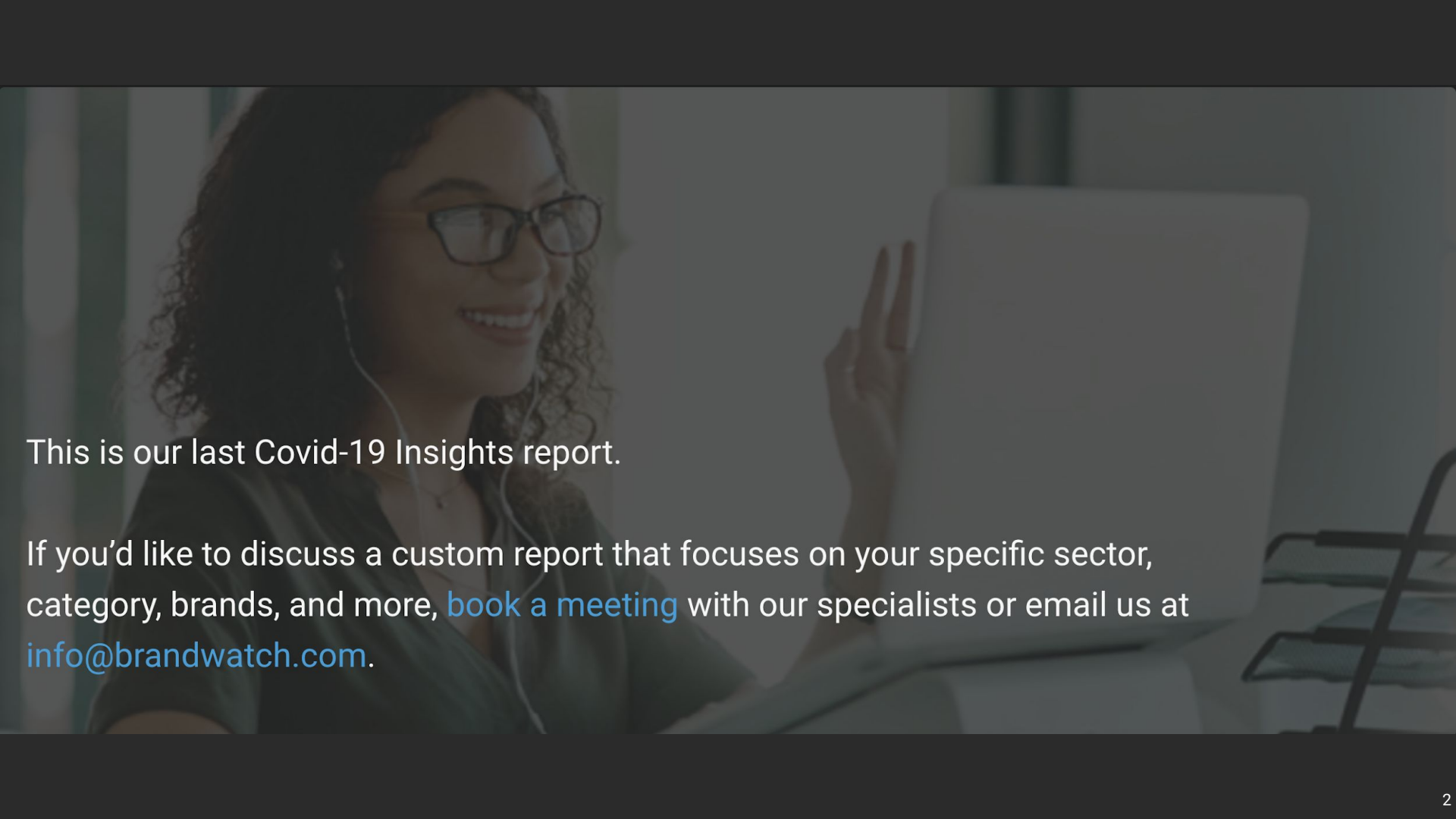




August 27, 2020

Covid-19 Consumer Insights

Brandwatch | A new kind of intelligence



This is our last Covid-19 Insights report.

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.

[Sign up](#) for our US Election Bulletin. Every Wednesday, our expert React and data science teams will bring you the latest Brandwatch poll results and analysis showing who's leading the race.

Get interesting trends in consumer behavior straight to your inbox. [Sign up](#) to receive our free Brandwatch Bulletin.

Our Goal

When the Covid-19 pandemic became the focus in early 2020, there were many sources for news, statistics and health guidance. We saw a unique opportunity to provide data and insights about the impact of the virus on the hearts, minds and daily lives of consumers around the world. Leveraging our best-in-class technology and our an incredible team, we've synthesized and interpreted data from survey, search, social and content engagement tools to provide an overview of trending themes and topics worldwide.

While we are winding down these in-depth reports that cover multiple topics and sectors, we are able to provide you with the custom insights most relevant to you and your specific needs. [Book a meeting](#) with our specialists to discuss.

What We Analyzed

This study includes data from 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages. Survey data includes ~120k interviews per country using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~763 million posts from Twitter, Reddit, forums, blogs, and more that appeared between February 19 and August 23. News has been excluded to better isolate consumer opinion but media engagement metrics have been included. Content was analyzed holistically and by market, topics, and sectors.

Reviewing digital data over the last six months, we have seen how Covid-19 has dramatically impacted health and healthcare, how we live, how we educate our children, how we work, how we socialize and how we entertain ourselves.

During the last 23 weeks, we have informed you about the ways people are impacted by and have adapted to the crisis. We've surfaced trends to help us all navigate this new environment and identified opportunities to better connect with customers, employees and communities in relevant and authentic ways. This report serves as a review of what we collectively discuss as our current reality and what we see ahead in the coming months.



Where we are: the struggle is real

Working from home while juggling parenting and home schooling is taking a toll, particularly on women. A recent Microsoft study found that we're working an average of 10 more hours per week since the pandemic started.

We're struggling with financial concerns, anxiety, depression and a divisive political climate in many locations. Protests are happening in many areas of the world due to inequities and discrimination.

Misinformation and conspiracy theories are sparking confusion and anger. Tension levels are high.



Where we are: we can adapt

We're leveraging technology to stay connected with loved ones, to work and educate our kids. We're moving toward adoption of cashless payment options.

Retail businesses have implemented stringent safety measures to protect the health of customers and the community. Most of us socially distance and wear masks in public.

We've employed coping strategies to deal with uncertainty and to entertain ourselves: new hobbies, exercise routines, DIY projects, new beauty regimens, and enjoying comfort foods and alcoholic beverages.



What's ahead: keeping it simple

Many say they will work to maintain some aspects of a slower lifestyle and won't return to overbooked schedules and fast food on the run while shuttling kids to practices and playdates. We plan to continue family dinners, daily walks, baking bread and game nights.

Thinking ahead to the holidays, many say they'll be keeping it simple, prioritizing family traditions and togetherness over gift giving and consumerism. Budgets will be reduced this year, according to both social discussion and survey responses.



What's ahead: keeping us safe

Many are concerned about a second wave and the upcoming flu season. The impact on the health care system is a key worry; we're also concerned about keeping kids safe in schools and employees in offices healthy.

Political unrest, violence and looting are realities in many areas of the world, with concerns about continued escalation in the coming months.



The impact of Covid-19 on day-to-day life has been dramatic, with many people talking about using this time as **an opportunity to reconnect with family and to slow the pace of their daily lives.**

People talk about how they've taken up activities they see as a throwback to simpler times, such as walks or bike rides, enjoying cooking or baking at home, and family movie nights (~2.5M posts).

People often discuss making a conscious effort to focus on the things that matter, such as spending quality time with immediate family at home, getting a good night's sleep and eating well.

Many talk about a return to the basics as one thing they hope to take forward from Covid-19 living.



librarychirp (Alison Baud)

@librarychirp

Baking skills much improved during lockdown [#SundayMorning](#) [#Cake t.co/XKcDOlvYoN](#)



Twitter

23 Aug 2020 | 10:19

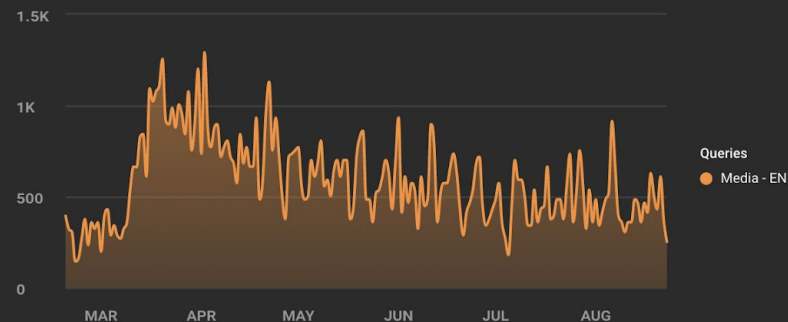
Consumers take comfort in nostalgic experiences, such as watching favorite movies, reading, or playing classic video games like Super Mario or Pac-Man on old school consoles such as Sega Genesis.

Board games generated interest, with some leveraging Zoom to play with family and friends in different locations. Some say board games are great for family bonding and a good way to get a break from screen time.

