



April 22, 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

This study includes data from 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages. Survey data includes 1,000 interviews per country in field between April 15–20 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~42 million posts from Twitter, Reddit, forums, blogs, and more that appeared between April 13–19. News has been excluded to better isolate consumer opinion but media engagement metrics have been included.

Content is analyzed holistically and by market, topics, and sectors.

Some Of The Questions We'll Address...

- What are consumer perceptions of and reactions to Covid-19 over time?
- How has the virus impacted daily life and the way we work, learn, parent and socialize?
- What is the impact on mental health?
- What are concerns about financial futures collectively and personally?
- What is the short- and long-term impact of the pandemic on plans, events and purchases?
- What are reactions to how businesses have/have not adapted to the needs of consumers or employees?

Key insights at a glance



Health

People are talking about the need for increased access to testing to expedite the reopening of countries. (slide 10)

Concern about personal health in China increased as the country eased lockdown measures. (slide 11)



Mental health

Survey respondents who say they feel optimistic continue to outweigh the number reporting anxiety or depression.

Emotional volatility – feeling fine one day and bad the next – is prominent in online discussion. (slide 14)

People are sharing resources to support the emotional health of frontline workers. (slide 15)



Home issues

A growing number of survey participants indicate they think it will take more a year for life to return to normal. (slide 22)

Posts about people ignoring social distancing guidelines are increasing. In contrast, a majority of survey respondents said they are willing to self-isolate for however long is necessary, particularly in Spain. (slides 23-24)



Work life

Unemployed workers are networking online to seek positions across a variety of industries. (slide 37)

Ongoing conversation about reopening the global economy is polarizing, with discussion balancing the needs for gainful employment and worker safety. (slide 35)

Work-related concerns are less prevalent among UK survey respondents than they were previously. (slide 36)

Key insights at a glance



Family matters

There has been a surge in pet adoptions during the pandemic driven by a need for companionship, especially among people living alone. (slide 31)

Increasingly people are talking about being depressed, due to job losses, financial stress, relationship challenges, and isolation. People recommended reaching out to friends and family for emotional support. More than a third of all survey respondents reported making more phone calls than normal. (slide 30)



Pharma & healthcare

People are expressing strong reactions on social media to lockdown protestors in the US, noting the sacrifice healthcare workers have made to serve on the front line. (Slide 52)

Some are describing Trump's decision to withdraw majority funding from the World Health Organization as reckless while other agree that an investigation of WHO officials is warranted. (Slide 55)



CPG

One-in-four CPG posts revolve around alcohol, with an increasing number of people posting while drinking. **Day drinking is becoming both more popular.** (slide 44)

On social, the **trends of eating comfort food and drinking alcohol in quarantine go hand in hand.** Consumers consider eating the food they love as a form of self-care. (slide 45)



Retail

"Curbside pickup" was the leading trending topic this week in grocery store posts. While consumers are eager to experiment with new options, **reliability and accessibility form barriers to adoption.** (slide 65)

Difficulties with online shopping are a common talking point, including delays in delivery, lack of delivery slots, online shopping scams and fraud, as well as difficult return processes. (slide 66)

Key insights at a glance



Media & entertainment

Many share free Netflix documentaries on YouTube, praising the company's efforts to help teachers and students with the learning process in quarantine. (slide 58)

Almost half of all Spanish survey respondents said they attended a virtual movie night last week. (slide 57)

Board games, puzzles, and online quizzes are on trend, said to be great for family bonding and a good way to get a break from screen time. (slide 62)



Travel & hospitality

People are upset about food waste as a consequence of the lockdown, and are sharing coverage of farmers dumping milk and or composting surplus produce. (slide 73)

Many are upset by news that large restaurant chains are receiving small business funds. (slide 75)



Financial services

Anger and sadness are evident in discussion about the Paycheck Protection Program as it runs out of funds. (slide 48)

Health insurance is a trending online topic as people fret about the loss of employer-sponsored plans along with jobs. (slide 49)

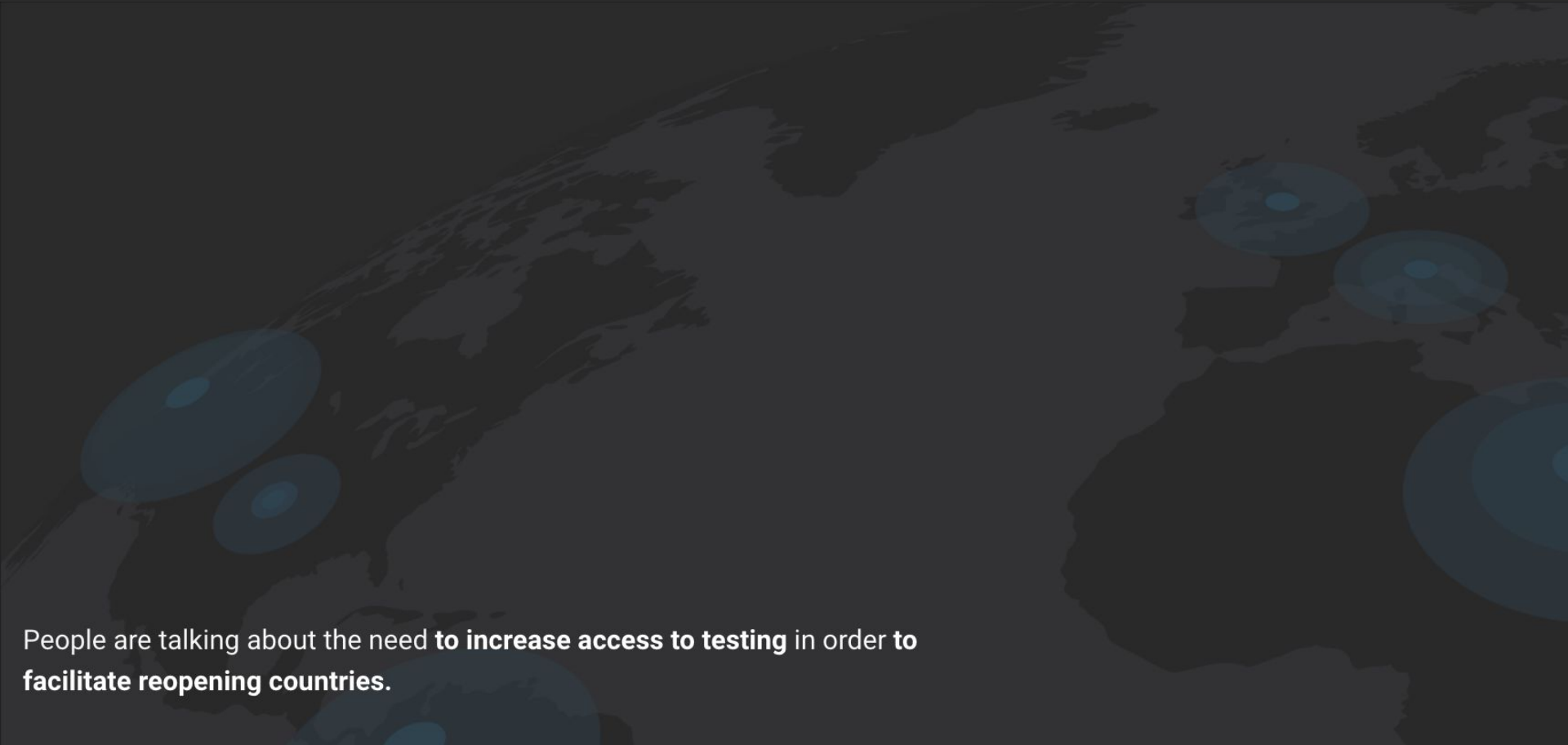
Chinese survey respondents are focusing on finances and financial services more than in other markets. (slide 55)



