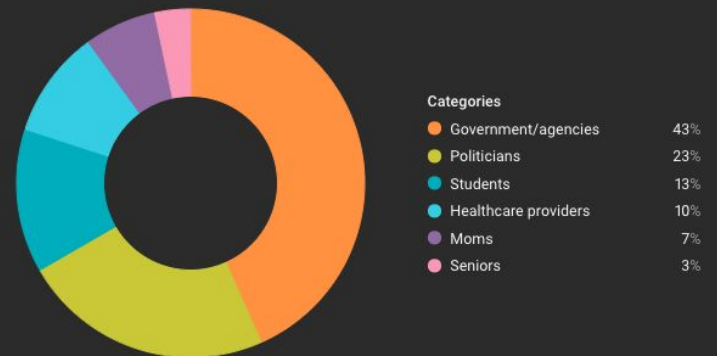
China volume by sector



China volume by topic



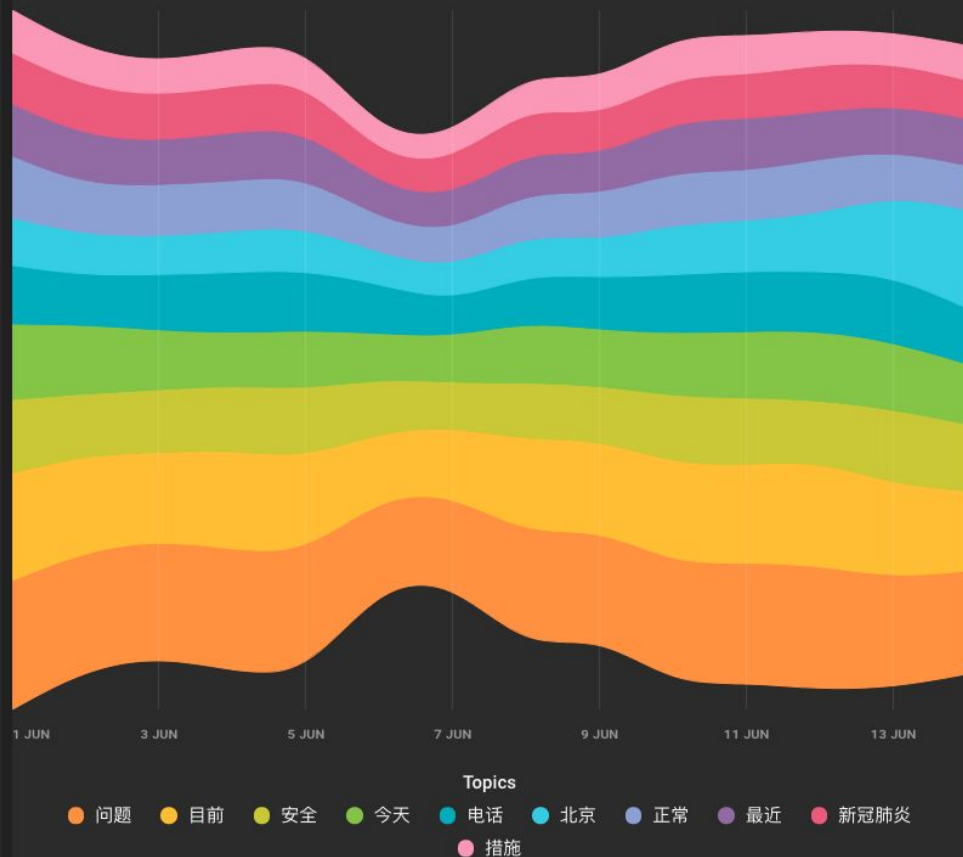
Audiences



Emerging themes in discussion

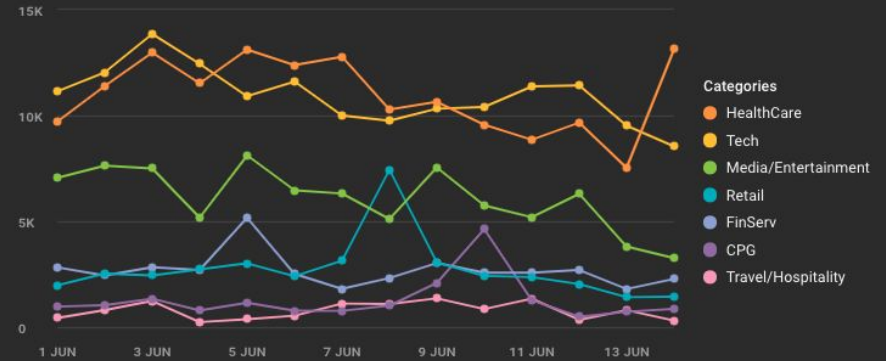
政府工作报告
显示全部
工作地点 免费 值得信赖
最近 安全 豆瓣App
😂 7月 上午 北京 目前 6月6日
正常 6月10日 电话
#coronavirus 附件
6月1日 近日 #covid19 昨天
问题 今天 措施 🏠
新冠肺炎 疫情影响
工作时间