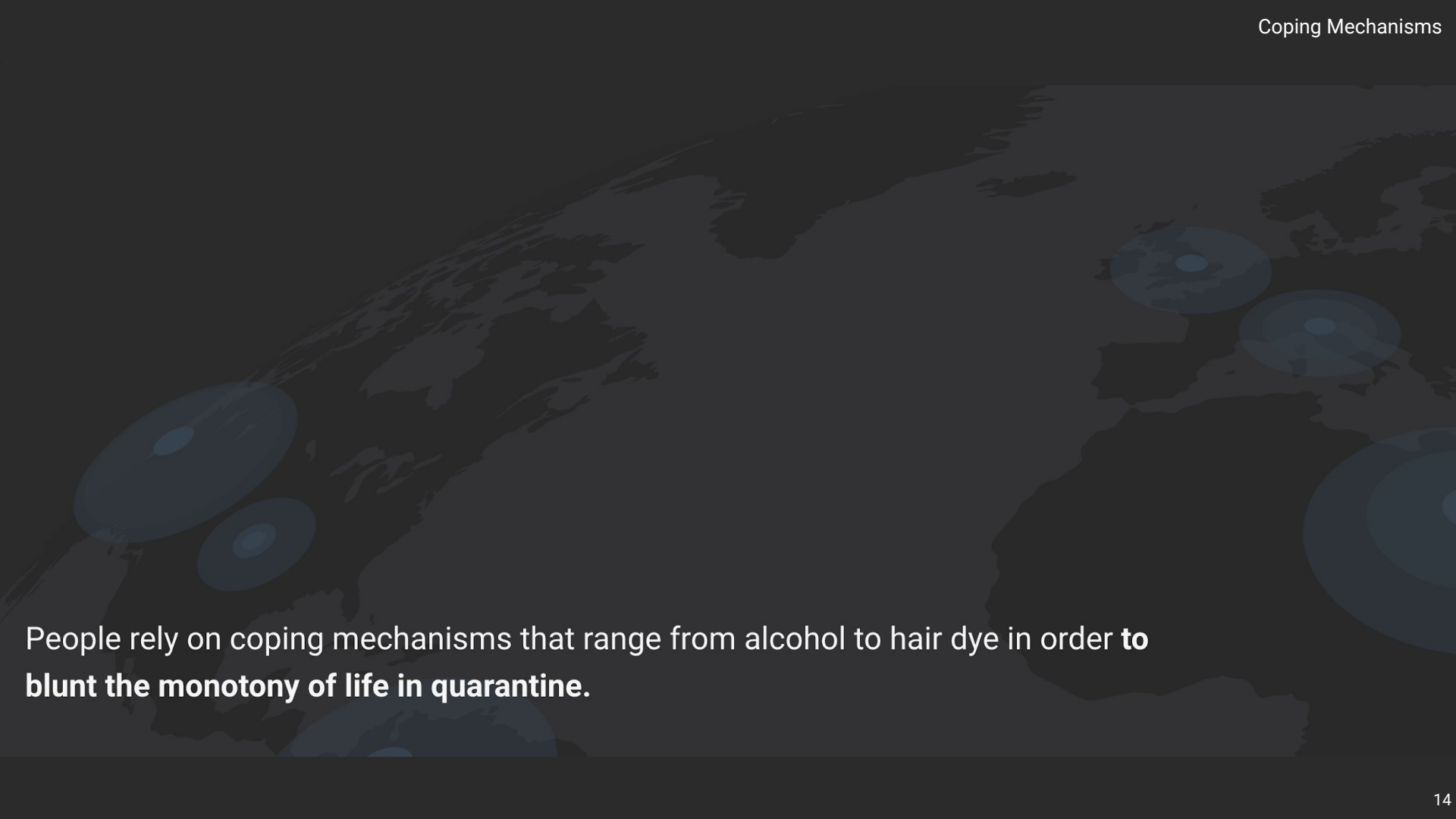
Drive-in cinemas also made a comeback in late April, generating 3.7M social engagements, and later becoming popular in Europe. **People say they love the resurgence of a concept that offers safe entertainment and community during the pandemic.**

Daily discussion about gaming over time

19 Feb – 23 Aug



It's the return of the drive in movie.

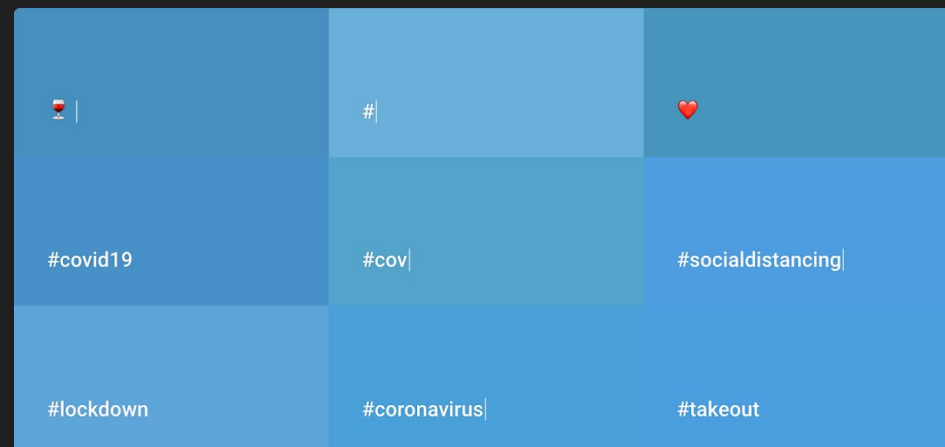


People rely on coping mechanisms that range from alcohol to hair dye in order **to blunt the monotony of life in quarantine.**



Alcohol consumption has been a trending topic in online discussion throughout lockdown (~24M social engagements). At the onset, people discussed virtual happy hours and drinking games as an opportunity to connect with friends and family during lockdown. Over time, people indulged more in day drinking or even while working from home. Many claimed drinking has become a daily habit and joked about being alcoholics coming out of lockdown.

Driven by boredom in quarantine, consumers talked about enjoying comfort food including snacks, ice cream, pasta, and especially pizza (~7M total engagements). Some admitted they were overindulging. **For many, drinking alcohol and eating comfort food has been a form of self-care during lockdown.**



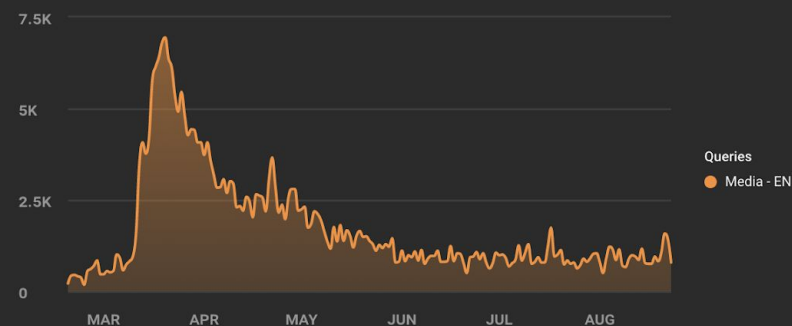


Gamers not only played to escape reality but also to stay connected. Animal Crossing surfaced as the most-discussed game throughout the pandemic as it enabled people to embody characters, interact with others, and even attend in-game events, such as weddings or funerals.

Netflix has remained the dominant content platform discussed throughout the pandemic (~6M total engagements), with people talking about binge watching to cope and pass the time. Tiger King was the most discussed title among streaming series. Consumers were also inclined to discuss topical content such as the Pandemic series. Many mentioned finding it therapeutic to learn more about Covid-19 from the comfort of home.

Daily Netflix volume over time

19 Feb – 23 Aug



Haircare dominated personal care conversation (~9M social engagements). When salons were closed, people talked about having their hair styled by family members or doing it themselves. “Quarantine hair” results trended online. As lockdown continued, hair dye became a popular topic. Many showed choices such as purple, pink, or green.

Women also shared makeup and skincare routines. Quarantine makeup discussion among females of all ages shared daily looks and photos. **Many said getting glammed up at home elevated their mood.** Others opted for a more natural look in quarantine. As use of face coverings has become more widespread, an increasing number of women say they are choosing to forego makeup.



AllisonRaskin (Allison Raskin)

@AllisonRaskin

Me giving my partner his first quarantine haircut: “Oh, god! I hope I do a good job and you still love me!” Me giving my partner a quarantine haircuts now: “SNIP! SNIP! SNIP! Civilization is over! Who cares!”



