



August 12, 2020

# Covid-19 Consumer Insights

Brandwatch | A new kind of intelligence

**Our last free Covid-19 Consumer Insights Report will be published August 26.**

Our final report will share what we've learned in the last six months and how people are feeling about what's ahead.

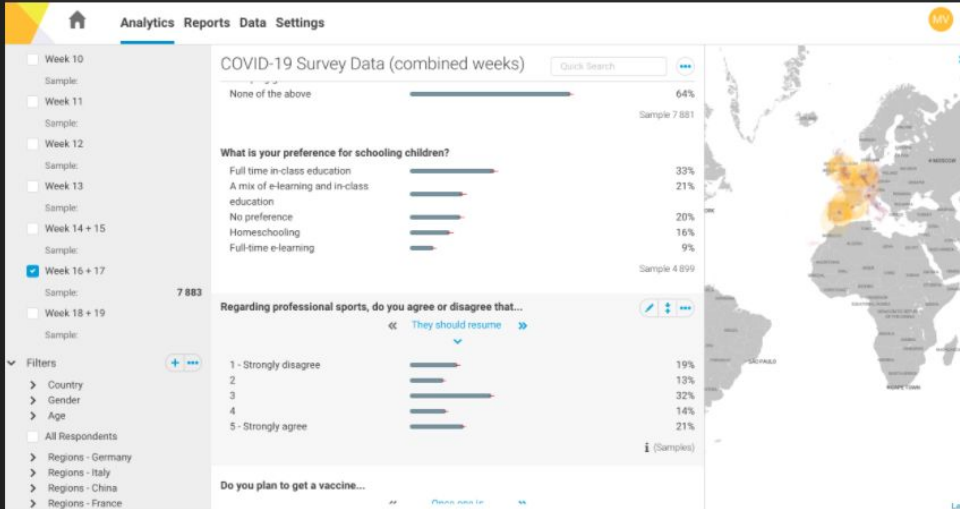
If you'd like to discuss a custom report that focuses on your specific sector, category, brands, and more, [book a meeting](#) with our specialists or email us at [info@brandwatch.com](mailto:info@brandwatch.com).

[Sign up](#) to our Daily Covid-19 Data Bulletin to get interesting daily trends in consumer behavior straight to your inbox.

## 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](mailto: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 1,000 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](mailto:info@brandwatch.com).

Social data includes ~35 million posts from Twitter, Reddit, forums, blogs, and more that appeared between July 27 and August 9. 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

Across markets, 21% of survey respondents report **feeling frustrated about the outbreak.** (slide 11)

**People online are expressing aggravation about wearing masks**, wondering how effective they are and if there are negative long-term effects from wearing them. (slide 12)



## Home & family life

**People online are reacting to news that ~100,000 children in the US have tested positive for Covid-19 in a two-week time span.** Many express concern and confusion that schools are reopening without proper measures in place. (slide 15)

**13% of survey respondents across tracked markets said they currently feel safe going to a party.** (slide 16)



## Work life

**Freelance jobs are trending in online discussion.** Writers, photographers, designers, and developers are among the top searched freelancing jobs that unemployed workers are seeking online in the gig economy. (slide 20)



## Government

**People are expressing fear about a second wave of the virus emerging in Europe.** Some suggest that growing infection rates are a trickle down effect of the first wave, while others fear that a second wave is underway and cases will continue to rise. (slide 22)

**Reactions to US executive orders for coronavirus economic relief has generated more than 1M social engagements.** (slide 23)

# Key insights at a glance



## Pharma & healthcare

**People are reacting negatively to news that hydroxychloroquine is not an approved drug to treat Covid-19**, particularly as individuals share accounts of how the drug dramatically improved their condition. (slide 27)

**Telehealth continues to be a topic of discussion**, with 24% of survey respondents indicating that they feel very comfortable having a virtual medical appointment. (slide 28)



## CPG

Females of all ages are sharing online that due to the need for face coverings, **they don't see themselves wearing makeup anytime soon**. (slide 32)

**Italy's revival of "wine windows" used during the Black Death is trending online**. Wine lovers everywhere are hopeful places in their area will implement this idea. (slide 33)



## Media & entertainment

**Athletes testing positive for Covid-19 is driving concern among fans online**. (slide 38)

**People online are sharing photos of cinemas reopening**. Some say they're feeling emotional about being able to do something they have been missing. (slide 41)



## Retail

**Retailers retracting mask mandates is driving controversy online**. Most consumers are advocating online for face coverings in public spaces. (slide 44)

**Self-reported mask wearing is growing across tracked markets**, but lowest in Australia (37%), where citizens express being unsure about their efficacy. (slide 46)



# Key insights at a glance



## Technology

Online discussion reflects people's interest in **technology that will help travelers provide health information or adhere to quarantine guidelines while traveling.**

(slide 52)



## Financial services

Survey respondents across tracked markets indicate **contactless payments are their preferred method of purchase.**

(slide 56)

Social discussion reflects the opinion that a **cashless society is the new normal.**

(slide 57)



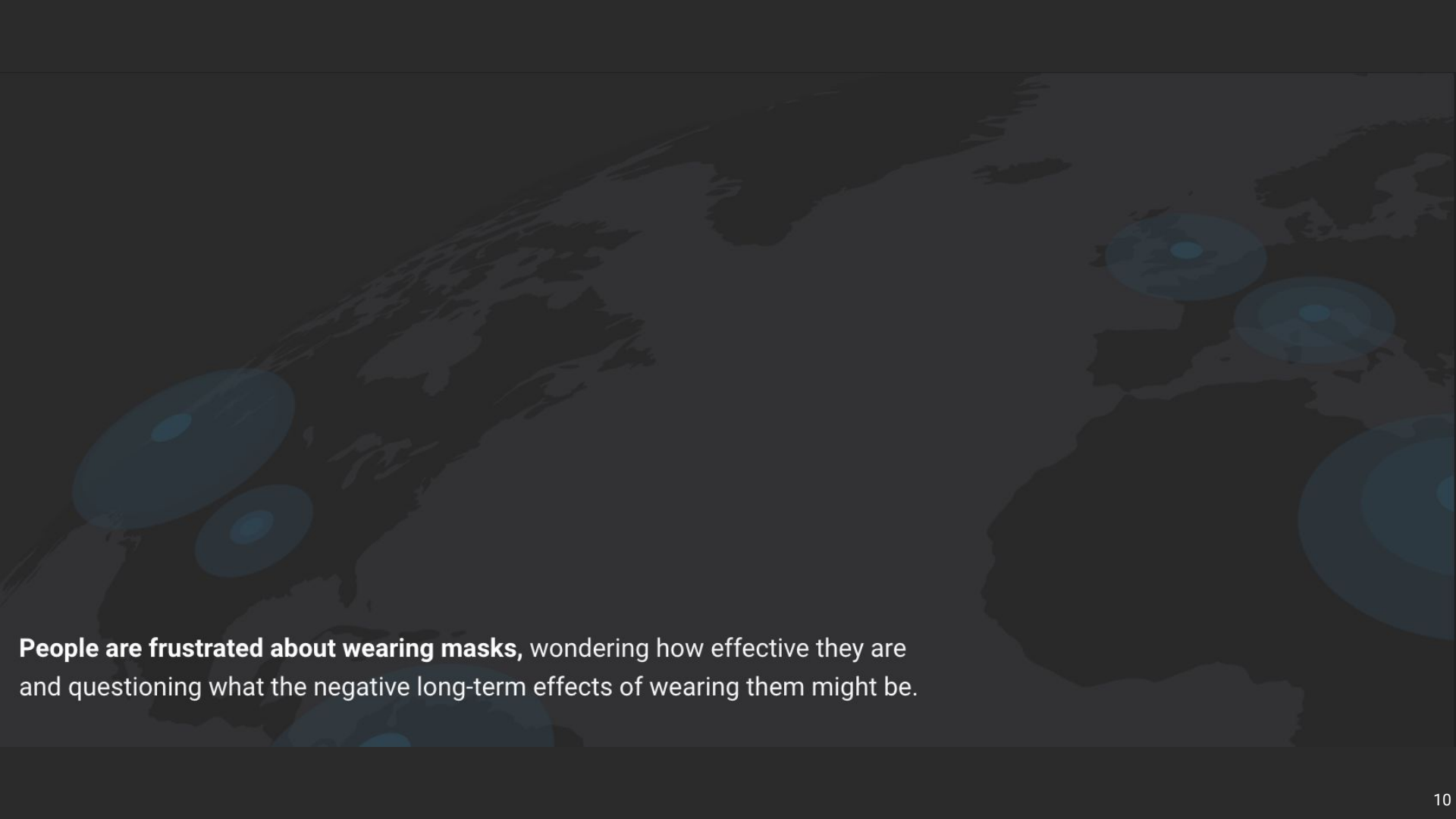
## Travel & hospitality

**Respondents report feeling least comfortable traveling by plane** than other travel and hospitality related options.

(slide 60)

**Social discussion is surfacing inconsistent policies and practices on different airlines and airports.**

(slide 61)



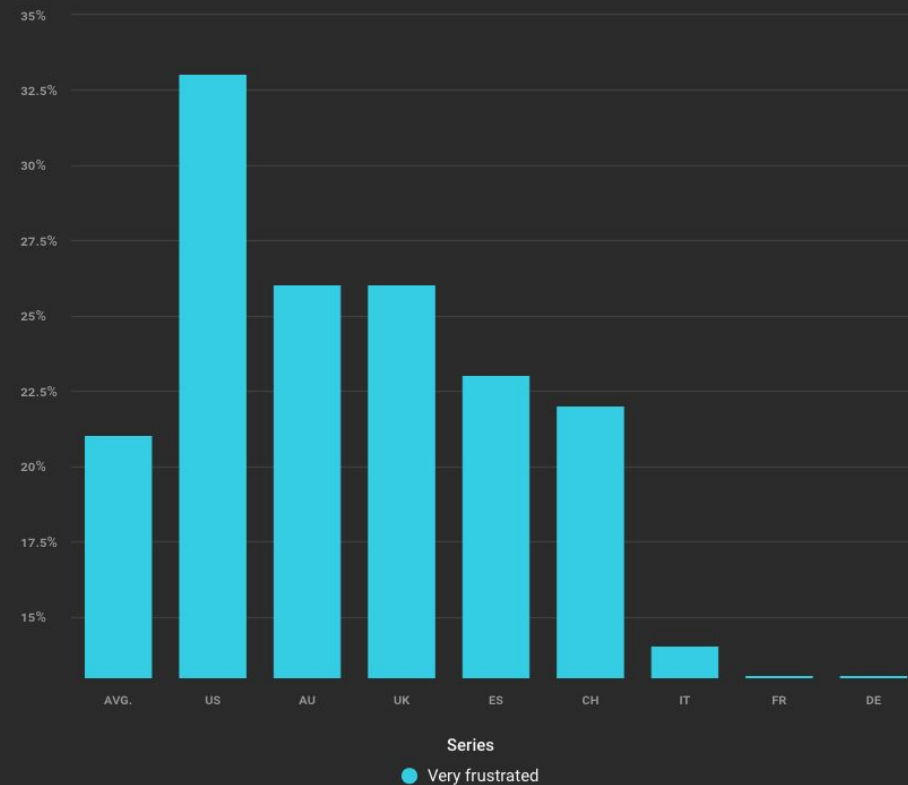
**People are frustrated about wearing masks**, wondering how effective they are and questioning what the negative long-term effects of wearing them might be.

Survey respondents across markets say they're frustrated, particularly in regions where a resurgence of cases has occurred.

**Social discussion across markets reflects aggravation about mask usage.** Some are upset that people aren't wearing them, while others wonder how much protection they provide.

Online discussion in the US, UK and Spain cites worries about another lockdown, given the recent resurgence in cases.

Those who are very frustrated about the coronavirus outbreak...



Consumers online are reacting to statements from European medical experts about the effectiveness of masks in stopping the spread of the virus (more than 400k social engagements).

### Others are wondering about the long-term impact of wearing masks.

Some are asking about the risk of developing Legionnaire's disease from masks, a type of pneumonia caused by bacteria. Google searches on the topic rose 5000% week-over-week.



**MarkChangizi (Mark Changizi)**

@MarkChangizi

0/ 🌟🌟🌟🌟🌟🌟 Important 2005 — pre-COVID!! — study from the Technical University of Munich showing harmful effects of extended face mask wearing. Cardiovascular, motor, and psychological issues that frankly should be obvious to anyone.



Twitter

5 Aug 2020 | 14:27



**DrsuzanneH (Dr Suzanne Humphries)**

@DrsuzanneH

"The only negative physiologic change resulting from long-term respiratory protection use was elevated CO2 levels, with CO2 increasing over time..." Obese nurses did worse. Yes CO2 increases with N95 masks! [t.co/JcikU7G7e0](https://t.co/JcikU7G7e0)



Twitter

4 Aug 2020 | 09:34



**kip96157787 (Kip Snip)**

@kip96157787

Sweden's Top COVID-19 Experts Comes Out Against Masks as Nation Returns to Normalcy [t.co/wb9lw5tPjN](https://t.co/wb9lw5tPjN) via [@BigLeaguePol](#)



Twitter

4 Aug 2020 | 08:21



**LizSzabo (Liz Szabo)**

@LizSzabo

If vaccines produce limited protection against infection, experts note, people will need to continue wearing masks and social distancing even after vaccines roll out. [t.co/i3EZKIqoMQ](https://t.co/i3EZKIqoMQ) via [@khnews](#)



Twitter

3 Aug 2020 | 13:43



**arl51 (Alan Locke)**

@arl51

What will be the long-term effects for people have to wear masks all day 🤔 will they become more susceptible to catching a disease 🤔



Twitter

31 Jul 2020 | 17:40



**jsstbeu (Ali)**

@jsstbeu

My question is are there long term effects of having these masks on..Are there any? China/Japan have been doing it this entire time (pre-covid), no?



Twitter

28 Jul 2020 | 03:27



**Red2355005471 (Red23)** 🇨🇦 🇩🇪 🇮🇹 🇪🇺  
@Red2355005471

Oh mein gott. Habe gerade aus italienischen youtube quellen erfahren, dass die grippeimpfung 2019 den coronavirus schon drin hatte. So wie es aussieht sind in norditalien all diejenigen gestorben die eine impfung vorher bekommen hatten. Auch bei jungen leute! 🤢🤢🤢 alles mörder!

Twitter

6 Aug 2020 | 10:49



**alpacamom80 (JNo)** 🇺🇸 🇨🇦 🙏 #TRUMP20...  
@alpacamom80

@Steve19252294 I've had the flu shot twice&both times I got so sick with flu like symptoms, I refuse to ever get the flu vaccine & now there's no way in hell I would take the rushed COVID vaccine. That was the sickest I've ever been, which says a lot after surviving cancer & radiation.

Twitter

5 Aug 2020 | 17:41



**ElectroDix (ElectroDix)** 🇨🇦



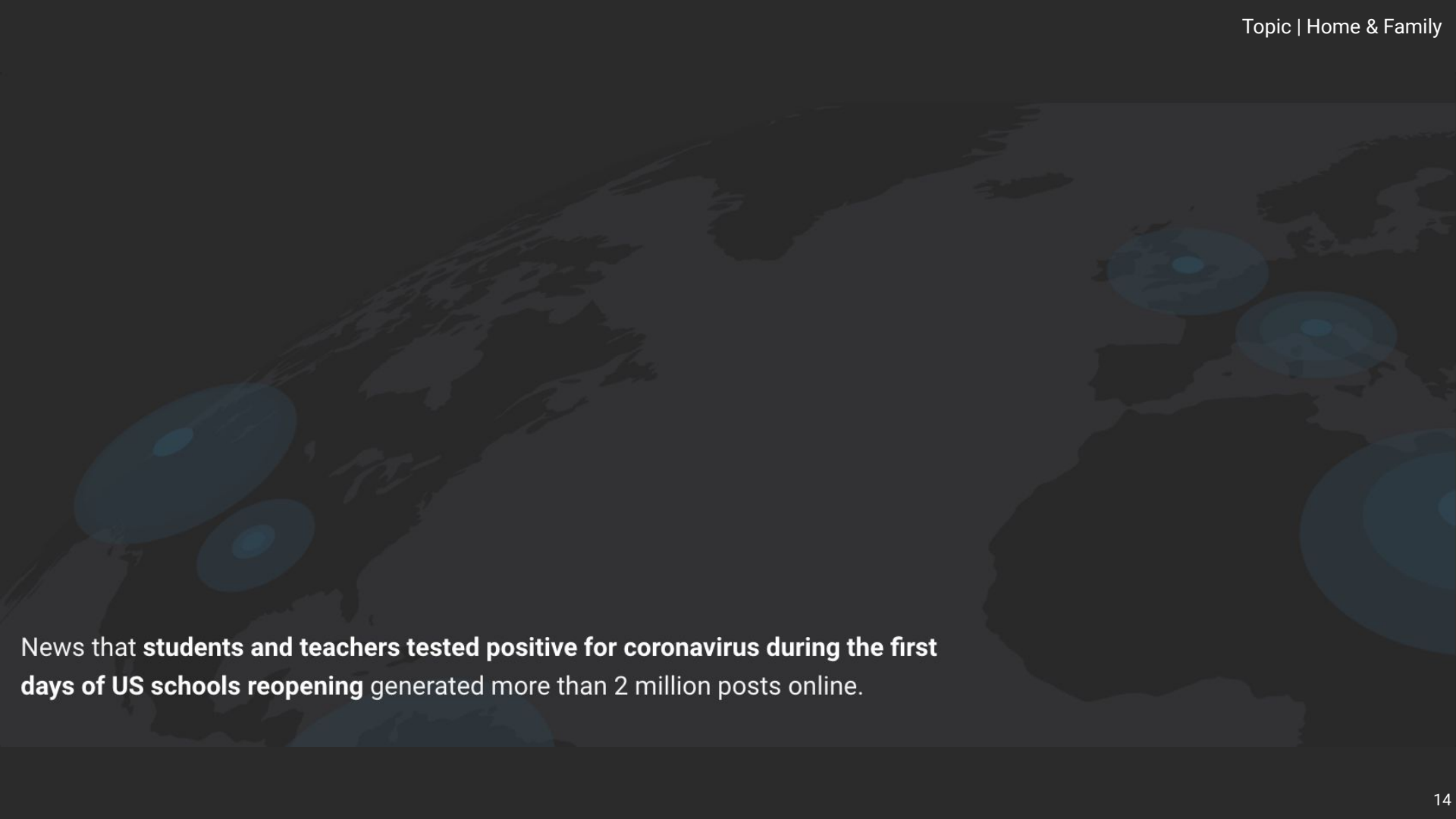
**Markbme20 (MarkMyWords)** ★★★★★  
@Markbme20

People are responding to news about the upcoming flu season and recommendations from medical experts like Dr. Anthony Fauci to get a flu vaccine. Such posts generated 427k social engagements.

**Across tracked markets, people are sharing concerns about research that suggests that the flu vaccine increases the risk of Covid-19 mortality.**

Confusion is widespread as experts debate findings and recommendations. However, organizations like the WHO and CDC affirm the importance of flu vaccination across demographics given the pandemic.



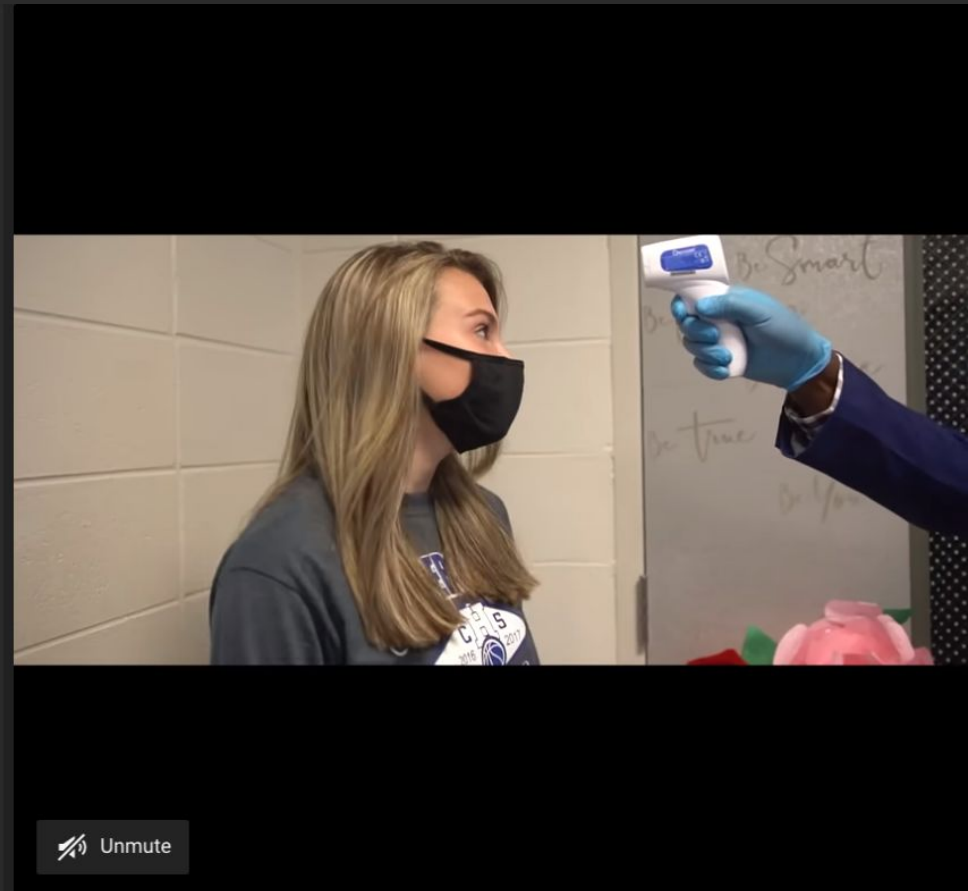


News that **students and teachers tested positive for coronavirus during the first days of US schools reopening** generated more than 2 million posts online.

