



April 1, 2020

Covid-19 Consumer Insights Report

Brandwatch | A new kind of intelligence

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 you with 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 sectors, categories, brands, markets and more. Reach out to info@brandwatch.com to discuss options.

What We Analyzed

8,000 survey responses and ~98M social posts from the 10-day analysis period in 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages (English, Simplified Chinese, Italian, Spanish, French, and German). 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 (CPG, Healthcare/Pharma, Retail, Travel/Hospitality, Media/Entertainment, Financial Services, Tech).

What We Analyzed

Survey data in week two includes 1,000 completed interviews per country, in field between March 24–29 using programmatic sampling via mobile phones.

Social data for this report includes Twitter, Reddit, forums, social networking sites, blogs, review sites and more that appeared between March 20–29.

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

Concern and anger about working conditions and safety of healthcare professionals was evident (20% of total health conversation). (Slide 11)

More than 1-in-3 survey respondents across tracked markets expect to do more home workouts in the coming month. (Slide 12)

Nearly 1-in-4 respondents across tracked markets indicate they have been eating more. (Slide 13)



MENTAL HEALTH

Anxiety about coronavirus was high; feeling anxious was cited by more than one-third of survey respondents from across tracked markets. (Slide 16)
Fear and sadness were the dominant emotions expressed online (evident in more than 70% of mental health conversations). (Slide 15)

More than 40% of respondents across tracked markets reported feeling concerned about their families' education. (Slide 17)



HOME LIFE

Self-isolation/social distancing dominated discussion (66% of posts about home life). There was a general attitude shift from complaining about self-isolation toward settling into it. (Slide 21)

Survey respondents across markets said that their biggest challenge was to keep motivated or entertained during self-isolation. (Slide 22)



WORK LIFE

Across tracked markets, approximately one-third of survey respondents express concern about losing their job or having reduced work hours. (Slide 32)

Working from home was the most prevalent topic (66% of posts). Parents, especially moms with young children, faced difficulty focusing on work. (Side 33)

KEY INSIGHTS AT-A-GLANCE



FAMILY LIFE

Concerns for children and seniors continues to drive conversation; people expressed sadness as their most prominent emotion. (Slide 30)

One-in-three family life posts relate to children, with people often sharing tips on taking care of kids. Topics included study, play, and nutrition. (Slides 27-28)



PHARMA/HEALTHCARE

Conversation about shortages of ventilators, masks, gloves, surgical gowns, and other PPE comprised 40% of total conversation.

Consumers praised companies that shifted to manufacture PPE even though it was outside of their usual product realm. (Slides 50-51)

Plans to expand the capacity of NHS hospitals drove nearly 20% of UK healthcare conversation. (Slide 50)



CPG

CPG conversations declined, driven by a decrease in posts around panic buying and hoarding. Companies stepping up to donate generated engagement, gratitude, and advocacy. (Slide 39)

Stocking up on alcohol, particularly beer and wine, was a popular discussion point (Slide 40)



RETAIL

People increasingly turned to online shopping (14% of retail conversations) in quarantine. (Slide 62)

When it came to online shopping or delivery, many senior citizens were not tech-savvy enough to complete orders. (Slide 63)

A key emerging topic was how to safely shop amid the outbreak. (Slide 65)

KEY INSIGHTS AT-A-GLANCE



MEDIA & ENTERTAINMENT

Male survey respondents across tracked markets said they expect to play more video games in the coming month, while women said they expect to read more. (Slide 57)

People watched topical content on Netflix to learn about pandemics and created “quarantine playlists” for background noise at home. (Slides 55-56)

Free virtual services (4% of sector conversations) such as digital libraries continue to draw attention. (Slide 58)



TRAVEL & HOSPITALITY

As restaurants and bars were closed, conversation shifted to focus on how people could support small businesses by buying gift cards, contributing to employee funds and ordering food to go. (Slide 74)

Nearly one-third of all US survey responses indicate they have been avoiding ordering takeout due to concern with food prep safety and spread of the virus. (Slide 75)



FINANCIAL SERVICES

People praised financial institutions that offered much-needed support in the form of grace periods and deferments for those suffering as a result of Covid-19. (Slides 44-45)

Across tracked markets, 33% of survey respondents say they are worried about losing their investments. (Slide 36)



TECHNOLOGY

People relied on cell phones to stay connected, entertained and informed, making them a notable part of their daily “quarantine routine.” (Slides 68-69)

Many discussed how leaders in the tech industry were working to solve pandemic challenges. (Slide 70)

Concern and anger about **safety and working conditions of healthcare professionals** dominate health discussion.

Home workouts were popular among those looking to maintain a healthy routine during lockdown.



People are worried and upset about the **safety of healthcare professionals** and the **future of the medical field**.

Healthcare **working conditions** was a key topic of online discussion this week (20% of health conversation).

Many were **appalled** by news about the death of an NYC nurse who had to wear a **trash bag** because of the **lack of personal protective equipment (PPE)**. The story was **covered by national and local news outlets**.

People not only feared that **healthcare professionals would get infected**, but also worried that current and future workers **might reconsider working in healthcare** because of **pandemic danger** and **lack of government support**.



NEW YORK MEDICAL WORKERS DECRY ABYSMAL LACK OF CORONAVIRUS PROTECTION

View photos Medical personnel outside New York's Elmhurst Hospital Center, where 13 COVID-19 patients died in 24 hours Medical staff in America's coronavirus hotbed New York are struggling with long...

News

28 Mar 2020 | 07:16



SOCIAL WORKERS SAY THEY NEED MORE PPE, AS 2 DCF WORKERS IN MA TEST POSITIVE FOR COVID-19

..., a social worker is going to show up to their location probably with just a mask or even a bandanna if there aren't enough masks, which there aren't," says...

News

27 Mar 2020 | 23:26



LOCAL DOCTORS CONTINUE TO SERVE AMID CHALLENGES

...future and they will have a drive thru tent soon as well. AFC says the biggest need they have is any extra protective or PPE including N95 masks.

News

27 Mar 2020 | 20:32

Survey Question | Do you expect to spend more time than normal doing any of these things in the coming month?

Diet and exercise conversation has steadily **increased**.

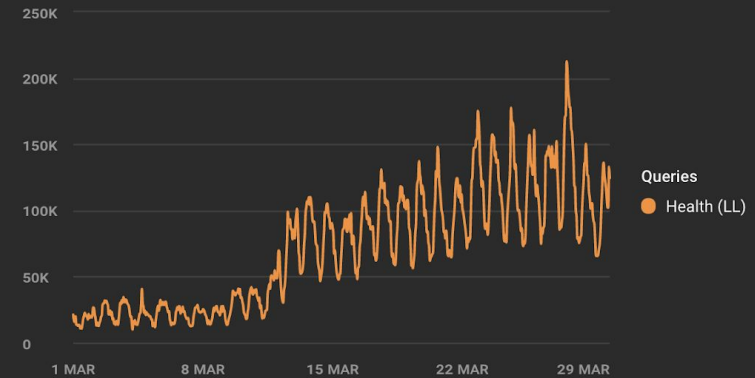
People are looking for **new ways to exercise** that do not require the gym as part of adjusting to their new life at home.

As lockdown measures take hold across the globe, 35% of survey respondents across tracked markets say **they expect to spend more time working out or exercising at home**.







Notably, 43% of Spaniards say they **expect to do more home workouts or exercises**.

Nearly 30% of Germans say they **expect to play more physical games, such as table tennis or board games**.

Exercise Conversation Mention Volume



 recruitingasst (MyRecruitingAssist) • @recruitingasst

Subscribe to our #YouTube playlist for  motivation  inspiration  recruiting tips  mental health care  at-home workouts  much more All to help you through this challenging time of isolation, social distancing & ban on sports due to covid-19. t.co/RkLHz9ObZ

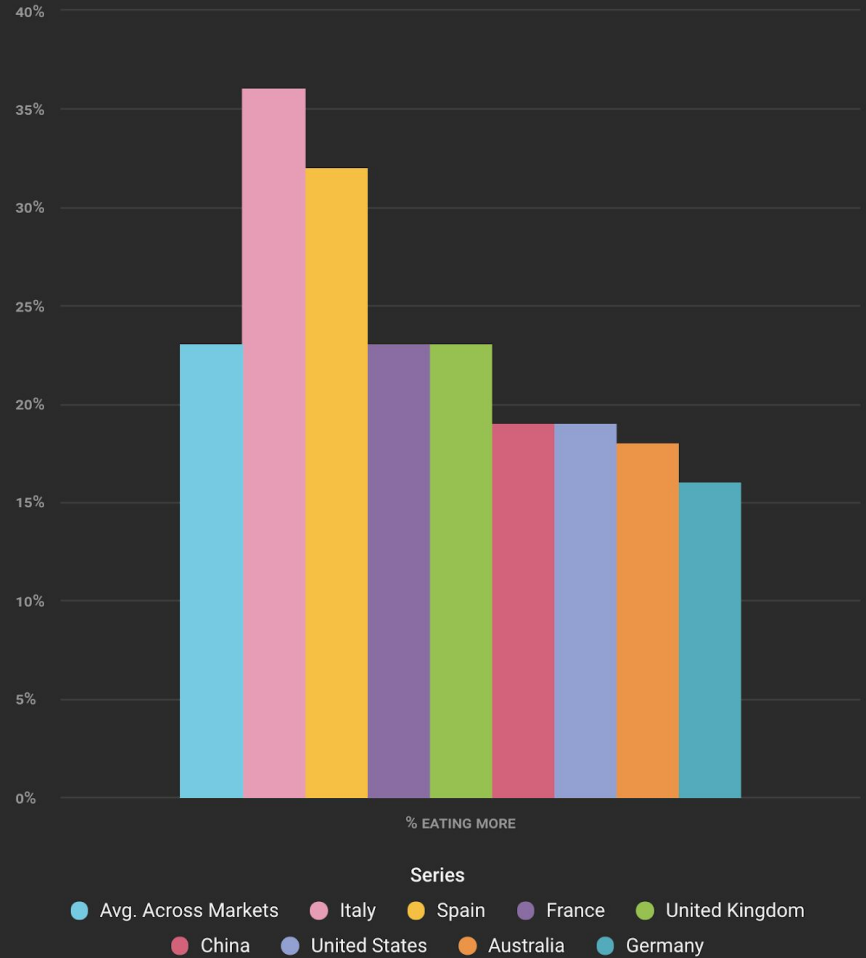
 Twitter • 28 Mar 2020 | 17:38

Survey Question | How have your eating habits changed, if at all?

With food supplies fluctuating and people spending more time at home, there have been changes in global eating habits.

Nearly 1-in-4 survey respondents across tracked markets indicate they are eating more. The trend was more pronounced in Italy, largely driven by the country's younger generation; half of 18–35 year olds indicate they are eating more. Women in Italy also report eating more (42%).

Survey respondents across markets said they are eating at different times as a result of the outbreak (~24%); more than one-quarter of UK respondents indicated their routines have shifted.

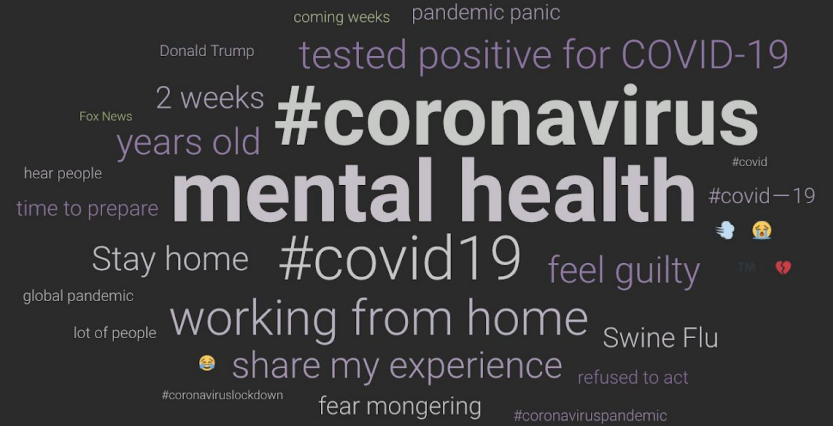


Fear and sadness were the strongest emotions evident within mental health conversation.

People are staying connected to **family and friends to combat loneliness.**



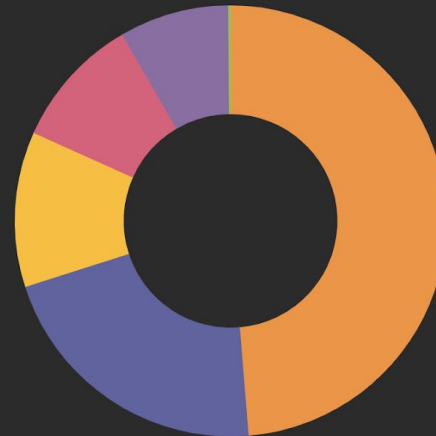
Fear and sadness were the most frequently expressed emotions, driven by **uncertainty about how long the coronavirus pandemic and social distancing measures will last.**



 **schaper_millie (Millie Schaper)** • @schaper_millie

I don't like people that much and I don't go out much anyway but even the thought of having to stay isolated till June gives me anxiety and stress 😓

 Twitter • 29 Mar 2020 | 17:10

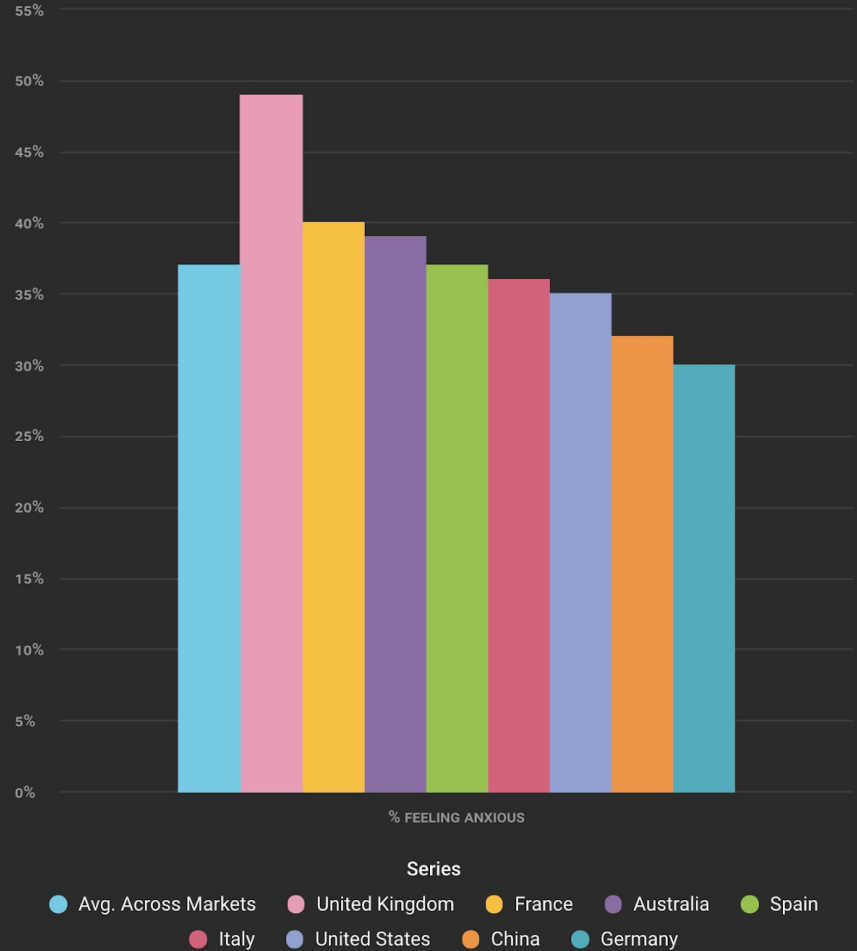


Series	
● Fear	49%
● Sadness	21%
● Joy	12%
● Anger	10%
● Disgust	8%
● Surprise	0.1%

Survey Question | In terms of the Coronavirus outbreak, are you feeling anxious?

Anxiety about coronavirus was high; feeling anxious was cited by more than one-third of survey respondents across tracked markets.

The UK in particular reported feeling anxious (49% of overall respondents and 55% of women).

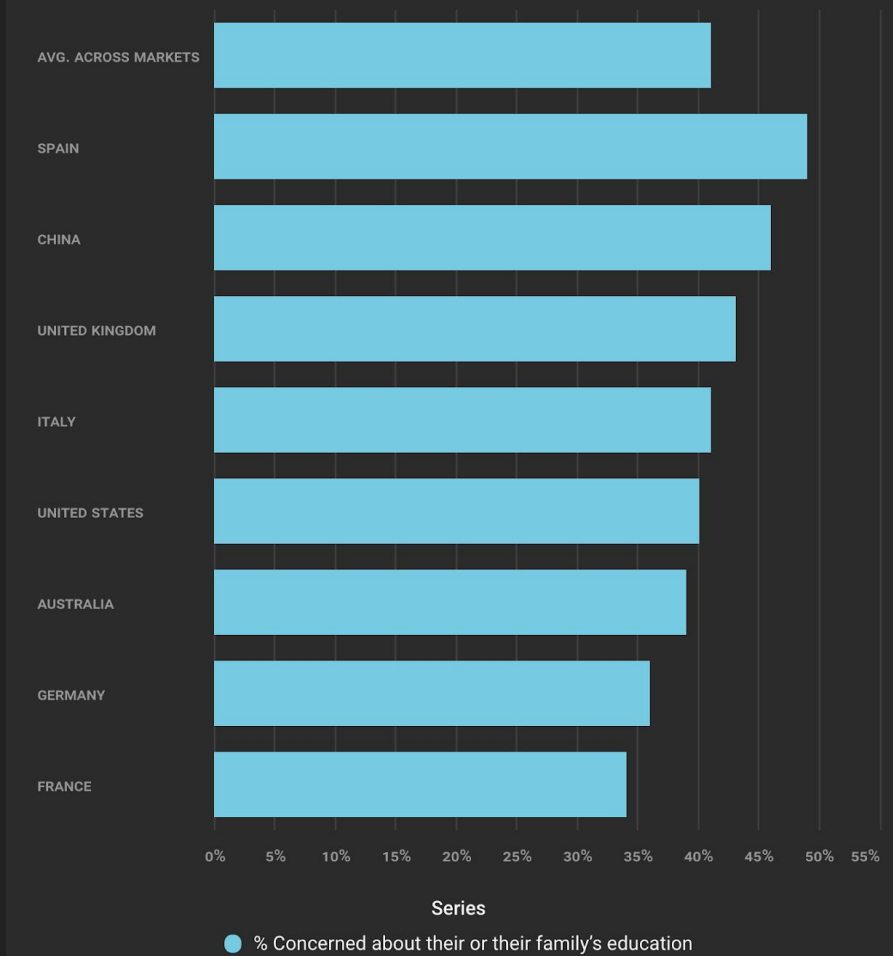



Survey Question: Are you concerned about the impact on your/your family's education?