Emerging topics in discussion

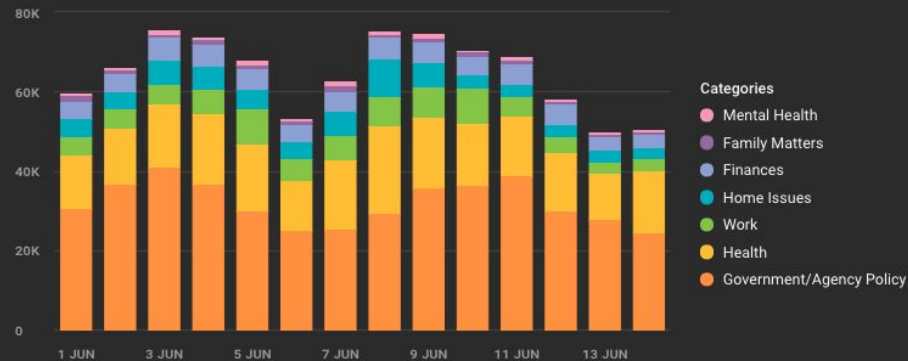


France

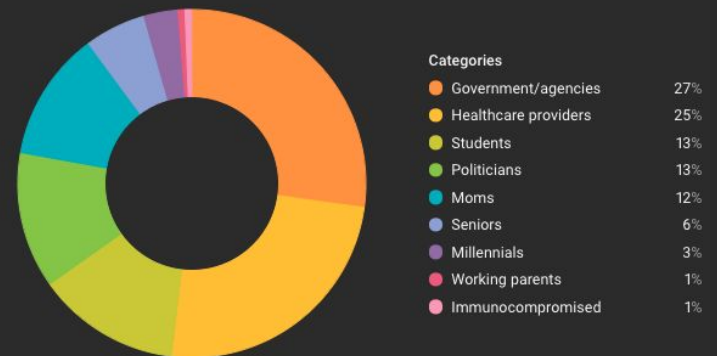
France volume by sector



France volume by topic



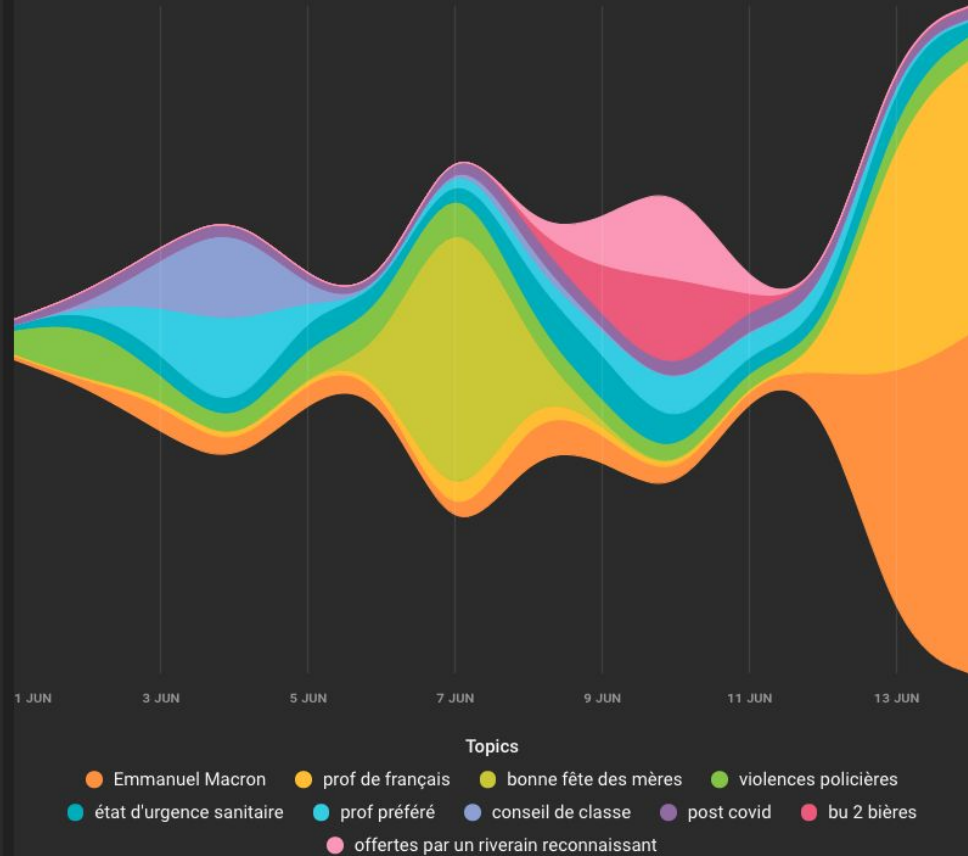
Audiences



Emerging themes in discussion

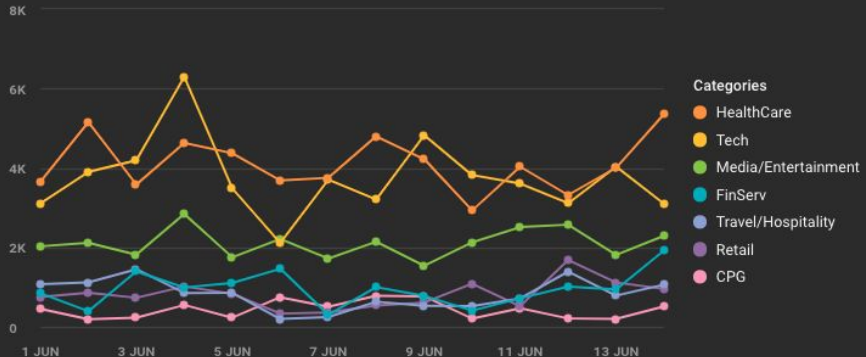
#chloroquine #violencespolicières
 #fetedesmeres #justicepouradama
 #france
 #georgefloyd ❤️ #coronavirus
 📱 🤔 #police
#covid19 #racisme
 👍
#violencespolicières
 #macron 📌 🇫🇷 #covid-19
 #hydroxychloroquine 🗣️
 #blacklivesmatter 😊 #covid_19
 #paris #confinement #covid
 Emmanuel Macron
 #deconfinement