Technology

People's interest in the 5G conspiracy theory resurfaced with news that the UK would not use Huawei as the nation's provider for 5G infrastructure. (slide 70)

Some are discussing Facebook strategies to help users that engaged with coronavirus information. (slide 71)



People are talking about the need **to increase access to testing** in order to **facilitate reopening countries.**

**CNNnewsroom (CNN Newsroom)**
@CNNnewsroom

"We need to do more [testing] if we're going to reopen and... the federal government has more to do," says Rhode Island Gov. Gina Raimondo.
t.co/Jzhiah57Dt t.co/kaBqPcwYXB



Twitter

19 Apr 2020 | 12:51

**Rigged_It (X RIGGEDIT.COM X★★★★)**
@Rigged_It

@**CNN** I don't need a test to rejoin society. My freedom is essential. As a moral human responsible for my actions I take precautions as to not harm anyone. Lockdowns are draconian, reopen the country with social distancing. I don't need subject myself to a test, nor do you. Kkthx



Twitter

17 Apr 2020 | 18:22

**bhaskarofficial (Amit Bhaskar)**
@bhaskarofficial

Only person talking sensible right now on national level is @**RahulGandhi**. Mass testing, not just lockdown will flatten the COVID-19 curve. Its the only way out. There r many countries which set such examples before us. 1/4



Twitter

16 Apr 2020 | 09:16

**justinhendrix (Justin Hendrix | wash your ...)**
@justinhendrix

New deaths in NY state at 540, first day below 600 in a while. Total hospitalizations on a gentle decline, but new hospitalizations still close to 2,000 a day. What this means is that stay at home measures have arrested the spread- but we cannot reopen until we have mass testing. t.co/0Z3iphSplY



Twitter

18 Apr 2020 | 18:46

**benjamin_mutuva (Benjamin Mutuva)**
@benjamin_mutuva

The government must make sure that the testing kits and the associated equipment they have received from China is not contaminated with corona virus before the ministry of health starts mass testing. We should be very very careful,



Twitter

16 Apr 2020 | 09:16

The need to **ramp up Covid-19 testing** is on people's minds. Many are calling for mass testing to alleviate **concerns about personal infection**, while others feel testing may lead to **countries reopening faster**.

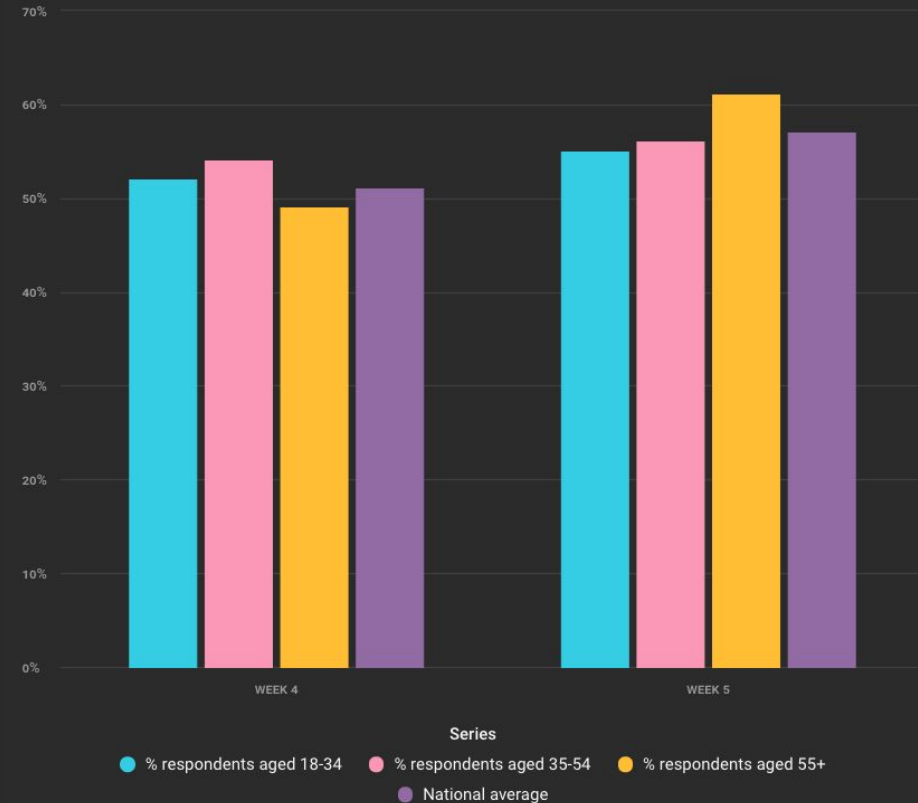
While some want a **national plan to get everyone tested**, others oppose the idea as an **infringement on personal freedom**. There is some speculation around the accuracy of existing tests, and people feel that testing should be easier to access, or even available over the counter.

