



April 8, 2020

Covid-19 Weekly 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 industries, categories, brands, sectors, and more. Reach out to info@brandwatch.com to discuss options.

What We Analyzed

8,000 survey responses and ~53M social posts from the 7-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, Technology).

What We Analyzed

Survey data in week 3 includes 1,000 completed interviews per country, in field between 3rd April and 7th April 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 30th March and 5th April.

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 the 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 the reactions to how businesses have/have not adapted to the needs of consumers or employees?

Key insights at a glance



Health

People expressed outrage and mistrust toward the NHS after the deaths of two UK nurses. In the US, the firing or wage reductions of medical professionals prompted significant criticism. **(Slides 11 & 57)**

People are making changes to their personal health habits – for better and for worse – with 29% of survey respondents indicating that they are eating more compared with last week. **(Slide 15)**



Mental health

The impact of the Covid-19 pandemic on the mental health of healthcare providers was widely discussed. Some predict the pandemic will spark a mental health crisis among healthcare workers. **(Slide 18)**

Virtual therapy sessions have become increasingly mainstream. **(Slide 21)**

Optimism was the most commonly expressed feeling in all tracked markets, except for the UK where nearly half of all respondents felt anxious. **(Slide 20)**



Home issues

People are spending more time cleaning and organizing their home. Italians are spending more time on home improvement projects, while French respondents are busy baking. **(Slides 25-26)**

The general attitude toward social distancing has continued to evolve. Most indicate they fully understand its importance and are now actively advocating for the practice. **(Slide 27)**



Work life

Almost half of Chinese respondents said they are still working or studying from home, despite lockdown measures slowly lifting. **(Slide 35)**

Extroverts admitted that working from home for this long is a struggle as they missed daily interpersonal interactions. Work-from-home employees admitted they could not be as productive as they were in the office due to the environment (which frequently included the presence of children). **(Slide 37)**

Key insights at a glance



Family matters

Children continued to be the dominant topic in family discussion. One in ten posts about children raised mental health as an emerging concern among young people based on long-term school closures. **(Slide 32)**

Family members and friends leveraged technology to maintain as much normalcy in connection as possible. **(Slide 33)**



Pharma & healthcare

Debate about the efficacy and ethics of hydroxychloroquine use for treatment of Covid-19 generated nearly 60K conversations. People reliant on the drug for approved treatment of conditions feared they would lose access to the medication. **(Slide 58)**

Scrutiny of the American healthcare system surfaced in discussion of how the country would pay for pandemic-related healthcare costs. A debate about the ACA, Medicare, and the future of the system generated ~50K conversations. **(Slides 55-56)**



CPG

Alcohol – especially beer – increasingly dominated CPG discussions (20%). UK respondents reported buying alcohol online more often than normal and at a higher rate than other markets. **(Slides 42-43)**

One-in-ten CPG conversations mentioned food storage and meal preparation, with “household items” (9K mentions) and canned food (4.8K mentions) emerging as themes this week. **(Slides 44-45)**



Retail

Consumers increasingly turned to “click and collect” at local grocery stores (9% of retail conversations) to support their local economies. **(Slide 71)**

Across tracked markets, respondents indicated that shopping safely has been a challenge. Many shoppers posted about the ‘new normal’ in the grocery shopping experience, including selfies showing them wearing masks while shopping. **(Slides 74-75)**

Key insights at a glance



Media & entertainment

Virtual game sessions proved to be one of the most popular virtual events across markets, particularly in France and Spain (~35%). **(Slides 66-67)**

Music was a dominant topic in social discussion. Many claimed that the quarantine has expanded their musical repertoire. **(Slides 61-62)**

HBO sparked attention this week thanks to its release of 500 free hours of content. People also increasingly looked to YouTube for exercise routines and comical videos. **(Slides 63-64)**



Travel & hospitality

Respondents across tracked markets said they are more likely to travel domestically rather than internationally once the global outbreak has ended. **(Slide 86)**

Travel consumers voiced frustration with the policies of travel brands relating to refunds and cancellations. **(Slides 83-84)**



Financial services

1-in-10 posts featured small businesses, as new support and relief schemes were rolled out in many countries. **(Slides 49-50)**

As a new month began, rent surfaced as a key theme: millions faced their first rent deadline since mass unemployment and the financial crisis caused by Covid-19. **(Slide 51)**



Technology

News that video conferencing services like Zoom could be hacked prompted discussion of privacy and safety concerns among remote workers and parents. **(Slide 80)**

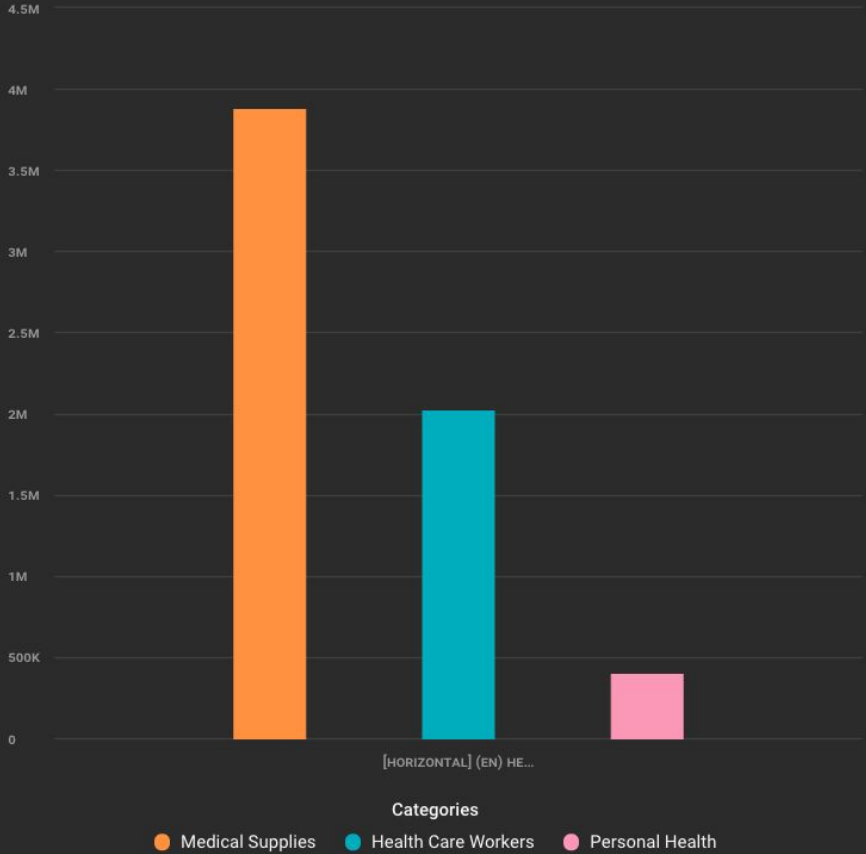
The Covid-19 lockdown highlighted the digital divide between socioeconomic classes and prompted some to work toward creating a better infrastructure for the future. **(Slides 78-79)**

30 Mar – 5 Apr

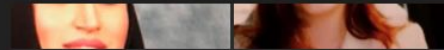
The wellbeing of **healthcare professionals**, the need for increased **medical supplies and facilities**, and **potential treatments** for Covid-19 continue to be key conversation drivers (65%).

As people start to adjust to life during this crisis, focus is shifting from commentary on news coverage to personal health topics, such as diet and exercise.

Many are reporting success with sticking to an exercise routine, but are having difficulty with following a healthy diet.



30 Mar – 5 Apr



DavidLammy (David Lammy)
@DavidLammy

Tragically, two NHS nurses have died because of **#COVID19**. Thank you for your service Areema Nasreen and Aimee O'Rourke. You gave your lives caring for the nation's sick. We are forever in your debt.
t.co/CKoxdf4cr9



Twitter

3 Apr 2020 | 14:00



steveclarkuk (Steve Clark)
@steveclarkuk

So incredibly sad :(Coronavirus: Nurse Areema Nasreen dies with Covid-19
t.co/4lzg1yCqgl



Twitter

3 Apr 2020 | 09:51



AndreGBernhardt (Andrew G. Bernh...)
@AndreGBernhardt

The **death of two NHS nurses** who contracted Covid-19 provoked **outrage and mistrust** toward the NHS and Boris Johnson in the UK.

US news about healthcare professionals who were fired for speaking out about **dangerous working conditions** prompted criticism on Twitter, with **people labeling it as censorship, gagging, and calling it unethical**.

A Bloomberg news story (March 31) about the censorship allegations generated 1.8 million online engagements.

Prognosis

Hospitals Tell Doctors They'll Be Fired If They Speak Out About Lack of Gear

A US nurse posted a video of herself in tears, claiming she quit her job after being asked to **work in a Covid-19 ICU without a face mask**.

The video attracted a lot of attention, including a Bernie Sanders retweet. The nurse's post later turned out to be **fraudulent**.

People were angry at this 'influencer stunt', taking the side of healthcare professionals who actually put their lives in danger.



30 Mar – 5 Apr

**myfinewords (EveJustWantedToKn...**
@myfinewords

Someone explain this to me. You have a great big 1,000-bed medical ship in your harbor for non-**COVID19** patients, right? Tents in Central Park? The Javitz? And less than 3,400 people in intensive care? **#Cuomo, #DeBlasio: YOU ARE FUCKING MURDERERS!!!**



Twitter

2 Apr 2020 | 21:41

**CarlinaRivera (Carlina Rivera 利華娜)**
@CarlinaRivera

ATTN: Our field hospital at Javits Ctr will accept convalescent COVID-19 patients. Getting more details on protocols for non-COVID patients, but this will open up critical space at our city hospitals that we desperately needed. Let's hope USNS Comfort also follows suit.



Twitter

2 Apr 2020 | 21:34

30 Mar – 5 Apr

News that New York City was turning Central Park, the Javits Center, and the USNS Comfort into **makeshift hospitals** drew discussion (55K posts). For many, these emergency measures brought home how **surreal and serious** the situation is.

Reaction to the opening of the Nightingale Hospital at London's Excel Centre was mixed. While some **were impressed by the speed of construction**, others were upset **about a lack of staff and ventilators**. UK Secretary of State for Health and Social Care Matt Hancock was criticized for touring the facility while sick with Covid-19.

**olivershah (Oliver Shah)**
@olivershah

Revealed: The owners of the ExCel centre in east London are charging the NHS millions of pounds in rent to use it as the emergency Nightingale hospital. With **@sabahmeddings @Gabriel_Pogrund @cazjwheeler** t.co/CvkdUofiqm



Twitter

5 Apr 2020 | 08:29

**fenn_er (fenner)**
@fenn_er

The new face crack of the century is having the health secretary who has Covid-19 - tour the new Nightingale hospital before then standing in front of it with nhs staff, without a mask, to announce its opening



Twitter

3 Apr 2020 | 21:43

30 Mar – 5 Apr

**KetoAurelius (Carnivore Aurelius ©)**

@KetoAurelius

Carnivore Aurelius Coronavirus Quarantine Prescription: 1. Get into the best physical and mental shape of your life 2. Eat steak & animal fats every day 3. Cut sugar, seed oils & lectins 4. 1lb of beef liver / week 5. One meal a day, once a week 6. Water, coffee & (some) wine



Twitter

4 Apr 2020 | 18:50

**lukelamontpt (Luke Lamont)**

@lukelamontpt

IT'S TRUE! Home workouts 'ain't got shit' on gym workouts... but that doesn't mean you shouldn't do them given the current situation. If you can, do them. Something is better than nothing. [#mentalhealth](#) [#exercise](#) [#homeworkout](#) [#gym](#) [#COVID19](#) [#coronavirus](#)



Twitter

3 Apr 2020 | 18:09

Personal habits continue to evolve as people adjust to life at home. Like last week, people discussed changes in exercise and diet - for better and worse.

People posted their at-home gym routines, workout playlists, and motivational messages to inspire others to exercise.

Many said they are eating too much and/or are drinking too much alcohol.

**thedaledgington (TheDaleEdgington)**

@thedaledgington

Quick preview of my latest YouTube video: Coping with Coronavirus and how will affect us gym goers 😊 Please follow the link in my bio and go check it out, maybe even subscribe 👍 [#fitnessyoutuber](#) [#coronavirus](#) [#fitness](#) [#gym](#) [#homeworkout](#) t.co/p7RLs005NR



Twitter

3 Apr 2020 | 14:01

**RobbieMac1991 (Robbie McMillan)**

@RobbieMac1991

Quarantining here in Australia has literally forced me to workout every day. Even made a home gym in the garage! Getting that body

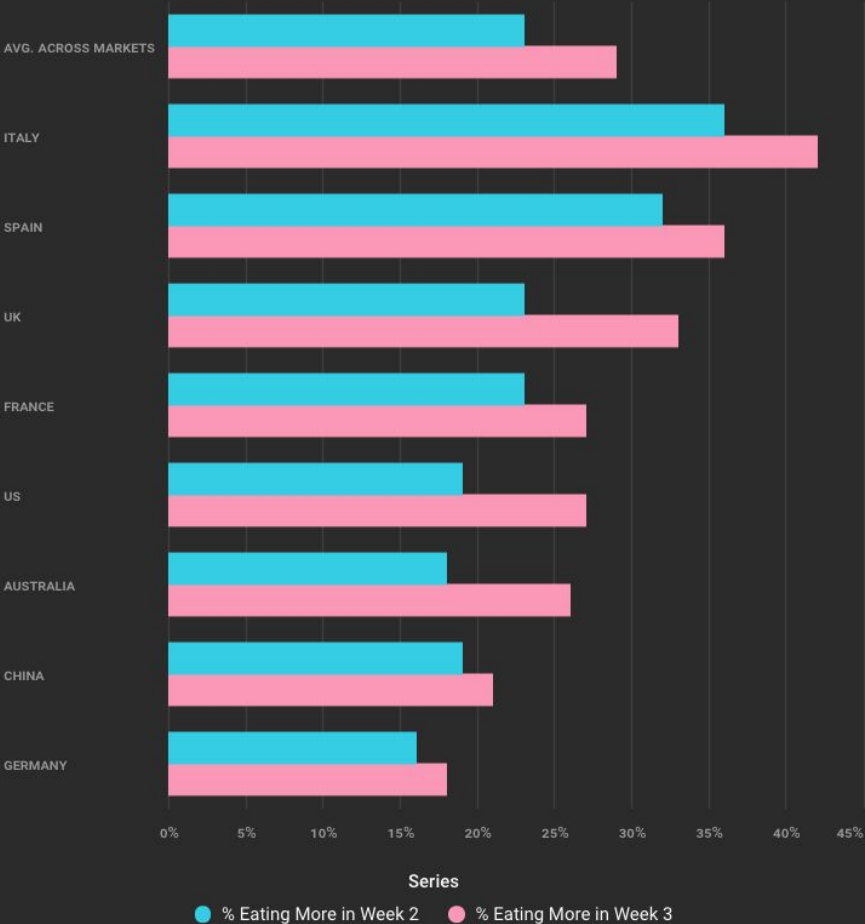
**Atwal_S (ਸਿਮਰਨ)**

@Atwal_S

Survey | How have your eating habits changed?

Survey respondents across tracked markets reported eating more this week than last. **Italians in particular said they are eating more**, while the number in the UK rose by 10 percentage points.


More people also said they are eating at different times (28%) compared with last week (24%). The biggest change was in Spain (34% vs. 25% last week).



Optimism was the most commonly expressed feeling in all tracked markets, except for the UK, where nearly half of all respondents felt **anxious**.

Conversation about **virtual therapy is growing**.

30 Mar – 5 Apr

 zairradc (zai) · @zairradc

this lockdown is extra harsh on your mental health when you're an overthinker who constantly needs distractions to not feel sad and lonely :-)

 Twitter · 4 Apr 2020 | 06:32

30 Mar – 5 Apr

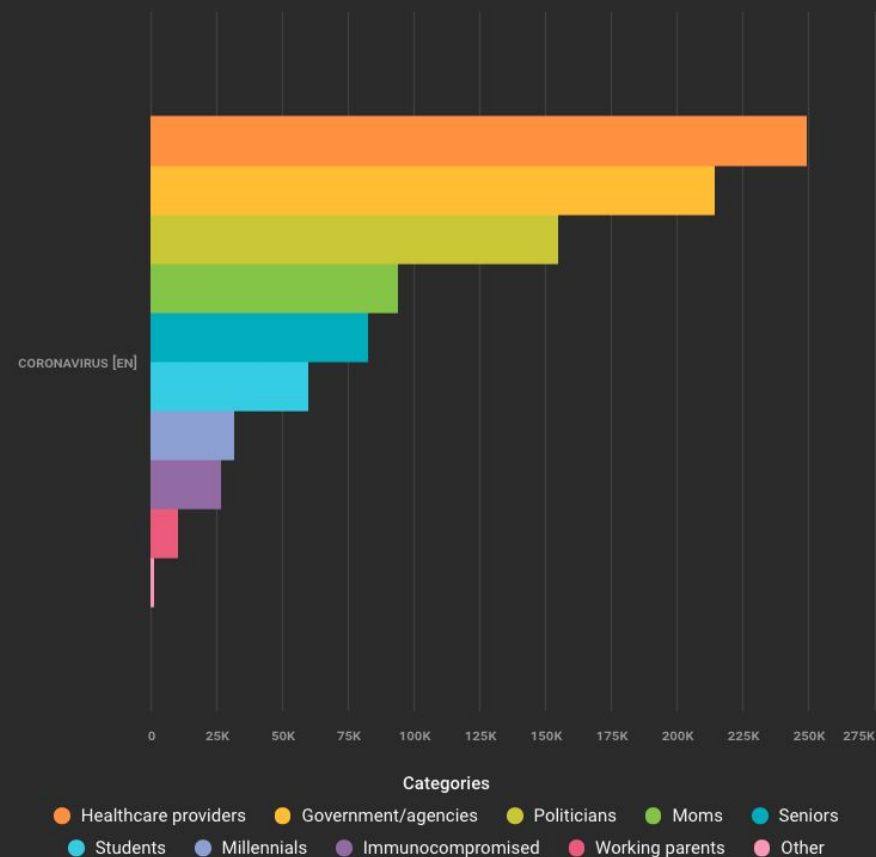


This week was a turning point for many quarantined at home. **Loneliness was evident in discussion** (32K mentions, up 80% from last week).

The difficulty of being in lockdown for those already struggling with mental health issues, such as loneliness, anxiety, or depression was also discussed.

Audiences Discussed/Discussing Mental Health

30 Mar – 5 Apr



The impact of the Covid-19 pandemic on the mental health of healthcare providers was widely discussed. Specific factors cited included long working hours, the fear of being infected or infecting someone else, having to work without proper PPE and the traumatic experience of witnessing their patients struggle for breath or pass away.

Some predict the pandemic will spark a mental health crisis among healthcare workers that will require attention and resources.

**Barnes_Law (Robert Barnes)**

@Barnes_Law

From a DM: "I am a nurse in a hospital, and I am FURIOUS at what is happening in our country. What is being reported is NOT what's happening. Our large hospital is so underwhelmed with patients, we are being put on call instead of working our scheduled shifts." [#coronavirus](#)

Twitter

4 Apr 2020 | 21:05

**rantingsofalady (Ramblings of a La...**

@rantingsofalady

Some people say mental health staff dont need PPE but we do, we are looking after Covid19 patients also, mental health patients can be more vulnerable to physical health issues & we need to care for both their body and mind [#MentalHealthMatters](#) [#MentalHealthAwareness](#) t.co/KKjNlm8ojs

Twitter

4 Apr 2020 | 16:32

**itvlondon (ITV London)**

@itvlondon

Lack of personal protective equipment isn't just affecting hospitals, but care workers looking after the elderly and vulnerable. The

**ellen313 (Ellen313)**

@ellen313

The hidden Covid-19 crisis: health care workers' mental health - STAT t.co/Vd0QJp27yl

Twitter

3 Apr 2020 | 14:21

**thedailybeast (The Daily Beast)**

@thedailybeast

Even before this new pandemic, the mental health of doctors had become a growing concern. In the U.S., doctors die by suicide at twice the rate of the general population. There are already signs that this crisis threatens to increase those numbers.

t.co/wBawTc4wMG

Twitter

1 Apr 2020 | 22:05

**iamnursejin (Jin Jun (she/her))**

@iamnursejin

I am no psychologist but I am a [#burnout](#) researcher. I will die on this hill, WE MUST PROVIDE MENTAL HEALTH SUPPORT FOR CLINICIANS NOW!!!! [#clinicianwellbeing](#)

**MFranklinNP (Michelle Franklin, Ph...**

@MFranklinNP

"There are not enough health care workers to adequately manage the impending tsunami of patients"...the elephant in the room is the impact this pandemic will have on mental health. Gross long term underinvestment in US mental health workforce & services will be on full display.

Twitter

2 Apr 2020 | 20:42

**Frontline19com (Frontline19)**

@Frontline19com

If you are an NHS worker & are struggling with the emotional impact of COVID-19, sign up here to be matched to a therapist who is offering FREE sessions to support your mental health & emotional wellbeing. It's simple& it's FREE. t.co/h2giDXiJZY [#NHS](#) [#NHSheroes](#) [#Covid_19](#)

Twitter

31 Mar 2020 | 13:02

**ruthkeeling (Ruth Keeling)**

@ruthkeeling

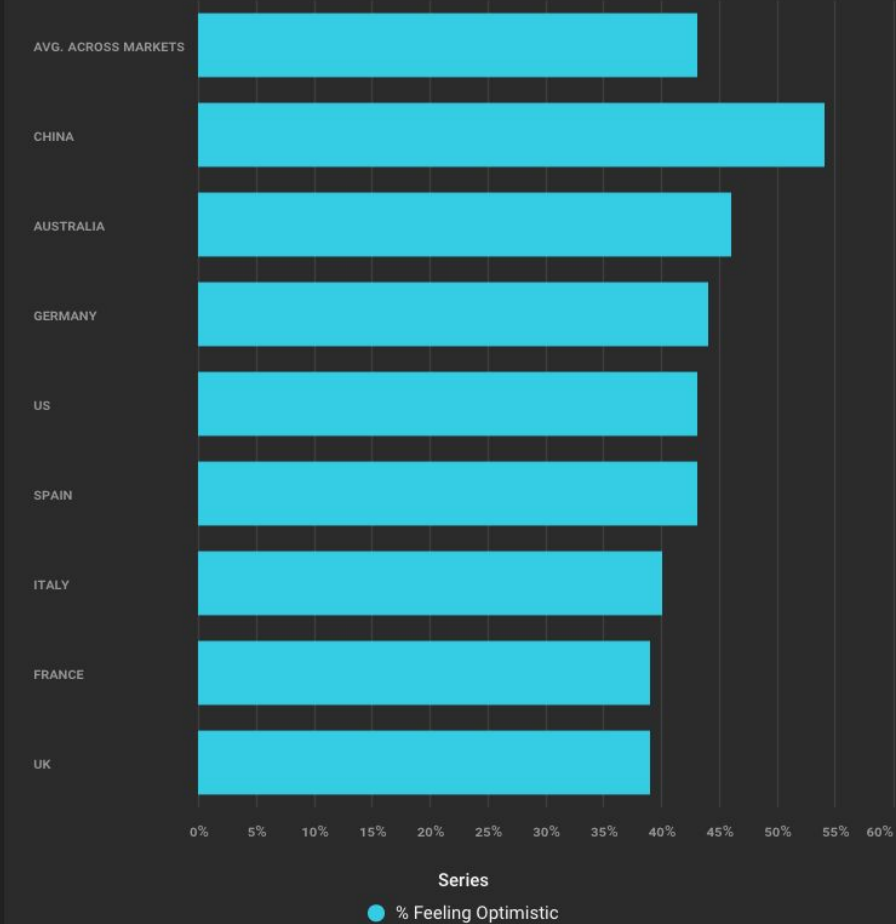
**vailplace (Vail Place)**

@vailplace

Survey | In terms of the outbreak, are you optimistic?