**People online are discussing news that ~100K children in the US tested positive for Covid-19 within a two-week time frame.**

Many are expressing concern and confusion that schools are reopening without proper measures in place to protect educators and children. Some teachers say they have no choice but to return and are demanding clear safety protocols from schools and authorities.

At the same time, some institutions are promoting safety measures. One video from an Alabama high school principal encouraging students to stay safe reached nearly 6M views on YouTube over the last two weeks.



People online are talking about parties and social gatherings (~100K posts). Among survey respondents across tracked markets, **only 13% say they currently feel safe going to a party.**

In social discussion, many say they've been invited to gatherings where attendees aren't wearing masks or practicing social distancing. Some are expressing frustration, saying they feel like the "odd one out" by following safety measures during a pandemic.

Most people online are encouraging everyone to practice safety measures and to avoid large gatherings.



**klittle197 (Peter 🍷)**  
@klittle197

@andreaajordan66 Just to the store and walking/riding bikes with my son. I get invited to a party at least every other weekend. Some of them specify "no mask necessary". Keep doing what you're doing, and if you can, let people in your circles know it.



Twitter

8 Aug 2020 | 11:38



**gogo\_oflife (gogeta)**  
@gogo\_oflife

I just saw the most reckless party last night. No mask in sight, they had praise and worship and then brought out strippers. [t.co/fALbhFpA6m](https://t.co/fALbhFpA6m)



Twitter

8 Aug 2020 | 11:36



**velvetgh0st (gabriella 🌟)**  
@velvetgh0st

i have a question we are still supposed to be social distancing from people not in our 'bubble', arent we? because the amount of people i'm seeing having parties/gatherings with friends on insta and not distancing.. in the slightest.. is confusing me 🤔



Twitter

1 Aug 2020 | 18:37



**Luv\_N\_Luk (LuvNLuk)**  
@Luv\_N\_Luk

@Mocraig13 I thin that, I think #COVIDIOTS caring for my elderly mother in her community. No one wears masks, there was a party at someone's house - ages 20 - 80 no masks no distance. Wearing a mask to walk dog around the block and I'm the oddity. #TrumpVirusDeathToll160K



Twitter

8 Aug 2020 | 07:18



**hellraizerr (venus as a gorl)**  
@hellraizerr

idk how y'all can feel ok about going to parties and shit with this many people, i literally get anxious when im in a setting with more than 5 people



**DrEricDing (Eric Feigl-Ding)**  
@DrEricDing

WELP—not good. 17 residents and 1 Fellow at University of Florida Health test positive for Covid-19 after a private house party. 🚫 Moratorium on house parties for a while? Including you HCW—we need you. #COVID19 [t.co/zASHskBUmy](https://t.co/zASHskBUmy)



Twitter

28 Jul 2020 | 08:12



Globally, protests and demonstrations are generating online conversation (~160K posts).

Berlin's protest against Covid-19 restrictions generated conversation, as did protests from educators in countries such as the US. **Many are upset about protesters ignoring safety protocols during marches.**

People online are criticizing both protestors and the protests. Some highlight a presumed contradiction of teachers gathering en masse to protest returning to schools due to concern about infection risk.



@rweingarten 🤔🤔🤔 they care so much that they can riot and protest in big crowds but don't want to social distance in schools.. the unions needs to be abolished.. and they need to stop teaching our kids thier views.. period



Twitter

7 Aug 2020 | 13:00

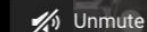


🤔 ... I can't believe these are the people teaching America's future leaders. Scary..... I'll say this again....HOME SCHOOL! Coffins in tow, NYC teachers fearing for their health and safety gather in large group to protest being expected to do their jobs [t.co/88GVOz48SK](https://t.co/88GVOz48SK)



Twitter

6 Aug 2020 | 00:36



Unmute

As many countries undergo continuous lockdowns, people online are discussing adverse consequences (107K posts).

Many comment about the downsides of lockdown, such as the negative impact on mental health, and increased suicide rates. People continue to reference Sweden as an example of a country addressing Covid-19 without locking down, triggering skepticism toward measures in place elsewhere.

A tweet suggesting “endless lockdown is not an option” went viral with 12K retweets & 43K likes. Some are saying people should be able to go back to work and study, as they are reaching a breaking point with lockdown.



**benshapiro (Ben Shapiro)**  
@benshapiro

Endless lockdown is not an option. Endless unemployment payments are not an option. Leaving children school-less for a year is not an option. And pretending that these things represent responsible policy options is a lie.



Twitter · 3 Aug 2020 | 16:15

Reach 4M

Avlidna per dag



**roccogalatiaw (Rocco Galati)**  
@roccogalatiaw

Suicides caused by lockdown exceed deaths purportedly caused by Covid-19 revealed in Australian study (where, by the way, they have militarized, apartheid-style laws and curfews, soon to be exported worldwide if the gang of criminals have their way). [t.co/PK0pDBe13b](https://t.co/PK0pDBe13b)

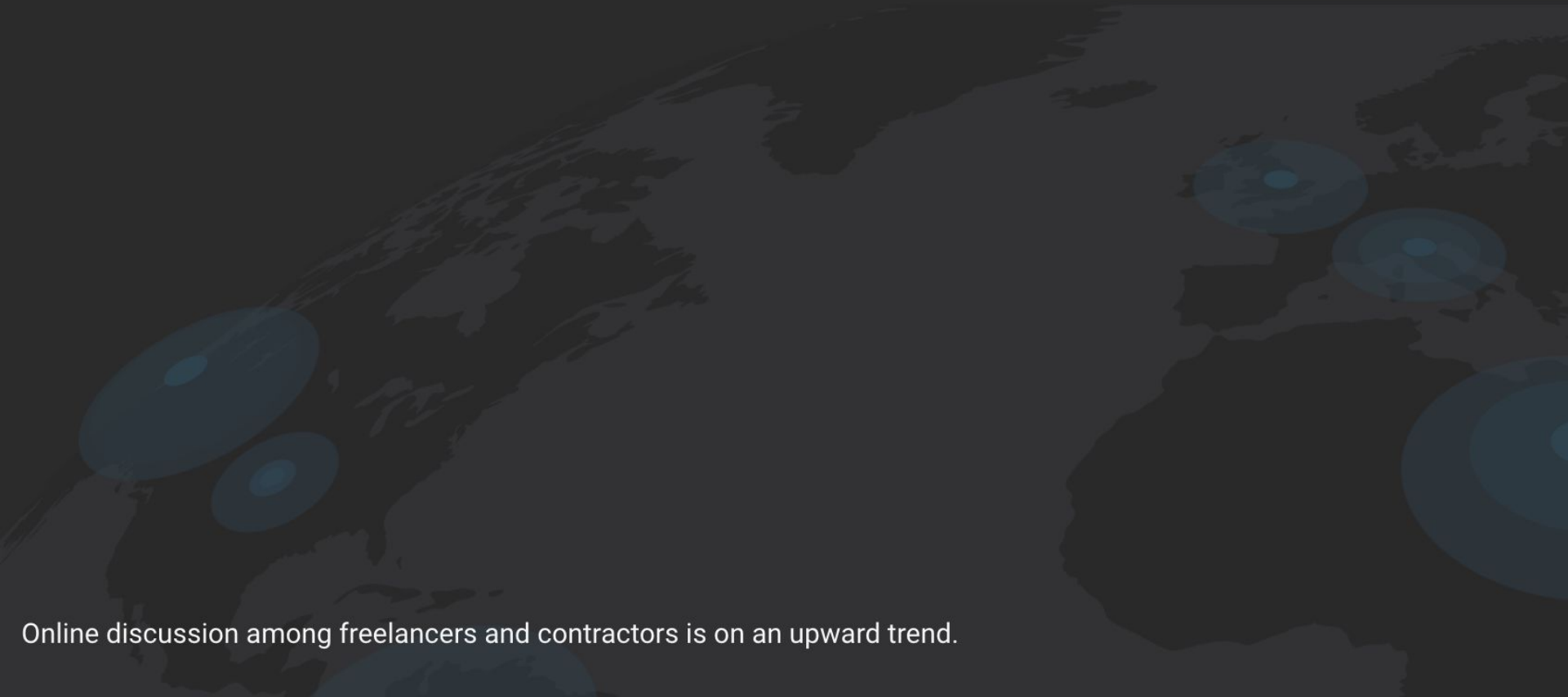


Twitter · 8 Aug 2020 | 17:02

Reach 316K



**Daniel\_Knauf (Daniel Knauf)**  
@Daniel\_Knauf



Online discussion among freelancers and contractors is on an upward trend.

Many newly unemployed workers are turning to freelance websites to find jobs. Searches for freelance jobs such as “freelance digital marketing specialist” increased 1200% last week.

**Writers, photographers, designers, and developers are among the most-searched freelance jobs that unemployed workers are seeking online.**

People are leveraging platforms such as Twitter to search for, or to post about seeking, freelance opportunities.



**kojiclutch (-)**  
@kojiclutch

so this is a long shot but i'm looking to do more freelance graphic design work on the side, so if anyone needs any logos or whatever for reasonable prices hmu (illustrations, t shirt requests etc.) 🙌



Twitter

8 Aug 2020 | 14:55



**oo0shak0oo (Shak)**  
@oo0shak0oo

@[fairyliveshow](#) I'm a finance dude, currently unemployed and a freelance photographer.



Twitter

7 Aug 2020 | 19:04



**trading\_withtim (Tim Steiner)** 🤖 📄  
@trading\_withtim

Have you lost your job recently and looking for work? Plenty of side-hustles to try Flip products on eBay Selling online courses Freelance your services on fiverr Have a consultant company go on Facebook or craigslist and look at the "FREE" items grab those and resell them!



Twitter

6 Aug 2020 | 15:42



**kristencorrects (Kristen Hamilton, fiction...)**  
@kristencorrects

This is my story! Being laid off was the best thing that happened to me. 😂😂 #freelance

#entrepreneur #bookeditor



Twitter

6 Aug 2020 | 14:46



**fettwalp (efettwalp)**  
@fettwalp

@[tristawinnie](#) Thanks. I panicked when I got my layoff notice weeks ago and got offered (and took) too much freelance work for the time being, so I need to work through that first. Later this year, however, that may be helpful!



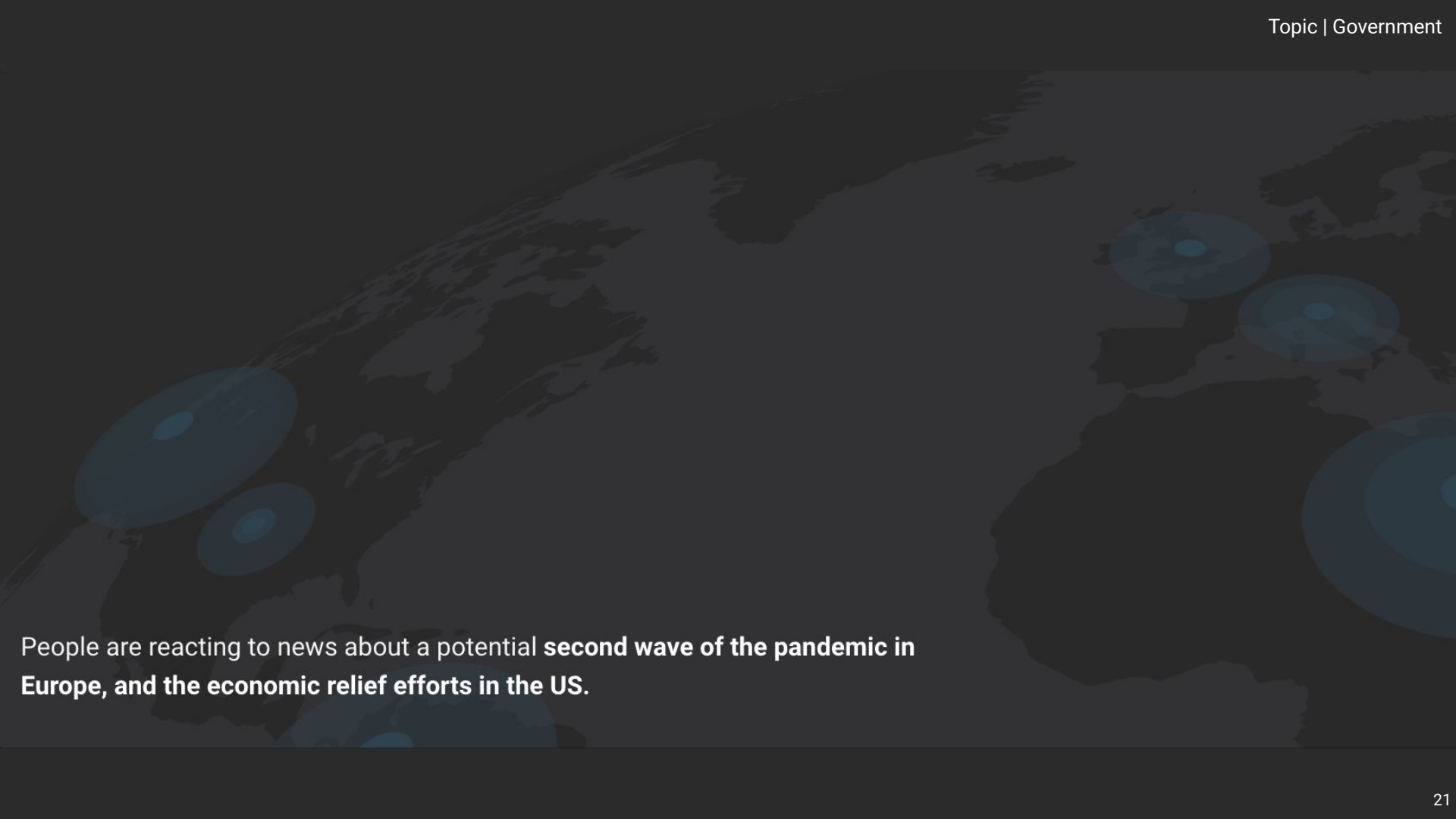
Twitter

27 Jul 2020 | 19:53



**NewsyNick (Nick Turner)**  
@NewsyNick

The newly unemployed are heading to freelancer websites to find jobs, and all that extra supply is making average pay go down. “More and more workers will be flooding the market and willing to



People are reacting to news about a potential **second wave of the pandemic in Europe, and the economic relief efforts in the US.**

News of a second wave of Covid-19 infections in Europe has generated ~175K social engagements to date.

People are discussing case increases in countries such as Spain, and are reacting to additional restrictions in some markets, such as limiting numbers in bars. Many are critical that restrictions were loosened too soon.

**Such news is prompting speculation about whether increased infections are a continuation of the first viral wave, or are evidence of a second wave.**



**ryansather (Ryan Sather)**

@ryansather

@NickLaparra (I guess those countries that were plummeting...aren't plummeting) France...terrible spike: [t.co/0Pi5qzr2Mr](https://t.co/0Pi5qzr2Mr) Australia...terrible spike: [t.co/y5mghPOvyM](https://t.co/y5mghPOvyM) Spain...terrible spike: [t.co/6GamQDVuVM](https://t.co/6GamQDVuVM) UK...terrible spike: [t.co/bG81PFZab6](https://t.co/bG81PFZab6)



Twitter

7 Aug 2020 | 16:23



**superlayo\_ (Kaiser Würzig von Layo)**

@superlayo\_

Me hace gracia que como protesta, hagan lo que se quiere que hagan por razones sanitarias.



Twitter

7 Aug 2020 | 10:30



**Apapell (Antonio Papell)**

@Apapell

Es triste tener que reconocer que si estuviera en vigor el estado de alarma y hubiera un mando único (como en Francia, [p.ej.](#)), la pandemia estaría



**EternalEnglish (TheEndOfEverything)**

@EternalEnglish

With a resurgence in cases in multiple US states, many people online are expressing concern about the end of economic relief funding.

**Reaction to US executive orders for Covid-19 relief have generated more than ~1M social engagements to date.** People are searching for information about when the extra \$400 in US weekly unemployment relief will start.










Online responses to this news vary from support of President Trump's attempts to push through pandemic financial assistance for Americans, to criticism that the effort is a re-election tactic.




 **Kaiya1212 (Kaiya UNLEASHED)**   
@Kaiya1212

Absolutely true! 🙌 EVERYTHING Trump does is for HIMSELF! 🤪🔪👎👉👈💗💖 Even this last-ditch effort to issue Executive Orders for Covid-19 relief is just a DESPERATE move to get Re-elected! 🤪 He doesn't give a sh\*\*t about US! 😂 I'm eating Veggie Pizza & getting it on my phone! 😂😂😂

 Twitter 8 Aug 2020 | 23:44

 **GeneralWarz** (         
@GeneralWarz

Really great political move with the executive orders on covid relief. Probably technically doesn't have the power to do such an order, but forcing the [@TheDemocrats](#) to choose between being seen as stopping aid and again attacking the president is too good. Great move [#MAGA](#) [#KAG](#)

 Twitter 8 Aug 2020 | 23:33


 **KeoniHawaii (John)**  
@KeoniHawaii

 **SaraCarterDC (Sara A. Carter)**  
@SaraCarterDC





Reactions to news that New Zealand has reached the milestone of ~100 days with no community spread of Covid-19 has generated ~3M social engagements to date.

Searches for “how did New Zealand become Covid free” is up 1000% week over week, with **online discussion attributing success to the country’s quick response and implementation of strict lockdown policies grounded in science.**


 **mmpadellan (BrooklynDad\_Defiant!)**  
@mmpadellan


FUN FACT: New Zealand has gone 100 days without any new cases of COVID-19. That's what happens when you have a smart, strong, capable Woman in charge who listens to the science.

 Twitter 9 Aug 2020 | 15:40

 **SydneyMarie\_13K (53 Year Old Brad Pitt...)**  
@SydneyMarie\_13K

New Zealand has gone 100 days without community transmission of COVID-19 – here's how they did it [t.co/pMZbRnRNgV](https://t.co/pMZbRnRNgV)

 Twitter 9 Aug 2020 | 13:17

 **RKJ65 (\*you're)**  
@RKJ65

The number of deaths from COVID-19 per 100,000

 **drianwright (Ian Wright)**  
@drianwright

NZ is a world leader, once again! "From the first known case imported into New Zealand on







Unmute


People are talking about universal basic income (UBI), a guaranteed, recurring payment to every member of society, sized to meet basic needs. **The topic has generated ~170K social engagements to date, emerging in conversation as people discuss the end of coronavirus economic relief payments in the US and the continued need for additional income as many have lost jobs and are struggling to pay bills.**

People online are asking if it's possible to implement, pointing out how UBI would offset some of the hardships of the pandemic. Online searches for UBI are highest in the UK, New Zealand, Canada, Ireland and the US.


 **AndrewYang (Andrew Yang 🇺🇸)**  
@AndrewYang

In the first poll we ran in Iowa only 17% supported Universal Basic Income. Our last poll in January had it all the way up to 61%. I wonder what it is now.