Survey question | Are you concerned about ... your own health?

Concerns about personal health are rising in China as lockdown measures there are easing, particularly among those over the age of 55.

In contrast, health concerns in the US are falling. The number of survey respondents concerned with family and friends' health fell to 64% (from 71% last week), while the number concerned about their own health declined to 41% (from 48% last week).

Respondents who report feeling optimistic



#pandemic|

#covid19

#disneyfamilysi|

#india

#hospital|

#indiafightscorona

#stayathome|

#hospit|

#vent|

People are outraged that some are not following social distancing guidelines. The #floridamoron and #floridabeaches hashtags are gaining traction as people caption images of groups of people at the beach disregarding lockdown recommendations.

One widely-shared post (5K retweets) warns that, in 1918, Philadelphia ended quarantine early during the Spanish Flu to allow people to attend a parade to boost morale, resulting in a surge of deaths for the community. The author cautions that communities must learn from the past and #stayathome.

People are asking others to embrace the idea of solidarity, saying we are all in it together.



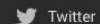
ClarckSofia (Sofia Clarck)
@ClarckSofia

In 1918 Philadelphia ended quarantine from



MrsEndy_ (Mrs. Endy)
@MrsEndy_

#floridabeaches if they reopen, every other state should deny access to Floridians. They can spread COVID to one another if they want to go chill at the beach, but they shouldn't be allowed to travel to other states exposing others who are taking the proper precautions.



Twitter

17 Apr 2020 | 22:39

Please note that topics discussed in this section may be triggering. Please skip to slide 16 if you wish to avoid.

Emotional volatility – feeling fine one day and bad the next – is prominent in online discussion.

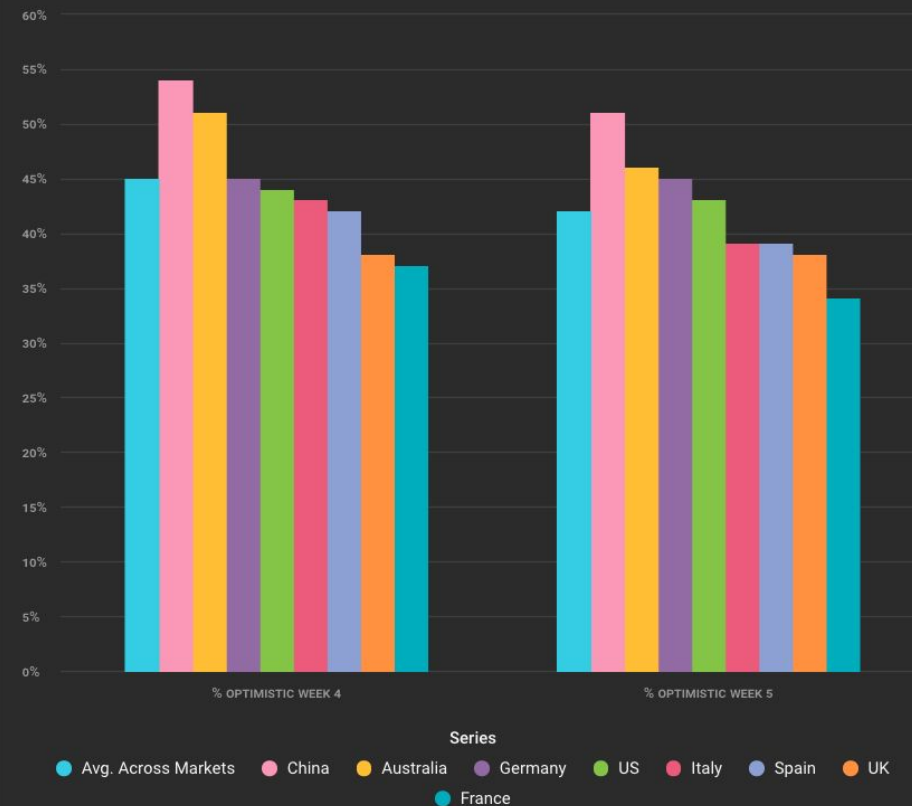
People are concerned about the mental health of frontline workers and are sharing resources and tips to help manage stress and emotions.

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

Survey respondents who say they feel optimistic continue to outweigh the number reporting anxiety or depression. However, the number feeling optimistic fell in both Australia (46% vs. 51% last week) and Italy (39% vs. 43% last week).

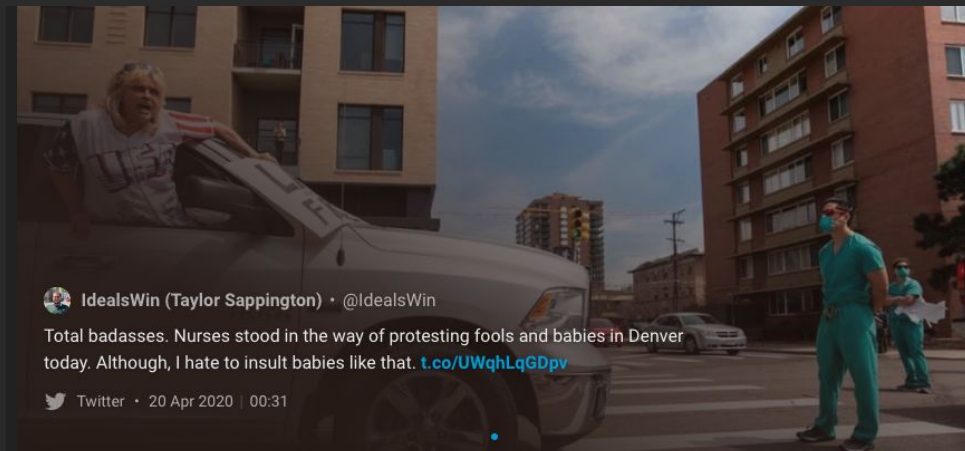
Social discussion reflects both feelings, with people describing that some days they feel fine and other days they feel overwhelmed. German conversation conveys concern that sick leave certificates are no longer issued over the phone, rather patients need to go to the physician's office. Many fear that relaxing social distancing efforts will cause a second wave of infection.