Despite facing a number of challenges, **optimism was the most common feeling reported in all tracked markets bar one – the UK – where nearly half of all respondents reported feeling anxious.**

While optimism remained the most common feeling in China, where the curve has been flattened; there has been growth in the number of people feeling indifferent about Coronavirus (39% this week from 29%).




30 Mar – 5 Apr

Virtual therapy appointments generated interest (~10K conversations). People talked about how to access virtual therapy but also said it **needs to be available at no cost** during the pandemic.

 NAMICommunicate (NAMI) • @NAMICommunicate

"Demand has increased substantially for American mental health, and our supply hasn't changed in a meaningful way," said NAM's Chief Medical Officer Dr. Ken Duckworth. t.co/Kv19EeVltB

 Twitter • 1 Apr 2020 | 16:47

30 Mar – 5 Apr



K_JeanPierre (Karine Jean-Pierre)
@K_JeanPierre

While physical health may seem like the **#1** priority right now, please make sure you're attending to your mental health as well. There are many ways to access therapy while social distancing, even if it wasn't something you could afford previously.

t.co/H5DzFR5miS

 Twitter

2 Apr 2020 | 11:07



Johnvernon74 (John Vernon)
@Johnvernon74

@RobinSwannMoH HELP for people under therapy for **#MentalHealth**. **#Covid_19** is shocking and ok response but what about people isolated with serious mental health issues. **#telehealth** not always suitable

@SFNorthBelfast @Johnfinucane
#ItsOkNotToBeOk @BelfastTrust

 Twitter

30 Mar 2020 | 19:08



InstofCounsel (InstituteofCounsel.)
@InstofCounsel

'Coronavirus: online therapy service to offer free sessions across UK'. t.co/DpRUeN8SQf
#onlinetherapy #coronavirusuk #Selfisolationhelp #wellbeing #mentalhealth #mentalhealthawareness #support #onlinecounselling #onlinecoaching #onlinementoring #Training #onlinecourses
t.co/rwxJQsU3fl

 Twitter

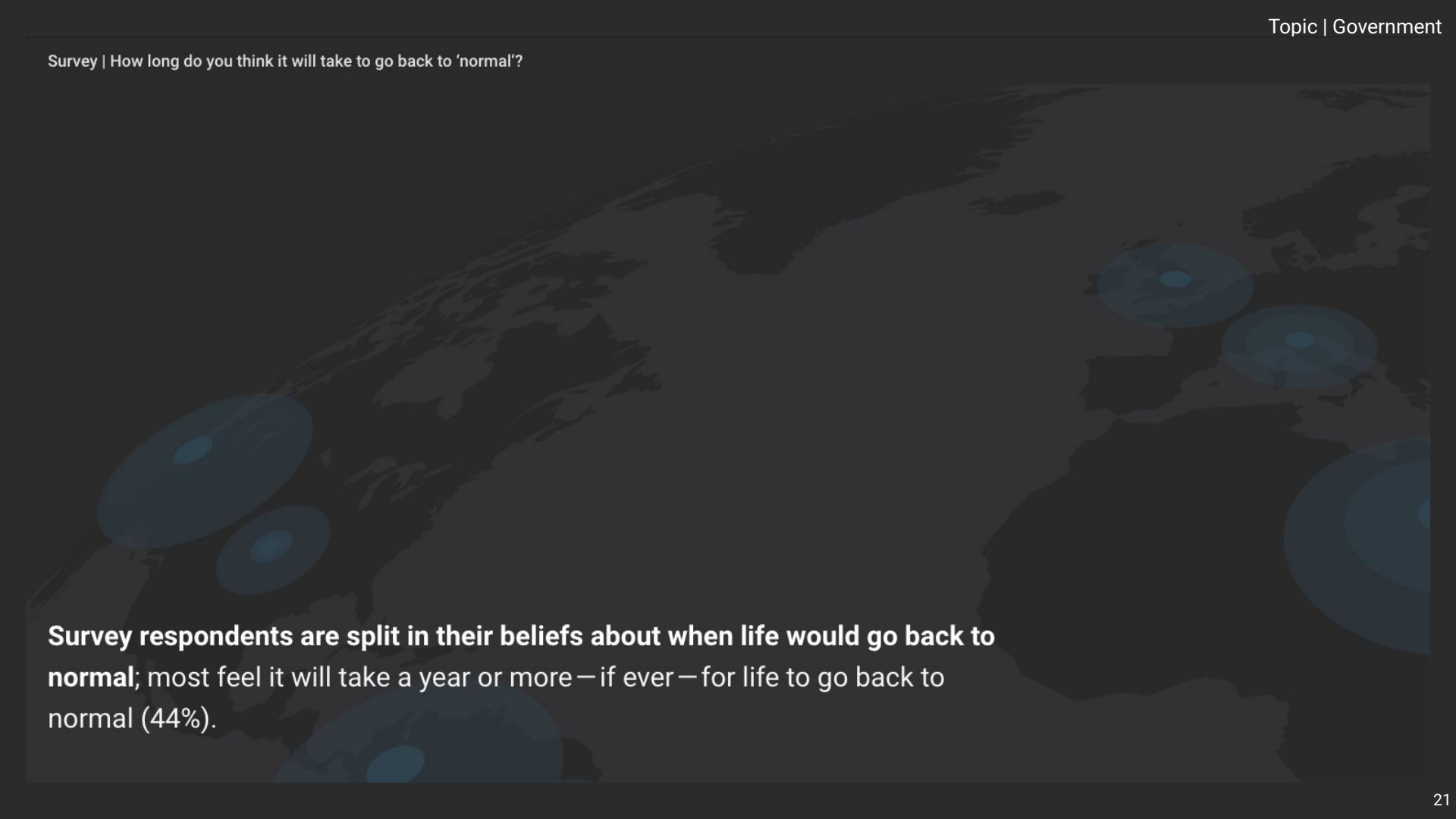
31 Mar 2020 | 12:09



EMBaskett (Elizabeth M. Baskett)
@EMBaskett

I love this article. So exciting the progress we've made and so quickly, after literally

Survey | How long do you think it will take to go back to 'normal'?



Survey respondents are split in their beliefs about when life would go back to normal; most feel it will take a year or more – if ever – for life to go back to normal (44%).

30 Mar – 5 Apr

nationwide lockdown
 coronavirus lockdown
 total lockdown travel restrictions
 10 days fake news **lockdown rules**
 South Korea two weeks
 Prime Minister coronavirus outbreak
 Enhanced Community Quarantine

30 Mar – 5 Apr

Cited as an example of a country that skillfully contained the coronavirus with early testing and digital tracing, **South Korea was a trending topic (19.5K posts)**.

People compared the impact of the pandemic on South Korea with the US, as both countries reported their first Covid-19 case the same day. **Some commented that the US government did not take the virus seriously enough**, while others said that due to early action **South Korea kept the virus at bay without a total lockdown**.

News that the lockdown would continue until April 26 in Spain prompted the French to speculate that the lockdown would be extended for them too. **Responses ranged from sad to frustrated.**



Klaatus_mate (Forgotten Flu Fatalit...
@Klaatus_mate

@[steve_buckwell](#) We'll have to see. South Korea and Singapore didn't go into lockdown and Singapore has zero cases now and South Korea almost. By the way. How is your health. I remember you telling me that you weren't well?



Twitter

5 Apr 2020 | 18:10



Amy_Siskind (Amy Siskind 🏳️‍🌈)
@Amy_Siskind

Germany, like South Korea did a national lockdown and had a rigorous testing regime - and had necessary medical equipment. Their mortality rate is 1%. The US is 2.57% and climbing. t.co/lkEScYp47A



Twitter

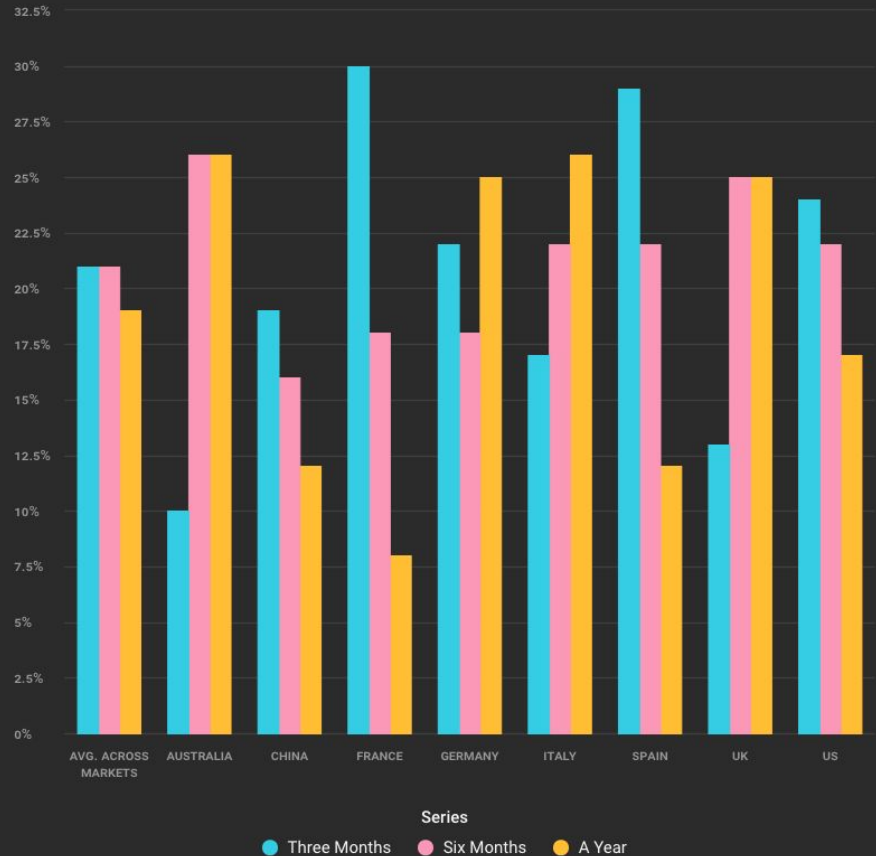
4 Apr 2020 | 13:06

Survey respondents are split about when life will return to normal.

Across tracked markets, 44% of respondents said they felt it would take more than a year for life to go back to normal, if it ever does. Others (42%) said they felt it would take between 3–6 months.

People posted on social channels about what they want to do when the lockdown is lifted, which varied from activities like “hug my parents,” to “get a tattoo.”

Survey Question | How long do you think it will take for life to go back to 'normal'?



Survey | Are you spending more time on any of the following?

People are spending more time **cleaning/organizing their home while stuck indoors.**

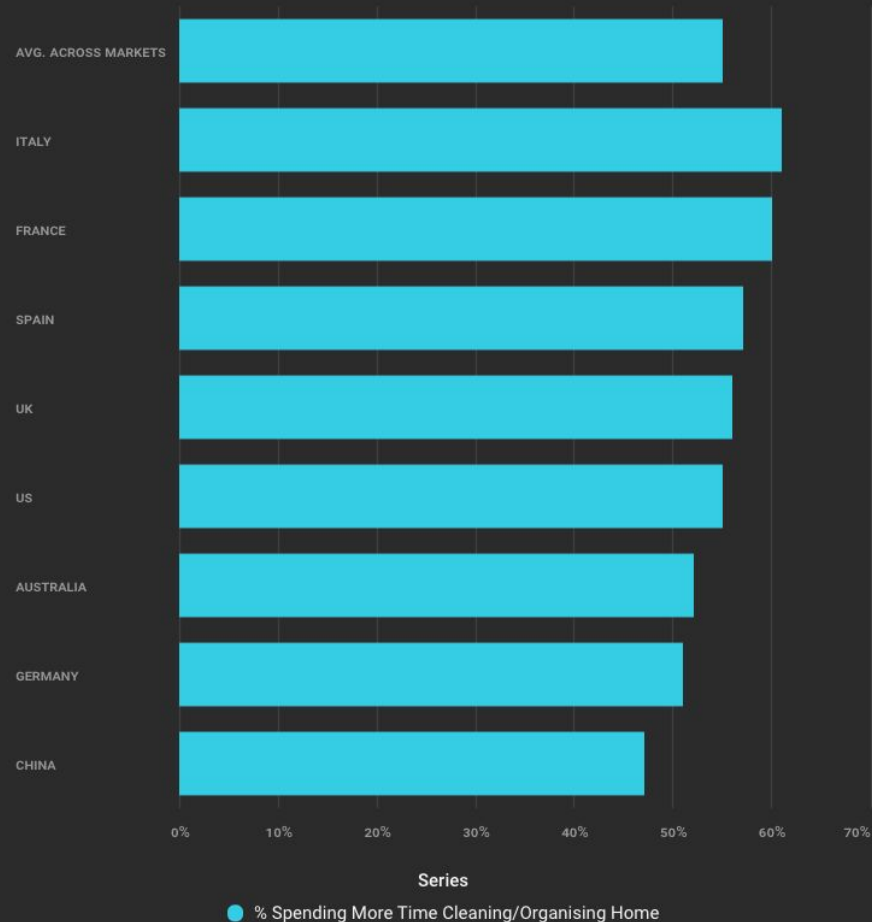
Nearly one-third said they are spending more time on **home improvement projects.**

Survey | Are you spending more time on any of the following?

With people across the globe stuck in lockdown, a large number are seeking projects to stay productive.

Beyond cleaning and organizing, projects varied by country, with **more than half of all Italian respondents (55%) spending more time on home improvement projects** (vs. a market average of 31%). The **French are busy baking** (46% of respondents vs. a 28% average across tracked markets).

More than one-third of respondents aged 55+ said they are spending more time gardening (35%), while 18–34 year olds said they are devoting more time to art projects (22%).



30 Mar – 5 Apr



HeckPhilly ($\Delta x \Delta p \geq \hbar/2$)

@HeckPhilly

This post isn't meant to scare, it's meant to inform. This chart is from the deadliest pandemic in modern history. (1918). This pandemic lasted for about 2 years. Social distancing is the key to most safely getting through this. t.co/hgiuDjpOVM



Twitter

4 Apr 2020 | 21:04



TomMihaljevicMD (Tom Mihaljevic)

@TomMihaljevicMD

In the coming weeks, cases of COVID-19 will increase. However, it is important to understand this is not due to a failure of social distancing. Staying apart will save



yashar (Yashar Ali)

@yashar

Social distancing does not mean lockdown! And it's not years, it's until a vaccine comes along in 18 months (or possibly less)



Twitter

2 Apr 2020 | 16:29



p_g0d (Perrie)

@p_g0d

I hope people start to see the importance of not seeing your friends for a little bit, not going out when it's not necessary, SOCIAL DISTANCING... 30 more days of lock down, let's start to take this seriously!!!!



Twitter

2 Apr 2020 | 02:14



MyNameIsMatt12 (Matt)

@MyNameIsMatt12

@NBCNews It's clear, we are going to have months of this social distancing. When we open up, it's just going to repeat. Then we will be back under restrictions again.



Twitter


30 Mar 2020 | 14:24

One-in-four social distancing posts this week discussed timing.


While many **looked forward** to the current **quarantine period ending**, others felt that **more time would be necessary** to control the outbreak. Many complained that some were **still not taking the quarantine seriously**.

Others committed to staying in, **stating the amount of time they would quarantine**, and advocated for others to do the same. A tweet sharing **stress and concern about a lack of realistic expectations** for duration went viral (87K retweets).

28 Mar – 5 Apr

 quarantinerules (Social Distance) · @quarantinerules

New social distancing rules: you may go on walks with loved ones but they must remain 6 feet behind you and if you turn around to look at them, they will stay in the underworld forever

 Twitter · 28 Mar 2020 | 22:28

To cope with the challenges of lockdown, **humor continued to surface as a therapeutic coping mechanism**. People cracked jokes about **new social distancing rules**, with a tweet about walking with others going viral (30K retweets).

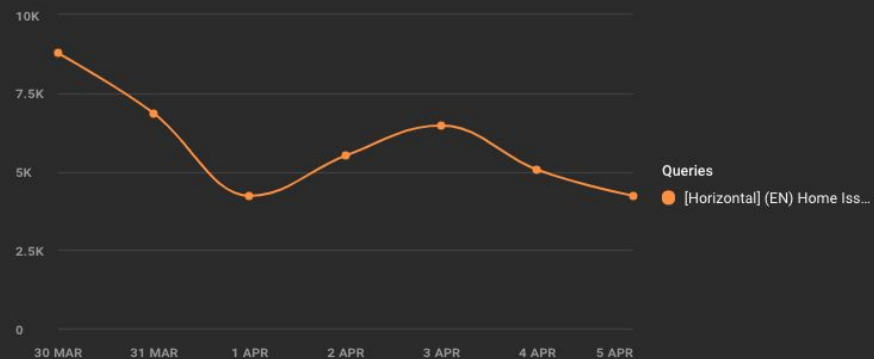
People shared **songs about Covid-19** (6.6K posts) on social media to **drive awareness for social distancing** in an entertaining and enjoyable way.

"**Stay The F*ck At Home - A Covid-19 Song**" was one such composition, with **1.8 million views** on YouTube and nearly **300k shares** since its debut.



30 Mar – 5 Apr

Panic Buying Trend




Panic buying conversations remained low compared with mid-March levels.

People continued to condemn **panic buying still happening around the world**. Examples included **food** buying in **China** and **alcohol** buying in **Mexico**.


Panic buying cannabis products emerged as a **new trend** in US conversation (8.5K mentions). While many **opposed** cannabis stores **remaining open**, proponents wanted to **stock up on what they considered essential** while they still could.

Many claimed these products helped to **keep them calm** and **ease anxiety**.

30 Mar – 5 Apr

 **toddeherman** (Todd E Herman) • @toddeherman

.@JayInslee has decreed that pot shops are essential businesses, but, gun shops are not. Should gun stores refuse to close?

 Twitter • 5 Apr 2020 | 04:50

Parents fear **negative impacts of school closures** on their children's emotional well-being.

Online workshops for children around mental health generated attention, and parents looked for **advice on how to speak about the pandemic** with their kids.

30 Mar – 5 Apr



IN this together



MackMadi (Madi Mack)
@MackMadi

The average respondent is using close to 4 social media platforms to stay connected to friends and family, and communications platforms like Zoom and Google Hangouts are seeing much greater use. [#COVID19](#) [#SFResults t.co/IRwuaqNfvv](#)



Twitter

4 Apr 2020 | 16:25



SunKingBrewing (Sun King Brewery)
@SunKingBrewing

We are [#INthisTogether](#). Please take the necessary social distancing steps to help flatten the curve. Be sure to stay connected by checking on loved ones and friends. Thank you for your support. We are here for you. [#staywell](#) [#stayhome](#) [#weCANdothis](#) [#bekind t.co/vYqNILgMBD](#)



Twitter

4 Apr 2020 | 20:39



leitnbr1 (Brian Leitner)
@leitnbr1

Social distancing doesn't have to mean zero social interaction. These five ideas can help you stay connected with friends and family. [#SocialDistancing t.co/EDwaAb8Yzt](#)



Twitter

4 Apr 2020 | 14:05

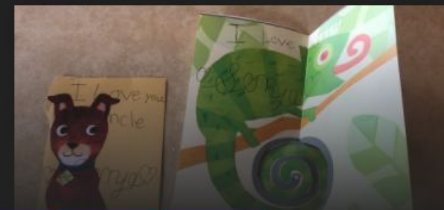
People continue to advocate for **“staying connected”** (3K mentions) while staying home, emphasizing the two are not mutually exclusive. As more people **experience friends or family members being infected or passing away** from Covid-19, people emphasized the importance of **checking in via a call or text to ensure safety** during lockdown.

Family members and friends **leveraged technology** to find as much **normalcy in connection** as possible. **Chinese survey respondents** in particular, perhaps the most acclimatized to life in isolation, said they have been attending **virtual dinners in the last week** (26%), compared to the average across tracked markets of 11%.



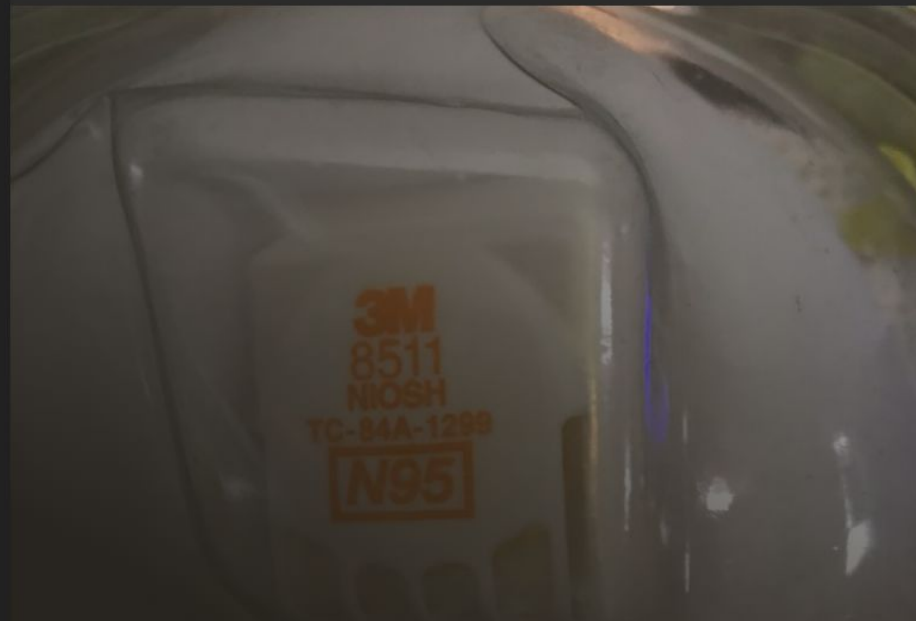
TempleHealth (Temple Health)
@TempleHealth

[#Physicaldistancing](#) is one of the most important ways we can [#flattenthecurve](#) and slow the spread of [#COVID19](#). To help your



On a positive note, **charitable donation discussion continued to rise**. Individuals increasingly used social as a **call to action** in order to **crowdfund support** for those in need. People shared **personal donations** or **compiled lists of resources** to help others. Many recipients **expressed gratitude** for help received.

Responding to calls for help, companies such as **American Airlines** and **Wells Fargo** stepped up to donate to funds that support families. While this brought positive attention, it also **created a surge of customer complaints around Covid-19 related issues** (loan applications for Wells Fargo, travel refunds for American Airlines). While giving back does drive brand affinity, it **will not compensate for customer service issues**.