 Twitter 9 Aug 2020 | 18:29

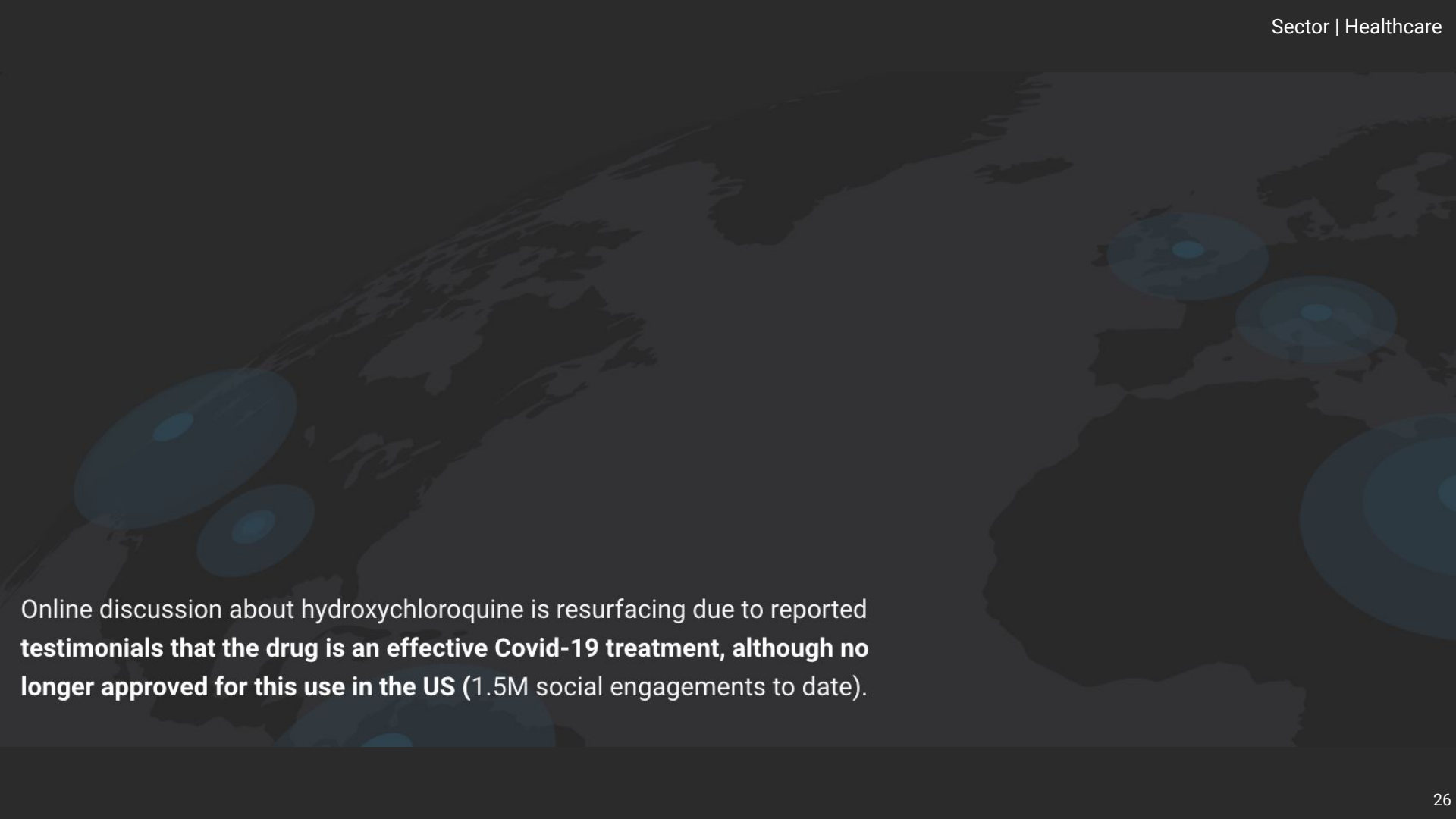
 **LaylaMoran (Layla Moran 💎)**  
@LaylaMoran

Really pleased to see that Universal Basic Income will be discussed at Lib Dem Autumn Conference. As liberals, we need to fix the broken welfare system and free people from economic insecurity. A UBI is the best way forward. [t.co/LucKHG2pM3](https://t.co/LucKHG2pM3)

 Twitter 7 Aug 2020 | 17:36

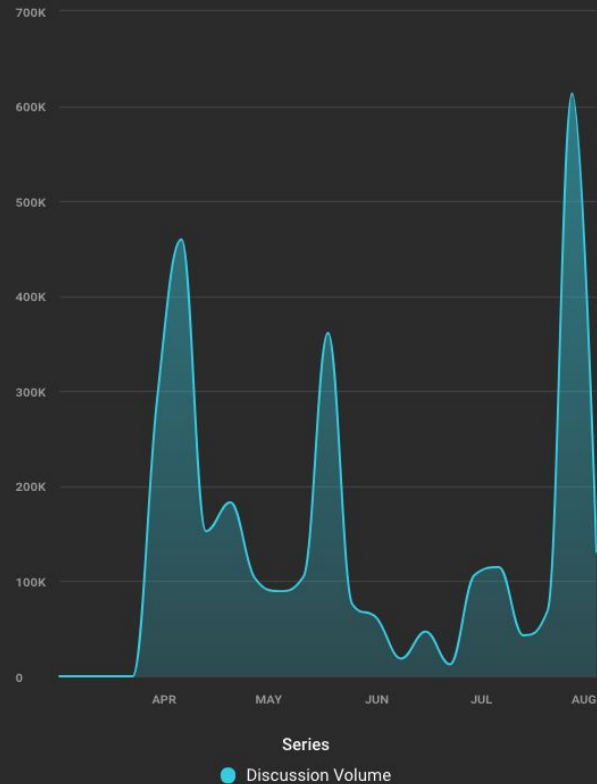
 **JoelleKhalife (Joelle Braithwaite)**  
@JoelleKhalife

[@Keir\\_Starmer](#) Would we ever realistically be able



Online discussion about hydroxychloroquine is resurfacing due to reported **testimonials that the drug is an effective Covid-19 treatment, although no longer approved for this use in the US** (1.5M social engagements to date).

Hydroxychloroquine Discussion Trend



In a resurgence of discussion, many are negatively reacting to news that hydroxychloroquine is no longer an approved drug for the treatment of Covid-19.

People are saying that treatment decisions should be made between a doctor and patient. Others are expressing frustration at the perceived lack of research about the drug for this use case, and are commenting that many other drugs have similar side effects.



**marklevinshow (Mark R. Levin)**  
@marklevinshow

You have to wonder how many people would be alive today but for the the media, Big Tech, and bureaucrats like Fauci politicizing this drug. Truly outrageous. [t.co/j3RqJISb1F](https://t.co/j3RqJISb1F)

Twitter · 8 Aug 2020 | 17:41

Retweets 7,380



**JamesTodaroMD (James Todaro, MD)**  
@JamesTodaroMD

The WHO and NIH received billions of dollars to fight COVID-19, yet can't find the resources to conduct a single trial on early treatment with hydroxychloroquine. Instead all we got is flip-flopping recommendations on homemade masks.

Twitter · 6 Aug 2020 | 16:50

Retweets 4,700



**mitchellvii (Bill Mitchell)**  
@mitchellvii

Ever watched a drug commercial on TV? Every drug has side-effects. Vaccines have side effects. The Flu Vaccine has made many sick and worse. The Covid-19 vaccine will have side effects. But ONLY **#Hydroxychloroquine** should be banned for "having side effects?"

Twitter · 29 Jul 2020 | 13:10

Retweets 673



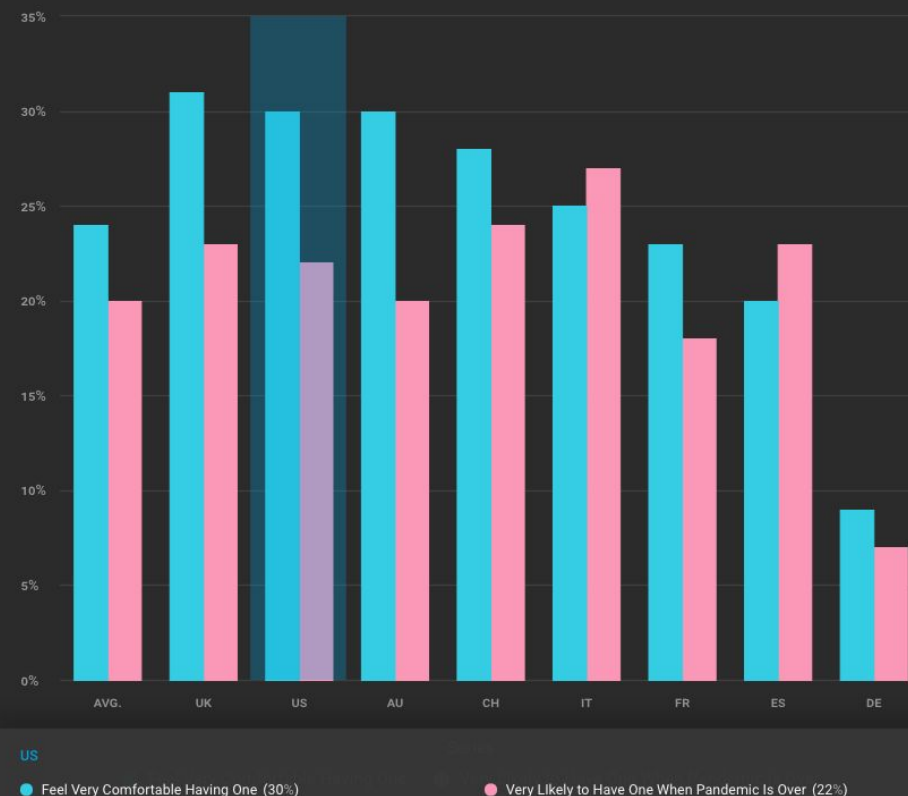
**greggonzales (Greg Gonzalez)**

Telehealth continues to generate online conversation during the pandemic (34K posts); people are talking about the importance of routine wellness visits and the desire to maintain personal safety.

Approximately 25% of survey respondents across tracked markets feel comfortable meeting with doctors virtually.

**However, most respond that they'd be less likely to meet virtually when the pandemic is over.**

Survey question | In terms of virtual/ remote doctors appointments, do you/ would you...



**People online are sharing stories about a US CDC statement that claims hospitals have a monetary incentive to overcount Covid-19 deaths (795K social engagements to date).**

Some people are saying that the CDC statement simply confirms what many have been speculating over the past few weeks regarding news of inaccurate mortality figures, particularly in the UK and US.



**emilie\_anne (Mitzi)** ★★★★★ 🌹🌹🌹🌹  
@emilie\_anne

CDC director admits hospitals have monetary 'incentive' to inflate coronavirus death count! Does this surprise anyone?? If you died in a car wreck they'll put you in the COVID count! It's all about the Benjamins!! #MAGA2020 [t.co/FxX64ZIAU5](https://t.co/FxX64ZIAU5)



Twitter

9 Aug 2020 | 16:02



**ShirtlessPundit (Shirtless Pundit)** 🇺🇸  
@ShirtlessPundit

The CDC has finally acknowledged that hospitals have a monetary incentive to overcount coronavirus deaths Now of course, after we have been called conspiracy theorists for raising objection to this the last several months [t.co/aDL6KJ7fZp](https://t.co/aDL6KJ7fZp)



Twitter

4 Aug 2020 | 00:19



**ChuckCallesto (Chuck Callesto)**  
@ChuckCallesto

"CDC director acknowledges hospitals have a monetary incentive to OVERCOUNT coronavirus deaths." ARE THEY COOKING THE BOOKS?



Twitter

2 Aug 2020 | 16:51



**MrBill\_Runner (Mr Bill)**  
@MrBill\_Runner

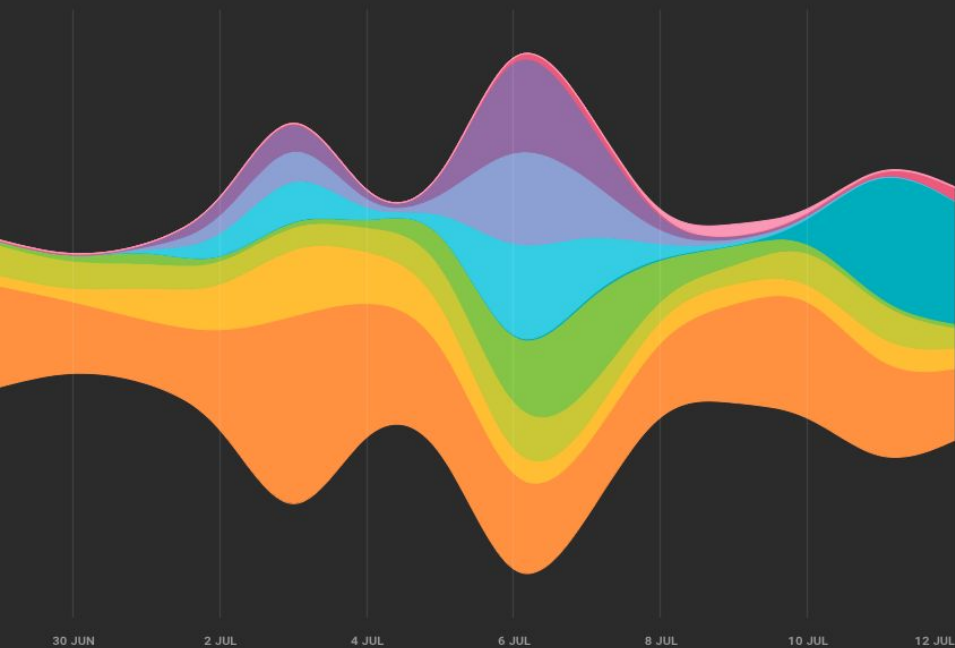
CDC director acknowledges hospitals have a monetary incentive to overcount coronavirus deaths [t.co/4LrR02QhVk](https://t.co/4LrR02QhVk)



Twitter

2 Aug 2020 | 11:56

## Trending themes (excluding news)



## Topics

- Covid-19 patients
- doctors and nurses
- wear a mask
- care homes
- COVID party
- Henry Ford Health System
- Death Rate Significantly
- Treatment with Hydroxychloroquine Cut
- virus is real
- hôpital Bichat

## Top sites globally

		VOLUME	CHANGE
1	twitter.com	79.87M	↘ 3%
2	reddit.com	4.08M	↘ 2%
3	tumblr.com	1.82M	↗ 0%
4	instagram.com	1.15M	↘ 13%
5	4channel.org	118.55K	↘ 2%

## Emerging organizations in discussion

Big Pharma

UnitedHealth Group

Juillet

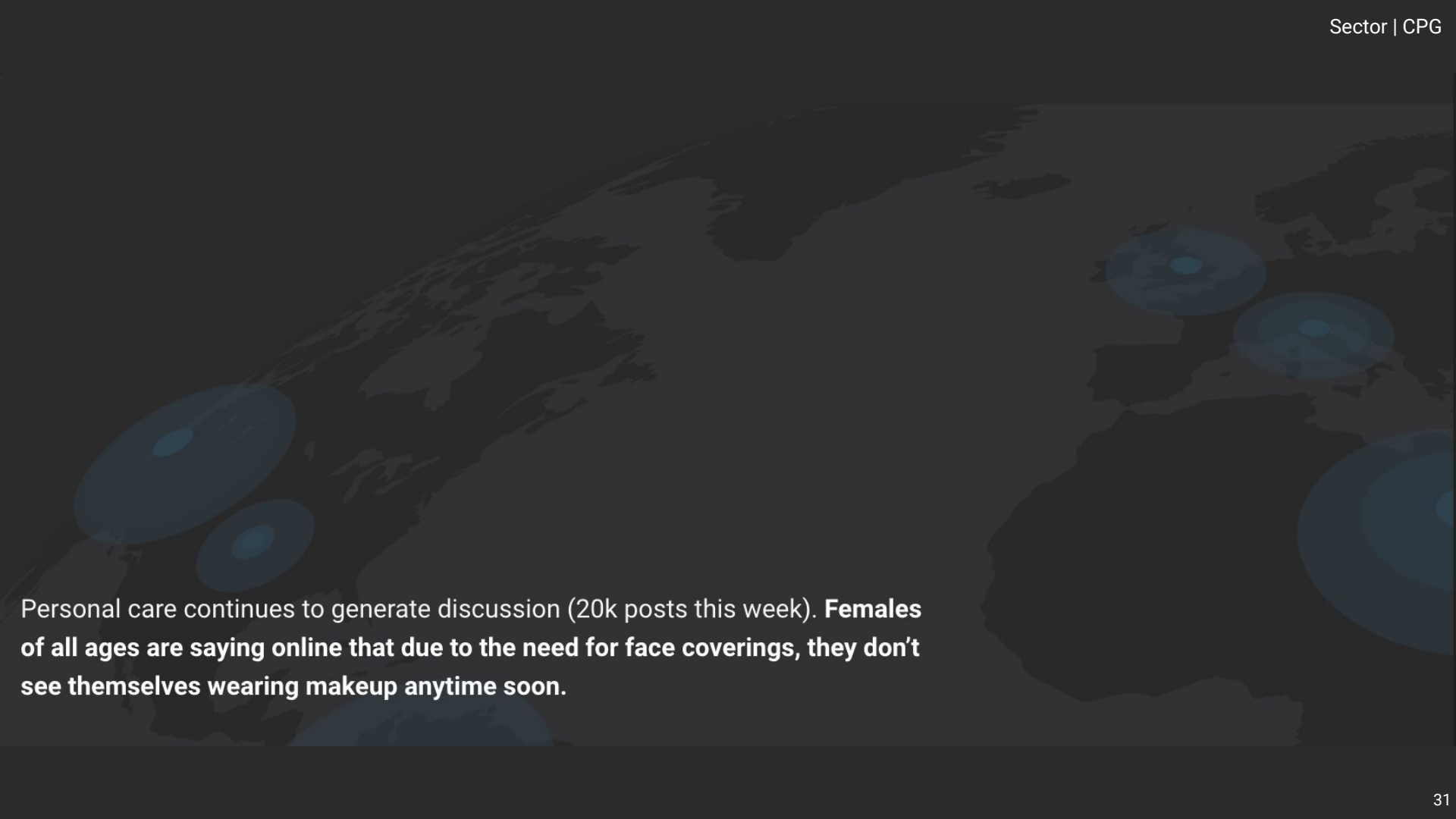
Dr.Kamakshi Memo-  
rial H|

Quaker Oats Packs|

VA Hospital

UnitedHealth Group

Congress|




Personal care continues to generate discussion (20k posts this week). **Females of all ages are saying online that due to the need for face coverings, they don't see themselves wearing makeup anytime soon.**




Many women online say they're now more comfortable without makeup than pre-pandemic. Some are joking that their standards for going out in public have dropped to include just clothes and masks.

People are discussing Fenty Skin's new eco-friendly products and are excited about the refillable packaging. **Consumers say they admire the brand's ethics and the conscious effort to reducing waste.**

 **LonelyGeekess (Lonely Geekess)**  
@LonelyGeekess

@CatKyre @kaylamariah I rarely wear makeup these days with the whole pandemic thing. I did this last Friday... then rubbed my eyes not remembering I was wearing eye makeup D:


 Twitter 9 Aug 2020 | 17:35

 **kathrynw5 (Kathryn Watson)**  
@kathrynw5

My standards for appearing in public have fallen so much during this pandemic. I used to barely walk to CVS a block away without makeup. Now it's like, pants, shirt, mask? Check. Perfect, I'm ready for prime time.

 Twitter 8 Aug 2020 | 01:06



 **deathnap4cutie (Emily)**  
@deathnap4cutie



Alcohol continues to surface in Covid-19 conversation (65K posts). People online are discussing **Italy's revival of "wine windows," originally used hundreds of years ago during a plague.** Wine lovers say this is a great way to practice physical distancing while still going out for drinks, and suggest that local bars and restaurants should adopt the idea.

Consumers online are also discussing the new Oskar Blues Mustard Beer, in celebration of US National Mustard Day. People are intrigued about how mustard flavor and beer can complement one another, while others are skeptical and say they won't be trying it.