Twitter

16 Aug 2020 | 23:53



laurajburg (Laura ★)

@laurajburg

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



Twitter

24 May 2020 | 23:21



saraipixton (Sarai)

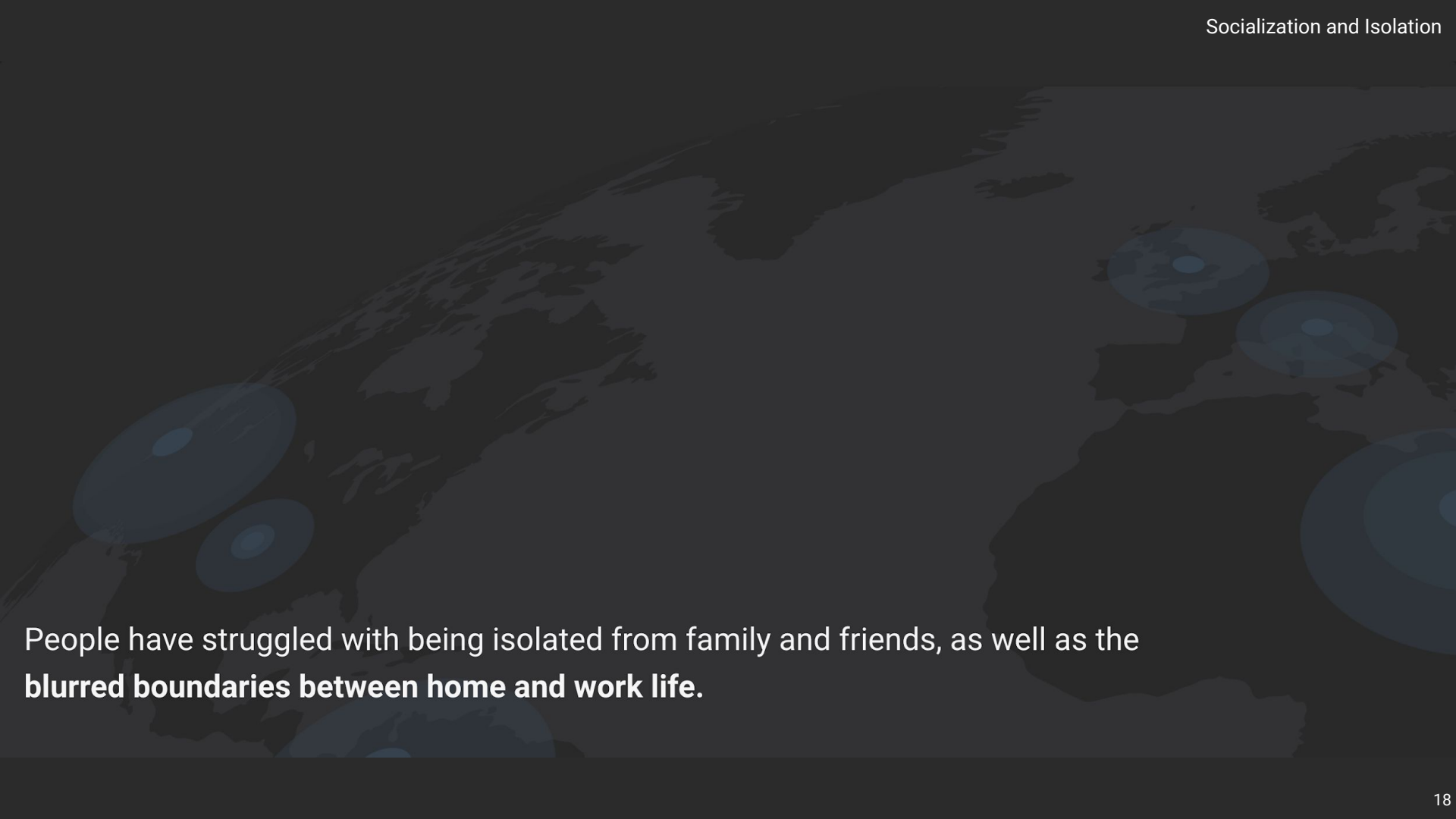
@saraipixton

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



Twitter

24 May 2020 | 22:27



People have struggled with being isolated from family and friends, as well as the **blurred boundaries between home and work life.**

Staying connected has been a challenge for many during lockdown (~102k posts). People living apart from family complained about not being able to visit one another. A particular challenge cited was not physically being there for someone who was sick or dying from Covid-19.

Many online shared worries about the impact of lockdown on mental/emotional health. **Two-in-five survey respondents across tracked markets confirmed the pandemic has had a negative impact on their mental/emotional health.**

Audiences of particular concern included children with an ongoing lack of structure, as well as seniors living alone.



aaarz368 (695)

@aaarz368

Today is my birthday. I'm 52. I'm also Covid positive, isolated away from my family. I miss my kids and grandkids. Hope you all are well. Stay safe! ❤️ t.co/pJLmLaBLrM



Twitter

25 Jun 2020 | 19:17

Conversations about working from home have run the gamut from positive discussion about increased productivity and the benefit of no commute to concern about burnout from working too many hours.

For parents, the stress of juggling kids and remote learning has been an ongoing theme. Women feel hardest hit trying to balance family, homeschooling and professional commitments. Many are concerned about whether schools will reopen at full capacity and how school-opening decisions impact their careers.

Driven by tech companies setting the precedent, **millennials are expecting the flexibility to work from home at least part-time moving forward.**



applesofia (applesofia)

@applesofia

I work from home. My children are cared for at home. My son is 4mo and does not take a bottle. Can you imagine in how many meetings I am breastfeeding? Can you imagine what that does to my concentration? So no, I don't have the meeting minutes ARNOLD (not a person)



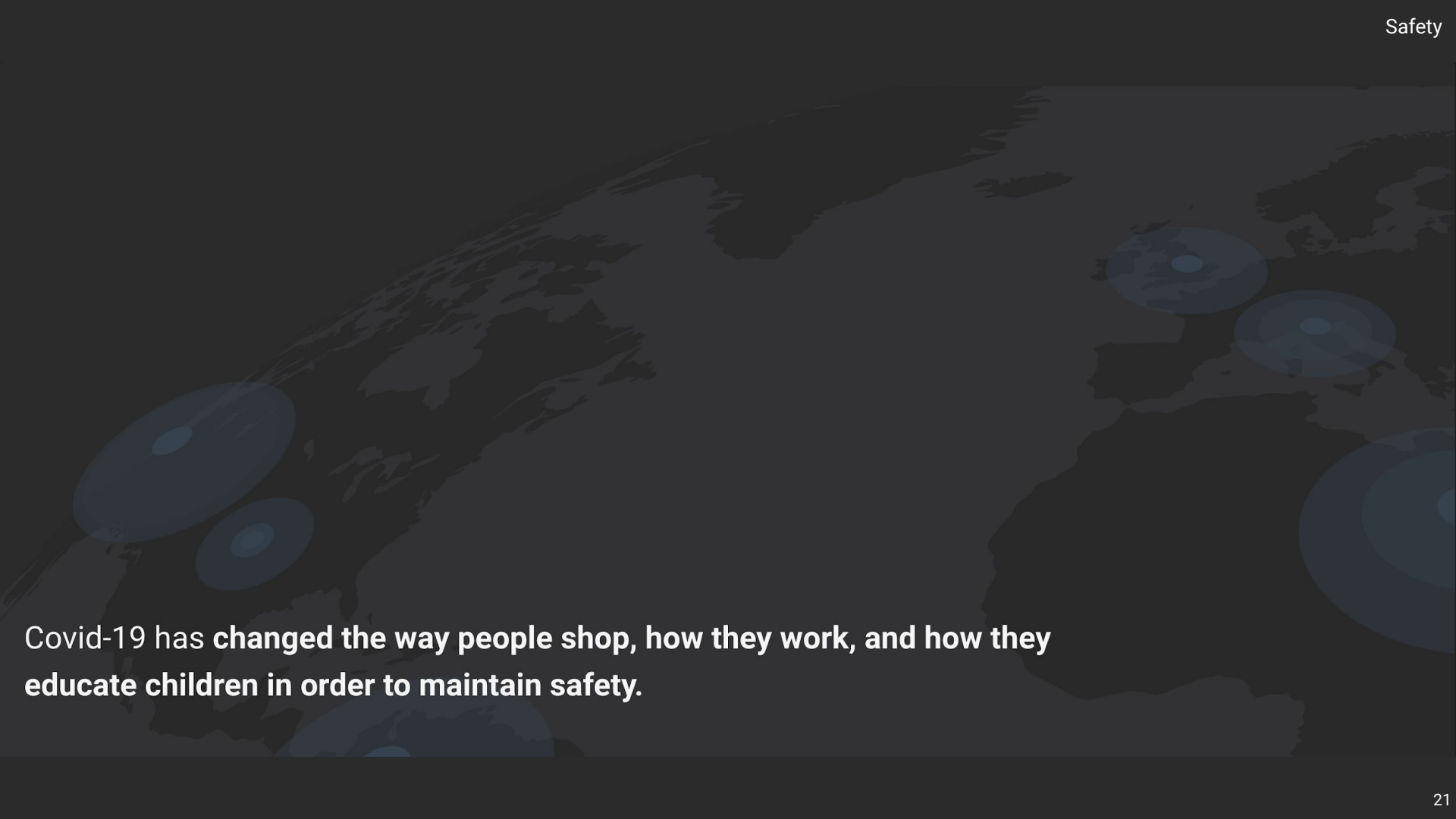
Twitter

21 Aug 2020 | 20:06



lolade1524 (Ololade)

@lolade1524



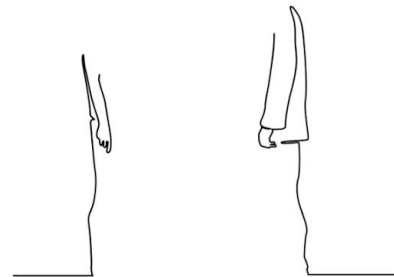
Covid-19 has changed the way people shop, how they work, and how they educate children in order to maintain safety.

From the beginning of the pandemic, people have discussed and debated what practices they should follow to stay safe, such as washing hands, maintaining social distance, and personal protective equipment (PPE).

Many have expressed frustration with conflicting guidelines, particularly in regard to wearing masks. One of the most frequently asked questions in forum discussion was “Why did the media keep telling us that wearing a mask was not effective?”



Unmute



It is spread from person to person mainly through the droplets produced when an infected person speaks, coughs or sneezes.



