



April 15, 2020

Covid-19 Weekly Consumer Insights Report

Brandwatch | A new kind of intelligence



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Our Goal

As the **Covid-19 pandemic** continues to evolve, there are many sources for news, statistics and health guidance.

Brandwatch is in a unique position to provide data and insights about the impact on the hearts, minds and daily lives of consumers around the world. We're leveraging our best-in-class technology and people to deliver weekly reporting that looks at both online discussion and survey responses.

These reports can be customized to focus on your specific industries, categories, brands, sectors, and more. Reach out to info@brandwatch.com to discuss options.

What We Analyzed

8,000 survey responses and ~45M 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, Tech).

What We Analyzed

Survey data in week 4 includes 1,000 completed interviews per country, in field between April 7–14 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, please contact info@brandwatch.com.

Social data for this report includes Twitter, Reddit, forums, social networking sites, blogs, review sites, and more that appeared between April 6–12.

Some Of The Questions We'll Address...

- How has the virus impacted daily life and the way we work, learn, parent and socialize?
- What is the impact on mental health?
- What are concerns about financial futures collectively and personally?
- What is the short- and long-term impact of the pandemic on plans, events and purchases?
- What are reactions to how businesses have/have not adapted to the needs of consumers or employees?

Key insights at a glance



Health

Discussion about the hospitalization of UK Prime Minister Boris Johnson elicited mixed reactions. Some expressed concern for his health while others were critical of his handling of the pandemic, saying he acted too late. (Slide 11)

Many people are championing the use of Hydroxychloroquine for treating Covid-19 despite the lack of support from the CDC and WHO. (Slide 12)



Mental health

Staying motivated during social distancing continues to be the biggest challenge survey cited by many.

People share tactics on social media about how to stay motivated and positive. Engaging in some form of self-care activity each day was top of the list. (Slide 15)



Home life

This is the first week with a drop in survey respondents who say they are socially distancing. Lifted restrictions in China may be a driver, and new behavior trends indicate people elsewhere are suffering from lockdown fatigue to the point of breaking quarantine rules. (Slide 22)

People say they are spending more time on home improvement projects. Decluttering, cleaning, home organization, and gardening are prominent on social media. (Slide 25)



Work life

Unemployment conversation peaked this week, featuring in one-in-three work discussions. While hardships are often discussed, new job searches are also driving discussion. (Slide 33)

Cybersecurity is emerging as a trending topic as shifting workers to remote resulted in new threats and vulnerabilities. Notably, people feel more cautious about using Zoom. (Slide 36)

Key insights at a glance



Family life

Maintaining relationships during lockdown is top of mind, as many shared dating challenges. Many couples report an increase in arguments during lockdown due to added stress on their relationship. **(Slide 30)**

Going to church became controversial this week. People were critical about churchgoers who defied the lockdown to attend Easter services. **(Slide 31)**



Pharma & healthcare

The US government is often criticized for its inability to support states in acquiring sufficient volumes of PPE for medical staff, and for allegedly confiscating supplies. **(Slide 49)**

There was an uptick in discussion about healthcare workers on April 7, attributable to people showing support and giving praise to frontline workers on World Health Day. **(Slide 50)**



CPG

Hair conversation spiked in volume this week, contributing to one-third of CPG discussions. While men cut their own hair, women described getting glammed up at home to feel good about themselves and better about being in lockdown. **(Slide 41)**

Survey respondents across markets indicate they are eating more food, with a growing number experimenting with different recipes. People online admitted they have been eating more comfort food out of boredom, with no intention of stopping. **(Slide 44)**



Retail

Increasingly survey respondents are experiencing the challenges associated with cooking at home rather than eating out. (Slide 58)

As shopping safe at grocery stores and big chain retailers seems unlikely, scared consumers increasingly turned to online shopping, local businesses, and delivery. **(Slide 59)**

On social, individuals shared their appreciation toward delivery workers by leaving messages of gratitude or gifts by the front door. **(Slide 63)**

Key insights at a glance



Media & entertainment

Podcasts are the most discussed topic in media & entertainment conversations (nearly 400K posts). Many admitted to binge-listening, loving that they can learn something new or stay entertained while multitasking at home. (Slide 58)

Movies and TV shows continue to dominate entertainment discussion; Netflix is mentioned most often. (Slide 60)



Travel & hospitality

Personal safety is top of mind for travelers, whether they are considering public transportation or flying. (Slide 81)

Some worry that less strict travel restrictions in one country compared to another may negate lockdown efforts. (Slide 74)

Using empty hotel rooms for medical staff, remote workers, or the homeless featured in hospitality conversation. (Slide 82)



Financial services

Many negatively responded to news that hedge fund managers are profiting from shorting stocks while individual investors are panicking about the global pandemic. (Slide 48)

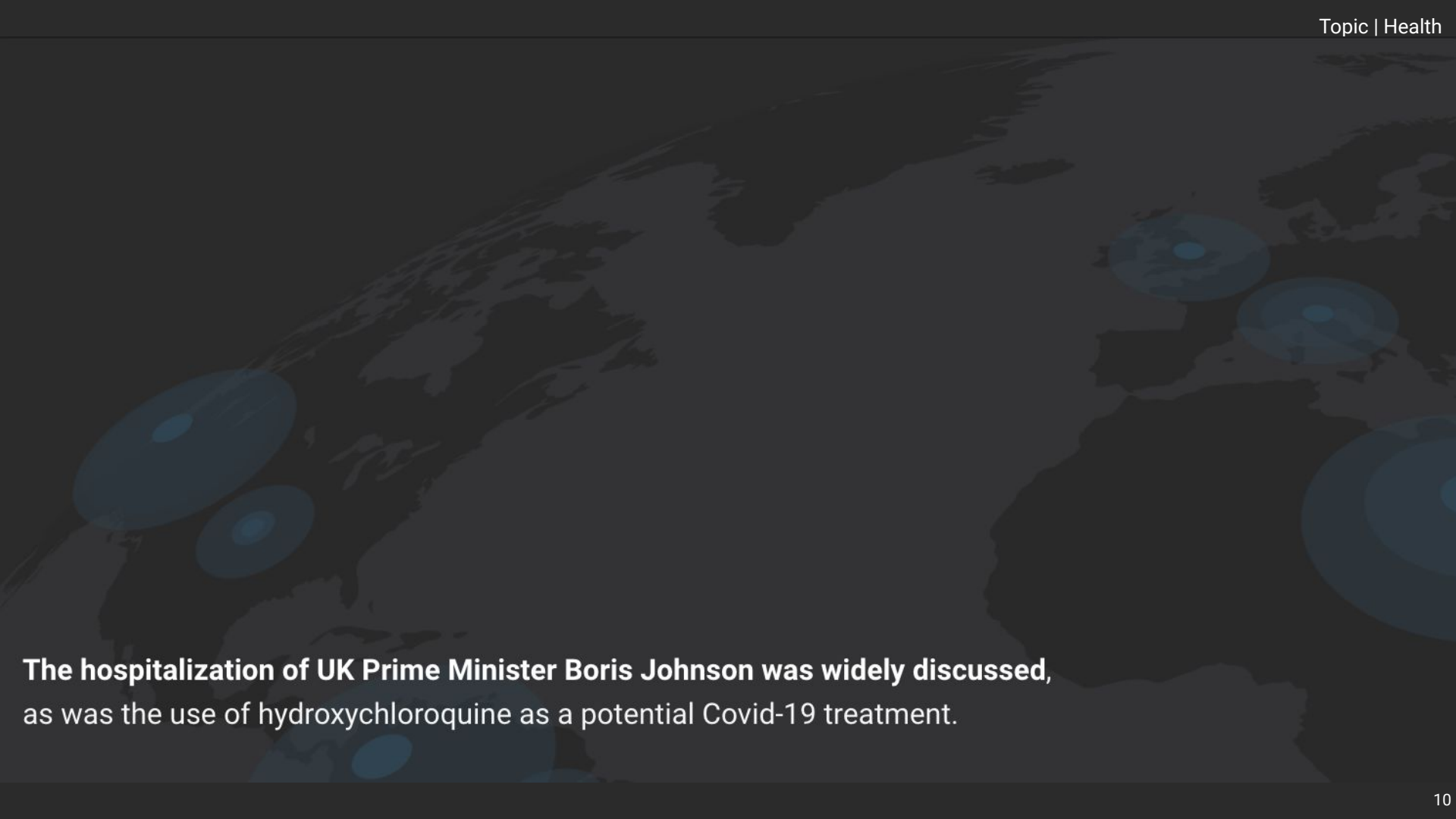
A mounting concern about personal finances led many to vent frustrations about banking fees and to ask banks to consider changing policies. (Slide 49)



Technology

People are discussing the variety of ways robots are being used to help people minimize social contact. (Slide 75)

Telehealth was generally applauded as another way for people to minimize social interaction while still receiving the medical care needed. However, a few are concerned that not everyone has access to the phone or internet to assure access. (Slide 76)



The hospitalization of UK Prime Minister Boris Johnson was widely discussed, as was the use of hydroxychloroquine as a potential Covid-19 treatment.

The hospitalization of UK Prime Minister Boris Johnson elicited mixed reactions (128K posts). Many were concerned about the Prime Minister's health. Others felt his affliction was **representative of how serious the pandemic is**, if a healthy, middle-aged male is infected.

Some saw Johnson's hospitalization as an example of **how poorly UK leadership has handled the pandemic**, citing its late adoption of social distancing. Others suggested that Johnson was healthy but hiding in the hospital to avoid providing updates on fatalities in the UK.

The media was criticized for focusing on Johnson's recovery, rather than reporting that another 1,000 died the same day.



HarryEarthling (Harry Earthling ...)
@HarryEarthling

Is there any evidence that Boris Johnson is actually ill & not just hiding in a hospital ward? Cos right now who would want to be PM going "over 900 people have died today from Coronavirus cos we made a lot of mistakes". Easier to get Raab or Sunak to deliver the news.



Twitter

8 Apr 2020 | 17:18



NHollinghurst (Nick Hollinghurst)
@NHollinghurst

Oh dear. Very sorry to learn Boris Johnson is now in IC. I hope he'll recover without needing a ventilator. Everyone is, I'm sure, sorry that anyone gets seriously ill or dies - but he's the PM & that gives the situation symbolic extra significance. TAKE THE ADVICE SERIOUSLY.



Twitter

6 Apr 2020 | 20:30



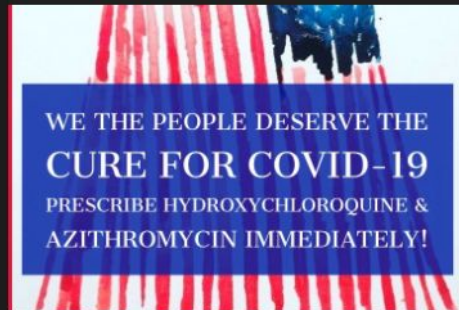
AMychkovsky (Andy Mychkovsky ...)
@AMychkovsky


Boris Johnson is the Prime Minister of the United Kingdom, the 6th largest economy in the world. He literally has access to the best medical care in the world. He is not "old", only 55 years of age. And yet, he is headed to the ICU due to COVID-19. Stay home please.



Twitter

6 Apr 2020 | 19:51



SidneyPowell1 (Sidney Powell)  ...
@SidneyPowell1

@[molmcann](#) NO. ABSOLUTELY NOT. We must [#OPENAMERICANOW](#) And no one can make anyone take one of Gates's vaccinations either. Make [#hydroxychloroquine](#) available for everyone by prescription. @[GovAbbott](#) No one taking it already for [#RA](#) or [#lupus](#) has contracted [#coronavirus](#) [#COVID-19](#) t.co/jeCl9mogBW



Twitter

11 Apr 2020 | 01:54



mog7546 (Michael O'Grady)
@mog7546

[#CDC](#) quietly deletes [#hydroxychloroquine](#) guidance as study hyped by Trump comes into question It no longer says that both drugs "are currently recommended for treatment of hospitalized COVID-19 patients in several countries" [#MOG](#) t.co/prCQE9a4us



Twitter

9 Apr 2020 | 00:15



MicrobiomDigest (Elisabeth Bik)
@MicrobiomDigest

The side effects of [#chloroquine](#) / [#Hydroxychloroquine](#) might be worse than treatment success. "Some Swedish hospitals have stopped using Chloroquine to treat COVID-19 after reports of severe side effects." t.co/dBzAyWFF0V



Twitter

7 Apr 2020 | 01:52



GeraldoRivera (Geraldo Rivera)
@GeraldoRivera

At worst [#Hydroxychloroquine](#) might not work for some patients

The hashtag [#hydroxychloroquine](#) appeared in nearly 12k posts.

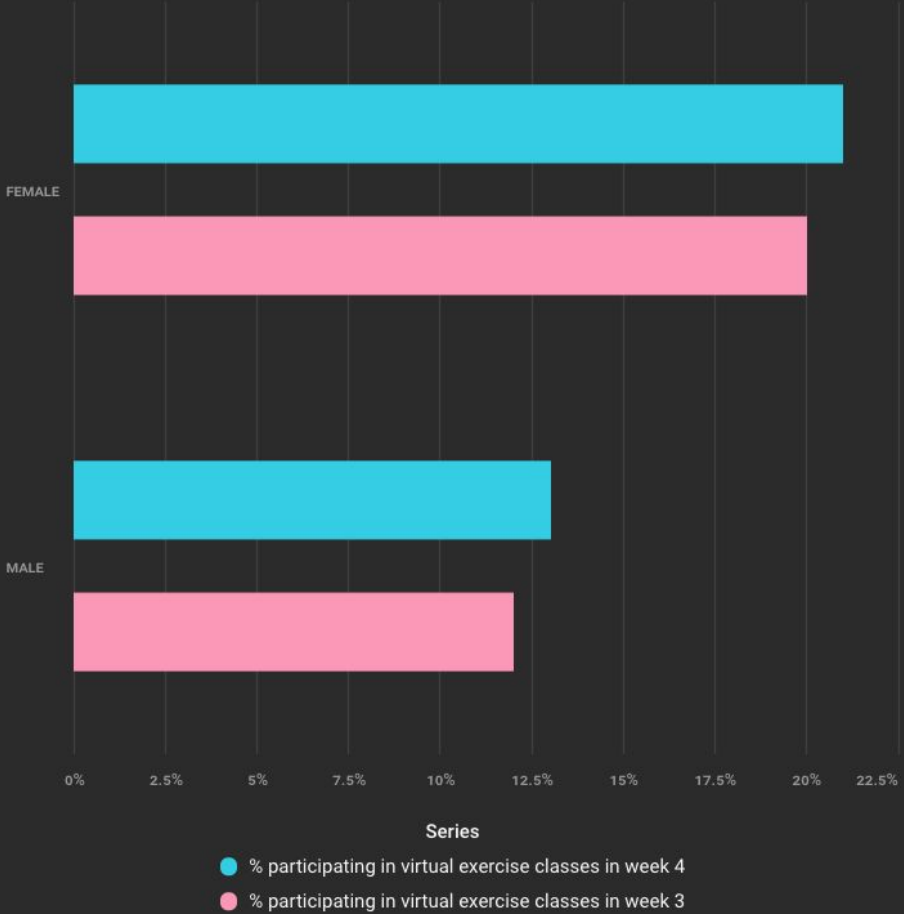
People shared stories about individuals who had taken the drug and recovered from Covid-19. Some claim that **individuals who take the drug** for Lupus or rheumatoid arthritis have **not contracted the virus**.

Others **express concern**, noting that organizations like the **CDC and WHO do not recommend** the drug as a treatment for Covid-19.

Survey Question | Which of the following virtual events have you joined ...?

Women are almost twice as likely to participate in virtual exercise classes than men. While men may not be using digital fitness videos, they are working out at home.

Many are discussing the importance of having a workout routine, maintaining a set schedule to fit exercise into the day.

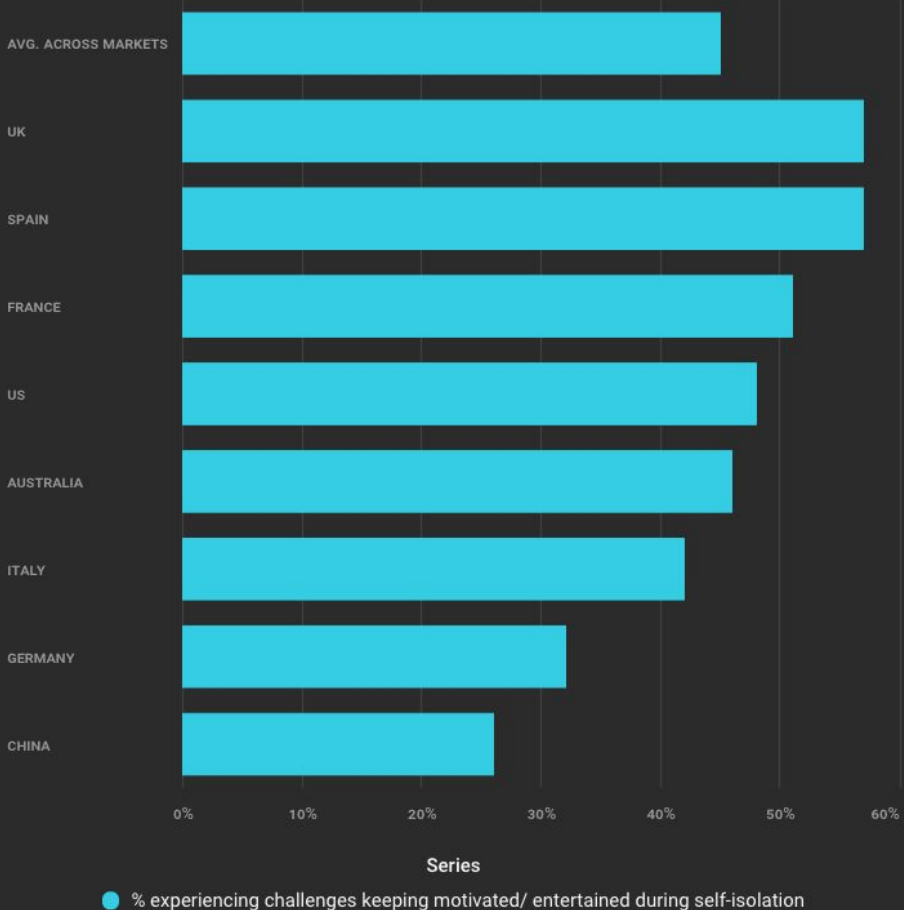


Staying motivated and entertained during isolation continues to be the biggest challenge cited by survey respondents.

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

Survey respondents in the UK, Spain and France are struggling to stay motivated during isolation, as lockdown restrictions have intensified in those countries. Motivation challenges are cited less frequently in China (down 8 percentage points this week), due to a loosening of limitations there.

People are sharing information and tips on social media about how to stay positive and motivated. Practicing self-care is often cited, and examples include exercise, painting or calling a friend.



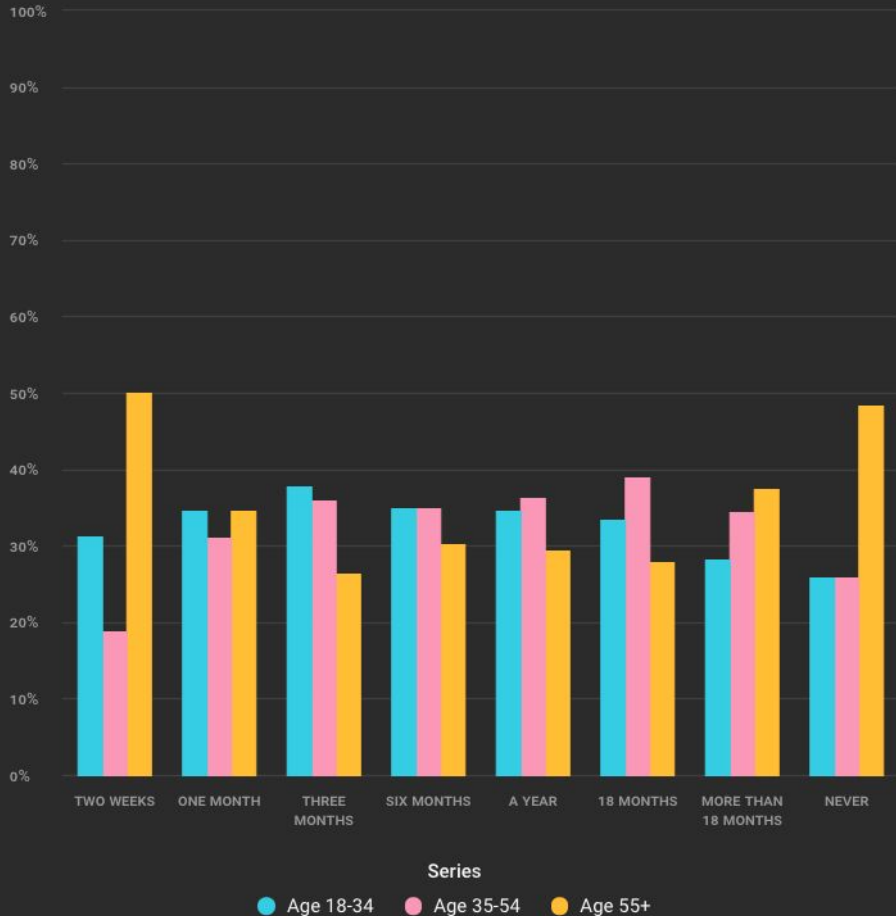
Survey Question | How long do you think it will take for life to go back to 'normal'?

Most survey **respondents across tracked markets believe it will be six months to a year for life to return to normal.**

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

Survey respondents across age ranges believe it will be six months to a year before life returns to normal.

Responses from those aged 55 and older are most polarized. That group is almost twice as likely than other ages to say that life will go back to normal in two weeks. That group is also more likely to say that life will never be the same again.



New Zealand is a key topic in government discussion (39K posts). People are sharing news about the country's **fast response and stringent lockdown** policies, which have reportedly resulted in few Covid-19 deaths to date.

People describe the country's response as **"real leadership" compared with other nations**. One widely-shared story is New Zealand's Prime Minister Jacinda Ardern's response to a child wondering if the Easter Bunny would be exempt from the lockdown. Ardern announced that both the **Easter Bunny and Tooth Fairy were considered "essential workers,"** prompting a positive response on Twitter.



supremesparkle (Vickieanne. G 🌹🌹 #DontBuyTheSun) · @supremesp...

Look at New Zealand 🙄 they must be doing something right !! upto yesterday ONE death. It may have a smaller population But it started... Full proper Lockdown way sooner than ours. And better distribution of the correct. PPE !!

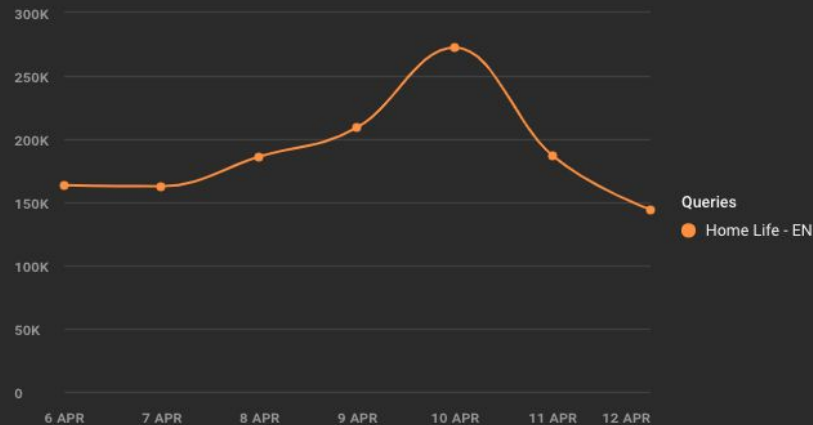


Twitter · 10 Apr 2020 | 08:23

Survey Question | How has your behaviour changed... as a result of the outbreak?

This is **the first week that fewer survey respondents say they are socially distancing.**

New behavioral trends indicate **people are suffering from lockdown fatigue** to the point that they are **bending or breaking quarantine rules.**



Social distancing conversations **spiked in volume this week** as people continue to **emphasize its importance**.

People continue to share photos and videos highlighting **extreme examples of DIY** protective gear or their **pets complying with distancing rules**.

A video of the **"Anti-Covid-19 volunteer drone task force"** requesting citizens comply with social distancing rules generated buzz. In response, people referenced sci-fi films such as "Black Mirror," "the Twilight Zone," and "The Colony."

Aerial videos of cities are popular this week, **highlighting empty streets and cityscapes**. A YouTube video showing drone footage of Philadelphia generated **~500K views**.



Controversy around the **effectiveness of social distancing** (38K mentions) is a trending topic.

A video from the Ohio Department of Health **visualizing how and why social distancing works** drew **~40K retweets** and **19 million views**.

While most agree social distancing has helped to flatten the curve, others argue that the **negative impact on the global economy** and the **lack of herd immunity development** do not justify the approach.





New behavioral trends indicate people are suffering from **lockdown fatigue** and **longing for normalcy** to the point of **breaking quarantine rules**.

With warming weather, a **lack of social distancing in parks was reported**. This included **sunbathing, and picnicking**, especially in the US and UK. Discussion about strict park closures resulted, with general agreement that **some are ruining it for all**.