**sonsmasexplore (Kate & Bryan)**  
@sonsmasexplore

In Florence 🇮🇹 shop owners are using 17th century wine windows. Awesome way to social distance and still get your drinks 🍷🍺🍻🍹. Repost. . .  
osteriadellebrache\_firenze @ Firenze, Italy  
[t.co/X3MIE6PkIU](https://t.co/X3MIE6PkIU)



Twitter

9 Aug 2020 | 23:23



**DameCCB (Cristy Coors Beasley)**  
@DameCCB

We need more wine windows around here!  
[t.co/9UICtxLntU](https://t.co/9UICtxLntU)



Twitter

9 Aug 2020 | 06:05



**EvanKent13 (Evan Kent)**  
@EvanKent13

Wine windows were used during the pandemics in Italy during the 17th century. They've made a return. I want wine windows in Charlotte.  
[t.co/QKwylI8Xwq](https://t.co/QKwylI8Xwq)



Twitter

9 Aug 2020 | 22:51



**jdrobnsn (Jill Robinson)**  
@jdrobnsn

Wine windows during the pandemic...that'll work  
🍷👍



Twitter

8 Aug 2020 | 23:04



**JTHM8008 (Johnny Dee)**  
@JTHM8008

@[MuseMan82](#) Funny thing is Oskar Blues is a Colorado brewery and I'm just wondering how the hell they make this. But after a search it's not made of mustard at all. It's just a wheat beer to compliment nicely with a mustard flavor.  
[t.co/EGovnPJzQP](https://t.co/EGovnPJzQP)



**nmcrawford (Nathan Crawford)**  
@nmcrawford



leelee\_bennett (LeeBennett)

@leelee\_bennett

@AlongsideWild @zookeeperjake I love Impossible burger but it's not easy to find where I live, so I order it. \$15 a pound is so much though, esp. for it being made from soybeans. They say the price should lower in the future, hopefully it's sooner than later! If you like chicken, Quorn nuggets are A+



Twitter

8 Aug 2020 | 20:49



cheryldesgrange (Cheryl Desgrange)

@cheryldesgrange

According to plant-based physician Dr. Mills what

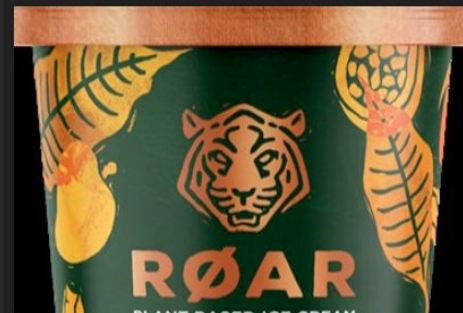
People online are discussing the link between obesity and negative Covid-19 outcomes, sharing a study about a plant-based diet to prevent obesity (2.4k posts). Consumers are also talking about plant-based diets' positive impact on immune health and chronic conditions such as diabetes.

Among brands, Impossible Foods is frequently mentioned due to the Impossible Burger debut at Walmart locations. Searches for "Impossible Burger" increased by 140% last week worldwide. **Some consumers say they're hopeful prices will become more affordable as availability expands.**



People are talking about comfort food (11K posts), sharing stories about ice cream and sugary snacks. Many mention brands such as Ben & Jerry's, as well as plant-based ice cream brands like Chloe's Pops and Hakuna Banana. People are praising the real ice cream taste of non-dairy options.

Papa John's was mentioned in online pizza discussion due to its new Shaq-a-Roni, designed by basketball legend Shaquille O'Neal. Proceeds of purchases will help support Covid-19 relief and the fight against racial injustice. **Consumers are excited to rally behind a product and brand that supports causes they care about in an innovative way.**



 **theamycoop (Amy Coop)**  
@theamycoop


This plant-based ice cream should definitely be

 **robtrev22 (Robert Treviño (@🏠))**  
@robtrev22

Papa John's has a Shaq-a-roni pizza now? I guess someone finally outpizzad the Hut.

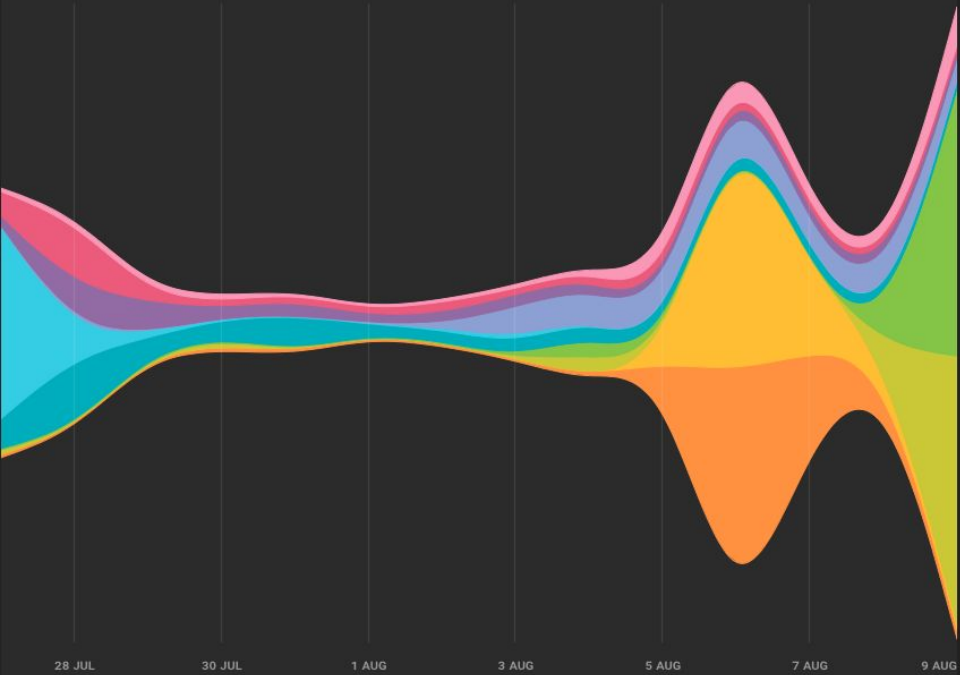
 Twitter

9 Aug 2020 | 01:22

 **allisaun\_ (nicolasa)**  
@allisaun\_

@CelesteLopez Chloe's oatmilk pops! I found them at Sam's. I got the sea salt caramel flavor and they're bomb af 🤪

Trending themes (excluding news)



Topics

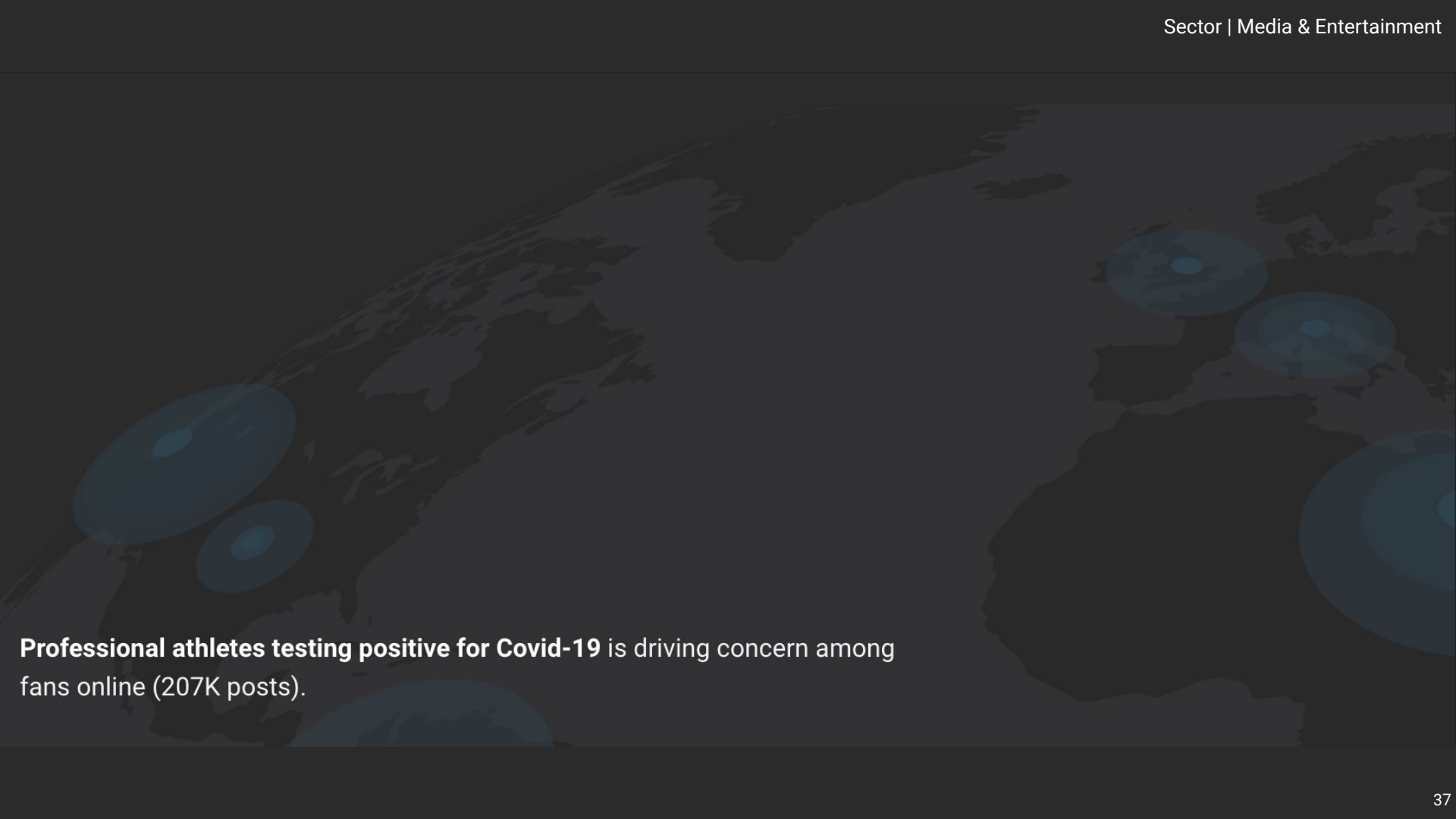
- Liquor stores
- Places #COVID—19
- bring hand sanitizer
- Wear mask
- wear a mask
- pandemic first
- mins ago
- soap and water
- wearing masks
- hair loss

Top sites globally

		VOLUME	CHANGE
1	twitter.com	239.93K	↘ 45%
2	tumblr.com	41.85K	↘ 3%
3	reddit.com	27.28K	↘ 18%
4	baidu.com	24.49K	↗ 10%
5	instagram.com	17.13K	↗ 1%

Emerging organizations in discussion

European Union	Instagram	Costco
Instagram	Health Ministr	Brewers
European Union	Bureau	Google

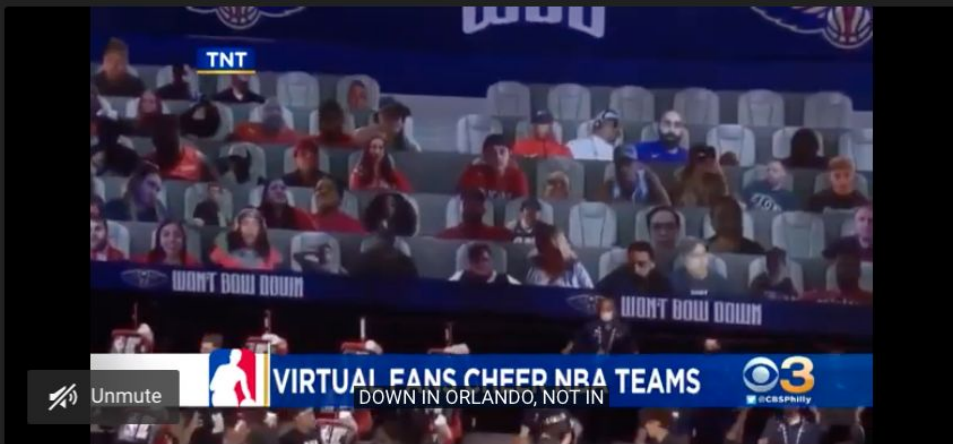


**Professional athletes testing positive for Covid-19** is driving concern among fans online (207K posts).

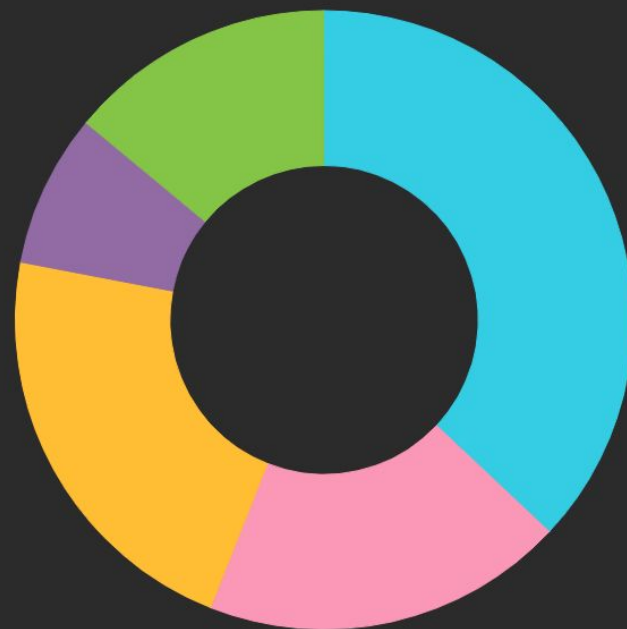


Fans are saying they are simultaneously apprehensive about the prospect of live sporting events, while also missing the experience of attending games. In the US, fans are expressing concern about season shutdowns of the MLB and NFL given that many players and staff have tested positive for Covid-19.

Meanwhile, the NBA using Microsoft Teams to virtually seat fans courtside is driving engagement online. **In combination with all players testing negative for Covid-19, fans are gaining confidence that the basketball season can move forward, even if the experience is different than before the pandemic.**



Question | Should crowds be allowed to attend professional sporting events?



Series

1- Strongly disagree (37%) 2 (19%) 3 (22%) 4 (8%) 5 - Strongly agree (14%)

Echoing social discussion, **the majority (56%) of survey respondents across tracked markets don't think that crowds of fans should currently be allowed to watch professional sporting events in person.**

Those opinions are strongest in Italy & Spain, where 65% of respondents are against crowds gathering for sporting events.

People continue to discuss TikTok (135K posts) and headlines about its potential ban in the US, the launch of Instagram Reels, and Microsoft's acquisition plan.

Instagram Reels is a topic of polarized discussion: many experienced TikTok users say it's an inferior substitute for TikTok. Many, however, indicate they're willing to switch if TikTok is banned.

Many online are sharing news about a potential Microsoft acquisition of TikTok. **Most are expecting a positive outcome, saying the acquisition could prevent a potential ban by solving political and data privacy issues.**





People online are talking about cinemas starting to reopen with new safety measures in place (43K posts).

Some people are reacting emotionally to photos being shared about cinemas opening, saying they have been missing the movie-going experience.

The release of Tenet internationally, ahead of its US debut, is exciting many fans online. Meanwhile, people in countries under lockdown are sharing frustration that going to theaters does not appear to be on the horizon.



**cjball\_london (Chris John Ball)**  
@cjball\_london

Sat in a cinema at wood green, London @cineworld first time since lockdown. For a cinema goer as regular as I, this is somewhat of an emotional experience. God I've missed the big screen.



Twitter

8 Aug 2020 | 15:40



**EKMontie (Erika Montie)**   
@EKMontie

\*Cries in U.S. pandemic ARMY\* I was hoping this would be an online options, and I'm still 🙏 for it. No way I'm stepping into a movie theater for the rest of this year, even if any finally open near me.



Twitter

6 Aug 2020 | 22:13



**ChrisHewitt (Chris Hewitt)**  
@ChrisHewitt

Walked past a socially distanced Luna Cinema outdoor screening of Dirty Dancing happening tonight in Greenwich. Covid-19 was never going to stop this from happening. After all, nobody puts Baby in the corona. [t.co/4APs2o8qkz](https://t.co/4APs2o8qkz)

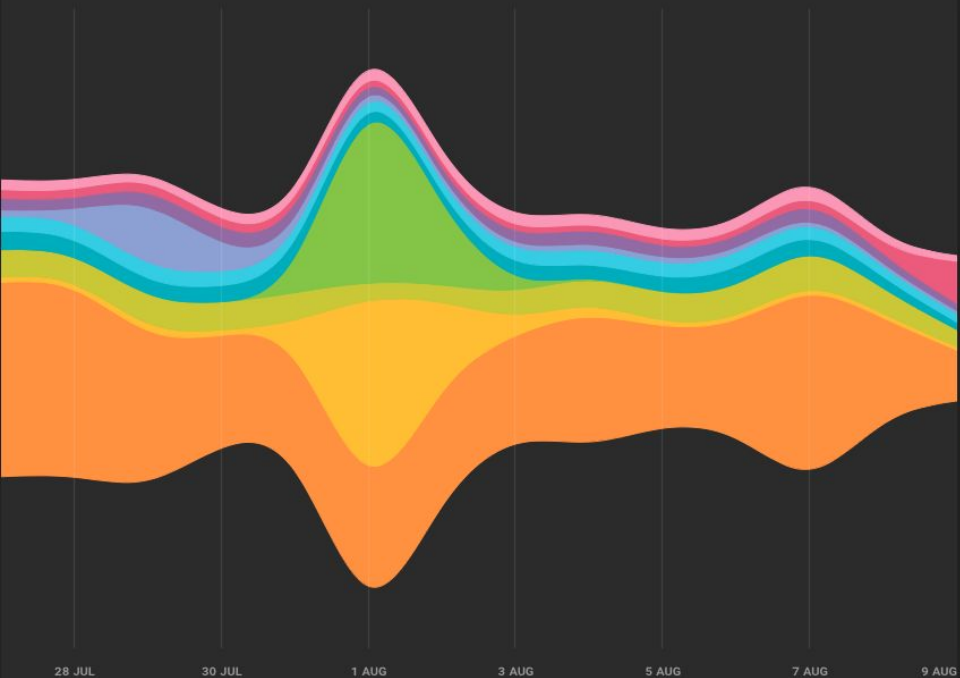


**Chiswick\_House (Chiswick House)**  
@Chiswick\_House

The Luna Cinema is coming to Chiswick in just 11 days! This year in the Walled Garden to allow for more space for social distancing measures. We're so excited for 3 spectacular nights of cinema, safely under the stars 🌟 @TheLunaCinema [t.co/zWxiRuoAJ1](https://t.co/zWxiRuoAJ1)



## Trending themes (excluding news)



## Topics

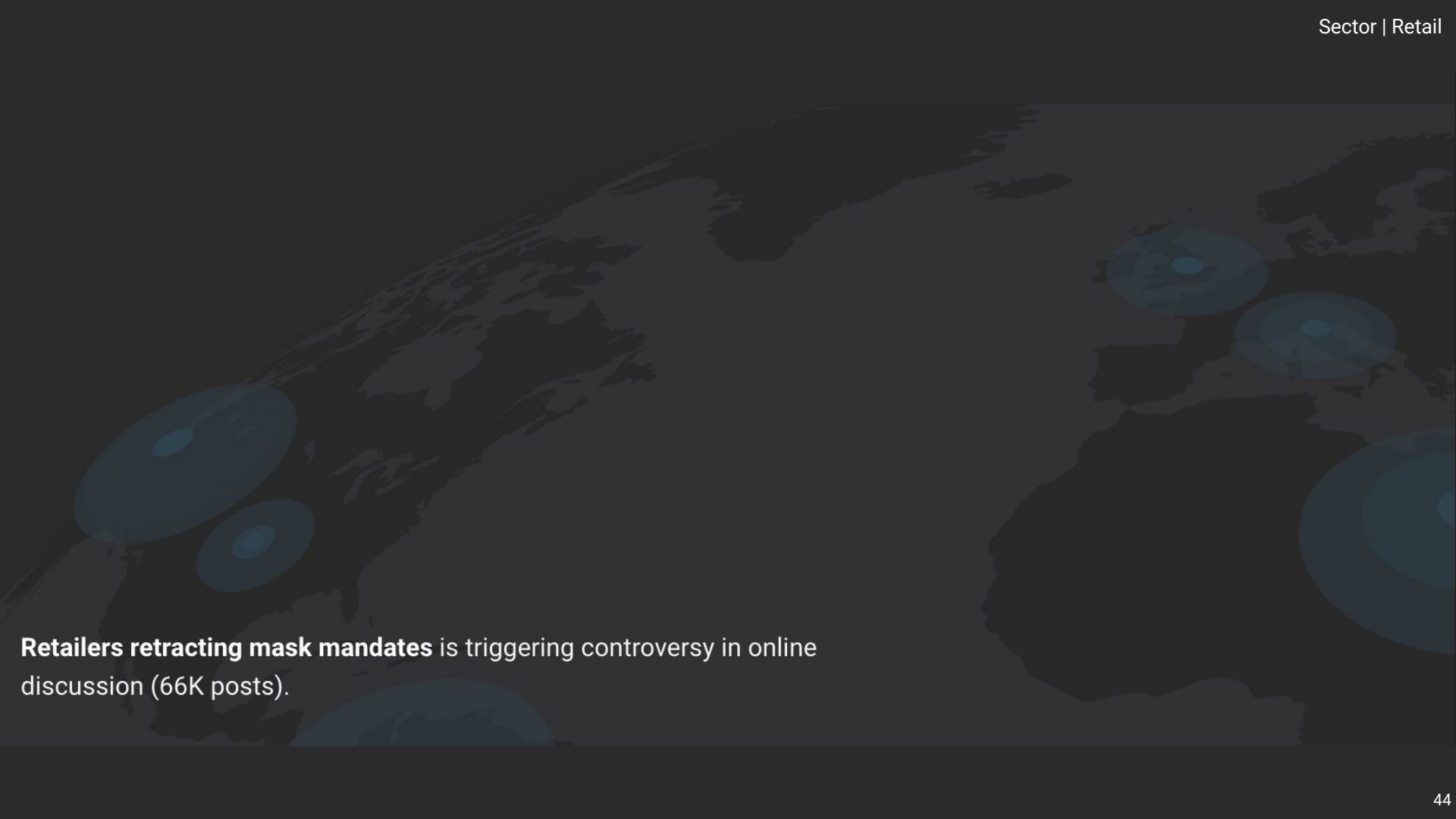


## Top sites globally

		VOLUME	CHANGE
1	twitter.com	1.84M	↘ 1%
2	tumblr.com	273.79K	↗ 0%
3	reddit.com	193.27K	↘ 6%
4	instagram.com	93.18K	↘ 12%
5	4channel.org	20.17K	↗ 25%

## Emerging organizations in discussion

Apple	ABC Ne	Europa Lea
	YouTube	Mancheste
Europa Le	Steelers	C



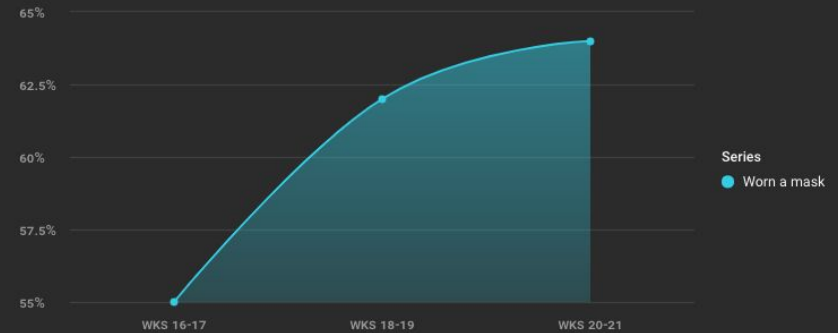
**Retailers retracting mask mandates** is triggering controversy in online discussion (66K posts).