One potential cause of anxiety is **concern around education**.

With schools and universities across the globe closing, it is no surprise that survey respondents are concerned about their own or their families' education.

In China, **57% of those aged 55+** indicate a concern about schooling.





Reaction to the US government's response to the epidemic varies by age. Half of US survey respondents aged 55+ think the government has managed the Covid-19 crisis well, compared with 28% of those 18–34.

Boris Johnson
 two weeks complete lockdown South Korea
 21 days March 23 million people stay safe
 coronavirus lockdown
 due to coronavirus New York stay home
 put in place 3 weeks total lockdown
 coronavirus pandemic

Lockdown continued to be the most dominant term within discussion about government guidelines/actions.

Discussion focused on the duration of the lockdown, with some saying they thought it would be longer than 2–3 weeks.

People praised the **New Zealand government's proactive measures** to initiate a month-long lockdown even though there had not been one death reported yet (conversation about the country peaked March 23).

 GreenPartyMolly (Green ❤️ Molly) • @GreenPartyMolly

'Kiwis – go home': New Zealand to go into month-long lockdown to fight coronavirus Not a single death, and yet New Zealand is going into lockdown to save lives This is what responsible government looks like [#LockdownNow](#)
t.co/U98oEB5dab

 Twitter • 23 Mar 2020 | 06:35

Survey respondents continue to indicate that their **biggest challenge is keeping motivated or entertained during self-isolation**. Women were more likely to struggle (an average 48% across tracked markets vs. 40% of men).



Although it sounds trivial, the very best thing you can do is to wash your hands.

Twitter | @momuses

The Guardian



Two-in-three home life conversations revolved around the practice of self-isolation/social distancing.

Discussion trends show a general attitude shift from complaining about it toward settling into this new behavior.

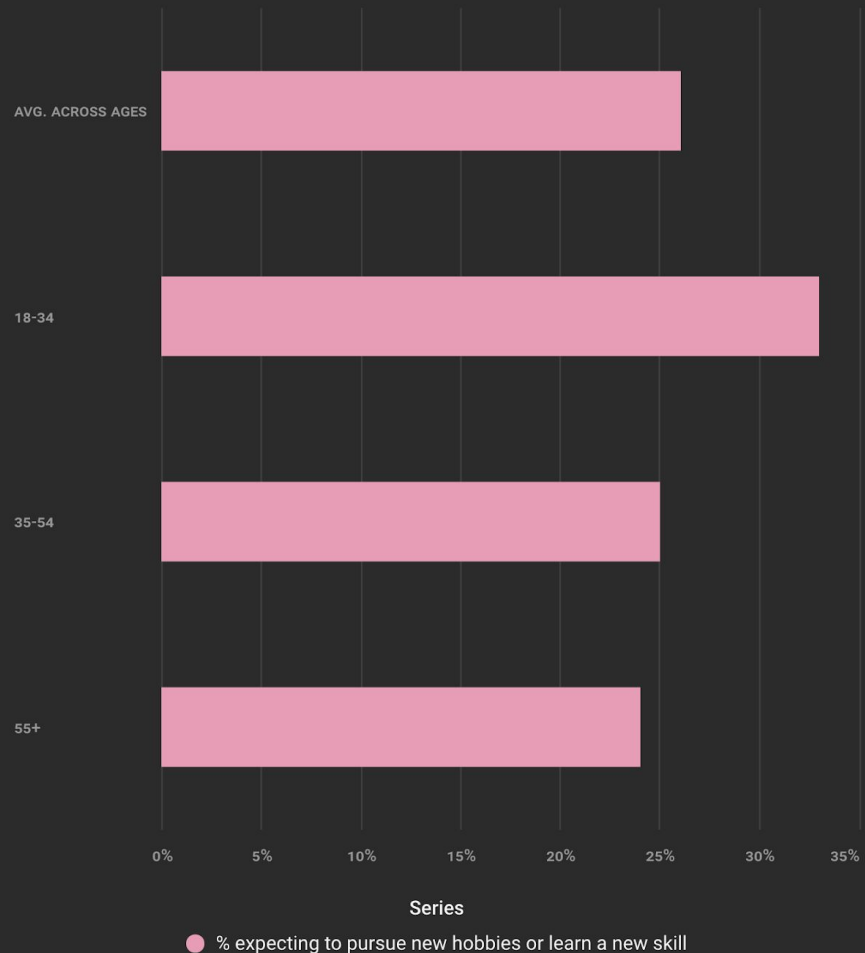
People shared **information and research about the effectiveness of social distancing** and stressed its importance.

Survey Question | Do you expect to spend more time than normal doing any of these things in the coming month?

Social distancing and keeping motivated/entertained continued to be the **most frequently cited challenge** facing survey respondents (~40% across tracked markets).

This is a particular problem for younger respondents; **53% of those 18–34 across tracked markets** reported difficulties.

Given the challenge of staying entertained, it is perhaps unsurprising that **18–34 year olds were the most likely to indicate they expect to pursue new hobbies or learn new skills** in the coming month (33%).



Two-thirds of all survey respondents across tracked markets say there has been a **big impact on daily lives**.

Humorous responses to the new normal generated buzz.

A funny video of a man practicing **social distancing wearing his “safe zone barrier”** at a Melbourne supermarket went viral (~500 retweets).

Photos of shoppers going **grocery shopping in “protective outfits”** or **using a tape measure to maintain distance** sparked attention.



CharlesRobinson (Charles Robinson)
@CharlesRobinson

Daniel LaRusso was ahead of his time with that Covid social distancing in Karate Kid.
t.co/IQihTu7Jvh



Twitter

28 Mar 2020 | 22:23

SOCIAL DISTANCING 101

6 ft. of distance in 419 staples

Many **cracked jokes** and **shared fun ways to make light of the situation** while acknowledging the importance of maintaining physical distance.

People shared pictures of their **pets with masks on**, photos after getting **glammed up at home**, or videos of neighbors dancing on **condo balconies together**.

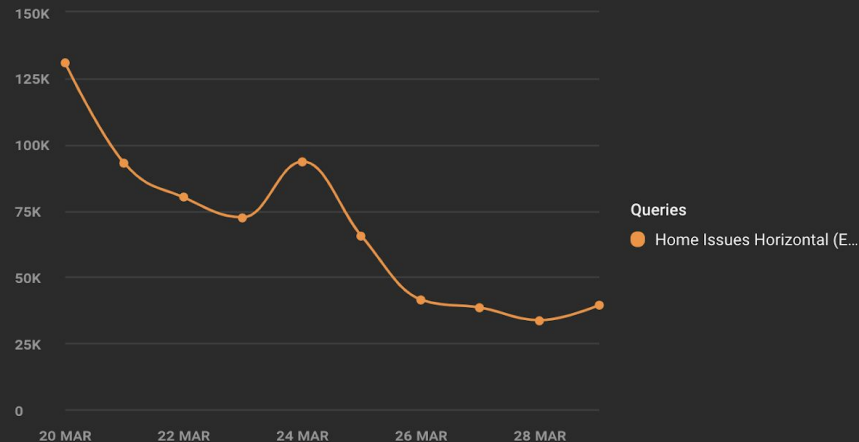


Panic buying discussion (5% of home life conversations) **steadily decreased**, indicating the trend has started to subside.

People **criticized panic buyers**, saying it was wasteful as the food would expire. One photo of expired food in a trash can went viral with 4.5K RTs.

Shoppers **started to post pictures of fully stocked shelves** and **called for a stop to panic buying**, stating supermarkets will not run out of products.

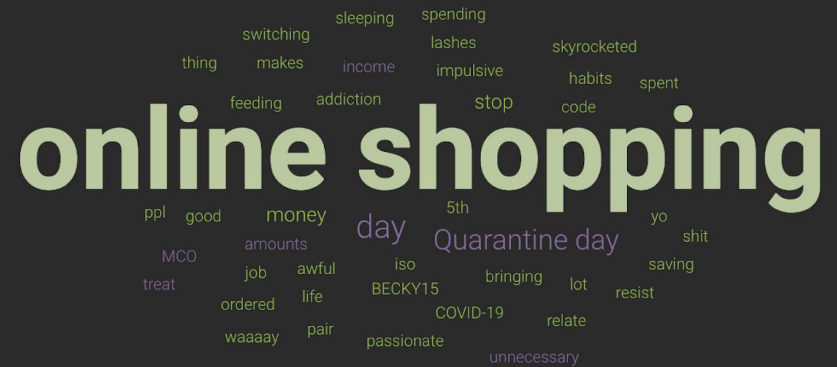
People continued to advocate for the **local, independent, and small businesses** most affected by Covid-19, calling on others to buy their products.



EmmaManzini (Emma Manzini) • @EmmaManzini

A gentle reminder that all your panic buying will be going out of date soon. Enjoy your 36 egg omelette, you fat wankers.

Twitter • 28 Mar 2020 | 16:06



Many shared that they are **online shopping** during quarantine (3% of home life conversations).

People discussed buying things **out of boredom** due to too much down time at home. Women were more likely to share about **over-shopping** relative to men.



[_belenamelia \(belen\)](#) • [@_belenamelia](#)

this quarantine is feeding my online shopping addiction



Twitter • 28 Mar 2020 | 15:54



Children were mentioned in 1-in-3 family and friends posts.

Access to childcare, working from home with children, and education were most discussed.

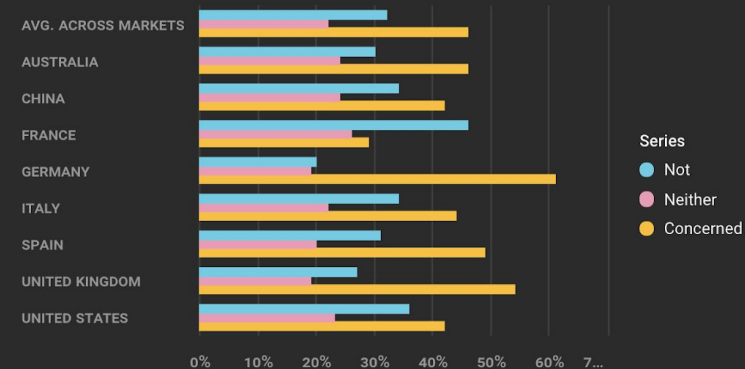
Childcare (44% of child-related conversations) **dominated** discussion. People shared tips on taking care of kids related to study, play, and nutrition.

Parents working from home were most interested in finding ways to **balance their children's needs with their own**.

Advocates also stressed the importance of **access to safety, protection and education for children** (25% of child conversations).



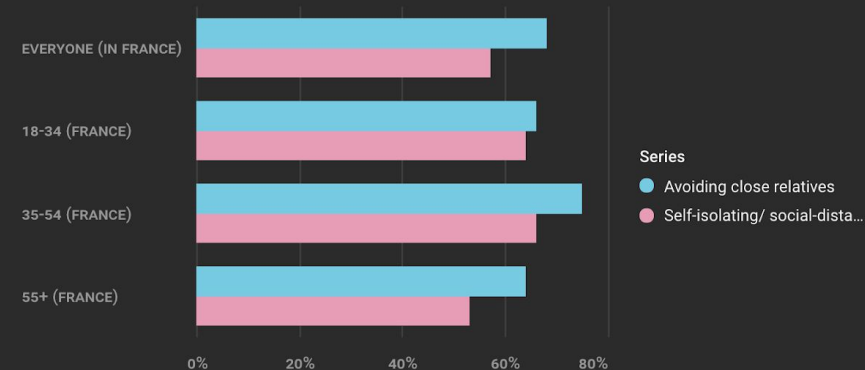
Survey Question | Are you concerned about the impact on your ability to socialize?



With many countries heading into lockdown, **nearly half of survey respondents** from tracked markets **express concern about the pandemic's impact on their ability to socialize**. In Germany, 60% of respondents expressed concern.

Three-quarters of respondents in France say **they have been avoiding visiting relatives**.

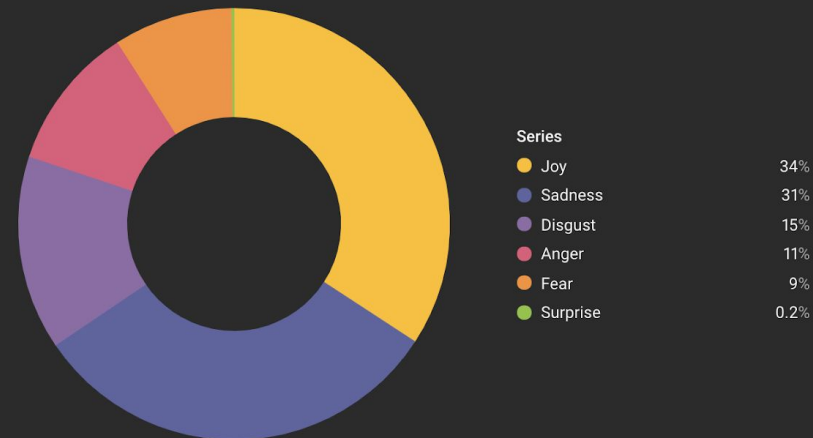
Survey Question | How has your behaviour changed, if at all, as a result of the outbreak?



A steady rise in conversations expressing sadness (more than one-third of family/friends posts) was driven by **concern for children and seniors** as vulnerable populations.

People talked about **enjoying** this time at home with family, **hope** for emerging from the outbreak **stronger**, and **reaching out** to help one another.

Following NFL star Drew Brees' \$5 million donation to help seniors and kids, **people called on the Hollywood elite, rich politicians, and the 1% to step up** and make similar donations to at-risk groups in need.



 **RealMattCouch (Matt Couch)** • @RealMattCouch

Drew Brees just donated \$5 million to help Seniors and Kids with meals and food during the Coronavirus Pandemic.. Where's all of the Hollywood Elites at? Where are the Rich Politicians like Pelosi, Sanders, McConnell, and all of the others? Why aren't you all stepping up?

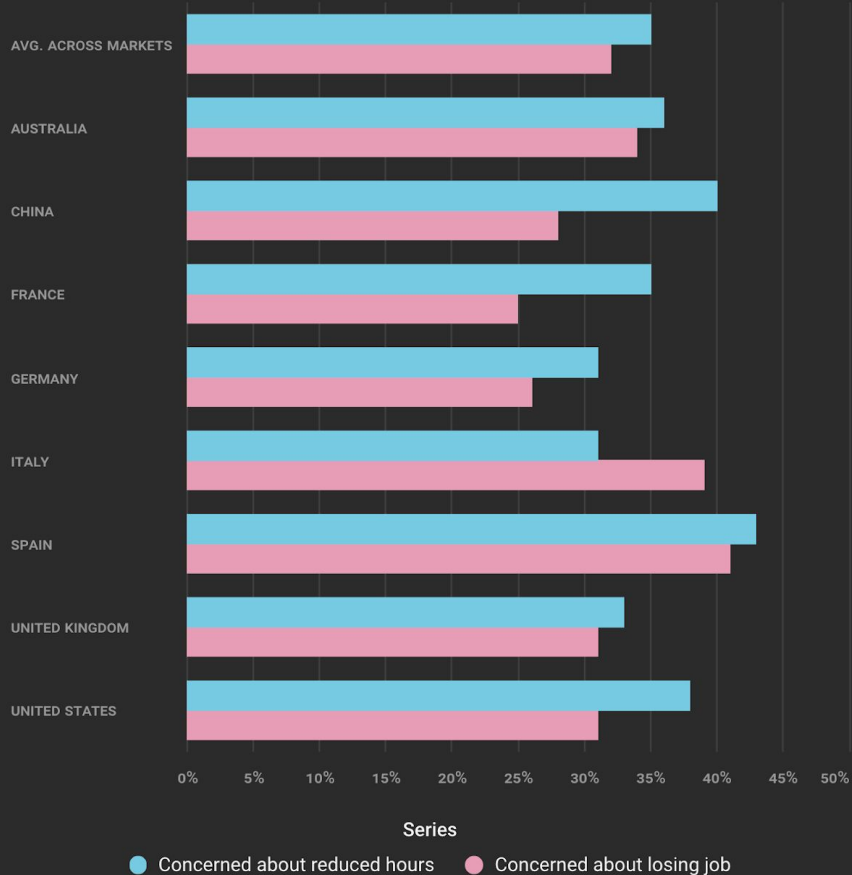
 Twitter • 26 Mar 2020 | 18:38

Tips for working from home were widely shared. People joked about video conferencing blunders, like speaking while being muted.