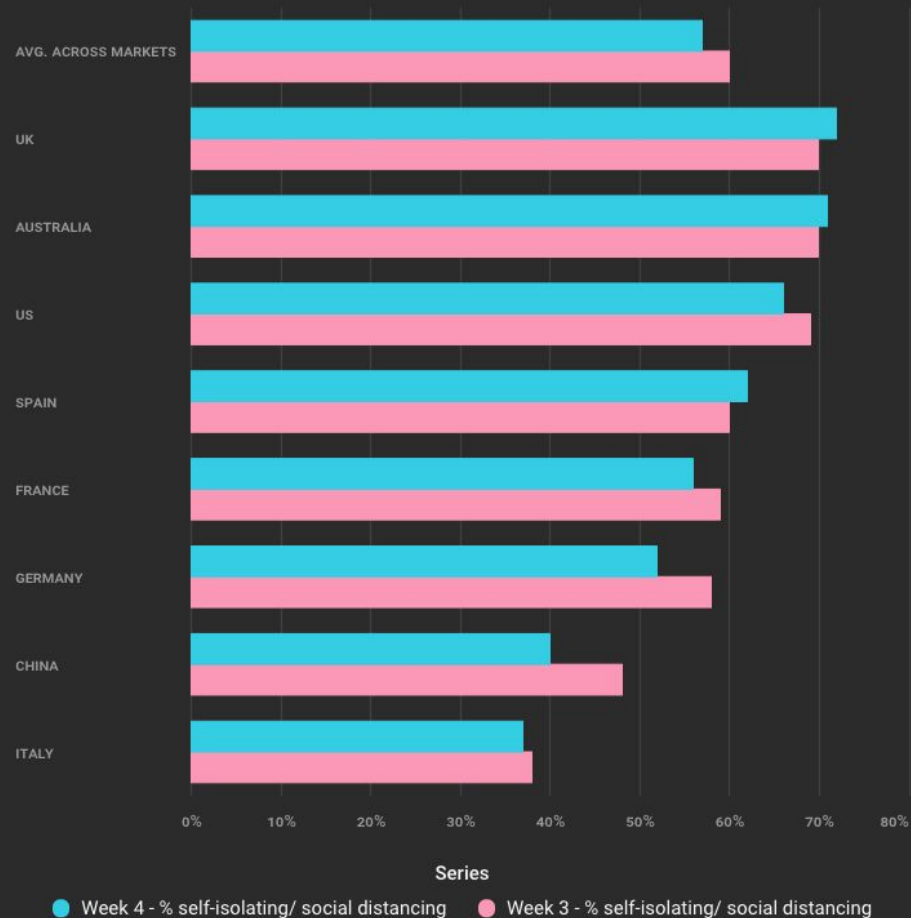
A US video showing millennials in throwing a **“coronavirus party”** gained traction on YouTube (~350k views). Comments **condemned the gathering**. The man who livestreamed the video on Instagram and Facebook was later arrested.

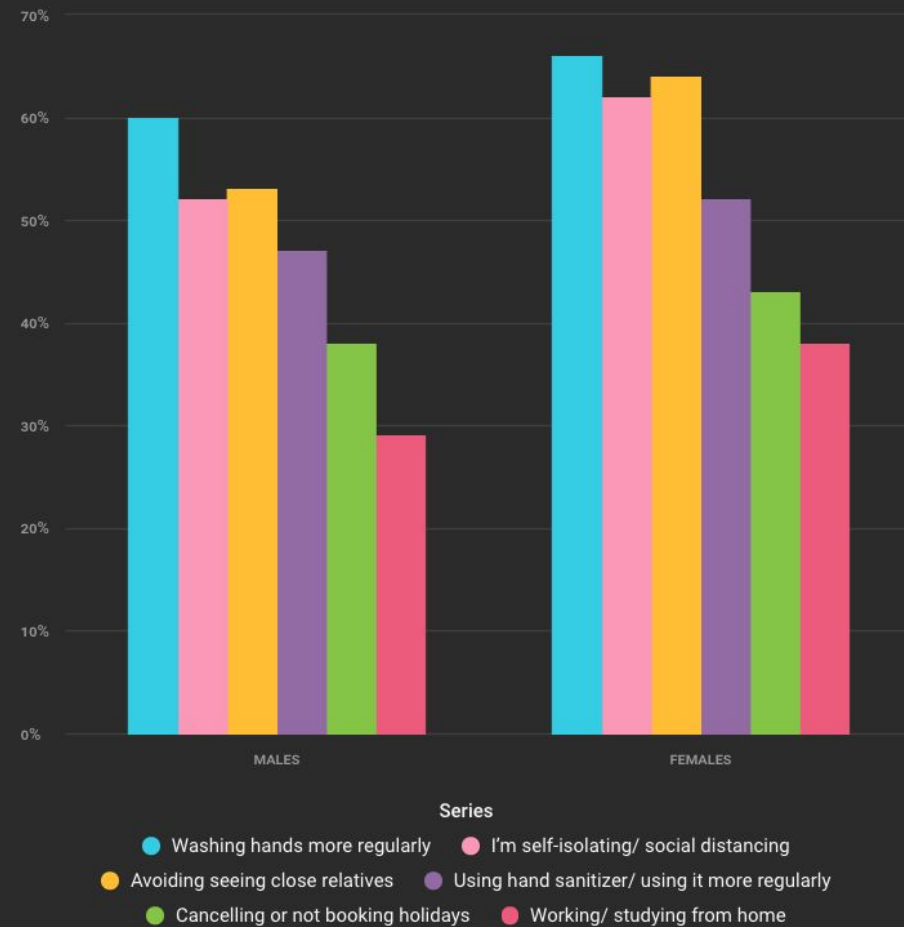


Survey Question | How has your behavior changed...?

There was a subtle drop in those reporting self-isolation or social distancing this week.

Italy had the fewest respondents stating they are social distancing, but the largest week-over-week decrease was in China.





Across markets, **women are more likely than men to report they are adhering to recommendations and exercising caution.**



queencandydomme (Queen Cand...)
@queencandydomme

So being stuck at home thanks to the quarantine, I decided to do a bit of spring cleaning. Looking through my closet for things to toss, I found my old cheerleader uniforms (Yeah I was a cheerleader LOL). I wonder if they still fit me 😬



Twitter

11 Apr 2020 | 21:41



mattdrolett (Matt Drolett)
@mattdrolett

@GovWhitmer If you're going to make a stay at home, allow us to do the things that help us cope during these times. Allow us to garden, allow us to make home repairs, allow us to do something. This policy of yours is ridiculous.



Twitter

10 Apr 2020 | 17:11



MylesWardenOwen (Myles Warde...)
@MylesWardenOwen

Drinking a #Corona from his garden fence, staying home and keeping his neighbours entertained. Yes #London! #bankholiday #lockdown #EasterWeekend 🌞🍷🍷
t.co/hubLpBRmRq



Twitter

10 Apr 2020 | 13:41



kellyfhaycock (Kelly Haycock)
@kellyfhaycock

This is how you #GoodFriday during #lockdown. BBQ in the garden! Yummy! #stayhome #StayHomeSaveLives #EasterWeekend #easter #FridayFeeling
<https://www.instagram.com/p/CDm3t1p>

Many consider quarantine an opportunity to complete home **improvement, cleaning/organizing** and **gardening** projects. Survey respondents across markets report an increase in these activities, underscored by trends in social discussion.

People are decluttering and sharing spring cleaning tips and tricks for the best ways to sanitize their homes in quarantine.



PaulyyT (Paul Thiel)
@PaulyyT

Lots of self Home Improvements going on at my house over this Quarantine. I bet [@pfdmallen](#) would be proud 🙌



HOMESCHOOL ROUTINE IN QUARANTINE

To cope with the challenges of homeschooling (6% of posts), parents are sharing **free resources** or **tips** such as using a timer to help children focus, integrating games into learning, and building in breaks throughout the day. Videos from parents **showcasing what is working in their households** resonated.

Sentiment is **polarized**: parents express joy in seeing and **helping their children advance** academically, and share their **stress and exhaustion** with the process and competing demands on their time.



PatriotPirate74 (🇺🇸 Sara Conawa...
@PatriotPirate74

I've been homeschooling my youngest, & I have to say it's been far better than traditional school. I know with each lesson exactly where he's at academically. There are no distractions, he has field trips, friends & fun. We even receive a \$1000/year federal learning grant. 🌍 🚢



Twitter

10 Apr 2020 | 20:08



MrRJPatterson (R.J. Patterson)
@MrRJPatterson

@debramhunter @elNstigator
@AlexBerenson This is the education my kids currently have ... homeschooling is an incredible way to educate your children if you can do it.



Twitter

10 Apr 2020 | 18:32



bethanylynn_ (Kamdynn's Momm...
@bethanylynn_

Dating challenges, new ways of **celebrating life events**, and **going to church** emerge as trending topics, as well as **depression and sadness**, while the quarantine continues.

Mental health conversation is increasing as people struggle with **family dynamics and isolation** after weeks in quarantine.

Conversations about suicide and depression (5.8K mentions), are driven by limited social contact and **feelings of helplessness** around the pandemic. As a result, people shared **resources to help overcome isolation**.

Many also express **sadness for those affected** by the disease, especially those they personally know. A video shared by an emotional son **unable to visit his sick father** in the hospital drew nearly **250k views on YouTube**. People continue to **recommend constant check-ins** using technology to stay connected.





yourcroydon (Your Croydon)

@yourcroydon

#COVID19: Are you trying to hide domestic abuse from your friends and family? Please seek help. Call the 24-hour National Domestic Abuse Helpline 0808 2000 247 and the police in an emergency - Dial 999 t.co/ifDw97FQIL



Twitter

12 Apr 2020 | 09:35



DrDeniseMD (Denise McDermott ...)

@DrDeniseMD

Domestic violence. Suicide plans. Physical abuse towards parents. Infidelity. CoVid-19 recovery. These are some of the challenges that my patients are dealing with. I was up until 2am with an emergency last night. I am sending love and prayers to ALL that are suffering. t.co/2dVzVaHftw



Twitter

11 Apr 2020 | 14:51

Maintaining relationships during lockdown is a trending topic.

Couples not cohabiting are frustrated with being **unable to see their partners and long for physical contact**. Among those locking down together, slang such as **"quarantine boyfriend"** or **"quarantine partner"** are surfacing. Others call for single people to **stop going on dates** so the **quarantine can end**.

Many couples report **constant arguments during lockdown**, as well as concern the **added stress on their relationship could lead to breakups**. This also prompted concerns about **increased domestic violence** (8.3K mentions).



AcademicChatter (Academic Chat...)

@AcademicChatter

Mandatory lockdowns have trapped victims of domestic abuse with their abusers, further isolating them from friends, family, and helpful resources. Thank you to everyone raising a [#tag](#) [#tag](#) [#tag](#)



__amourbeauty__ (jaleal)

@__amourbeauty__

can this lockdown be over so I can see my boyfriend and friends 🙏



Twitter

11 Apr 2020 | 04:33

Life events are widely discussed (5.8K posts) as many are forced to **cancel or reschedule plans to celebrate**, especially **birthday parties**.

Many **share birthday wishes** or express gratitude for receiving them, while others celebrate **in creative ways without breaking social distancing rules**, such as Zoom birthday parties or leaving gifts at the door.

Drive-by birthday parties, where friends honk with signs as they drive past, sparked discussion.



So her family surprised her

By asking friends to drive by, honking and holding signs



Due to the **Easter holiday, going to church** (3.6K mentions) was controversial this week as some Christian leaders called on followers to **defy the lockdown in the name of religious freedom**.

A YouTube video of televangelist **Kenneth Copeland allegedly "banishing" Covid-19** generated 225k views. Comments were largely **sarcastic and critical**.

Understanding the increased likelihood of infection in large groups, most **people recommended worshipping from home via virtual services**.



TheSneerReview (Sneer Review)

@TheSneerReview

Attending church services in the middle of a global pandemic without regard for the safety of your family, congregation or community is just "being Christian" Not as Christian as thinking you're being persecuted when the same rules apply to you as everyone else, but close.



Twitter

11 Apr 2020 | 16:08



CynthiaWoodfin (Cynthia Woodfin...)

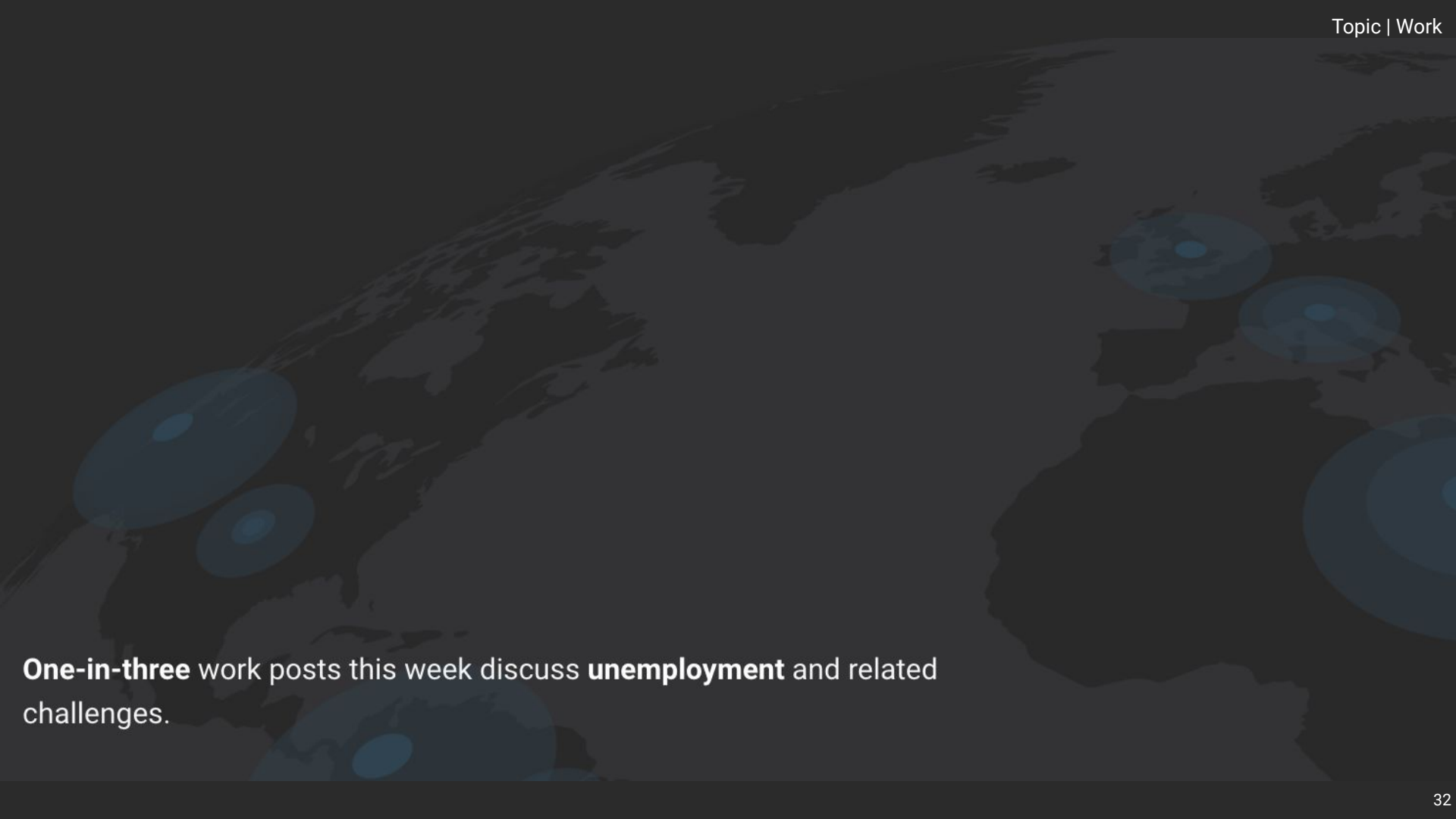
@CynthiaWoodfin

It's hard and lonely this Easter Holiday Season without my children, my Grands and my newly deceased beloved husband while quarantined. I'll miss church, good eats, TV, jokes, gossip, pictures, my famous peach-cake-cobbler and hugs but like James Bond, "I'll die another day!" ❤️



Twitter

11 Apr 2020 | 13:42



One-in-three work posts this week discuss **unemployment** and related challenges.

Unemployment Trend

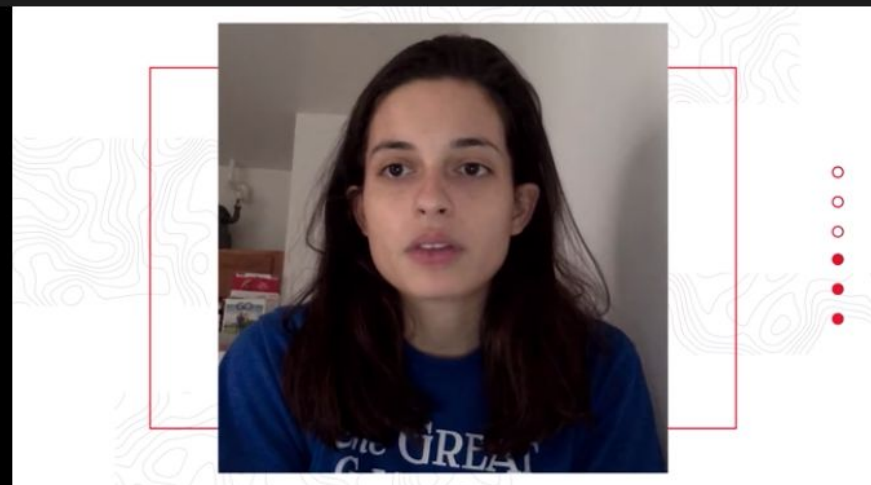


Posts about unemployment peaked this week (33% of discussion). People are talking about the **millions who are jobless around the world**, arguing the economic impact is **worse than the pandemic itself**.

Many **express sympathy** for those who **can't claim unemployment benefits**.

New starters not eligible for furlough vented and asked for support by resharing the hashtag **#newstarterfurlough on Twitter** (9.9K mentions).

Despite showcasing a variety of hardships, social media is also **facilitating the search for new jobs**. Those laid off are networking online.





ReginaldLandeau (Dr. Reginald La...)
@ReginaldLandeau

How To Be A Work-From-Home All-Star Without Sacrificing Your Health
t.co/1VRaH19PuX #InspireLeadership



Twitter

10 Apr 2020 | 16:03



BusyBeaver (Busy Beaver Button ...)
@BusyBeaver

Just like you, we're all working from home. Liz, our Senior Customer Experience Specialist, has one big quarantine tip: "Get dressed every morning! Even if no one sees you that day, it makes a huge difference in the way you're feeling." 🧥 📺 #WFH #flattenthecurve #stayathome
t.co/233JYW243s



Twitter

9 Apr 2020 | 20:00



LizWiseman (Liz Wiseman)
@LizWiseman

Today's tip: Check in before diving in. Allocate time in staff meetings to check on how people are doing; ensure everyone feels like a person first and an employee second. Try asking, What are you proud of? What's difficult right now? #multipliers #covid19
t.co/cpW6OuGAAe
t.co/9AHP1AAAM7



stylepeaches (Chloe)
@stylepeaches

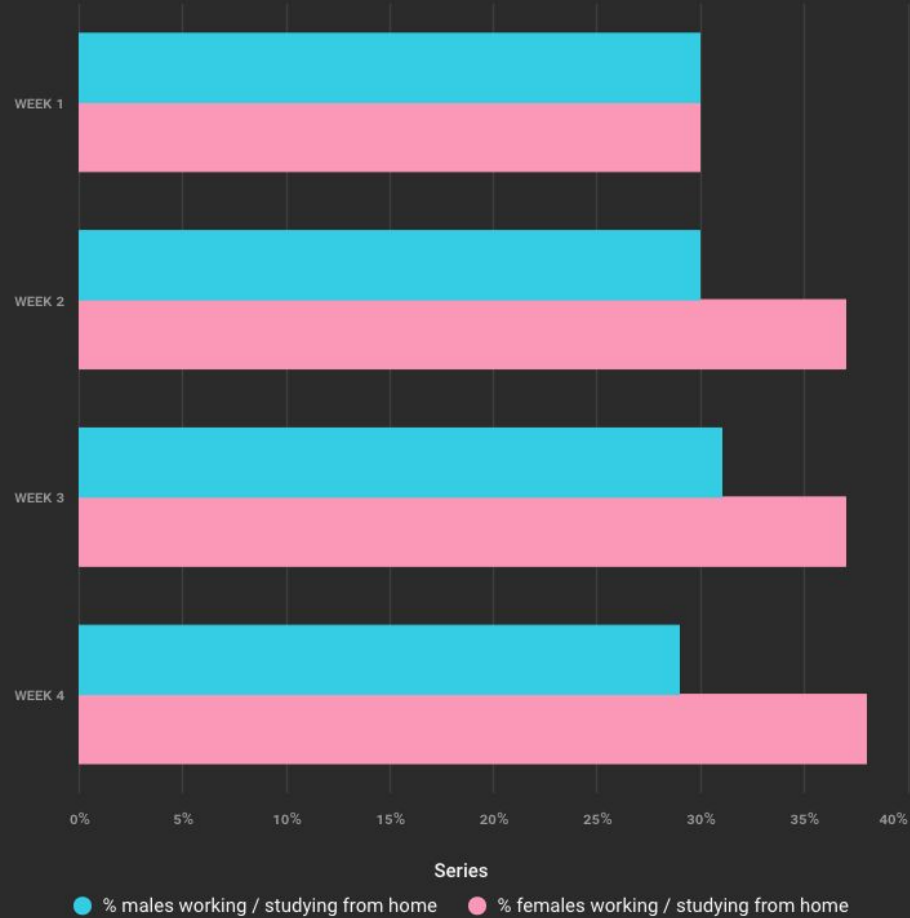
WFH: 'Tips for Working from Home'
t.co/mnuF7QIbnC · UKBloggers1
t.co/9AHP1AAAM7

Workers continue to share **tips and tricks for working from home** (5% of work conversations).

Manager interest centers around **how to lead effectively**, as well as how to better communicate with and **motivate employees during a time of crisis**.

Maintaining productivity remains a prevalent discussion topic.

Recommendations include **separating work and personal devices** and **building realistic to-do lists** in order to sustain efficiency.



Women are more likely to work or study from home, judging from survey responses across tracked markets from the last three weeks.

Cybersecurity is a trending topic (32K mentions) as high numbers of remote workers translate into **new threats and vulnerabilities**.

People are sharing tips from leading tech companies like HP and Google about **how to improve cyber hygiene**, especially relevant for business owners and IT Pros.

Awareness about **Zoom being banned** at Google and SpaceX due to **security concerns** surfaced in 3.7k posts. Although not yet wanting to switch, **people generally felt more cautious about using the application**. Some warned others never to use Zoom for personal purposes.



InfoSecHotSpot (Sean Harris)

@InfoSecHotSpot

Apparently, working from home can actually put businesses at risk. While some businesses have a good enough cyber and network security system in place, many are not aware of the risks involved in ...

t.co/2BASa04Ar7 via [@InfoSecHotSpot](#)
t.co/ZQMTqXhNiW



Twitter

11 Apr 2020 | 20:07



iaintreadthat (Promoted)

@iaintreadthat

what the hell is zoom and why did not exist before quarantine and why does it have so many security flaws....



Twitter

11 Apr 2020 | 04:13



KerryMSpringer (Kerry M Springer)

@KerryMSpringer

During **#COVID19** and the work from home crunch, existing **#cybersecurity** principles still apply. We recommend employing proven strategies. Get your **#Optiv** checklist covering **#BYOD**, VDI, VPN, and more and get started on enabling and securing a **#WFH** model. t.co/LM8zD8eHoP



Twitter

9 Apr 2020 | 19:06



pperezninja (Portia Perez)

@pperezninja

In discussions of the worst parts of quarantine life, don't ever forget the sheer number of emails that **@zoom_us** spams you with in their effort to remind that they



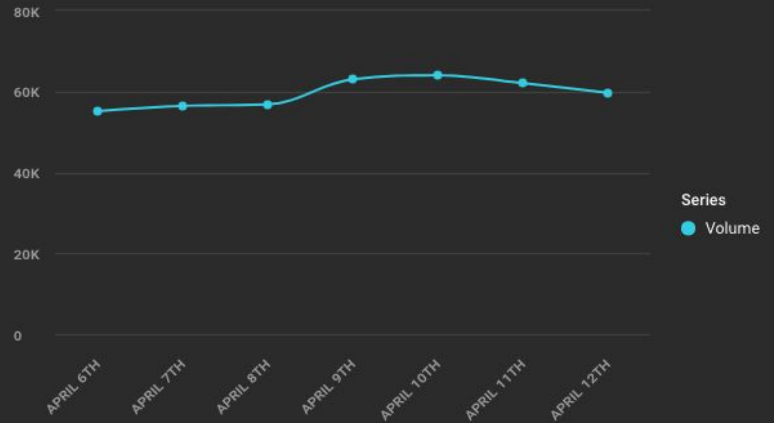
TroyLieberman (Troy Lieberman)

@TroyLieberman

My latest alert addresses the recent privacy class actions against Zoom and looks at what they may mean for work-from-home technologies as well as application of the

Relief efforts for small business owners dominate discussion.