Within retail discussion about masks, people online are sharing headlines about big chain retailers allowing maskless shoppers to remain in-store to prevent confrontations between customers and employees. **In contrast, most people online are continuing to advocate for mandatory face coverings in shops and supermarkets.**

Many are calling for fines for those who don't wear masks in public places, citing evidence and research about the effectiveness of face coverings in stopping the spread of infection.



If you left home in the last week... wear a mask?



Survey responses about mask wearing correlate with opinions expressed in social discussion: nearly two-thirds of survey respondents say they've worn a mask when they've left home recently. Self-stated mask wearing is highest in the UK and the US (77%) and lowest in Australia (37%), where citizens express being unsure about mask effectiveness.

**More than half of respondents take mask requirements into consideration when deciding to visit a shop.** This is most important to French respondents (74%) and least important to Australian shoppers (24%).

What do you consider...to visit a shop?





**klausammann (Klaus Ammann)**  
@klausammann

Dr. Fauci Now Recommends Goggles for COVID Protection, So Here's a Pair You'll Actually Want to Wear [t.co/e6rGU8e7Jd](https://t.co/e6rGU8e7Jd) [t.co/KZsjfnMprG](https://t.co/KZsjfnMprG)



Twitter

6 Aug 2020 | 04:03



**ChrisHo43911945 (Chris Holbrook)**  
@ChrisHo43911945

[@MsF4wUzYL4Fp2Fa](#) [@CoryTuc35227182](#) [@AlexBerenson](#) Let's dissect this. Since Covid is spread to by droplets which come into contact with mucosal membranes, a Tyvek suit wouldn't make any difference. Goggles? That was a suggestion by Dr. Fauci because our eyes are also mucosal membranes.



Twitter

6 Aug 2020 | 03:41



**lizbianess (Parker Lewis)**  
@lizbianess

Oh my god just found out apparently if I see clients

**People are discussing buying goggles or eye shields after Dr. Anthony Fauci suggested they help prevent the spread of Covid-19 (43K posts).** Searches for "safety goggles for Covid" increased by 190% last week.

Although some people say they are opposed to wearing eye protection, the majority indicate they're willing to wear it. People are sharing "Covid-19 attire" photos featuring both masks and goggles.

wear masks|

body suit

#covid19

Fauci suggests g|

wear a mask|

#goggles

Fauci urges|

wear masks|

goggles and face|

Consumers are reacting online to news about big chain retailers in the US planning to close on Thanksgiving due to Covid-19 (28K posts).

Many are saying this is a necessary step to stop the spread of the virus while also allowing retail employees to enjoy the holiday. Some are sarcastically commenting that it took a pandemic for stores to finally let retail employees spend the holiday at home.

**Some say that Black Friday shopping should be restricted to prevent shoppers from flooding stores.**



**EddieTrunk (Eddie Trunk)**  
@EddieTrunk

ALL department stores should be closed Thanksgiving day! Not just because of a pandemic. Curb your greed for a day and allow your employees to actually enjoy a family holiday ! As someone who worked retail for years ridiculous policy.



Twitter

1 Aug 2020 | 05:48



**albertfong98 (Albert Fong)**  
@albertfong98

Not that our culture is going back to being less materialistic, but Dick's Sporting Goods, Walmart, Target going back to closing stores and observing Thanksgiving as a holiday is a good start  
[t.co/VnEQAyA8RK](https://t.co/VnEQAyA8RK) @KellyTyko #retail #thanksgiving #employees #covid19 #shopping



Twitter

28 Jul 2020 | 00:15



**MELODICthunder (Maxine Shaw)**  
@MELODICthunder

Brick & mortar stores already issuing cancellations for Black Friday. Streets been done. COVID still in the lead. When will we ever be free?



Twitter

27 Jul 2020 | 19:55



**smalltownandrew (Andrew)**  
@smalltownandrew

Closing on Thanksgiving because of COVID is a joke. Dont get me wrong I do not go shopping on Thanksgiving anyways but all the Black Friday shoppers will now just shop on Black Friday instead of the day before.



Twitter

27 Jul 2020 | 19:17



**cyndeejc (Cynthia)**  
@cyndeejc

Black Friday during a pandemic? I hope ALL retail stores close on Thanksgiving Day.



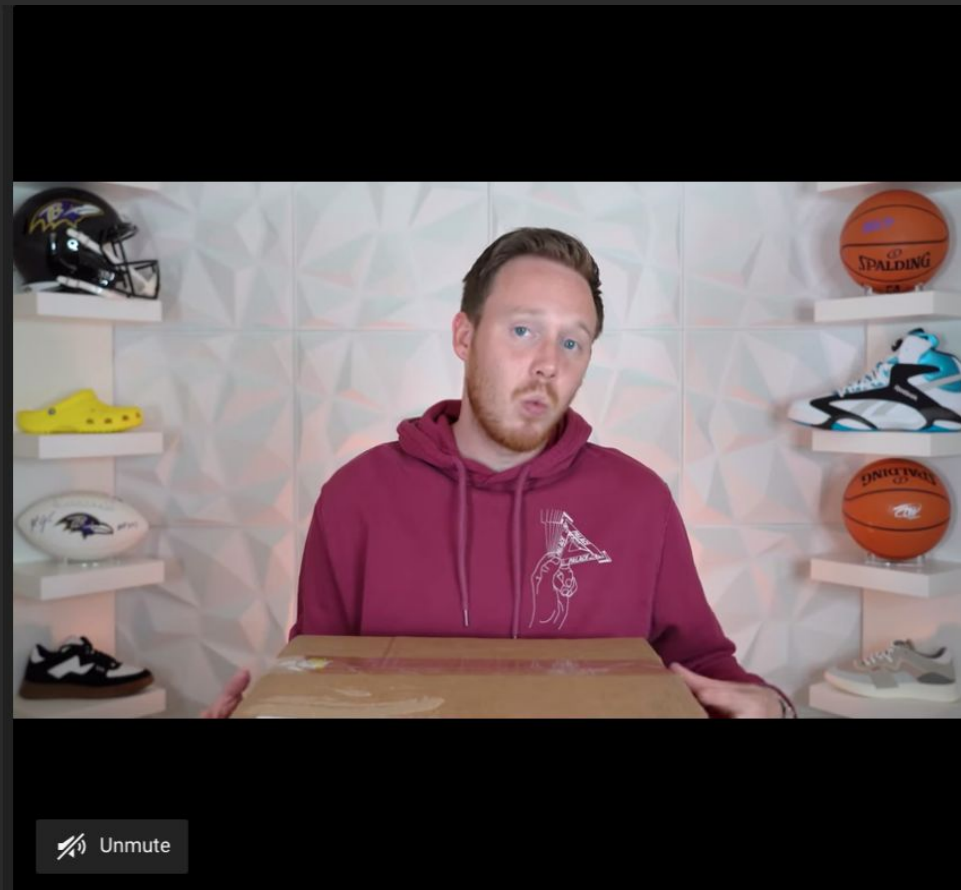
Twitter

27 Jul 2020 | 16:28

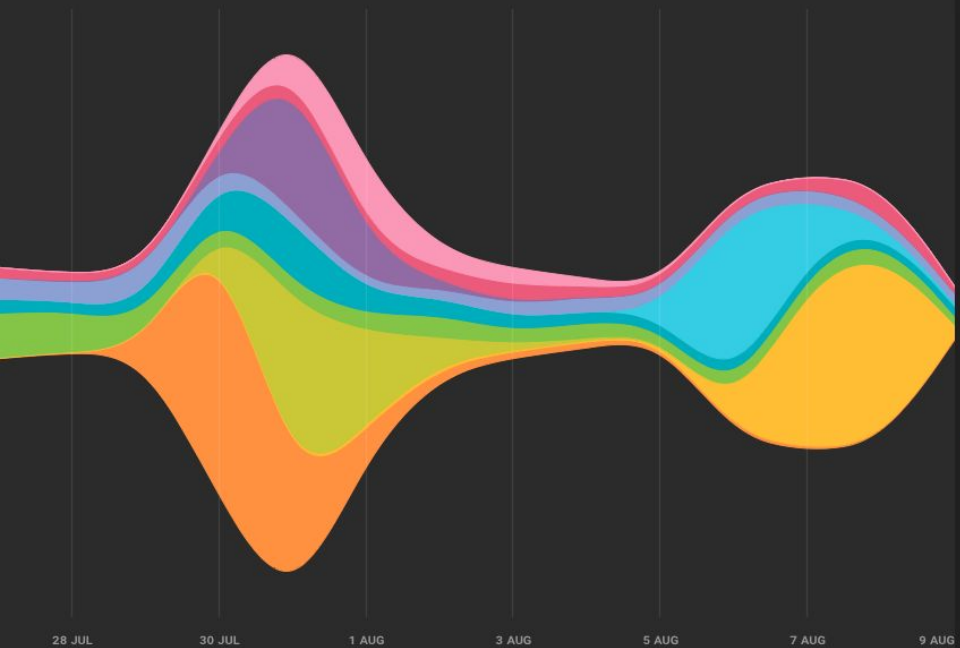


**The launch of KFC Crocs, topped with chicken-scented drumstick charms, is prompting polarized discussion (1.5K posts).** Searches for “KFC fried chicken crocs” increased by 160% last week.

Crocs fans say they want to buy the product because they like the unique collaboration. Some are sharing YouTube reviews videos focusing on the chicken scent.



Trending themes (excluding news)



Topics

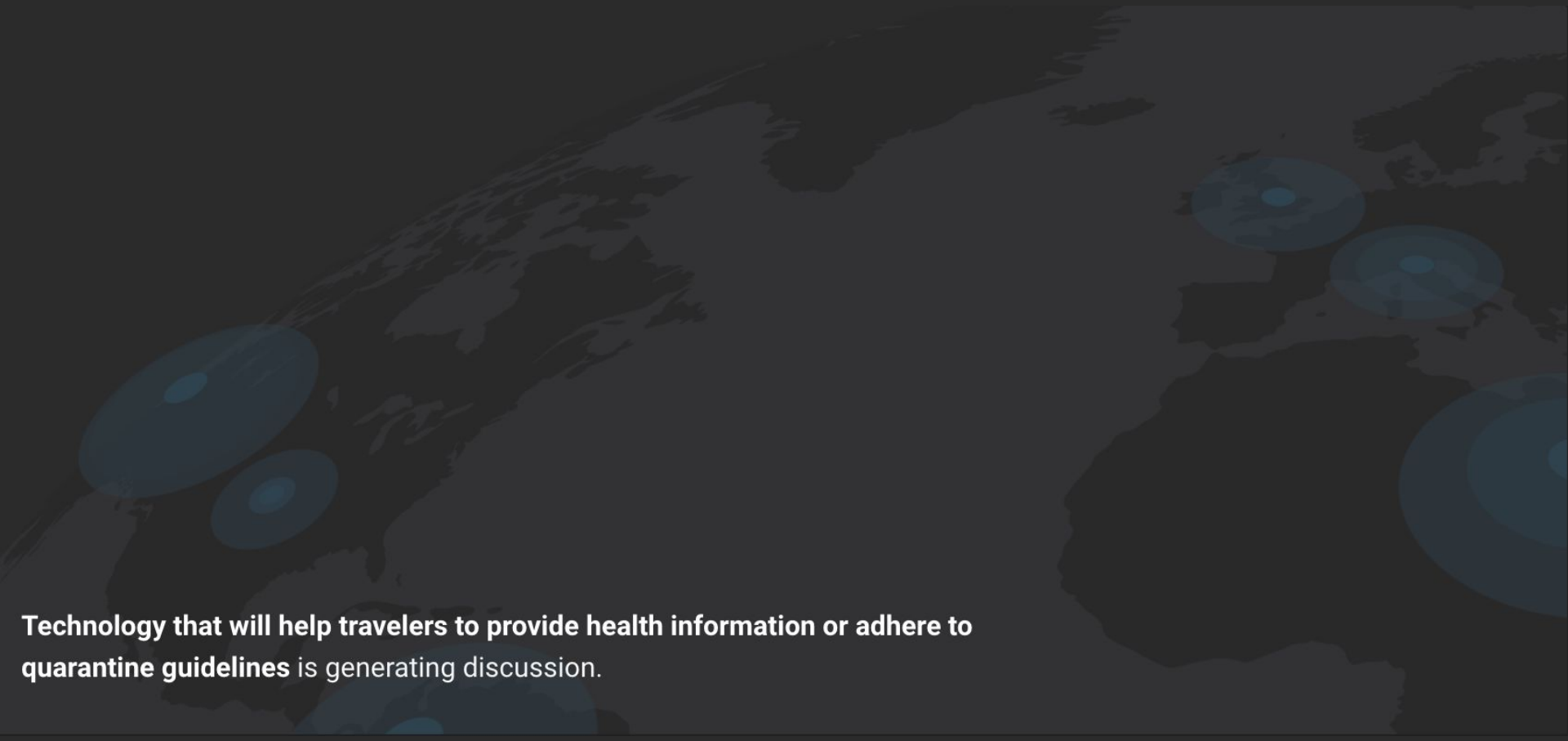
- wear goggles
- young people
- overnight camp
- face coverings
- wear a mask
- Places #COVID-19
- grocery stores
- #COVID19 outbreak
- public transport
- Georgia summer camp

Top sites globally


		VOLUME	CHANGE
1	twitter.com	526.9K	↘ 54%
2	tumblr.com	64.79K	↗ 13%
3	reddit.com	54.82K	↘ 35%
4	instagram.com	23.42K	↗ 8%
5	forocoches.com	6,129	↘ 24%

Emerging organizations in discussion

Apple	Lincoln	Customers
Home Depot	Cowboys	National Institute of Allergy
Centers for Disease Control and Preventi	National Institute of Allergy	Kroger



**Technology that will help travelers to provide health information or adhere to quarantine guidelines** is generating discussion.

[visit our website](#)  Info

**Antonio López de Avila**

President &amp; CEO, hi+card app

Unmute

People are reacting to stories about health passports, generating 25K social engagements.

People are suggesting that a health passport using blockchain technology to transmit encrypted Covid-19 testing records would allow travelers to avoid quarantine. Some people speculate that use of this technology could allow sports and entertainment venues to reopen sooner.


**AlAmadi1 (Adel Al Ammadi)**

@AlAmadi1

This COVID-19 health passport app could help revive travel and events [t.co/IYNEqNHo6s](https://t.co/IYNEqNHo6s) via

[@wef](#) [@Sharleneisenia](#) [@baski\\_LA](#)  
[@CurieuxExplorer](#) [@enricomolinari](#)  
[@DrJDrooghaag](#) [@kuriharan](#) [@PawlowskiMario](#)  
[@Nicochan33](#) [@MargaretSiegien](#)



8 Aug 2020 | 19:04


**rob\_miller12345 (Robert Miller #KBF)**

@rob\_miller12345

"A British company is rolling out the COVI-PASS in 15 countries; a "digital health passport" that will contain your COVID-19 test history and other information. The passport's objective is "to safely return to work" and resume "social interactions."  
[t.co/sqm2VmjWzD](https://t.co/sqm2VmjWzD)



6 Aug 2020 | 15:06


**AlokRoy61303801 (Alok Roy)**

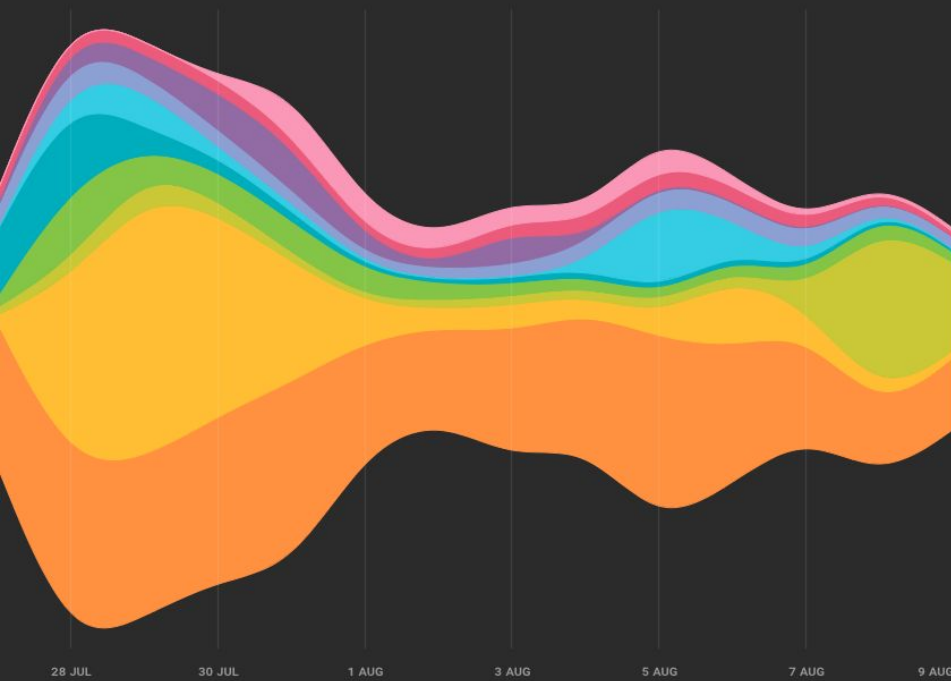
@AlokRoy61303801

People are sharing stories about a wearable electronic device that monitors travelers entering countries (10K social engagements to date).

The technology employs a wrist band connected to a phone app that records whether travelers adhere to quarantine guidelines after entering a country or territory. The device is being used in Singapore, Hong Kong and South Korea.