Emerging topics in discussion

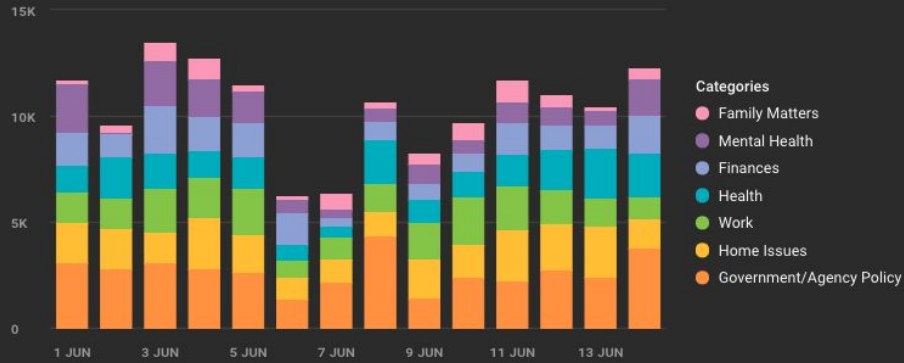


Germany

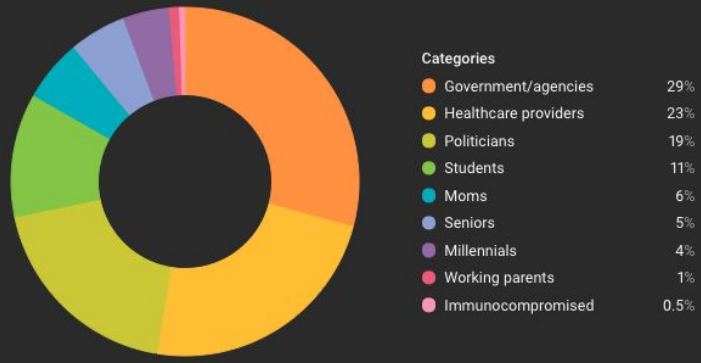
German volume by sector



German volume by topic



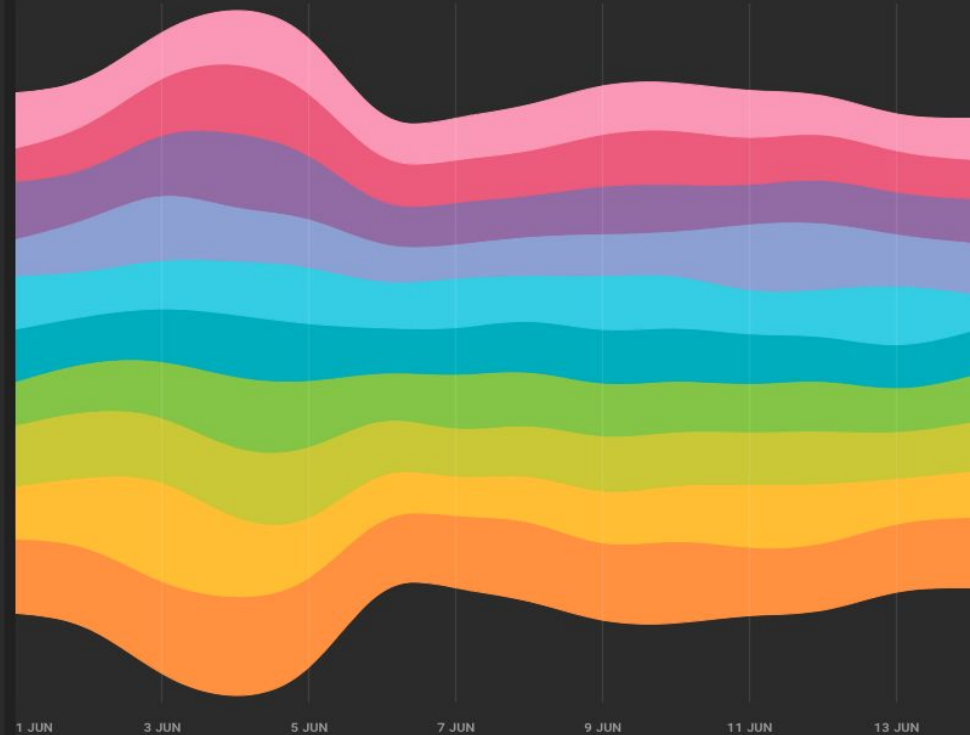
Audiences



Emerging themes in discussion

#digitalisierung
 #blacklivesmatter #homeoffice
 #covid-19 #covid_19 #ki
 #pandemie #lockdown
 #konjunkturpaket
 #coronakrise 🤗 ❤️ #wumms 🙏 #berlin
 #konjunkturprogramm ➡️ 🇩🇪 📌 #podcast
 #corona #göttingen 😭 😊
 #coronavirus 🤔
 #covid19 #covid
 #coronavirusde

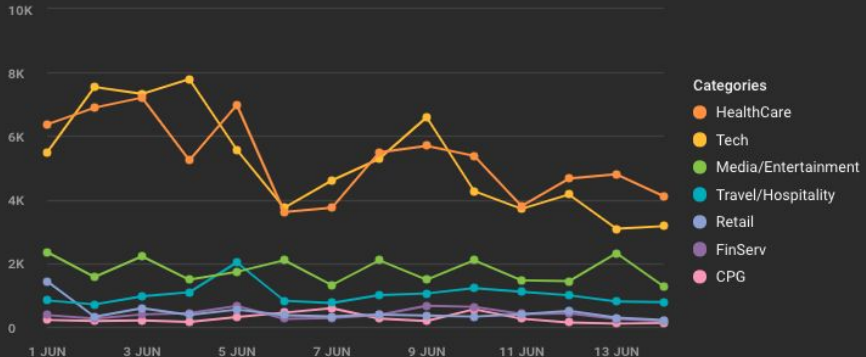
Emerging topics in discussion



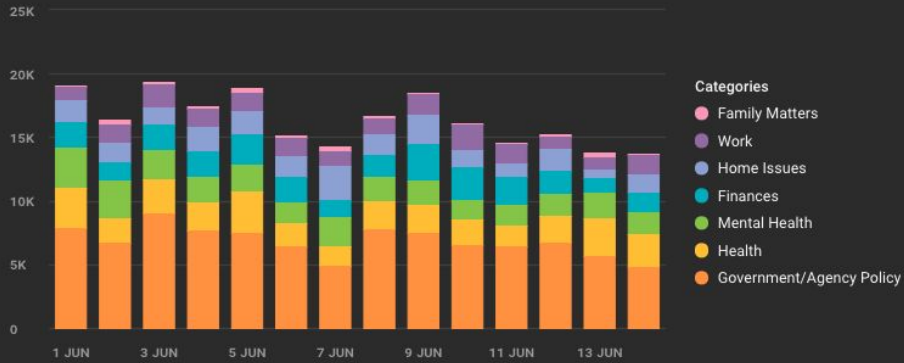
- Topics
- einfach
 - Deutschland
 - lassen
 - Wochen
 - Frage
 - eigentlich
 - fast
 - steht
 - bekommen
 - weiß