HartHanson (Hart Hanson)

@HartHanson

There are people who hear all the conflicting COVID information and misinformation and decide to err on the side of caution and wear a mask and those who decide it's all bullshit and won't wear masks. A consistent, trustworthy voice could have saved a thousands of lives.



Twitter

30 Jul 2020 | 16:35

coronavirus, asserting that their effectiveness

has not been proven

In many ways, safety has been the penultimate theme of pandemic conversation. People have discussed adjusting their behaviors to prioritize personal safety, making more purchases online and converting to pickup and delivery services.

Safety is the primary focus of discussion about schools and workplaces.

The most frequently asked questions in online forums have included **what measures have been implemented in people's place of work to mitigate risk**, as well as seeking advice for what things people can do to reduce the risk of getting Covid-19 when they do go back to work.



MrsAitchBee (MrsAitchBee 3.5% #3PointFivePercent #FBPE)
@MrsAitchBee

My daughters school had to ask the parents to hold a raffle to raise money to buy the children reading books!!! Where do people imagine the money will come from to put in safety measures to protect the children from covid

Twitter · 19 Aug 2020 | 15:16

Reach 29K



WmHaseltine (William Haseltine)
@WmHaseltine

Low wage workers are among the most affected by Covid, and these workers can't just stop working & traveling. Ignoring their plight perpetuates the personal, economic, & psychological damage of the pandemic. t.co/uiyAL63GAL

Twitter · 17 Aug 2020 | 19:10

Reach 7,335



beastlibrarian (madison)
@beastlibrarian

i know this day 489347823 of covid, but I'm still incredibly grateful that I work at a library where leadership cares about the health & safety of library staff. and my direct supervisors do, too. life & work is much easier at this time because I have that support.

Twitter · 20 Aug 2020 | 17:34

Reach 4,959

Retailers implemented in-store safety measures, such as plexiglass installations, managing store traffic flow, and requiring PPE to ensure customer safety. Customers often selected locations to shop based on how safe they felt in store.

Restaurants created outdoor seating and adjusted indoor seating to adhere to social distancing guidelines. **Across tracked markets, 37% of survey respondents said they felt safe dining or drinking outside in a restaurant or bar, compared to only 25% inside.**

Some worried about the safety of carry out and delivery.



EmmaMcIntyre (Emma)

@EmmaMcIntyre

Genuinely won't feel comfortable eating inside in a cafe/restaurant or socialising with large numbers of people indoors any time soon. I'd much rather stay at home safe with my babies!



Twitter

22 Aug 2020 | 20:15



Htcj28 (HTCJ--VOTE BLUE)

@Htcj28

Key Trending Topics

19 Feb – 23 Aug

coronavirus cases	safety measures	safety measures
public health	public health	grocery stores
remain closed	bars and restaur	coronavirus outbreak

Hotels implemented contactless check ins, contactless room keys, and detailed cleaning procedures.

People discussed the safety measures of specific airlines, including mask requirements, not selling middle seats, and fogging planes between flights.

Travelers wondered why federal aviation regulators did not implement industry-wide guidelines.

Six months into the pandemic, perceptions of air travel safety are rapidly changing. While many travelers continue to express apprehension about flying, some share recent research suggesting the odds of infection on airplanes are low.



CNN (CNN)

@CNN

Assuming everyone is wearing a mask -- the risk of contracting the virus on a full flight is just 1 in 4,300, and the odds lower to 1 in 7,700 if the airline is adopting the middle seat open policy, according to a new study. t.co/gyxIDCwD52

Twitter

22 Aug 2020 | 14:16



crystalrichard (Crystal Richard)

@crystalrichard

dear airlines. can you create an "unsubscribe until most people feel safe flying again?" option. I don't care if flights are 25% off this summer. I JUST ate inside a restaurant (only because it was empty) for the first time this week. I'm not ready for tin can in the sky 🙄

Twitter

21 Aug 2020 | 13:32



angelimenta (Angeli Menta)

@angelimenta

Booked a flight to an airport 2 hrs away from my intended destination because it was the only place where Delta had a hub. There was an airport at my destination but didn't have Delta. I don't trust any other airline with covid safety protocols but Delta.

Twitter

21 Aug 2020 | 01:40

Many leveraged idle time during the lockdown on **DIY projects** or to **pick up a new skill or hobby**.

After the initial shock of lockdown, discussion soon turned to improving both indoor and outdoor spaces at home (~560k posts). **People said they were repurposing money they'd have spent on travel or going out on décor and home improvement.**

People talked about gardening and landscaping in order to make lovely outdoor spaces. Pools, hot tubs and grills were also discussed.

Some thought outside of the box by leveraging garage spaces to make a home office space or home gym.

Suggested: Very Easy Abstract Painting | Just Playing around with ...



Info



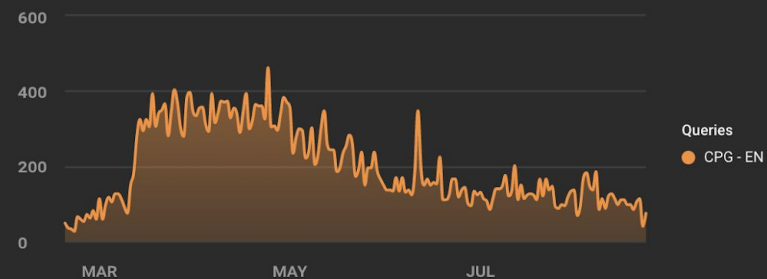
Unmute

In the early weeks of quarantine, people discussed engaging in new hobbies during lockdown. Baking was one of the most viral global trends (~5M social engagements), fueling the popularity of YouTube recipe/tutorial videos. Others talked about learning a new language or musical instrument, or making arts and crafts.

After binge listening to popular podcasts, many decided to make their own. Topics ranged from pandemic updates, politics, business, sports, cooking, beauty, and comedy. Apple, Spotify, and YouTube were the most mentioned platforms.

Daily discussion about baking over time

19 Feb – 23 Aug



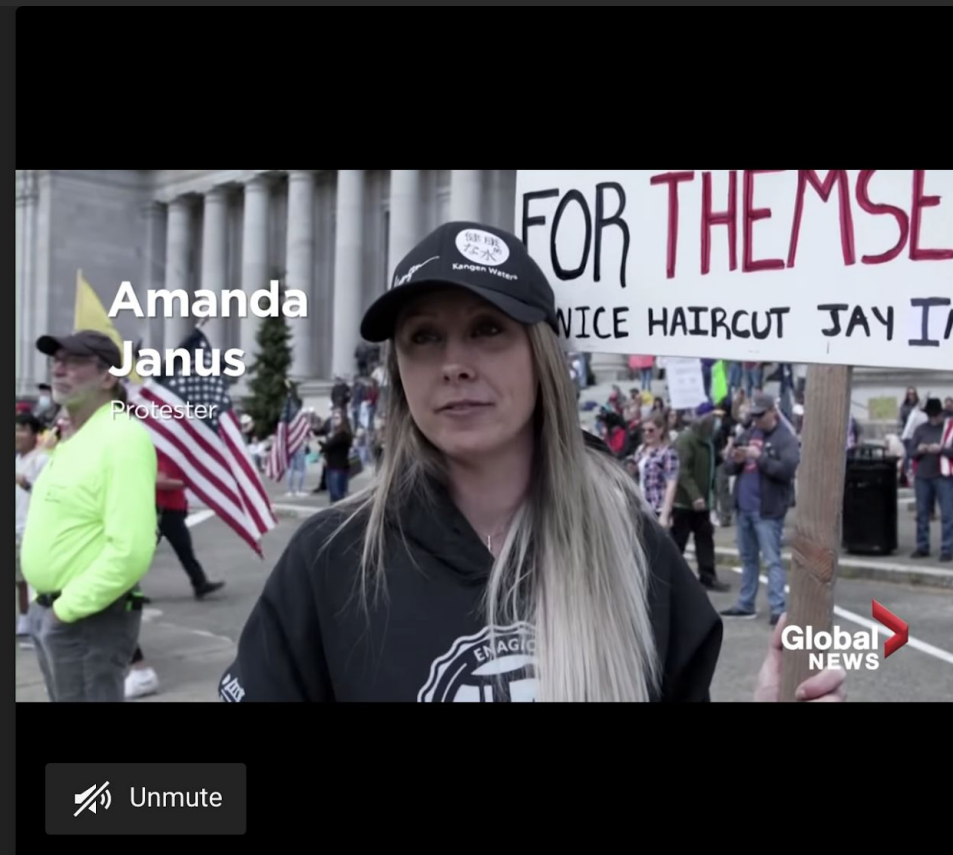
Network Error



Cultural moments related to race, civil liberties and politics have become a global focus during Covid-19.