Trending themes (excluding news)



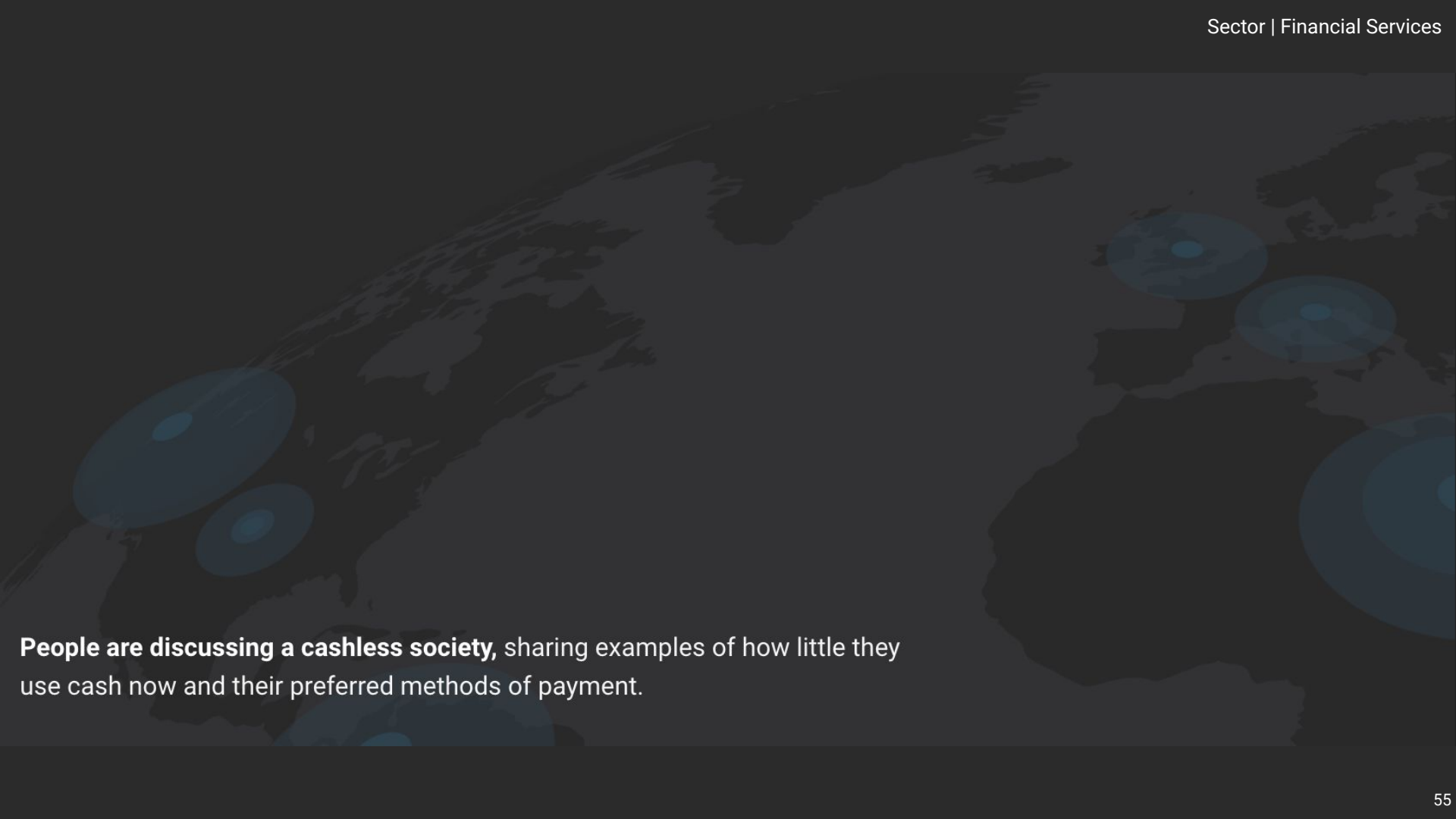
- Topics
- COVID 19
  - Big Tech
  - phone call
  - social media
  - tech companies
  - tech giants
  - work from home
  - Zoom call
  - working from home
  - COVID Alert app

Top sites globally

		VOLUME	CHANGE
1	twitter.com	2.11M	↗ 3%
2	reddit.com	256.91K	↗ 7%
3	tumblr.com	211.28K	↘ 10%
4	instagram.com	33.02K	↗ 11%
5	4channel.org	32.5K	↗ 14%

Emerging organizations in discussion

WFH Crypto Curren- cies Democracy Branchless Ba	WFH Crypto Curren- cies Democracy Branchless Ba	
Elec	Elec	Netflix
Electric V	YouTube	Donut



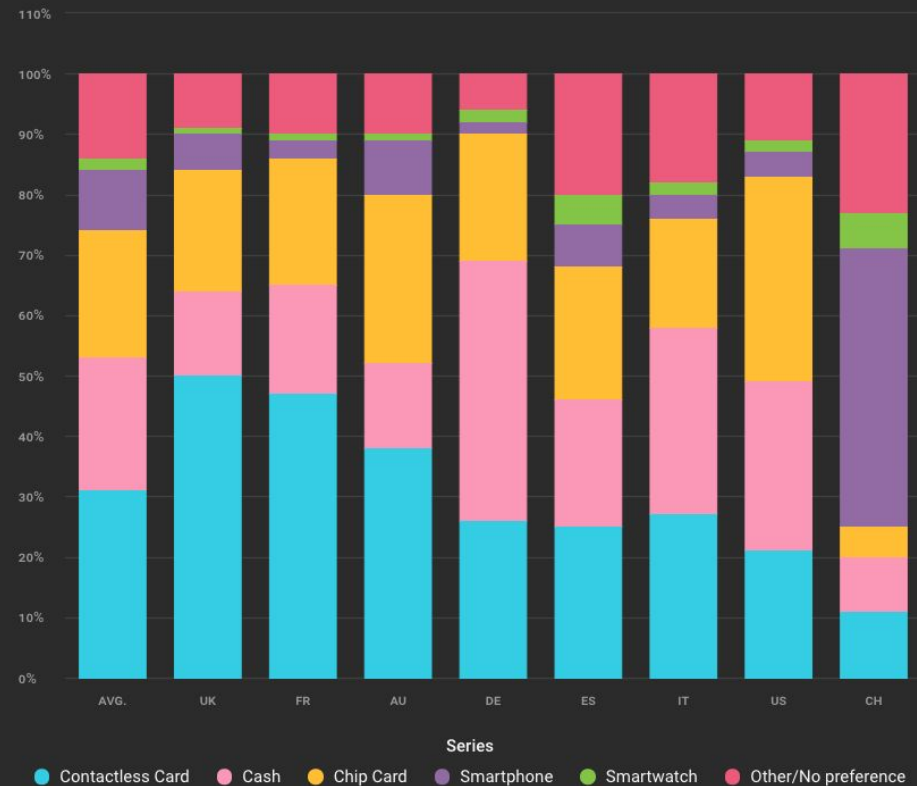
**People are discussing a cashless society**, sharing examples of how little they use cash now and their preferred methods of payment.

**Survey respondents across tracked markets indicate that contactless payments are their preferred method of purchase.**

Chinese respondents indicate that they prefer to use their smartphone wallets, such as Google Pay or Apple Pay, more than any other payment method.

Germans were the only respondents to note they prefer cash over other payment methods.

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





Social discussion is reflecting the opinion that a cashless society is the new normal.

Some are commenting on the coin shortage in the US, sharing jokes about where their change is stored (e.g. in couches or swear jars).

For many, the topic prompts discussion about how they no longer pay in cash or use ATMs. **Some cite a fear of germs during the pandemic while others note the ease of cards and mobile wallets.**



**SwedishCanary (Swedish Canary)**

@SwedishCanary

My bad on the coin shortage... I started a swear jar  
[t.co/Fe01nNmkg4](https://t.co/Fe01nNmkg4)



Twitter

8 Aug 2020 | 06:07



**nochilljazzlyn (jazzlyn)**

@nochilljazzlyn

being a cashier during a pandemic AND a coin shortage <<<<<<<<<



Twitter

5 Aug 2020 | 20:29



**ErikaHarlacher (Erika Harlacher)**

@ErikaHarlacher



**JackRodgersJr (Jack Rodgers, Jr)**

@JackRodgersJr

What's this thing called cash. I've been using debit cards for 20 years or so and seldom use that filthy cash. Somebody gives me a bunch of electronic blips and I give them to someone else. No germs need pass among us. Banks have never had enough cash to payout to depositors.



Twitter

8 Aug 2020 | 01:40



**GabbieJuka (gabbie)**

@GabbieJuka

if I come into your establishment trying to spend money and you tell me I can't pay with cash because of a "coin shortage" Best believe I will never spend another cent there.



Twitter

3 Aug 2020 | 21:06



**Anthorajon10 (ANTHO)**

@Anthorajon10

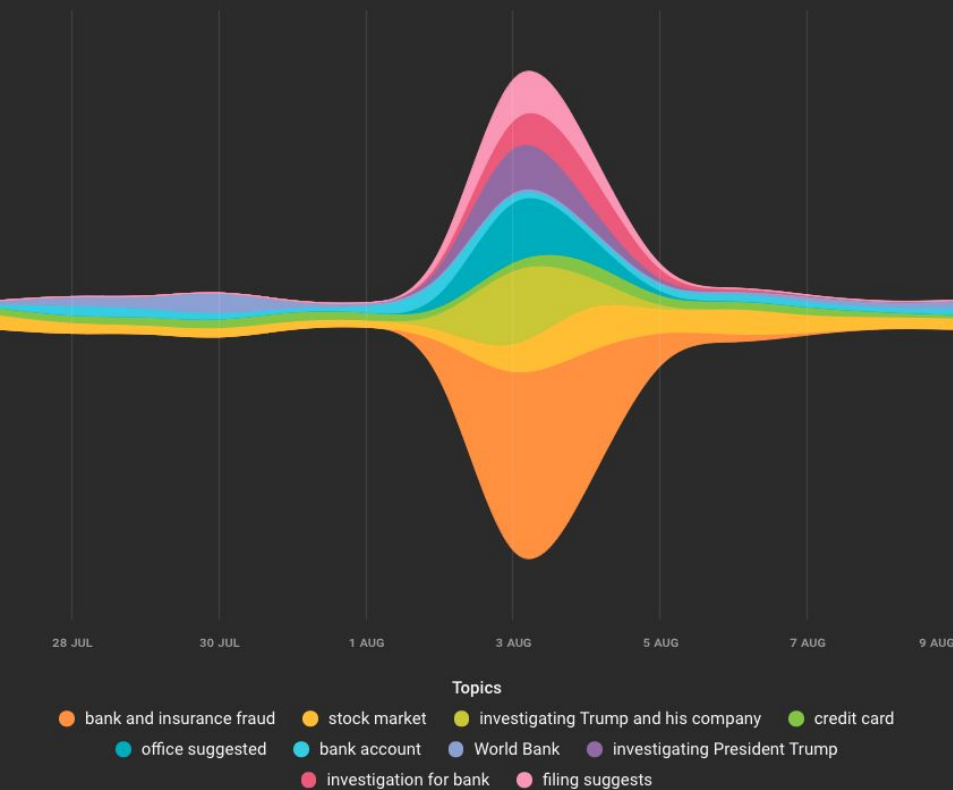
i don't even have to use my debit card anymore this cash app card lovely



Twitter

30 Jul 2020 | 18:55

Trending themes (excluding news)

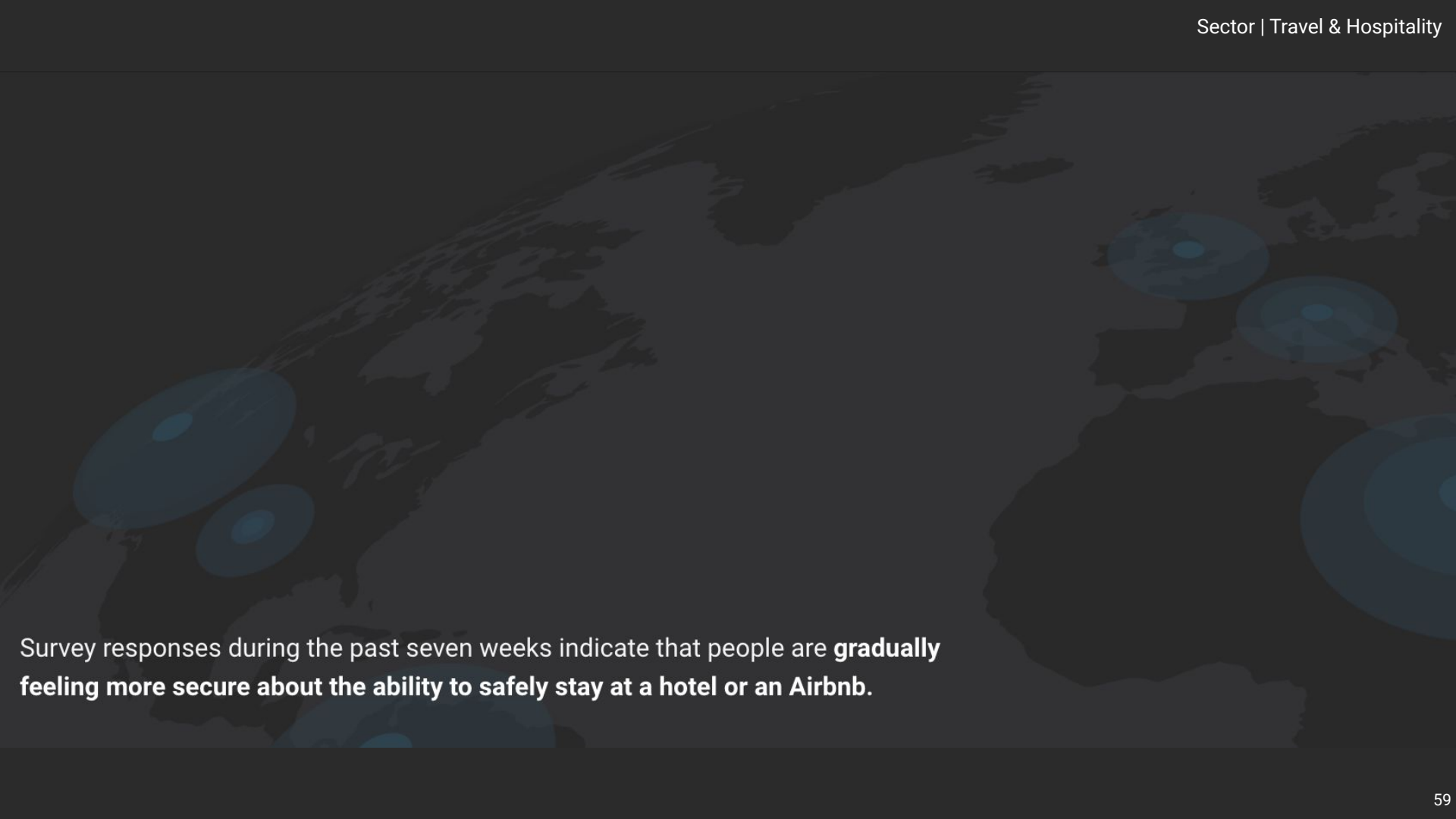


Top sites globally

		VOLUME	CHANGE
1	twitter.com	554.52K	↗ 3%
2	tumblr.com	61.43K	↗ 28%
3	reddit.com	48.43K	↘ 10%
4	instagram.com	9,882	↗ 11%
5	sina.com.cn	9,750	↗ 8%

Emerging organizations in discussion

Weiss Crypto Ratin	Smith College	Weiss Crypto Ratin
World Bank	World	Sony
Van Scoyoc Associa	Smith College	Fintech

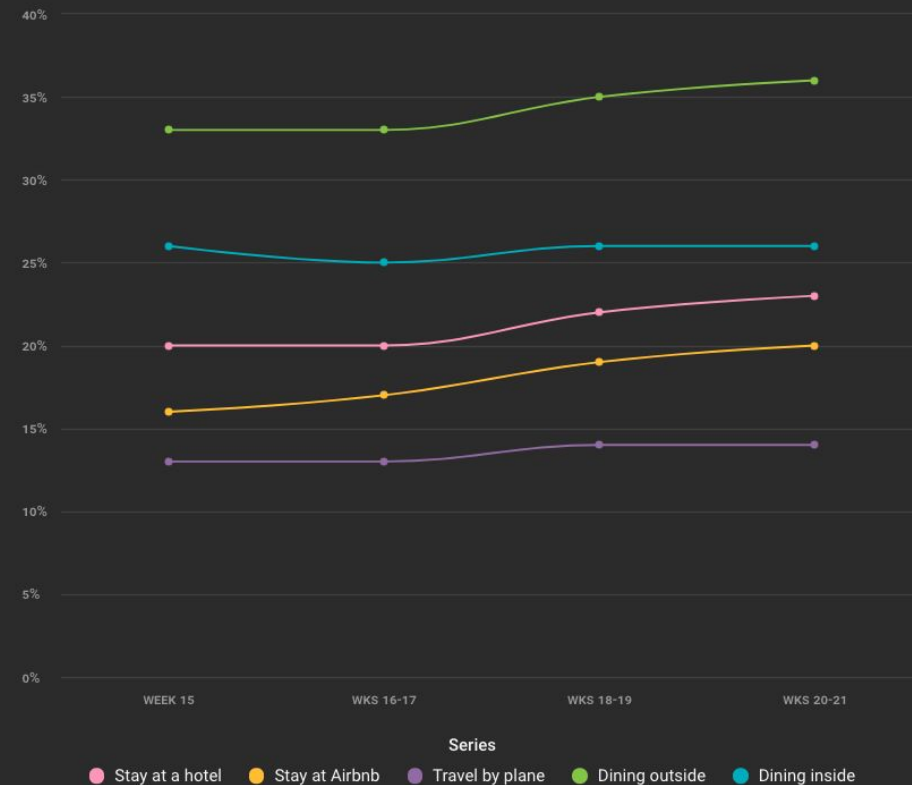


Survey responses during the past seven weeks indicate that people are **gradually feeling more secure about the ability to safely stay at a hotel or an Airbnb.**

Respondents report feeling safer now about staying in a hotel than in June. People are sharing information about how hotels are sanitizing to ensure safety and cleanliness. They are also sharing personal accounts of hotel stays, and examples of measures that helped them to feel safe.

**Respondents report feeling least comfortable traveling by plane than other travel options. Social discussion is surfacing inconsistent policies and practices on different airlines and in airports.**

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



People online are reacting to policies implemented or changed by the airlines, responding positively to additional safety measures, such as use of disinfecting UV lights and the fogging of planes between flights. Temperature checks at airports are also generating positive discussion.

Negative conversation includes reactions to news that some airlines are now booking flights to capacity, or no longer disinfecting plane seats between flights.



**Danny Bush**  
Recent Air Traveler

 Unmute

safe and considerate for COVID.

People across markets are discussing cruises. Many are reacting to news that one of the first ships to resume cruising is experiencing a Covid-19 outbreak (188K social engagements to date).

Italian online discussion reflects surprise and frustration in response to Prime Minister Conte's decrees allowing cruises to resume. Many feel this is inconsistent with other Covid-19 measures in place in the country. German discussion is similarly negative.

Spanish discussion includes speculation that the increase of cases attributed to infection spread through nightlife may in fact be linked to people who had been on a cruise.



zIbElINaN (Zibelina 🇪🇸 🇪🇺 🌐)

@zIbElINaN

¿Por qué el ocio nocturno dispara los contagios? El estudio de un crucero confinado desvela las claves  
@elmundoes [t.co/AQwEeiuAi5](https://t.co/AQwEeiuAi5)



Twitter

5 Aug 2020 | 08:21



WildPalmsLtd (Locutus of Borg™)

@WildPalmsLtd

\*Sigh\* This story is "news" I guess but it's as predictable as the night following the day. Some of the earliest outbreaks were aboard cruise ships. Why would any one be on one? #COVIDIOTS  
[t.co/hj799juE6L](https://t.co/hj799juE6L)



Twitter

3 Aug 2020 | 22:41



Saltytrees (Beate Schicker #BlackLives...)