Italy

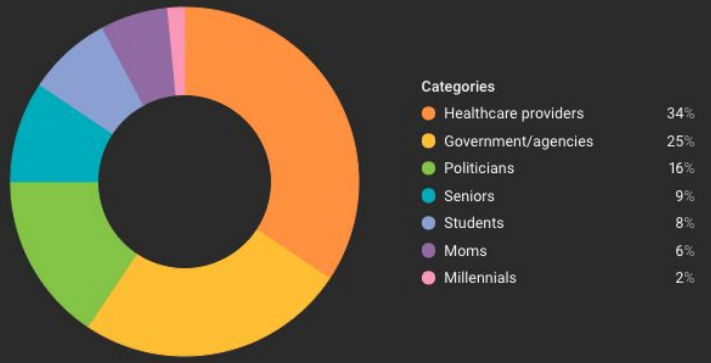
Italy volume by sector



Italy volume by topic



Audiences



Emerging themes in discussion

distanziamento sociale
#covid_19

App Immuni #mascherine

San Raffaele #pandemia 😊

#italia #covid #salvini

#covid19 👉 #2giugno
#lockdown #zangrillo ➡️ #covid-19
#fase3

#conte #lombardia 👇

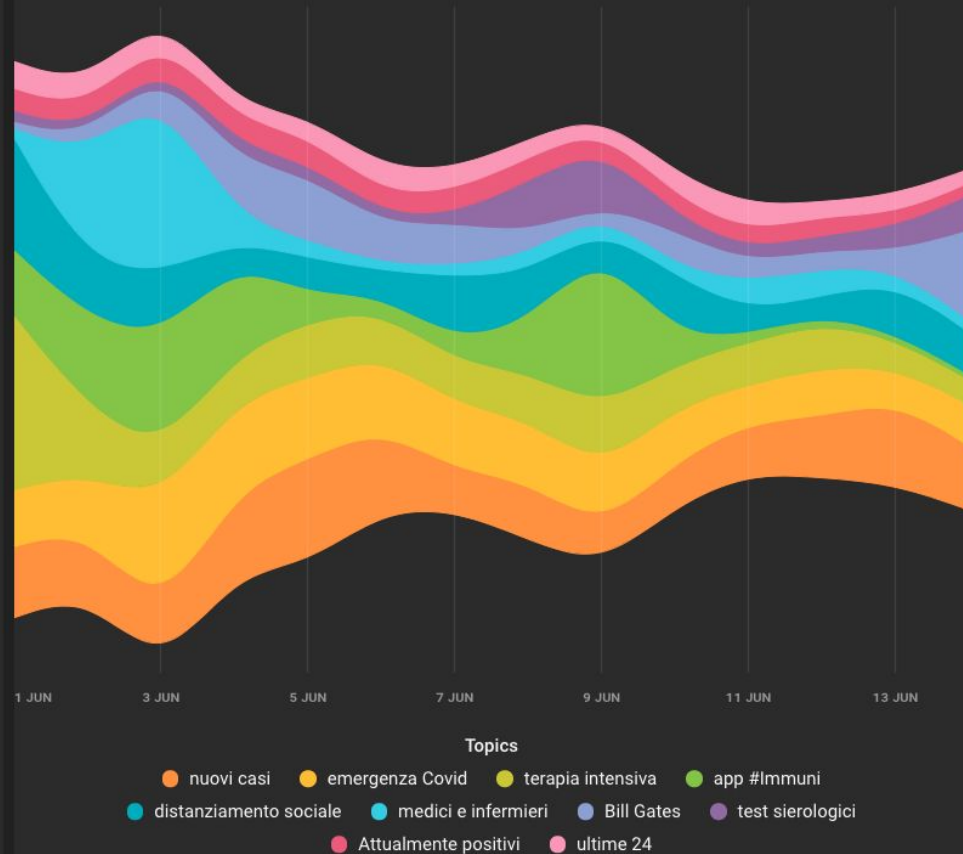
nuovi casi 🇮🇹 #ansa #radiosavana

#coronavirus #immuni

#covid19italia

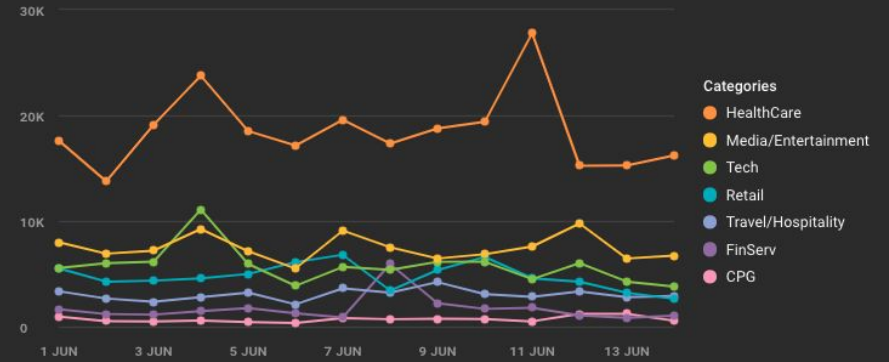