Rebate offers from **auto insurance companies due to a drop in driving is being widely discussed.**



Small business is the leading trending discussion topic (110K posts). Conversation focuses on **resources available to small business owners** in the US, particularly the **Payroll Protection Program**.

Discussion grew at the end of the week, driven by retweets of posts from politicians, which included negative Program feedback from both political parties.

Consumer reactions to the Payroll Protection Plan are mixed. Some voice frustration that loan applications are not being processed and small businesses are not getting the funds needed in a timely manner. Other focus on how critical the loans are to keep small business afloat.



Navyguy81 (Marco Orsetti)
@Navyguy81

Have any small businesses received ANY money from the [@SBAgov](#) for the EIDL loan and / or PPP funds from [@Chase](#) bank? I'm waiting 2 weeks now so far nothing. [@realDonaldTrump](#) [@RealJamesWoods](#) [@JudgeJeanine](#) [@seanhannity](#) [@IngrahamAngle](#) Please retweet for a larger sample size.



Twitter

12 Apr 2020 | 13:39



SenSchumer (Chuck Schumer)
@SenSchumer

I'm hearing from small businesses that the [@SBAgov](#) Paycheck Protection Program isn't working for them. Loan applications are not being processed and businesses are not getting the money in time. That's just not acceptable. The Trump administration needs to fix these issues NOW.



Twitter

12 Apr 2020 | 01:47

Auto insurance is trending in social (9K posts) as brands like Allstate, American Family Insurance, GEICO and State Farm issue premium rebates to customers.

People were happy about the news and asked insurers that had not issued refunds how they planned to help customers.

A frequently-shared ABC7.com story noted that the California Insurance Commissioner ordered insurance companies to refund premiums paid for March and April (34.4K engagements). The response was positive as people noted that any reduction in bills will help ease financial strain.



JuliousPuentes (Julio Puentes)
@JuliousPuentes

.@MetLife are you going to give credit or refund your auto insurance customers like many of your competitors or are you going to just keep the money and still raise rates during the #COVID19 epidemic? Asking for your customers, including myself, who can really use the money.



Twitter

12 Apr 2020 | 17:03



MarkCCrowley (Mark C. Crowley)
@MarkCCrowley

#LeadFromTheHeart Briliance! In recognition that people are driving far fewer miles during the COVID home confinement, #Allstate says it is returning 15% of their customer's monthly auto insurance premiums for April & May. #Leadership #Csuite #HR #Business #Trust



Twitter

12 Apr 2020 | 12:00



VoteForSolomon (Solomon Rajpu...)
@VoteForSolomon

.@GovWhitmer we need a freeze on auto insurance premiums. They're too damn high to begin with in MI, and no one's using their cars right now.



Twitter

10 Apr 2020 | 17:01



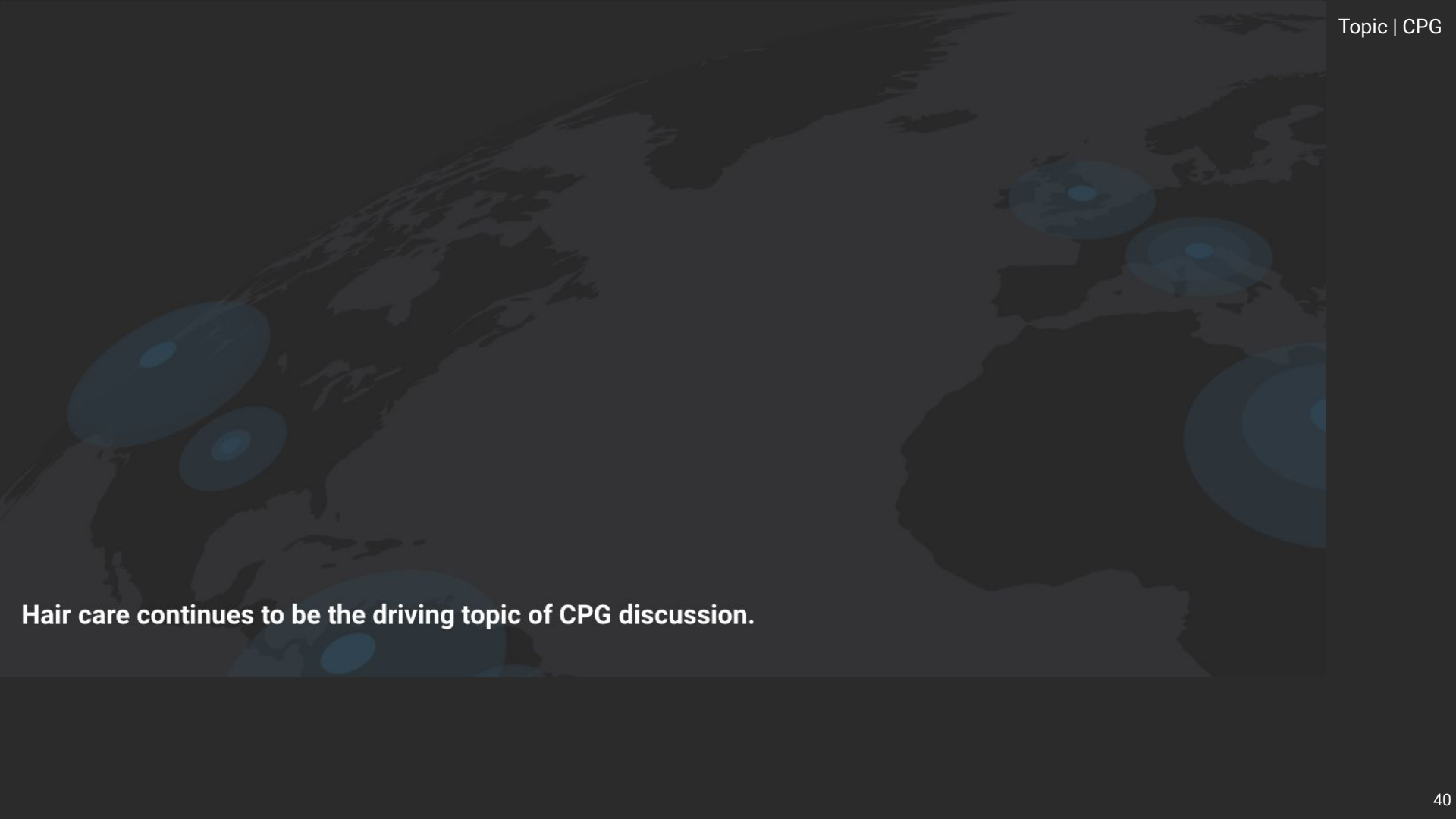
mtracey (Michael Tracey)
@mtracey

Why am I paying the full rate for car insurance this month? You're not supposed to go anywhere. I can handle the expense but others likely cannot @Progressive



Twitter

6 Apr 2020 | 14:36



Hair care continues to be the driving topic of CPG discussion.

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

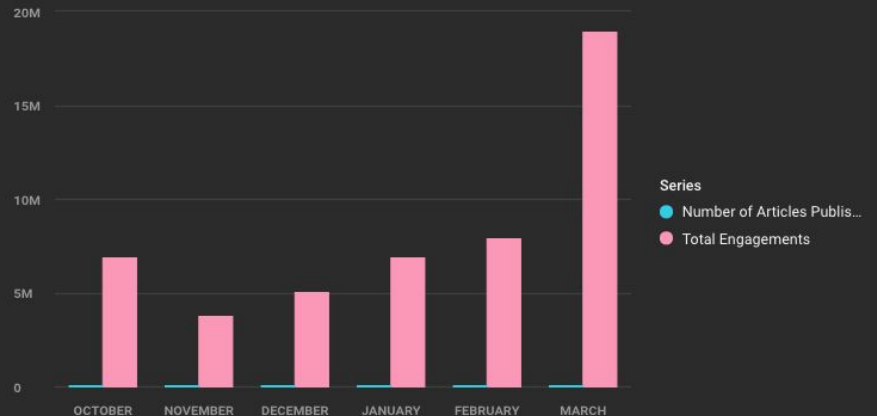


saraaahbx (sarah b 🍷)
@saraaahbx

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 **decried 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.



Hair conversations spiked this week (34% of posts), correlating with Walmart's CEO stating that we are now in the **hair dye phase of panic buying**.

People continue to **change their hair color** and share before/after results. **Online hair courses** and **DIY hair styling tips** are especially popular. Many **emulate their favorite celebrity hairstyles**.

Personal care trends are split by gender. Men increasingly say they are **cutting their own hair**, while females are more apt to say they are **getting glammed up** (including hair, makeup, and clothes/shoes). Although they have nowhere to go, women say that getting dressed up makes them **feel good about themselves**.



CWilliamson44 (Chris Williamson) • @CWilliamson44

Me to my barber after he gives me that first fire haircut once quarantine is over.

t.co/WNk4OXwFVm

Twitter • 10 Apr 2020 | 23:20

Liquor store discussion is on the rise (9.4K posts) as people argue about **whether stores should remain open**. While many voice concern **about an increase in alcoholism during quarantine**, it's also acknowledged that alcoholics would be at risk if liquor stores close.

People continue to share they are **stocking up on and enjoying beer and wine at home**, driven by more stores and services **offering home delivery**.

Drinkers most often share photos of themselves **enjoying a drink outside**. People also shared **cheers for the upcoming Easter holiday** via Twitter.

Virtual drinks and **drinking games** remain on trend. People working from home discuss **virtual drinks** to **stay connected with colleagues**.



book_obsessed1 (Danielle)
@book_obsessed1

Celebrating Easter by treating myself to a quiet book date in the garden! Also, yes, that's beetroot juice in a wine glass, served with a side of jelly tots! And yes, I'm a corner folder. Oops 🤪 #BookMonster #HappyEaster #BankHolidayWeekend #StayHome t.co/hujAw7lRc2



Twitter

11 Apr 2020 | 11:59



Mechacraigzilla (CraigLauro)
@Mechacraigzilla

The Easter beer delivery. 🙌👉 A fine selection from [@Flavourly](https://t.co/gBrTMRWc1X) t.co/gBrTMRWc1X

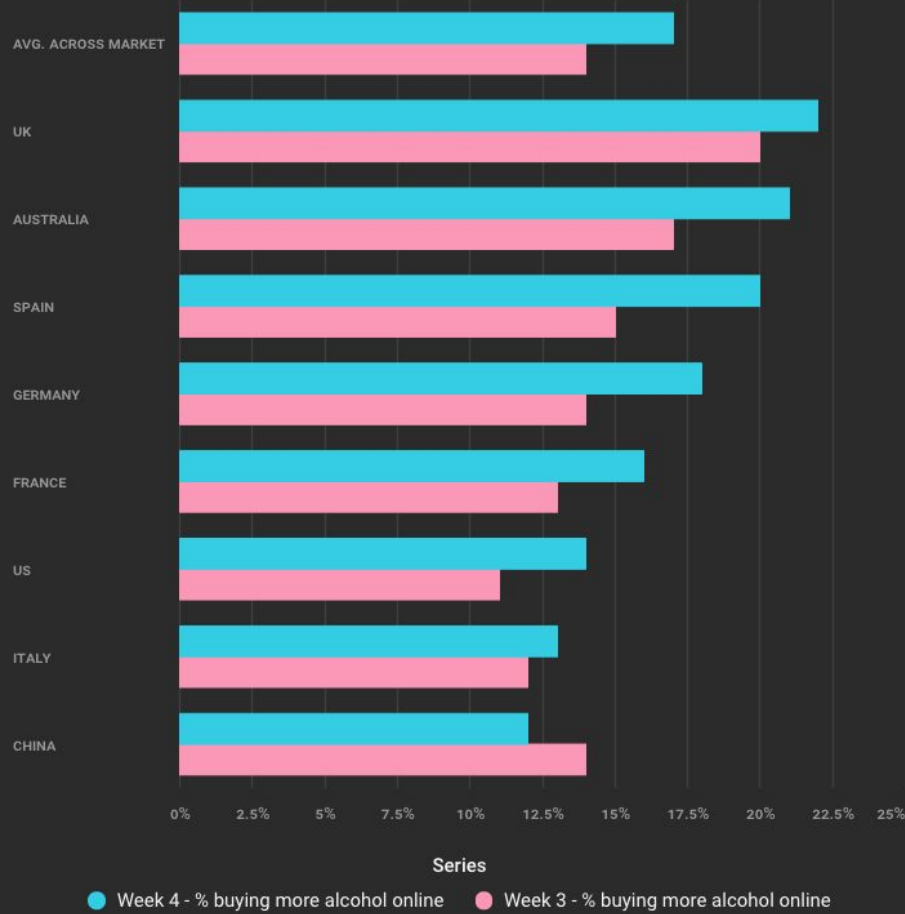


Twitter

10 Apr 2020 | 15:01



Survey respondents say they are buying more alcohol online this week than last. Of all products cited in survey responses, alcohol increased most dramatically week-over-week. Every country but China say they are buying more alcohol online.



Conversations about **enjoying “comfort food”** are trending in CPG discussion (5.7K mentions), fueled by the holiday weekend.

Survey respondents across markets indicate they **are eating more food**, with a growing number experimenting with different recipes. Online, people admit they are **over snacking and over drinking out of boredom**, but many also mention they have no intention of stopping.

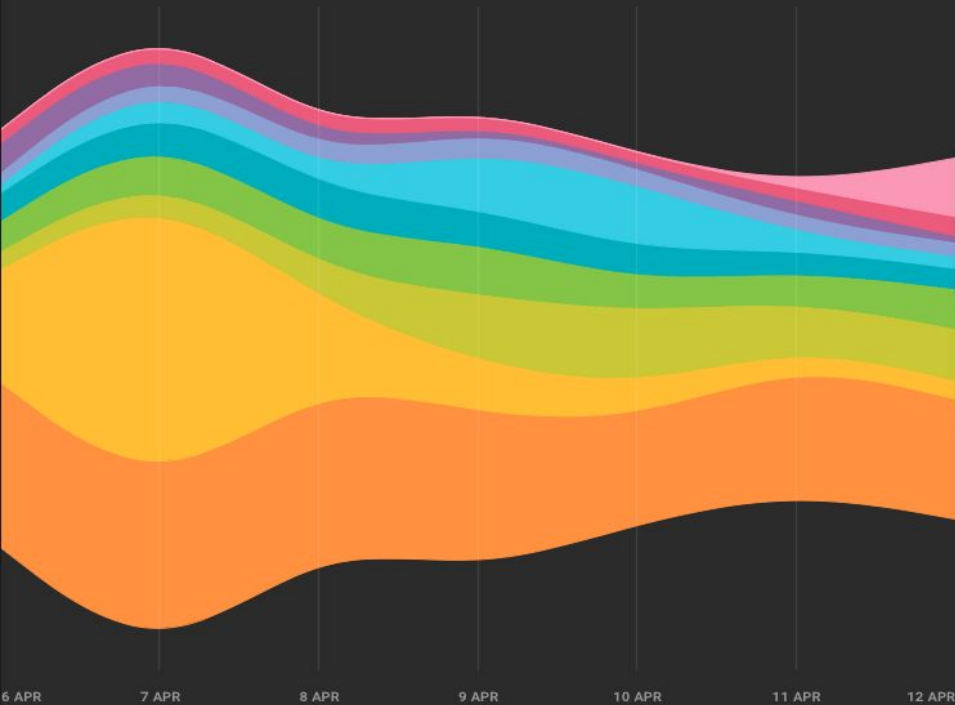
Recipes and photos of “comfort meals” such as cornbread, chicken soup, mac and cheese, and homemade pizza drive engagement. Many state these **meals helped them get through quarantine**.

Parents report **buying more chips and snacks for children** to enjoy at home, while **adults also mentioned increased “junk food” purchase and consumption**, considered a must during lockdown.

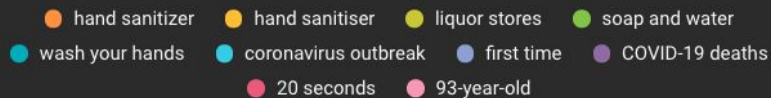


which is flying off the shelves.

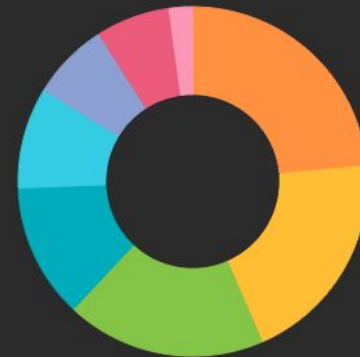
Trending Themes (Excluding News)



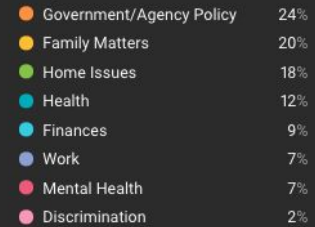
Topics



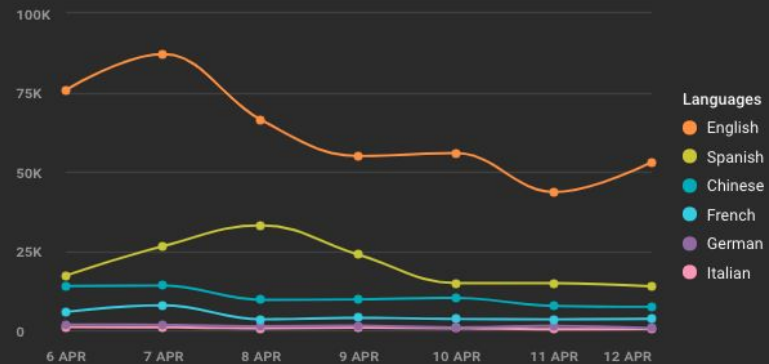
Global Topics



Categories



Languages Over Time



Ykawaii_ (Y)



20:09 | Thu, 9th Apr 2020

Me tryna look cute with my quarantine hairstyle

@Ykawaii_ United States of America



FOLLOWERS:

309

FOLLOWING:

537

POSTS:

577

Employees Rent Utilities Tax-
es Vend|

Costco

House of |

Chennai Stanley Hospital

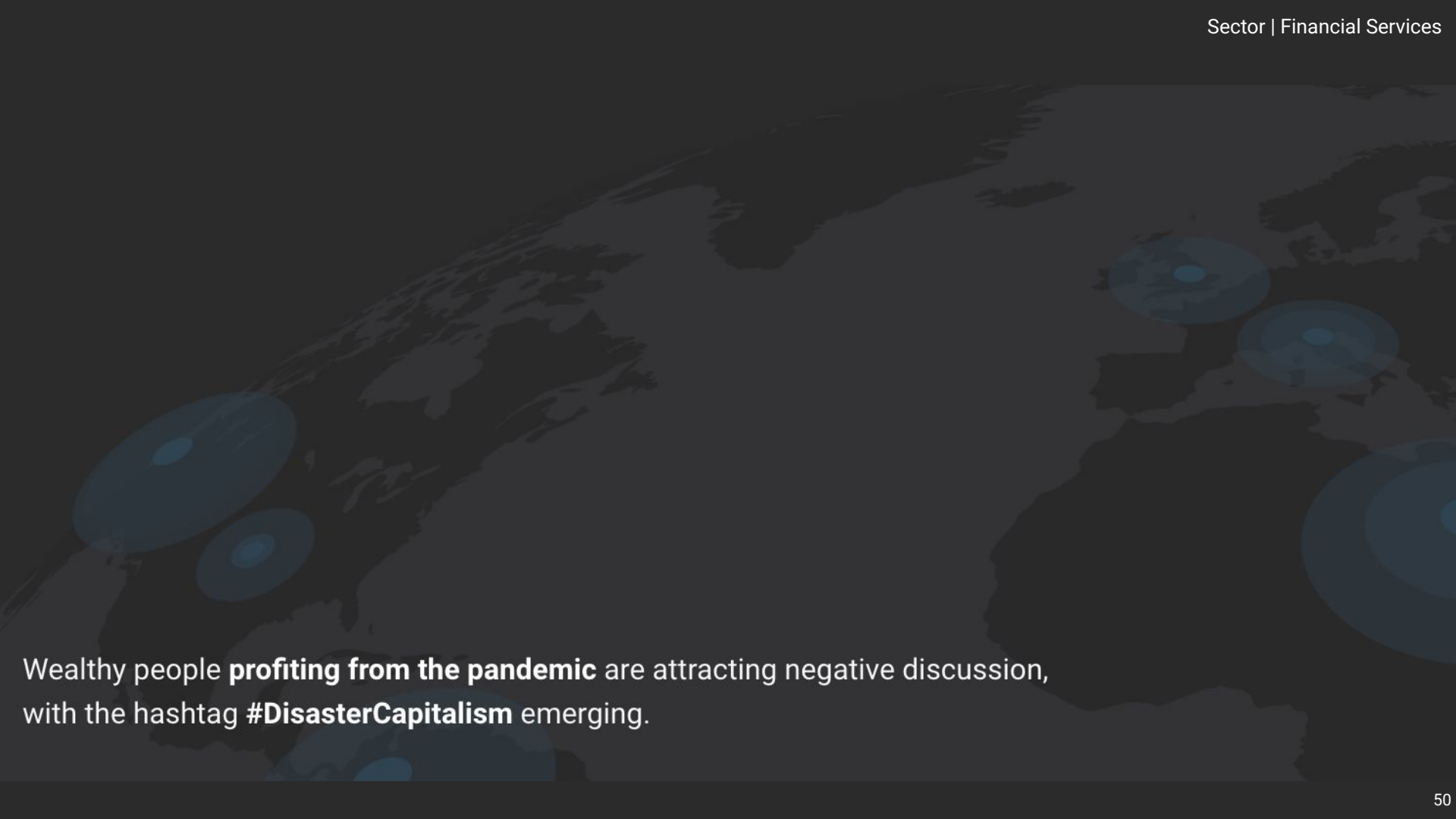
Etsy|

Goog|

Employees Rent Utilities Tax-
es Vendors Health Insurance
Busi|

Primark|

Herd Immunity Rush Lim-
baugh



Wealthy people **profiting from the pandemic** are attracting negative discussion, with the hashtag **#DisasterCapitalism** emerging.

Hedge funds are generating wide discussion (13k posts). People are **negatively** responding to news that **hedge fund managers are benefiting from making market moves** while individual investors are panicking.

A CNBC post quoting Social Capital CEO emphasized that the **US should not offer relief to billionaires** (retweeted more than 18K times; the video has ~10M views).

Some people used the hashtag #DisasterCapitalism to describe the situation and one individual quipped, **“It’s like Park Ave hitting up Soup Kitchens.”**

The Guardian story “Hedge funds ‘raking in billions’ during coronavirus crisis” drew engagement.



SDinPraxis (Dr Seán DOOLAN) 🌱 ...
@SDinPraxis

There are no words beyond
#DisasterCapitalism Hedge funds 'raking in billions' during #coronavirus crisis
t.co/LqcU6Xmhlw



Twitter

9 Apr 2020 | 21:15



premsikka (Prem Sikka)
@premsikka

Hedge funds (speculators) betting on economic collapse are making billions & have money to make it happen, essential workers risk life for pittance. Time to deal with these sharks - withdraw Ltd liability, no bailouts, levy windfall taxes, regulate them.
t.co/um6BlkEBo



Twitter

9 Apr 2020 | 20:11



Tartantuesday1 (#TartanTuesday ...)
@Tartantuesday1

Spain, Italy and France ban short-selling during Covid-19 outbreak. In the UK the big pigs are gorging at the trough. Hedge funds



no1_nicola (Nicola's No1 Comrade)
@no1_nicola

Who would have thought that the only ones benefiting from #Covid_19 would be the hedge fund parasites? And who are their friends? The Tories of course. Hedge funds 'raking in billions' during coronavirus crisis
t.co/yltrvBU7HF



Twitter

9 Apr 2020 | 21:07



CNBC (CNBC)
@CNBC

The U.S. shouldn't bail out billionaires and hedge funds during the coronavirus pandemic, Social Capital CEO Chamath Palihapitiya says. “Who cares? Let them get wiped out.” t.co/dlbizumtqG
t.co/u8BSVvr0B1



Twitter

9 Apr 2020 | 18:55

**Emily__Michele (Emily Michele)**

@Emily__Michele

I feel like my bank shouldn't charge me overdraft fees during a quarantine that has wounded millions financially but what would i know



Twitter

12 Apr 2020 | 03:36

**happyhapy_joyjoy (happyhappyjoyj...**

@happyhapy_joyjoy

@berkowitzHR @BBT YES!! Waive all mortgage, loans and credit card payments for three months. It's not rocket science. If @BBT really gave a sh1t that's what they would have done last month. 🤔🤔



Twitter

9 Apr 2020 | 17:34

**LooneyMilan (♥ ur fave fucking k...**

@LooneyMilan

Um how are banks still charging overdraft fees in a fucking pandemic where 12k+ have died and tens of millions of people are out of work like wow



Twitter

8 Apr 2020 | 20:31

NatWest customer?

Pending (2)

All payments

Still being charged overdraft fees?

06 April 2020

Yeah... me too.