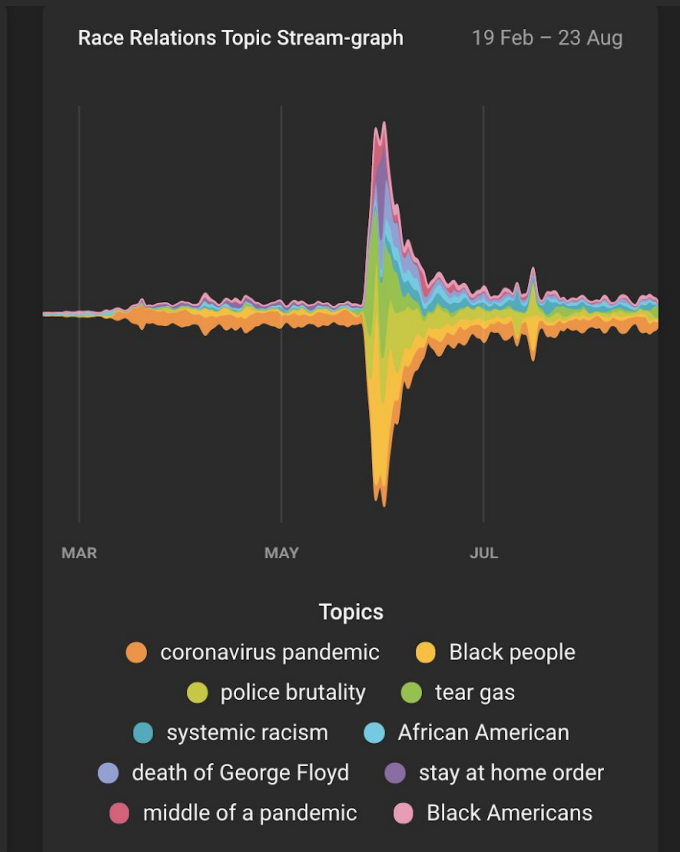
The Covid-19 pandemic contributed to mounting tensions worldwide, as individuals faced economic hardships due to unemployment and healthcare costs, as well as illness and general anxiety. Thirty percent of tracked respondents indicated that they felt very cautious about the future (30%).

Protests against issues ranging from police brutality, to infringement upon civil liberties and the negative economic impact of lockdown on communities have contributed to civil unrest, which has doubled in the past decade according to this year's Global Peace Index, a report produced by the Institute for Economics and Peace ranking independent states and territories.



Research shows that Black Americans have been among the most negatively impacted in terms of unemployment and Covid-19 morbidity rates. **Existing racial inequalities and heightened anxiety with the pandemic have contributed to the growth and longevity of the Black Lives Matter movement.**

Protestors gathered in cities around the world to show support for the movement.



HannaaaaahWalsh (HannahWalsh)

@HannaaaaahWalsh

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



Twitter

31 May 2020 | 20:56



amyduffy (amy) ❤️

@amyduffy

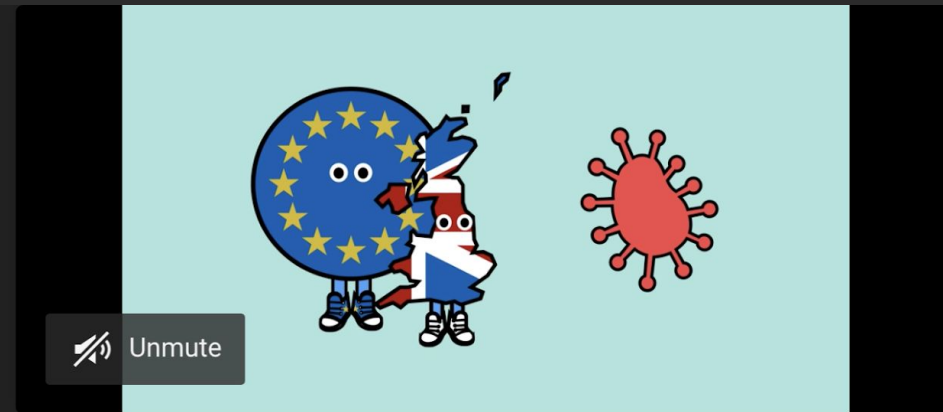
Everyone wants lockdown to end and go back outside. I don't know about you, but i don't want to go back out into a world where there is racism, oppression and injustice. Speak up, use your platform, whether you have 10 followers or 10,000. This has to stop. [#BlackLivesMatter](#)



Twitter

31 May 2020 | 17:42

As the December 31, 2020 end to the Brexit transition period approaches, **people online have expressed concern about a no-deal Brexit negatively impacting the UK's access to medical supplies and employment, particularly as Europe faces the possibility of a second wave.** Many say they are simply frustrated by the fact that PM Johnson indicated that the deal was “oven-ready” at the start of the transition, but no plan has been determined to date.



Layla Moran (Layla Moran) ♦ □

@LaylaMoran

We were promised an oven-ready deal. Instead the govt is serving up a cold, no deal Brexit that threatens jobs and medicine supplies as we face a potential second wave. It's time they put ideology aside and focused on the Covid crisis in front of them. t.co/6KtNzF4Bfp



Twitter · 21 Aug 2020 | 11:37

Reach 2M




Eddvotens506 (Professor Lord Sir Dominic Cummings, PhD (disbanded))

As countries prepare for general elections, many people have discussed how Covid-19 is impacting how candidates campaign, and how people vote in person and by mail. One of the most frequently discussed topics in forums has been whether the pandemic will impact the outcome of upcoming elections.

People online are talking about how New Zealand postponed elections due to a new outbreak. US conversation includes conjecture that electronic and absentee ballots could be tampered with.




 Unmute

Coronavirus. Many states have postponed elections to reduce long lines at

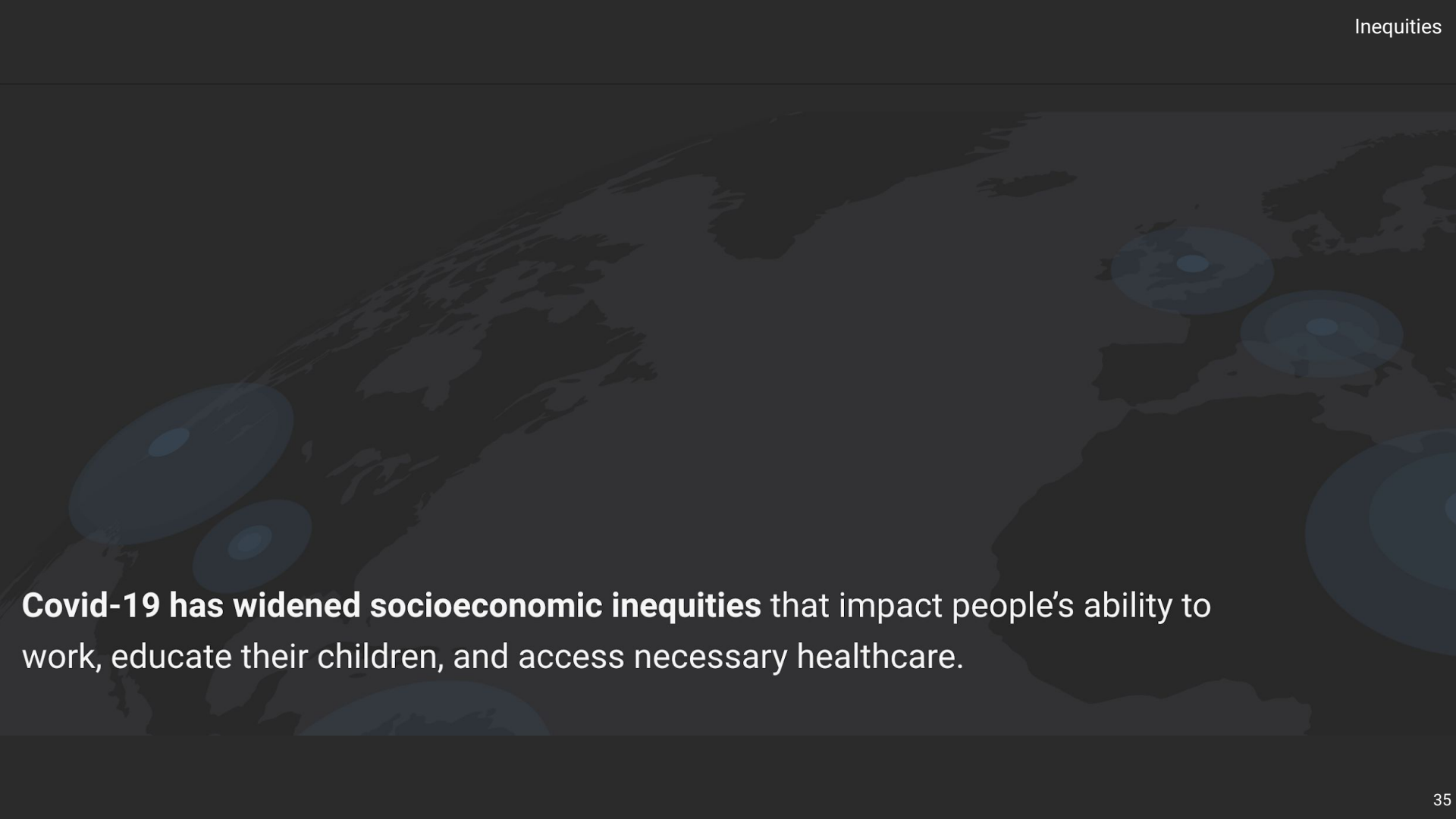
Covid-19 has created a perfect storm for discussion of conspiracy theories, which included assertions that the virus was a result of the electromagnetic waves of 5G network towers, was created as a biological weapon in a lab, was part of Bill Gates' plot to implant digital microchips to track and control people, was the result of genetically modified crops, was a plot by big pharma to sell vaccines and the assertion that the virus simply doesn't exist.