Respondents feeling optimistic



People are sharing mental health resources with first responders to help them manage stress levels and the unique emotions of working the frontline.

An ER physician posted about his anger at lockdown protesters and talked about the personal sacrifices he has made (34K retweets).



 **IdealsWin (Taylor Sappington)** · @IdealsWin

Total badassess. Nurses stood in the way of protesting fools and babies in Denver today. Although, I hate to insult babies like that. t.co/UWqHLqGDpv

 Twitter · 20 Apr 2020 | 00:31



JessOConnell (Jess O'Connell)
@JessOConnell

First we should get them protective equipment. Then we should forgive the debts of health care workers, delivery drivers, grocery workers & first responders. It's the least we can do for people putting themselves in harm's way & for sacrifices of their families. #TogetherAtHome

 Twitter

19 Apr 2020 | 01:51



KQEDnews (KQED News)
@KQEDnews

Many children of nurses and doctors are navigating the unpredictability of life without regular school, along with the stress of worrying about their parents during the #coronavirus pandemic. Here's a look inside the lives of four families' kids: t.co/2o9cyuXeKu

 Twitter

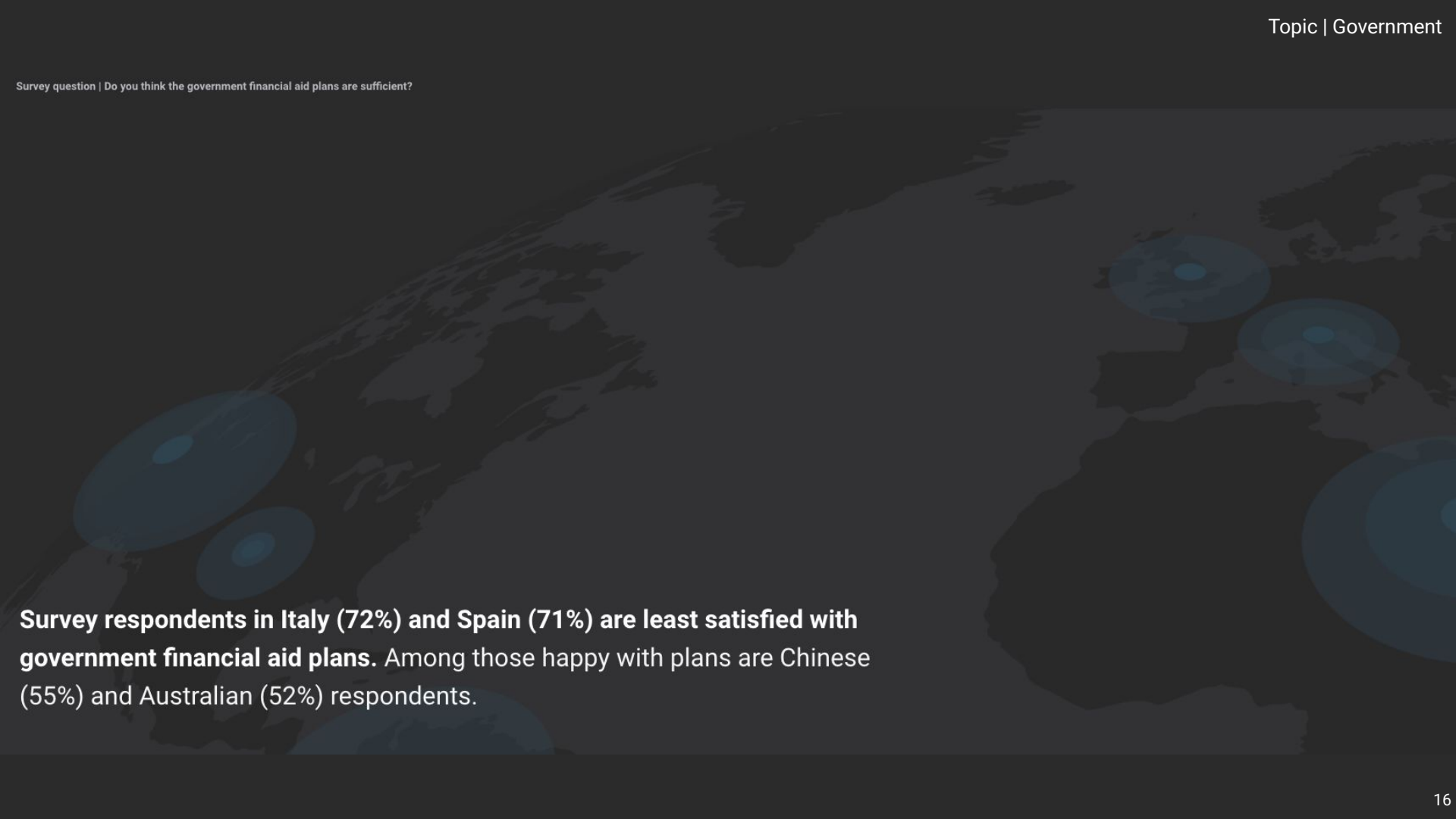
18 Apr 2020 | 17:13



davelil828 (LillyConsulting)
@davelil828



Survey question | Do you think the government financial aid plans are sufficient?



Survey respondents in Italy (72%) and Spain (71%) are least satisfied with government financial aid plans. Among those happy with plans are Chinese (55%) and Australian (52%) respondents.

Survey Question | Are you aware of/using any financial aid initiatives?