Spanish survey respondents expressed concern about potentially **losing their jobs** (40%).

Across tracked markets, approximately one-third of survey respondents **expressed concern about losing their job or having reduced work hours.**

Survey Questions | Are you concerned about losing your job? Are you concerned about working reduced hours?



Work life conversations focused on working from home (66%).

People **increasingly shared tips and tricks** (10% of WFH posts) such as workstation setup and optimization, time management, and how to remotely close sales.

Video conferencing tools triggered high mentions (70K results). **Google Hangouts, Skype, and Zoom** were highlighted as the most common and effective tools. People joked about **common conference call blunders** such as “Sorry, I was on mute.”



**ChilledCharley (Charley Matson)**

@ChilledCharley

[@MooseAllain](#) I'm home with an almost 4yo & 10month old. Meant to return from mat leave in 2 wks, I've taken a further 2 wks unpaid. After that I'll have to try & wfh with them both. Husband not allowed to WFH (even though he could) so it's going to be very tough!



Twitter

28 Mar 2020 | 16:06

**LySocial (Tiger)**

@LySocial

[@CNN](#) This video was made for obvious single person with 0 kids. Out of touch really with what the majority of us people are dealing with. How about working from home full time, home schooling our kids, and dealing with a mod sever autistic child.



Twitter

28 Mar 2020 | 15:26

**DustinKirkland (Dustin Kirkland)**

@DustinKirkland

Okay, this is a new one in WFH... My 7yo just came into my office, and asked me if I "could be a little bit more quiet because she has a big meeting with her friends from school on her iPad". t.co/nGVV38EioC



Twitter

27 Mar 2020 | 14:25

**EmmaMAshford (Emma Ashford)**

@EmmaMAshford

Some workers found it challenging to have someone else in the household while they tried to work (3% of WFH posts).

Parents, especially **moms with young children, faced difficulty focusing** on work. Most accepted this was a challenge they had to endure and used social to vent and/or seek support.

Quarantine provided many with time to **reflect** on their **financial situation**.

A March 21 viral Tweet noted the benefits quarantine can have on expenses (more than 70K retweets).

Many said they were saving money by not eating out and reducing purchases on things like shaving cream and other hygiene items.

Some talked about spending more time (and money) online shopping because they are bored.



BonnieBouma (Sustainable Warrior)

@BonnieBouma

Talking to my colleagues before lockdown.. we really need to start an active freezer management programme in our homes... save money, save food, avoid [#FoodWaste](#)



Twitter

29 Mar 2020 | 18:13



albaraay577 (albaraay577)

@albaraay577

I thought quarantine was gonna help me save money bc I can't go out but this online shopping really killing me.



Twitter

29 Mar 2020 | 07:59



Credo03 (George De Leon)

@Credo03

I thought being under [#Quarantine](#) was gonna help me save money... 🤔



Twitter

29 Mar 2020 | 04:40



unsunday (hoodrat mcgee)

@unsunday

My mom is the CUTEST. Covid would be a death sentence for her so she's 100% staying home and she told me she's pleased she's saving money staying home because she's not out spending money on yarn 🧶



Twitter

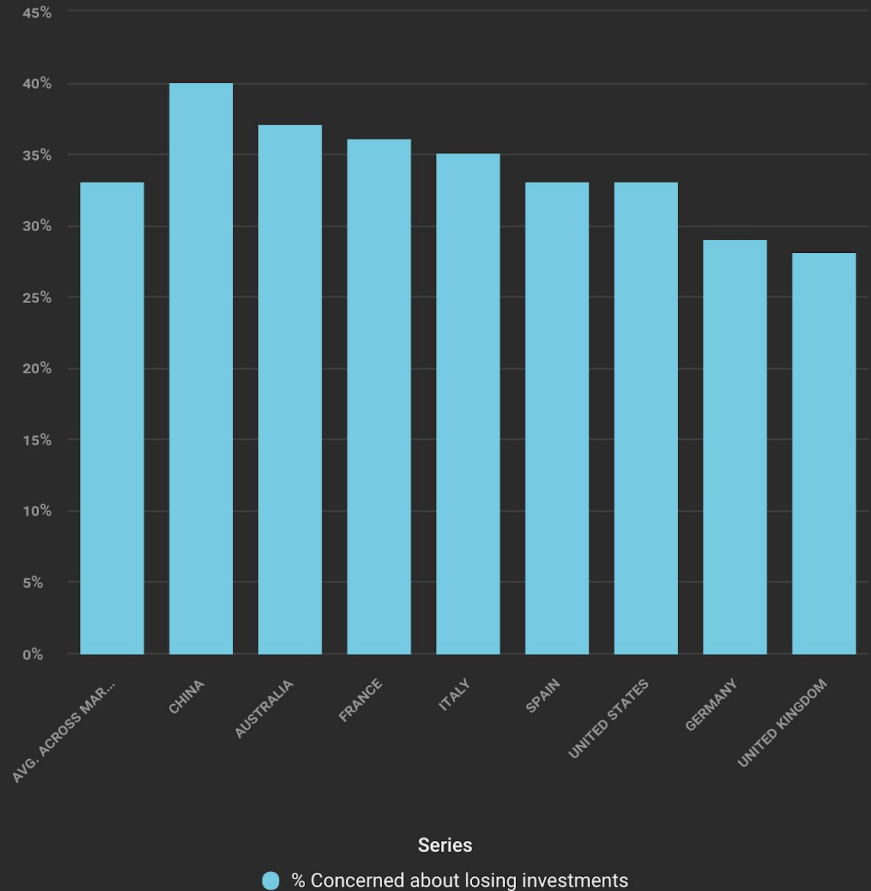
29 Mar 2020 | 01:18

Survey Question | Are you concerned about your country's economy?

Across tracked markets, survey **respondents continue to express more concern about the state of the economy (65%) than their own investments (33%).**

Italians report that they are worried about the country's economy. This feeling was most prominent with **35–54 year-olds (80% indicate they feel this way).**

Survey Question | Are you concerned about losing investments?



Conversation around 401ks increased (25%) driven by people worried about the impact Covid-19 is having on retirement plans.

People were **angry about comments made by Texas Lt. Governor Dan Patrick** that elderly Americans should put their lives at risk in order to save the US economy.

Many flocked to Twitter to express their solidarity with those at risk, and noted that they would gladly give up their 401k to protect their grandparents.



Conversation about **panic buying decreased**.

Stocking up on alcohol, particularly beer and wine, was a popular discussion point.

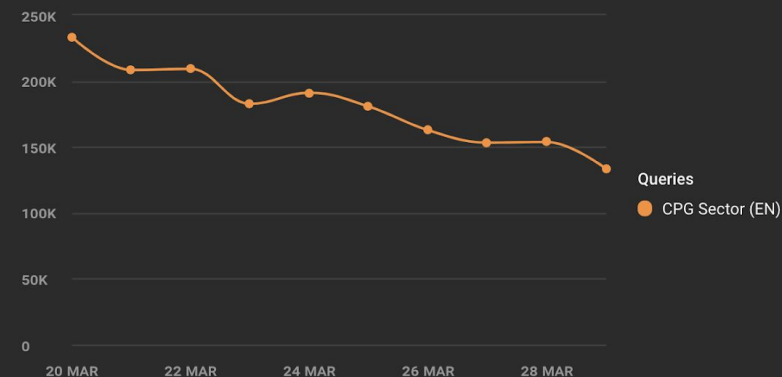
CPG conversations declined, driven by a drop in discussion about panic buying and hoarding.

People remained concerned about **shortages of sanitizer products** for healthcare professionals or those in need (**27% of posts**).

At the same time, companies stepped up to **donate cleaning supplies** (soap, hand sanitizers, bleach) **to hospitals**. These included large corporations such as Unilever, Brown Forman, and SpaceX, as well as independent and small businesses. These companies generated **engagement and gratitude** via Twitter.

As online consumers are quick to advocate for vulnerable populations, **companies in a position to donate during the outbreak could earn brand affinity**.

CPG | Volume Over Time



Megavolts001 (EMPIntelligenceNet©) • @Megavolts001

#Chloroquine #CoronaVirus #Italy #Pakistan Pakistan donating 500,000 chloroquine tablets to Italy: Italian ministry t.co/sw6vkYZ37L t.co/8Z021NPkyP



Twitter • 28 Mar 2020 | 20:55



People discussed stocking up on alcohol while isolated (17% of CPG conversations), primarily beer and wine.

To many, having a beer or a glass of wine was **a way to cope with the Covid-19 “madness.”** People discussed **drinking alone** (or with someone in the household) in place of gatherings. Some were having virtual happy hours.

Across markets, **12% of survey respondents said they have been drinking more alcohol.** In the UK, this rose to 17% of respondents.

Some even engaged in **drinking games**, like **online beer pong** popularized by celebrities like Post Malone and Machine Gun Kelly.

Many followed up with their favorite stores to **check whether they were open, emphasizing the need for beer delivery.**

Fast and easy alcohol delivery presents as an **unmet need** that could **potentially skyrocket** during quarantine.



POST MALONE ORGANIZES VIRTUAL BEER PONG TOURNAMENT TO RAISE MONEY FOR COVID-19 RELIEF

Personal care and at-home beauty were often discussed (13K+ posts).

Consumers discussed at-home hair dyeing (especially bleaching), practicing **makeup**, and **manicures/pedicures** to pass the time as well as to maintain normalcy in lockdown.

Being unable to see stylists made **hair care and maintenance a pressing concern** for both genders, with many jokes and memes poking fun at what they will look like post quarantine.



neenstars (Mae Bradley)

@heenstars

all these girls doing makeup and skin tutorials and posting fire selfies in quarantine while i just bleach my hair so much it starts to fall out



Twitter

29 Mar 2020 | 22:20



syencefycion (mrgn 🍑)

@syencefycion

I'm about to bleach my own roots and learn how to do acrylic nails bout to come out of this pandemic looking better than ever

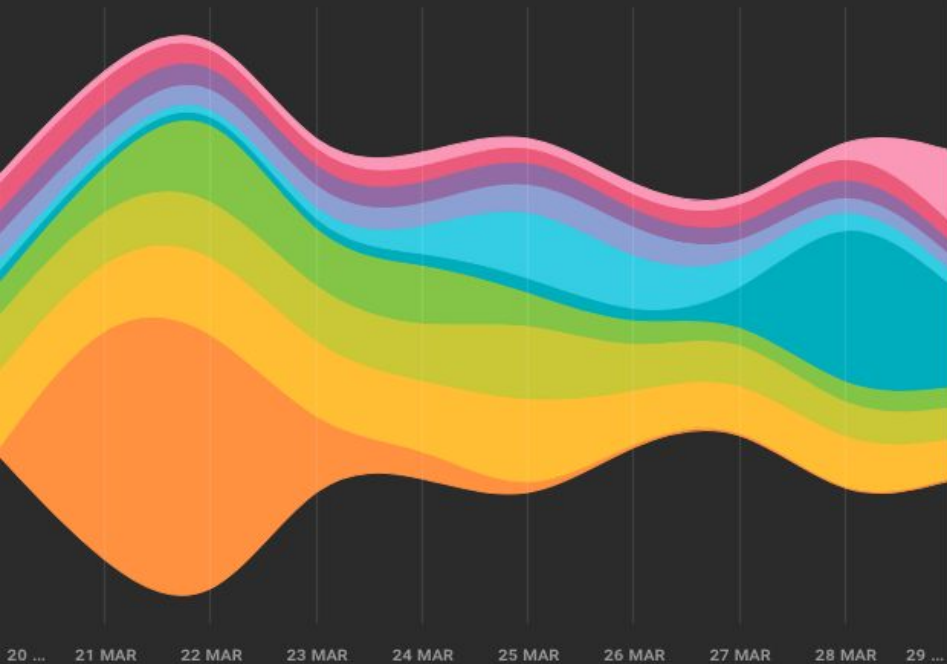


Twitter

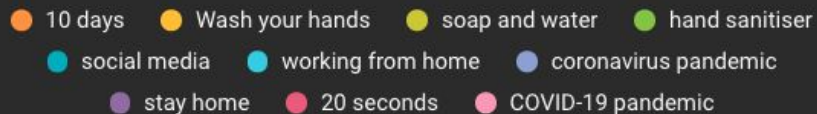
29 Mar 2020 | 19:26



Trending Themes (Excluding News)



Topics



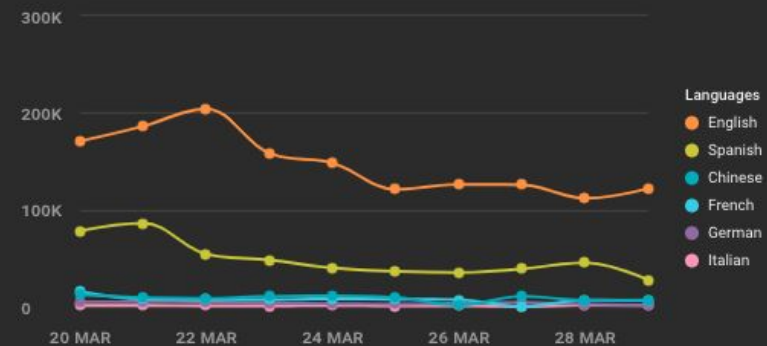
Global Topics



Categories



Languages Over Time



MbuyiseniNdlozi



(Mbuyiseni Ndlozi)

12:33 | Sat, 21st Mar 2020

Did you see anyone distribute soap in China? We must ALL be under quarantine! STAY AT HOME! You are the ones who are going to spread the virus! JUST STAY AT HOME PLEASE. As things stand there is no virus to wash in the townships! You are the ones who are going to bring it! STOP!



United States

@MbuyiseniNdlozi of America



FOLLOWERS:

813.9k

FOLLOWING:

5.5k

POSTS:

32.3k

Google|

Republican |

Tennessee|

Vodka|

Elon Musk|

zon

Private Facebook|

Bob Brown Hous|

Private Facebook|

People praised financial institutions that offered much-needed support in the form of grace periods and deferments for those suffering as a result of Covid-19.

Specific financial institutions that offered relief to struggling customers were praised on social media.

Those late to the game or not stepping forward to offer grace periods, deferments or other options were called out publicly.

UK financial services conversation focused on support and relief (8%), commending those providing it and sharing advice for those in need.



LiveFre08715030 (Live Free or Die)

@LiveFre08715030

NJ Gov. Murphy announces a 90-day grace period on mortgage is a joke. Lenders are saying the entire amount deferred is due as soon as 90 days is over. Where is that money going to come from if not working? [@NYGovCuomo](#) [@cnbc](#) [@JoeBiden t.co/gubznBUctU](#)



Twitter

28 Mar 2020 | 21:11



Pettylvr11 (Melissa Burke)

@Pettylvr11

[@CitizensBank](#) Wondering why you won't participate in the NYS deferred mortgage payment plan during this very stressful time?



Twitter

27 Mar 2020 | 22:59



sabynz (Saby)

@sabynz

Please get banks to pass on low interest rates to customers or change from fixed to variable at no cost or deferred mortgage payment with no interest accrued.

[#MortgageFreeze](#) [#BankofCanada](#) [#banks](#)



Twitter

27 Mar 2020 | 21:55



bestdarnagent (WasatchFrontAgent)

@bestdarnagent

Fannie Mae, Freddie Mac will let borrowers facing hardship defer two months of

Discussion about the US stimulus bill was mixed. Many were upset about the inclusion of a tax-cut provision for real estate owners.

In general, citizens were critical of **corporate bailouts** being handed to banks and large organizations, citing patterns of executive bonuses and stock-buybacks in recent years instead of support of their workforces (22% of bailout mentions).