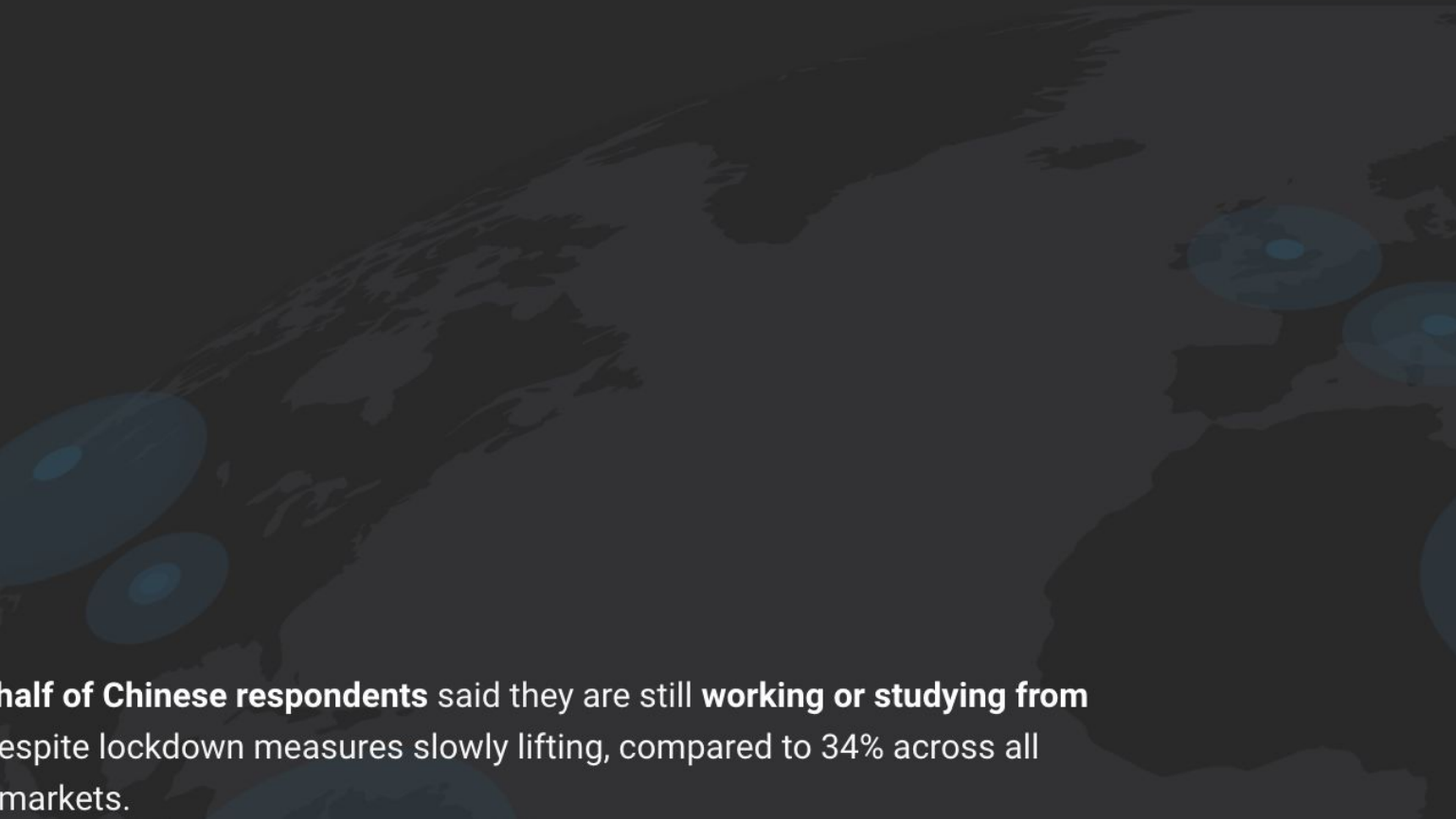


JoeyTheDean (Macho Man Randy Travis) · @JoeyTheDean

I realized the other day that I probably still had an unused **#N95** mask from a home construction project I did a bit back. Donating it to the health clinic where my wife works. If you've ever plastered or sanded mud check to see if you have any of these lying around to donate. t.co/uH9YvqU0XN

Twitter · 4 Apr 2020 | 15:37

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



Almost half of Chinese respondents said they are still **working or studying from home**, despite lockdown measures slowly lifting, compared to 34% across all tracked markets.

As people came to accept and understand the need to work from home, **more tips and tricks were shared online** (15% of conversation).

Workers focused on **physical health** (26K mentions), calling for **taking a break** and **exercise** during the day. People shared **short and easy exercise routines** on YouTube to encourage others.

Other topics included how to maintain **mental health while working remotely** (17K mentions), create an **optimal workspace**, keep **work/life balance**, stay **focused**, and **support employees** remotely.

Some people emphasized that **being home during a crisis trying to work did not equate to working from home**.



30 Mar – 5 Apr

Productivity was another **emerging topic of discussion** in work/life conversations (16K posts).

Most work-from-home employees say **they are not as productive** as they are in the office **due to the work environment** (of which children were often a part). Others struggled with a **lack of physical separation** between work and home life, making it **difficult to balance** the two.

Burnout began to surface as a topic of WFH conversation. Many **asked and shared advice on how others were coping with productivity pressure**. People continually shared articles on how to boost working efficiency. Most advice encompassed **meditation, breathing exercises, or the use of technologies and apps** to stay on track.



kikileesi_ (constant panic attack)

@kikileesi_

Whoever is just at home (no kids, no work from home) how are you dealing with the 'I should be more productive' thoughts?



Twitter

5 Apr 2020 | 18:11



dennisjansen (Dennis Jansen)

@dennisjansen

There's no such thing as "productivity" during a pandemic t.co/MY1gCXv9J2
t.co/ZiHLjlbXm3



Twitter

5 Apr 2020 | 17:08



mike_doscher (Mike Doscher)

@mike_doscher

The simple truth is I'm more productive working remotely and in isolation. I have concerns about boundaries, but they're less than the parts of jobs that onsite feed administrative bloat and corporate culture.



Twitter

5 Apr 2020 | 17:33



Dimi_Gurewitsch (Dimitri Gurewitsc...

@Dimi_Gurewitsch

I hope we forget for decades the argument about "job costs" differences. Why somebody working remote in Africa get less than I working remote in Europe??? The same compensation for the same work (provided

30 Mar – 5 Apr



LeoBunny5 (Leo Bunny)
@LeoBunny5

Phew this **#WFH** is exhausting!!!
t.co/Bigp5g35ob



Twitter

3 Apr 2020 | 10:35



JoanneFOX5 (Joanne Feldman FOX...)
@JoanneFOX5

Wonder how you can be running "late" when you're working from home? It's when you discover a huge spider hanging out near your workspace. Sorry, bud. You're not hanging with me this morning. Oh...and when you also discover a family member "borrowed" the ear buds you need. t.co/i94Vq0q1e0



Twitter

3 Apr 2020 | 09:24

People increasingly **shared funny photos of their work-from-home experiences** to stay connected to friends and colleagues (13K results). Tweeting **updates of everyday work-from-home experiences as a daily journal** surfaced as a humorous trend.

A comical video of a flight attendant trying to work from home gained traction on YouTube.

While many poked fun at their work-from-home days **showcasing their kids, pets, or other activities** accomplished instead of work, others shared pictures of **their home office spaces** as they carved out a semi-permanent place to work from home. Discussing/sharing home office spaces was **especially popular in Germany** this week.



News of wage cuts for healthcare professionals triggered outrage.

Online content around **saving money and budgeting** generated a spike in engagement.

30 Mar – 5 Apr



JessOrdonez (Jess Ordóñez)
@JessOrdonez

Everyone: I'm saving so much money in lockdown! Me: Can't [.stop.buying.books](#)
#COVID19 #lockdown



Twitter

5 Apr 2020 | 11:52



GymCraftLaundry (Herchel)
@GymCraftLaundry

Grocery shopping, while social distancing, can be an inconvenient but doable and crucial. Here are tips to save time and money grocery shopping today. [t.co/8XDS4SITB1](#)



Twitter

4 Apr 2020 | 22:50



MattTheBrand (Matt.)
@MattTheBrand

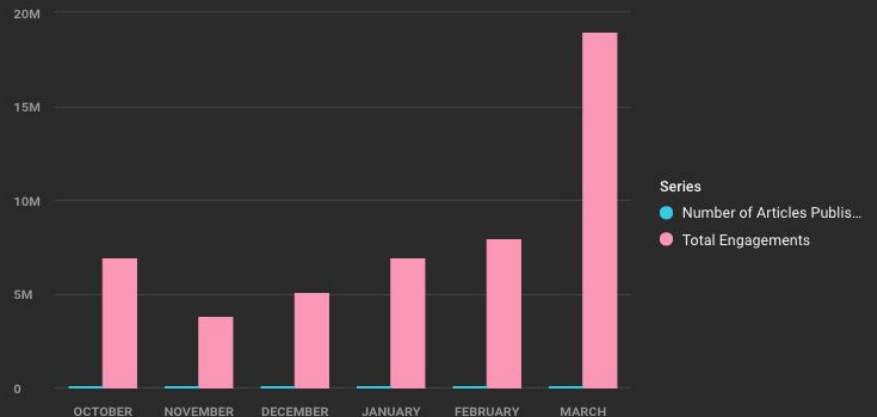


saraaahbx (sarah b 🍷)
@saraaahbx

Saving money on everyday expenses during the quarantine remains a popular topic (16K posts), along with discussion about the items people couldn't resist buying, like books or ice cream. Conversation ranged from amused self-reflection to mock anger.

Those worried about or already suffering from a hit to their personal finances shared **guidelines on how to better manage money** during the pandemic.

Social engagement with **content about saving money** rose in March (+150%), highlighting the focus on tightening belts and thinking about budgeting.



30 Mar – 5 Apr

**matthewstoller (Matt Stoller)**

@matthewstoller

Today I wrote about how private equity are the new central planners in the economy and why they are organizing our [#coronavirus](#) response by cutting ER doctor pay.

t.co/npQCImyfaP



Twitter

5 Apr 2020 | 17:39

**MikeLarsenOH (Mike Larsen for Co...)**

@MikeLarsenOH

My daughter is a front-line medical worker and was told she'll face a 15% pay cut due to fewer elective surgeries at the hospital. We must remove shareholders and profit from healthcare. The workers exposing themselves to COVID19 deserve hazard pay, not wage cuts.



Twitter

2 Apr 2020 | 22:31

**erin_hartigan4 (Erin 🍀🍀🍀🍀🍀)**

@erin_hartigan4

A KS hospital is cutting pay 50% for non-clinical & up to 35% for clinical due to CV19 disruptions. Are you kidding me??? Okay Dr and Nurse you're putting your life on the line every day but you're getting a pay decrease!!!!

[#OneVoice1](#) t.co/yba0jbpj8Z



Twitter

1 Apr 2020 | 20:35

**kazweida (Kaz Weida)**

@kazweida

On Friday, [@Intermountain](#) announced it would cut pay in the middle of a pandemic. And it's not because of financial problems but due to decreased clinical hours. These people are risking their lives and we're abandoning them on the frontlines.

t.co/PYyEGi38BT



Twitter

30 Mar 2020 | 21:29

There is a growing sense of **outrage about wage cuts for frontline medical staff**. People shared stories about healthcare professionals who were blindsided by frozen wages or the loss of time off while risking their lives in the fight against COVID-19.

While institutions cited decreased clinical hours and fewer elective surgeries as justification for salary adjustments, many members of the public **decided the notion of profit over people**, calling decisions made by private equity owners 'shameful'.

Alcohol – especially beer – increasingly dominated CPG discussions (20% of CPG conversations).

Survey respondents in the UK said they are drinking more alcohol.



30 Mar – 5 Apr

When discussing alcohol, consumers often shared photos of drinks with meals, **stocked beer fridges**, or pictures of themselves **holding a drink with a “cheers” caption** to stay connected to friends. People mentioned Zoom (1.4K mentions) **as the preferred platform** for virtual drinks and happy hours.

Virtual drinking games continued to increase in popularity, including the **garage door chug challenge** as shown in the video on the right. Another emerging trend included **bars and restaurants hosting “virtual cheers” hours to stay connected to their customers**, driving affinity and engagement.

UK survey respondents continued to say they are drinking more than usual (22% vs. 15% avg across markets) and also reported they are **buying more alcohol online than usual (20% vs. 14% avg.)**.

 **24baseballReed (c. anne Reed) · @24baseballReed**

Went to the local Walmart marketplace you now have to stand in line to get in. They sanitize your cart. They count folks in and out to control social distancing- The shelves were pretty bare again- I did manage to get milk, eggs and beer

 Twitter · 4 Apr 2020 | 22:38

People mentioned food storage and meal preparation in 10 percent of CPG discussion.

Italian survey respondents indicated they are experimenting with different recipes (42%), considerably more so than the average across tracked markets (27%).

Canned food (4.8K mentions) **emerged as a theme**; people noted that canned goods come in handy during a quarantine and **advised others to stock up** instead of purchasing perishable food.

People are starting to engage with **new and different ways** to use **existing canned food** and ingredients at home. There is opportunity for **branded recipe and video content leveraging canned food** as more people flex their culinary muscles in quarantine.



30 Mar – 5 Apr



WGEM (WGEM News)

@WGEM

MAKING A DIFFERENCE: Canned Food Drive helps those impacted by coronavirus - t.co/2u5IVhnOYI



Twitter

4 Apr 2020 | 03:27

CANNED FOOD TIPS
for key phrases: "packed in its own juices," "packed in juice," "unsweetened," "no added sugars," "no salt added," "reduced sodium"



UWofAcadiana (United Way of Aca...)

@UWofAcadiana

@American_Heart put together a list of resources to help maintain a healthy lifestyle while stuck at home, quarantined. Learn how you can support a heart-healthy diet with the canned food you stocked up on earlier this month: t.co/YSznQoC2EQ #LIVEUNITED t.co/SLBHwP8314



Twitter

2 Apr 2020 | 17:00

30 Mar – 5 Apr



KElmassian (Kenneth Elmassian)
@KElmassian

Keep needed supplies for health care workers and first responders working with positive **#Covid-19** patients. For the public with limited access, here is an inexpensive mask you can make with household items. Not a substitute for distancing.
t.co/jSjgh1FvZa @MichiganHHS



Twitter

4 Apr 2020 | 19:22



CovidThinkTank (CovidThinkTank)
@CovidThinkTank

FACE MASK MADE FROM EVERYDAY HOUSEHOLD ITEMS. Bed sheet and vaccuum cleaner bag (which is practically as effective at filtering virus sized particles as a surgical mask according to research!!) See link below
#Masks4All #MasksSaveLives
t.co/8EltvmPgmt t.co/zmXjWxeanB



Twitter

4 Apr 2020 | 19:18

Discussion spiked for **"household items"** (9K mentions) after the **CDC announced people can use what they have at home to make DIY masks or PPE.**

Many immediately got creative and **shared their own versions of PPE** constructed from plastic bags, scarves, or other pieces of clothing from around the house. Others **expressed doubt about the safety and efficacy** of DIY PPE.

The **Getty Museum's challenge to use household items to recreate its masterpieces** went viral (9K retweets) and sparked many reshares.

There is **opportunity to issue challenges for consumers** to showcase products they already own in a new and innovative way.





Women discussed personal care products (8.3K mentions), with **hair care generating 78% of conversations**.

People discussed **DIY hair dye** during quarantine, many out of sheer boredom. One tweet of a **wife bleaching her husband's hair** during lockdown went viral (4.7K retweets).

With prolonged lack of access to salons, people leveraged **haircut tutorials** in order **to style hair**.

Some people said they are **spending less on cosmetics and personal care**. One exception to this was **dry shampoo, which women said they are using more often** to avoid washing their hair during lockdown.

30 Mar – 5 Apr

**BellEscamilla (baby sitter)**

@BellEscamilla

anyone else bleach and cut their hair this quarantine? 🤔 t.co/7uWD2G7sps



Twitter

2 Apr 2020 | 03:02

**taylor_wyant (ty)**

@taylor_wyant

things i have learned in quarantine thus far: 1. how to use the bathroom using only 2 squares of toilet paper 2. tht contrary to previous belief, i don't look like a troll w out makeup on // i don't need it to be beautiful 3. spending time outside is essential for sanity

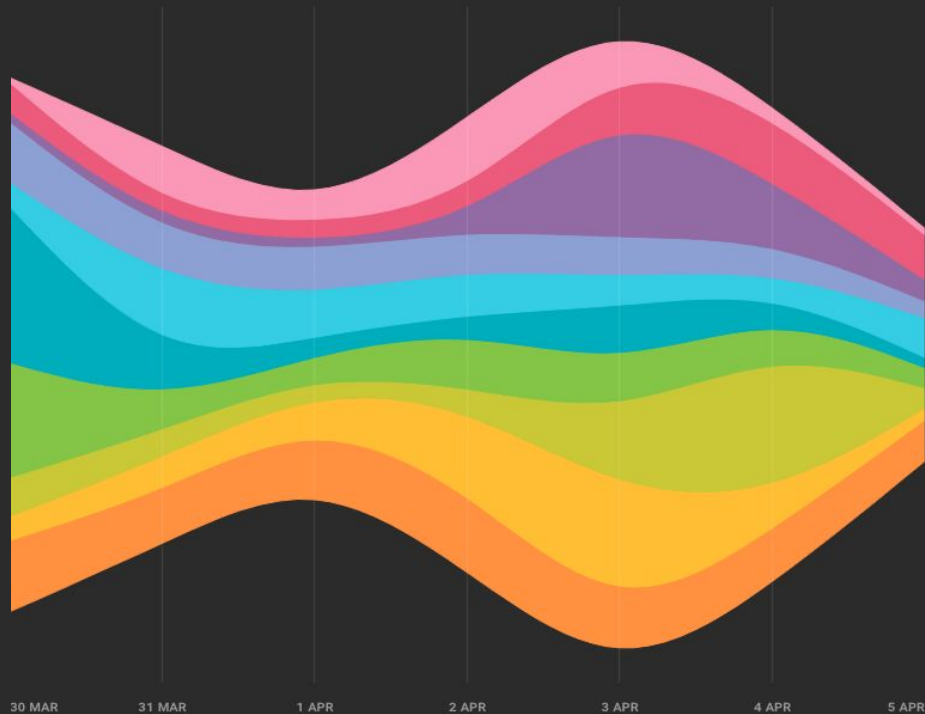


Twitter

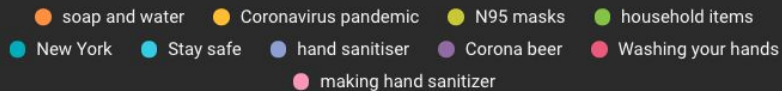
1 Apr 2020 | 15:00

Trending Themes (Excluding News)

30 Mar – 5 Apr

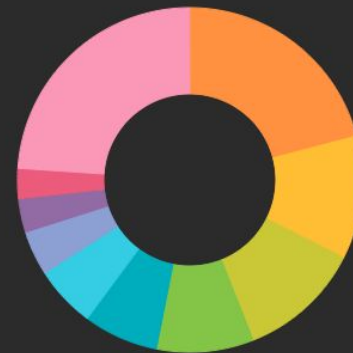


Topics

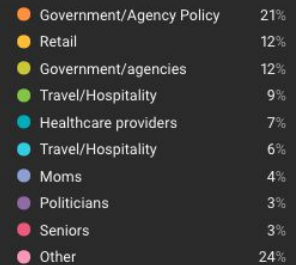


Global Topics

30 Mar – 5 Apr

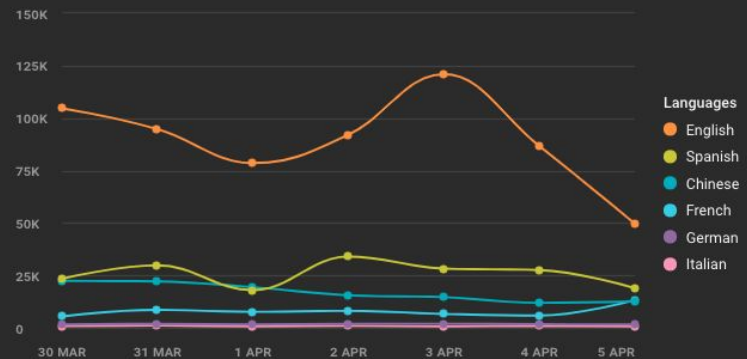


Categories



Languages Over Time

30 Mar – 5 Apr



Languages



senatemajldr (Leader
McConnell)



19:33 | Mon, 30th Mar 2020

From bourbon and spirits to hand sanitizer, I am proud of our great #Kentucky distillers and all of our job creators who are stepping up to help their neighbors during this emergency. <https://t.co/FlHjJcnSc>

@senatemajldr

Washington, D.C.



FOLLOWERS:

1.5m

FOLLOWING:

105

POSTS:

4.1k

Krog|

Federal Competi-
tion and Con|

New York Times

D|

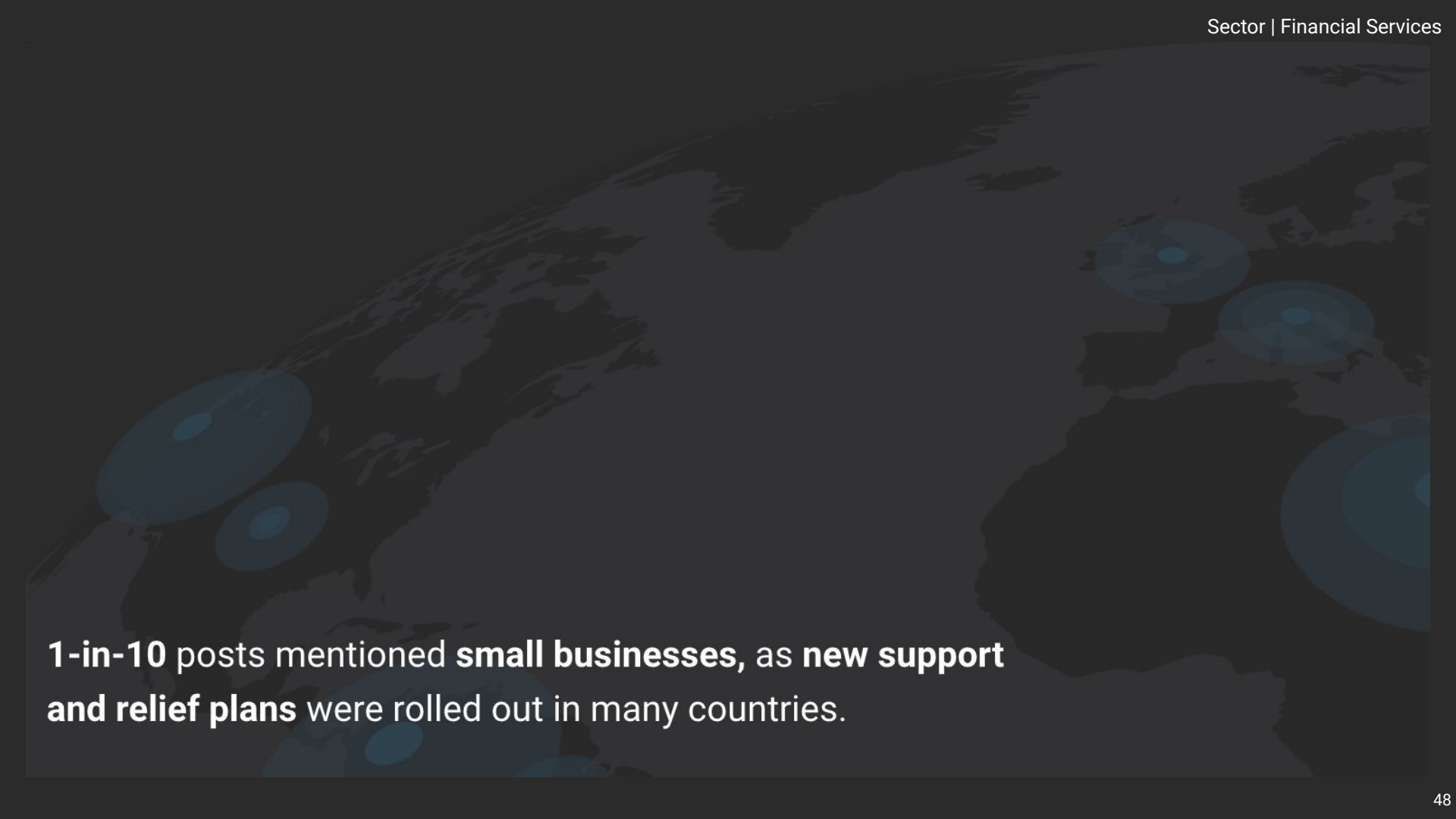
Faxx Stores|

Faxx Stores|

P|

Federal Competi-
tion and Consumer
Protection Com-
mission|

Newsweek|



1-in-10 posts mentioned **small businesses**, as **new support and relief plans** were rolled out in many countries.

30 Mar – 5 Apr

**NeeleySadler (McGregor Tax and A...**

@NeeleySadler

Paycheck Protection Program Loans: Three Things The SBA And Banks Need To Agree On Now via [@forbes.t.co/SFYBJR2yst](https://forbes.t.co/SFYBJR2yst)



Twitter

5 Apr 2020 | 23:28

**genemarks (Gene Marks)**

@genemarks

\$377bn has been set aside specifically to aid small businesses. In effect, the **#government** is giving free money to **#SmallBusiness** owners that qualify for this aid. And most do. But there's one big obstacle that could get in the way: the banks. **#PPPloan**
t.co/io4UKaGYJ6



Twitter

5 Apr 2020 | 17:01

**BrunoLeMaire (Bruno Le Maire)**

@BrunoLeMaire

Small businesses dominated conversation (11%), driven primarily by **relief** in the form of the US **Payment Protection Plan and loan plans**.