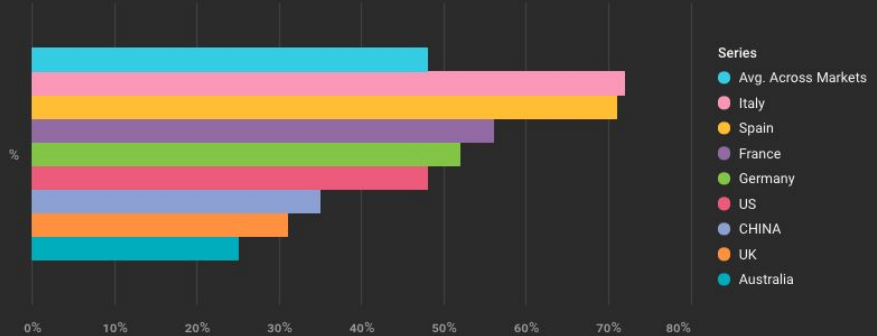
Views on whether government financial aid plans are sufficient vary by country, as does awareness of those plans. A higher proportion of Australian respondents indicate they are aware of at least one financial aid plan, compared to French respondents, for example.

Chinese respondents say they are likely to be using a financial aid program, compared to the average across tracked markets.

Respondents aware of/using financial aid plans



Respondents who believe plans are not sufficient



**ccfcfan (Martin Warren)**
@ccfcfan

I think those expecting anything 'relaxed' after these 3 weeks in lockdown will need to be realistic, Government briefing more or less saying that this will go on for a while. Let's stay positive though. We will get back to normality by June



Twitter

17 Apr 2020 | 16:14

**living_laura (Laura Living Life)**
@living_laura

Someone said the govt are doing the lockdown in 3 weeks instalments because the public couldn't handle the govt outright saying 2-3 months... I agree!! t.co/1SzW1f1JwB



Twitter

16 Apr 2020 | 20:23

**ReubsT_ (Loading 🕒)**
@ReubsT_

If anyone thinks we'll be out of lockdown in 3

**ivexushd (Fraser #StayHome)**
@ivexushd

Lockdown has been extended another 3 weeks. At this point in time I'm just ramming it in my head that

The UK decision to extend lockdown by another three weeks is generating discussion (178K posts). People are sharing frustration with the news, with some saying the government's slow initial response has resulted in a longer quarantine period. Others **speculate that the timeframe will be extended into June**. While some find this upsetting, many say it's the right decision.

The Guardian's video of German Chancellor **Angela Merkel** explaining coronavirus transmission and the **need for a careful plan to ease lockdown restrictions** drew engagement (484K views). People describe her explanation as "backed by science" and note her ability to communicate clearly and without condescension.







People are increasingly discussing lockdown protests (71K posts). Lockdown protestors are posting about the **negative impact on the economy** or describe the quarantine as an **“unlawful order.”** A nurse in Colorado blocked an anti-lockdown protest and reminded protestors that **healthcare workers are putting their lives at risk to help fight the pandemic.** People largely supported the nurse’s views in a widely shared post (135K retweets and 554K likes to date). The more practical minded offered advice to protestors, noting the dangers of gathering in groups.