JoyofVegan (Pam Gigous)

@JoyofVegan

When you get your [#Stimuluscheck](#) and extra unemployment benefits, remember who fought to get them--[#BernieSanders](#). [#JoeBiden](#) was proud he bailed out banks and wall street in 2008 and not people. [#coronavirus](#)



Twitter

29 Mar 2020 | 22:37



ProudArmyVet86 (Michael)

@ProudArmyVet86

[@BostonTeaParti](#) Banks Bailed Out FACT Auto Makers Bailed Out FACT Big Business Bailed Out During Corona virus 🙄🙄 WHERE THE HELL IS YOUR PROOF YOU DINGBAT 🙄🙄 You SERIOUSLY NEED TO HAVE YOUR Passy, security blanket and a nap .
t.co/rzomnwXHnC



Twitter

29 Mar 2020 | 01:28



Cheryl_CLBP (Cheryl)

@Cheryl_CLBP

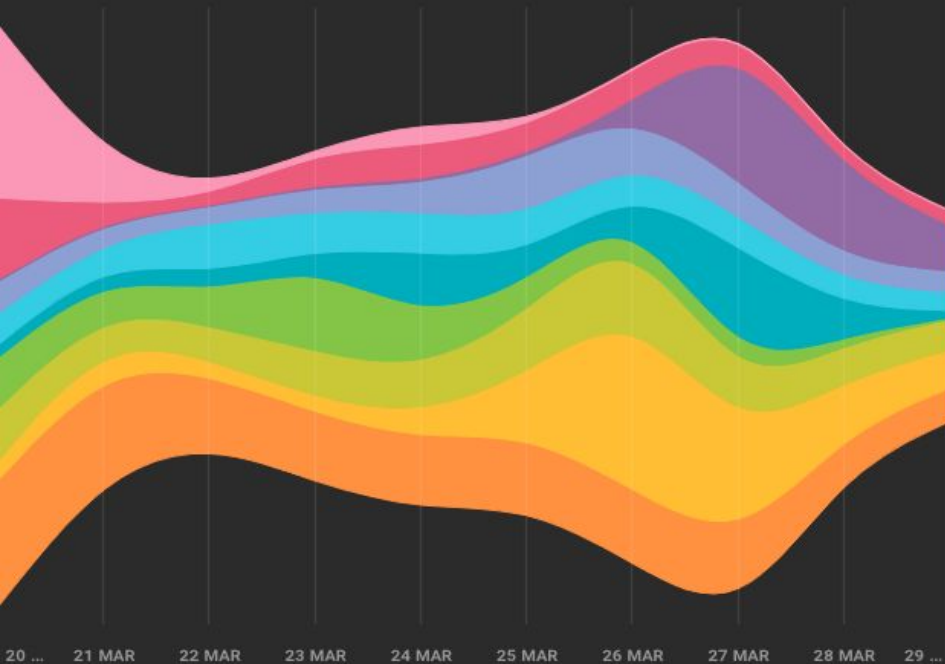
Hey [@Citibank](#) & [@Chase](#) stop charging interest payments during a pandemic. Citibank has received the largest bank bailout in history & [@jpmorgan](#) which owns Chase has had considerable bailouts as well. How much of our money is enough? [#nointerestpayments](#) during a damn pandemic FFS



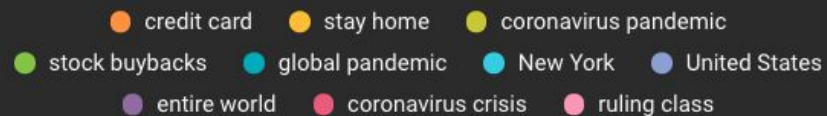
Twitter

28 Mar 2020 | 16:25

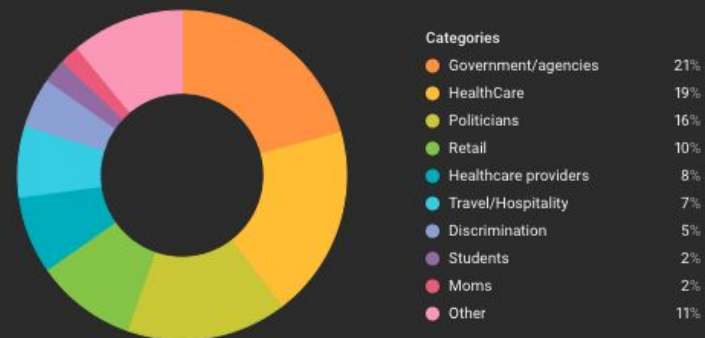
Trending Themes (Excluding News)



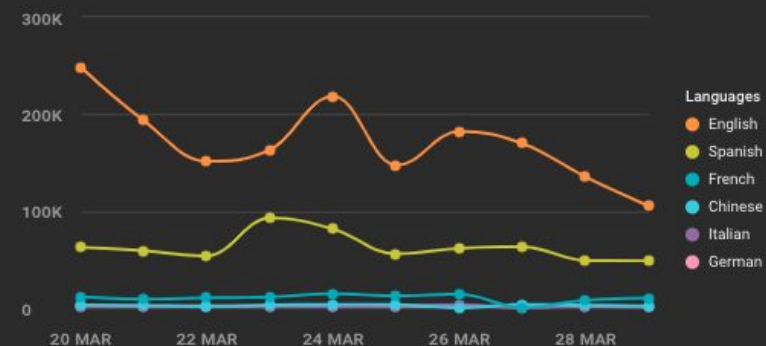
Topics



Global Topics



Languages Over Time



TheSkandar (AI
iskandar)



08:11 | Fri, 27th Mar 2020

#ChineseVirus19 The Corona Virus travelled entire world from #Wuhan but it did not reached Beijing and Shanghai. Can anybody put light? Looks So Logical. After all Chinese Stock Market didn't crash, American and European Markets did. 1/m

@TheSkandar

Srinagar



FOLLOWERS:

74.8k

FOLLOWING:

527

POSTS:

19.3k

GENDER:

male



Shortages of personal protective equipment (PPE) dominated healthcare conversation.



Shortages of PPE, medicine and hospital beds drove much of the healthcare conversation.

Dramatic shortfalls in supplies of **ventilators, masks, gloves, surgical gowns**, and other **personal protection equipment** generated **40%** of total conversation. Consumers were outraged that healthcare workers were being asked to risk their lives without proper PPE

Plans to expand the capacity of **NHS hospitals** was a major conversation driver in the UK (**18%**). Consumers were impressed by the scale and speed of production and some were hopeful that more hospitals would prevent deaths.

Social media users across channels shared news stories and videos about the **Clap for Carers** initiative in the UK (560K+ engagement).

Shortages

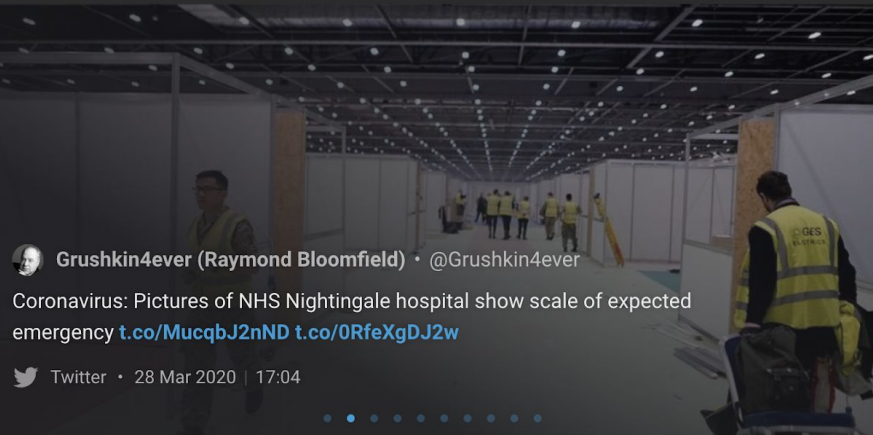


BoulderCHealth (Boulder Community Health) • @BoulderCHealth

⚠️ PPE at BCH ⚠️ As most are aware, there is a national shortage of Personal Protective Equipment (PPE) for hospital staff. #BCH is in a good position thanks to early preparation & emergency reserves.

Twitter • 20 Mar 2020 | 17:37

NHS Hospitals



Grushkin4ever (Raymond Bloomfield) • @Grushkin4ever

Coronavirus: Pictures of NHS Nightingale hospital show scale of expected emergency t.co/MucqBJ2nND t.co/0RfeXgDJ2w

Twitter • 28 Mar 2020 | 17:04



ptnyc (Pamela Tucker)

@ptnyc

Nordstrom is sewing more than 100,000 face masks for health care workers - CNN

[#Nordstrom](#) [#masks](#) [#coronavirus](#) t.co/EVgvoB9B0R



Twitter

29 Mar 2020 | 19:49



rosemaryostfeld (Rosemary Ostfeld, PhD)

@rosemaryostfeld

James Dyson designed a new ventilator in 10 days. He's making 15,000 for the pandemic

fight via [@CNN](#) t.co/Hucnyp2Je [#innovation](#)



Twitter

29 Mar 2020 | 14:26

Consumers **praised companies** that stepped up to **produce PPE**.

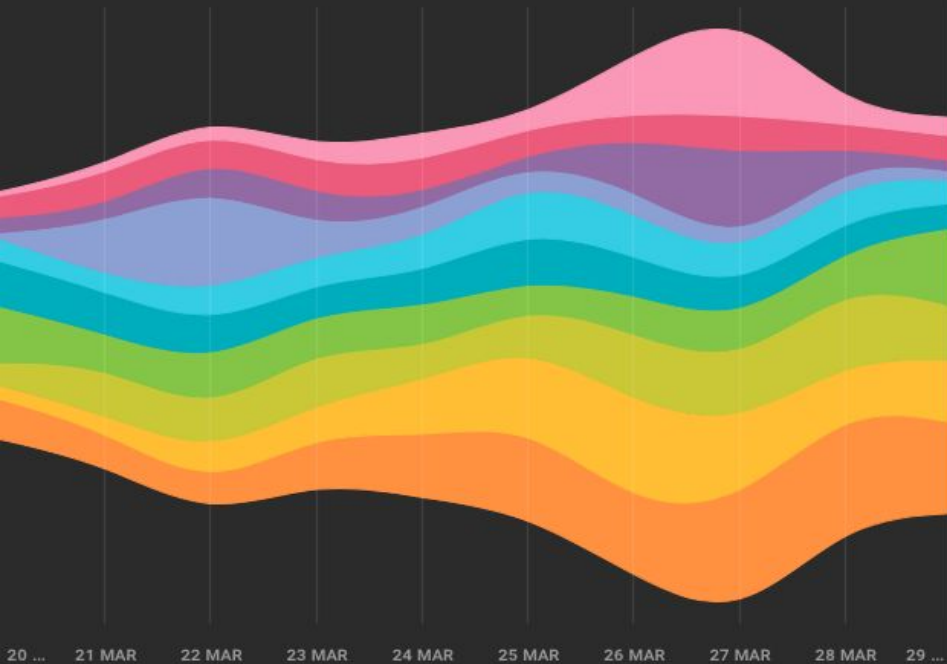
Consumers and healthcare workers thanked clothing brands **Zara, Hanes, Nordstrom**, and the **Gap** for producing and donating masks.

Companies producing ventilators were more **heavily scrutinized** than the clothing companies making masks.

Dyson, Tesla, Medtronic, and **GM** were alternatively praised and criticized for their ventilator production efforts.



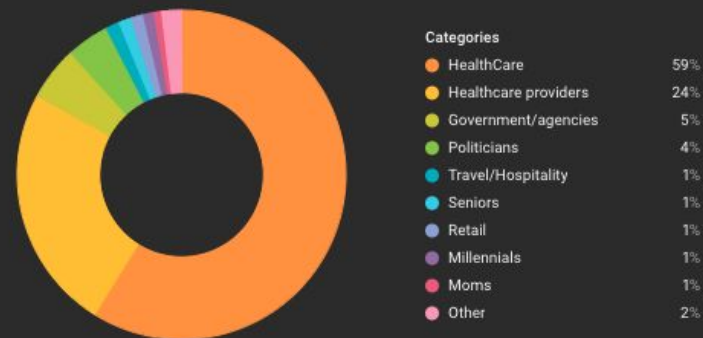
Trending Themes (Excluding News)



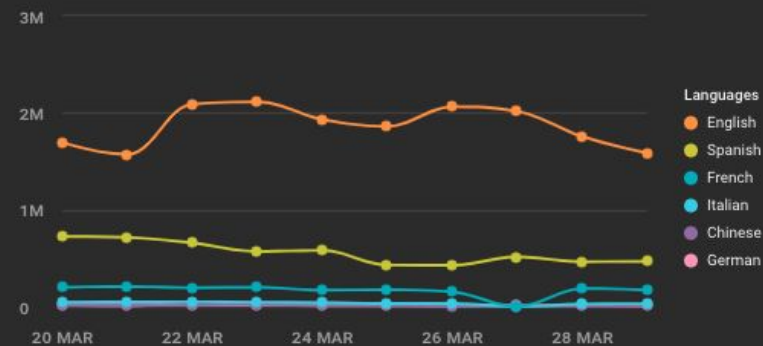
Topics

- coronavirus patients
- New York
- health care workers
- year old
- doctors and nurses
- stay home
- personal protective equipment
- coronavirus cases
- coronavirus pandemic
- United States

Global Topics



Languages Over Time



TheRickWilson (Rick Wilson)



03:18 | Sun, 22nd Mar 2020

Not one iota of this energy helps get a single American tested, puts one American who needs one in a hospital bed, gets one more N95 mask or ventilator. This is for Trump's shameless, domestic political benefit.

United States of
@TheRickWilsonAmerica

FOLLOWERS:

761.4k

FOLLOWING:

5.7k

POSTS:

315.2k

GENDER:

male

Duke University

Air Force

Crocs

Daegu Catholic

Mt Sinai Hosp

Stanfor

Howard Un

Vanderbilt University



People turned to **virtual museum tours, movie marathons, and 'quarantine playlists'** for their entertainment.

As more and more people stayed home, conversations about **home entertainment** options **increased**. Many shared favorite **viewing choices** to watch during quarantine.

Topical titles such as **“Contagion”** and **“Outbreak”** (as well as series like **“Containment”** and **“Pandemic”**) were found to be educational or entertaining, and compared them to what was happening in real life.

“Tiger King” was a dominant topic of conversation, with people using terms like jaw dropping, whiplash, dumpster fire and **“official show of the 2020 quarantine”**.

There was a viral response to the new YouTube channel **Some Good News with John Krasinski** (+11 M views and engagement across social channels).

Among brands, **Netflix (7% of results)** was mentioned most often, with **HBO** following.



TheAmFamSherpa (David Vogt)

@TheAmFamSherpa

Attempting to stay sane during **#SocialDistancing** with movies. Last night was 1917 - an epic World War 1 film that did an outstanding job of showing glimpses of trench life on the Western Front. Great cinematography and gorgeous 4K rendering. Highly recommended.



Twitter

27 Mar 2020 | 16:12



theminecraftface (theminecraftface)

@theminecraftface

Day 1 of quarantine was supposed to be for Tuesday. Day 2 was supposed to be for Wednesday. Days 2 and 3: Watched some movies and played some modded Minecraft. It gives me an idea for some videos I can record for the next 3 weeks.



Twitter

27 Mar 2020 | 00:02



Dopinephrine (Dopinephrine)

@Dopinephrine

Covid-19 Recommendation 2: Brigsby Bear (2017) Written by Kyle Mooney & Kevin Costello Directed by Dave McCary This movie is a near-impossible distillation of sweetness, empathy and friendship perfectly balanced so as not to become obnoxious or cause fatigue before the end.



Twitter

23 Mar 2020 | 18:49



dsrbroadway (Dan R.)

Music was often discussed (10%), as people expressed the need for new music during quarantine, stating that it helped them cope. **Over half of music-related conversations were associated with the emotion joy.**

People recommended music **suitable for working** or music for relaxation, dubbing these “**quarantine playlists**” or “**music for Social Distancing.**”

The theme behind the playlists was **mainly chill for background** noise or **uplifting family time**. Others simply **put together their favorite songs** and shared via Twitter.

YouTube (50K) and **Spotify** (8K) were among frequently-mentioned brands. While songs triggered the most discussion, **ambient noise** was discussed as an effective aid to help those working from home to focus.



TheRealMrAdams (Ben Adams)

@TheRealMrAdams

Music playing, bacon cooking, bread in the oven. Our Saturday morning is still exactly the same. Lockdown? What lockdown? 🙌



Twitter

28 Mar 2020 | 10:34



rubiiestradaa (Iris(AOCwannabe)Rubi)

@rubiiestradaa

So one of my discussion post assignments is to find a song that relates to social distancing, crisis, and pandemic... was shuffling my music and found *Ridin' Solo* by *Jason Derulo* what do we think? if no, help me.



Twitter

28 Mar 2020 | 01:25



tinypatron (The Spock Who Sat By The Door)

@tinypatron

This has been my working playlist for a minute. I'm sharing again for those newly working from home, and in need of something buffer ambient noise, but still maintain focus.

t.co/aPRzDF5Jlz



Twitter

27 Mar 2020 | 22:17

EDEE!

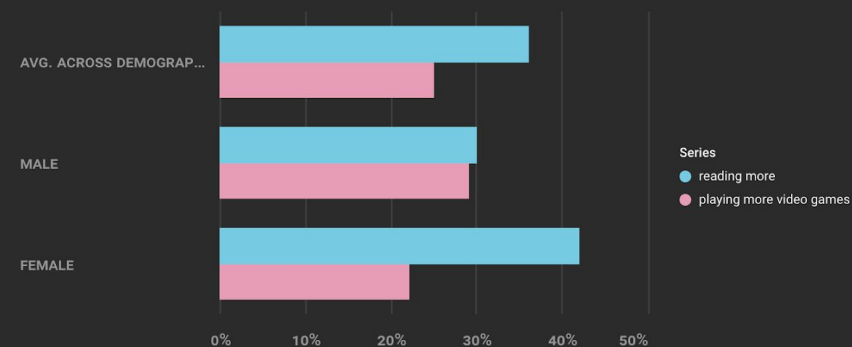
Gaming remained a primary source of entertainment (6%). Many stated videogames were **the norm during quarantine to stay occupied**, without specifying games or genre. A few titles such as “Resident Evil” or active games on Nintendo such as “Ring Fit Adventure” received mentions.

Many warned against board games (26K mentions) as a risk during social distancing. Individual game play or online gaming were encouraged. However, some complained about **internet bandwidth being overloaded** with gamers in the house.

Nearly 3-in-10 men **expect to play more video games during the coming month.**

Forty percent of female survey respondents indicate they **expect to read more books.**

Survey Question | Do you expect to spend more time than normal doing any of these things in the coming month?



backloggedgmr (BackLoggedGamer) • @backloggedgmr

If you have not broke out the Wii during quarantine we can't be friends... [#gamer](#)
[#gaming](#) [#videogames](#) [#gamerguy](#) [#gamergirl](#) [#retrogamer](#) [#retrogaming](#)
[#nintendo](#) [#wii](#) [#nintendowii](#)




Twitter • 20 Mar 2020 | 22:20



Free virtual services continued to generate attention (4% of sector conversation).