The misinformation and disinformation of these theories, and where they surfaced, politicized a global pandemic and highlighted how media sources influence information. **Ultimately, 44% of survey respondents indicate they trust medical authorities and scientists for Covid-19 information.**



 Unmute

with some kind of absurd theories



Covid-19 has widened socioeconomic inequities that impact people's ability to work, educate their children, and access necessary healthcare.

The pandemic has magnified the fact that internet access is a basic necessity. Internet connectivity enabled non-essential employees and students to work and learn remotely, and for many to continue to receive the routine healthcare they needed via telemedicine. People also leveraged video conferencing software to safely stay connected with family, friends and loved ones.

Not everyone, however, had access to the technology they needed, as not all individuals can afford the internet or have the electronic devices to support their remote needs. Communities worked to bridge the digital divide by providing loaner laptops for students, and cable companies provided free internet access to underprivileged communities.

10%

INEQUALITY IN AMERICA
INSIDE LOOK AT STARK DIFFERENCES IN HOME-SCHOOLING

NBC NEWS

Unmute

WHEN THAT'S NOT THE CASE.

News that 5.4 million people in the US lost health insurance during the pandemic – the highest annual increase of uninsured ever recorded – yielded ~4M social engagements.

Online discussion lamented the expense of health insurance, and some asked why dental and vision are separate types of insurance. Many in the US shared statistics about the number of unemployed and uninsured in their state.

People with healthcare expressed frustration over the quality and accessibility of care. Long wait times in crowded lines for testing were a common concern.



bschapiroMD (Barry Schapiro, MD, FAAOS)

@bschapiroMD

If you wanna make a horrific situation much much worse, just take away health insurance from 27 million Americans.



Twitter

26 Jul 2020 | 00:34



JoshStein_ (Josh Stein)

@JoshStein_

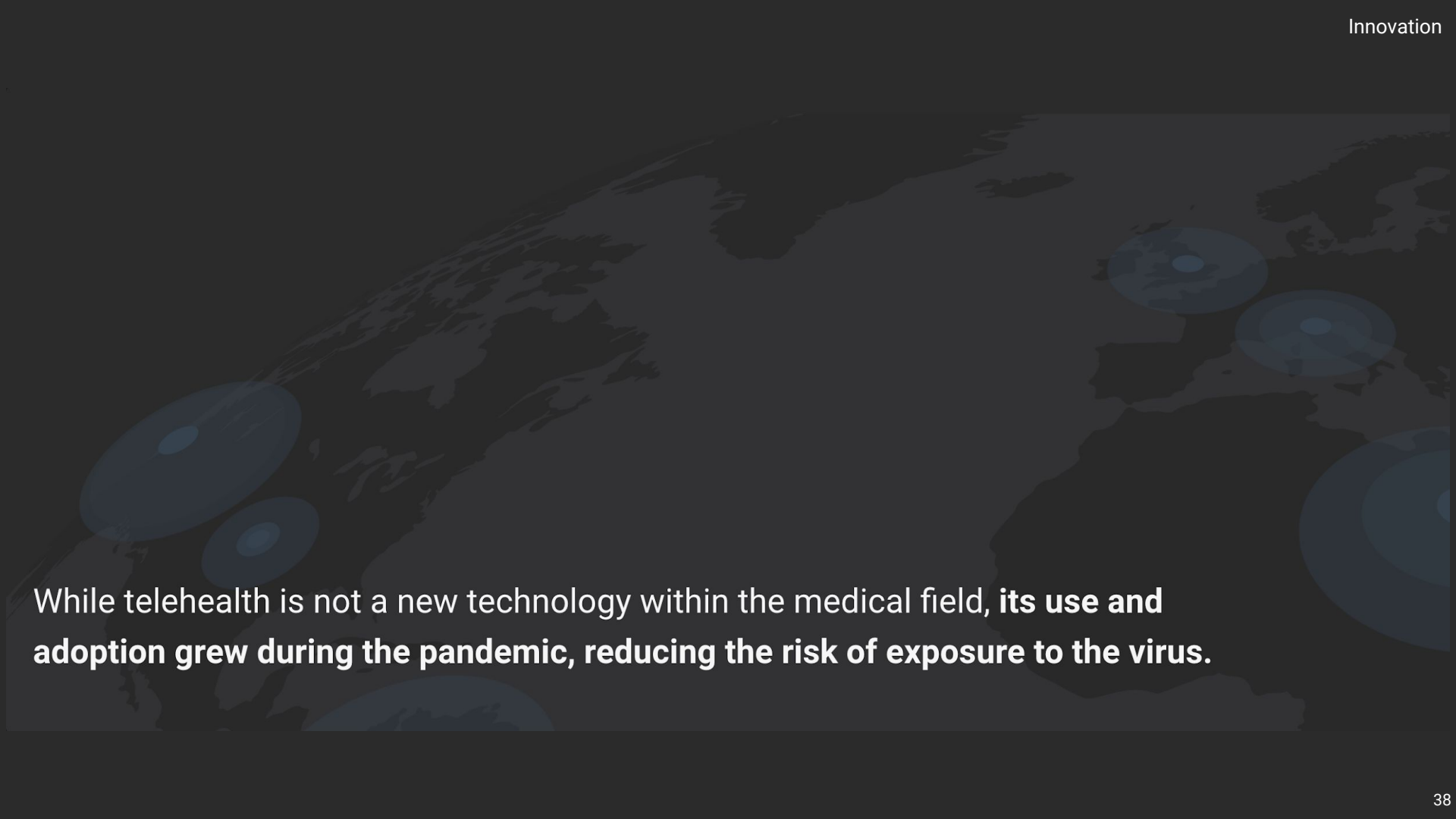


BREAKING NEWS



Unmute **HOSPITALS UNDER SIEGE WHILE TESTING DEMAND SURGES**

NOW WITH SAM BROCK. >> Reporter: TONIGHT THE CONTINUING SURGE

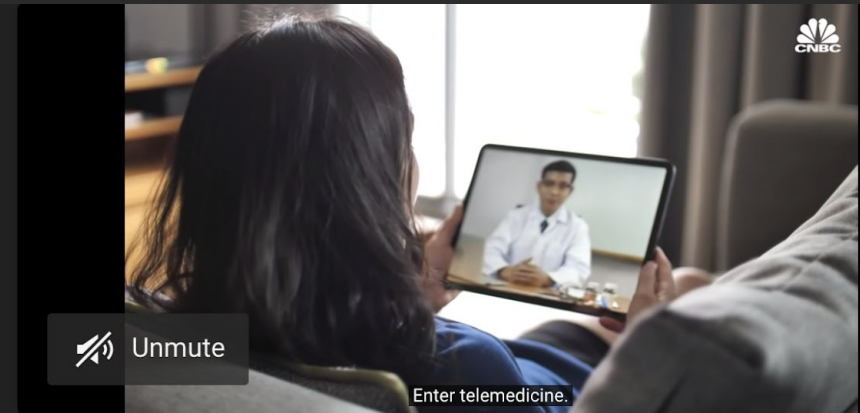


While telehealth is not a new technology within the medical field, **its use and adoption grew during the pandemic, reducing the risk of exposure to the virus.**

Telehealth provided an option for people to maintain their preventative, chronic or routine care during the pandemic as **fewer than half of survey respondents say they feel safe going to a doctor (40%)**. Social discussion supported this sentiment, as people described falling behind on routine health appointments out of fear of exposure to the virus.

40% of overall survey respondents say they feel comfortable having a virtual doctor's appointment; comfort was highest in the UK (51%) and US (47%).

Online, healthcare providers and industry analysts discussed how telehealth represents the future of medicine. The convenience of meeting virtually was appealing to patients, reducing travel time to the office. Thirty-three percent of survey respondents said they would choose to have a virtual doctor's appointment post-Covid-19.



AndreyOstrovsky (Andrey Ostrovsky, MD)

@AndreyOstrovsky

Word is July 27th is when [#covid19](#) public health emergency being lifted. That means all that [#telehealth](#) payment flexibility going out the window and all of us patients have to go back to schlepping to the covid-prone doctors office again. Read below then contact your senator

 Twitter

16 Jun 2020 | 18:20

The Covid-19 pandemic highlighted the need for comprehensive integration of digital patient data across medical platforms to allow healthcare professionals to provide patient focused treatment. To date, healthcare professionals have used multiple platforms to access patient information.

Similarly, patients need access to their electronic medical record (EMR) to advocate for themselves or even to make travel easier. **There is growing online discussion about health passports that provide select information from an individual's complete EMR using blockchain technology to transmit encrypted Covid-19 testing records.** This would allow travelers to avoid quarantine and some people have speculated that use of this technology could allow sports and entertainment venues to reopen sooner.