So many other banks have waived

**benhansenhicks (Ben says Stay A...**

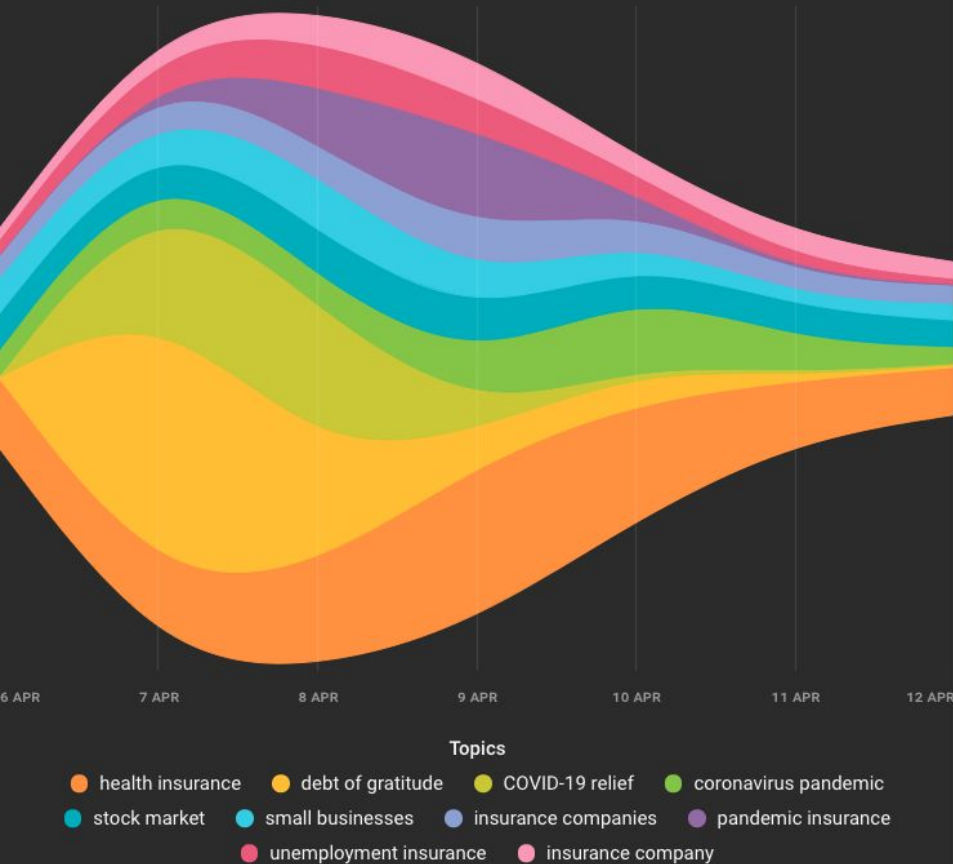
@benhansenhicks

FAO @NatWest_Help. RE: Coronavirus financial help. Why, when so many other banks are waiving interest and overdraft fees, are you still charging me for it during

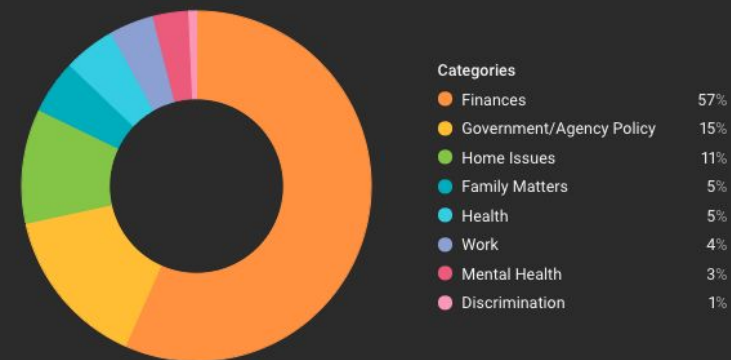
People are discussing the need to **waive financial fees** during the pandemic, including those for **late mortgage and credit card payments**.

While some people simply want to vent on social media, others are using social as a platform to **call attention to banks that are not providing the same customer care as other institutions**.

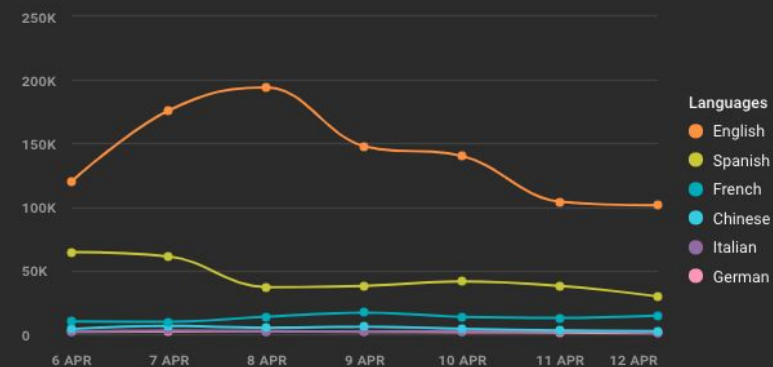
Trending Themes (Excluding News)



Global Topics



Languages Over Time



FinancialTimes

(Financial Times)

FT

18:41 | Mon, 6th Apr 2020

Retail investors in Hong Kong have threatened legal action against HSBC and will attempt to force the bank to hold an extraordinary general meeting, after it was pressured by UK regulators to cancel its dividend due to the coronavirus crisis. <https://t.co/zSE6aU06ii>



United States of
@FinancialTimes America



FOLLOWERS:

6.5m

FOLLOWING:

828

POSTS:

273.9k

Internat

Wells F

Labor

Treasury

Intel

Small Business Administra-
tion

Custome

Wells Fargo

Labor

Questions about **confiscated Personal Protective Equipment (PPE)** emerged.

People are critical of the **US government**, saying it is **disorganized and unsupportive of states** during the pandemic.

The US federal government is drawing **criticism** for its response to the pandemic, particularly for not supporting **states hoping to acquire PPE** (37k posts).

The most notable point of criticism is the government's confiscation of PPE acquired by individual states.

Many **wondered what the government was doing with the confiscated PPE** and why states were left to fend for themselves.



NDProblemSolver (Nancy Drew says Wash Your Hands!) · @NDProble...

I just spoke with someone I love and trust. She is a nurse and administrator for a large medical system. She told me the PPE supplies they ordered were confiscated at the dock by the federal government. WTF is happening?



Twitter · 12 Apr 2020 | 02:52



CaptMarkKelly (Captain Mark Kell...)
@CaptMarkKelly

This [#WorldHealthDay](#), we're thanking nurses, midwives, and all health care professionals protecting us against COVID-19. They're putting themselves at risk to be on the frontline of this pandemic, and we can't thank them enough.



Twitter

8 Apr 2020 | 03:16



IndyHub (IndyHub)
@IndyHub

We thank all the nurses. We thank all the paramedics. We thank all the doctors. We thank all the midwives. We thank all the surgeons. To all our healthcare workers: We celebrate you today on [#WorldHealthDay](#), and every day. Thank you for your sacrifices.



Twitter

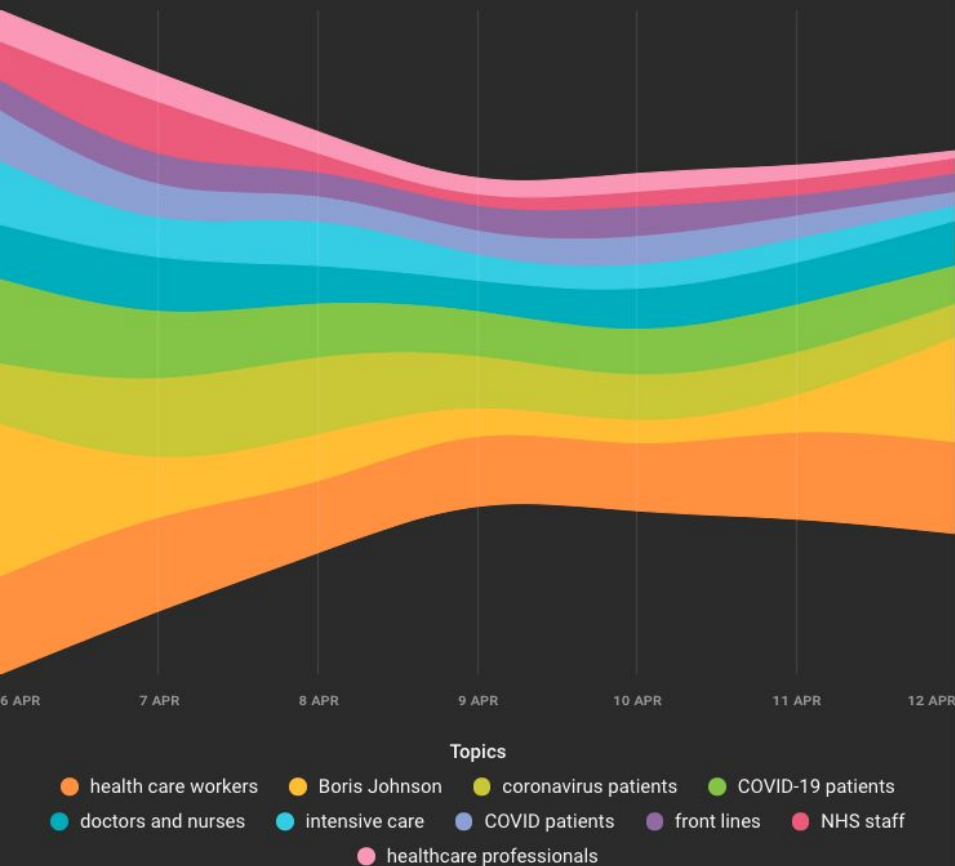
7 Apr 2020 | 22:30

There was an April 7 uptick in discussion about healthcare providers due to World Health Day. Posts praised medical staff for being on the frontline during the pandemic, often **calling them "heroic."** Some asked for individuals to tag a healthcare worker in the comments to recognize their efforts.

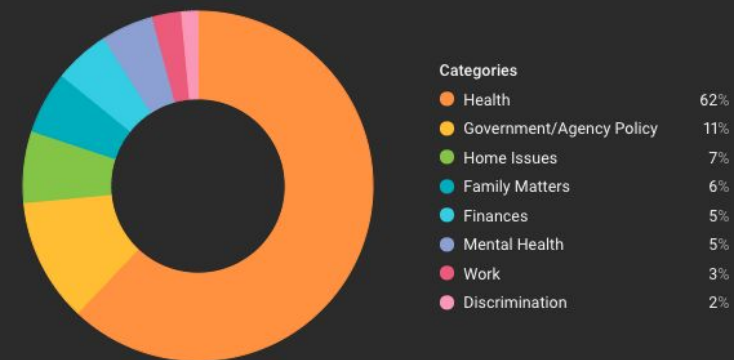
**WORLD
HEALTH DAY
APRIL 7**



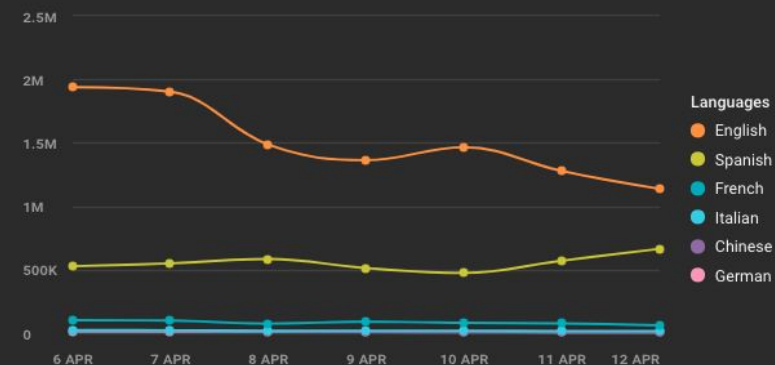
Trending Themes (Excluding News)



Global Topics



Languages Over Time



Femi_Sorry (Femi)



13:44 | Sat, 11th Apr 2020

Can you imagine if the government had spent the last few years kitting out doctors and nurses with protective equipment instead of mass-buying fridges and portaloos for a No Deal Brexit?



@Femi_Sorry United States of America

FOLLOWERS:

249.7k

FOLLOWING:

1.3k

POSTS:

60.5k

GENDER:

male

Delhi Govt|

UNITED |

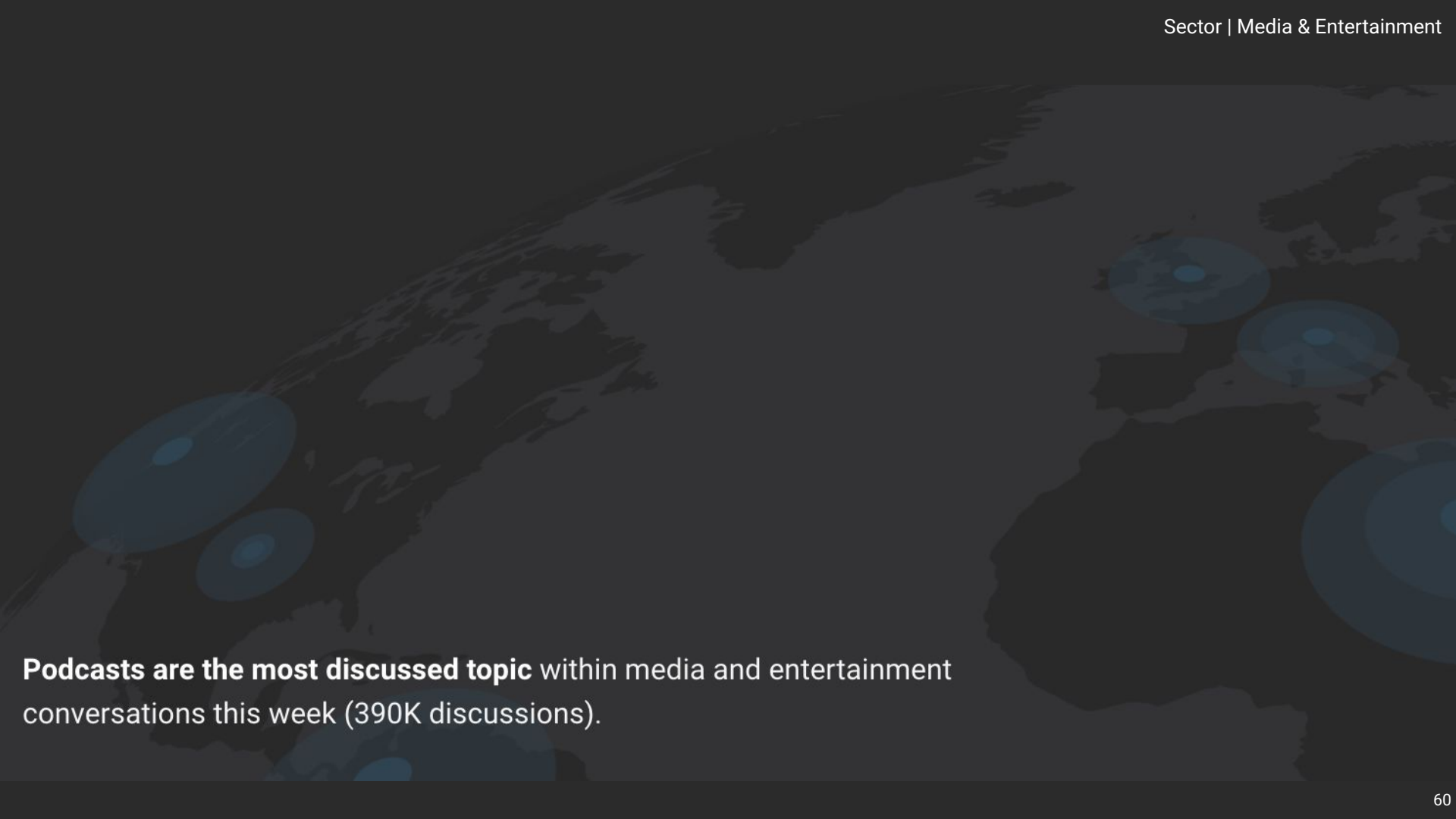
Fox News|

Three T|

Tablighi Ja|

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Podcasts are the most discussed topic within media and entertainment conversations this week (390K discussions).

People are sharing and recommending their favorite podcasts, **listening at home to learn something new or to stay entertained while multitasking**. Many joke that all they have accomplished during quarantine is **binge-listening to podcasts**.

Consumers are starting to **make their own podcasts** and they are sharing on Twitter. **Topics range widely**, encompassing pandemic updates, politics, business, sports, cooking, beauty, and comedy.

People mention listening via **iTunes, Spotify, and Google Podcasts**, with **Deeper with the Dolan Twins, The David J. Harris Jr. Show, and Westminster Abbey's** podcasts generating engagement.



opitersia (opi x)
@opitersia

Hey guys! Super happy to finally announce the launch of my podcast **opi.nionated** Chronicles. My first episode will be out on Thursday 16th April at 12am.

t.co/otpBdmSpHh 😊 t.co/d07qQ1W7oA



Twitter

11 Apr 2020 | 18:48



jacobfragoza4 (Jacob Fragoza)
@jacobfragoza4

First episode of our stoner podcast "Let's Get High" is finally finished. Check us out:

t.co/dmY50ci9oQ



RealOldPaul (Paul)
@RealOldPaul

Being a comedian is probably the most depressing and sad career you could ever have. I listen to podcasts with comedians and I can sense the desperation and hopelessness that each one of them exhibits. So glad I chose something more respectable like selling e-books



Twitter

11 Apr 2020 | 12:39



megancomposer (Megan Carnes ...)
@megancomposer

I am once again here to complain that I can't listen to music or podcasts while composing/mixing or captioning. The actual work requires listening so I can't also listen to other things? Preposterous! A terrible system!



Twitter

7 Apr 2020 | 19:39



DavidJHarrisJr (David J Harris Jr)

People continue to engage with content that highlights **celebrity infections** and **celebrity requests for donations**. Singer **Pink** appeared on The Ellen Show sharing her experience with coronavirus, generating **~2 million views** on YouTube.

Fans shared condolences and tributes to American folk-country singer **John Prine**, who passed away from Covid-19 complications. **Lady Gaga's global fundraising efforts** generated **widespread gratitude**.

Other music discussions mention **quarantine concerts** as well as **new releases**. Playlist names such as "**quarantine & chill**," "**quarantine beat**," or "**music to self quarantine to**" were increasingly common on Spotify and YouTube.



We're doing all right.

Movies, series and TV shows (8%) remain a dominant theme within conversation. **Netflix** (with 33K posts) continues to be discussed most often, with "Pandemic" and "Tiger King" remaining favorites. People discuss **binge watch movie marathons**, with **The Twilight Saga**, **The Saw Franchise**, **Marvel** movies, and **"I, Robot"** among the most discussed titles this week.

Family movie nights are a trending topic. Some young adults posted about how funny/awkward it is to **watch movies with their parents as adults**, shared as one bright side of being in quarantine. With articles shared about **movie theater closures in China** and **Hollywood**, many voiced **concerns about "the end" of the movie business**.



SoozUK (Sooz Kempner)
@SoozUK

Hey guys, we're all loving 80s movies under lockdown so here are some iconic lines from your favourites! t.co/YMei7Ip5S8



Twitter

11 Apr 2020 | 10:59



kalgadoart (Kalgado) @ Cros...
@kalgadoart

my mother is forcing the entire family to sit down and watch a pipi longstocking movie we're on day 30??? of quarantine.



Twitter

11 Apr 2020 | 03:56



IAmSteveHarvey (Steve Harvey)
@IAmSteveHarvey

He said this is why I don't watch tv shows with my mom 🤔🤔 [via TikTok marcus_barvey] [#stayhome](https://t.co/0S5i0iSSbz) t.co/0S5i0iSSbz



Twitter

10 Apr 2020 | 20:07



Gr3gNice (Pollo)
@Gr3gNice

It's a wrap for movie theaters with the incredible spike in home streaming covid19 just sped up a dying industry's death



Twitter

9 Apr 2020 | 15:16



MikeNoll96 (Crystal Methyd stan ...)
@MikeNoll96

Quarantine got me watching movies with my parents practically every night, I'm not mad but duck their movie tastes suck.



Twitter

8 Apr 2020 | 23:47



FridayInCanada (FridayInCanada)
@FridayInCanada

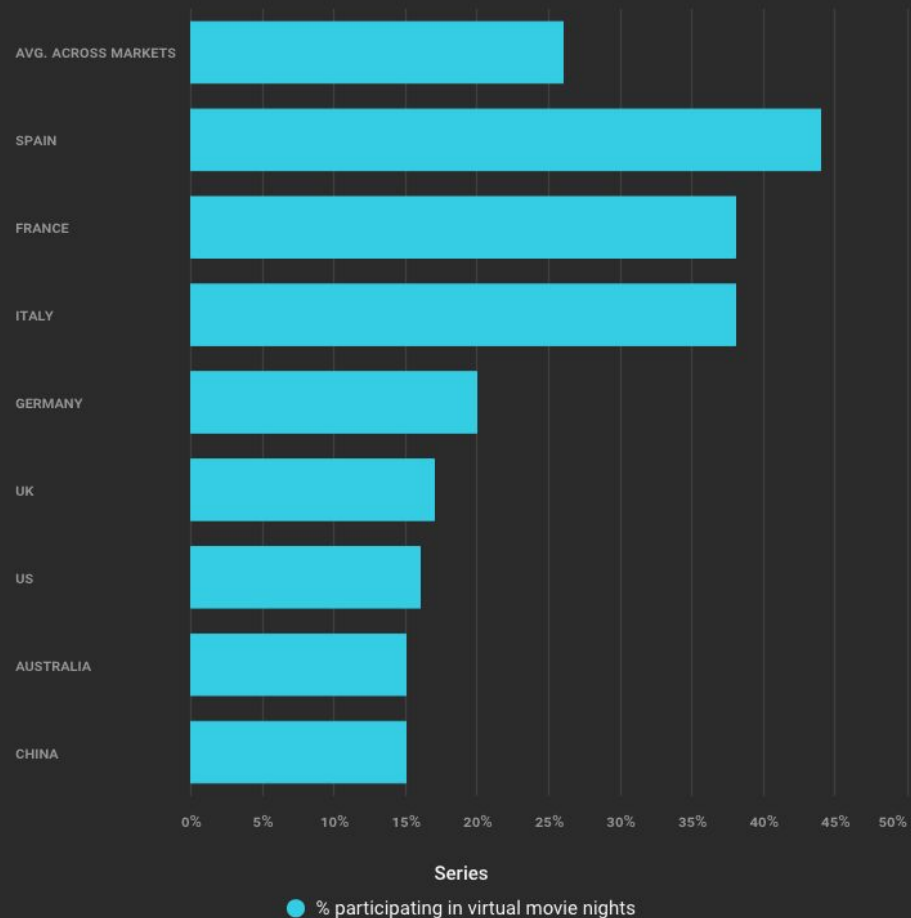
30 years ago the most life altering TV series premiered. If you haven't ever seen Twin Peaks, put it on your Quarantine watch list! You wont regret it.



Twitter

8 Apr 2020 | 14:19

Survey question | Which of the following virtual events have you joined ...?



Virtual movie nights and virtual game nights are the most popular digital events that survey participants said they attended this past week. Respondents from Spain, France, and Italy are twice as likely to have virtual movie nights than those from other surveyed countries.

Gaming Conversation



Video gaming conversations continue to decrease.


Gamers continue to discuss various platforms, including PlayStation, Xbox, and Nintendo. People are turning to games like “**Just Dance**” or “**Pump It Up**” in order to stay active during quarantine. Titles such as “**Hunger Games**,” “**Game of Thrones**,” and “**Resident Evil**” are mentioned as favorites.

Board games are generating interest (4K mentions) as parents warn against **too much screen time**. **Zoom** was leveraged to play with **family and friends living apart**. “**Arena**,” “**Pandemic**,” and “**Would I Lie To You?**” were the top mentioned board game titles.