@Saltytrees

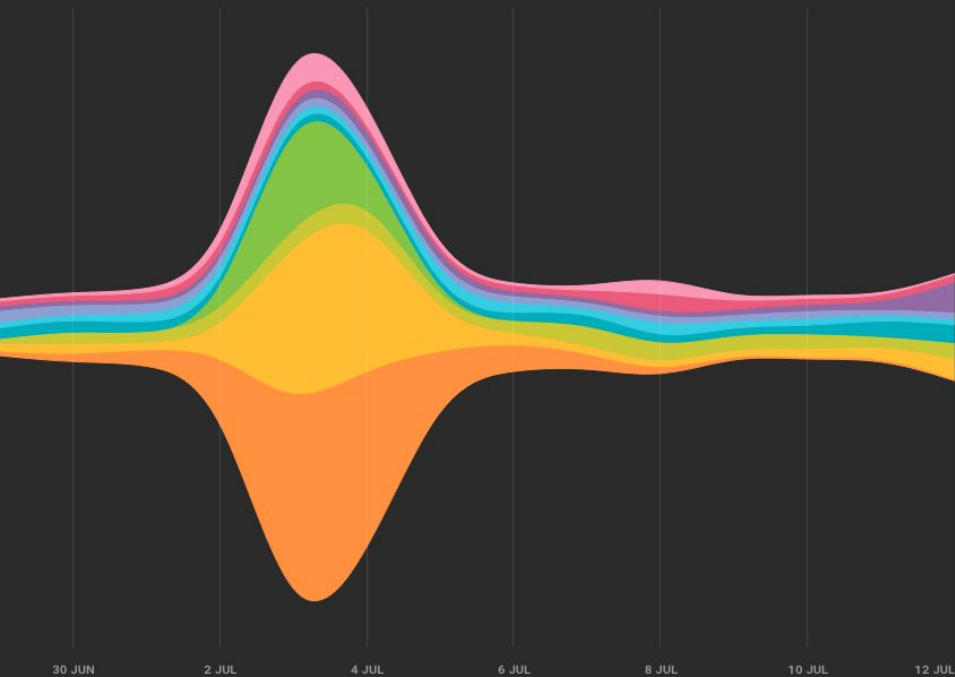
Und wieder zwingt das Virus den Kreuzfahrt-Wahn in die Knie - vielleicht lernt man irgendwann



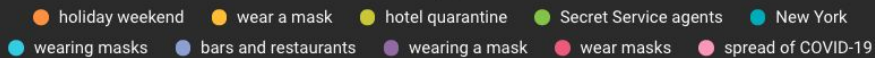
PlanardJacques (Jacques Planard)

@PlanardJacques

## Trending themes (excluding news)



## Topics



## Top sites globally

		VOLUME	CHANGE
1	twitter.com	855.34K	↘ 7%
2	reddit.com	127.3K	↗ 8%
3	tumblr.com	83.64K	↘ 10%
4	tripadvisor.com	35.77K	↗ 18%
5	instagram.com	34.19K	↗ 9%

## Emerging organizations in discussion

Times	European Union	Facebook
Adria	Google	American Airlines
PGA Tour	United Airlines	Boeing

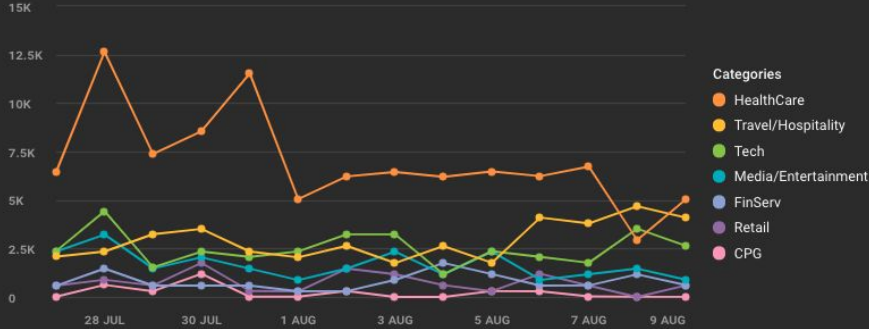


# Country Data

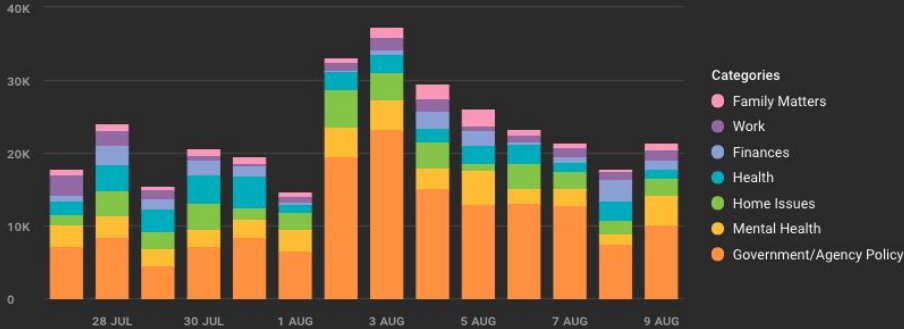


# Australia

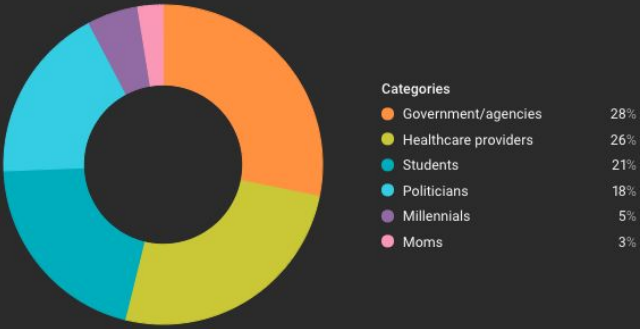
Australia volume by sector



Australia volume by topic



Audiences



Emerging themes in discussion

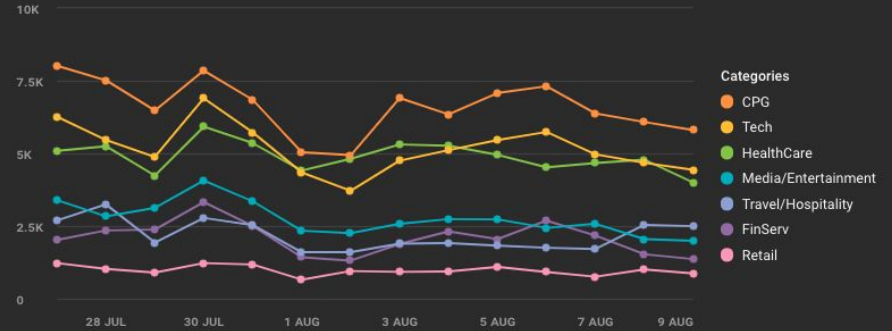


Emerging organizations in discussion

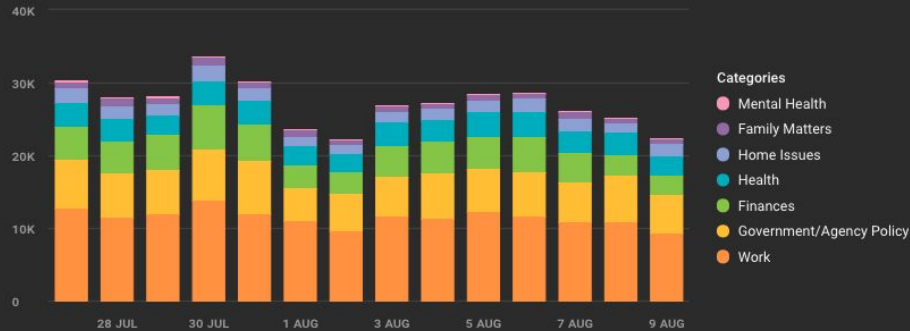


# China

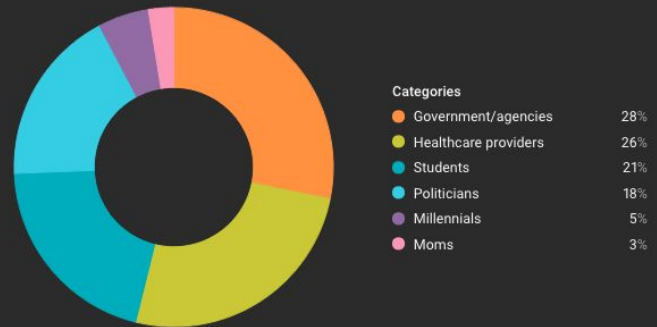
China volume by sector



China volume by topic



Audiences



Emerging themes in discussion

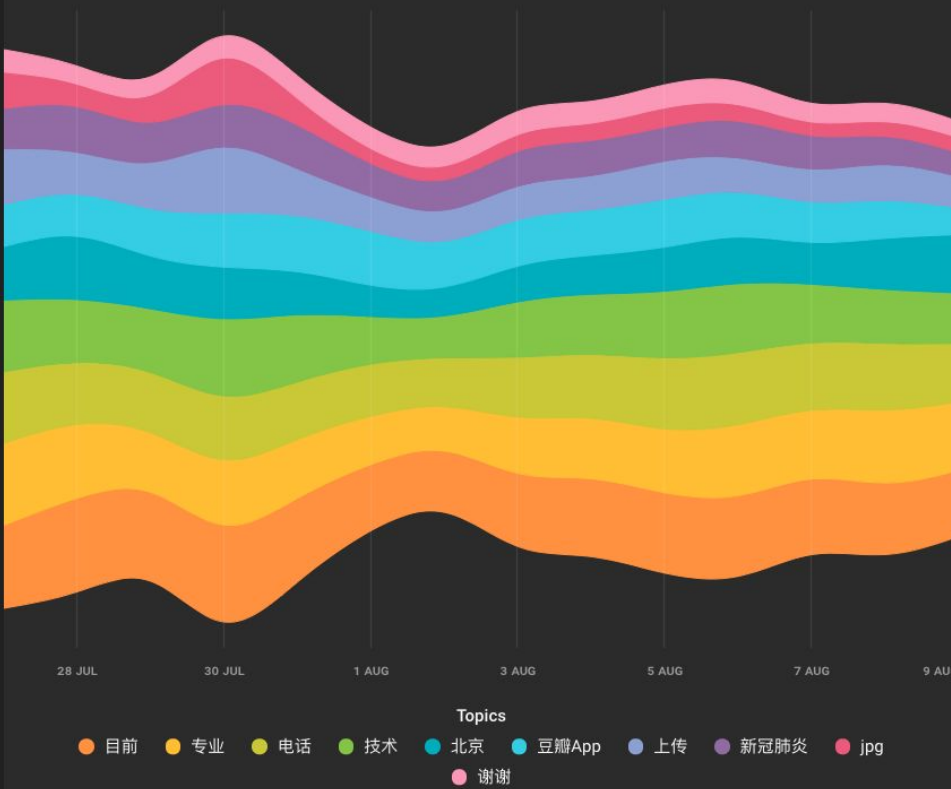
新冠肺炎 豆瓣App 专业 搬家 目前 北京 技术

上传 jpg 谢谢 电话

昨天

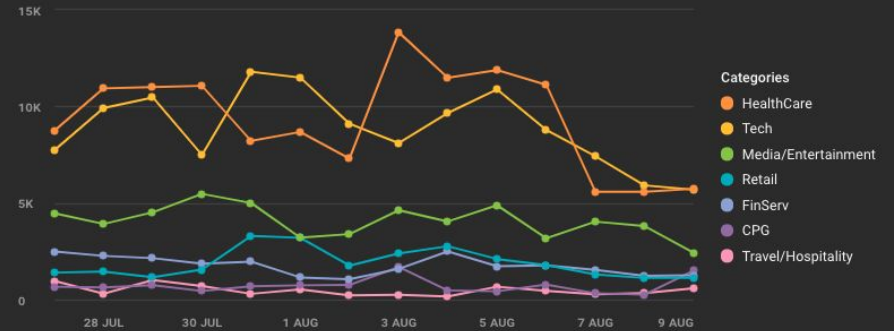
#covid19 保存到相册

Emerging topics in discussion

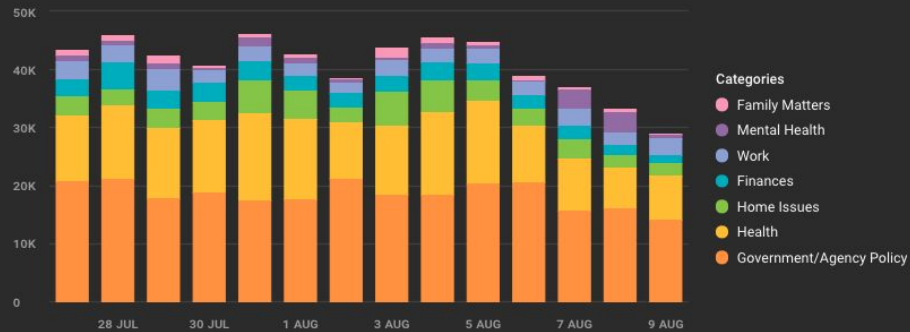


# France

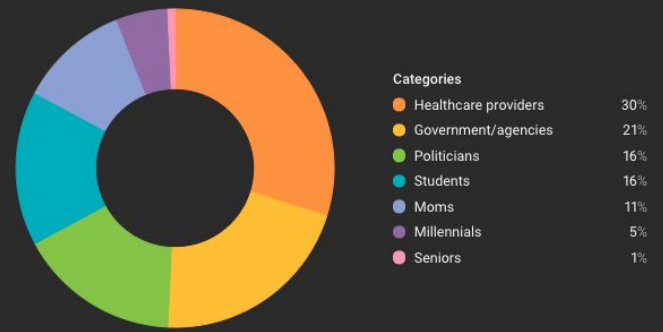
France volume by sector



France volume by topic



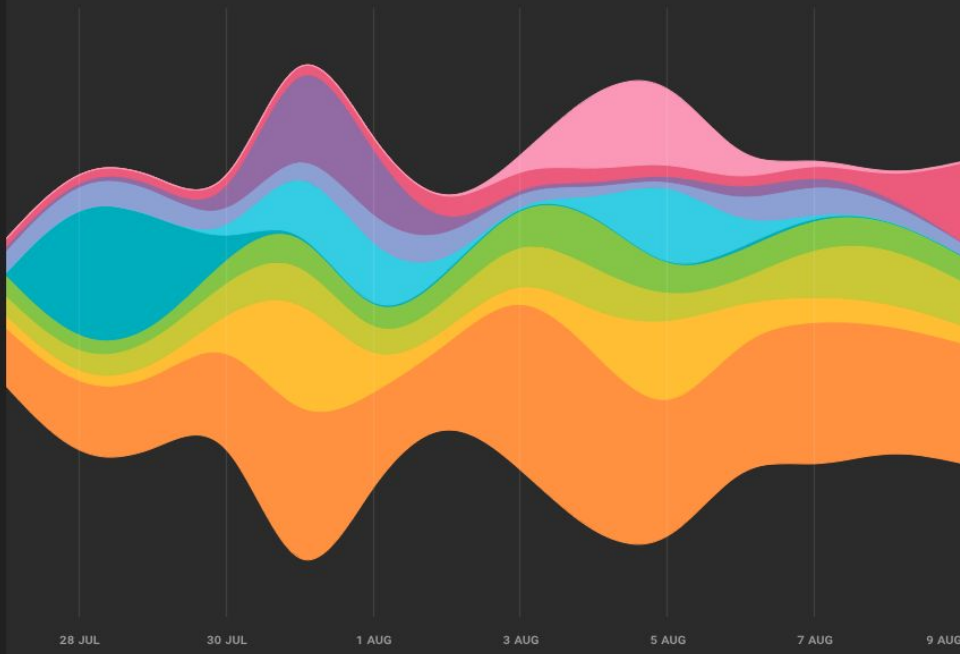
Audiences



Emerging themes in discussion

#hydroxychloroquine  
 pleine crise sanitaire #covid enlever mon masque  
 3 mois #covid\_19 🇫🇷 🤔 test covid  
 prenez soin #coronavirus  
**#covid19** ALERTE INFO  
**Covid 19** #masques  
 port du masque #masque  
 #covid\_19  
 #covid-19  
 masque obligatoire #france  
 #violencespolicieries

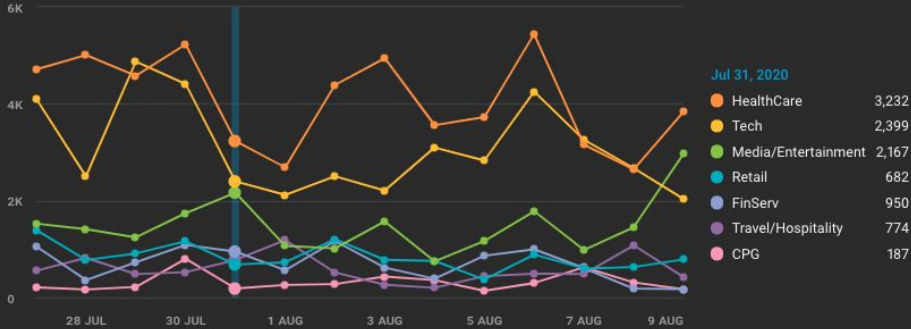
Emerging topics in discussion



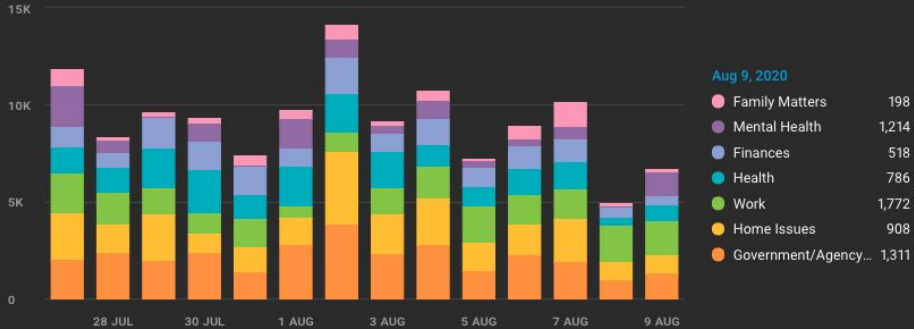
- Topics
- port du masque
  - prenez soin
  - masque obligatoire
  - porter un masque
  - pleine crise sanitaire
  - enlever mon masque
  - ALERTE INFO
  - test covid
  - 3 mois
  - masque 19

# Germany

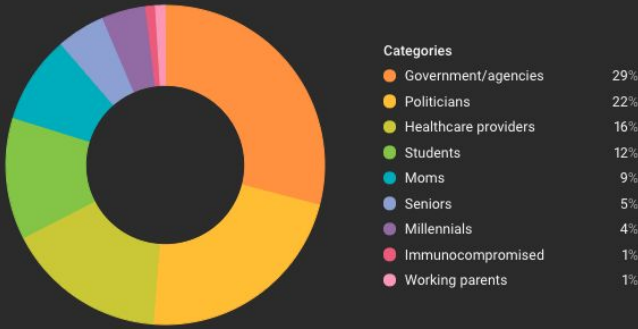
German volume by sector



German volume by topic



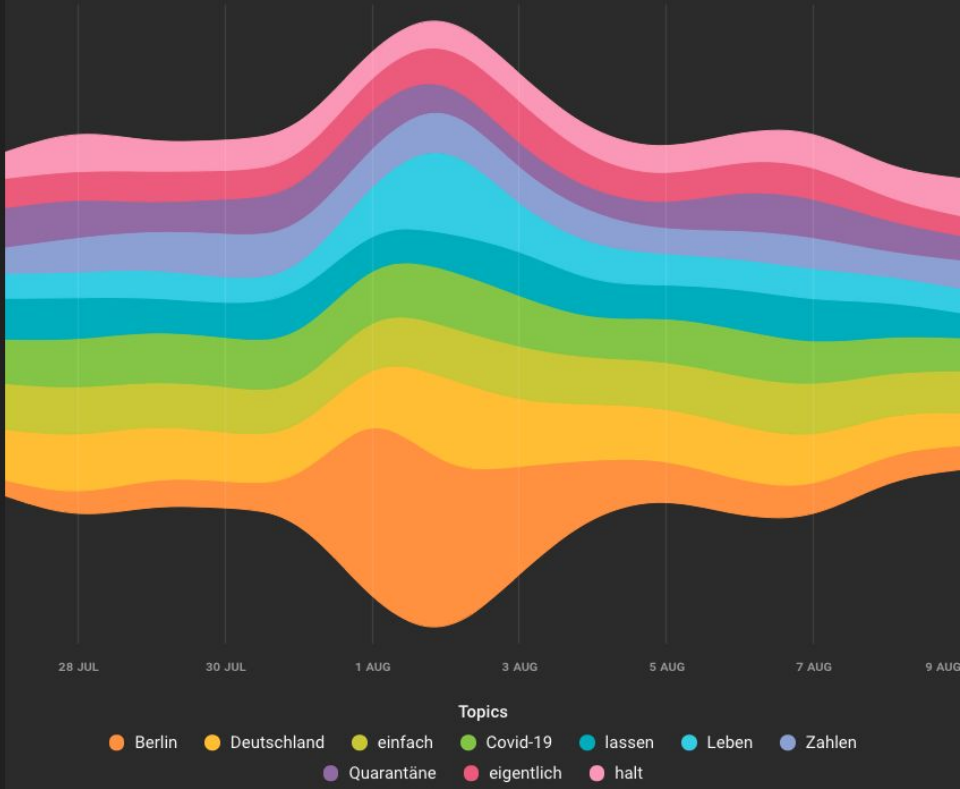
Audiences



Emerging themes in discussion

#coronavirus  
 #coronakrise  
 #podcast #corona #berlin0108  
 ➔ #covid\_19 📌 #covid19de  
 #sarscov2 😊 #bb0108 🤔 #lockdown  
 #berlin ❤️ 🇩🇪 😂 #covid  
 #maskenpflicht #zweitewelle  
 States #homeoffice #covidioten  
 #demo #pandemie #covid19  
 #bildungabersicher  
 Antwort auf Beitrag Nr