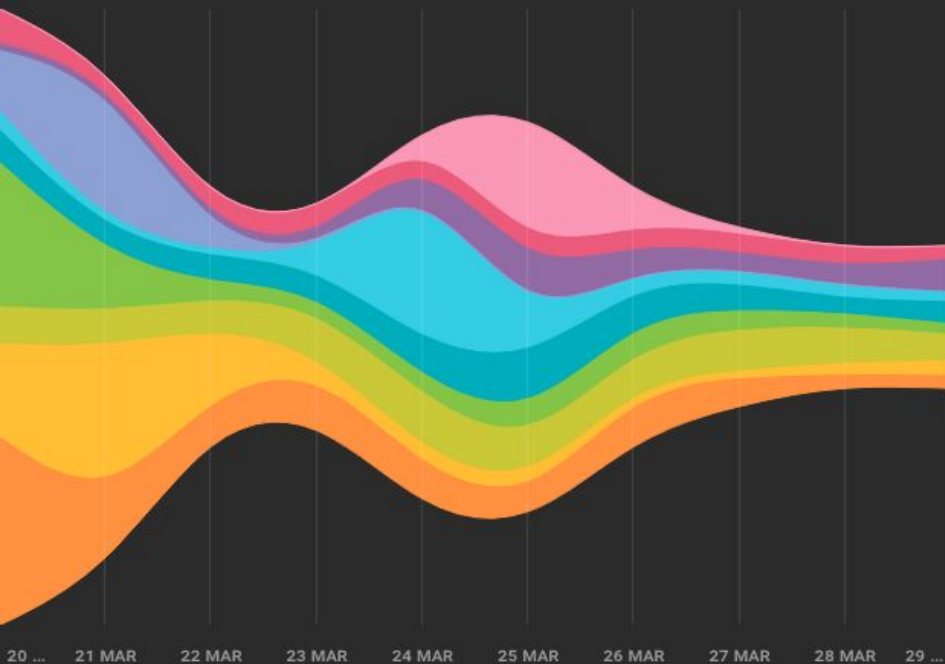
Reading and digital libraries generated over 200k posts. People shared and retweeted sources as they believed **reading** was a **great method to help stay isolated** and a **productive way to spend time**.

Museums worldwide offered free virtual tours from the comfort of home (80K museum mentions). Especially popular was the list of top “10 museums you can virtually visit” by Smithsonian Magazine.



Stuck at Home? These Famous

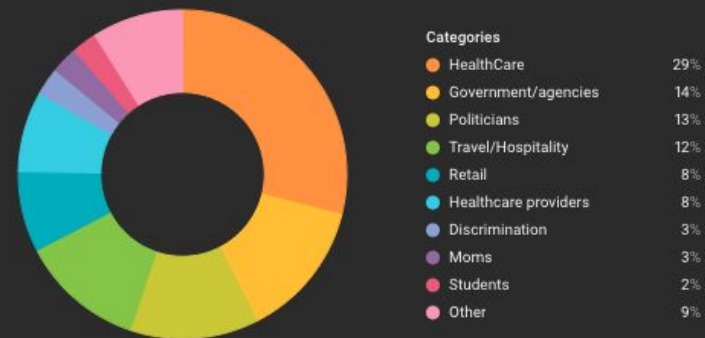
Trending Themes (Excluding News)



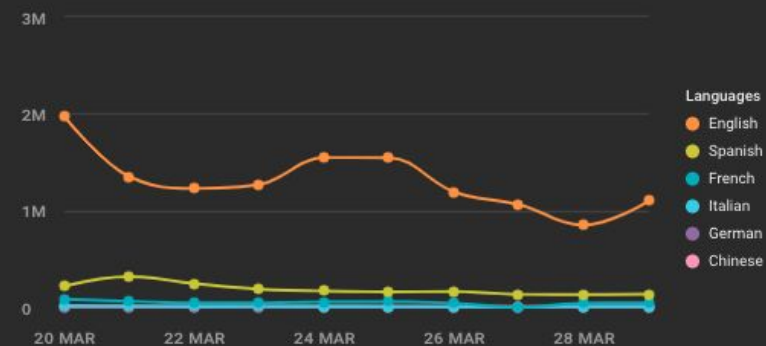
Topics



Global Topics



Languages Over Time



narendramodi



(Narendra Modi)

09:56 | Sun, 22nd Mar 2020

Quality family time, television and some good food. Each of you is a valiant soldier in this battle against COVID-19. Your being alert and cautious can help lakhs of other lives. #LamaCurfew



United States of

@narendramodiAmerica



FOLLOWERS

53.7m

FOLLOWING

2.4k

POSTS

26.2k

Disneyland |

|

Ivy League

Field Museum of Nat-
ural History museums |

Congressional Bullshi |

senate republican

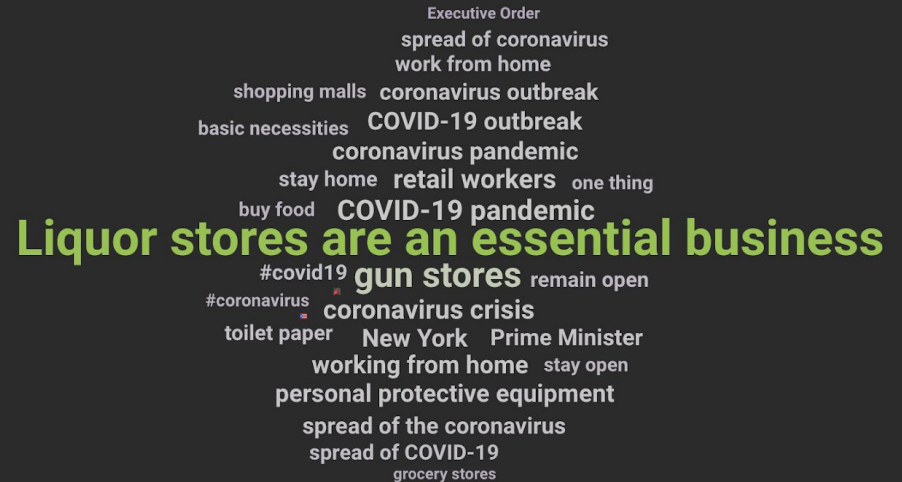
Advice on **how to safely shop** was popular.

Price gouging was a concern, with governments starting to act against retailers raising prices too high.

People increasingly turned to **online shopping** in quarantine (14% of retail conversations).

Consumers complained about **delays** (namely Amazon), while **prioritizing free shipping or delivery perks**.

While groceries were prominent in terms of volume, **liquor stores were trending** with ongoing discussion surrounding **what constitutes an essential business**.



There was ongoing concern about **senior citizens facing the most hardship** during lockdown (53K results).

Although some shops offered designated hours, many senior citizens were **unable to go to the shops** or **did not want to take the risk** – especially if what they needed was not in stock.

When it came to online shopping or delivery, many were concerned that **older people were not tech-savvy enough** to complete orders.

People **went online to call for help and donations for this group**, receiving offers of support from the community.



Discussions about **price gouging from top retailers** (40k posts) especially when it came to masks, sanitizer, and cleaning products.

Countries such as the UK began to **implement methods to prevent price gouging** by asking consumers to help report these practices. Businesses perceived to be **profiting off the outbreak** were **strongly condemned by consumers**.



DalalArwa (Arwa Biyawer-Dalal)

@DalalArwa

Many ethnic based grocery stores are price gauging, shoppers are hoarding, and social distancing does not seem to exist in these shops. Be wary and report unethical business.

[#CoronavirusPandemic](#)



Twitter

29 Mar 2020 | 20:02



hellsog (belle bottoms)

@hellsog

all of the stores I went to were sold out of the Nintendo Switch and I still cannot find one not overpriced to hell. what is a bitch gonna do in this economy ? in this shortage ? in this quarantine ?



Twitter

25 Mar 2020 | 23:09



DeirdreMASSPIRG (Deirdre Cummings)

@DeirdreMASSPIRG

If the price of something skyrockets during or in anticipation of a crisis, it's price gouging. No one should jack up their prices because people are vulnerable, whether it's COVID-19, a tornado, or hurricane. That's just wrong. TY Maura Healey@MassAGO t.co/w44FMkB4mx



Twitter

25 Mar 2020 | 20:04



amazonnews (Amazon News)

@amazonnews

Another emerging topic was **how to safely shop (10K mentions) amid the outbreak.**

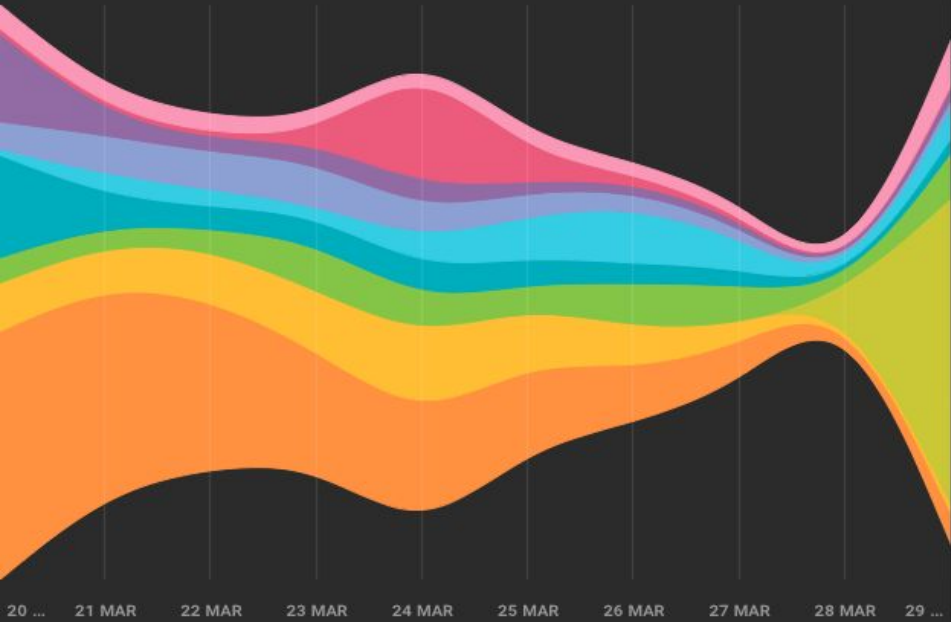
The most viral content shared was a **YouTube video** by Dr. Jeffrey VanWingen posted on March 24th, now with nearly **22 million views** (#3 in social engagement for Covid-19 content during the past week). His video covered **how to handle newly bought food and products** after shopping and/or delivery (including packing, storing, and sterilizing).

Consumers are clearly hungry for content providing new insight on **how to stay safe and continue to protect themselves** as they adapt to life at home.



Now, when you go out to get your groceries

Trending Themes (Excluding News)



Topics

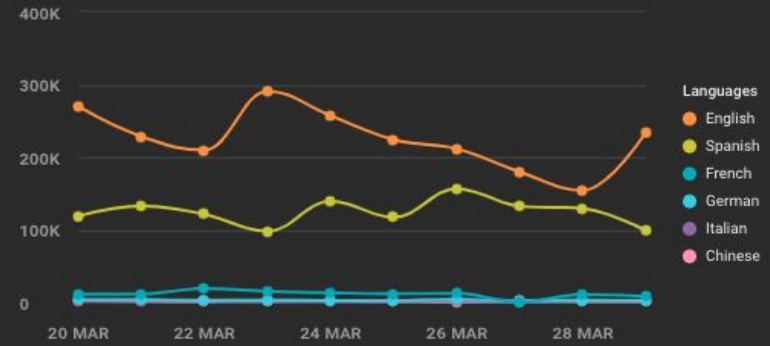
- grocery stores
- remain open
- Liquor stores are an essential business
- grocery shopping
- stay home
- gun stores
- work from home
- stay open
- spread of COVID-19
- working from home

Global Topics



Categories	Percentage
Retail	65%
HealthCare	11%
Travel/Hospitality	6%
Government/agencies	5%
Healthcare providers	4%
Politicians	3%
Seniors	2%
Moms	2%
Discrimination	1%
Students	1%

Languages Over Time



MumbaiPolice (Mumbai Police)



12:47 | Thu, 26th Mar 2020

Essential pass, for essential services. Requesting all shops providing essential services & commodities, to reach out to their local police station for these passes, to ensure hassle-free commute & sale. #eCommerceMumbai #essentialservices #essentialgoods #coronavirus <https://t.co/8Q9a1nkmV>

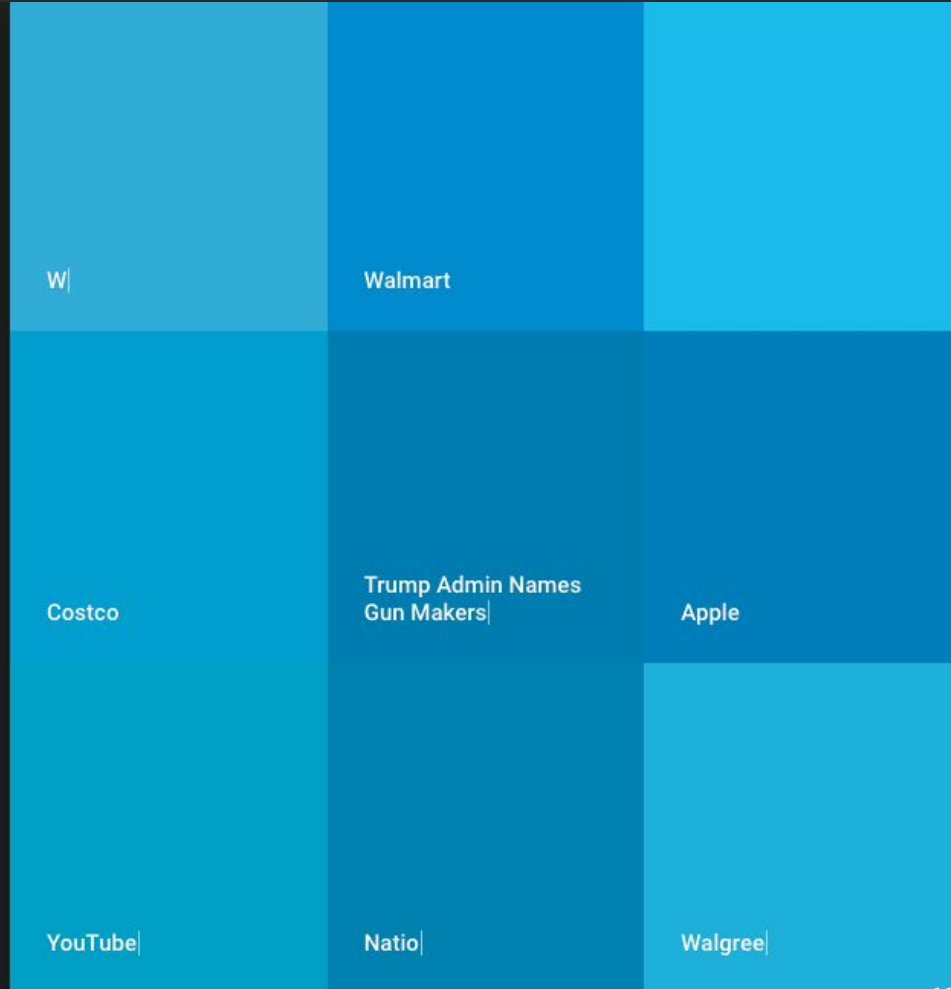
@MumbaiPolice Mumbai



FOLLOWERS:
4.9m

FOLLOWING:
37

POSTS:
156.3k



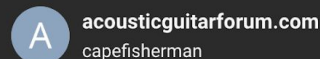
Tech conversation focused on **mobile phones** and how they're used to stay connected, entertained or informed (38% of discussion).



Tech discussion focused on apps people use to stay connected to family and friends (10% of overall tech conversation). WhatsApp, Zoom and FaceTime were among the most popular.

Some joked about how much time they now spent on their phone, or shared that time on the phone was an integral part of their “quarantine routine.”

Many used their phones to stay informed about the pandemic. The most frequently tweeted link was to the C-19 **Covid Symptom Tracker app** and information site (10% of app discussion, shared 17K times), which allows individuals to self-report symptoms. **Apple** and **Google** launched similar sites that were less discussed (8% and 6% of app discussion respectively).



acousticguitarforum.com

capefisherman

FIRST REMOTE GUITAR LESSON

Well, with a stay-at-home order in my state, my guitar teacher and I decided to try a remote lesson. Started with Facetime. Nice that you can choose landscape mode and...