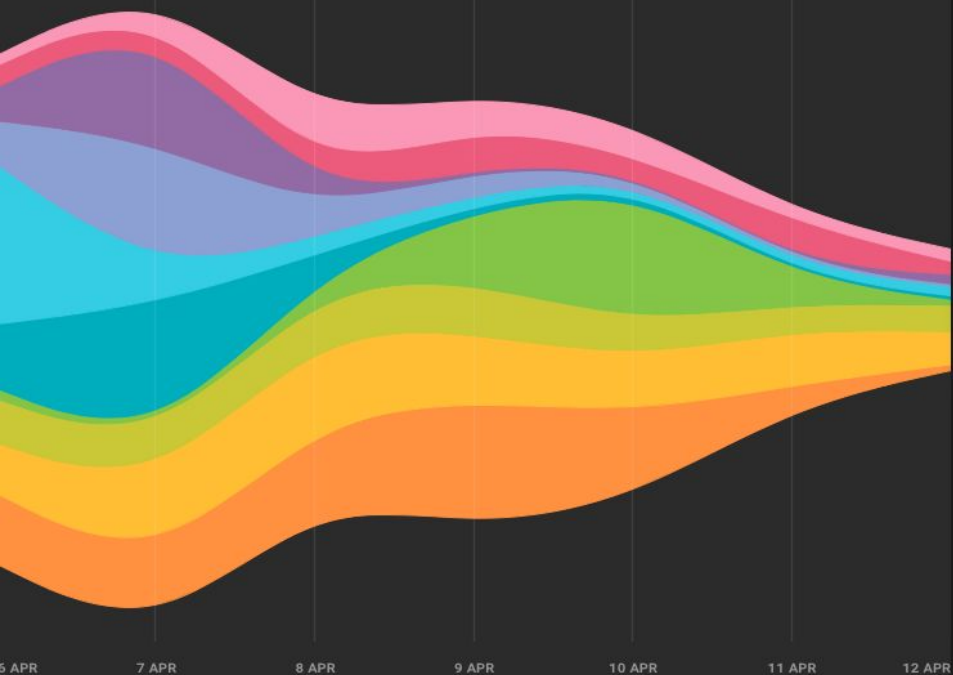
 **JeffHaseley (Jeff Haseley)** • @JeffHaseley

If board games are your thing and you have friends or family who want to play, Scattergories translates well using a video conference app like Zoom. We played yesterday. It got the kids away from a screen and they weren't bored. 🤔👏

[#SocialDistanacing](#)

 Twitter • 11 Apr 2020 | 13:44

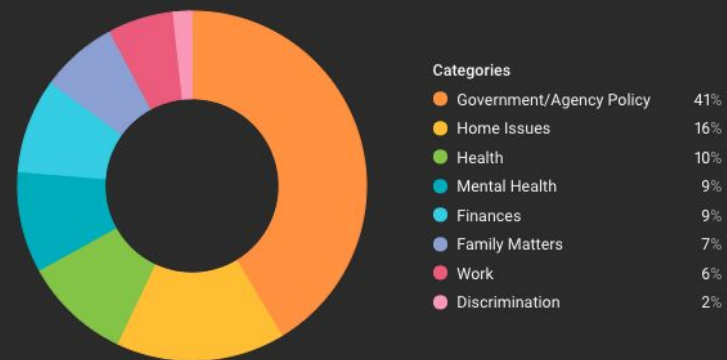
Trending Themes (Excluding News)



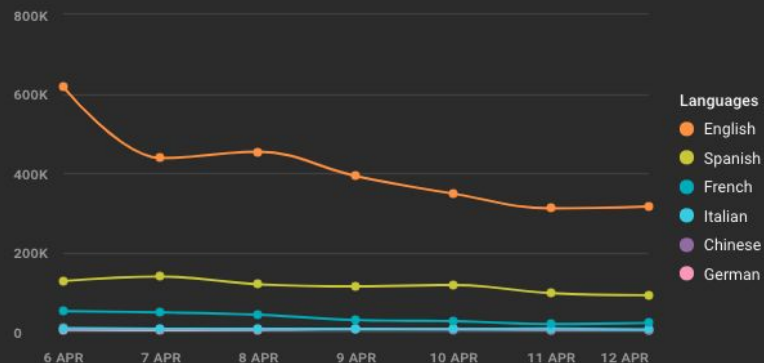
Topics



Global Topics



Languages Over Time



**MattOswaltVA (Matt
Oswalt)**



06:50 | Wed, 8th Apr 2020

Let's do quarantine house: 1970's cinema edition. Which would you choose? <https://t.co/5iW7Kjm5JM>



United States of
@MattOswaltVA America



FOLLOWERS:

347.2k

FOLLOWING:

1.1k

POSTS:

15.6k

GENDER:

male

YouTube Chann|

Wall St|

Sturgeon

Nam Bros

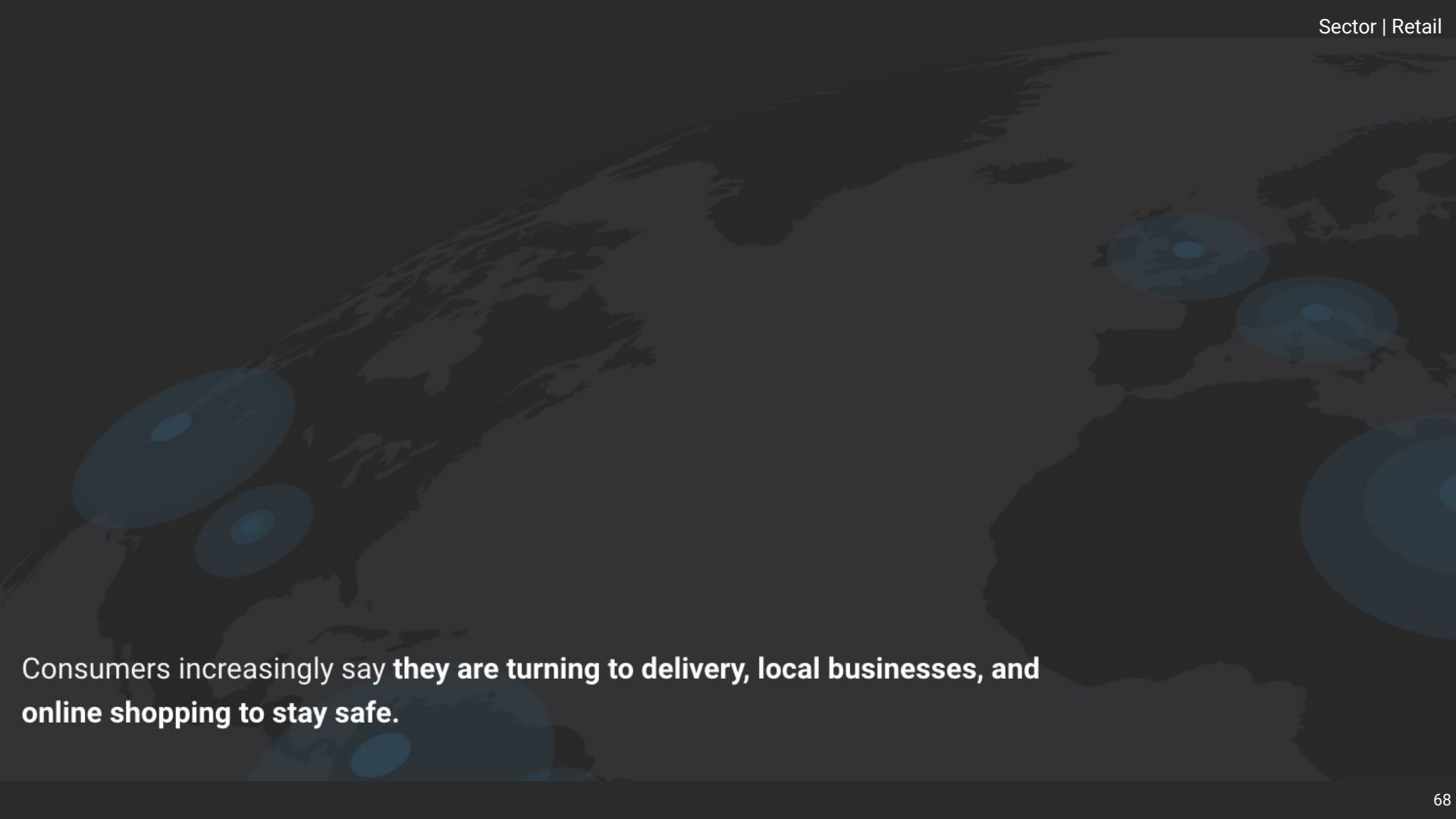
Wall Stree|

Fox News

BBC TV|

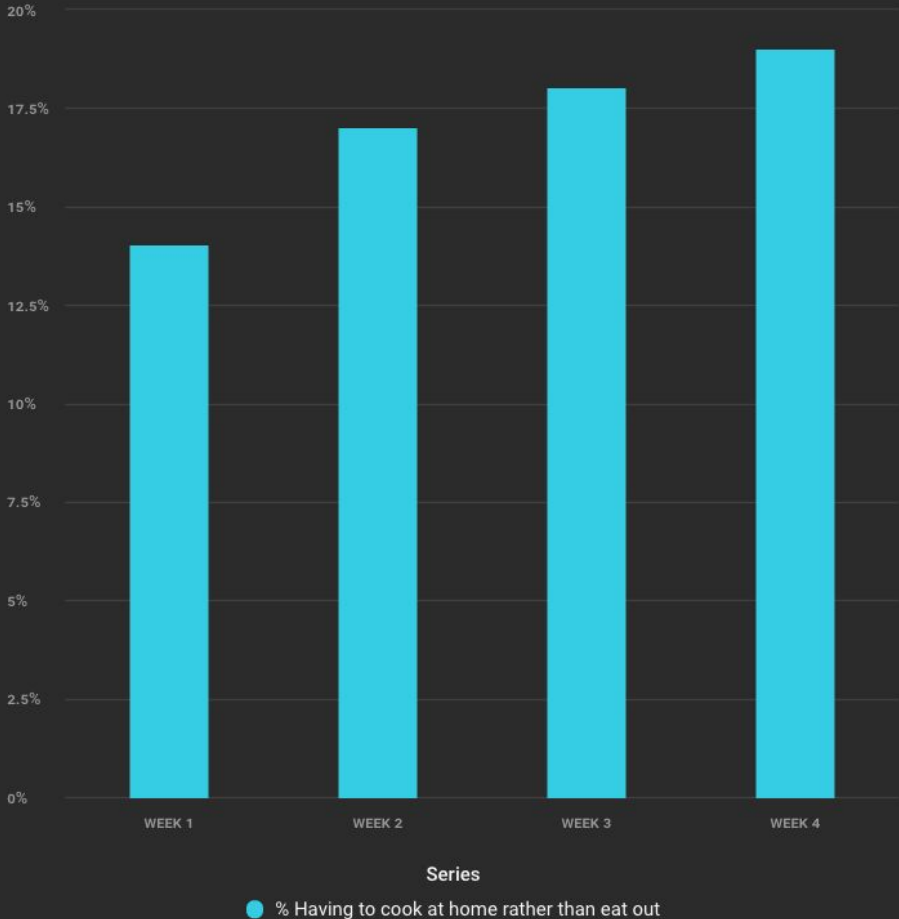
Walt|

Eko Hot|



Consumers increasingly say **they are turning to delivery, local businesses, and online shopping to stay safe.**

Survey participants increasingly say are experiencing challenges cooking at home rather than eating out. People in Italy, China, and the US are most frustrated about cooking at home instead of restaurants.

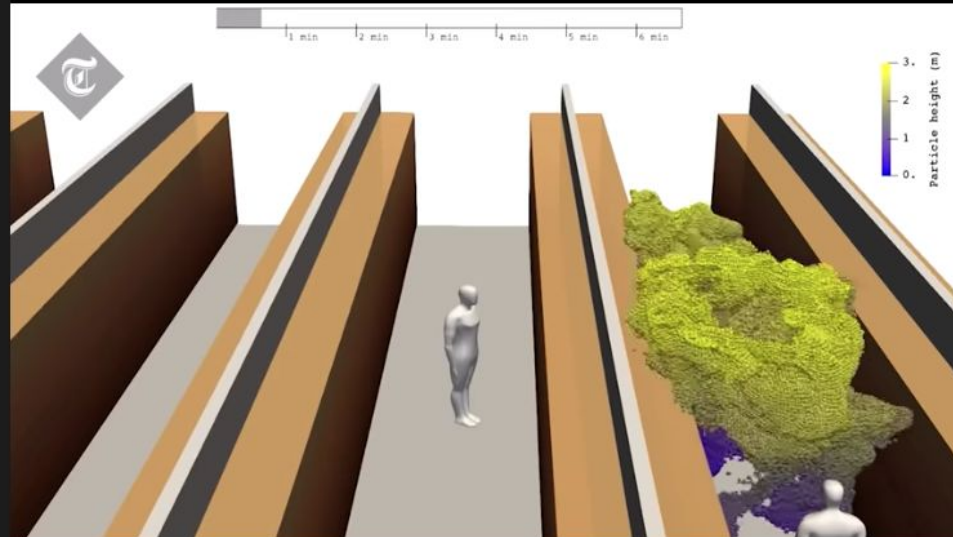


Grocery stores are most prominent (42K posts) in retail conversation; the **shopping experience** is discussed most often (42%).

News sharing about **grocery workers testing positive for Covid-19** triggered **concerns and anger**. A video illustrating how **one cough can spread coronavirus indoors** drew **~100k views on YouTube**.

Consumers became **increasingly wary of grocery shopping**, with many expressing **fear**.

People say they are **consciously reducing grocery store visits** week-over-week, while stressing the **importance of PPE**. Many shoppers note a **lack of proper social distancing practices** at stores.



Shopping safely is a key theme in discussion (5.3K) as people increasingly look for ways to **stay healthy while getting the food they need**.

Content featuring tips and tricks from healthcare professionals drove engagement. A video from a nurse simulating **cross-contamination while grocery shopping** and the downside of gloves used incorrectly generated ~ **1 million views on YouTube**.

Shoppers are discussing **actions stores** are taking to **keep customers safe in store**, impacting where they choose to shop as well as driving **switching behavior**.





imperf_eq (imperf_eqt)
@imperf_eq

I've done 3 online shopping sprees for my horse. He will eventually be making his quarantine-free debut as feral as he will be fabulous



Twitter

11 Apr 2020 | 21:28



majormomblog (Major League M...)
@majormomblog

5 Little Known Tips to Help You Score the Best Deals Online t.co/XSRV4QkRDJ
[#blogger](#) [#savings](#) [#quarantine](#)
[#onlineshopping](#) [#moneyhacks](#)



Twitter

10 Apr 2020 | 22:12



biancapagan_ (b)
@biancapagan_

debating whether I should do an online shopping spree today but where tf am I gonna wear new clothes if covid-19 ruined exploring the world



Twitter

10 Apr 2020 | 19:46



wlhoffman1 (Walter Hoffman)
@wlhoffman1

People are doing more shopping online due to social distancing. Tips to help ensure personal and financial information is kept safe... t.co/rtXeldp0BW



Twitter

10 Apr 2020 | 14:36

Consistent with previous weeks, consumers are **increasingly reliant on online shopping** (12% of retail conversations).

Clothes shopping is often discussed, with brands like **Nike, Tory Burch, UGG, and Zara**, called out specifically. Female consumers in particular admit the **pandemic has turned them into online shopping addicts**. Many admit to indulging in **multiple online shopping sprees in the same day**.

Shoppers **share tips about how to save money**, including how to avoid overspending or how to find the best deals online.



ryanshastri (djcanausa)
@ryanshastri

Online shopping during quarantine got me fucked up. Somebody stop me.



Twitter

10 Apr 2020 | 02:35





JoeMackenzie16 (Joe Mackenzie...)
@JoeMackenzie16

On Saturday a vulnerable lady phoned our store (Asda) panicking as she couldn't get a slot for home delivery, she was running out of food. Our store manager did this lady's shopping and delivered it...

[#FrontLineHeroes](#) [#frontlineworkers](#)
[#COVID19](#)



Twitter

12 Apr 2020 | 17:05



lavidaholoka (Jessica Holoka)
@lavidaholoka

How are people getting grocery delivery slots in this area? I was up after midnight because I heard that's when stores refresh their slots. Not a damn slot available around here! I'm glad we have other options to keep me out of the store, but whoa!



Twitter

12 Apr 2020 | 15:17

Consumers are turning to food delivery (6.4K mentions) as they look to reduce supermarket visits.

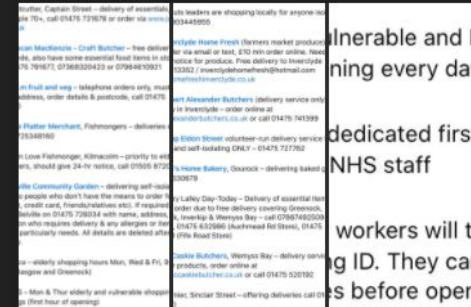
Shoppers – especially **seniors** – increasingly complain they **can not reserve slots for online grocery delivery**. Many claim they had to venture out in the end due to not being able to get a slot. In response to **increased demand**, retailers such as **Asda**, are offering free delivery, driving **awareness and affinity for the brand**.

In terms of takeout/takeaway, consumers most often mention **UberEats** as a service, and comfort foods such as **pizza, fried chicken, and donuts**. Individuals share **their appreciation for delivery workers** by leaving **messages of gratitude or gifts** by the door.



EvisNewTMO (Evis R)
@EvisNewTMO

Jon, the way I am spreading **#kindness** is by having a "box full of goodies" by my front door for any delivery drivers/essential workers who are **delivering to my house**...



StuMcMillanSNP (Stuart McMillan...)
@StuMcMillanSNP

[@CVSInverclyde](#) have compiled this useful list of local organisations & businesses supporting the community during the **#COVID19** outbreak with food & shopping deliveries...

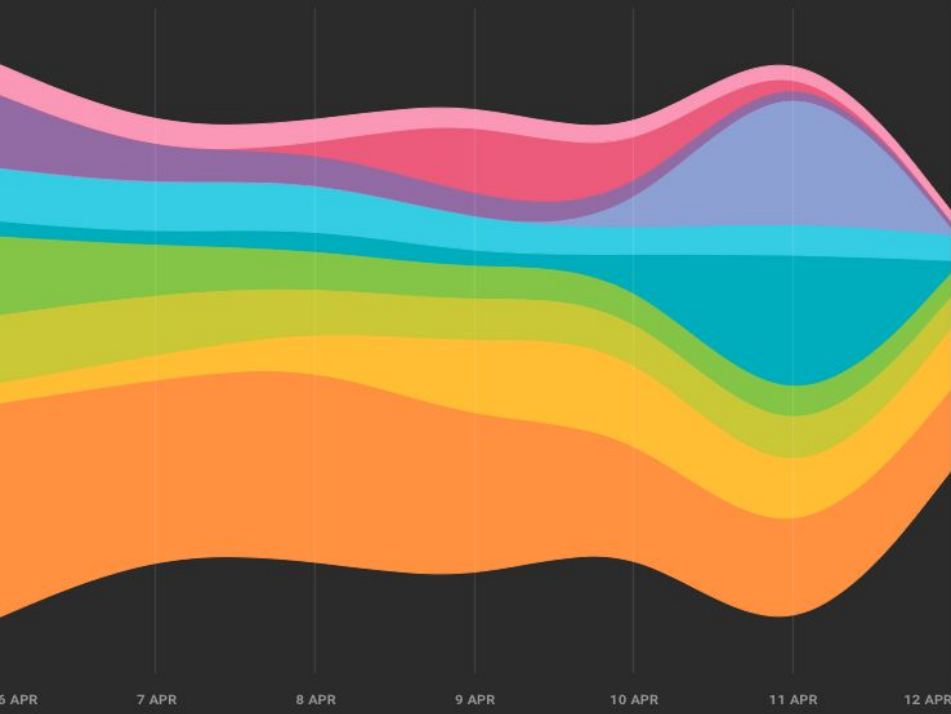
Small businesses comprise 8% of retail conversations as shoppers consciously support local economies.

Consumers especially gravitate toward **local businesses** that have been negatively impacted by the pandemic. Hashtags such as **#shoplocal** and **#supportlocal** are trending on Twitter. Some local businesses are staying relevant by adapting to change, such as a **dairy farm in Detroit that now operates a drive-through**.

People are showing **appreciation for local stores** and their **workers**, and how well **social distancing is practiced** in these businesses compared with big chain retailers.



Trending Themes (Excluding News)



Topics

- grocery stores
- liquor stores
- grocery shopping
- online shopping
- social distancing measures
- coronavirus pandemic
- closed on Easter
- credit card
- administering COVID19 tests
- essential workers

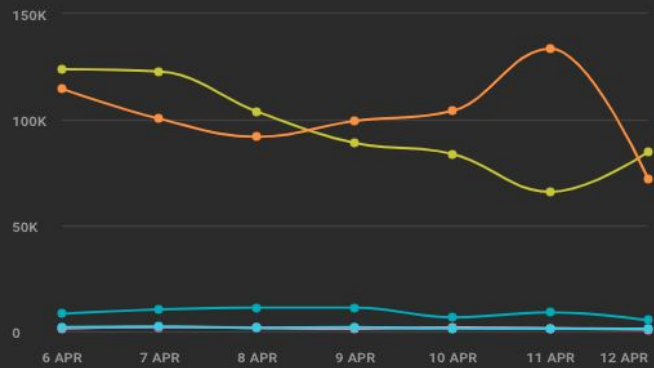
Global Topics



Categories

- Home Issues 58%
- Government/Agency Policy 16%
- Health 9%
- Finances 7%
- Mental Health 4%
- Family Matters 3%
- Work 3%
- Discrimination 0.5%

Languages Over Time



Languages

- English
- Spanish
- French
- Chinese
- German
- Italian

nytimes (The New York Times)



12:40 | Mon, 13th Apr 2020

About 140 million tulip stems were destroyed over the past month. Demand for tulips dropped precipitously as flower shops around the globe have shut, consumers have gone into lockdown and celebrations have been canceled
<https://t.co/Ekjo14FY2G>

@nytimes

New York



FOLLOWERS:

46.2m

FOLLOWING:

900

POSTS:

392.5k

Ford

Amazon

Albertson

Health Organ

Macy

Burger Ki

Department

Amazon

M

Robots and telehealth capabilities used to flatten the curve are prominent themes in technology discussion.

The **use of robots to help minimize human contact** during the pandemic is surfacing in social discussion (9k posts).

People are sharing news stories about the **various ways robots are being used**, including: sifting trash from recycling, standing in as students for graduation, sorting packages at China Post, delivering groceries and sanitizing hospitals.

Reactions range from **fear** that machines will replace human jobs, **relief** that robots are minimizing close human contact and **humor** about robots taking over people.



cichuck (Chuck Russell)

@cichuck

#TechnoCool: Artificial intelligence has the power to change the world – but it is double-edged sword - The Independent #ai #apocalypse #skynet #scaryshit #endofdays #robotics #robots #agi Read More Here: t.co/a2KNC7570W



Twitter

12 Apr 2020 | 07:37



tamashevizi (Tamas Hevizi)

@tamashevizi

The deployment of physical robots accelerates due to social distancing and remote work. [robotics](#) [automation](#)



Paula_Piccard (Paula Piccard #co...)

@Paula_Piccard

Robots Welcome to Take Over, as Pandemic Accelerates Automation Broad unease about losing jobs to machines could dissipate as people focus on the benefits of minimizing close human contact. @nytimes #automation #robotics #ai #COVID19 #coronavirus t.co/LyxtdVmRyC t.co/MSQp9BI0KY



Twitter

10 Apr 2020 | 18:31



FoodByRobots (Food By Robots)

@FoodByRobots

The best way to describe what [automation](#)

Telehealth is an emerging discussion topic as public health leaders, hospitals, medical professionals and individuals discuss ways that using technology from home to meet with healthcare providers will help flatten the curve (2k posts).

Conversation is generally positive and informative as people share links to HIPPA compliant telehealth apps and praise the benefits of remote care. However, a few express concern that **not all individuals have access to the internet or a phone**, and that some populations, like the elderly, **might be less comfortable using technology**.



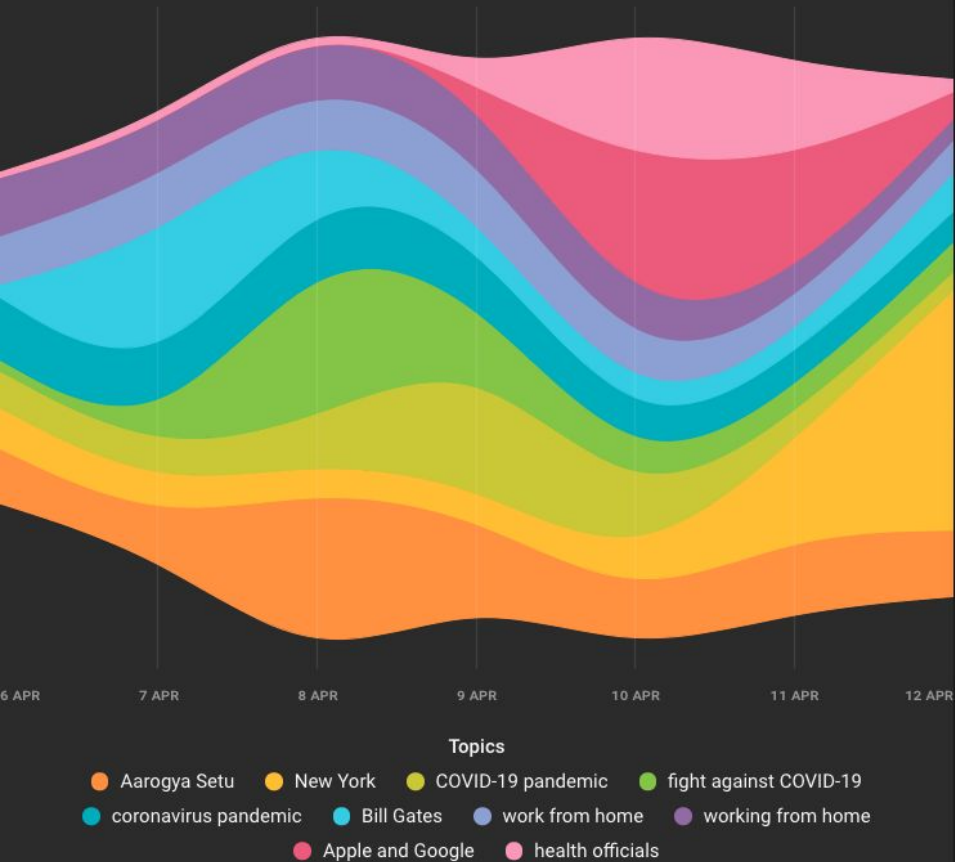
CJSettles (Craig Settles) • @CJSettles

There's some magic happening with **#telehealth** & **#broadband**, Listen to Gigabit Nation. Data center owner created HIPPA-compliant cloud system lets peeps to connect with healthcare providers over telehealth for free during this COVID pandemic t.co/zoENu3vkCu **#gignat**

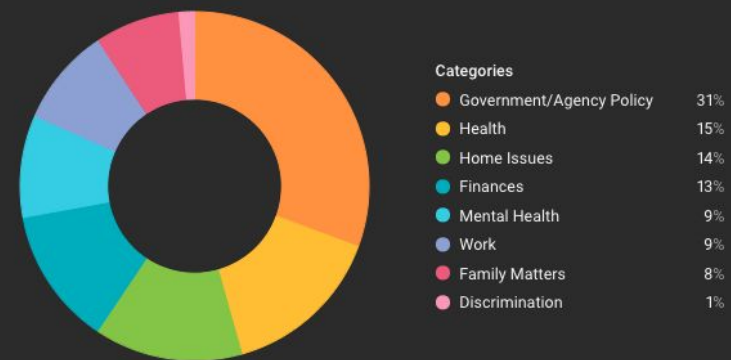


Twitter • 9 Apr 2020 | 17:38

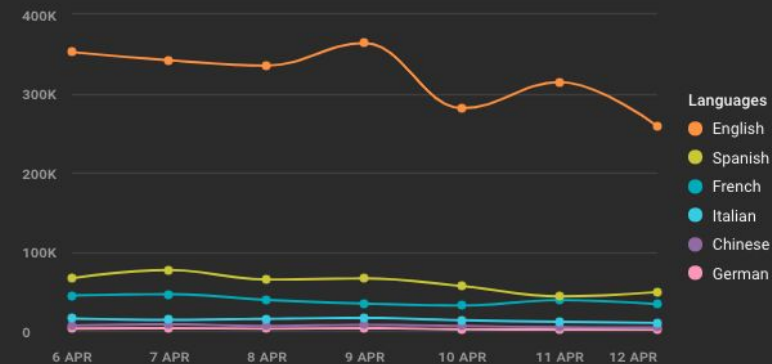
Trending Themes (Excluding News)



Global Topics



Languages Over Time



cherrypieecake (🔒)



10:43 | Mon, 6th Apr 2020

so today we're going to do a small positive activity on this chidiya app go ahead tag someone under this tweet show them your appreciation and affection in this quarantine period.