AIAmadi1 (Adel Al Ammadi)

@AIAmadi1

This COVID-19 health passport app could help revive travel and events t.co/IYNEqNHo6s via [@wef](#) [@Sharleneisenia](#) [@baski_LA](#) [@CurieuxExplorer](#) [@enricomolinari](#) [@DrJDrooghaag](#) [@kuriharan](#) [@PawlowskiMario](#) [@Nicochan33](#) [@MargaretSiegien](#)



Twitter

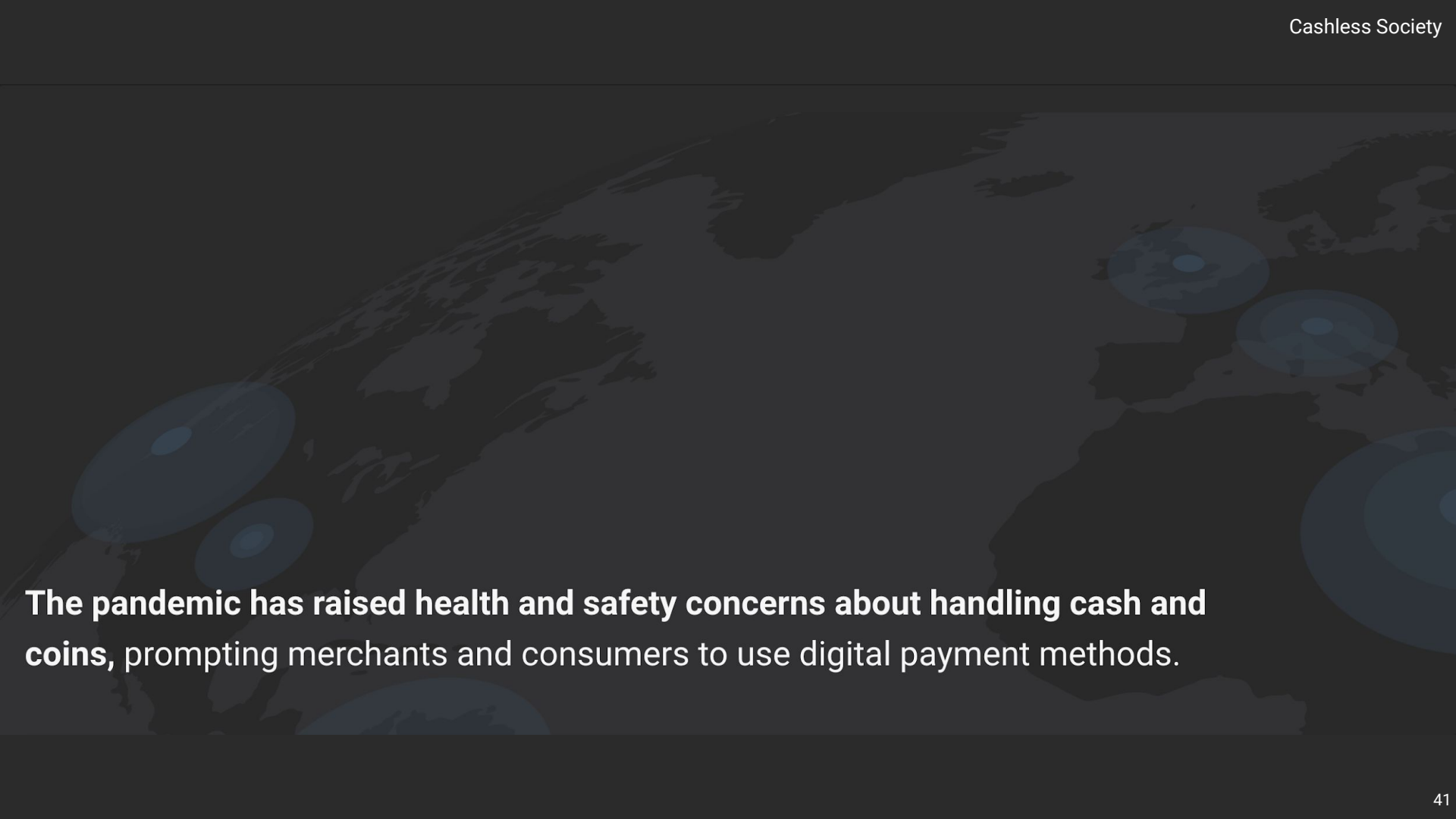
8 Aug 2020 | 19:04

hi +
card

Health Identification Card



Unmute



The pandemic has raised health and safety concerns about handling cash and coins, prompting merchants and consumers to use digital payment methods.

People have opted to avoid cash in favor of contactless payments during the pandemic given that research has shown that paper bills can contain bacteria and viruses.

Survey respondents across tracked markets indicate that contactless payments are their preferred method of purchase (31%).

People online are discussing a cashless society, sharing examples of how little they use cash now, the ease of cards and mobile wallets and their preferred methods of payment. Conversation reflects the idea that a cashless society is the new normal.



MichaelsCoDub (Gaz)

@MichaelsCoDub

Do you guys miss cash or is it never really going to come back as a daily use thing anymore ? 99% must have contactless by now during this ? I really miss having a few notes in the auld pocket, and pints taste nicer with a fiver and a few coins around them on the bar



Twitter • 19 Apr 2020 | 08:57

Reach 82K

As Covid-19 has accelerated the adoption of a cashless society, conversation about digital currencies have also increased. **The impending launch of Facebook's blockchain digital currency, Libra, and China's proposed central-bank digital currency reflects a shift in the global financial paradigm.** People online are describing a “#GreatReset.”



rozzleberry (Rose Shillito 🌹🌹🌹)

@rozzleberry

The [#coronavirus](#) provides a cover for huge global changes. The World Economic Forum calls this the [#GreatReset](#). Clearly, capitalism has failed because of greed, so what's next? A digital currency? [#UBI?](#) [#ThursdayThoughts](#) t.co/4mSVNX5xUU



Twitter

20 Aug 2020 | 08:33



jasonwoodland1 (Jason Woodland)

@jasonwoodland1

The Great Recession of 2008 brought us [#Bitcoin](#) as a decentralized currency, and Covid-19 has brought us a decentralized workforce. This is the tip of the iceberg.



Twitter

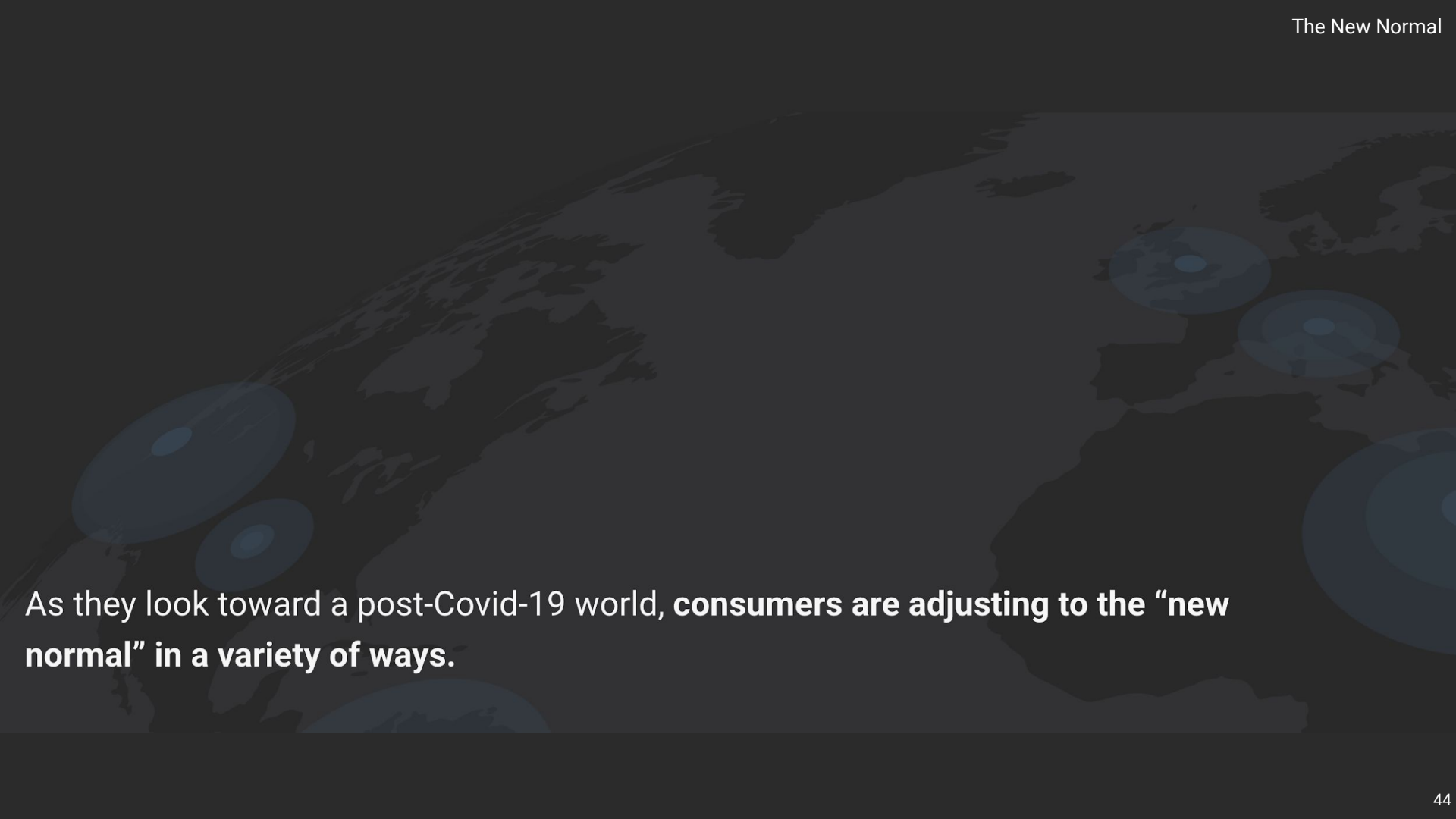
14 Aug 2020 | 21:32



David_III_L (David Tercero-Lucas)

@David_III_L

Digital currencies | COVID Coin? By Rogoff on [@ProSyn](#) "The COVID-19 pandemic is accelerating the long-term shift away from cash, and monetary authorities risk



As they look toward a post-Covid-19 world, **consumers are adjusting to the “new normal” in a variety of ways.**

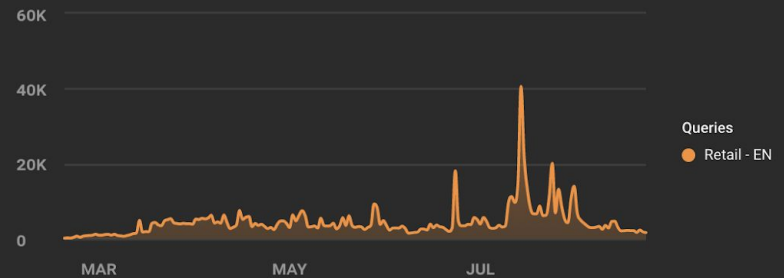
After the initial shock of lockdown, most advocated for everyone to stay home and stay safe. Parody YouTube videos and people sharing jokes about new social distancing rules generated conversation online. **As time rolled on, people started to discuss innovative social distancing methods** such as support bubbles, park circles, yoga domes, or plastic pods at gyms.