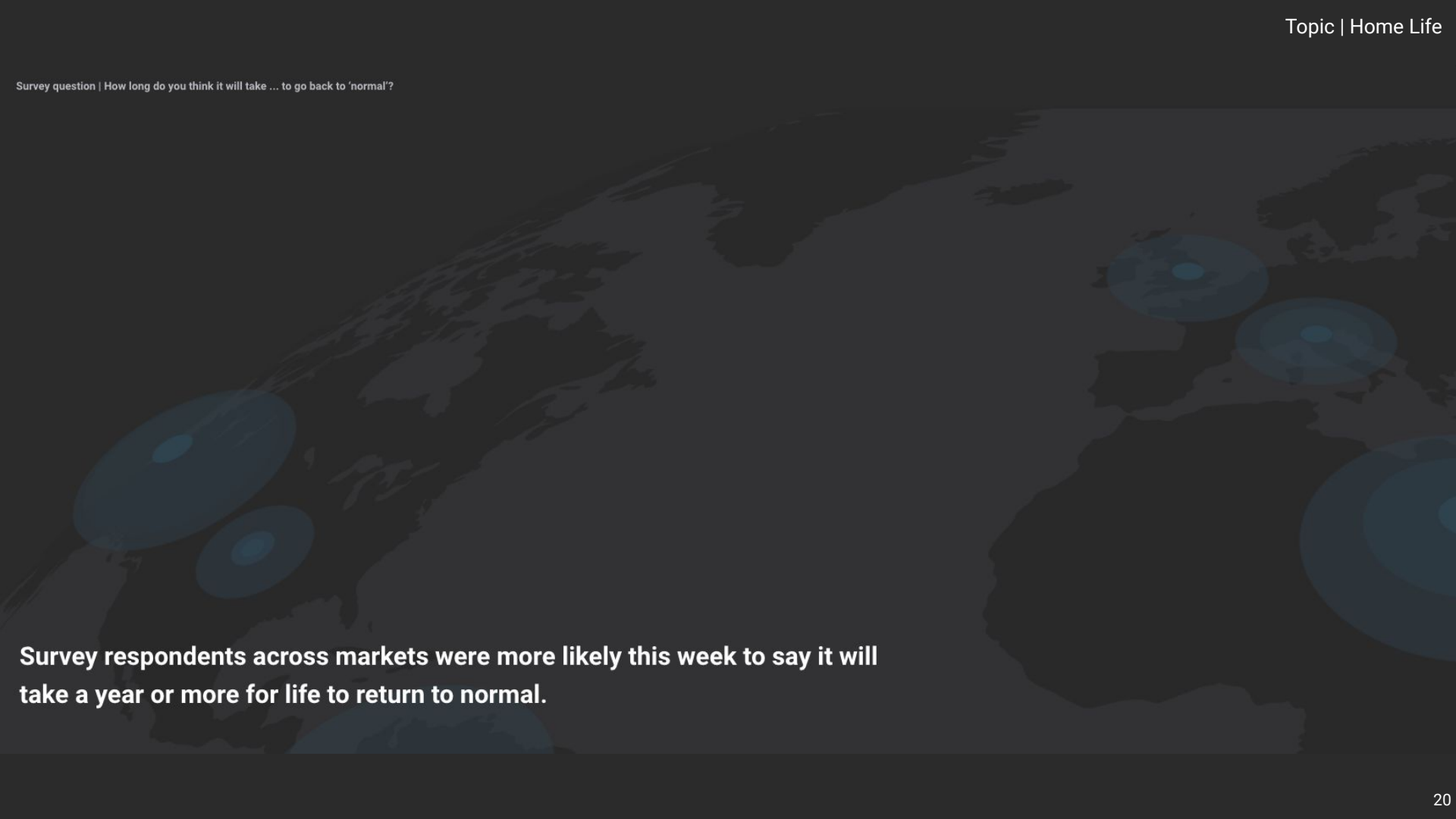


 **shafieikeyvan (keyvan (کیوان) 🌹)**
@shafieikeyvan
Nurses blocking anti lockdown protests in Denver is

 **avi_prado (AVI PRADO (90%) 🇺🇸 EDCLV ...)**
@avi_prado
alright imma vent. i don't care who believes in what and who protests for what but i gotta fucking disagree w this one. you gotta be so stupid to protest against this lockdown. there are healthcare workers, hands on, risking their health for everyone else's -
Twitter 18 Apr 2020 | 22:33

 **jessfarns (Jess)**
@jessfarns

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



Survey respondents across markets were more likely this week to say it will take a year or more for life to return to normal.

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

The debate about **how long we need to engage in social distancing** continues to drive conversation (16% of posts).

Most agree that lockdown should be extended (7.7K mentions), advocating for everyone to continue to **#StayHomeSaveLives**. Based on reports that intermittent social distancing **may be needed through 2022**, people wonder when and if life will return to normal.

A **minority of citizens are calling for countries to open now**, arguing online that it must be done to save the global economy and the working class, who have been severely affected.



tudah155 (Tudahl Family Kathleen& Duane...)
@tudahl55

Open your state!! They are not social distancing if they are starving nobody cares if they get the virus anyway!! There is treatment now! Stop the nonsense



Twitter

18 Apr 2020 | 03:31



adgoldwasser (Andrew Goldwasser)
@adgoldwasser

@[mitchellh20893](#) @[eaglesam5](#) @[bylindsayhjones](#) @[LesBowen](#) No experts are split. All agree. Social distancing is working and must continue. Not one but of disagreement among infectious disease experts.



Twitter

17 Apr 2020 | 18:01



kramerreport (Calvin Coolidge)
@kramerreport

Americans need to say Fuck You to prolonged 'social Distancing' and prolonged delay to opening bars and restaurants. The Liberal power grab is over! Reopen America or face the Gallows!



Twitter

17 Apr 2020 | 14:04



PSuiteNetwork (Private Suite Network | J...)
@PSuiteNetwork

30,000 Deaths with Social Distancing, 6 Feet Rules, Wearing Masks, Online Video Business, No Schools, No Daycares, Healthcare workers 25% with virus that were tested. Police officers and firefighters are dying just from working and everyone is inside. Imagine if we never closed.



Twitter

17 Apr 2020 | 10:22



Kcamp1776 (Biloxi Blue Resistance)
@Kcamp1776

All these people running around saying our civil liberties are in danger are over reacting by 1000%. They don't have a right to put me in danger by not adhering to social distancing or stay at home orders. Opening up to fast will only make things worse, and prolong distancing.



Twitter

16 Apr 2020 | 15:55



mefbama (Melanie)
@mefbama

prolonged or intermittent social distancing — such as stay-at-home orders and school closures — may be necessary over the next few years.

t.co/v8FUeSRLJq



Twitter

15 Apr 2020 | 02:55

Survey respondents report **uncertainty about when life will return to normal**, with a growing number of participants indicating they think it will take a year or more.

The number of survey **respondents who said that life will never go back to normal** increased in almost all countries, particularly China and the UK.

Despite lockdown measures being lifted gradually in China, those who said that life will never be the same nearly doubled (15% vs. 8% last week), perhaps indicating that changes in the way people live are already being seen.



Posts about **people ignoring social distancing rules** are increasing (62K mentions).

People are talking about those violating lockdown recommendations, including spring breakers, protestors, church services, and people gathering in parks to exercise or sunbathe. The majority online are speaking out **against these practices**, blaming those not social distancing as **part of the problem**, extending the outbreak and prolonging lockdown.

Others **complain about authorities not abiding** by the rules, especially in the UK, where a video of police without PPE confronting and surrounding a journalist generated buzz (1.6M views).