United States of

@cherrypieecake America



FOLLOWERS:

1.0k

FOLLOWING:

351

POSTS:

13.4k

FISA Fraud|

Lagos St|

Big Pharma|

Epo|

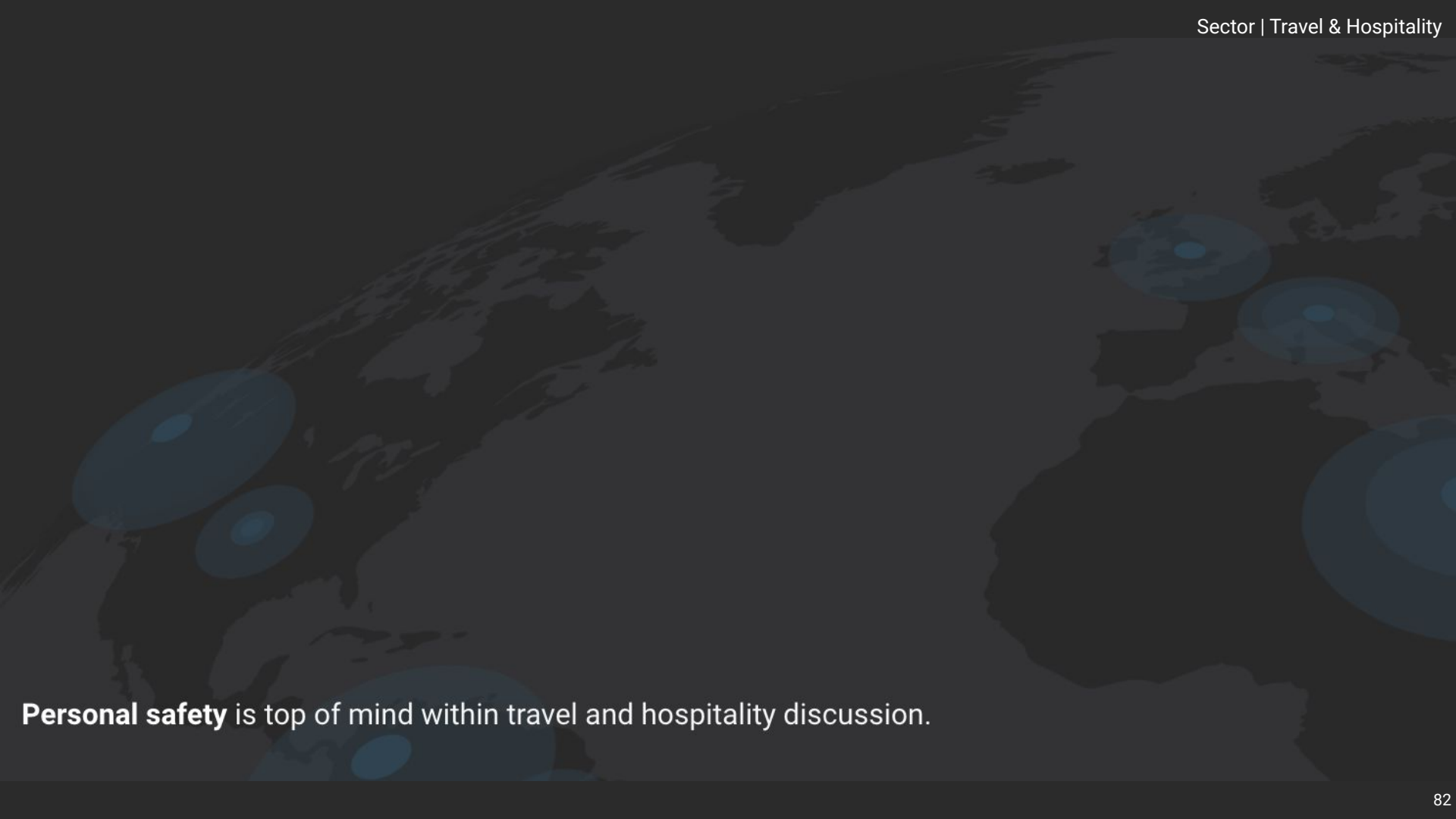
Apple

Apple

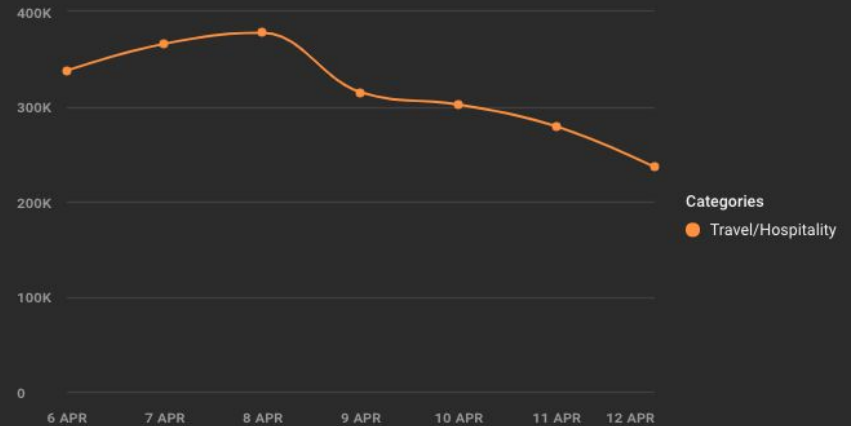
Microsoft|

FaceTime|

Apple



Personal safety is top of mind within travel and hospitality discussion.



Many are discussing the end of Wuhan's 76-day lockdown; people often shared that they are going outside or using trains.

Chinese discussion noted that tourist attractions will reopen in Shanghai, including most parks and major attractions like the Chenshan Botanical Garden and the city zoo.

Given the existing concerns about person-to-person transmission, **epidemic prevention procedures are seen as critical on an ongoing basis** (e.g. wearing masks, temperature checks upon arrival at tourist attractions etc.)

People are thrilled for the **quarantine to be over**; Wuhan celebrated with a **midnight light show** to illuminate the city as it began post-lockdown life.



The **safety of bus drivers** is a key topic in social discussion (15K posts).

People in the UK discuss recent deaths of drivers and are expressing **anger** at London Mayor Sadiq Khan's statement that **bus drivers do not need PPE**.

US consumers are sharing how many transit workers (bus and subway) have died from the virus. **Calls to action include asking households to create and donate homemade masks to transit workers.**

Spanish discussion includes concerns about easing the lockdown for non-essential workers. **Officials disseminated masks at public transport stations** and many expressed frustration that some commuters are not wearing the masks distributed.



hunterathelen1 (FreeSpirit)
@hunterathelen1

Khan you have got one hell of a cheek. You allowed your bus drivers in London to drive without any PPE. Fifteen died. Go and get a mirror and have a good look at who is responsible. Glass houses you midget moron.



Twitter

12 Apr 2020 | 21:37



uk_domain_names (Edwin Haywar...)
@uk_domain_names

If there is enough PPE, as a parade of Ministers and Tory MPs keep swearing there is, then why do doctors and nurses keep dying in horrendous numbers? And why do other key staff such as care home workers, bus drivers etc. not get given adequate protection?



Twitter

12 Apr 2020 | 05:37



danrivoli (Dan Rivoli)
@danrivoli

41 men and women who keep subways and buses moving died from coronavirus 11 of them are bus drivers, like William Scott and Ernesto Hernandez. I spoke to their loved ones about the work they did to keep New York moving t.co/oGlw1AjAfX



Twitter

9 Apr 2020 | 16:41



boblister_poole (Bob For A Full Br...)
@boblister_poole

Bus drivers don't need PPE, says Sadiq Khan Time For Khan To Go!!
t.co/zMF07ICgsT



Twitter

8 Apr 2020 | 18:20



cosmiclandmine (Cosmic Landmi...
@cosmiclandmine

Planes from New York are still arriving at Heathrow. No checks or testing of any description. Passengers decamp to get on taxis, buses & underground to travel wherever they like with thousands of other non-essential workers. What lockdown? Tories are criminally negligent.



Twitter

11 Apr 2020 | 15:40



lostmylist (Lostmylist)
@lostmylist

@[bobbi_parka](#) @[piersmorgan](#)
@[BorisJohnson](#) @[georgegalloway](#) For once I agree. I flew in to UK via Dubai - no checks. Landed in Heathrow no checks. Had been in Africa - temperature checks and mandatory 14 day self funded isolation in gov approved hotel. UK airports not managing this risk at all. No screening at our ports.



Twitter

9 Apr 2020 | 16:51



bobbi_parka (Bobbi Parka)
@bobbi_parka

Flights are still landing at Heathrow from New York, Spain & Italy etc. Passengers not even screened or tested for [#covid19](#) & many will be jumping onto public transport

People in the UK are expressing frustration about international travelers who can **leave Heathrow airport and board public transport without any type of health assessment** (e.g. taking temperature, asking about symptoms). Posters note that other countries require a mandatory 14-day quarantine and worry that **UK lockdown efforts were futile** if the country doesn't impose stricter measures.

Many are sharing thoughts about **uses for vacant hotel rooms**.

Across all markets, people discuss the **need to provide the homeless with a place to stay** – empty hotel rooms could protect the homeless and others from further spreading the virus.

Germans shared that hotel rooms are being used as **refuge for people trying to work remotely** but are constrained with children at home.

English posters advocate for **giving empty rooms to tired healthcare workers** so they do not have to commute far and can protect loved ones from the virus.



_tomwall (Tom Wall)

@_tomwall

I spent last week talking to overcrowded families rightly terrified of explosive coronavirus outbreaks for [@ObserverUK](#). Why isn't the gov taking up [@GabrielScally](#) suggestion to make empty hotel rooms available to those that need to self isolate? 1/3 t.co/ZPTR6c1X5X



Twitter

12 Apr 2020 | 07:28



doctornontrad ((student) doctor n...

@doctornontrad

70% of folks staying in a shelter in SF just tested positive for covid and we have had almost 100% open hotel rooms in the city for so many weeks



Twitter

10 Apr 2020 | 22:21



GavinNewsom (Gavin Newsom)

@GavinNewsom

We need to do better for our healthcare heroes. Too many are nervous about infecting a loved one. Or working long hours & driving home with little sleep. Starting tomorrow, CA will provide healthcare workers with hotel rooms at no- or low-cost & free flights for our Health Corps.



Twitter

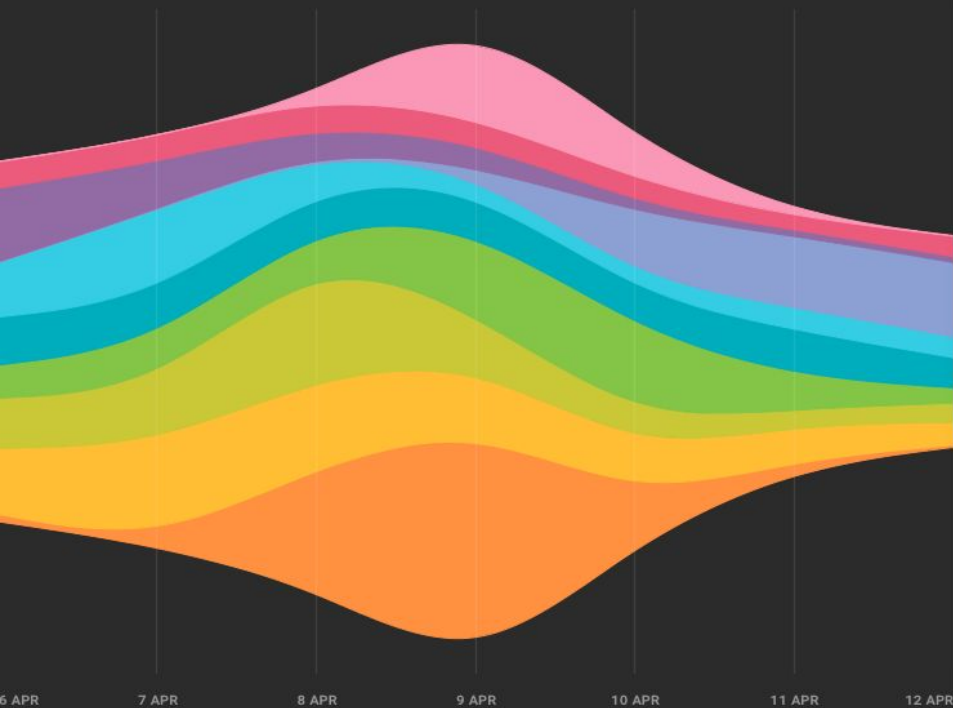
9 Apr 2020 | 19:38



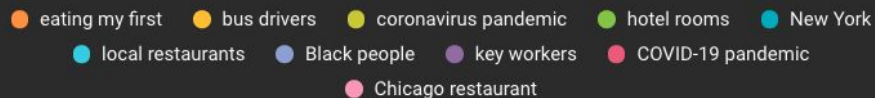
A humorous post about a Chicago restaurant **using a football analogy to explain social distancing generated engagement (60K)**.

The post roasts Chicago Bears quarterback Mitchell Trubisky. Many **asked for the name of the restaurant** so they could **support it**.

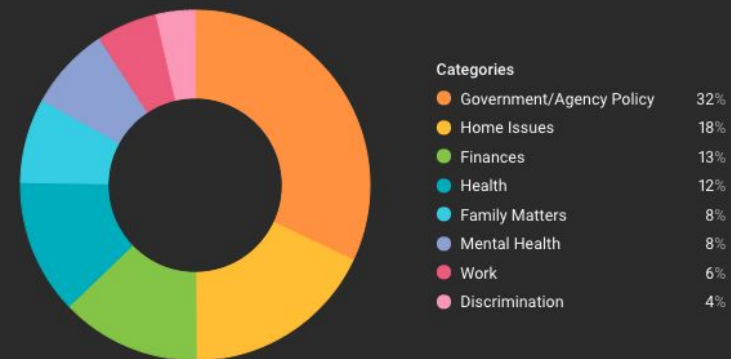
Trending Themes (Excluding News)



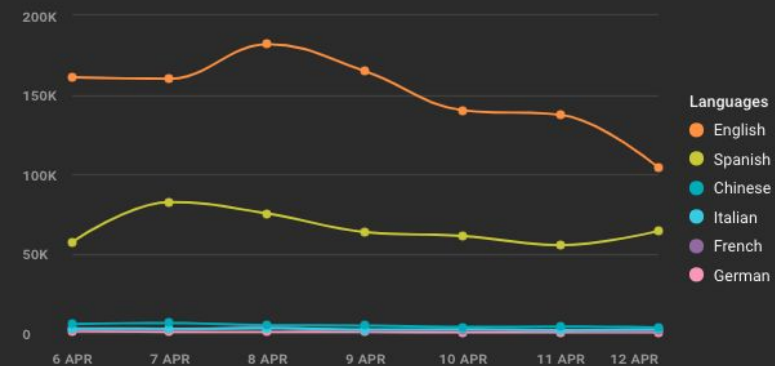
Topics



Global Topics



Languages Over Time



Y2SHAF (Shafeeq)



21:37 | Wed, 8th Apr 2020

me eating my first meal at a restaurant after lockdown is over <https://t.co/agE2SYH5MD>

@Y2SHAF United States of America

FOLLOWERS:

224.1k

FOLLOWING:

172.7k

POSTS:

4.5k

Facebook

Southwest

Fox News

New York Times

Burger King

AirAsia

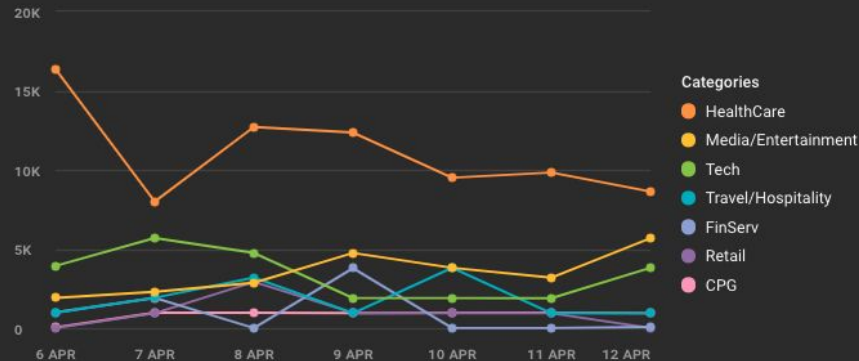
New York Times



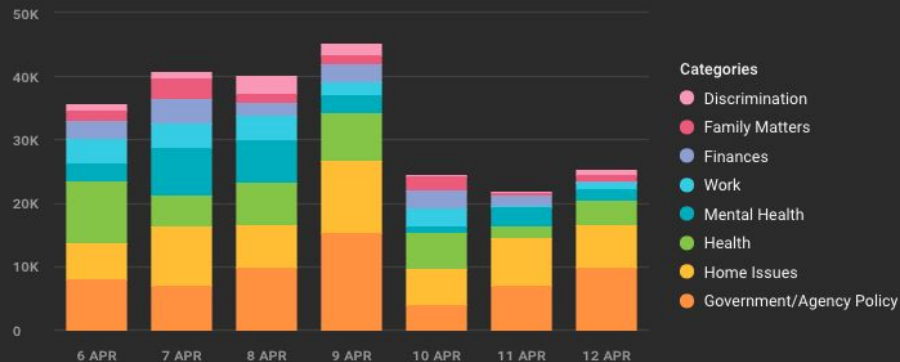
Country Data

Australia

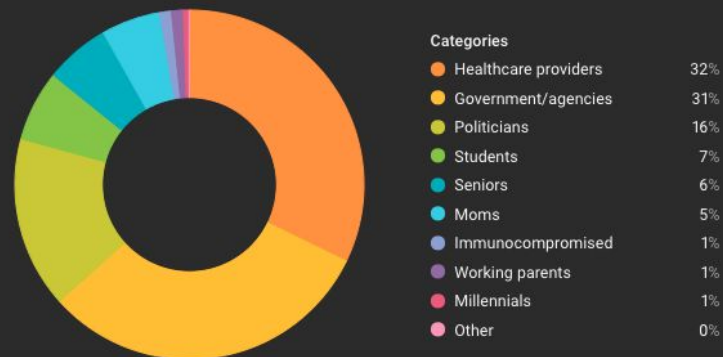
Australia Volume by Sector

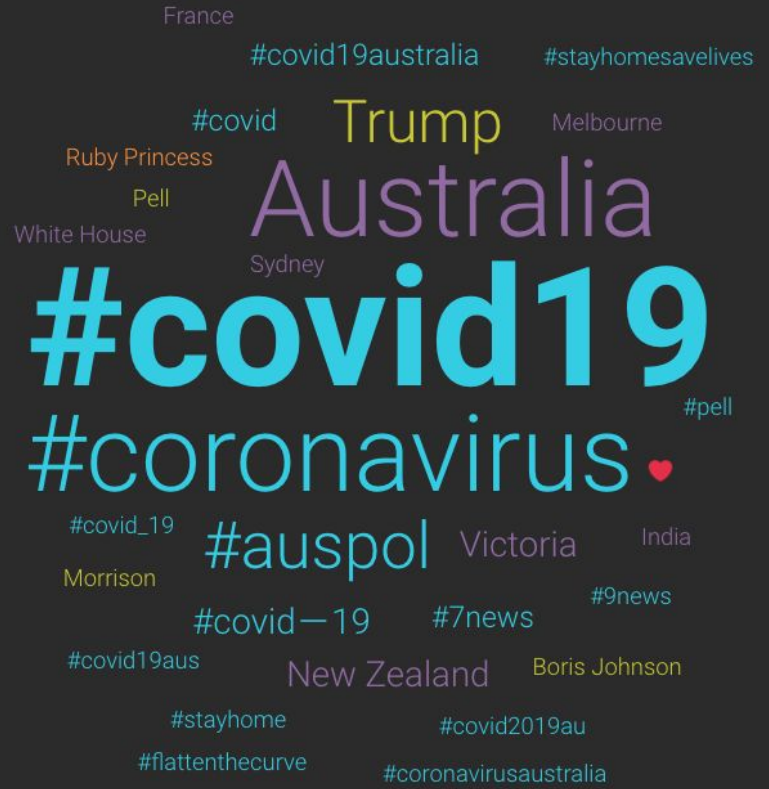
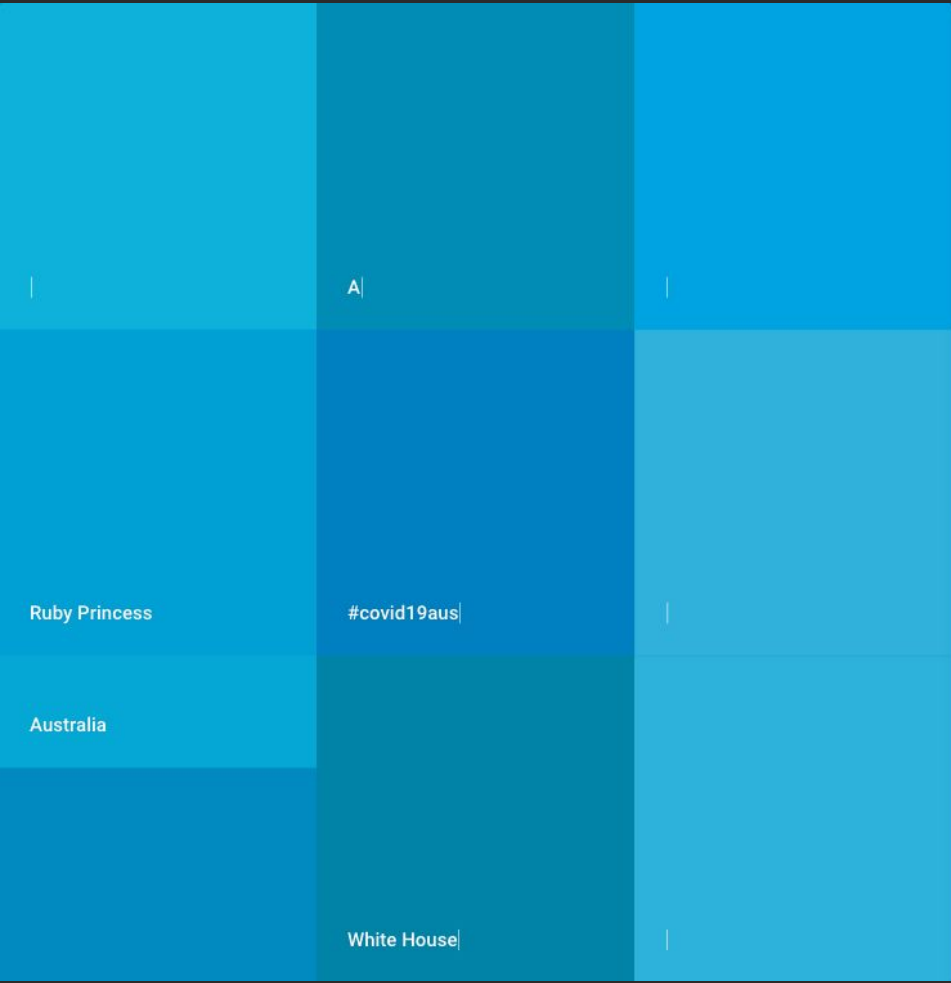