Forum

29 Mar 2020 | 21:19

**JessicaLibertyX (Jessica Liberty X)**

@JessicaLibertyX

Help slow the spread of **#COVID19** and identify at risk cases sooner by self-reporting your symptoms daily, even if you feel well 🙏. Download the app t.co/FrHRbDkoqb



Twitter

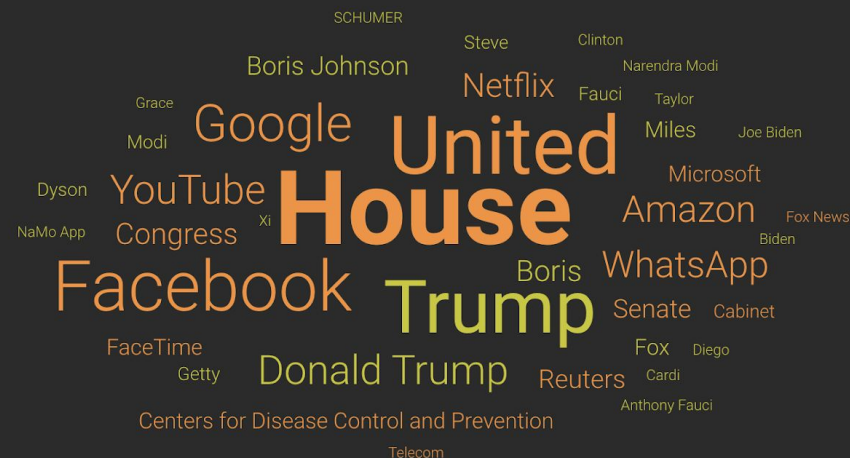
26 Mar 2020 | 14:22



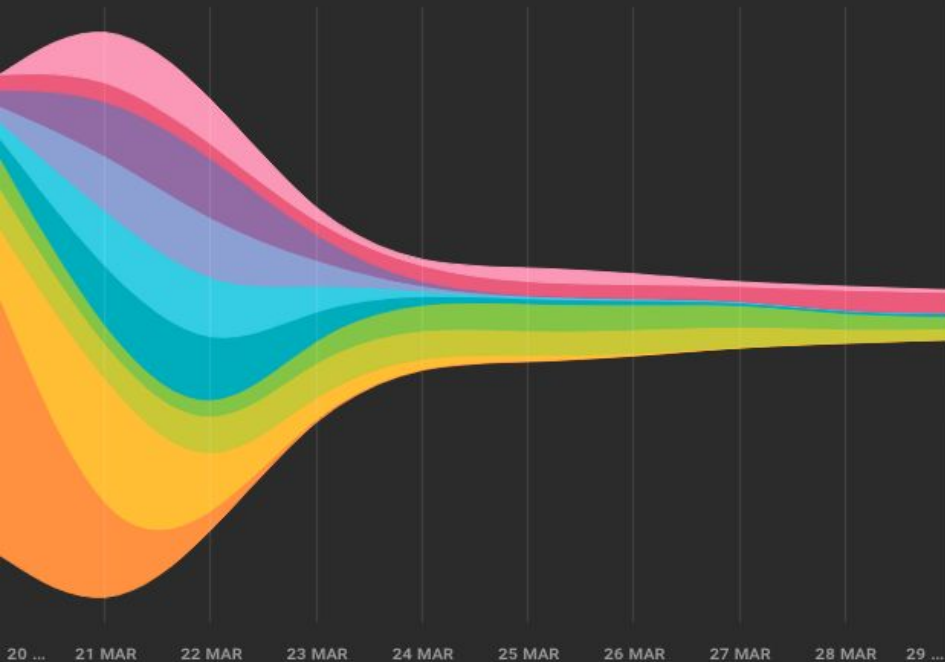
Many discussed how leaders in the tech industry were working to solve pandemic challenges. Specifically, **Facebook and Microsoft partnering with WHO** and several other technology companies for a **hackathon** to promote the development of software to address the challenges.

Individuals also contributed to efforts to flatten the curve by leveraging personal **3D printers** to create masks and help combat shortages (1% French discussion, 1% English discussion).

Some were excited by technology in South Korea, sharing a **video** of how the country was testing for the virus in self-contained phone booths. The booths could be completely disinfected in just minutes after testing and exponentially increased the number of tests that could be administered in a day.



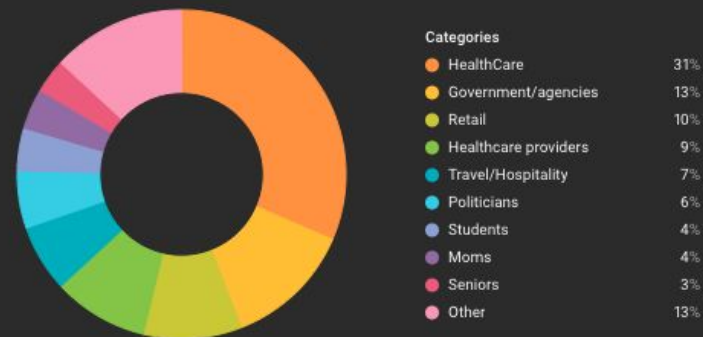
Trending Themes (Excluding News)



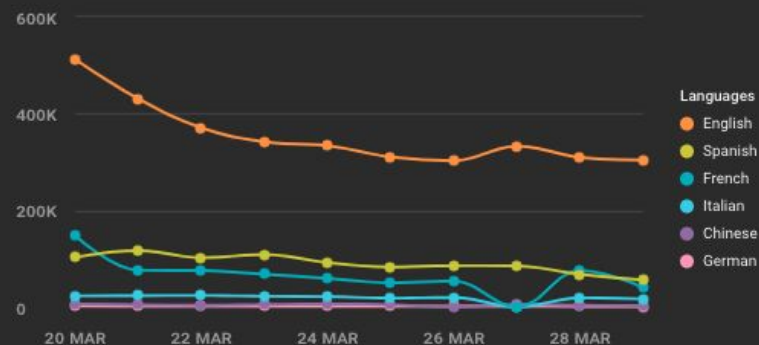
Topics

- share what works
- tired of being on my phone
- work from home
- working from home
- South Korea
- test people
- phone booths
- 7 minutes
- phone call
- quarantine got me charging my phone

Global Topics



Languages Over Time




MikaelThalen (Mikael Thalén)



01:00 | Fri, 27th Mar 2020

This shows the location data of phones that were on a Florida beach during Spring Break. It then shows where those phones traveled. First thing you should note is the importance of social distancing. The second is how much data your phone gives off. <https://t.co/nokUXQlqel>

 United States of
@MikaelThalenAmerica



FOLLOWERS:

14.7k

FOLLOWING:

550

POSTS:

4.9k

GENDER:

male

Google

Senate|

Netflix|

YouTube

Skype|

Bayer|

Verizon

FaceTime|

Senate

A glowing neon sign that says "OPEN" in red letters, set against a dark background with horizontal light streaks.

Travel & hospitality conversation shifted from the anticipation of restaurant closures to discussion of how patrons could support business owners during tough times.

Bars and restaurants continued to dominate travel and hospitality discussion (25%). Conversation now focused on recent closures and speculation about when establishments would reopen (as opposed to whether or not they would be forced to close).

Some shared experiences ordering takeout/takeaway from their favorite restaurants. Others shared ways they were supporting local businesses by buying gift cards or donating to employee fund accounts. **People encouraged others to support restaurants now so that they could afford to reopen later.**

Overall, people tried to stay positive. One person tweeted that while it may be disappointing that so many vacations have been cancelled in place of social distancing, when restaurants reopen it will feel like "...spring break for the entire world," which was **shared over 46K times.**



RealMattCouch (Matt Couch) • @RealMattCouch

I'm talking to many locally owned restaurants around the country. The takeout business alone is not even enough to keep the doors open... we have to up the volume if we want to keep these places available to eat at during this crisis....



Twitter • 21 Mar 2020 | 20:43



Ry_T_Santos (Ryan Santos) • @Ry_T_Santos

Yeah it sucks that your springbreak got cancelled or cut short, but can you imagine the first weekend that everyone gets off quarantine and all bars/restaurants reopen? It's going to be like a spring break for the entire world



Twitter • 20 Mar 2020 | 17:01

Survey Question | How have your eating habits changed, if at all?

Nearly one-third of all US survey respondents said they have been steering clear of takeout, a significantly higher percentage than the average across tracked markets (20%).

Concerns about food preparation safety and transmitting the virus were top of mind among those who opted not to order food to be delivered/picked up. A few even suggested that takeout should also be banned to combat the spread of the pandemic.



FaithNaff (Faith Naff 🇺🇸 🇩🇪 🇬🇧 🇨🇦 🇦🇺) · @FaithNaff

My partner and I just debated whether to get takeout for dinner or cook again. We want to support local restaurants so they don't go under, but we're also paranoid about food prep that we can't witness. In the end, we decided to cook at home again. I hate this shit so much.



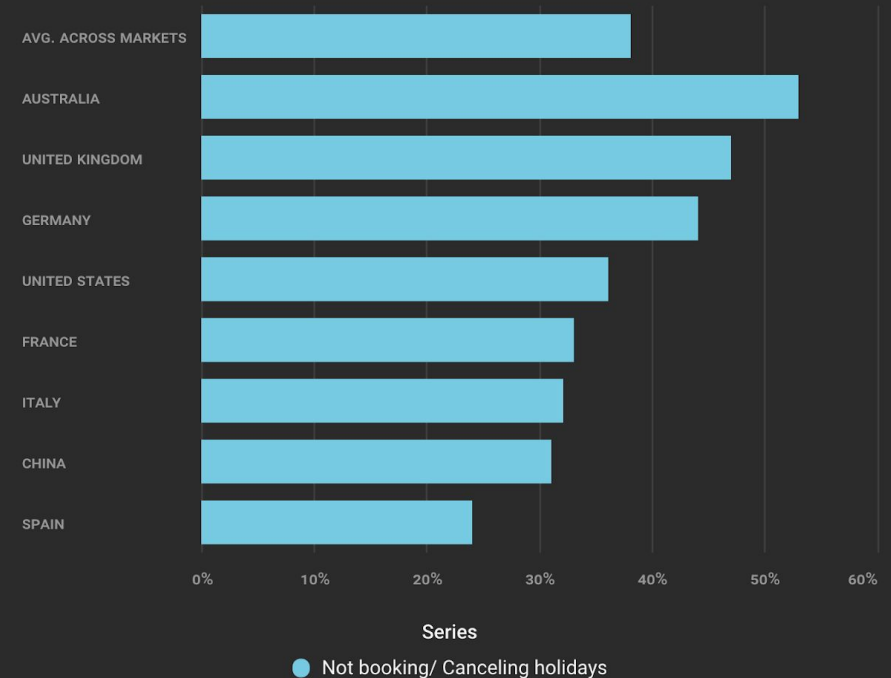
Twitter · 26 Mar 2020 | 22:26



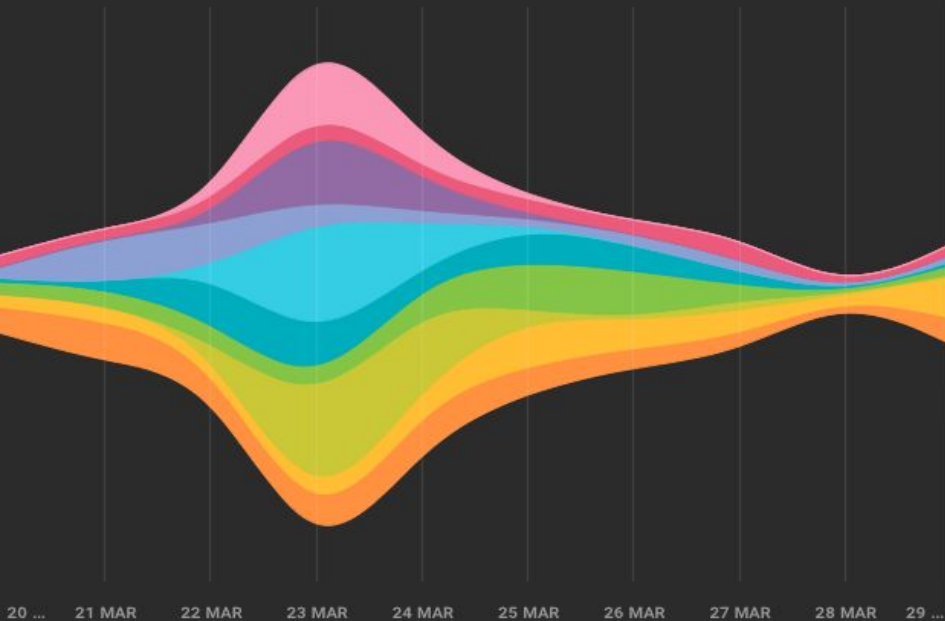
Across the globe a number of people have had to cancel or hold back on booking holidays.

More than half of all Australian respondents indicated they were cancelling or not booking holidays as a result of the outbreak (53%), significantly more than the 38% average across tracked markets.

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



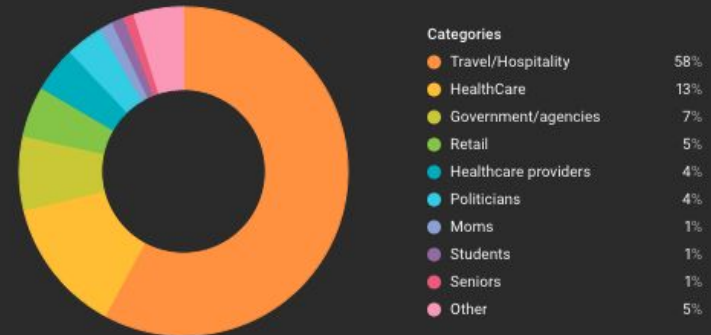
Trending Themes (Excluding News)



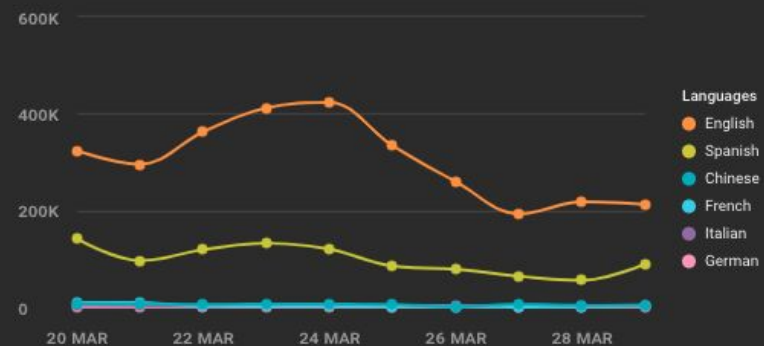
Topics



Global Topics



Languages Over Time



KenCalvert (Ken Calvert)



04:56 | Sun, 22nd Mar 2020

What to know what you can do to help our community?
 Practice social distancing Donate blood
<https://t.co/7kAAAbjMTAc> Check on seniors in your family
 Support local restaurants/businesses #InItTogether

@KenCalvert San Bernardino

FOLLOWERS:

22.7k

FOLLOWING:

324

POSTS:

6.2k

GENDER:

male

YouTube|

Reuters|

Workers Community
 Foundation COVID-19
 Emergency Rel|

Hyatt Hotels Democrat

Trump Hotels

Restaurant Workers
 Commu|

McDonald's

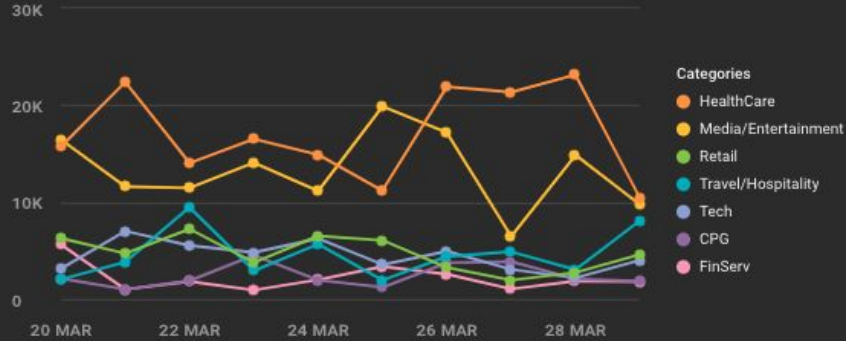
Workers Community
 Foundati|



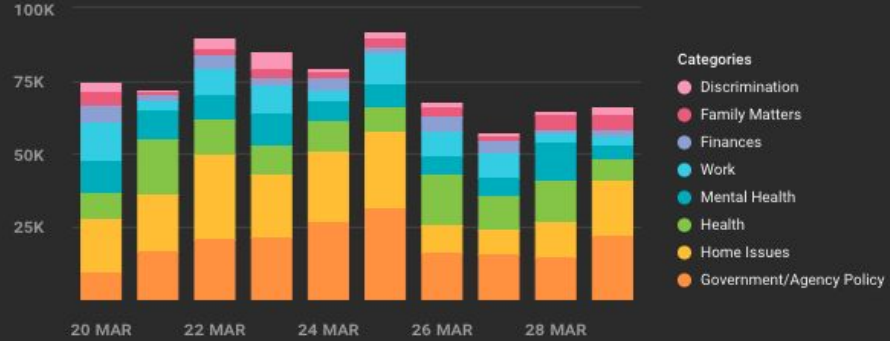
Country Data

Australia

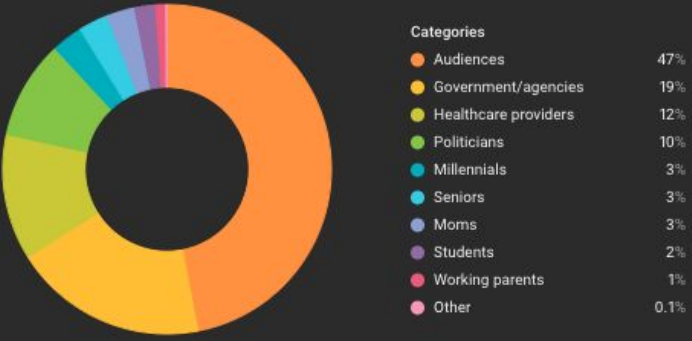
Australia Volume by Sector

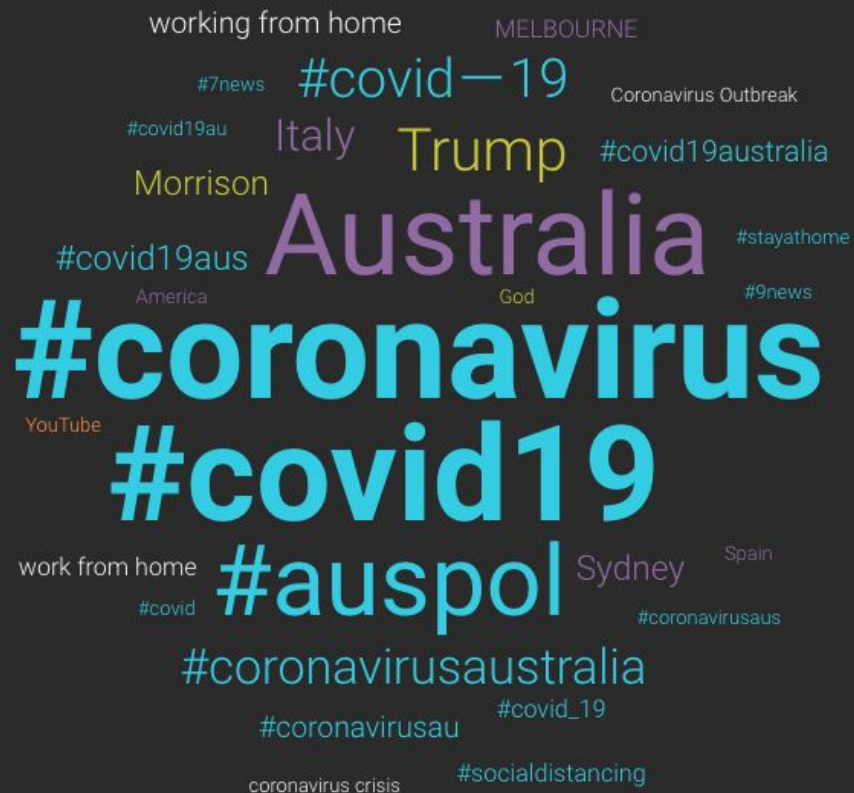
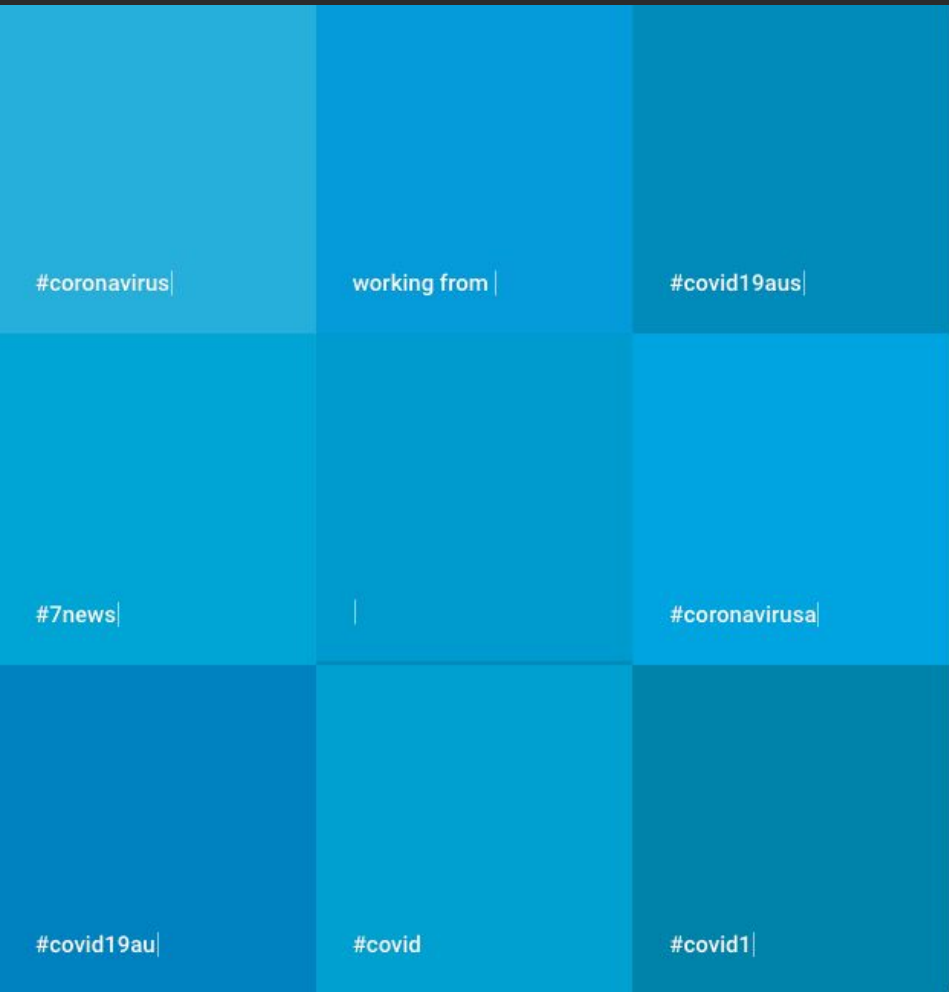