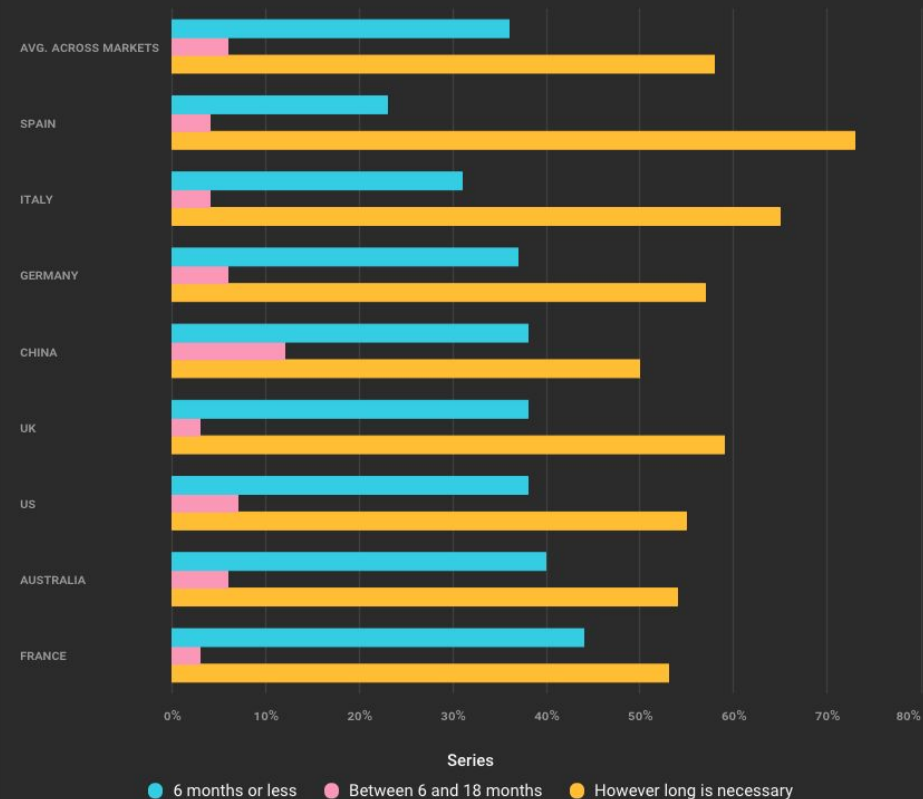


Survey question | How much longer are you willing to continue social distancing?

UK survey respondents remain cautious, with **70% reporting that they are avoiding close relatives** and **70% reporting they are self-isolating or social-distancing**.

A majority of survey respondents say they are willing to self-isolate and continue social distancing for however long is necessary, particularly in Spain.

Respondents willing to continue social distancing



People continue to share **how they keep themselves occupied at home** during lockdown (30K mentions).

Posts highlight **home improvement, making clothes, arts & crafts, playing games, cooking, gardening, and cleaning/organizing.**

Many share tips about how to **keep their house virus-free and disinfected.** A viral Tweet detailing a “step-by-step guide to keeping your home clean” gained attention (2.1K retweets).

Funny **YouTube and TikTok videos** showcasing how people are coping with and spending time at home are gaining traction.



I think the theme of patience
really resonates with me.

Home workouts are an ongoing topic of discussion (28K mentions), especially among millennials. Many say **they exercise more in lockdown** than they have previously.

Both **genders mention cardio** most often, while **women are also likely to practice yoga**. People share about **cycling, running, or taking walks** outside with family members, partners, and/or pets. Exercise is considered by posters to be **an effective way to reduce stress levels and keep mental health in check**.

Virtual group workouts are surfacing as a trend. People stay connected to favorite instructors and fitness communities via scheduled workouts on FaceTime or Zoom.



han_del_ (Henry)
@han_del_

[@wsvn](#) It's good for people to get out there and get some fresh air, exercise and vitamin D. But they need to practice social distancing. In the past, I've seen too many clusters.



Twitter

17 Apr 2020 | 15:12



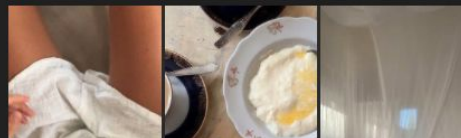
carlsen_stanton (Carlsen Stanton)
@carlsen_stanton

[@GiftOff](#) It's starting to affect me a little, so when im not working from home, im keeping busy by catching up on tv shows, playing my ps4, video chatting with my friends and having a virtual drink with them. Playing online quizzes like [@JordanLi_Smith's](#) fun Musical Theatre quiz.



Twitter

16 Apr 2020 | 20:06



JeniferJen (Jenifer K)
@JeniferJen

Baking remains prevalent with more than 6.3K mentions online.

Flour and yeast are in short supply as **baking bread continues to trend** in social conversations. People especially discuss baking **on weekends** as a family activity, or simply just for the fun of it. This was not only true **for families**, but also singles of both genders.

While many **share photos and videos** of finished cookies, bread, and homemade pizzas turning out as intended, others **crack jokes showcasing baking fails** on Twitter.



itsivyk (Ivi)
@itsivyk

joins the quarantine banana bread baking trend
[@laurDIY t.co/qSYS853Qum](https://t.co/qSYS853Qum)



Twitter

19 Apr 2020 | 16:26



Madz_Grant (Madeline Grant)
@Madz_Grant

Is Pippa Middleton running the PM's Twitter account? Buying a bag of flour is a Herculean nightmare - like trying to get hold of stockings in WW2 (but without the help of American GIs)



Twitter

19 Apr 2020 | 14:36



JennetteArnold (Jennette Arnold OBE AM)
@JennetteArnold

Week4 of [#CoronavirusQuarantine](#) How am I Coping? Truthfully moving from extreme anger re governments failure to adequately protect front line workers against [#Covid-19](#) to reading, music, tai-chai, 🙏 & reflection, gardening, so lucky to have one, & home baking 🍞 my 1st Bagels👍
t.co/XB3IRYEs8c