terapia intensiva

Emerging topics in discussion

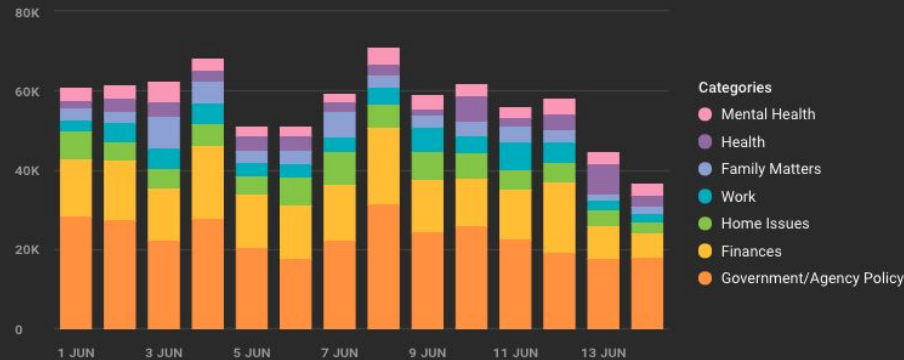


Spain

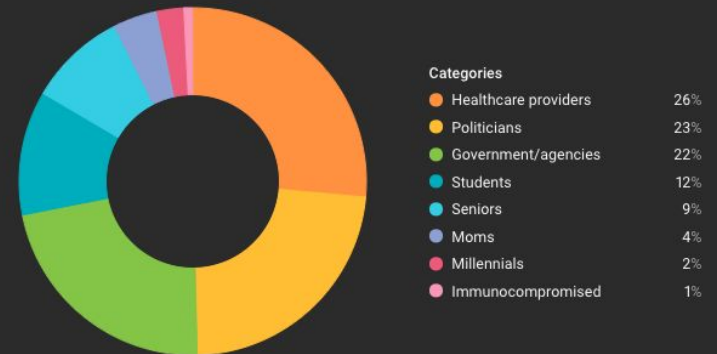
Spain volume by sector



Spain volume by topic



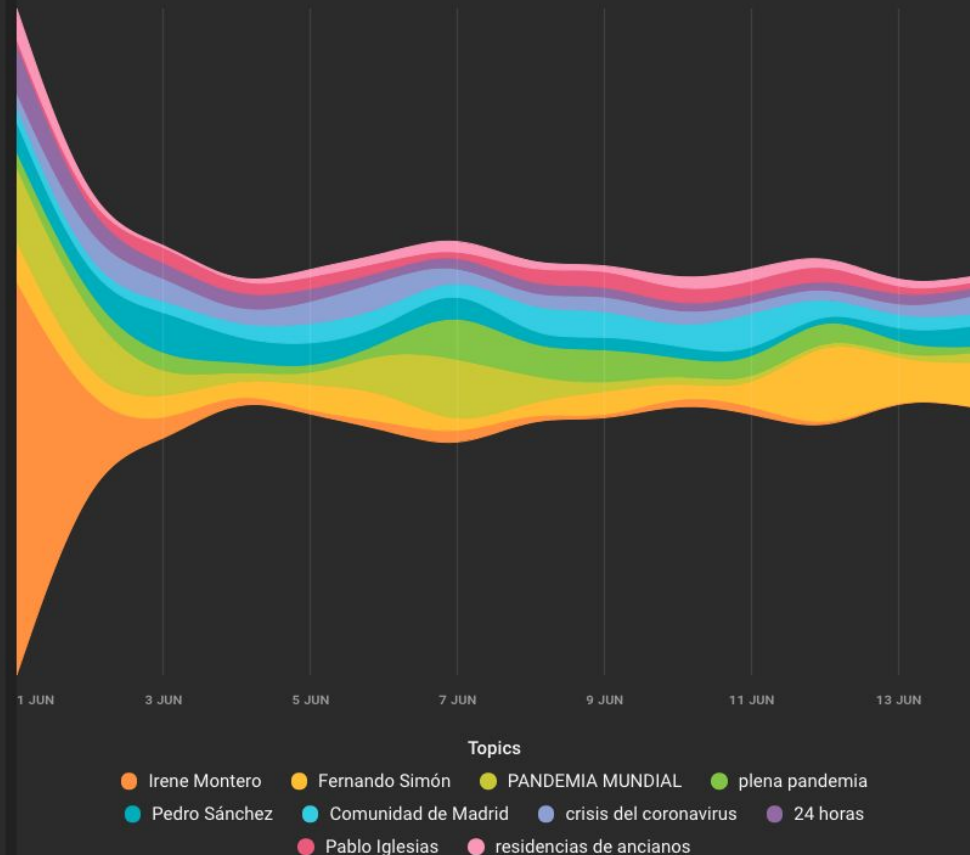
Audiences



Emerging themes in discussion

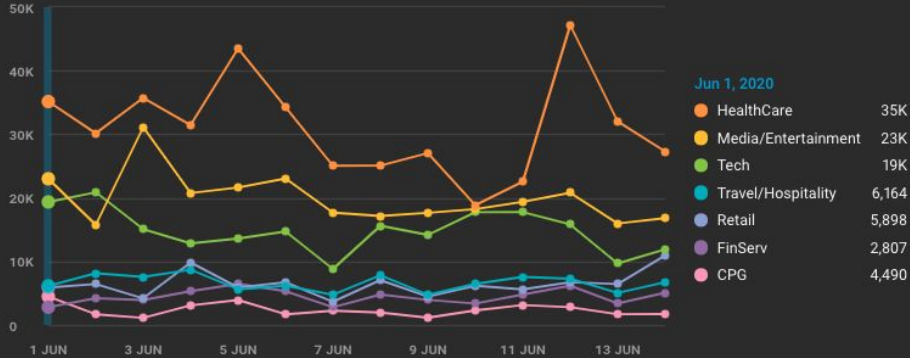


Emerging topics in discussion

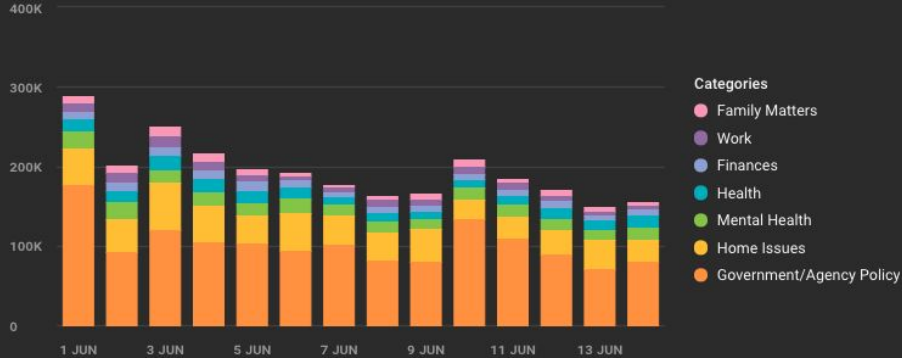


United Kingdom

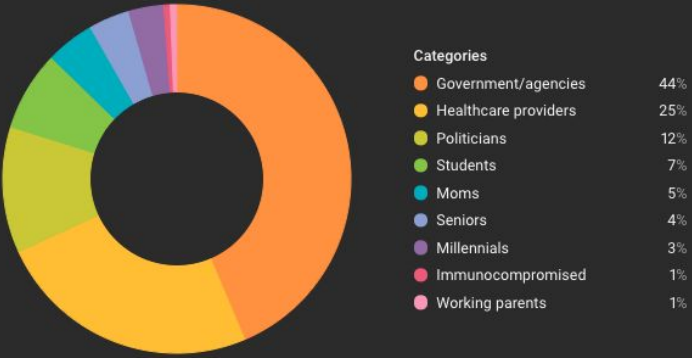
United Kingdom volume by sector