To overcome the struggle of staying connected to family and friends through significant life events, people innovated with Zoom weddings, drive-by birthday parades, and online graduations to celebrate virtually.



Daily discussion about masks over time

19 Feb – 23 Aug



Masks have been a dominant topic in pandemic discussion and highly controversial in the retail sector. Many agree that wearing masks save lives and support mandatory enforcement. Dissenters, however, viewed it as a personal choice to wear masks, saying they'd shop elsewhere if forced to comply.

Several incidents about grocery employees confronting mask-less customers went viral with the trending hashtag #covididiots. The controversy continued when big chain retailers retracted mask policies to prevent such confrontations.



As consumers became increasingly wary of grocery store safety, people started to gravitate toward local businesses. Many voiced they felt safer shopping at small local stores and felt good about being able to support neighborhood establishments that were negatively impacted by the pandemic.

At the same time, others relied heavily on online shopping during lockdown (~1.3M posts). Clothes shopping was often discussed, with many female consumers admitting the pandemic had turned them into online shopping addicts.

Looking ahead, **21% of survey respondents across tracked markets said they're planning to buy personal electronics** (i.e. a laptop or phone) **in the next 6 months.**



realjaimewarner (JaimeWarner)

@realjaimewarner

Dear covid, go away so I can work, so I can save, so I can buy a new laptop that is actually able to edit my photos and videos. K thanks bye 🙌



Twitter

18 Aug 2020 | 23:43



Chorry51078613 (Chorry Lorry)

@Chorry51078613

Every single case of COVID19 is bad, every death is terrible. We are at the edge of surviving though, we need businesses open! Wear a mask; support your local stores. Social distance; support your local restaurant. Be kind, be understanding. Lets work together! [#COVID19](#)



Twitter

3 Aug 2020 | 16:23



BrendyBoyle (Brendy Boyle)

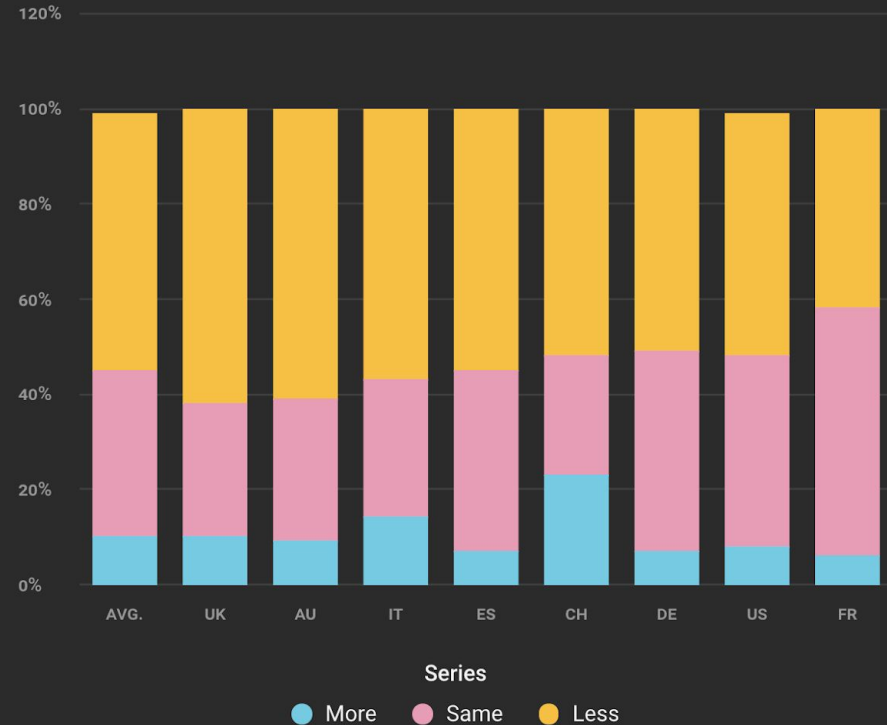
@BrendyBoyle

When things get back to 'the new normal' go and help your local stores if you can.

The UN's labor agency estimated 195 million people have lost jobs worldwide during the pandemic. 36% of tracked survey respondents indicate that they were not working prior to the pandemic and 42% report that they're currently not working.

As people consider their financial goals for the next 12 months, 30% of survey respondents indicate that they're focused on building or rebuilding their savings. Social discussion reflects this theme, as people discuss personal financial goals to have several months' worth of expenses set aside in savings, "just in case." When asked about holiday spending, 54% said they plan to spend less this year.

Survey ?| Do you plan to spend... more or less money this season?



Given the stress the pandemic has placed on the healthcare system, **there is growing concern about the upcoming flu season and the possibility of a “twindemic,” or the overlap of the flu season with the expected surge in Covid-19 cases.**

Across tracked markets, people online are concerned about research suggesting 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 vaccine across demographics given the pandemic.



Heather_pooka (Randomisity ❤️ 💀)

@Heather_pooka

Got my flu shot today. I'm immunocompromised due to medication for my Crohn's. I had COVID in April. I'm seriously not taking any chances. Come on people. Let's prevent a [#twindemic](#)



Twitter

22 Aug 2020 | 21:19



chickfilyunch (Pennæ)

@chickfilyunch

My mom talked about the twindemic today with the flu and covid and that's wild think about. I remember the JMFlu my 1st year and everyone in my dorm was sick. But yeah going back to university in person is a great idea.



Twitter

22 Aug 2020 | 16:16



Emster64 (Emily O)

@Emster64

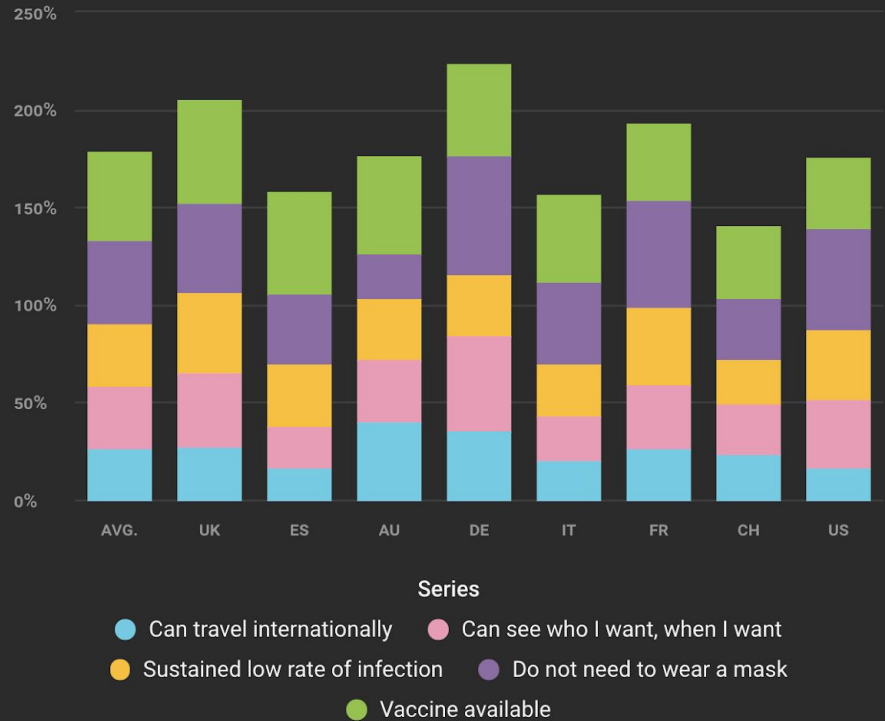
Thinking about the Influenza/COVID-19 Twindemic this year and I swear if you

Survey respondents say that things will be back to normal when a vaccine is available (45% average).

Vaccine discussion has been polarizing. Many have cited rushed development as a concern while others describe that life can't go back to normal until a vaccine is available. Some are afraid that a vaccine will be mandatory to go back to work.

People have suggested that pharma companies are financially motivated to produce a vaccine when the virus could be treated with existing drugs. They wonder if the pharma industry can handle the demands of a vaccine that would be needed at such a large scale.

Survey ?| How will you know things are back to 'normal'?



Important: This is our last Covid-19 Consumer Insight Report.

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.

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