Newly available loans and assistance for small businesses were also prominent in French and German discussion.

Some were confused about how to apply for financial assistance plans. Others were angry that systems aren't able to cope with applicants (i.e. application site outages due to too much traffic).

Providing effective support for consumers is often met with **unbridled gratitude** – but it is essential to ensure that the process is **straightforward and clear**.

30 Mar – 5 Apr

**furrukh_munawar (Furrukh Munaw...**

@furrukh_munawar

#CARESAct PNC is still not taking applications for any business over \$5 million in revenue but less than 500 employees. Feels like the money may run out even before we are able to file the application.



Twitter

4 Apr 2020 | 15:05

**DrLee4America (DrLee MD 4 MAGA...**

@DrLee4America

@POTUS @realDonaldTrump @VP
#WellsFargo NOT TAKING ANY APPLICATIONS for **#CARESAct!** I spoke with manager who said he "did not know when **#WF** would be ready." YOUR Team, Mr. President, got JOB DONE in record time. Banks knew it was coming. **#bankofamerica**
#RRVA ready, why not WF?



Twitter

4 Apr 2020 | 06:14

**TimMathison (Tim Mathison)**

30 Mar – 5 Apr

**LaxBurch29 (Corey Michele)**
@LaxBurch29

[@portisaa](#) [@mfrctaz](#) [@SenKamalaHarris](#)
You shouldn't get into a situation like that without the ability to afford it. Grocery stores are hiring in abundance if you're worried about needing money enough to put people on the street 🙄 But, also, theoretically your mortgage would also be on hold so it's a nonissue



Twitter

31 Mar 2020 | 02:11

**portisaa (Portisaa)**
@portisaa

[@mfrctaz](#) [@SenKamalaHarris](#) As a single home landlord, with a mortgage also, I depend on my tenants rent, to pay my mortgage! Snowball effect



Twitter

30 Mar 2020 | 19:48

As a new month began, rent surfaced as a key theme in social discussion (17k posts). Many argued for **rent strikes**, claiming **deferments** are fundamental during the pandemic. Others claimed they are unfair to landlords, who needed rent payment to meet their own expenses. Some suggested that a freeze on **both mortgages and rents are required**.

Some **fear that financial challenges will continue to worsen over time**. Utility shutoffs, student loan debt and overdraft fees were mentioned as challenges that people hope will be alleviated with **government support**.

30 Mar – 5 Apr

**PSuePrather (Pamela Prather)**
@PSuePrather

[@SenKamalaHarris](#) [@e_revolutionist](#) I need help with property tax - for many seniors it's our biggest expenditure.



Twitter

31 Mar 2020 | 06:10

**ZombiLiving (LivingZombi)**
@ZombiLiving

[@ewarren](#) [@JulianCastro](#) About time someone is talking about the housing market instead of the futures or stock market.



Twitter

30 Mar 2020 | 21:34

**ewarren (Elizabeth Warren)**
@ewarren**seanholeary1 (Sean O'Leary)**
@seanholeary1

Crowds of pensioners stuck outside banks in Argentina trying to collect their pension incited outrage in social discussion (42k mentions).

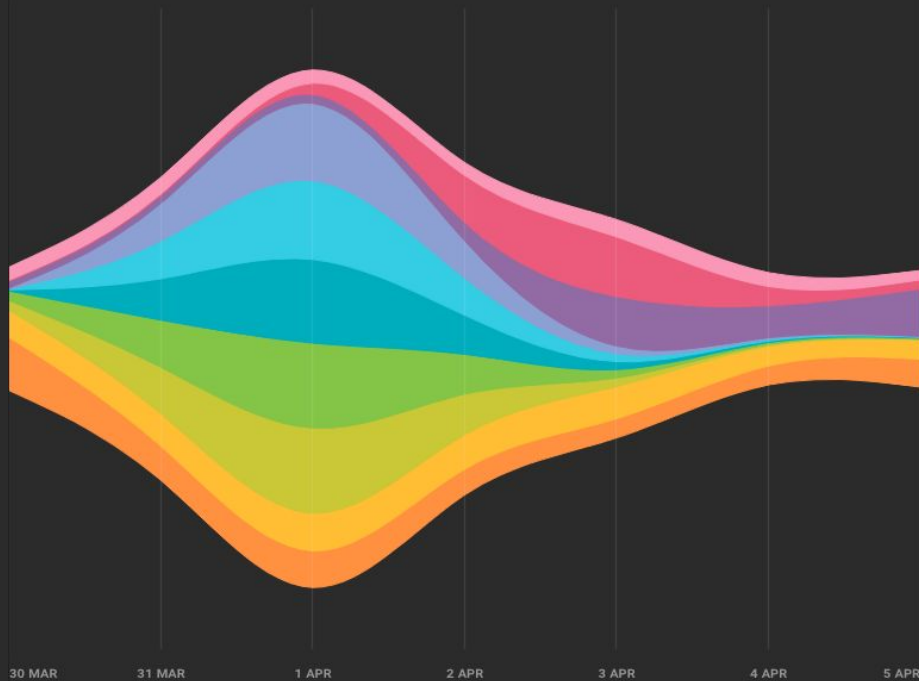
Many Spanish speakers took part in online polls pitting financial and trade unions against governments agencies, and others posted videos and pictures suggesting that **bank executives are to blame**.

Commenting on articles shared by French media about the **devastating impact the economic crisis would have on emerging countries**, some joked that France too might revert to 'emerging' status given the challenges it's facing.



Trending Themes (Excluding News)

30 Mar – 5 Apr

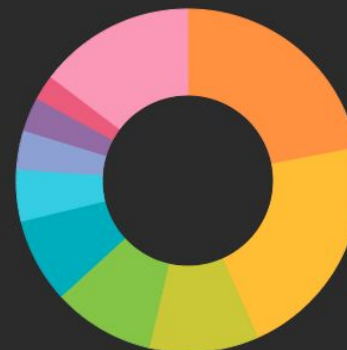


Topics



Global Topics

30 Mar – 5 Apr

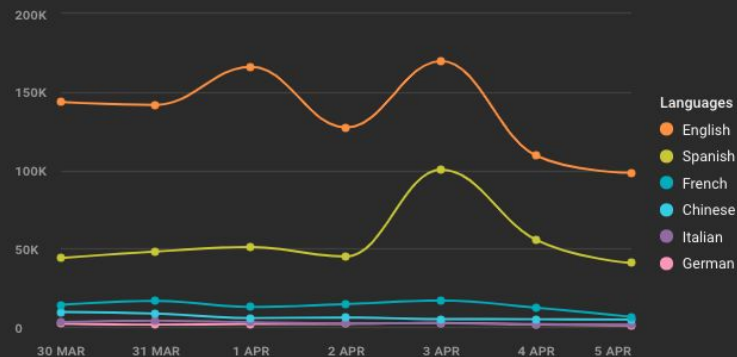


Categories

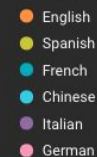


Languages Over Time

30 Mar – 5 Apr



Languages



30 Mar – 5 Apr

Tradence_Ex
(Tradence_Ex)



14:51 | Fri, 3rd Apr 2020

Just because your movement is restricted doesn't mean your finances have to be. Earn \$20 with three easy steps by staying home. <https://t.co/hvVlH4I0e> #cryptocurrency #BTC #ETH #Ethereum #Bitcoin #exchange #tradence #cryptotrading #crypto #covid19

@Tradence_Ex United States of America

FOLLOWERS:

89

FOLLOWING:

222

POSTS:

211

30 Mar – 5 Apr

Fintech

European Market|

Congress

Facebook|

Hahnemann Hospi-
ta|

Time

Hahneman|

YouTube

Central Banks|

The American public worried about **how the country will handle the cost** of the pandemic and the ultimate impact on the healthcare industry.

Many hope that the pandemic will **trigger large-scale changes** to the US insurance system.


30 Mar – 5 Apr

 ASlavitt (Andy Slavitt @ 🏠) · @ASlavitt


Health care: Trump's fight against Obamacare continues despite coronavirus crisis - CNNPolitics t.co/sEtovs8me0

 Twitter · 4 Apr 2020 | 17:30

30 Mar – 5 Apr

 grahamelwood (Graham Elwood) · @grahamelwood

Good thing Trump shut down the pandemic task force and Cuomo closed hospitals and cut Medicare otherwise we might not be NUMBER 1!!

 Twitter · 5 Apr 2020 | 20:16

President Trump's decision to not reopen health insurance enrollment sparked **outrage on Twitter**, including a tweet from Bernie Sanders calling the decision "insane."

The pandemic also revived conversation about reforming the US health insurance infrastructure; many people advocated for universal healthcare.

30 Mar – 5 Apr

**MyrieGarfield (Garfield Myrie)**
@MyrieGarfield

[@B52Malmel](#) Really? And they're the one's risking their lives. Alteon Health, how about laying off half your executives & beefing up the pay of all frontline staff?



Twitter

2 Apr 2020 | 15:02

**DayanaKhalil (Frau von Bitterwald ...)**
@DayanaKhalil

[@Covid19Docs](#) [@AlteonHealth](#)
[@FrazierHealth](#) Those private healthcare companies are out of their FUCKING MINDS!!!! Like...WTF USA??? Sorry, but this ultra-capitalist system is bloody NUTS.
[#PublicHealthcareNow](#) [#DumpTrump](#)



Twitter

1 Apr 2020 | 16:03

**Covid19Docs (COVID19 Physicians)**
@Covid19Docs

"I've completely lost trust with this company."
[@AlteonHealth](#) [@FrazierHealth](#)
t.co/LnqZJZsmcw



Twitter

1 Apr 2020 | 02:13

**westernsea16 (N.K.)**
@westernsea16

"Despite the risks our providers are facing, and the great work being done by our teams, the economic challenges brought forth by COVID-19 have not spared our industry," Steve Holtzclaw, the CEO of Alteon Health™ May he need ER help.



Twitter

31 Mar 2020 | 23:09

Medical staffing company Alteon Health faced such **harsh criticism on social media about plans to cut pay and benefits for doctors and nurses fighting Coronavirus** that they decided to reverse plans.



30 Mar – 5 Apr

Negative

**eugenegu (Eugene Gu, MD)**

@eugenegu

[@realDonaldTrump](#) States need masks and ventilators not unproven medications like hydroxychloroquine, azithromycin, or even HIV medications to fight the coronavirus. Without evidence from clinical trials, the drugs are no better than thoughts and prayers. Except at least prayers don't cause harm



Twitter

4 Apr 2020 | 15:34

**ArthritisFdn (Arthritis Foundation)**

@ArthritisFdn

[#WeLiveYes](#): Woke up this morning 🤢 to [@GMA](#) featuring our collective concern ([@Lupusorg](#), [@AAD](#)) about the potential [#hydroxychloroquine](#) shortage for patients who NEED this drug. [#WithoutMyHCQ](#) [#arthritis](#) 🙏🙏🤍 (Similar story by [@abcnews](#): t.co/dQoMPHrPZc) t.co/ndedifBWIh



Twitter

4 Apr 2020 | 14:31

Driven by news of the FDA's emergency-use authorization for treatment of Covid-19, **hydroxychloroquine** generated nearly 60K conversations. Many disagreed with President Trump's support for the use of the drug, with some noting there is no scientific evidence that the malaria medication is an effective Covid-19 treatment.

Many scientists and physicians tweeted that it is irresponsible to prescribe this drug without evidence that it actually works. Lupus and severe arthritis sufferers posted that there will be a drug shortage for patients who need the drug to treat those conditions.

Positive

30 Mar – 5 Apr

**IngrahamAngle (Laura Ingraham)**

@IngrahamAngle

Paging Dr. Fauci: "Italy has just authorized the wide distribution of hydroxychloroquine on medical prescription from the start of the infection and that other countries are preparing to do the same. What are we waiting for?" t.co/181QxWrFX



Twitter

4 Apr 2020 | 21:40

**steph93065 (Steph)**

@steph93065

A guy I know in California has the rona. He is in his late seventies, black, diabetes, and other health issues - was on a ventilator last week. He got the [#Hydroxychloroquine](#) earlier this week and is off the ventilator and getting better. [#Hydroxychloroquine](#) is a game changer.

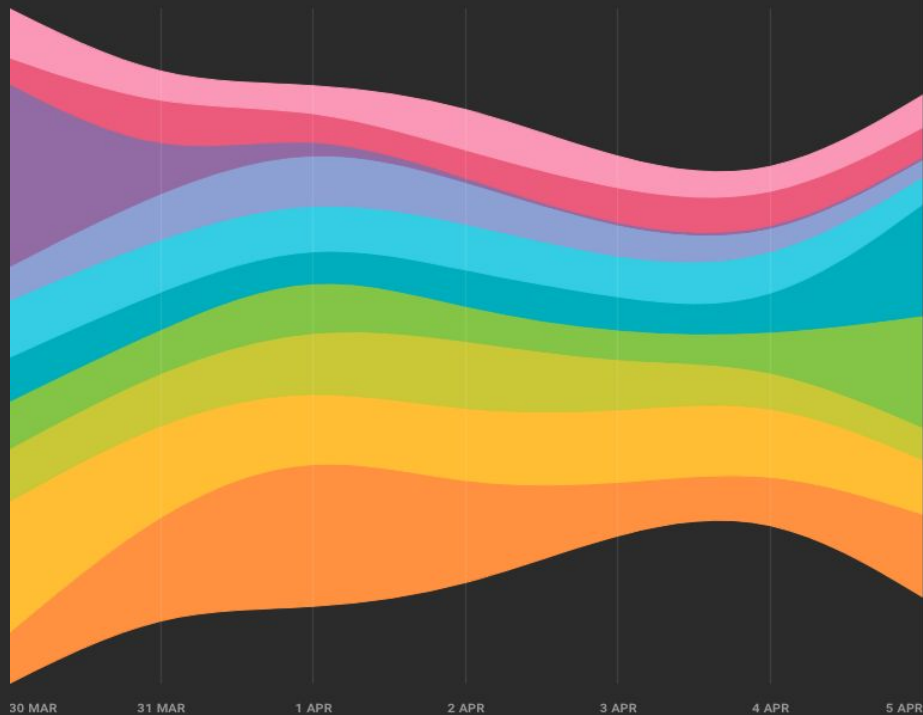


Twitter

4 Apr 2020 | 17:00

Trending Themes (Excluding News)

30 Mar – 5 Apr

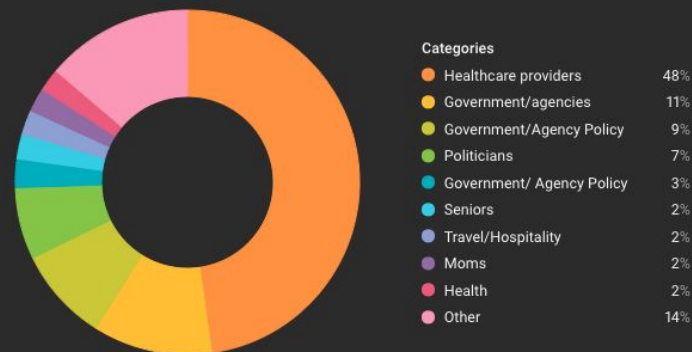


Topics



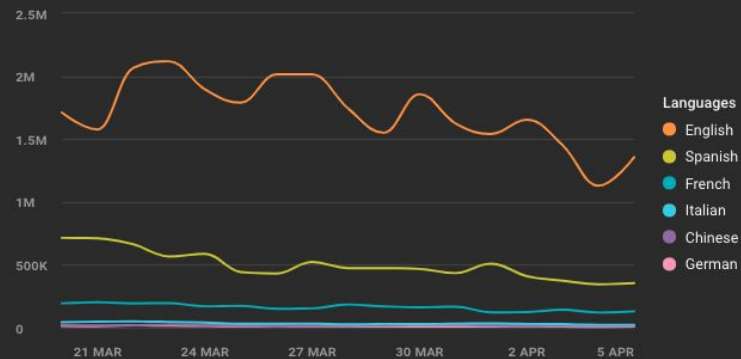
Global Topics

30 Mar – 5 Apr



Languages Over Time

20 Mar – 5 Apr



30 Mar – 5 Apr

20 Mar – 5 Apr

jidesanwoolu (Babajide Sanwo-Olu)



19:28 | Mon, 30th Mar 2020

I am excited to announce some positive news ahead of our lockdown. We have just discharged 5 formerly positive #COVID19 patients from our Infectious Disease Hospital after treatment and multiple testing by our specialists. Congratulations to the healthcare team and the patients.

@jidesanwoolu

Lagos



FOLLOWERS:

500.6k

FOLLOWING:

50

POSTS:

1.8k

New York Time|

Netflix

Crocs|

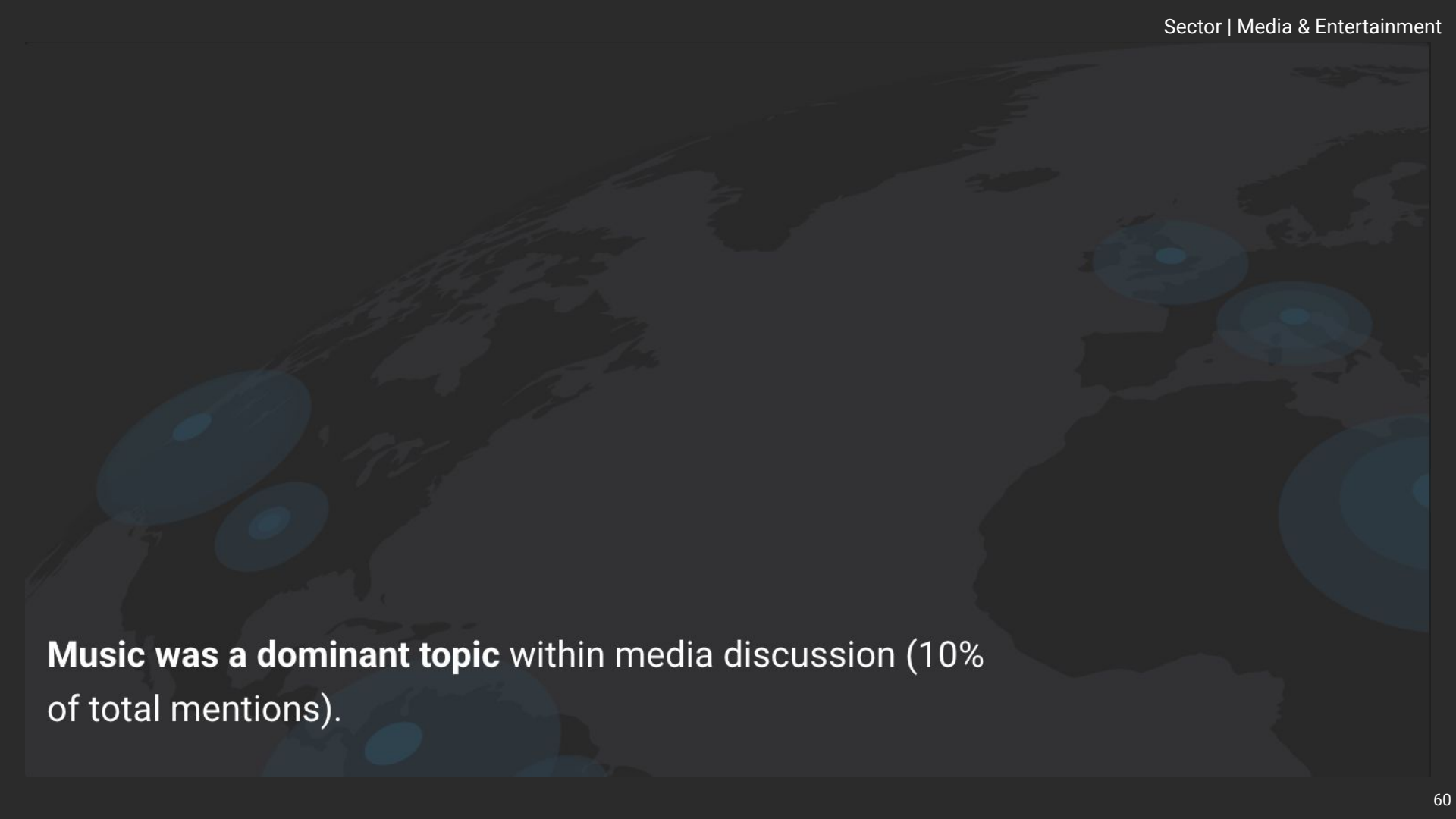
J|

Army

D|

Crocs|

Chinese Commu-
nist Par|



Music was a dominant topic within media discussion (10% of total mentions).

30 Mar – 5 Apr

**Stephen_P_Brown** (Stephen P Brow...
@Stephen_P_Brown

Can you imagine your stay-at-home order without music? At all? Think: radio, TV, movies, as well as YouTube. Ahh... NOW it becomes important? Good. Be ready to get out there in a month or so and experience the live version - it's so much better!

t.co/nkAjkVhdpa

Twitter

3 Apr 2020 | 16:11

**mymixtapez** (My Mixtapez)
@mymixtapez

New Music 🔥 Drake - Toosie Slide Tory Lanez - Who Needs Love Rod Wave - Pray 4 Love Frank Ocean - Dear April & Cayendo Future - Beast Mode (on streaming services) Young Thug & Gunna - Quarantine Clean Future - Tycoon DaBaby - Find My Way Thundercat - It Is What It Is



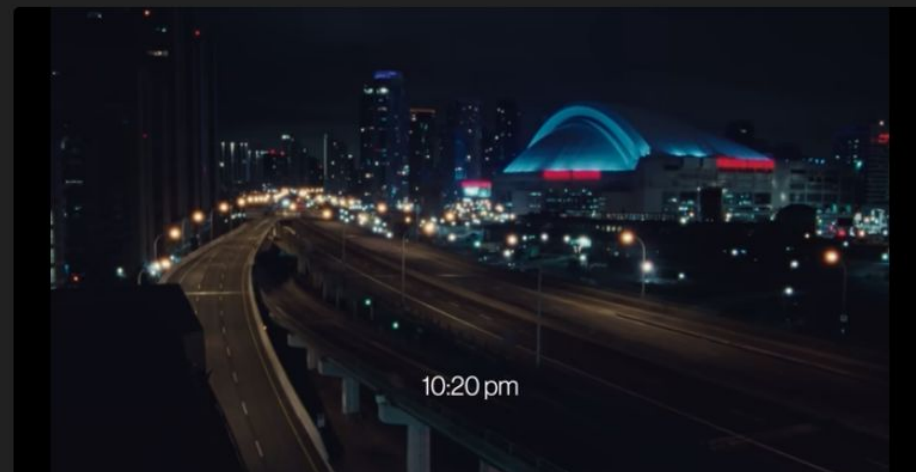
Twitter

3 Apr 2020 | 15:20

People claim the **quarantine has expanded their musical repertoire** as they actively sought out suitable playlists for **working**, as well as to **boost their mood** and **stay positive**.

Artists **Drake** and **Dua Lipa** were often mentioned. **YouTube** (7.6K posts) and **Spotify** (2.2K posts) were the most-discussed platforms.

People frequently engaged with content mentioning artists infected with Covid-19, most prominently American singer **Pink**. Others shared **condolences to those who passed away this week**, namely American singer **Joe Diffie**, American songwriter **Alan Merrill**, and American singer-songwriter **Adam Schlesinger**. Most shared disbelief and sadness about the news of their deaths.





Movies, shows, and series (9%) continue to dominate entertainment conversations during the quarantine.

Netflix continues to lead in entertainment conversations (57K results), with titles such as **"Pandemic"** and **"Tiger King"** maintaining popularity week on week. A "Pandemic" scientist's update on his team's **progress toward a vaccine**, as well as news that Joe Exotic may be infected with Covid-19 in prison, **drove additional engagement** for these titles.