United Kingdom volume by topic



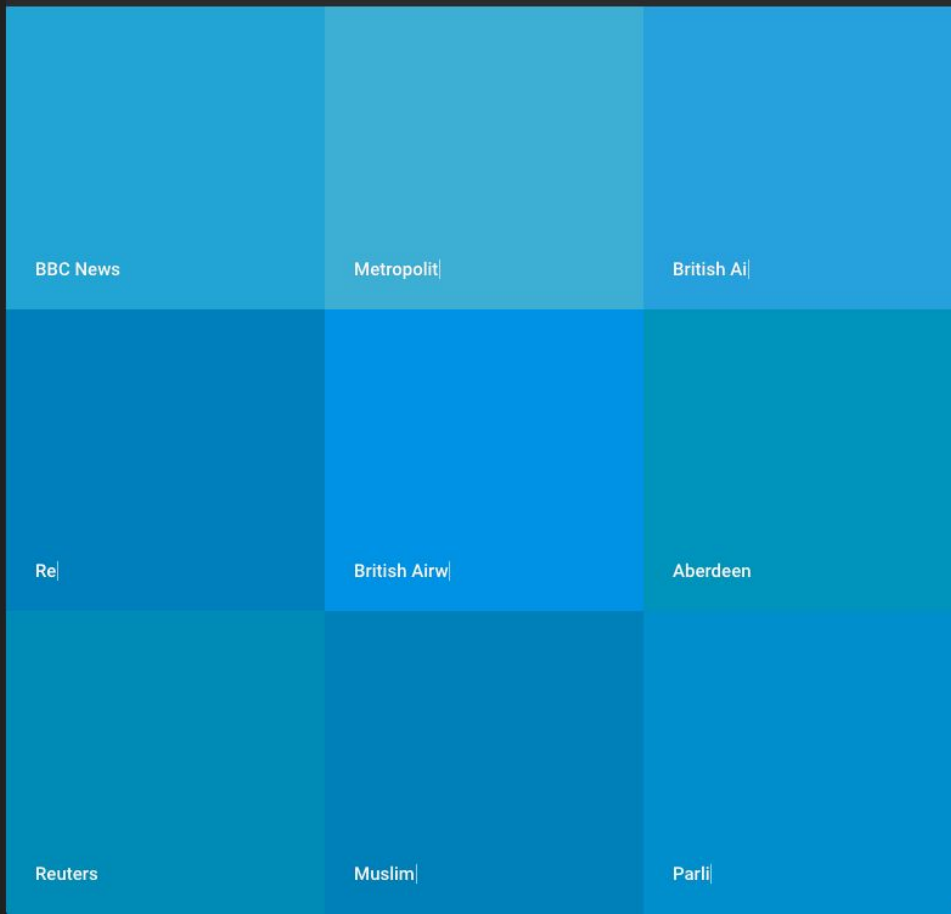
Audiences



Emerging themes in discussion

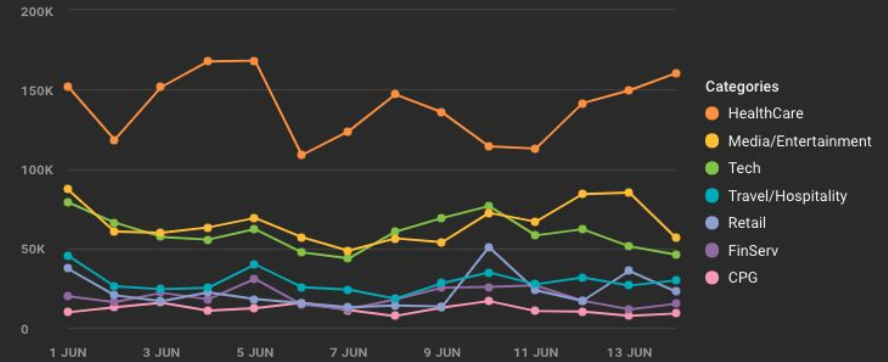
#blacklivesmatter
 coronavirus pandemic
 working from home
 Johnson #covid Britain
 #lockdown 😂 #covid19
 #covid-19 Hancock
 London Ferguson America George Floyd
 Trump two weeks Covid 19
 🇬🇧 Scotland Brexit Matt Hancock
 Europe England Boris public health
 #coronavirus Cummings
 Boris Johnson
 Dominic Cummings