Australia Volume by Topic



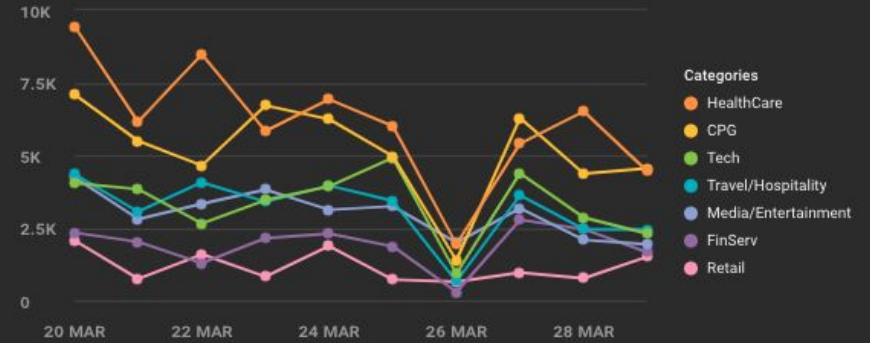
Audiences



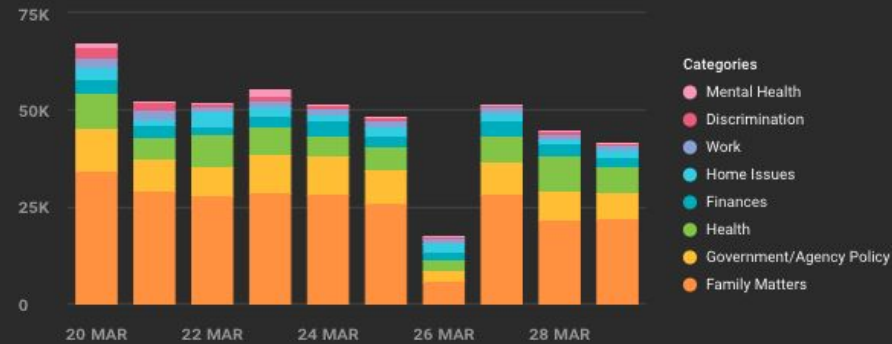


China

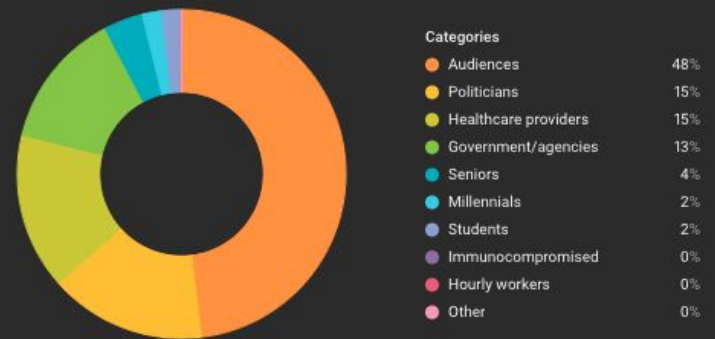
China Volume by Sector



China Volume by Topic



Audiences



Knicks|

目前|

新冠肺炎

3月20日|

#covi|

图片|

Knicks|

New York 美国确诊病例

👍 **Knicks** 显示
👤 #covid 报道

Shanghai **Charles Oakley**
昨天 **James Dolan** 图片

3月20日 **#coronavirus** ❤️
👉 **Spike Lee** 🤔

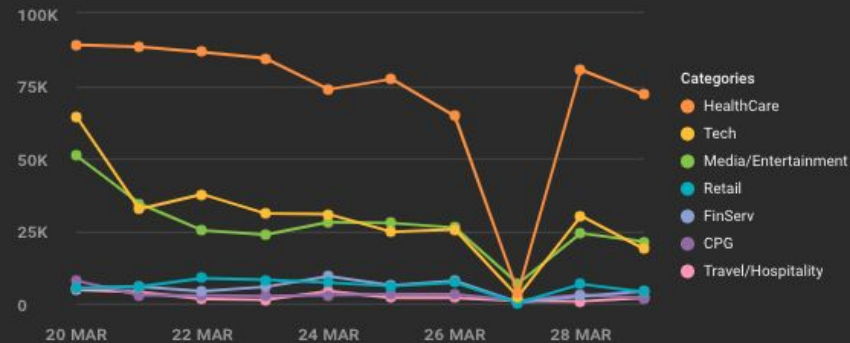
3月12日 **#covid19 Tokyo** 目前

航天长峰 #covid_19
#china

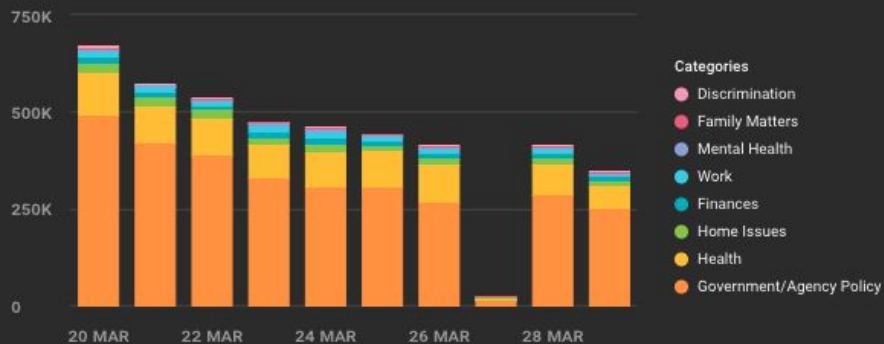
新冠肺炎

France

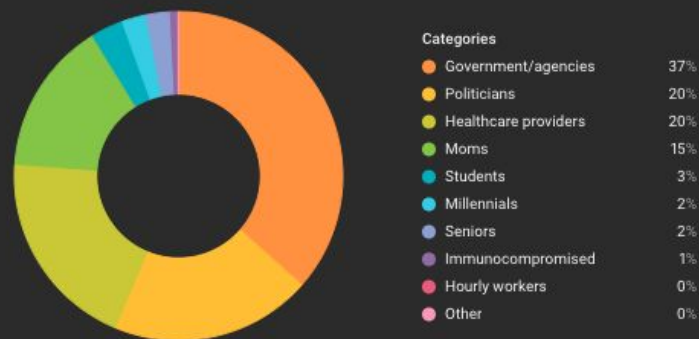
France Volume by Sector

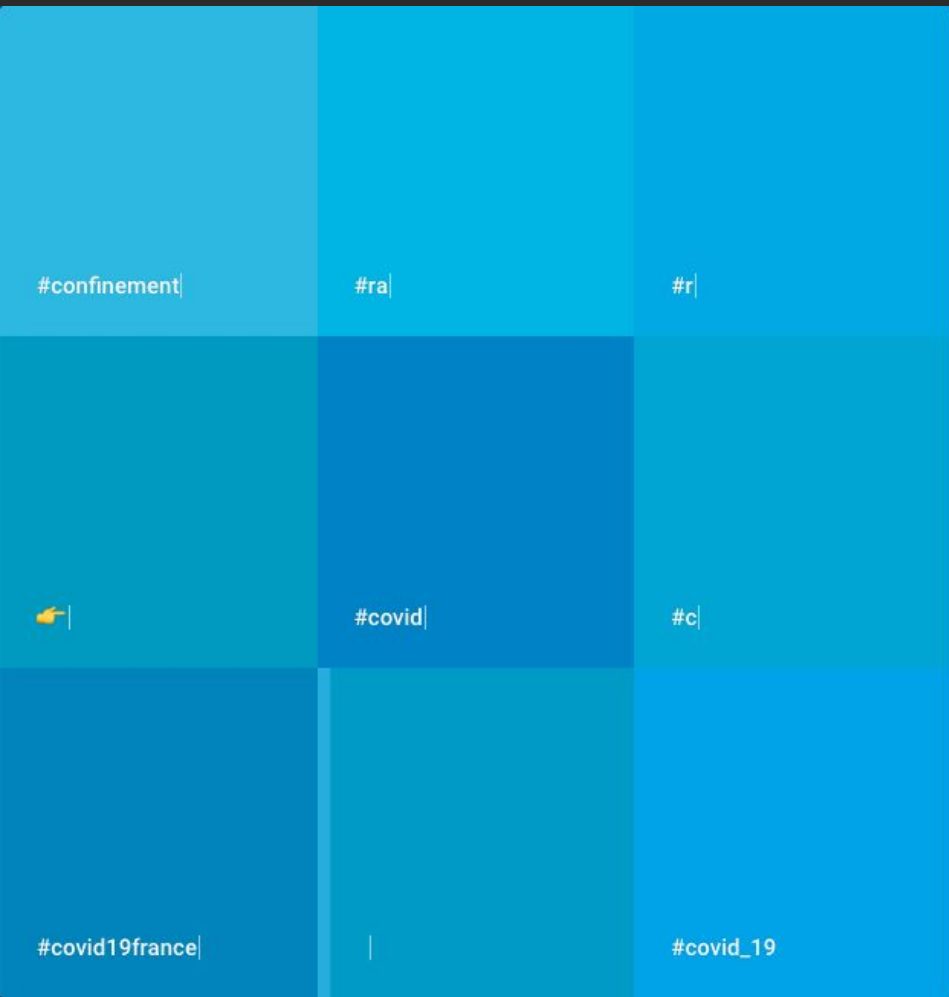


France Volume by Topics



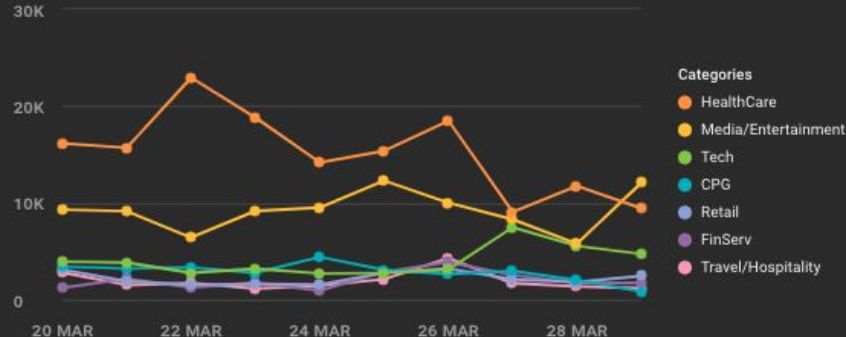
Audiences



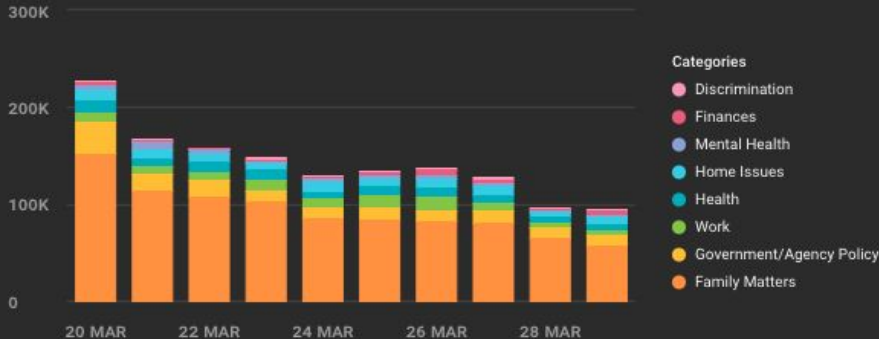


Germany

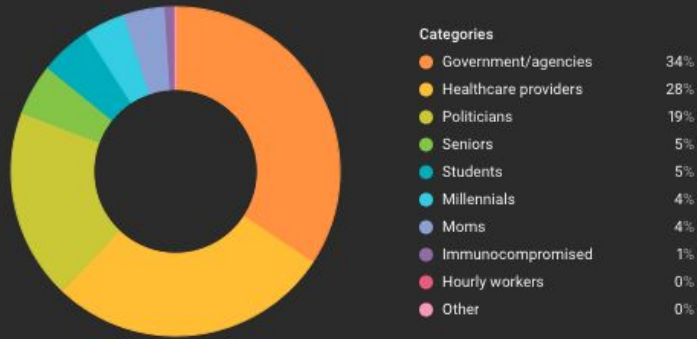
German Volume by Sector

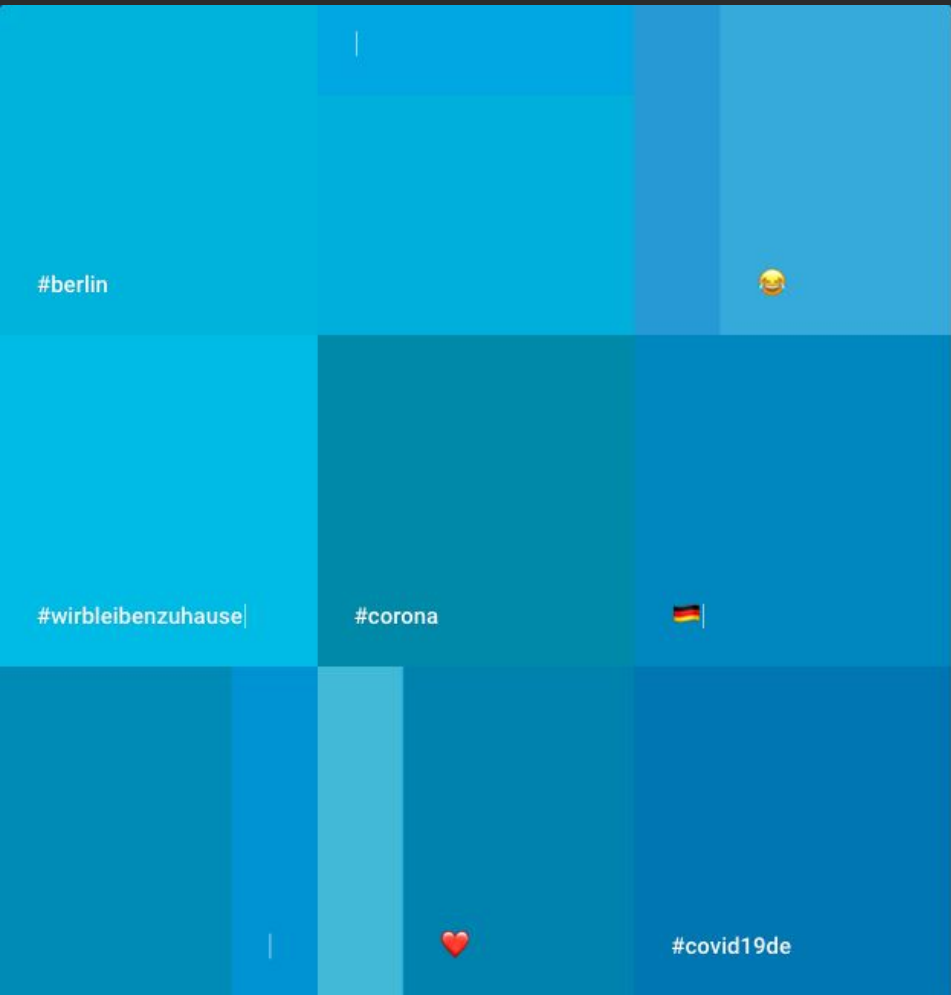


German Volume by Topic



Audiences

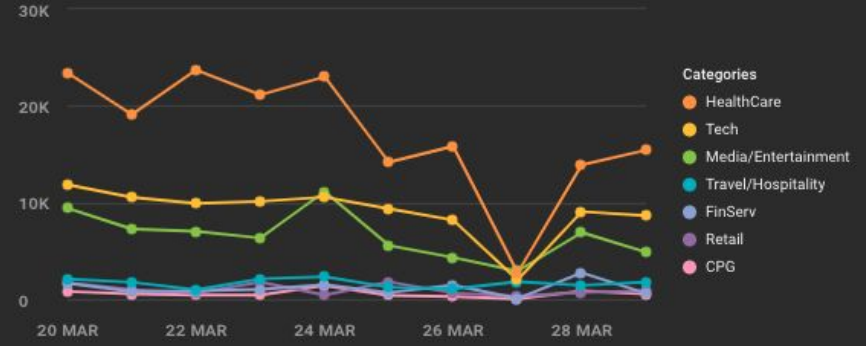




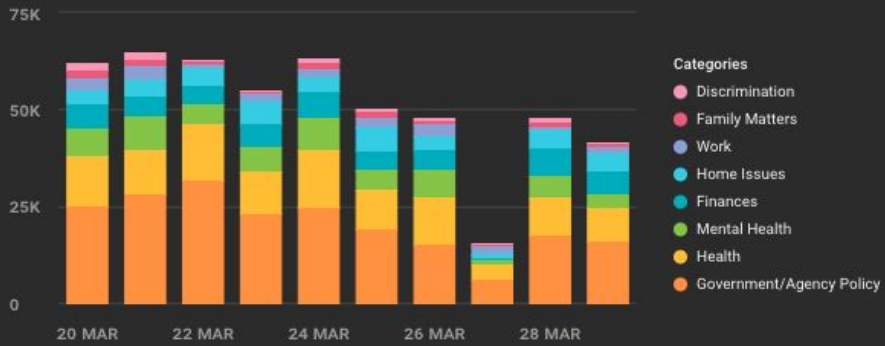
#wirbleibenzuhause
 #bleibtzuhaus #homeoffice
 #flattenthecurve #coronavirusde
 #stayathome 🖐️ #covid19 #covid
 🇮🇹 🇩🇪 🤔 Trump #covid19de
 ❤️ #ausgangssperre #covid2019 #merkel
 #coronapandemie
 #covid_19 #sarscov2 #berlin
 #stayhome 🇩🇪 #corona #covid-19
 #coronavirus #kontaktverbot
 #coronakrise
 #coronavirusdeutschland

Italy

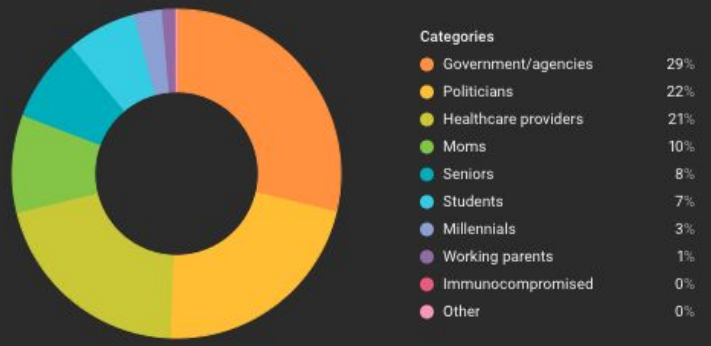
Italy Volume by Sector








Italy Volume by Topic



Audiences

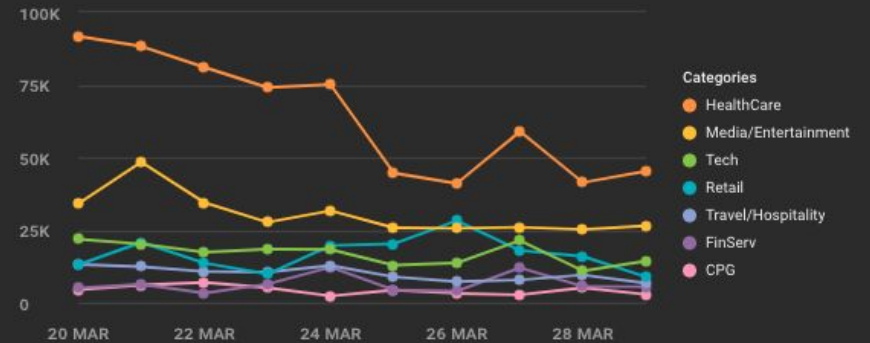




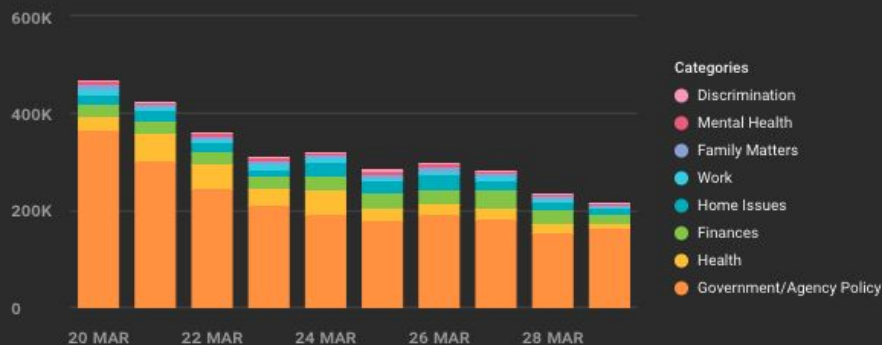
terapia intensiva
#coronavirusitalia
#restiamoacasa #quarantena
#bergamo #covid19 #covid_19
#italia      #covid_19
#covid2019 #conte
#ansa #salvini  #radiosavana
#covid19italia  #covid #covid-19
#coronavirusitalia #covid2019italia Italy
#coronavirus conferenza stampa
#iorestoacasa
emergenza #coronavirus

Spain

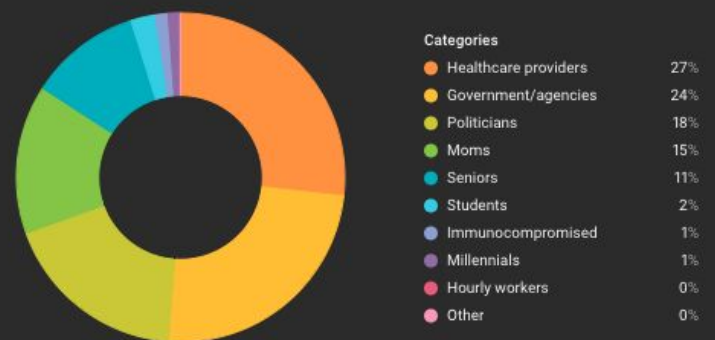
Spain Volume by Sector



Spain Volume by Topic



Audiences



#quedateencasa

Guardia Civil

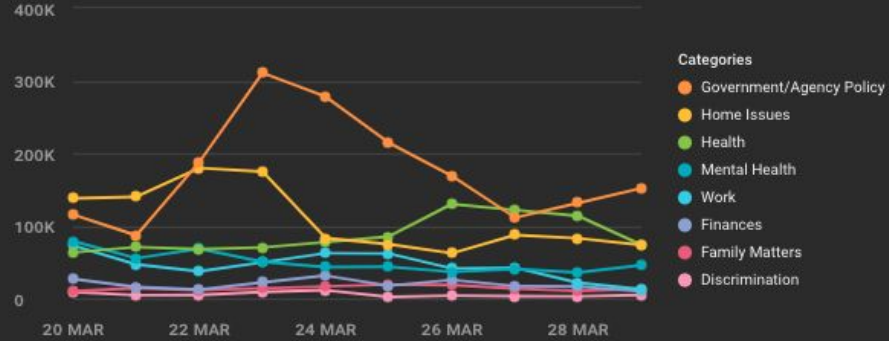
#quedateencasa

#quédateencasa

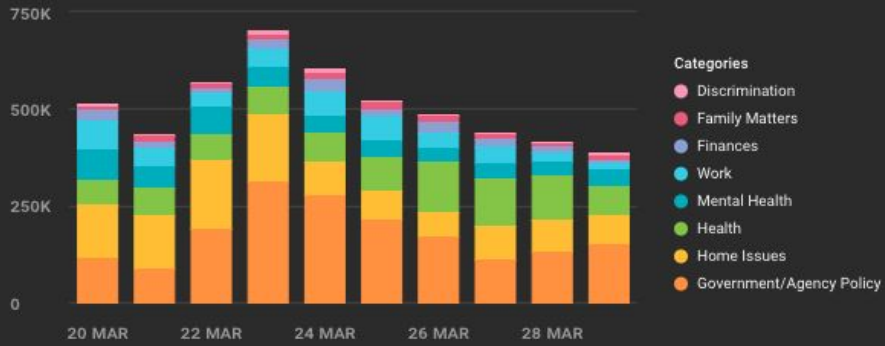
crisis del coronavirus
#quedateencasa #covid_19
#covid2019 #covid-19 lucha contra el coronavirus
#yomequedoencasa
Italy #covid19 #covid
#coronavirus Guardia Civil
#quedateencasa
#estevirusloparamosunidos
#coronavirusespana #quédateencasa
material sanitario acabe la cuarentena

United Kingdom

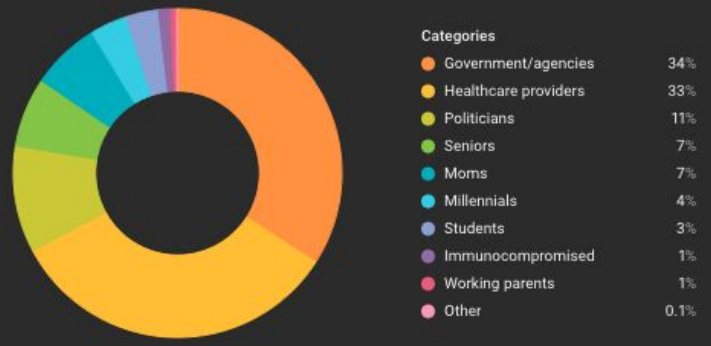
United Kingdom Volume by Sector



United Kingdom Volume by Topic



Audiences



coronavirus p|

#lockdown|

positive for coronavirus

St|

positive|

#stayho|

co|

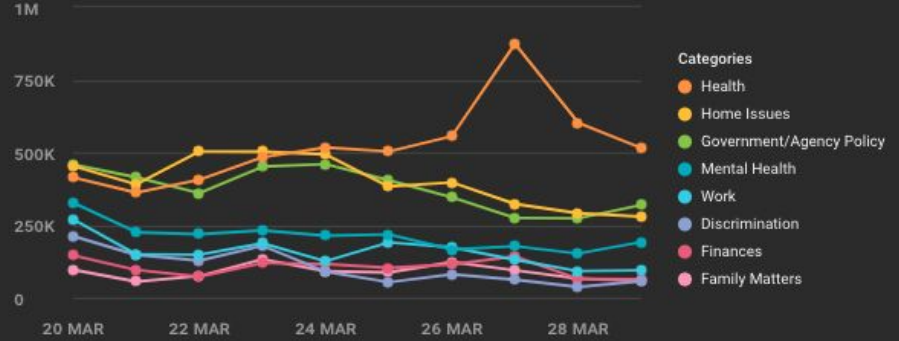
Spain|

Spain

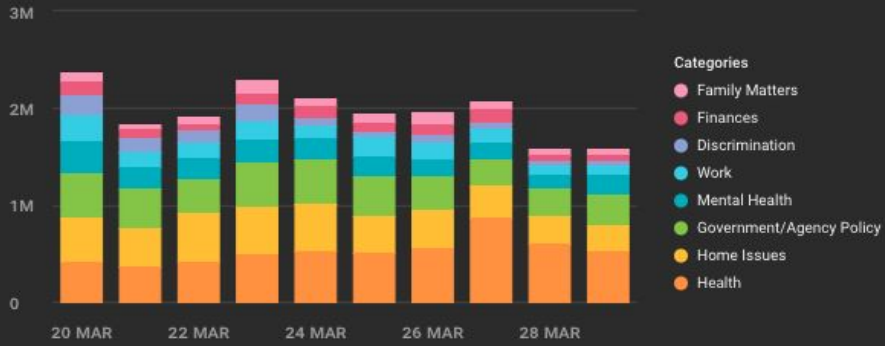
#coronavirusuk
 working from home
 #stayathome #coronavirus
 #lockdown Trump London
 #socialdistancing #stayhomesavelives
 Johnson 🙌 #nhs 😊
 🙏 ❤️ Charles Boris
 positive for coronavirus
 #covid_19 🇮🇹 #stayhome Spain
 Italy #covid19 Stay safe
 #covid-19 Britain save lives
 Boris Johnson
 coronavirus pandemic

United States

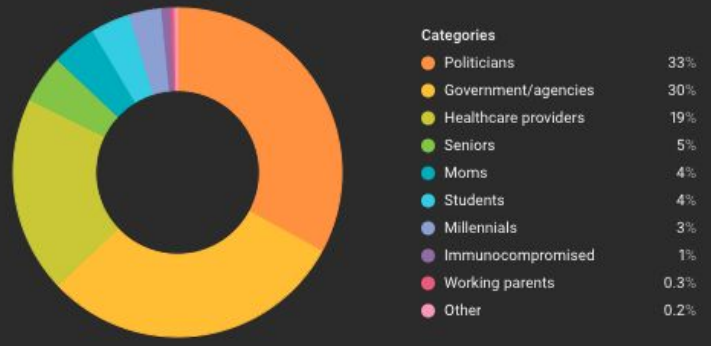
US Volume by Sector

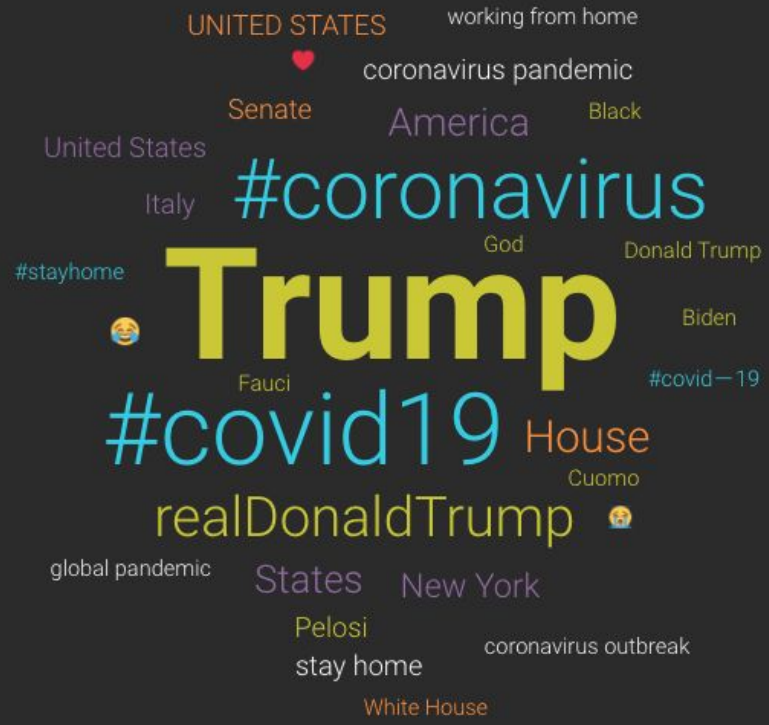


US Volume by Topic



Audiences





To see the full survey results:

brnw.ch/qriouslyresults

Use the following credentials:

Login: covid-19@brandwatch.com

Password: covid2019

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