Australia Volume by Topic



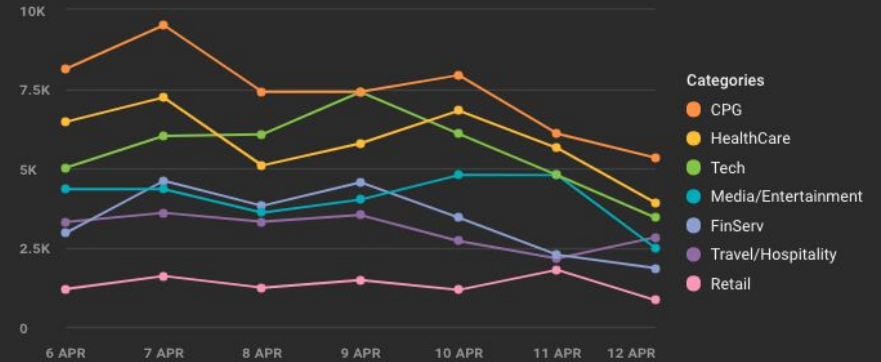
Audiences



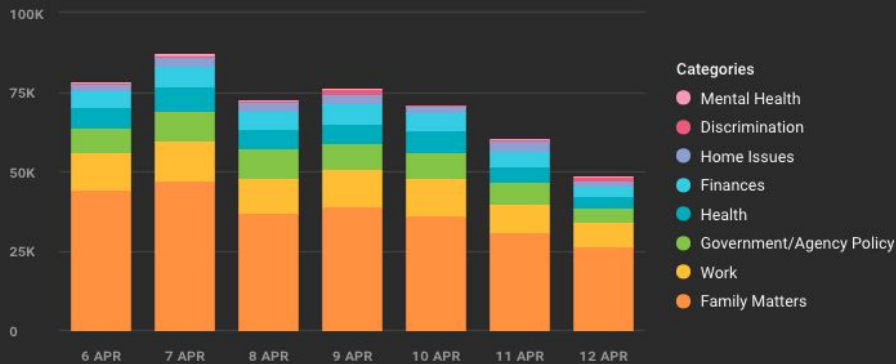


China

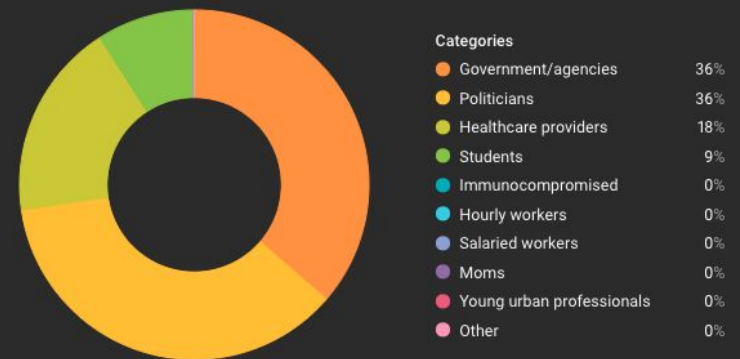
China Volume by Sector

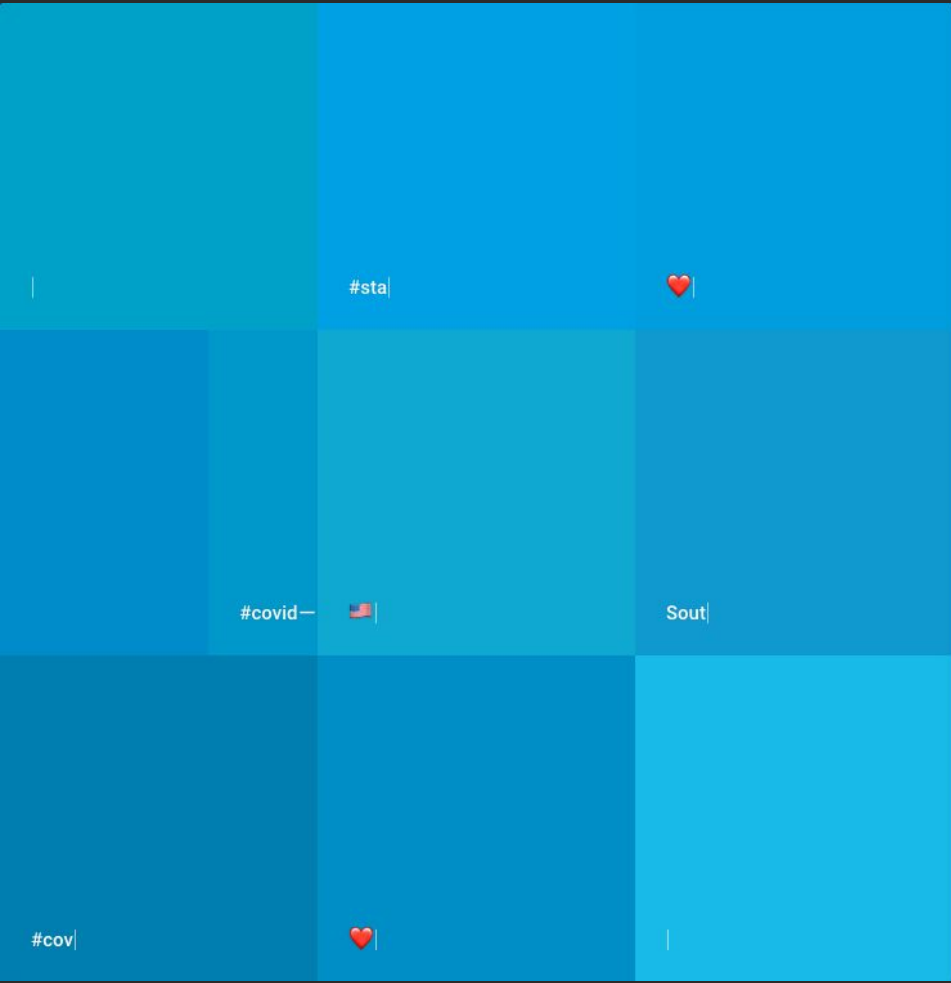


China Volume by Topic



Audiences

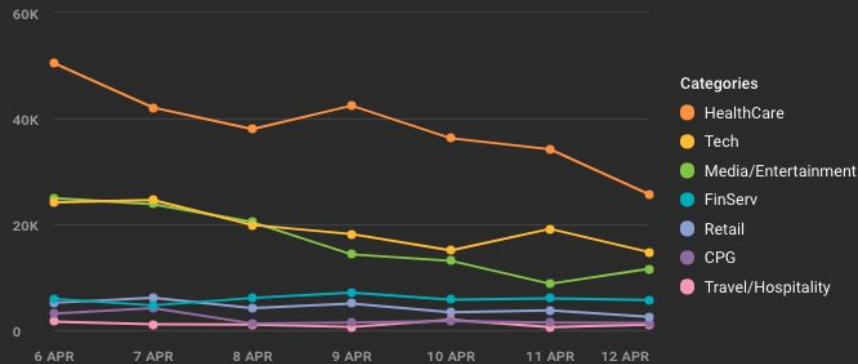




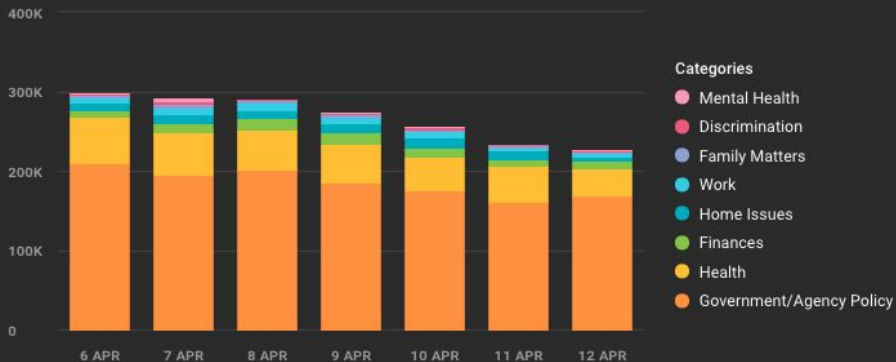
新冠肺炎疫情
 #coronavirus
 时间 #china
 #covid19 🇺🇸
 昨天 上传 🙏 显示
 #ccpvirus 🙏
 Southern Thailand
 #wuhan #covid-19 4月5日 图片
 条评分 ❤️ 📌 🙏
 #stayhome
 隐藏 疫情期间
 目前

France

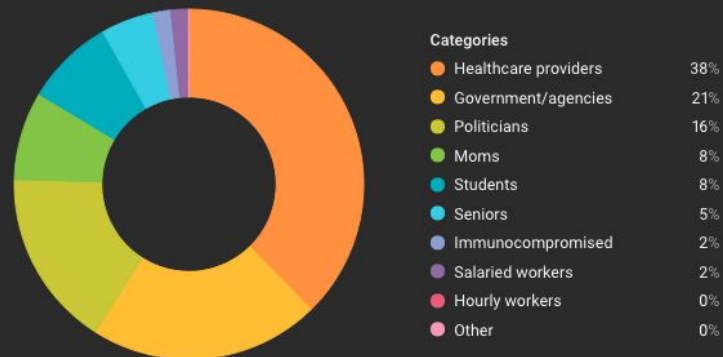
France Volume by Sector

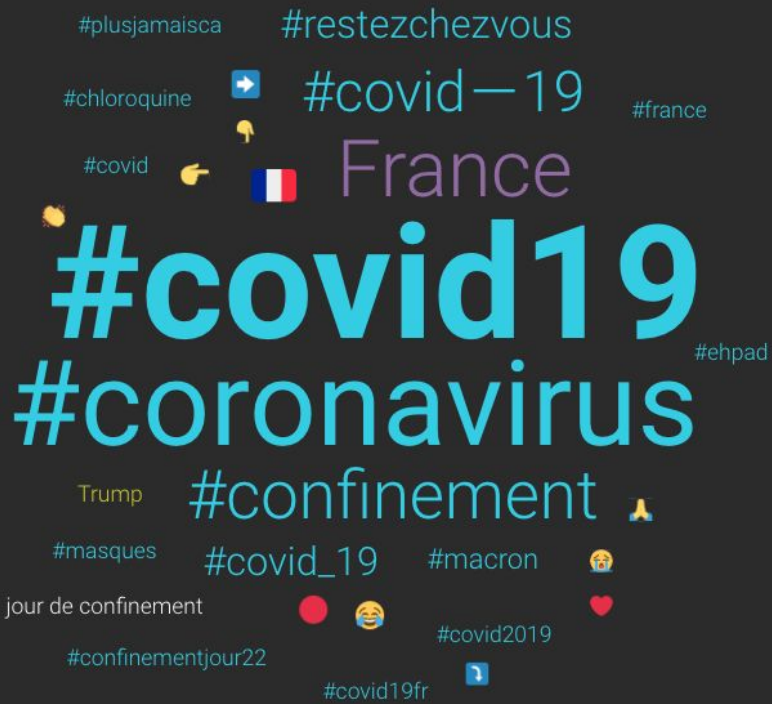
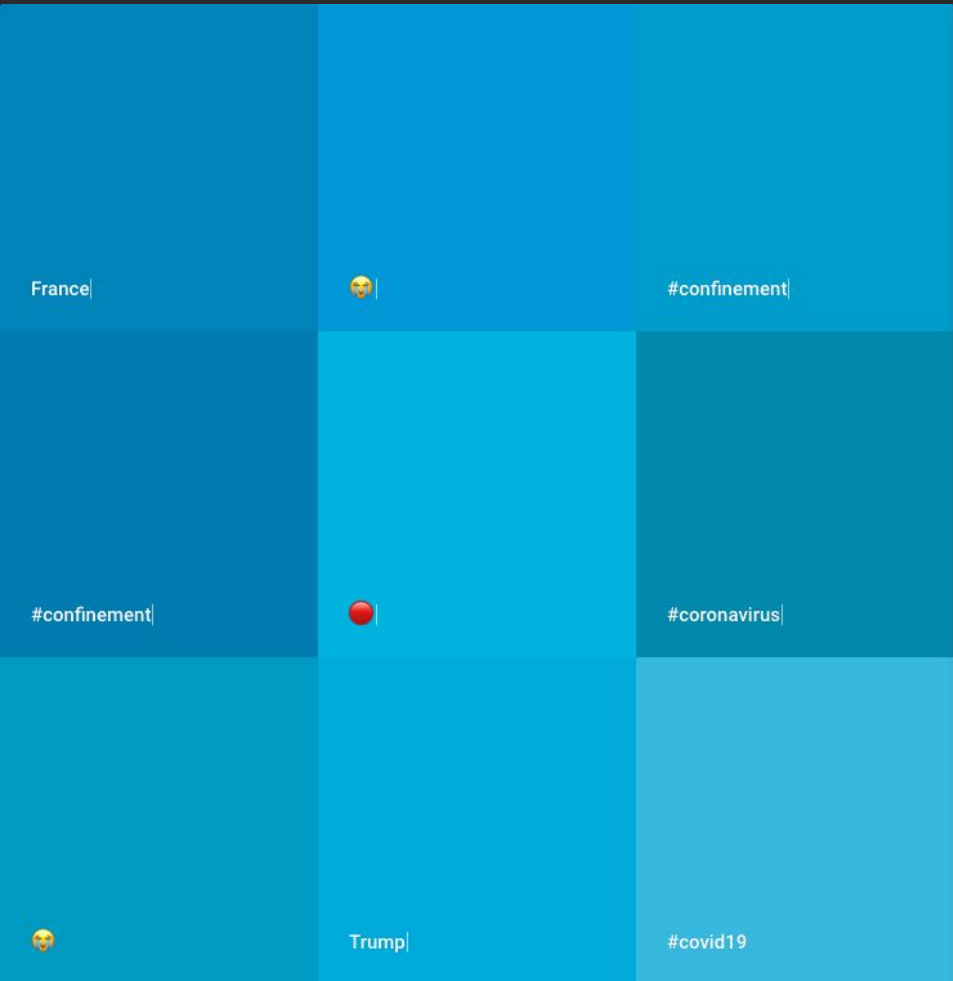


France Volume by Topics



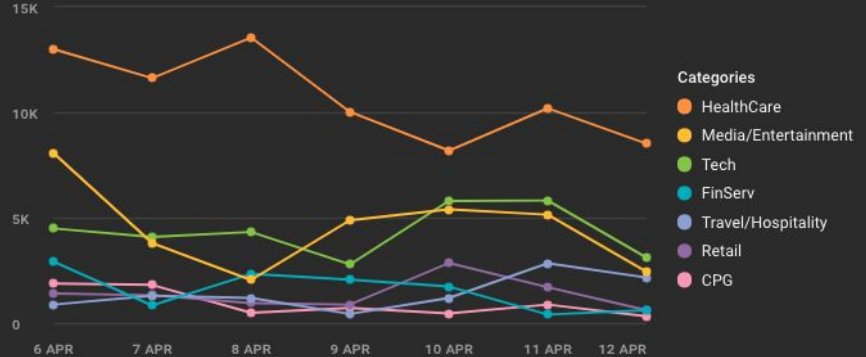
Audiences



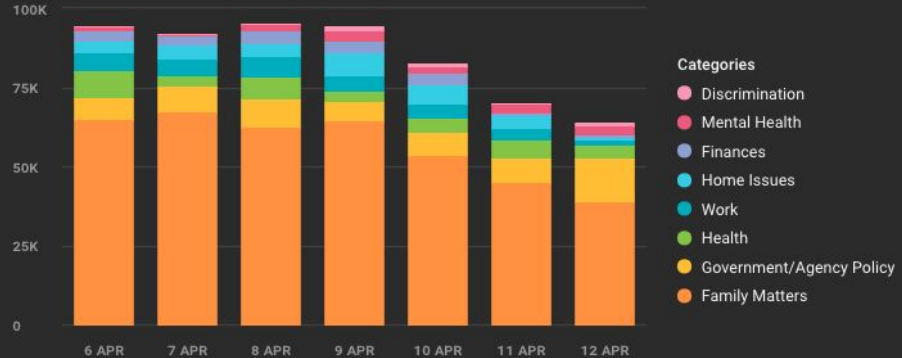


Germany

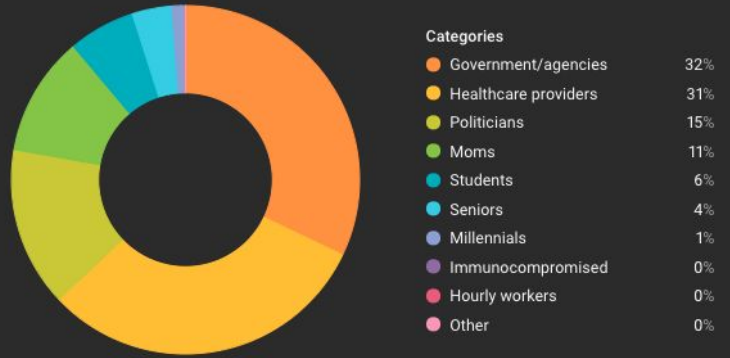
German Volume by Sector

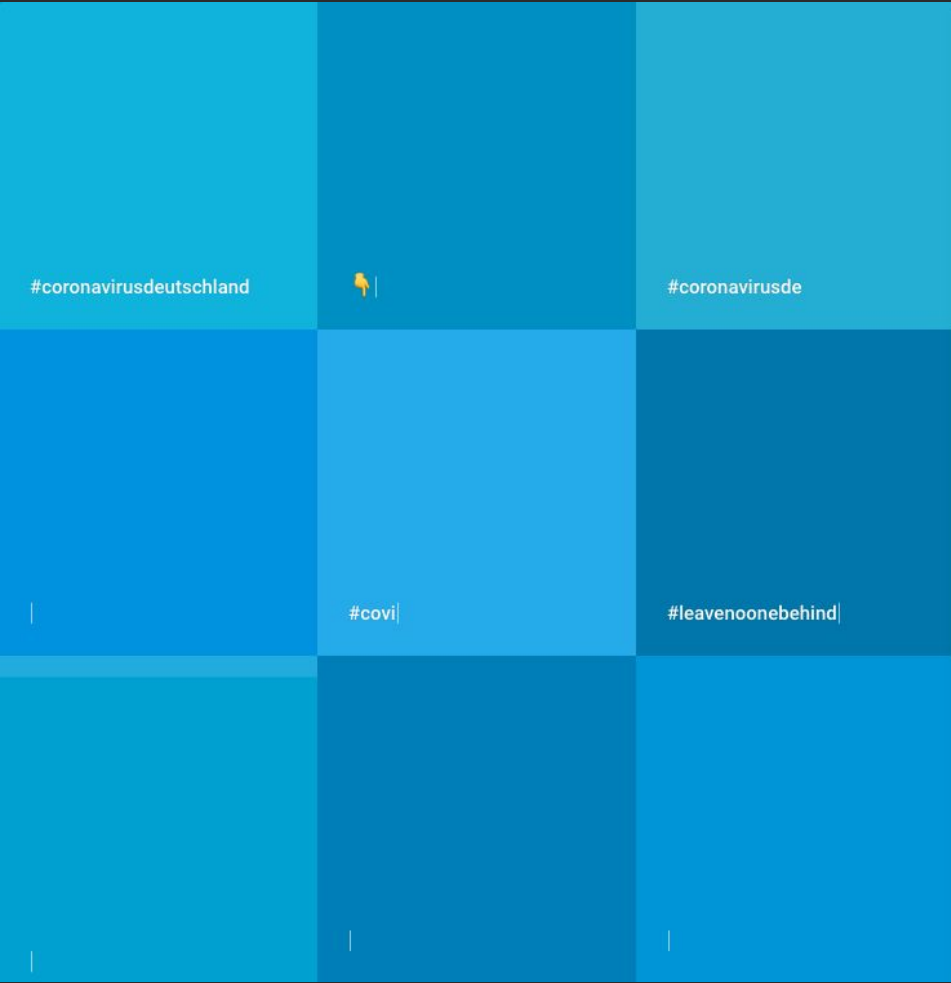


German Volume by Topic



Audiences

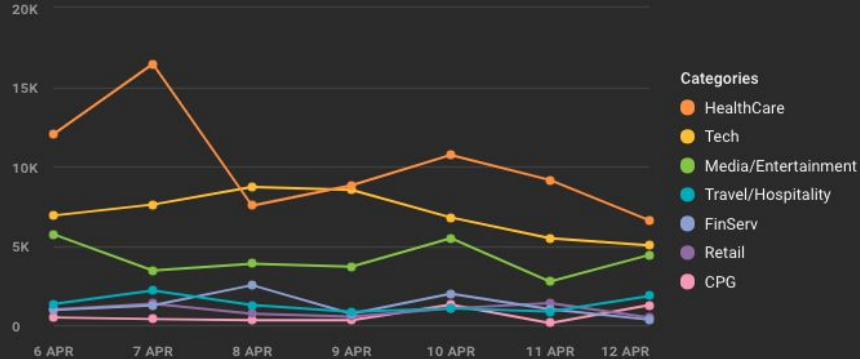




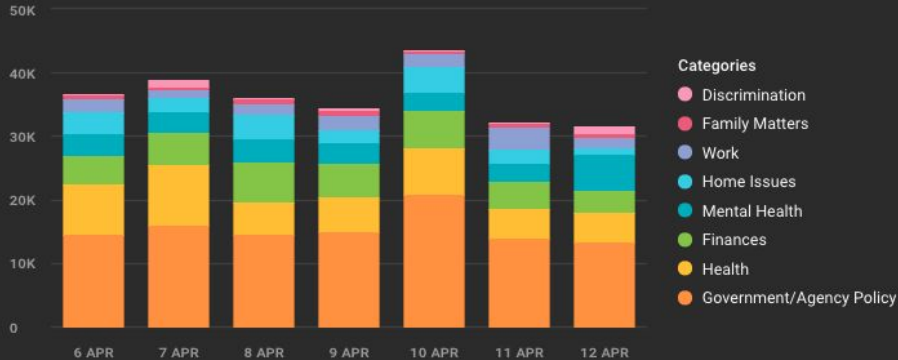
#coronavirusdeutschland
 #deutschland
 #leavenoonebehind
 #wirbleibenzuhause
 #coronavirusde
 #homeoffice 🖱️ #covid #covid19
 😂 #covid-19 ⬇️
 Trump 🖱️ #ostern #coronavirus
 #covid_19 #covid19de **Senate** 🤔 #covid2019
 #herdenimmunität #corona
 #stayhome #coronakrise
 #stayathome #Corona-Krise
 Klicke in dieses Feld
 #flattenthecurve