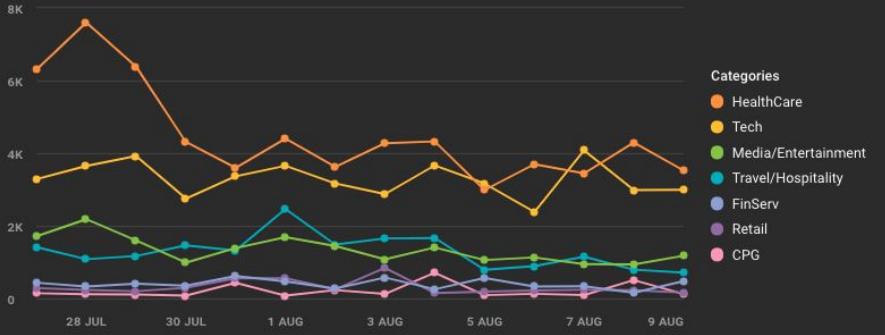
Emerging topics in discussion



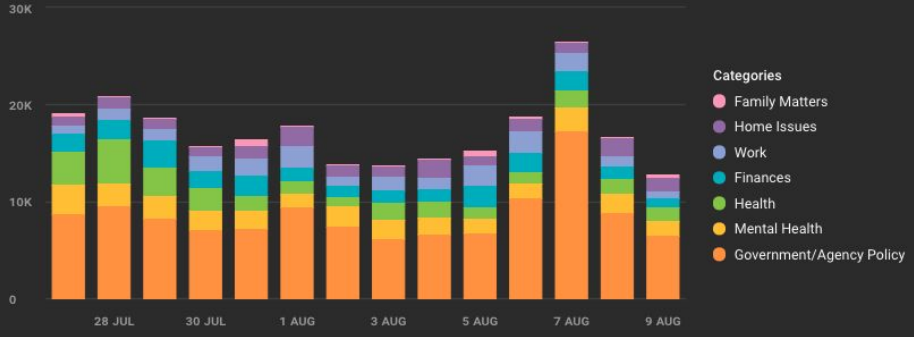


# Italy

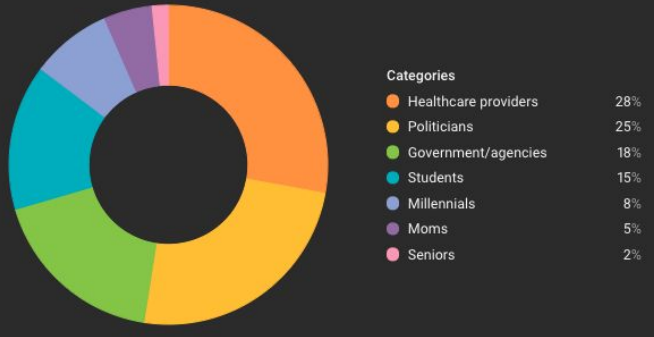
Italy volume by sector



Italy volume by topic



Audiences

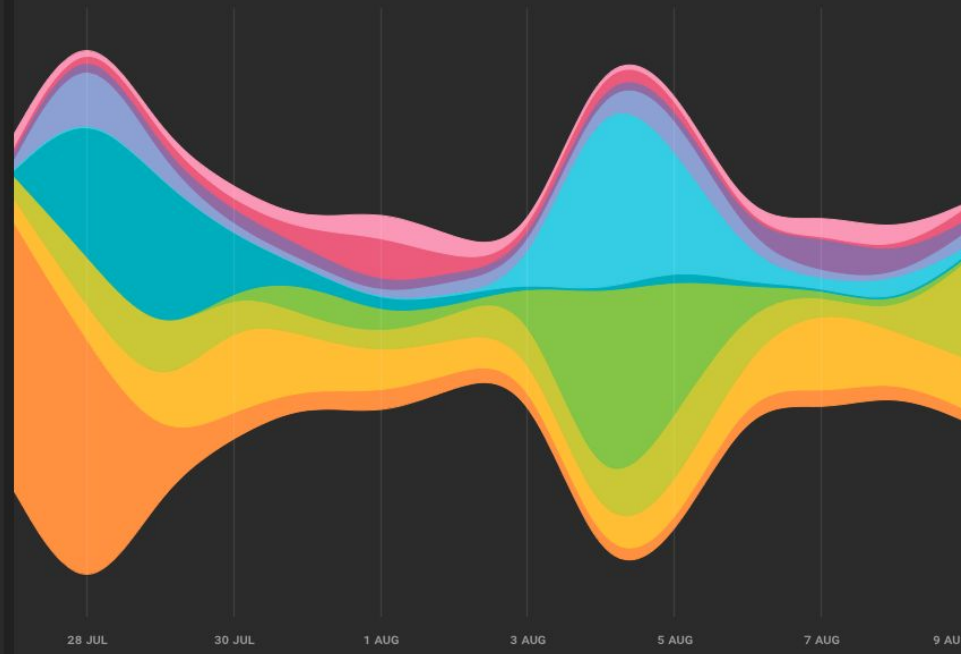


#statodiemergenza  
 proroga dello stato di emergenza #covid-19  
 #salvini #coronavirus  
 #covid\_19 #conte 🇮🇹  
 #italia #covid\_19 #covid  
umiliato e offeso

Comitato Tecnico Scientifico  
 #comitatotecnicoscientifico  
 #iomettolamascherina  
#bocelli

😓 ● #lockdown nuovi casi  
#negazionisti 🖐️ #mascherina #covid19  
 emergenza Covid ➡️  
 #migranti 🇵🇸 causa Covid  
 terapia intensiva

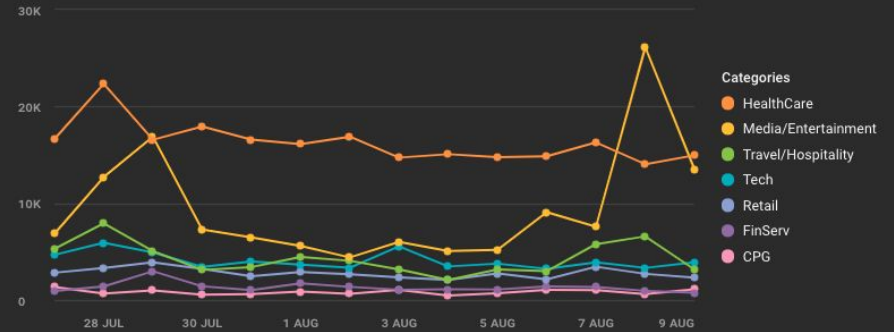
Emerging topics in discussion



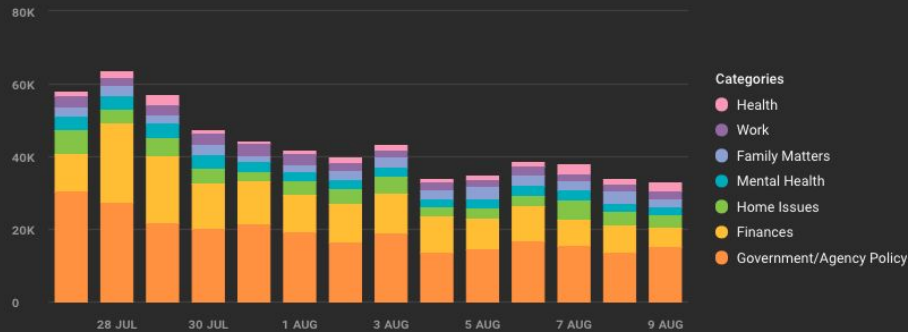
- Topics
- terapia intensiva
  - nuovi casi
  - emergenza Covid
  - atti del Comitato tecnico scientifico
  - proroga dello stato di emergenza
  - Palazzo Chigi
  - Covid non esiste
  - ultime 24
  - blocco navale
  - migranti positivi

# Spain

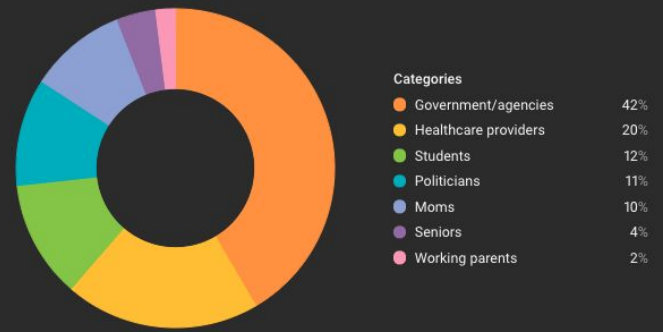
Spain volume by sector



Spain volume by topic



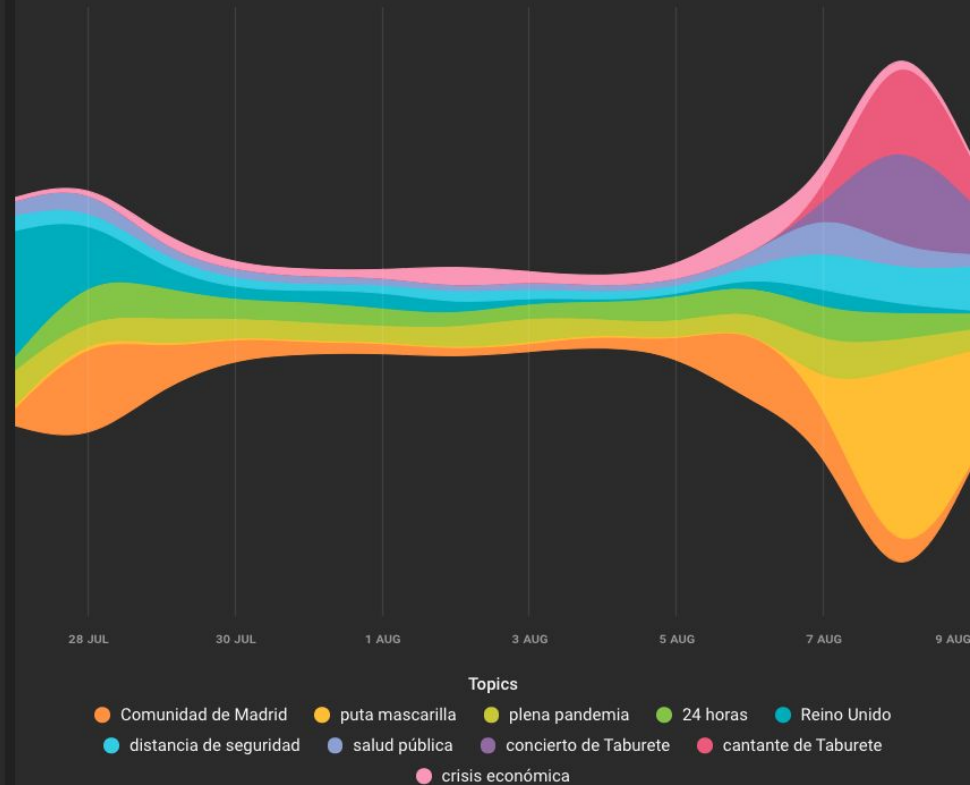
Audiences



Emerging themes in discussion

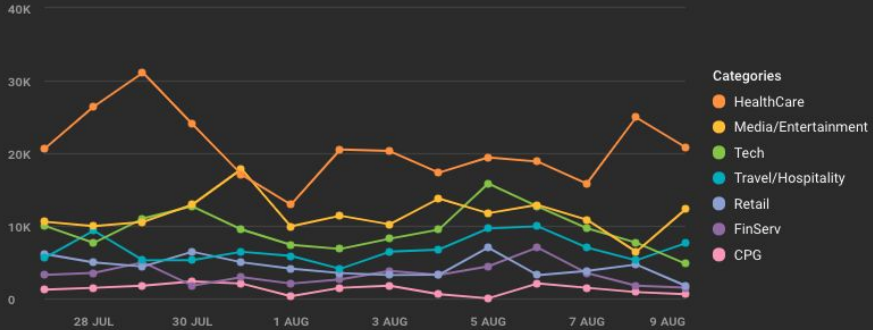


Emerging topics in discussion

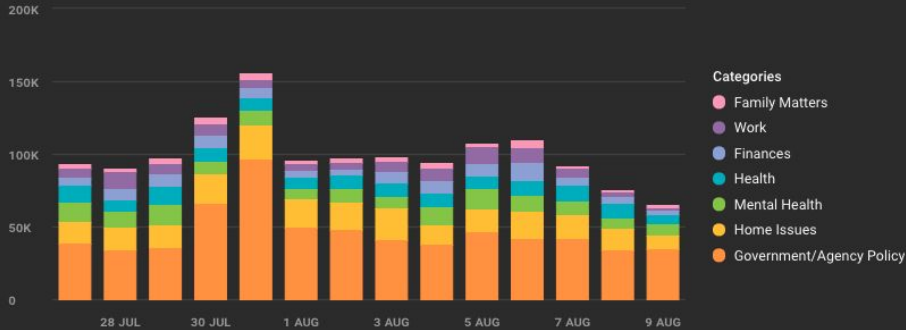


# United Kingdom

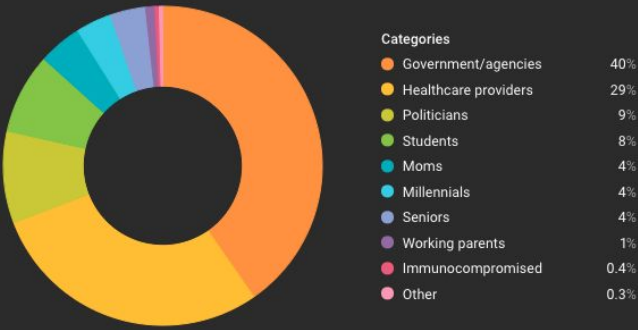
United Kingdom volume by sector



United Kingdom volume by topic



Audiences



Emerging themes in discussion

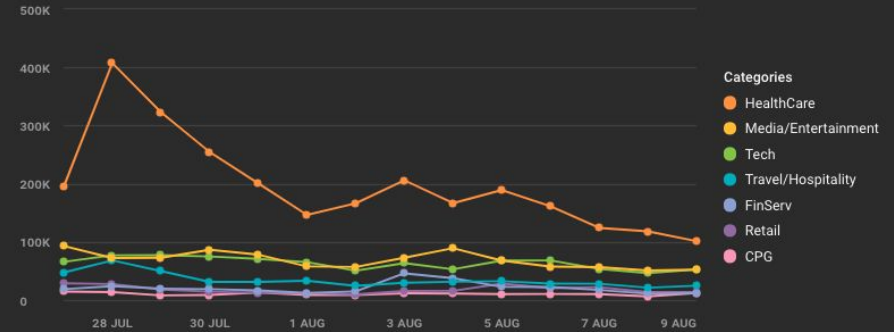


Emerging organizations in discussion

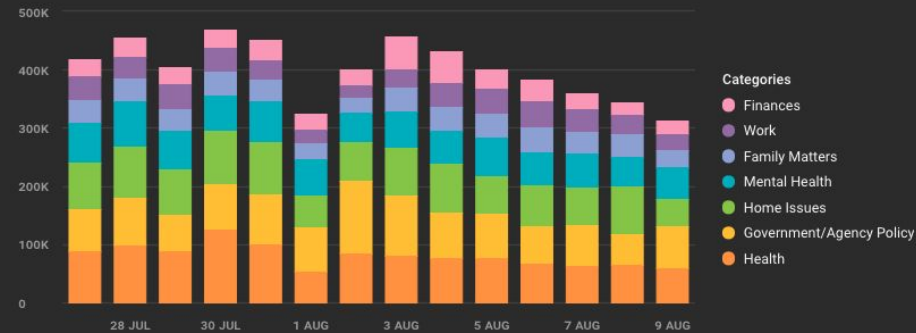


# United States

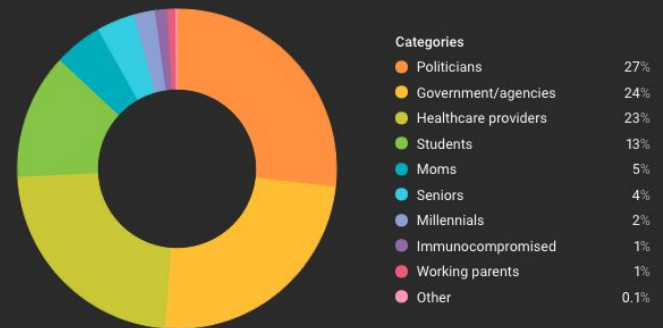
US volume by sector



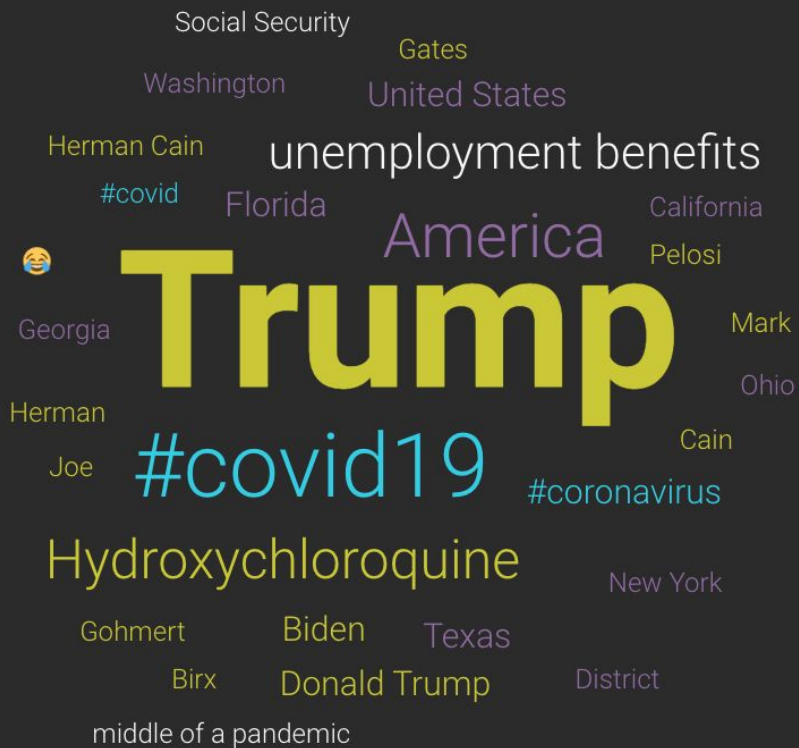
US volume by topic



Audiences








Emerging themes in discussion



Emerging organizations in discussion





Post	Total Engagement
<p><b>Watch Alabama high school principal in “Can’t Touch This” parody video about COVID-19</b>            By Anna Claire Vollers - Aug 2, 2020            al.com</p>	 <p>2.7M</p>
<p><b>Stella Immanuel, Trump’s New COVID-19 Doctor, Believes in Alien DNA, Demon Sperm, and Hydroxychloroquine</b>            By Will Sommer - Jul 28, 2020            thedailybeast.com</p>	 <p>1.5M</p>
<p><b>States have authority to fine or jail people who refuse coronavirus vaccine, attorney says</b>            By Derek Staahl - Aug 8, 2020            10news.com</p>	 <p>1.3M</p>
<p><b>Herman Cain, former GOP presidential candidate, dies after battle with coronavirus</b>            By Kevin Breuninger - Jul 30, 2020            cnbc.com</p>	 <p>1.2M</p>
<p><b>Sweden, which never had lockdown, sees COVID-19 cases plummet as rest of Europe suffers spike</b>            By Soo Kim - Jul 30, 2020            newsweek.com</p>	 <p>1M</p>



## Trending Questions Asked Online

**Tenants are concerned with apartment leases while others question the job market and economy.**

Job Market & Economy

- TikTok ban good for economy with COVID?
- What's your commute like (pre-COVID), in terms of time, distance, and mode(s) of transportation?
- What is the impact of Corona on the economy?
- Seeking Advice for Career Change - How do you think COVID will affect the outlook of the job field?

**Forum members are seeking advice on parenting during Covid-19, and asking questions about housing issues.**

## Housing

- Are tenants required to inform Leasing Management if they test positive for COVID?
- How much notice do we have to give landlords during COVID?
- Signed a lease before COVID, now stuck with it. Advice?
- If we get kicked out of housing due to corona will we get some refund? For housing and meals?

## Family

- Parenting during COVID-19 as a parent who is high-risk. What would you do?
- How to make my kid more social during COVID?
- Does anyone have any ideas for Covid-19 safe activities?
- Was your family impacted by the coronavirus?

**Our last free Covid-19 Consumer Insights Report will be published August 26.**

Our final report will share what we've learned in the last six months and how people are feeling about what's ahead.

If you'd like to discuss a custom report that focuses on your specific sector, category, brands, and more, [book a meeting](#) with our specialists or email us at [info@brandwatch.com](mailto:info@brandwatch.com)

[Sign up](#) to our Daily Covid-19 Data Bulletin to get interesting daily trends in consumer behavior straight to your inbox.