Emerging organizations in discussion

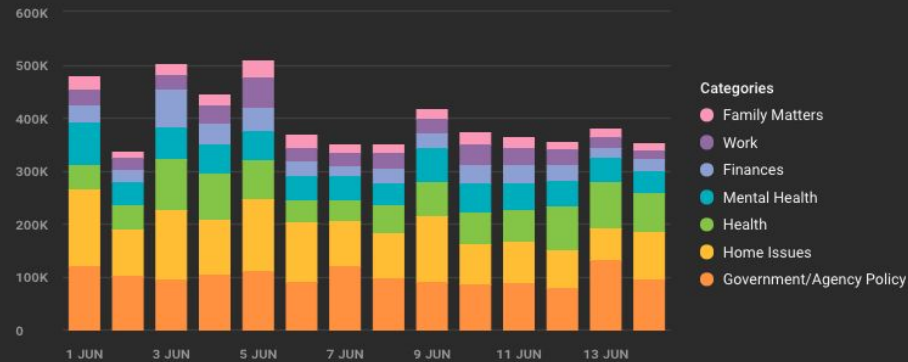


United States

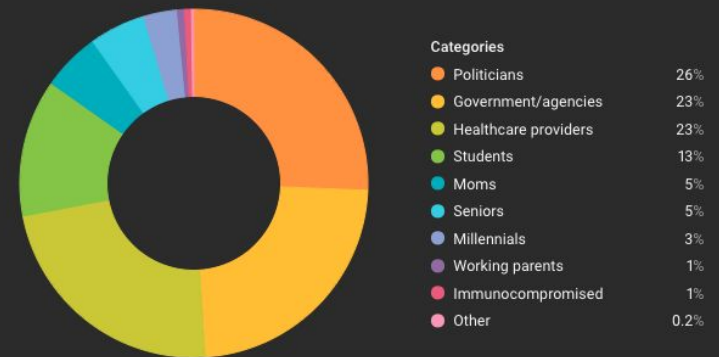
US volume by sector



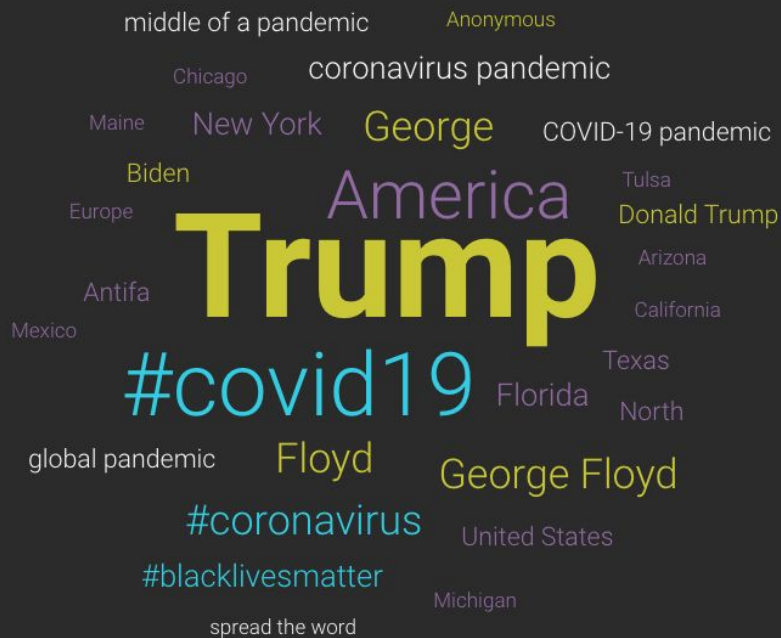
US volume by topic



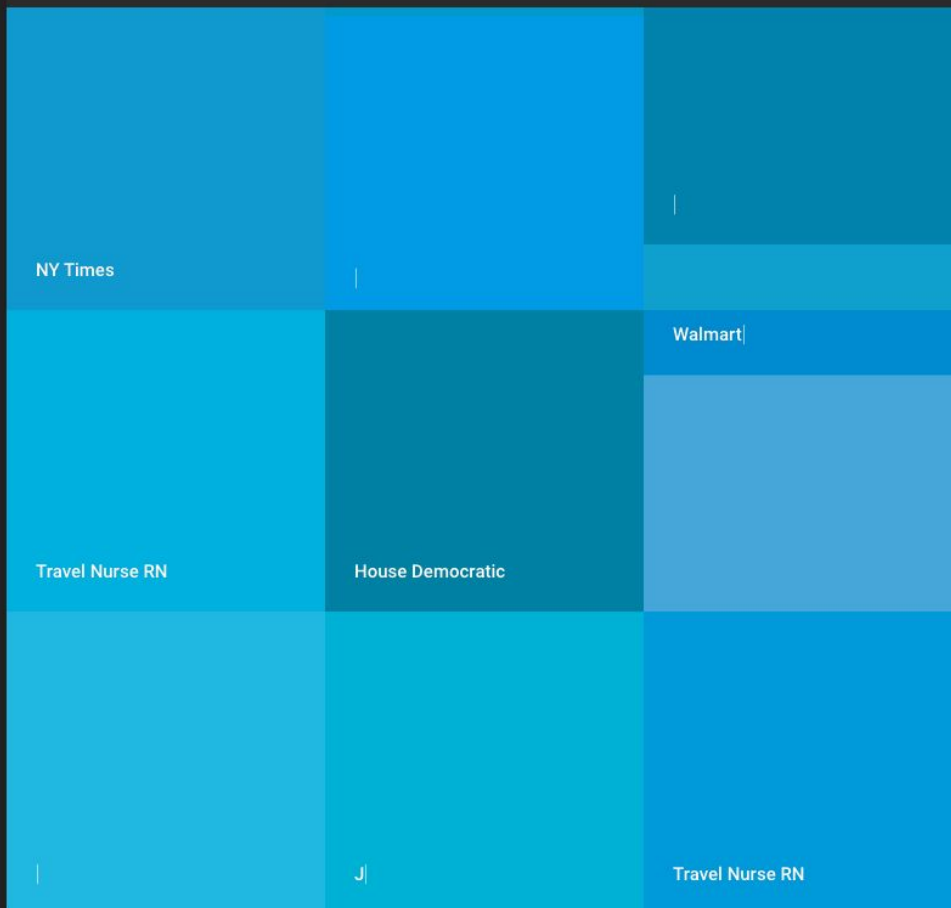
Audiences



Emerging themes in discussion



Emerging organizations in discussion



Post	Total Engagement
<p>Asymptomatic spread of coronavirus is 'very rare,' WHO says By William Feuer - Jun 8, 2020 cnbc.com</p>	1.9M
<p>Florida sets new single-day record for coronavirus cases since reopening economy, over 4,000 in three days By Matthew Impelli - Jun 5, 2020 newsweek.com</p>	1.7M
<p>Seattle coronavirus survivor gets a \$1.1 million, 181-page hospital bill By Danny Westneat - Jun 12, 2020 seattletimes.com</p>	1.6M
<p>Trump promises to move Republican National Convention over coronavirus restrictions By Morgan Winsor - Jun 2, 2020 go.com</p>	1.6M
<p>COVID-19 and Child Labour: A time of crisis, a time to act - UNICEF DATA Jun 11, 2020 unicef.org</p>	1.4M



Trending Questions Asked Online

Concern around the number of Covid cases and precautions emerged in forums.

Covid Cases

- Are governors starting to take the approach of “the prevention is worse than the disease” as they re-open despite spiking Covid-19 numbers?
- Why is it that New Zealand is the only country that doesn't have Covid-19 anymore?
- People who protested in the last two weeks: have you developed symptoms or tested positive for Covid-19?
- Why don't you hear about the number of people who are newly hospitalized with Covid-19?
- Residents of New Zealand, what could other countries learn from the way your

Covid Precautions