Italy

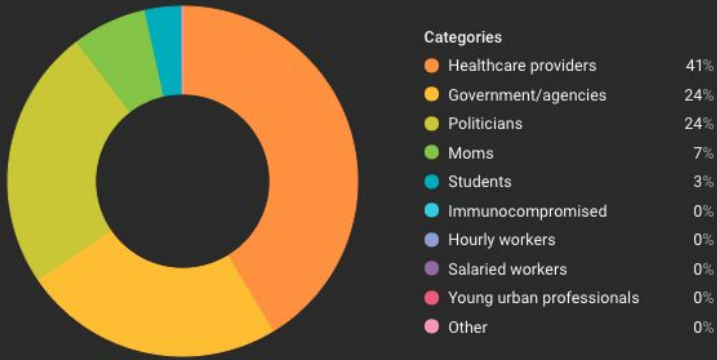
Italy Volume by Sector

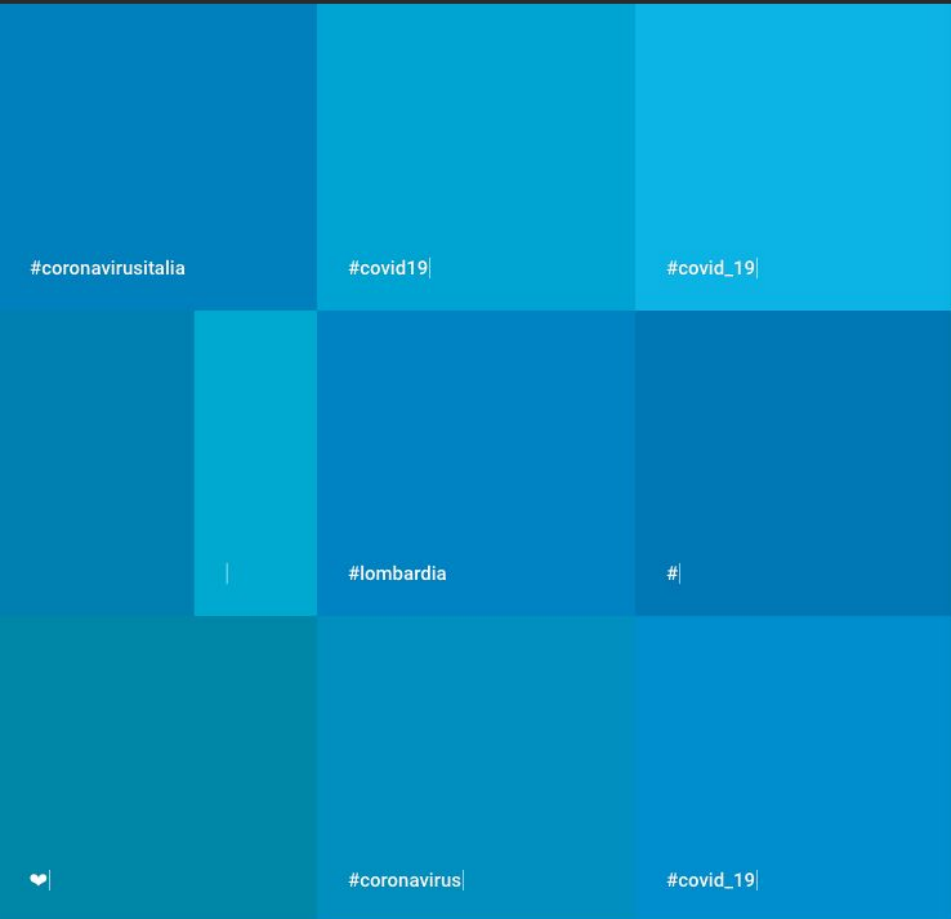


Italy Volume by Topic



Audiences

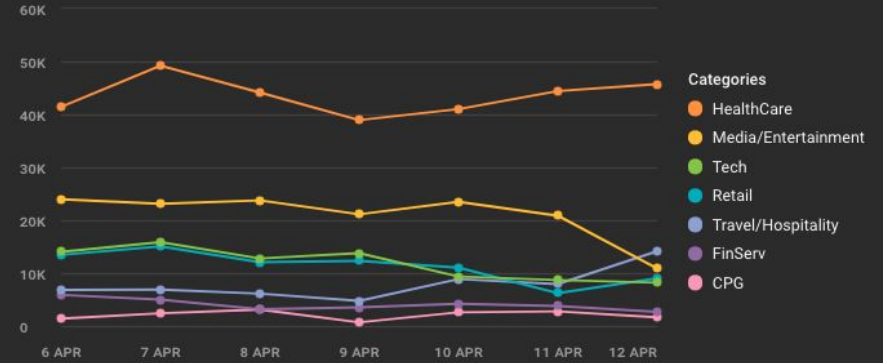




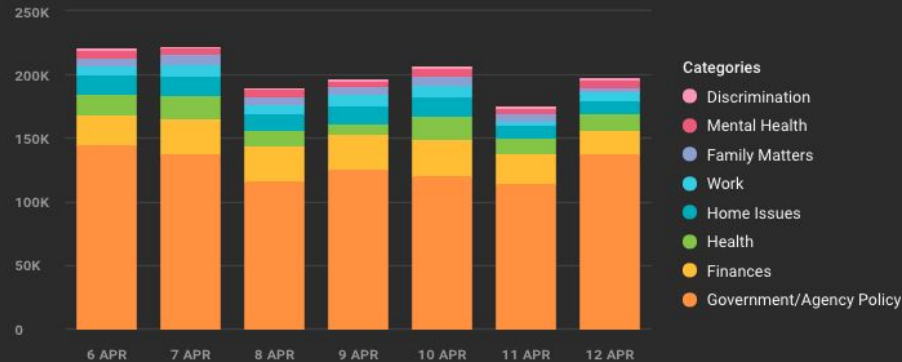
Regione Lombardia
Terapia Intensiva #covid19italia
#italia #salvini New York
#iorestoacasa #conte #covid19
#coronavirusitalia #lombardia
#covid_19 #covid-19
#coronavirus 3 maggio #ansa
#pasqua #lockdown
#mes #covid
#quarantena
#restiamoacasa
#radiosavana
emergenza Coronavirus

Spain

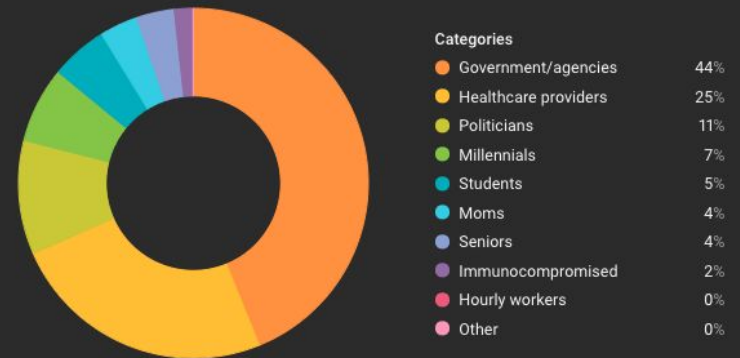
Spain Volume by Sector



Spain Volume by Topic



Audiences



prórroga del estado de alarma

coronavirus en España

#ahoratocalucharjuntos

Pedro Sánchez

#covid_19



#covid—19



Spain

#yomequedoencasa



#covid19

PP y Vox

#coronavirus



Semana Santa



#covid

#quedateencasa



#estevirusloparamosunidos



#quédateencasa

#cuarentena

crisis del coronavirus

sanidad pública

#ahoratocalucharjunto|

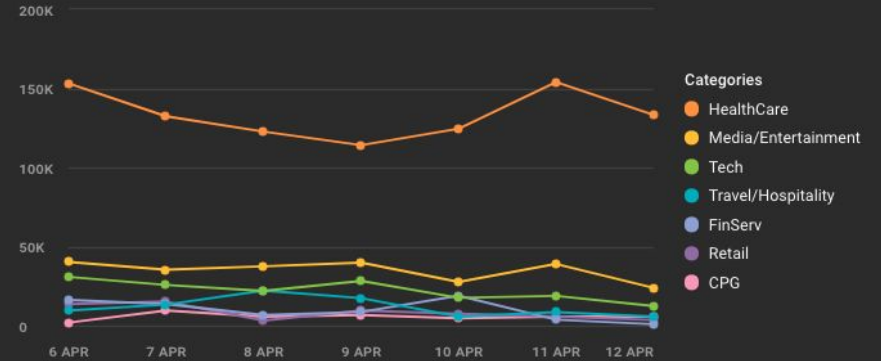
crisis del coronaviru|

#estevirusloparamosun|

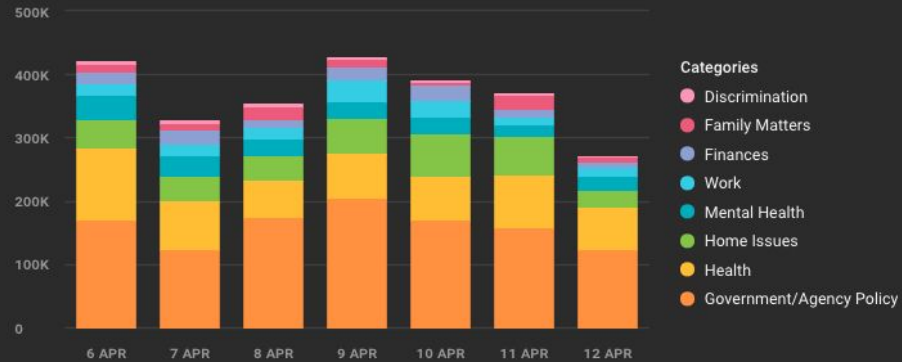
#covid—19|

United Kingdom

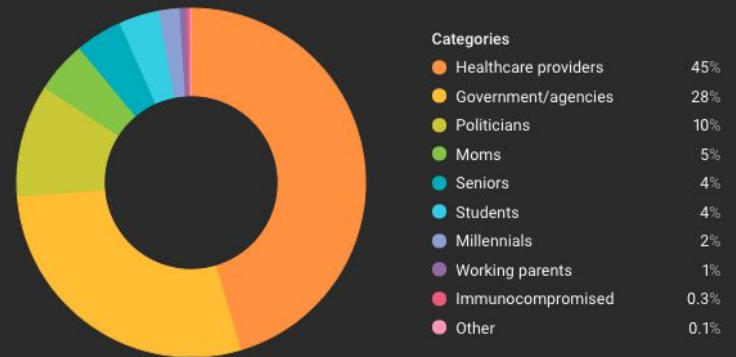
United Kingdom Volume by Sector

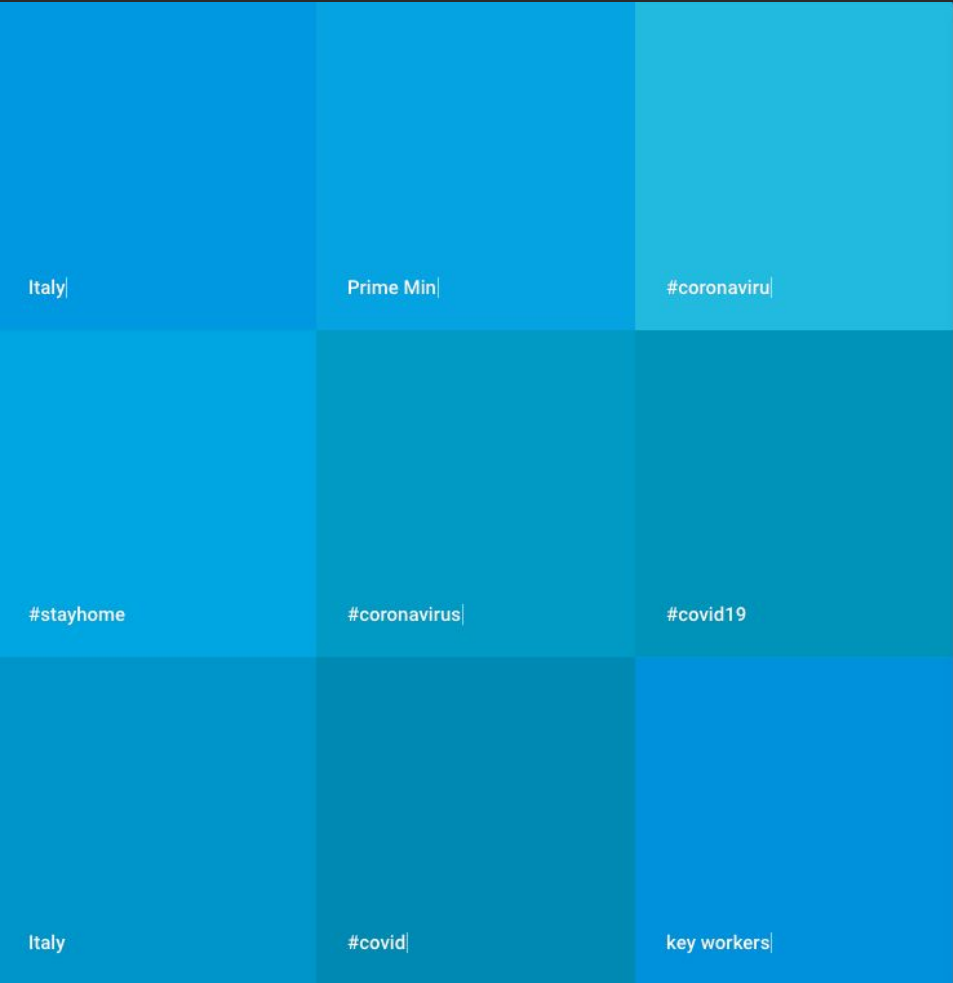


United Kingdom Volume by Topic



Audiences

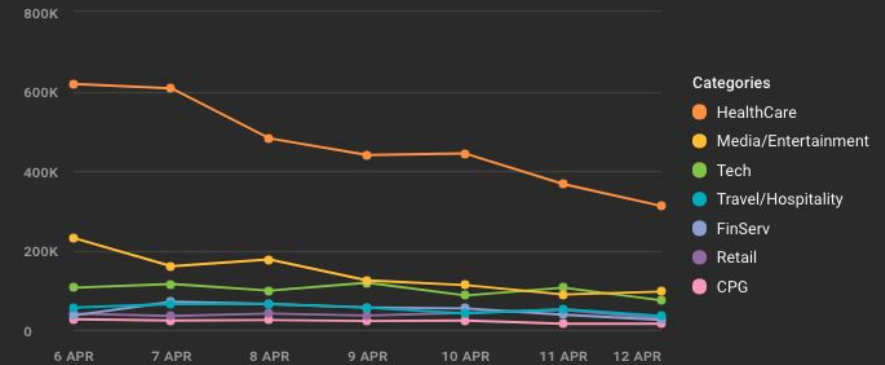




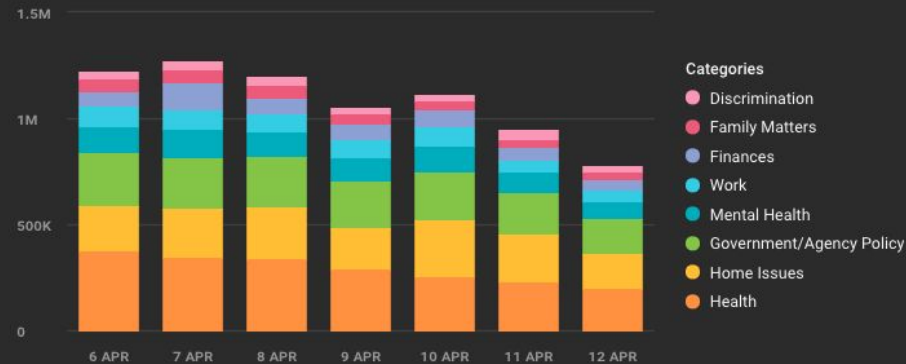
#stayhomesavelives
 Britain #lockdown
 stay home Spain Germany
 #coronavirus Hancock 🙏 #covid19
 Boris Italy Raab save lives
 🇬🇧 Priti Patel Prime Minister ❤️
 Johnson #covid-19 #nhs
 #stop NHS staff Trump
 Matt Hancock London
 #stayhome Boris Johnson
 key workers
 #coronavirusuk

United States

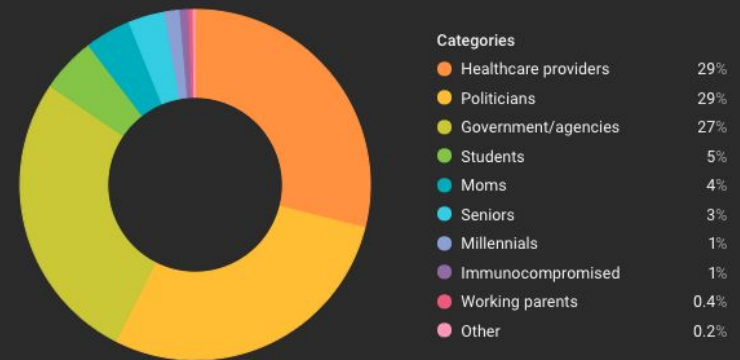
US Volume by Sector

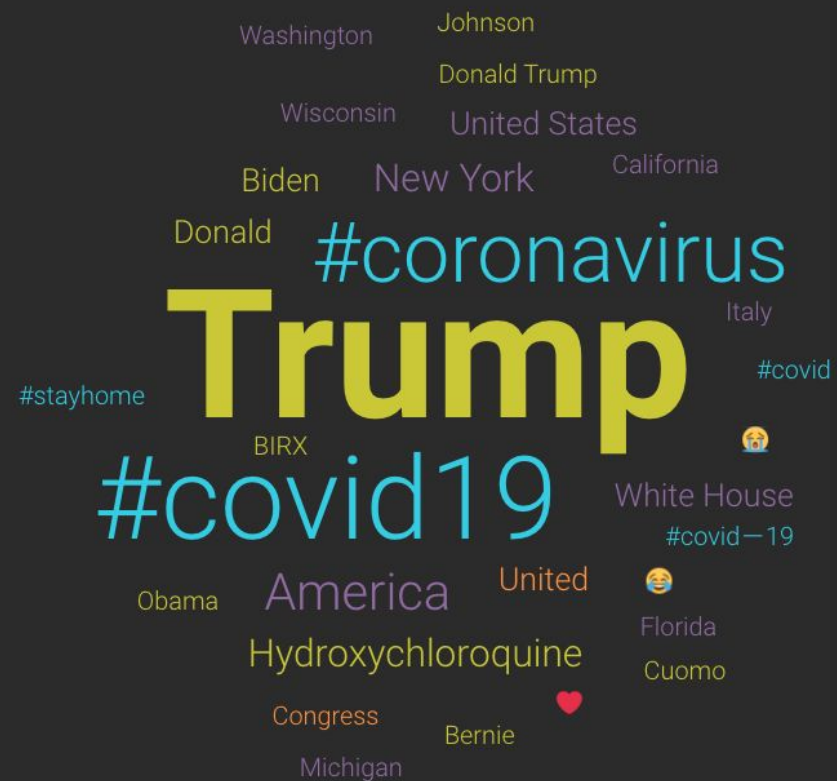
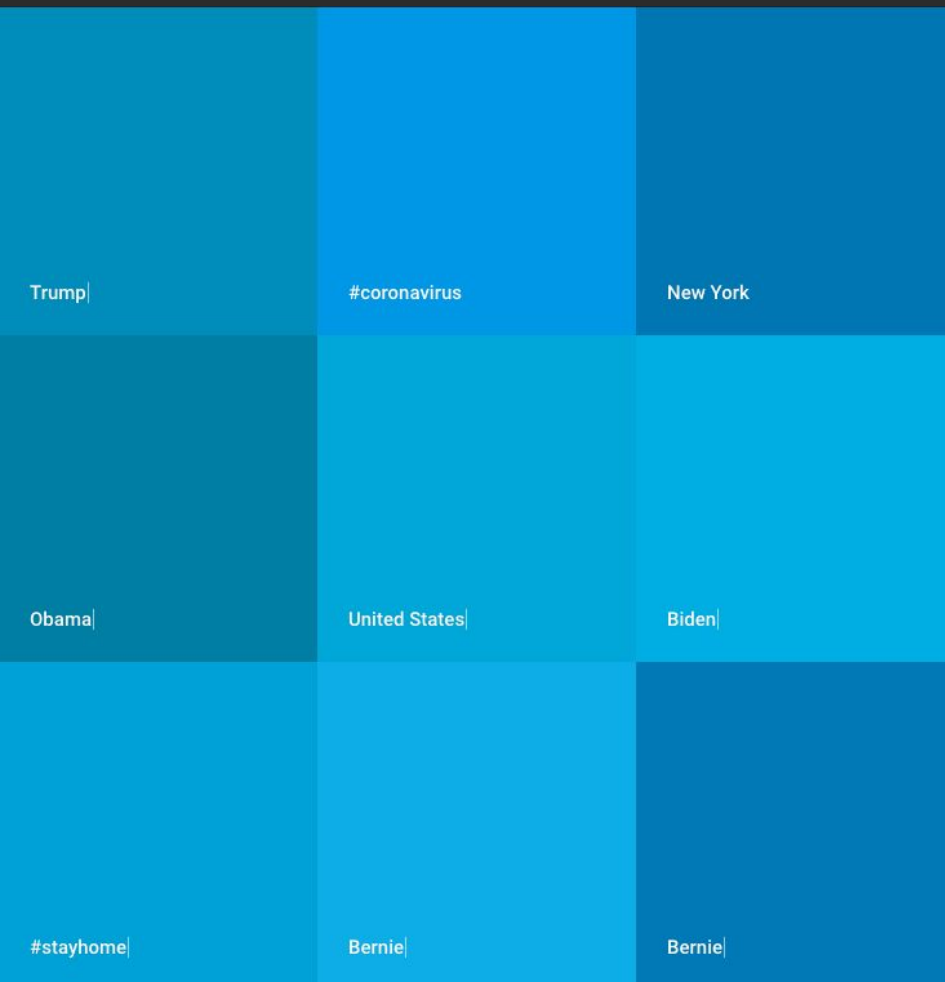


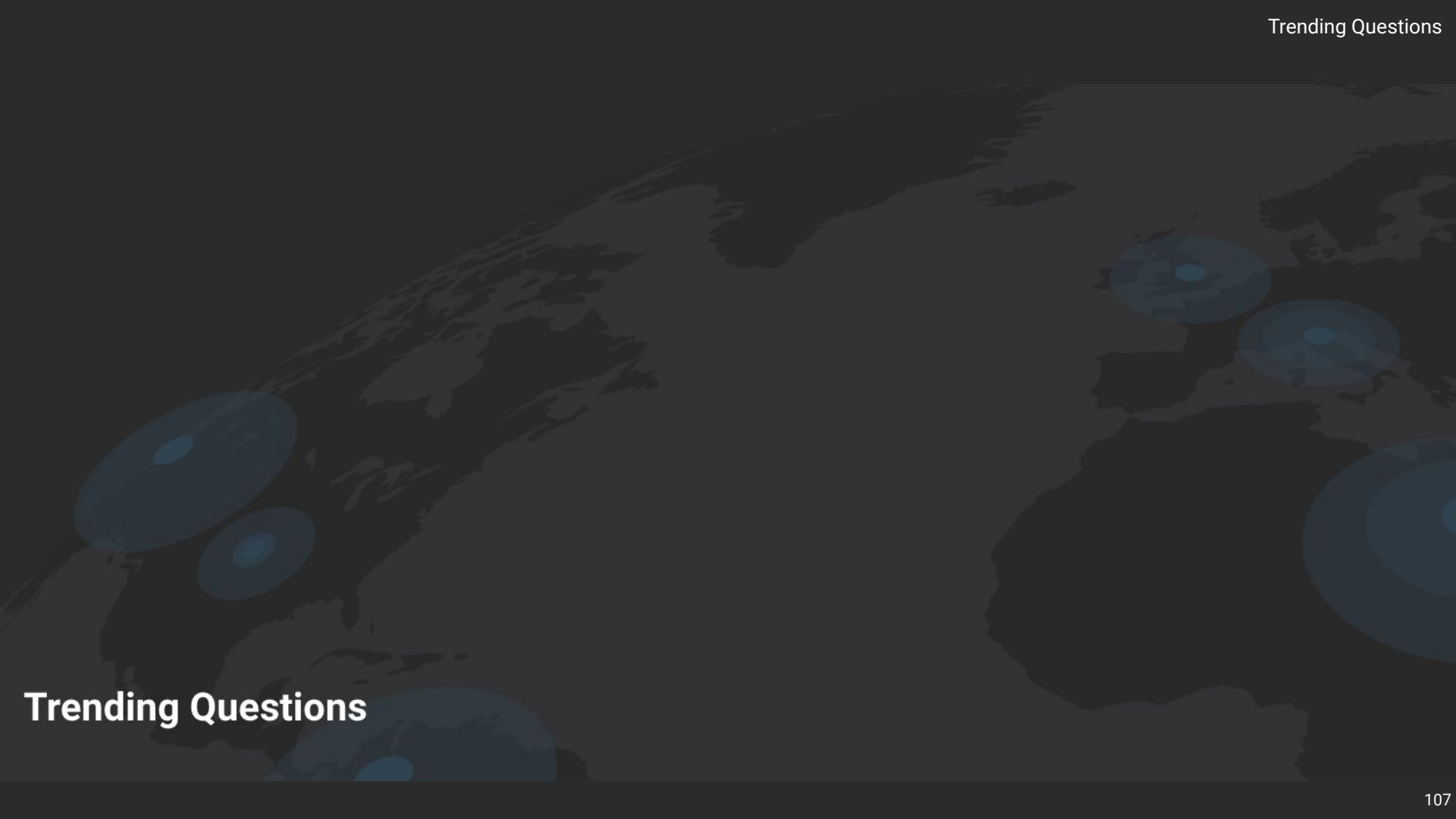
US Volume by Topic



Audiences







Trending Questions

People on forums are looking for advice about how to deal with Covid-19 and associated issues.

Health

- Are symptoms really mild or do they say that because you can survive on your own at home?
- Are rising cardiac arrest cases caused by Covid?
- Can anyone who dies of coronavirus become organ donors?
- Are hospitals still taking appointments for anything non Covid-19 related?
- Which painkillers are safe to take during Covid-19?
- Which Kleenguard fabrics are sufficient for a homemade face mask filter for COVID-19 protection? What's best?
- Why exactly are younger people less susceptible/reactive to Covid-19?

Mental Health

- Where can I virtually volunteer to counsel people stressed out about Covid-19?
- So what is going to be your thought process when you know someone who dies from Covid?
- Who else has a messed-up sleep schedule thanks to Covid?

The Future

- When will COVID-19 end?
- Can you predict the course of the COVID-19 epidemic?
- Will the coronavirus kill everyone in the world?

New questions emerging in forums this week include Education and Media & Entertainment.

Education

- Has your school eased up on grades during Covid?
- Are all summer classes online now due to Covid?
- How can I apply for a student visa with Covid-19?
- What is your admin / district asking you to do during Covid-19 school closures?

Purchase

- Are packages still being delayed due to Covid-19?
- When are the slowest, least busy times to do grocery shopping now, during Covid?
- Where can I get a hair clipper for a buzz cut during Covid?

Finances

- Is it possible to get a UK business bank loan that is not for COVID-19 related financial hardship?
- How are you supposed to know if you are getting your covid check?
- How can I efficiently find tenants during Covid?
- Can my employer temporarily lay me off due to COVID if it's not explicitly

Media & Entertainment

- If you could pick one show to have a COVID-19 episode/episode about how the characters are doing what should would you pick?
- Which famous persons in your country has contracted COVID-19?
- Which upcoming shows are affected by the covid-19 pandemic?

Now You Know

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

If you would like to share these findings with a colleague or inquire about a custom report please reach out to your Brandwatch contact or email us at info@brandwatch.com.