HBO sparked attention this week by announcing it will stream 500 hours of free content (6K results). Many excitedly shared the news to inform friends, calling out series such as **"The Wire"**, **"The Sopranos"**, **"Succession"**, **"Veep"**, and **"Six Feet Under."** In addition, a Covid-19 update on the **"Last Week Tonight with John Oliver"** generated 1K mentions for **HBO**.





Many turned to **YouTube** (23K results) for **new entertainment content** - frequently exercise videos. People shared **yoga and cardio routines** suitable for those working from home.

People shared **parody music videos relevant to Coronavirus**, notably the "**Do Re Mi - Covid19 version**" that drew 6.5 million views.

YouTube content included **live performances**, such as a quarantine version of the Backstreet Boys "I Want It That Way." **News updates** from sources such as "The Last Week Tonight with John Oliver" and "The Daily Show" were also popular.





30 Mar – 5 Apr

Free virtual services continued to generate attention (4% of sector conversations) with **zoo & aquarium tours stepping into the game**, targeting children as an audience. **Museum tours** received less discussion than during previous weeks.

Free online classes & programs drove the **highest number of conversations** (19K mentions) with a variety of subjects, including business, music, and workouts. Many shared that **quarantine presented a unique opportunity for learning** and personal development they wanted to capitalize on.

Top-discussed activities included **learning a new language online** and practicing a **musical instrument** (most often guitar).



RosieHarriet (Rosie Harriet Wicks)
@RosieHarriet

Me rolling out of bed to get ready for my ballet class over Zoom with @Alexstock1996 and @EllaGraceMc1 t.co/VwRy3HaUVu

Twitter

3 Apr 2020 | 08:31



dana_balter (Dana Balter for Congr...)
@dana_balter

I love this resource from @CNET for free online entertainment while [#SocialDistancing](#). Check it out for... Video games TV & movies Exercise classes Magazines Ebooks & audiobooks Museum tours Night at the opera Guitar Lessons t.co/hkFimk1ez1

Twitter

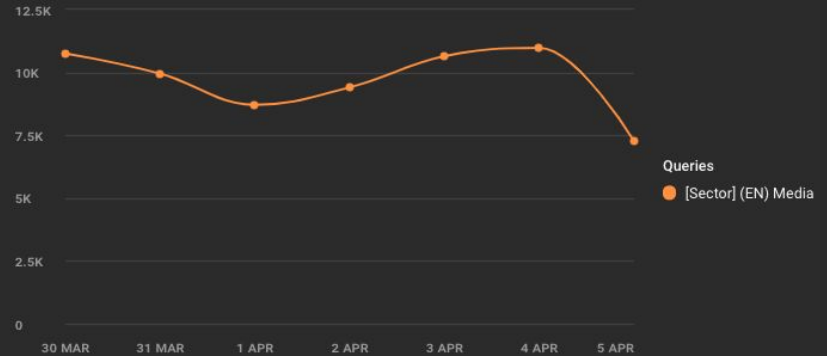
3 Apr 2020 | 00:16



edgedancefit (Kathy Edge)
@edgedancefit

Gaming Conversation

30 Mar – 5 Apr



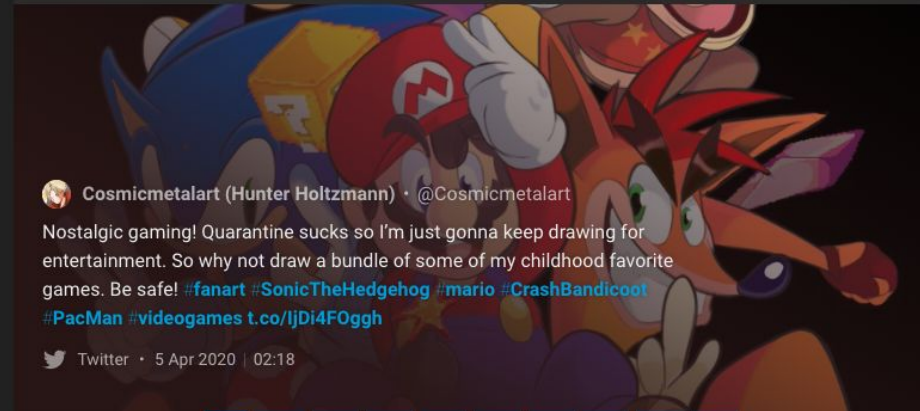
While gaming conversations decreased (5% of Media and Entertainment mentions), **gamers continue to talk about their favorite games and consoles during quarantine.**

People share **their current favorite video games** or **new games available for streaming**, while others play **online multiplayer games to hang out with their friends.**

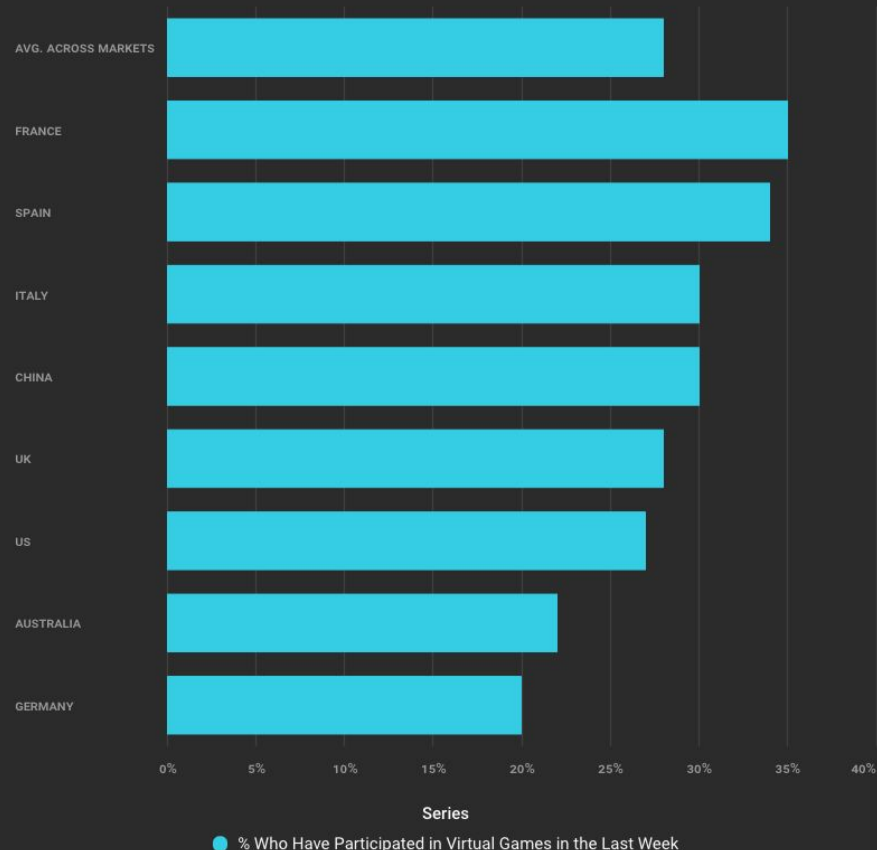
Animal Crossing surfaced as the most-discussed game this week. Other titles of note included **Indigo Prophecy**, **Red Dead Redemption**, and classic games like **Super Mario** and **Pac-Man**.

Twitch generated 4.5K mentions; people called for others to join/watch them play live via the platform. Gamers loved the **interactive aspect of Twitch**, increasingly attractive in quarantine.

30 Mar – 5 Apr



Survey Question | Which of the following virtual events have you joined in the past week, if any?

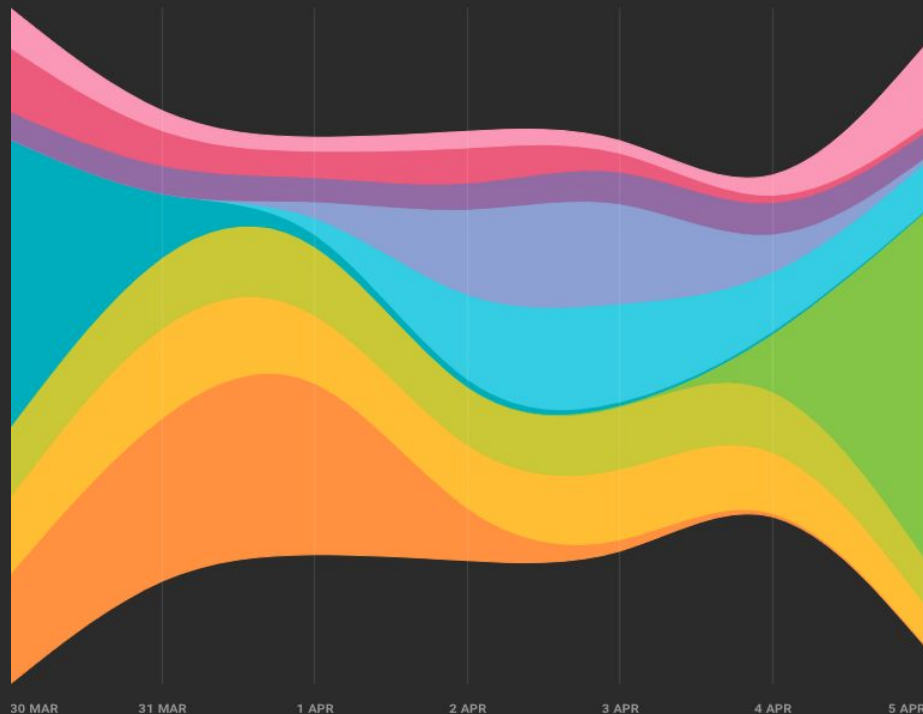


Of all virtual events listed, **virtual game sessions** (such as quizzes, card games and board games) **were most popular** with respondents across tracked markets, particularly in France and Spain.

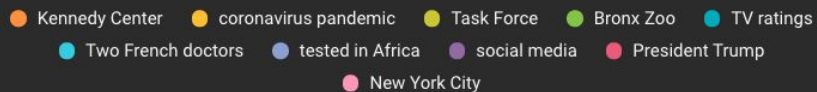
In China, one-third of respondents said they have online shopped for entertainment products, such as books and games, than they normally would.

Trending Themes (Excluding News)

30 Mar – 5 Apr

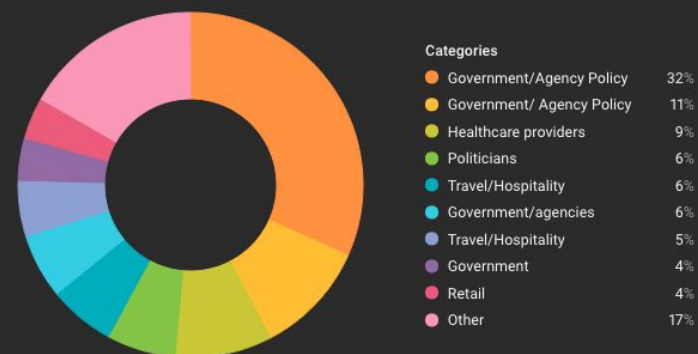


Topics



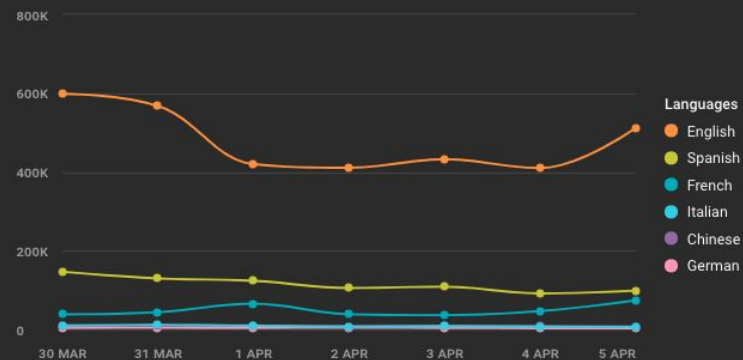
Global Topics

30 Mar – 5 Apr

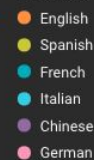


Languages Over Time

30 Mar – 5 Apr



Languages



30 Mar – 5 Apr

30 Mar – 5 Apr

OllieHolt22 (Oliver Holt)



19:07 | Sat, 4th Apr 2020

Be it Liverpool or Spurs or Newcastle, applying to the government for state aid to pay furloughed staff was not a scheme intended for businesses owned by billionaires who earn up to £200m a year in television revenue. It's wrong.

@OllieHolt22 United States of America

FOLLOWERS:

417.2k

FOLLOWING:

1.1k

POSTS:

60.2k

GENDER:

male

Google|

Newcastle

Tigers

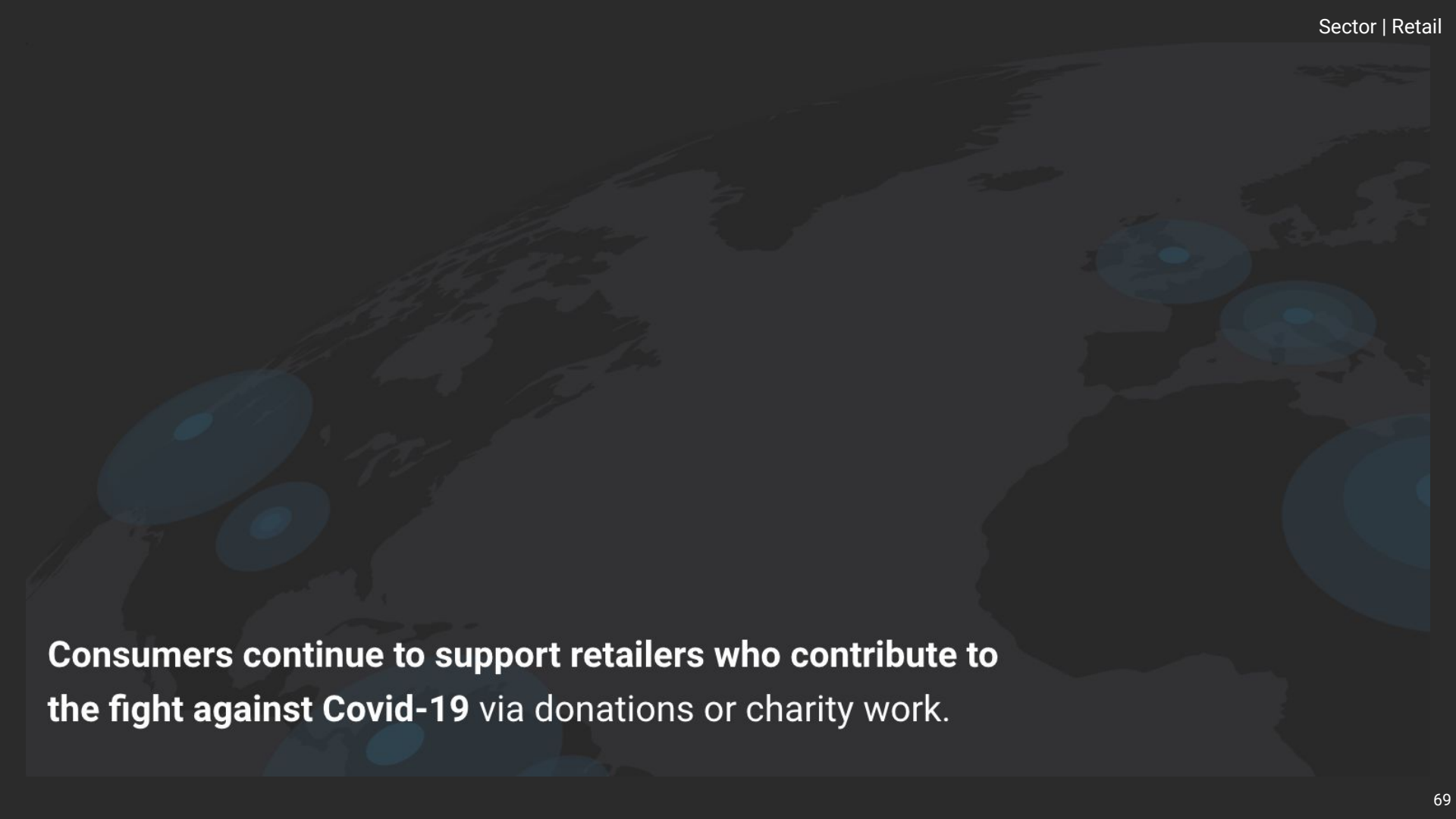
Healthcare

Indian Armed
Forces|Field Museum of
Natural History mu-
seums

Newcastle

De Blasio

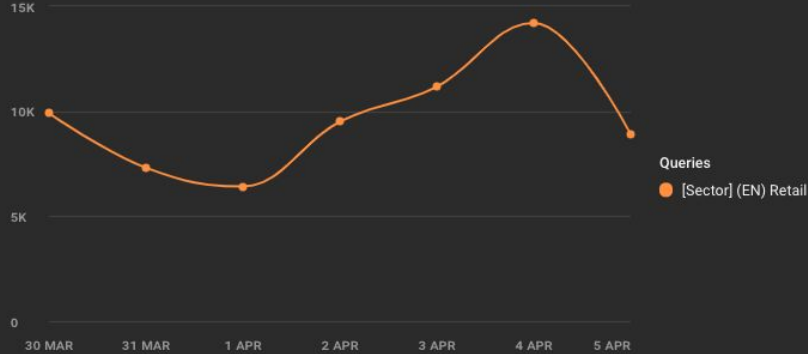
Field Museum of
Natural History mu-
seums



Consumers continue to support retailers who contribute to the fight against Covid-19 via donations or charity work.

30 Mar – 5 Apr

Online Shopping Conversation



Online shopping provided 16% of retail conversation.

While complaints around delays in delivery increased, many pledged to leave immediate delivery slots for people in need.

Consumers increasingly turned to “click and collect” at local grocery stores (9% of retail conversations) to support their local economies. Spanish respondents in particular said they were buying food online more than usual (41%); this was a common theme across markets (29%).

Many customers admitted to shopping every day during quarantine for items they did not need due to promotions and discounts. This was especially true for clothes, shoes, snacks/sweets, and tech.

30 Mar – 5 Apr

 **ChichesterCDT (Chichester CDT)**
@ChichesterCDT

For those struggling to get online shopping or click and collect here are details of amazing local suppliers that are delivering. Support local businesses, have fresh produce & stay at home. Please share info on any other suppliers you know of: t.co/3ILID45cqN

 Twitter 3 Apr 2020 | 13:14

 **Shefani_Gwake (GEH)** 🌻🦋💜🌻
@Shefani_Gwake

@COVIDResources Texas college students create website to track what's in stock at local grocery stores amid coronavirus pandemic - ABC News via @ABC - t.co/RDkFaA7SFg

 Twitter 3 Apr 2020 | 05:54

30 Mar – 5 Apr

Discussion about closures grew (26% of retail conversations). **Hobby Lobby** finally closed its **900 stores** and **laid off 43,000 employees**, generating **22K mentions**.

Conversations continued about other **big chain closure announcements** such as **Macy's**, **Kohl's** and **The Gap**, with many speculating about **when those stores would reopen**.

People cracked jokes about malls looking the same **before and after closures** (4K mentions), indicating a general consumer assessment that **malls are becoming obsolete**.

One growing trend in the US is the **support of small business during the crisis**.



JWilliamsFstmed (JWilliamsFstmed)

@JWilliamsFstmed

Lululemon has closed stores in North America but they are still opened online! 11.5% **#bitcoin** rewards back on purchases through Lolli! Also heard they are paying their employees at this time (furlough) which is really cool too. [@trylolli](#) [@lululemon](#)



Twitter

3 Apr 2020 | 16:07



Yost4Ohio (Dave Yost)

@Yost4Ohio

Same rules for everybody. It's hard. It hurts. But it's about saving lives. Coronavirus: Hobby Lobby closes Ohio stores after order from attorney general [t.co/ke66dSr2gd](#)



Twitter

2 Apr 2020 | 12:16



andres_warr (ANDRÉS)

@andres_warr

Morgantown Mall before and after the stay at home order [t.co/cBkxcmVbki](#)



Twitter

2 Apr 2020 | 19:59



stonecold2050 (Stone)

@stonecold2050

Hobby Lobby is reopening stores in areas with stay-at-home orders in place, arguing that it's an "essential" business. States must step in and shut them down. In Los Angeles the city is turning off their water and power. [#BoycottHobbyLobby t.co/So7Ebcg8my](#)



Twitter

1 Apr 2020 | 21:13

30 Mar – 5 Apr

Consumers continued to advocate for retail brands who contributed to the fight against Covid-19 in the form of donations or charity work.

Home Depot (2.6K posts) donating N-95 masks to health workers and Subway donating food for the homeless generated widespread consumer support.

In contrast, some said they would boycott Sephora, which had promised to pay its employees after shutting down stores but then fired them via a conference call.

Consumers are watching how brands respond in this crisis via interaction with their customers and employees in local communities as well as in society at large.



mssrfcali (Stephanie)

@mssrfcali

I'm glad I don't shop at @Sephora Shame on you for firing many employees like trash without warning. How cold & cruel to have them on conf calls & tell them they're laid off after telling employees you'd take care of them. Wow. #fail #Sephora #COVID 🙄👎
t.co/g9BX9DDCKF



Twitter

3 Apr 2020 | 19:38



sandraloreli (sandra)

@sandraloreli

Aight so I'm starting a list of places we ain't shopping at no more (strictly stealing and robbing) cause they can't hold it down for their employees during COVID-19 feel free to add: 1.sephora



Twitter

3 Apr 2020 | 16:00



RickyCavazos_ (Ricky Cavazos)

@RickyCavazos_

Home Depot has announced that it will stop selling N95 masks both in store and online, instead donating its stock of the essential item to first responders and COVID-19 patients t.co/yG0Vfo7TVT via @CBSLA



Twitter

3 Apr 2020 | 05:18



RThreeton (Rosie Threeton)

@RThreeton

In the midst of COVID-19 crisis, Home Depot has redirected shipments of N95 masks 2B donated to hospitals, healthcare providers & 1st responders. Donating millions in PPE & prioritize order fulfillment #dotherightthing #WeAreAllInThisTogether



Twitter

3 Apr 2020 | 04:18





DR. CRAIG HEDBERG

Professor in the Environmental Health Sciences Division
University of Minnesota's School of Public Health

so I don't think people should be unduly concerned about going out to the store and buying food.

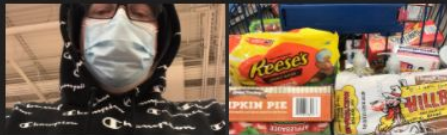
30 Mar – 5 Apr

Grocery shopping comprised 6% of retail conversations, with the focus shifting to consumers sharing their shopping experiences.

More people started to shop safely by wearing PPE, including masks and gloves. Some shoppers posted selfies of themselves going grocery shopping.

Others shared how their local supermarkets responded to the pandemic by limiting shoppers, enforcing distance requirements in queues, and banning reusable bags to keep customers safe.