- Can the immunity threshold for Covid-19 be reduced if everyone wore masks and social distanced (instead of simply slowing the spread)?
- What precautions are you taking 3+ months into Covid-19?
- What necessary steps can be taken to improve immunity against Covid-19?
- What are you doing to prevent the spread of the Coronavirus?
- Have there been any reports of people contracting Covid-19 despite wearing face masks?
- Where in public are you most likely to catch the coronavirus?

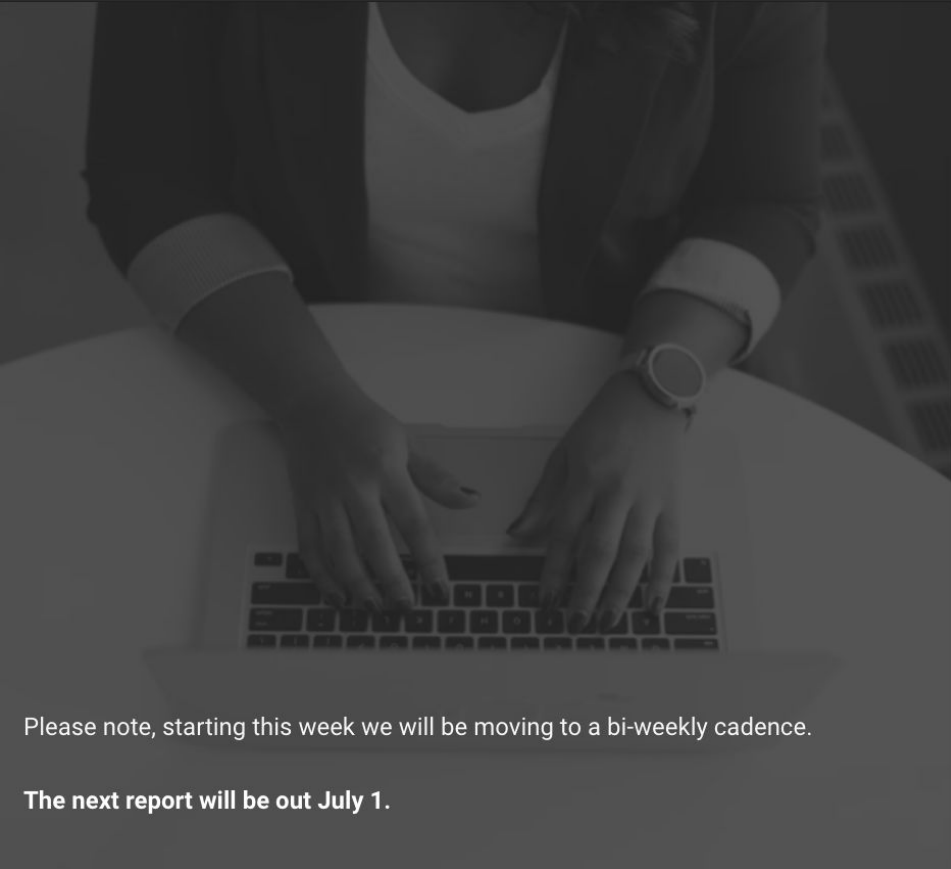
People are reflecting on the past three months of lockdown and questioning the future.

Future

- How do you think Coronavirus will affect democracy?
- Do you think movies will see a decrease in box office revenue in the next couple of years due to Covid-19?
- Any predictions on how Covid-19 could affect college admissions?
- How will the job market look after Covid-19?
- Anyone else mourning the end of lockdown for Covid-19?
- Safe Travelling After Coronavirus Ends: How, When and Where?
- What is/should be the plan for the Coronavirus? Is it just “everyone stay inside

Lockdown

- We're about 3 months into the coronavirus stay-at-home announcement. How are you doing?
- What next for homeless and vulnerable people housed during coronavirus lockdown?
- Does anyone feel like the Covid-19 pandemic has made them less productive?
- How did the coronavirus situation affect your business and personal life?
- What is most annoying about the Covid-19 Shutdown that you have experienced?



Please note, starting this week we will be moving to a bi-weekly cadence.

The next report will be out July 1.

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.