Shoppers were initially surprised by changes, but some expressed how they adapted to the new normal based on an understanding of the seriousness of the situation.



chedda313 (mr.c313)
@chedda313

Out grocery shopping #StayingSafe
#StayAwayFromMe #Covid19
t.co/7KkD2wtl55



Twitter

5 Apr 2020 | 15:25



LASDBrink (Burton Brink for State ...)
@LASDBrink

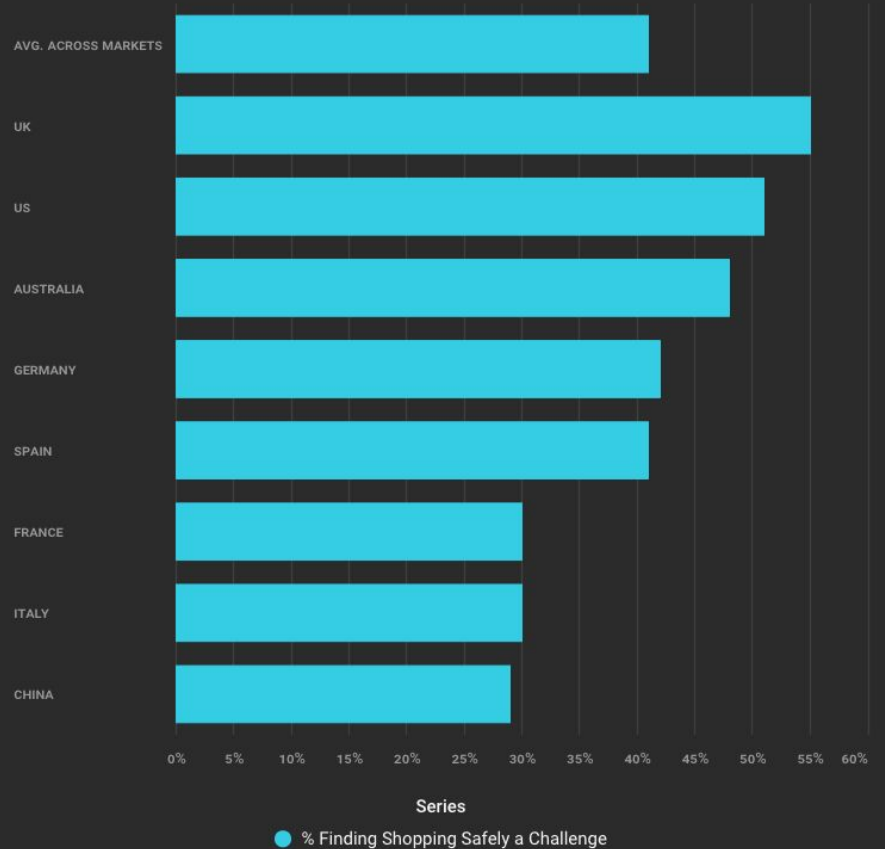
I'm ready to go in to do my family's grocery shopping! Not sure why there is a line today.
👏👏 #InThisTogether #Covid19
#Brink4Assembly t.co/plZ1ZpE4fL



Twitter

4 Apr 2020 | 21:37

Survey Question | What challenges are you facing, if any?

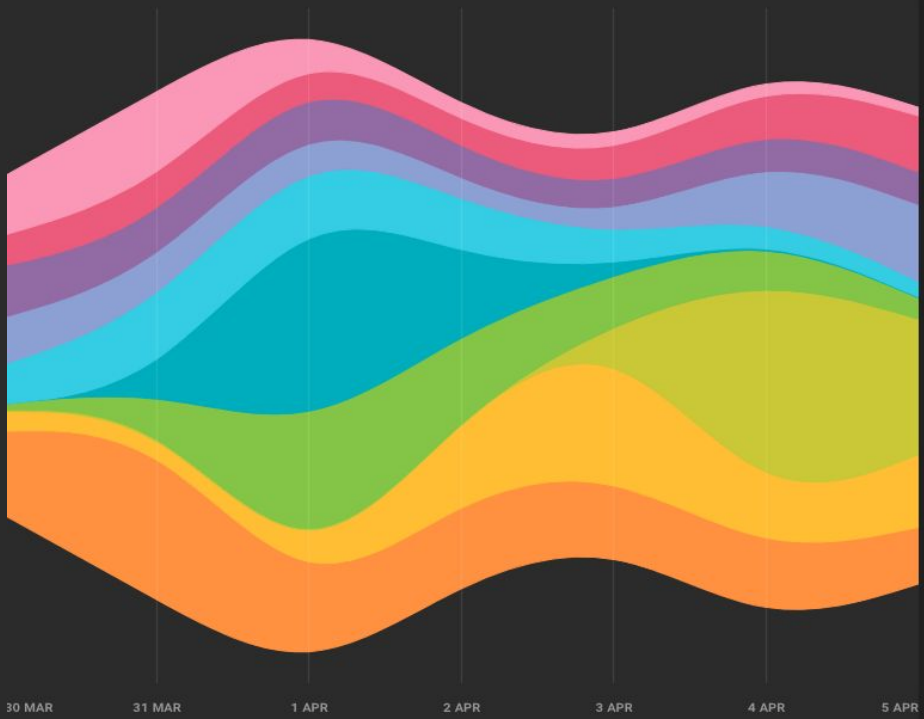


Across tracked markets, survey respondents indicate that **shopping safely** (for example adhering to social-distancing guidelines within stores, or sterilizing deliveries) **has been a challenge**.

Buying items that would usually be available continues to be a problem for many across tracked markets (38%), but less so in China (18%) where the curve has flattened and lockdown measures are slowly being reduced.

Trending Themes (Excluding News)

30 Mar – 5 Apr

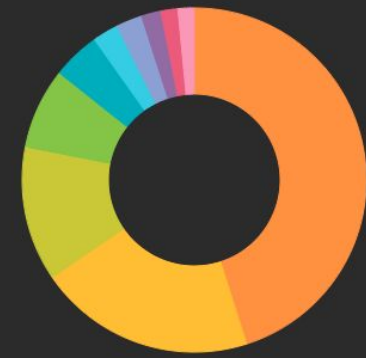


Topics

- grocery stores
- online shopping
- food supply
- Hobby Lobby
- invested in a company that makes
- gun stores
- essential workers
- grocery shopping
- coronavirus pandemic
- liquor stores

Global Topics

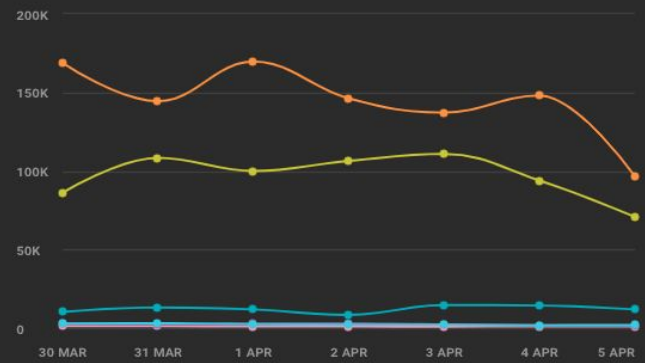
30 Mar – 5 Apr



- | Categories | |
|--|-----|
| ● Retail | 45% |
| ● Home Issues | 20% |
| ● Government/Agency Policy | 13% |
| ● Health | 8% |
| ● Government/ Agency Policy | 4% |
| ● Government/agencies | 2% |
| ● Travel/Hospitality | 2% |
| ● Healthcare providers | 2% |
| ● Politicians | 2% |
| ● Travel/Hospitality | 2% |

Languages Over Time

30 Mar – 5 Apr



- | Languages | |
|---|--|
| ● English | |
| ● Spanish | |
| ● French | |
| ● Chinese | |
| ● German | |
| ● Italian | |

30 Mar – 5 Apr

CNN (CNN) 

00:23 | Wed, 1st Apr 2020

JCPenney says it has made the "difficult decision to temporarily furlough the majority of store hourly associates" and that a "significant portion" of its corporate employees will be placed on leave. The retailer had about 90,000 employees as of Feb. 1. <https://t.co/QWAgTYgkuu>

 @CNN United States of America

FOLLOWERS:
46.6m

FOLLOWING:
1.1k

POSTS:
293.6k



30 Mar – 5 Apr





Covid-19 lockdown highlighted the **digital divide** and prompted some to work toward creating a better infrastructure for the future.

30 Mar – 5 Apr

**profmusgrave (Paul Musgrave)**

@profmusgrave

You know what needs to be universal? Internet access. The New Deal got us universal electrification—the Pandemic needs to get us universal broadband.



Twitter

5 Apr 2020 | 22:35

**amyklobuchar (Amy Klobuchar)**

@amyklobuchar

Students are switching from in-person to online learning to keep themselves and others safe right now. But you can't learn online if you don't have internet access. I'm fighting to ensure students have access to high-speed internet so they can successfully learn from home.



Twitter

4 Apr 2020 | 17:23

**FlaDems (Florida Democrats)**

@FlaDems

#FieldFriday: While phonebanking, an FDP organizer reached a mom whose children were being homeschooled due to the **#COVID19** crisis but didn't have a laptop. He called the school board & was able to get her the resources her children need to learn from home. We are a community



Twitter

3 Apr 2020 | 18:50

**datumferrett (Alvaro Sanchez)**

@datumferrett

The digital divide isn't just a rural problem and it's not something we can ignore past **#COVID19**. I discuss why internet access is not an amenity, but essential infrastructure with [@PhillyInquirer: t.co/OidNoWQgkU](https://t.co/OidNoWQgkU)



Twitter

3 Apr 2020 | 12:15

Conversation about internet access surfaced in 13% of technology discussion.

Many regarded the **ability to access the internet** as a **universal need**.

Discussions about students needing Internet access and devices to continue their education prompted petitions for low income families to receive free internet access during the pandemic.

Others referenced the "digital divide" as something that should not be ignored after Covid-19 because **internet access is essential infrastructure and not a luxury**.

Percentage of households with no access to internet, by school district



30 Mar – 5 Apr

Zoom featured prominently in technology discussion (6%), due to increased usage and concerns about the **safety and privacy in virtual conference calls** following news about thousands of video call recordings being exposed online.

Spanish and English speakers were concerned about privacy.

German discussion focused on the use of Zoom for remote schooling; parents feared their children's details could be made publicly available.

Given that so many professionals are now working remotely, it will be important for telecom companies to **proactively communicate what security measures are in place** to protect client data and privacy.

**RankVisibility (TopRankVisibility)**

@RankVisibility

The internet is now rife with places where you can organize Zoom-bombing raids | ZDNet t.co/LQIjlmvCN2 #cybersecurity



Twitter

3 Apr 2020 | 07:56

**Hunter_Helsel (Hunter Helsel)**

@Hunter_Helsel

If you use the popular video app "Zoom" please delete it off your device. They are known to not only spy but to also collect data and circumvent security measures everywhere. Also, even though they claim it's end to end encrypted, it's not even close.

t.co/PcLSqPJA1



Twitter

1 Apr 2020 | 19:46

**trevortimm (Trevor Timm)**

@trevortimm

Zoom says all over the place—on its app, website, security white paper—that its video calls are "end-to-end encrypted," but when

[theintercept](#) asked them about it they said:

**dhh (DHH)**

@dhh

"Elon Musk's rocket company SpaceX has banned its employees from using video conferencing app Zoom, citing 'significant privacy and security concerns'"

t.co/niyho4oj5A



Twitter

2 Apr 2020 | 00:29

**ehtrader (K Analytics(Shea Kirsch...))**

@ehtrader

Forget Facebook: Zoom is tech's newest problem child t.co/cUVNSKyXfY



Twitter

31 Mar 2020 | 17:32

**nmsonline (Nick Stylianou)**

@nmsonline

Oh my god why are you still using Zoom you have an array of secure videoconferencing tools and you use a commercial app banned by the Ministry of Defence AND YOU'VE LEFT THE MEETING ID VISIBLE.

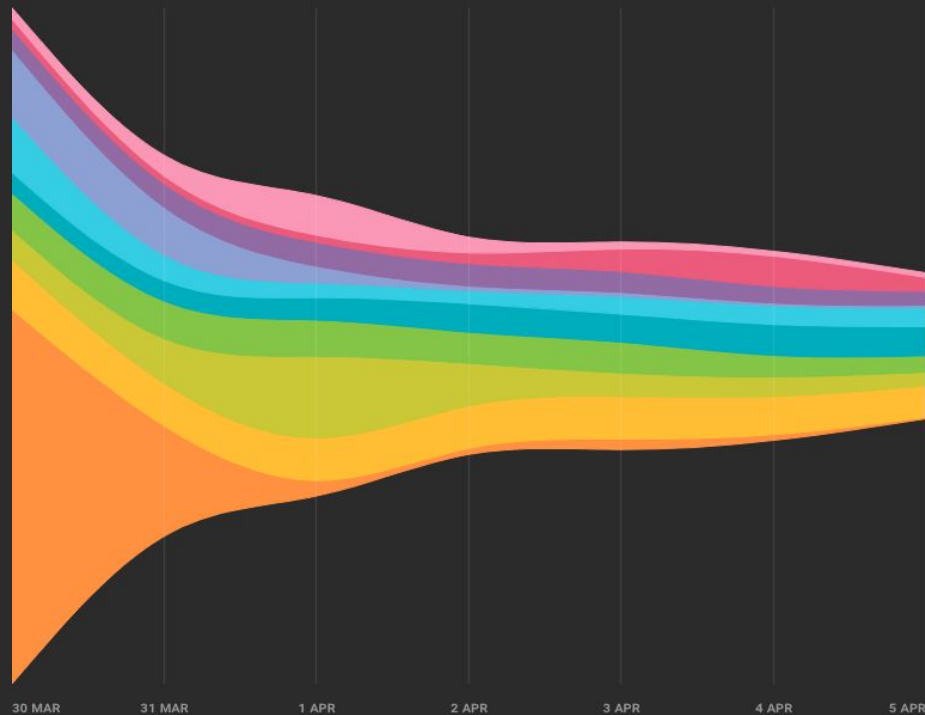


Twitter

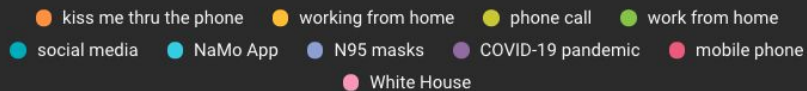
31 Mar 2020 | 13:58

Trending Themes (Excluding News)

30 Mar – 5 Apr

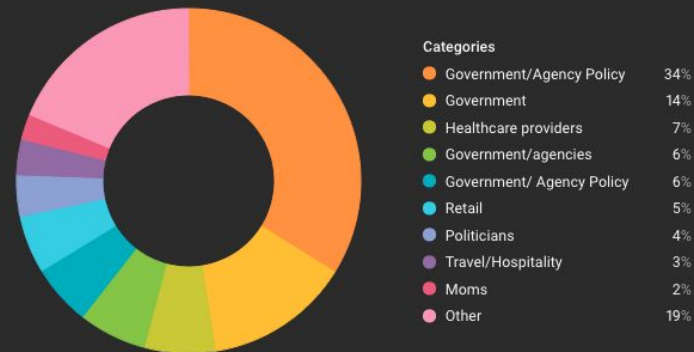


Topics



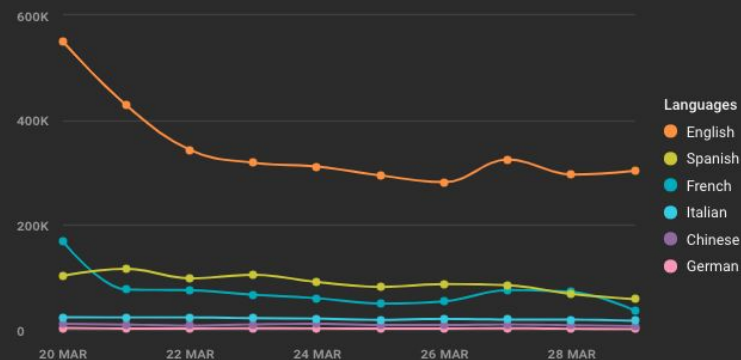
Global Topics

30 Mar – 5 Apr



Languages Over Time

20 Mar – 29 Mar



30 Mar – 5 Apr

PMOIndia (PMO India)



11:28 | Mon, 30th Mar 2020

#MamKiBaat: PM @inarendramodi urges people to maintain social distance, not emotional. <https://t.co/GL235dhQ2> via NaMo App <https://t.co/SOT0480LMd>

@PMOIndia United States of America

30 Mar – 5 Apr

FOLLOWERS:

33.0m

FOLLOWING:

485

POSTS:

25.9k

Wuhan Central Ho|

Ministry

Sci|

Netflix|

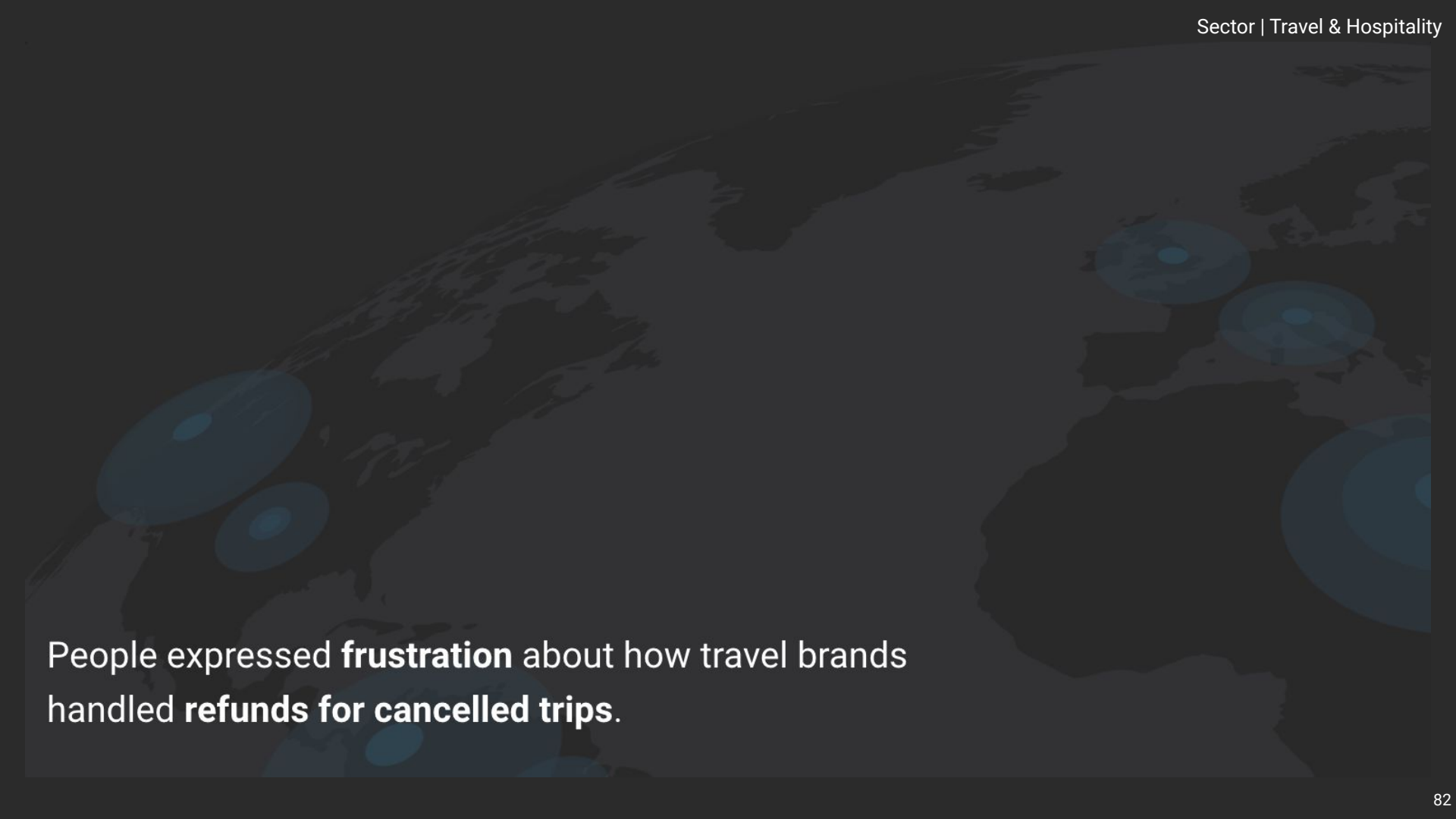
Ministry

Wu|

Instacart

Bloomberg

Social Media



People expressed **frustration** about how travel brands handled **refunds for cancelled trips**.

Consumers shared news that federal officials had **ordered all airlines to reimburse customers** for cancelled flights and **tagged specific airlines that had not honored the ruling**. Many said they were offered a credit for future travel but not a full refund.

Similar frustrations surfaced in hotels and homestay conversation as consumers noted that hotels would not offer refunds even when events had been cancelled. In several instances, consumers pointed out that homestay websites still listed availability in locations currently in lockdown.

Travel brands have an opportunity to show they care about customers by providing clear policies around refunds and unambiguously honoring them.

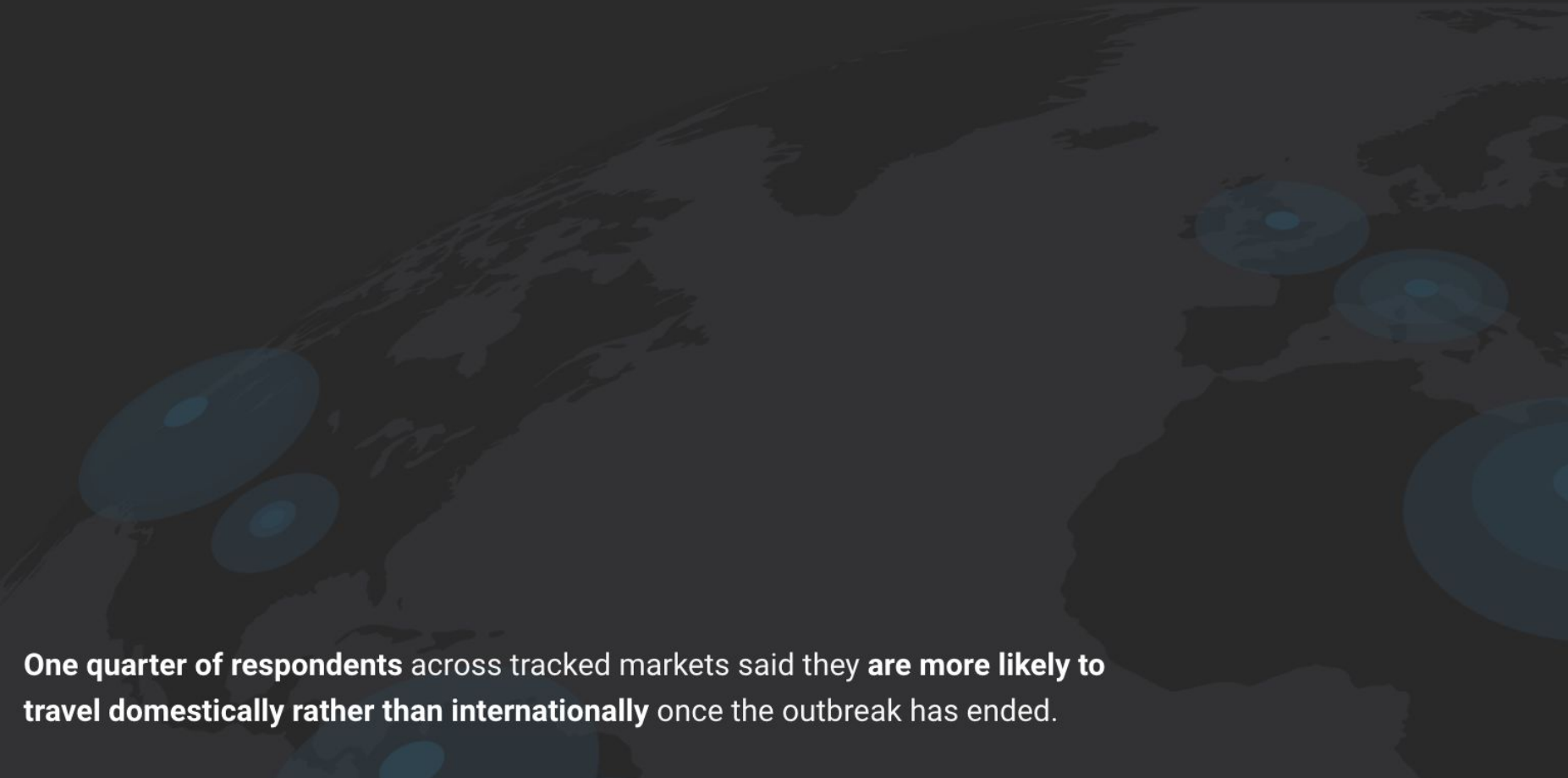


RobinTosh (Robin Williams) · @RobinTosh

[@Airbnb](#) Please show yourselves to be a responsible company and take down all availability in countries and areas affected by Covid 19 until travel restrictions have been lifted. Your app is still showing over 50 properties available in my little corner of Wales for next weekend.

Twitter · 5 Apr 2020 | 19:28

Survey | Once the outbreak has ended globally, do you think you are more likely to travel internationally or domestically?



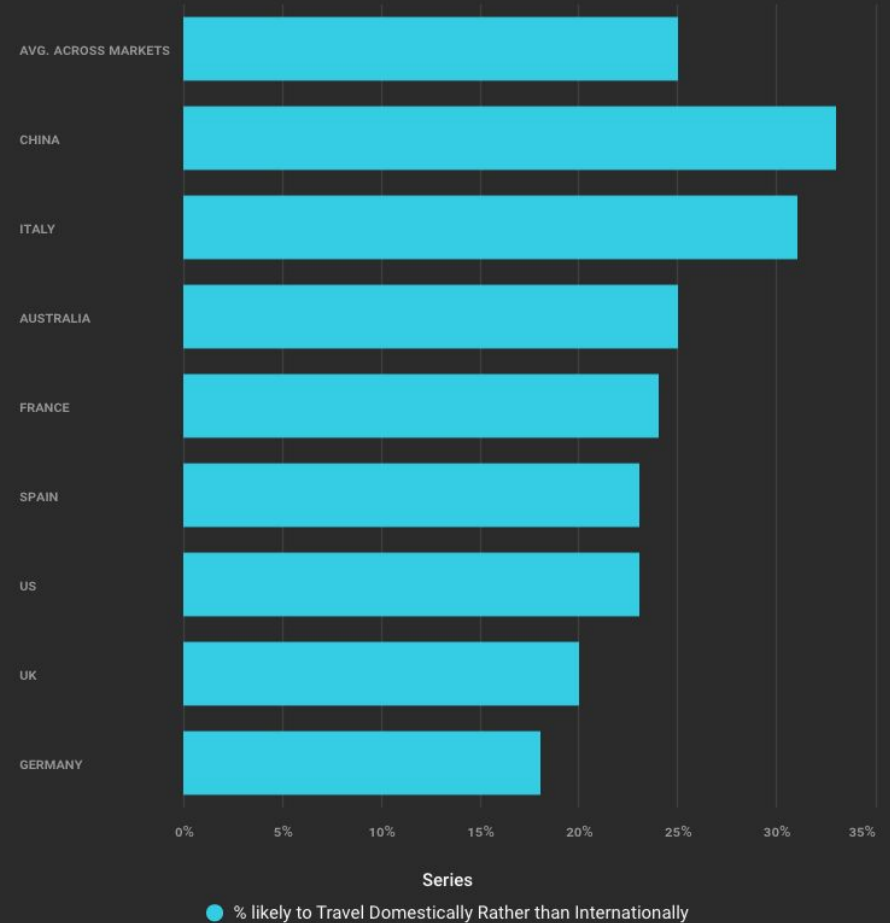
One quarter of respondents across tracked markets said they **are more likely to travel domestically rather than internationally** once the outbreak has ended.

Survey | Once the outbreak has ended globally, do you think you are more likely to travel...

Respondents in all markets said they are more likely to travel domestically (25%) than internationally (11%) once the pandemic ends.

1-in-5 respondents across tracked markets also said they are unlikely to travel either domestically or internationally. This feeling was strongest in the US (30%).


Discussion on social channels echoed these stay-local sentiments.



30 Mar – 5 Apr

 nattygeeee (Natalie Gregerson) · @nattygeeee

Turns out my top three hobbies are: 1) restaurants 2) bars 3) non-essential businesses

 Twitter · 30 Mar 2020 | 19:35

A lighthearted tweet (112K retweets) from a woman saying her only hobbies related to restaurants, bars and non-essential businesses drove conversation (9% of English discussion).


Takeout conversation continued to reflect a mix of concern about food preparation safety juxtaposed with desire to support local restaurants. Some people said the cost of takeout and delivery fees was now cost prohibitive.

UberEats was mentioned in 10% of delivery discussion, and people liked that the company was waiving delivery fees. Some negative conversation focused on delivery apps profiting while local restaurants are slowly closing.

30 Mar – 5 Apr

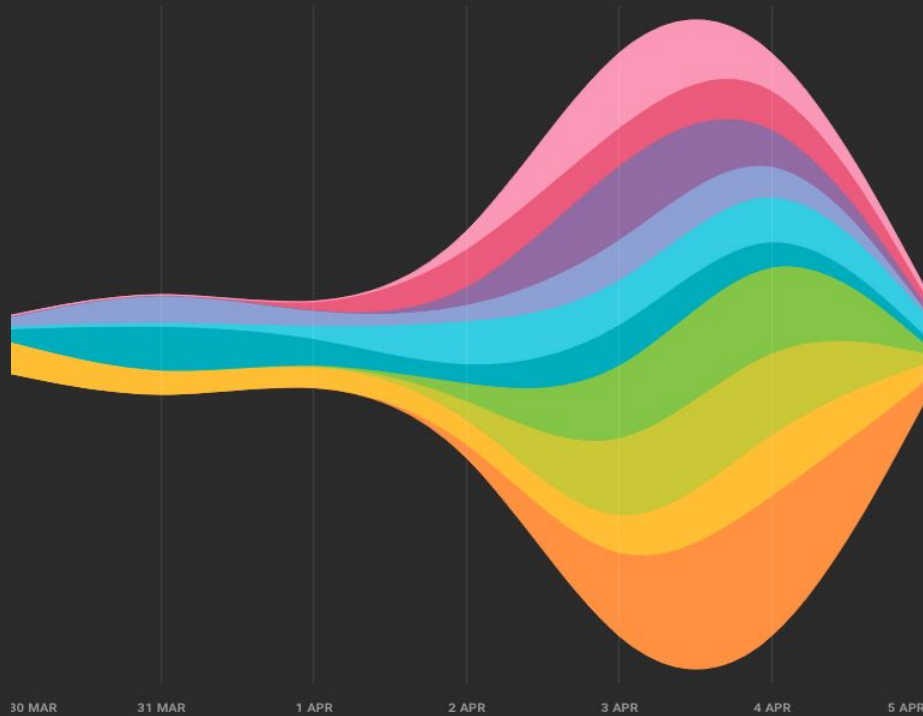
 Daphne64879328 (Daphne) · @Daphne64879328

[@GOlguinTV](#) [@KTULNews](#) This is wonderful to know. I don't want to buy take out because I'm concerned the workers could be ill and unknowingly pass on the virus Restaurants needs to say our workers wear gloves and masks APPROPRIATELY!!!! Don't work the register then prepare food with the same gloves!

 Twitter · 5 Apr 2020 | 23:18

Trending Themes (Excluding News)

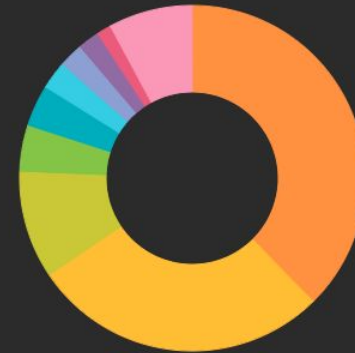
30 Mar – 5 Apr



- Topics**
- Detroit bus driver
 - coronavirus pandemic
 - Jason Hargrove
 - covering her mouth
 - 14 days
 - first responders
 - two weeks
 - support local businesses
 - delivered to hospitals
 - buy local meats

Global Topics

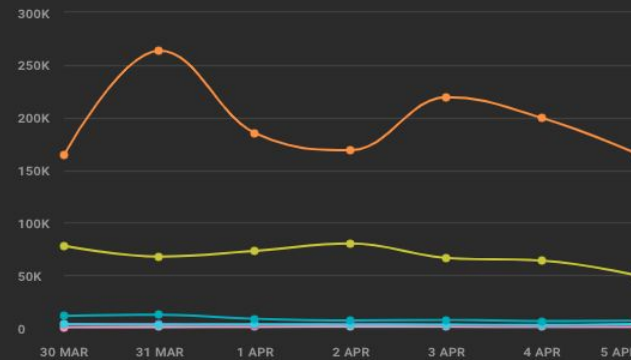
30 Mar – 5 Apr



- Categories**
- Travel/Hospitality 38%
 - Travel/Hospitality 28%
 - Government/Agency Policy 10%
 - Government/agencies 4%
 - Healthcare providers 4%
 - Retail 3%
 - Politicians 2%
 - Government/ Agency Policy 2%
 - Cough 1%
 - Other 8%

Languages Over Time

30 Mar – 5 Apr



- Languages**
- English
 - Spanish
 - Chinese
 - Italian
 - French
 - German

30 Mar – 5 Apr

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nytimes (The New York Times)



08:00 | Wed, 1st Apr 2020

For 15 years, the U.S. government pressed airlines to prepare for a possible pandemic by collecting passengers' contact information so that authorities could track down people exposed to a contagious virus. The airlines repeatedly refused. <https://t.co/jkEIBq4cy>

@nytimes

New York



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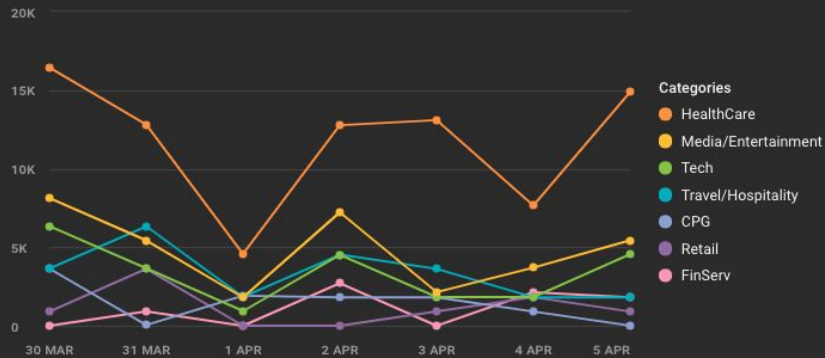


Country Data

Australia

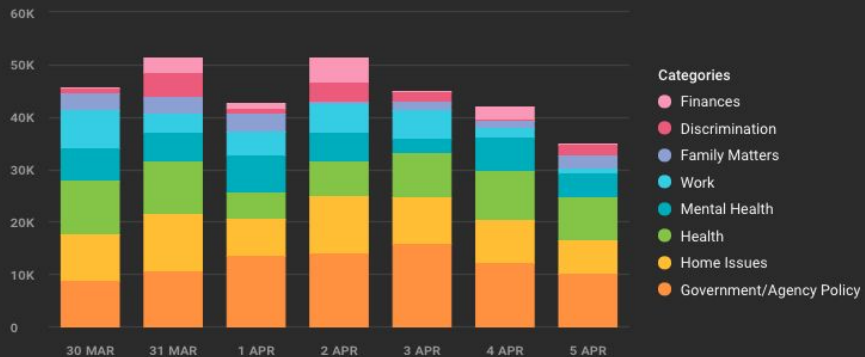
Australia Volume by Sector

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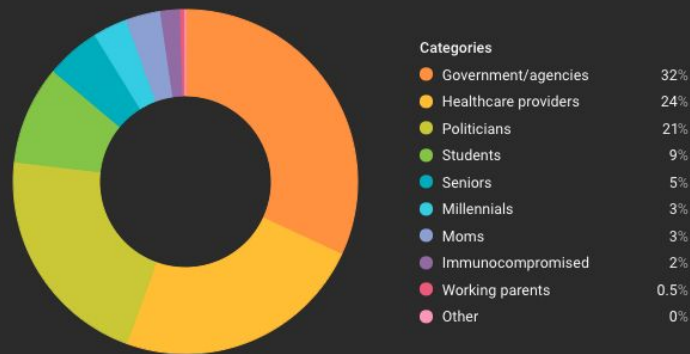
Australia Volume by Topic

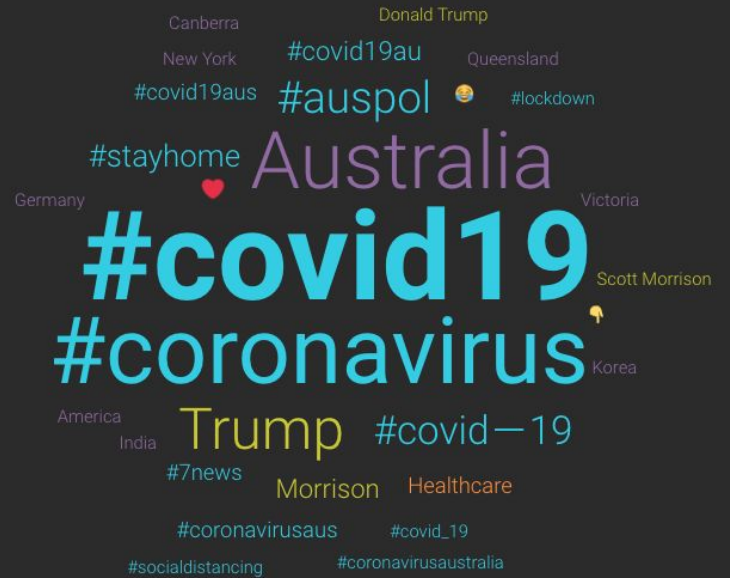
30 Mar – 5 Apr



Audiences

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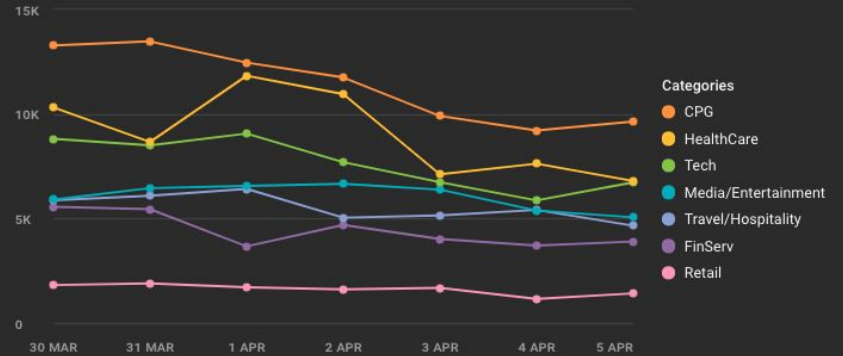




China

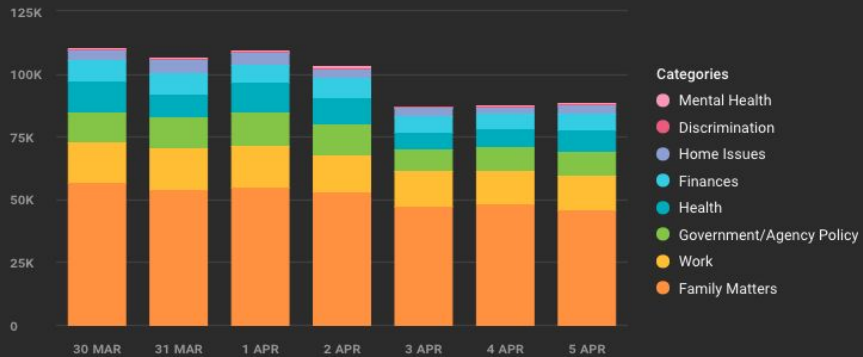
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China Volume by Sector



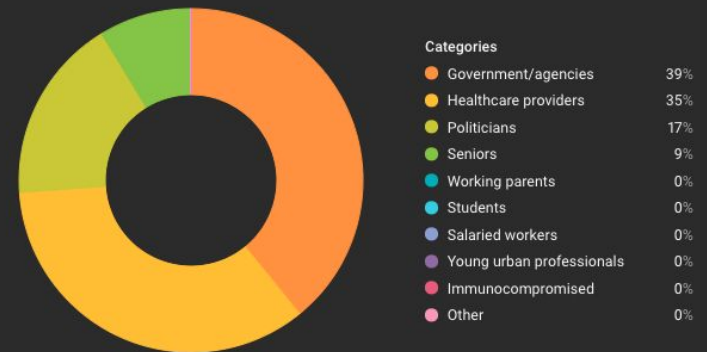
China Volume by Topic

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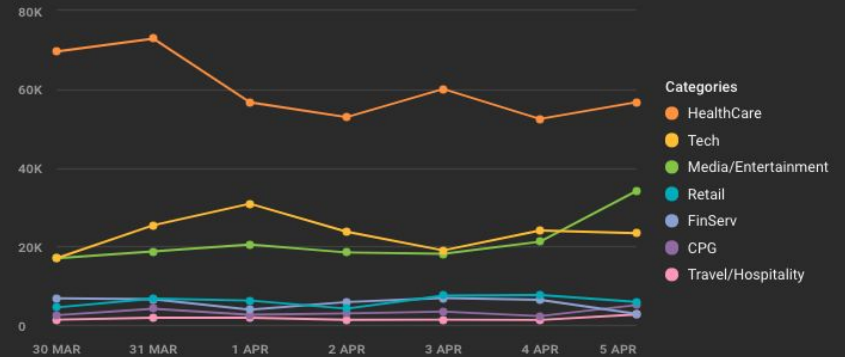


近日
 3月31日 #coronavirus
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 显示 #covid_19
 4月4日 目前
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 新冠肺炎
 鱼跃医疗

30 Mar – 5 Apr

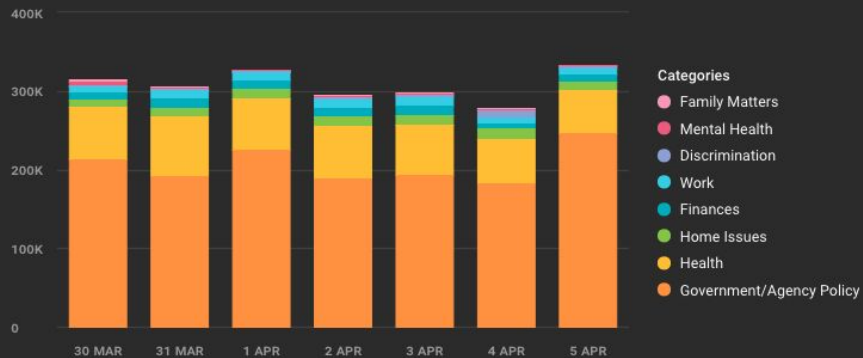
France

France Volume by Sector



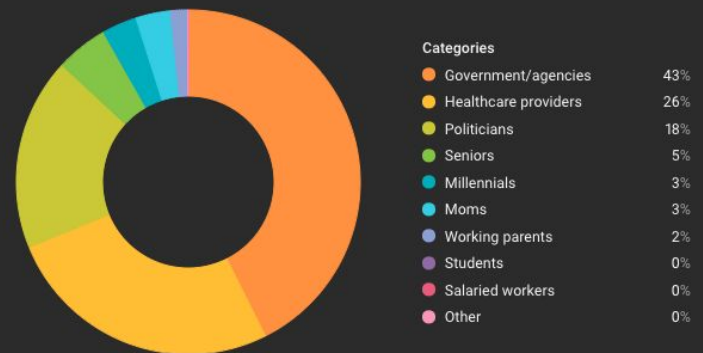
France Volume by Topics

30 Mar – 5 Apr



Audiences

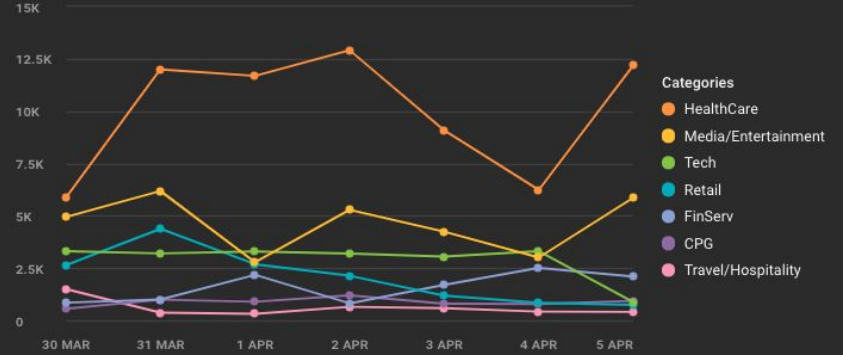
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Germany

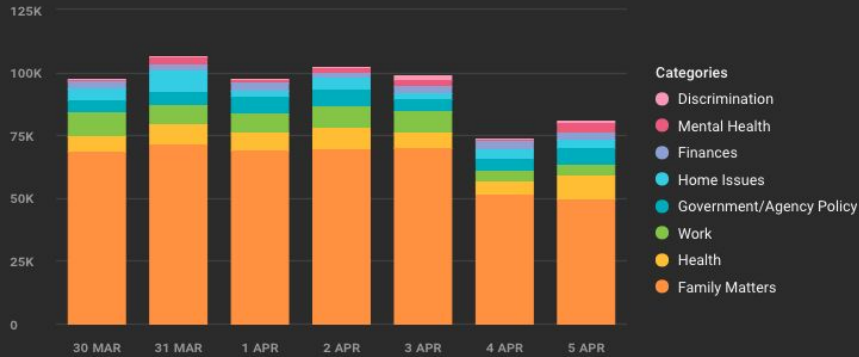
German Volume by Sector

30 Mar – 5 Apr



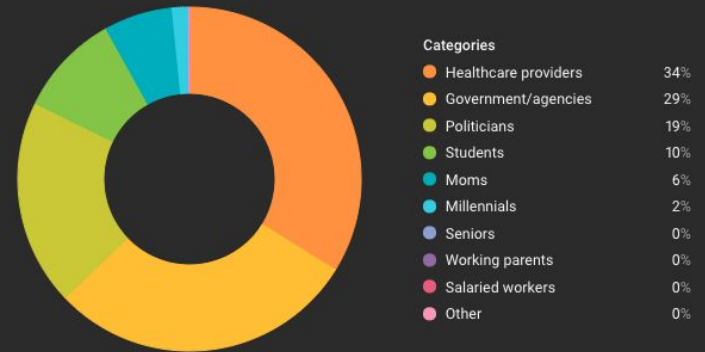
German Volume by Topic

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Audiences

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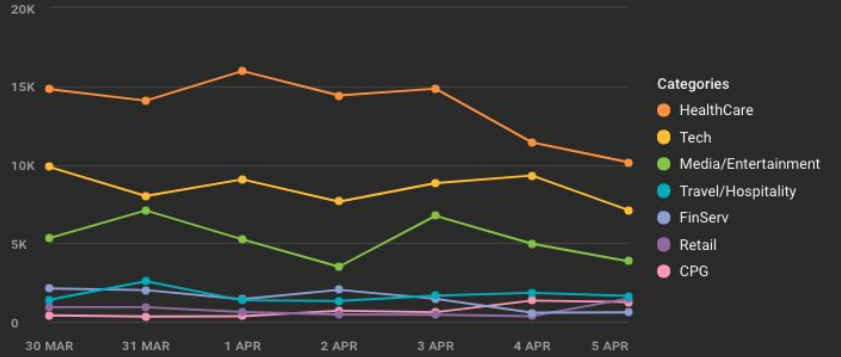


#coronavirusdeutschland
 #coronavirusde
 #stayathome #coronavirus
 #covid2019
 #stayhome #covid_19
 #coronakrise 🇩🇪 👍 #berlin
 #homeoffice Amazon
 ❤️ #maskeauf 🙅 #coronadeutschland
 #covid19de 🙅 😂 🦠 #corona
 #covid #covid-19
 #deutschland #covid19
 #leavenoonebehind
 #wirbleibenzuhause
 #flattenthecurve

Italy

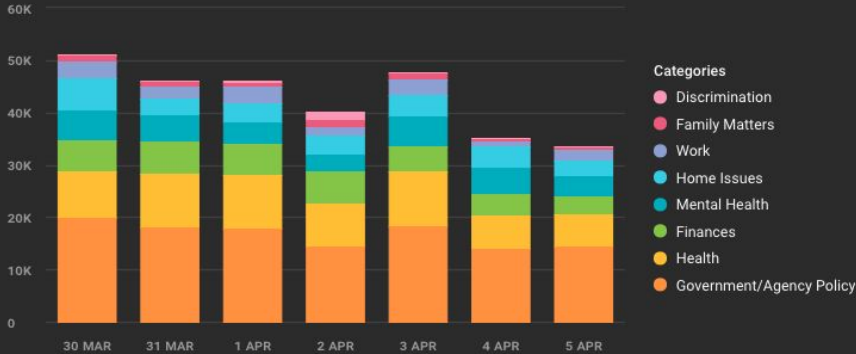
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Italy Volume by Sector



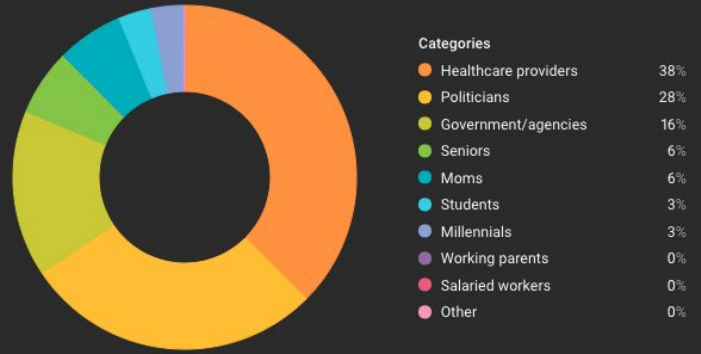
Italy Volume by Topic

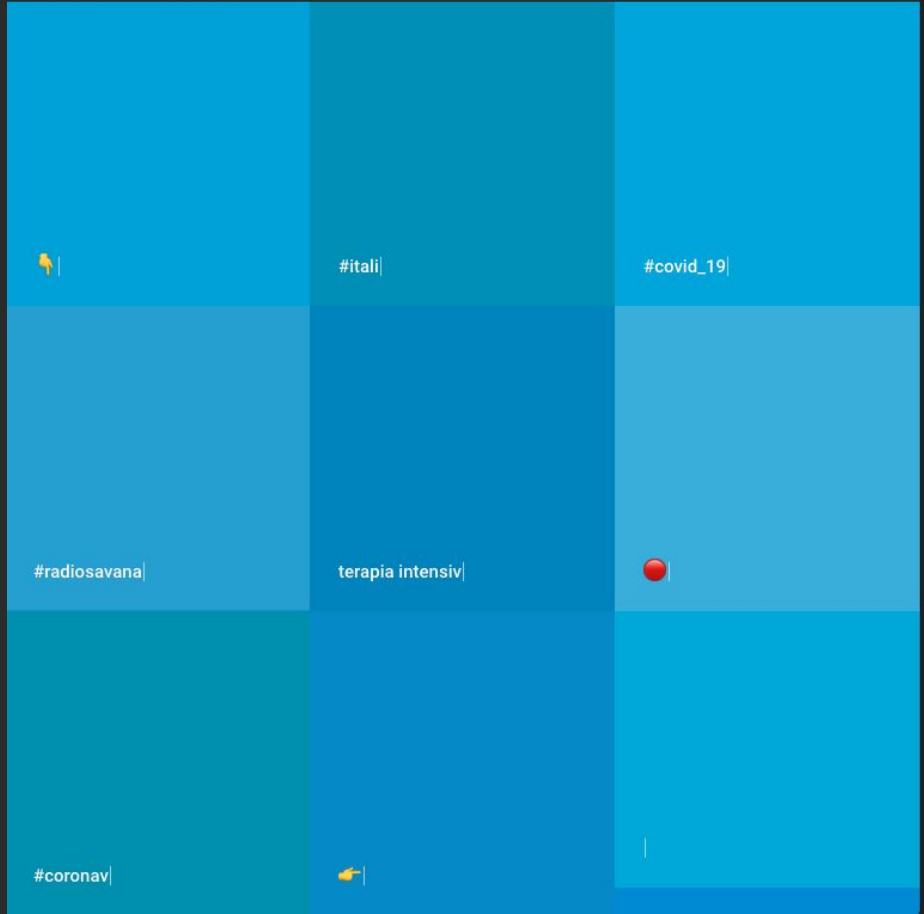
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Audiences

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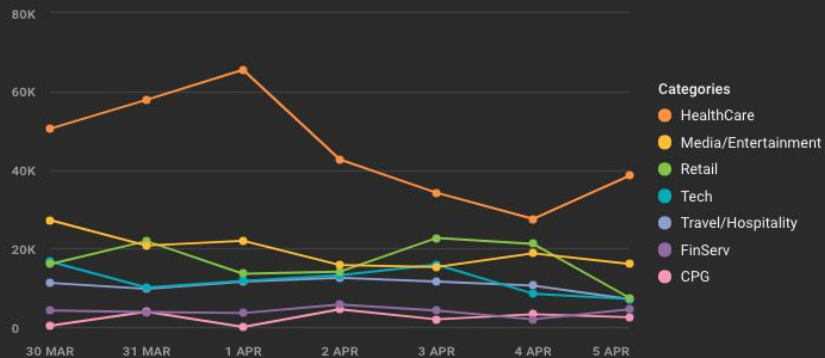
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 #covid_19 #covid-19
 #ansa #lockdown Trump
 #conte #lombardia
 #covid #italia
#covid_19italia
 #orbán #covid2019
 #coronavirus #salvini #covid19
 #covid19italia
terapia intensiva
 #quarantena #restiamoacasa
 #coronavirusitalia
 #radiosavana

Spain

Country | Spain

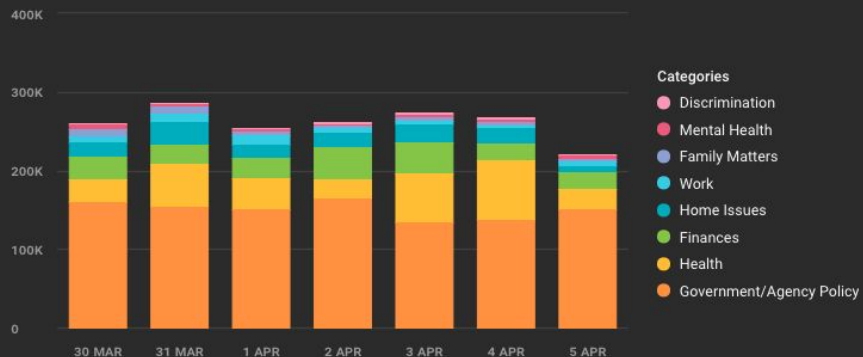
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Spain Volume by Sector



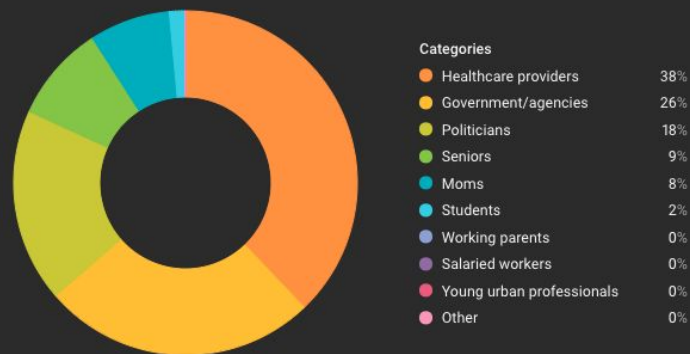
Spain Volume by Topic

30 Mar – 5 Apr



Audiences

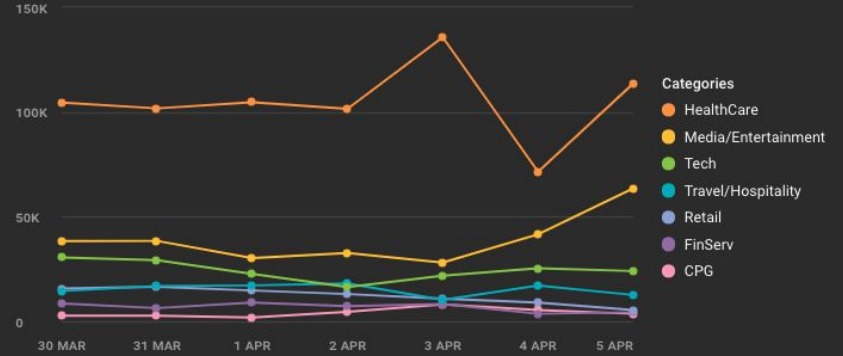
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United Kingdom

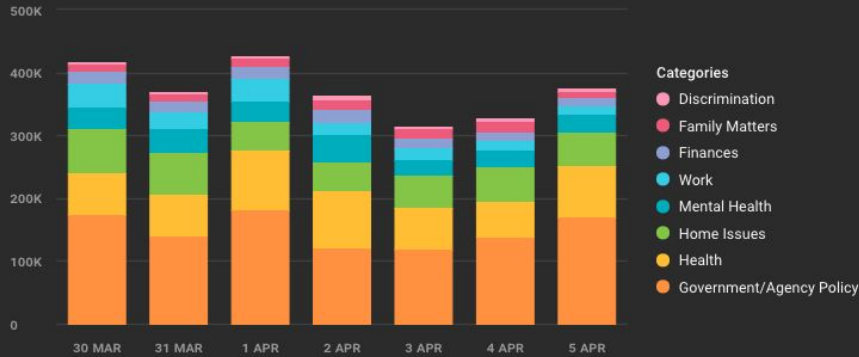
United Kingdom Volume by Sector

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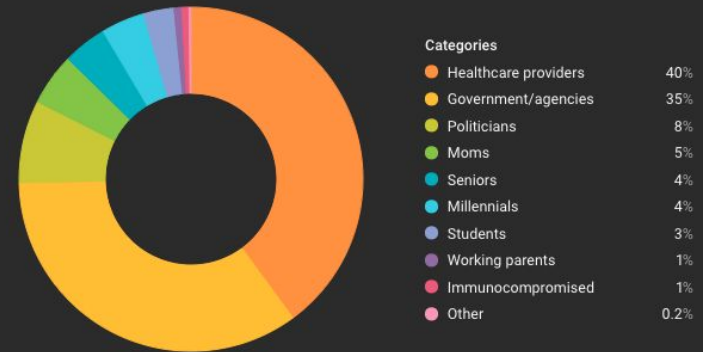
United Kingdom Volume by Topic

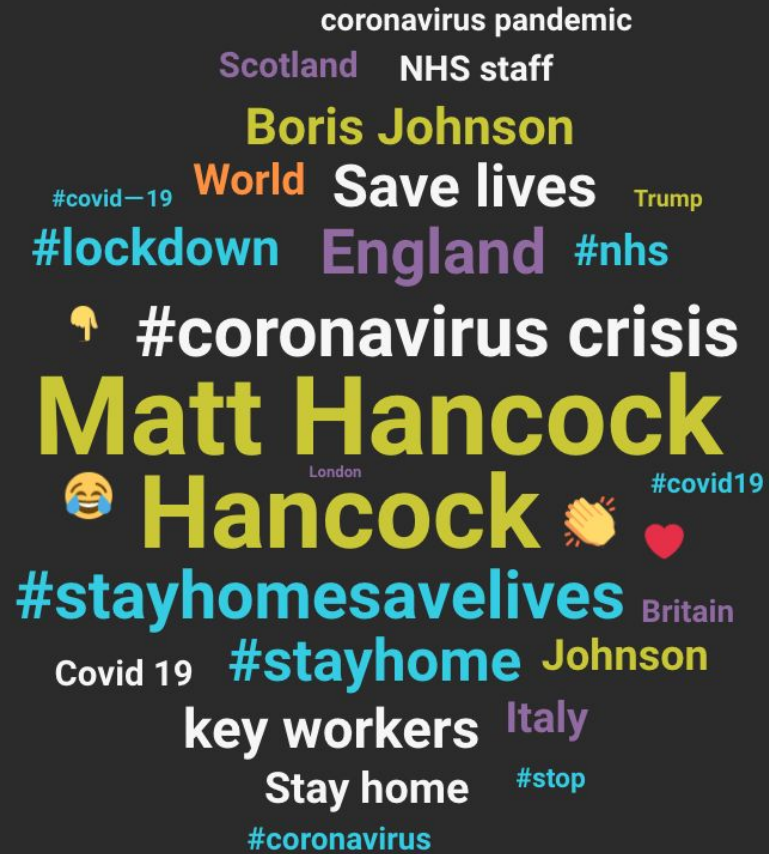
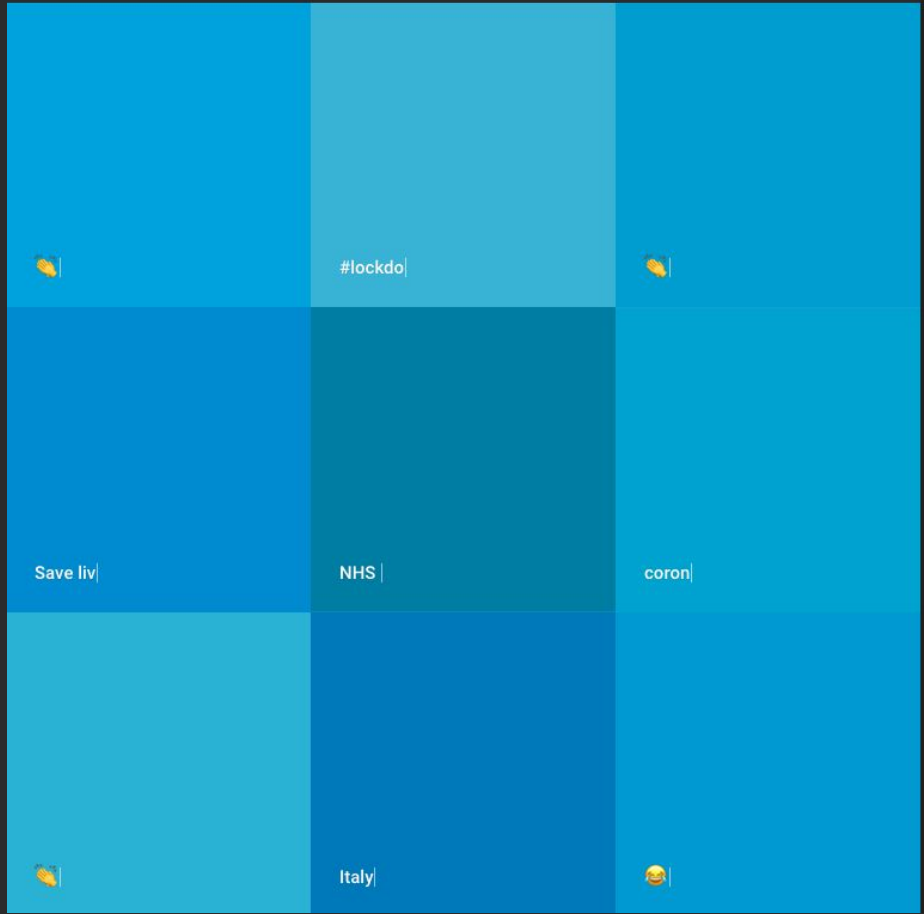
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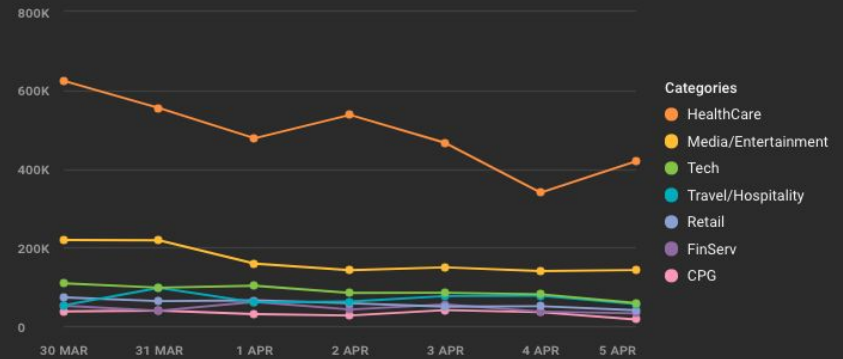




United States

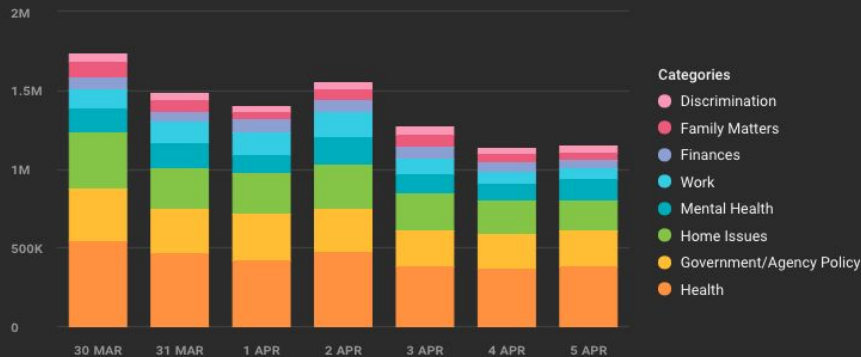
US Volume by Sector

30 Mar – 5 Apr



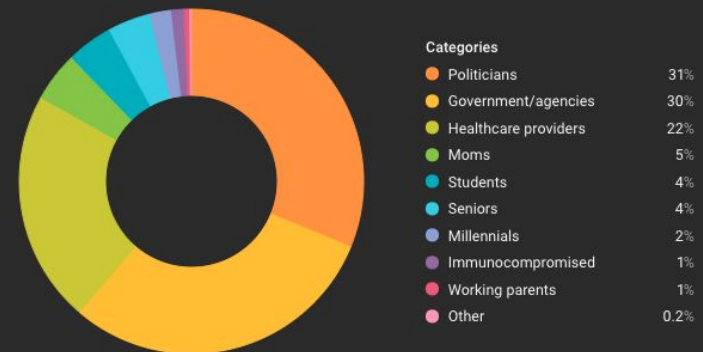
US Volume by Topic

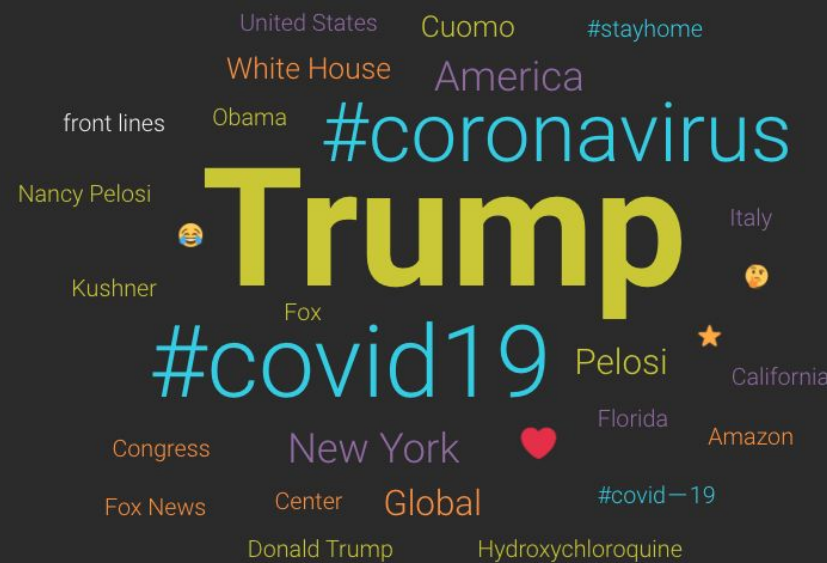
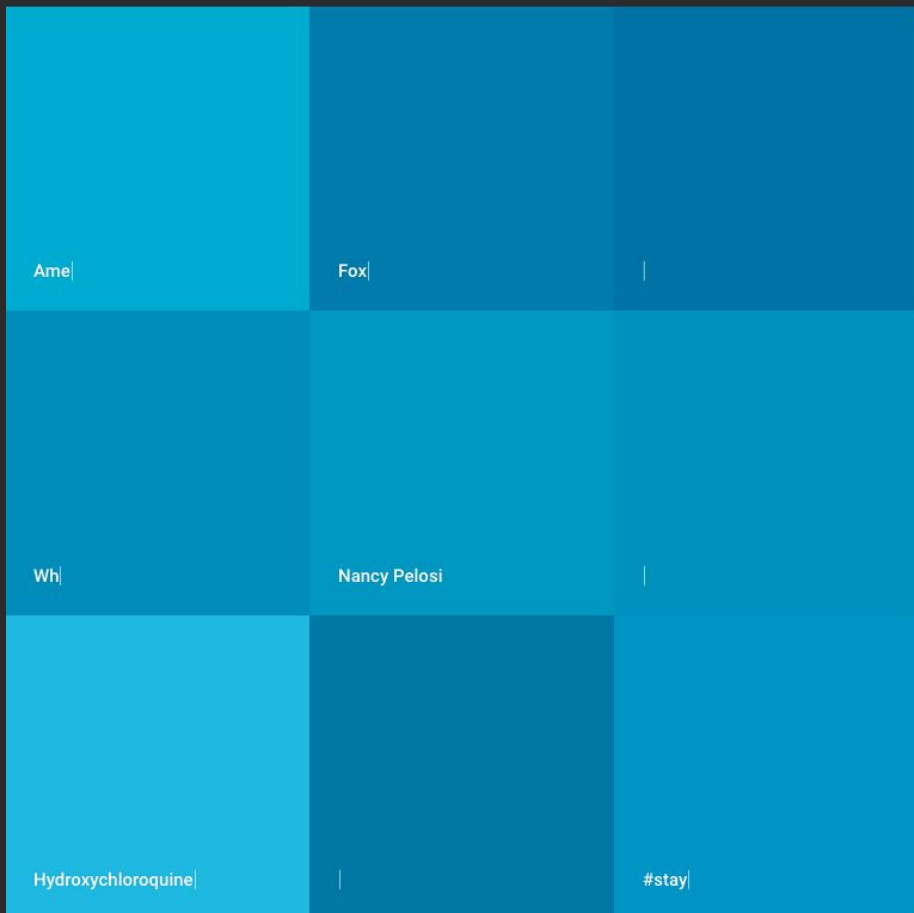
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Trending Questions

Forum members sought clarity around what to expect in the months ahead.

Government

- What is the best way to handle the coronavirus crisis?
- Are the statistics associated with Covid-19 being manipulated or misrepresented?
- What do you guys think it means if UK prime minister Boris Johnson dies from Covid-19?
- When will the Coronavirus lockdowns be lifted?
- Can anyone verify if public service/council workers are being trained to perform Covid-19 crisis duties?

The Future

- How will Coronavirus permanently change your life?
- What would be different about society post Covid-19?
- When all of the dust settles after Covid-19 runs its course, what company or people will have actually profited by this mess?
- When do you think your country will get rid of Covid-19?
- Which countries do you expect to be the worst-hit in the world in the next months by coronavirus?

People on forums asked questions about how to stay healthy, both physically and mentally.

Family & Friends

- How can I contribute in times of Covid-19?
- When will it be safe to start dating again? (Amidst Covid-19 crisis)
- Where in the US can I get a marriage license during the coronavirus epidemic?

Health

- How can I avoid Coronavirus?
- Will Covid-19 make Americans start taking their health & weight more seriously?
- How significant is Coronavirus compared to past pandemics?
- What is the survival rate of Covid-19 patients who are admitted to ICU?
- Who has disrupted sleep because of Covid-19?
- Why is there not a vaccine for Covid-19 yet?
- Where to get Covid-19 testing done?

Mental Health

- Anyone keeping a Coronavirus journal?
- Is anyone actually thriving and doing better because of Coronavirus?
- Who else feels like the fallout from coronavirus has caused their mental health to plummet? Am I overreacting or alone?

People looked for advice on both staying safe at home and coping with financial challenges.

Work

- How will Covid affect UK permanent settlement visas, and our ability to find jobs?
- How does unemployment work in situations like this and is there anything different because of Covid?

Finances

- Are you still investing during COVID-19?
- Can anyone provide resources for people who are struggling to care for their animals during the COVID crisis and can't afford vet care?
- Are local banks safe?
- Will we get the COVID-19 Stimulus Check?

Home

- Are there risks of contracting COVID-19 in my own home if I keep forgetting not to touch my face? Or am I overreacting in my anxiety?
- Can you EAT coronavirus without being infected?
- Are guys delivering even though the coronavirus is in effect?
- Who has the best deals amongst coronavirus for take-out?
- Are sales affected by the Coronavirus? Is it shipping harder with the current situation?
- Who is binge watching Netflix during COVID-19 quarantine?

Now You Know

This report is designed to provide broad foundational insights. Brandwatch can customize this report to focus on your specific industries, categories, brands, sectors and more.

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