Twitter

19 Apr 2020 | 16:20



JRoVegas (Jennifer Roberts)
@JRoVegas

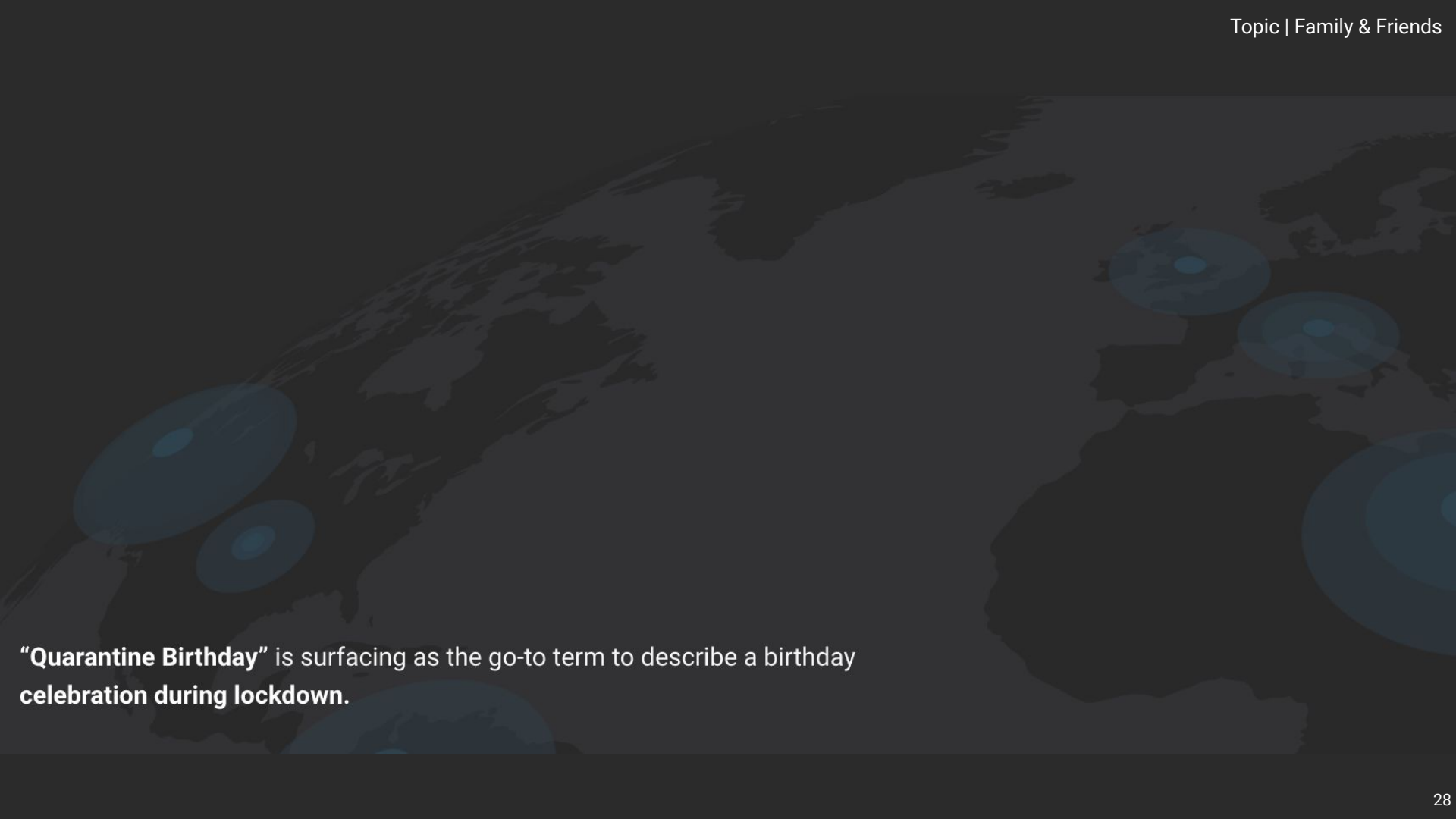
I think I'm the only person in the world who has not taken up baking during this stay at home time.
[#whystartnow](#) [#cantevenqualifyfornailedit](#)
[#maynotevenhaveflour](#)



Twitter

17 Apr 2020 | 20:00





“Quarantine Birthday” is surfacing as the go-to term to describe a birthday celebration during lockdown.

Those celebrating birthdays (94k mentions) **post party photos and videos from home**. While most **are sad** to forgo a gathering, they say they're **hopeful for a real celebration next year**.

People are also sharing blog posts about **ways to celebrate during quarantine, including virtual birthday parties for kids with** online games in which others can participate.

There is more negativity associated with other life events. Students are **disheartened that graduations are postponed**. Couples and guests shared concerns about upcoming weddings and travel plans. While most **couples delayed weddings**, a few moved forward with ceremonies at home without guests.



kateschaep (katelyn schaeper)
@kateschaep

On March 20th our wedding was postponed due to the Coronavirus, but that didn't stop us! We got married in the backyard and then drove around the neighborhood and all the neighbors celebrated with us from a distance!! [#BuschWeddingGift](#)
[#Sweepstakes t.co/wu6s8mByTy](#)



Twitter

18 Apr 2020 | 01:20



BrandiJeter (Brandi Riley)
@BrandiJeter

I have 2 kiddos who'll be celebrating birthdays during this quarantine, so I wrote a post with 20+ ideas for celebrating! Did you know you could have a FREE [@skyzone](#) virtual party? Or get a [@ChuckE Cheese](#) party pack? [t.co/arLAb4E3gP](#)



Twitter

17 Apr 2020 | 18:35

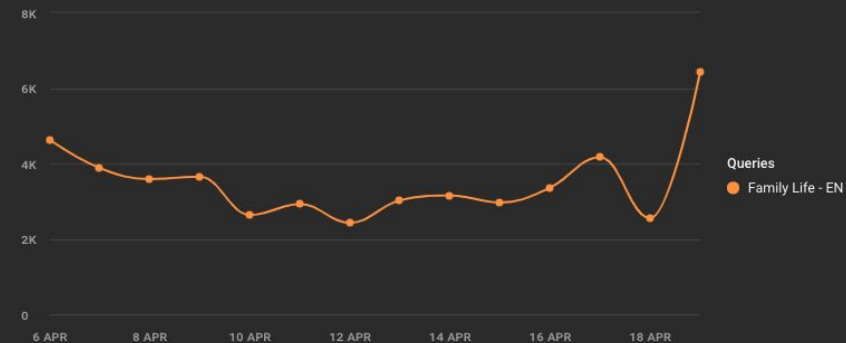


Mental health remains an ongoing topic (4% of posts). Depression is attributed to **job loss, financial stress, relationship challenges, and isolation**. An **increase in suicide attempts** during the pandemic is a widespread concern online.

Recommendations to improve mental health include **limiting exposure to the news/social media** and reaching out to friends and family for **emotional support**. More than a third of all survey respondents report making **more phone calls than normal**.

Children being at home full-time continues to pose mental health challenges to entire families in lockdown.

Mental health discussion over time



coronavirus crisis
 family members COVID-19 healthcare workers
 due to #COVID19 **year old** family and friends
 child care Ministry of Health
 essential workers **New York** COVID-19 crisis
 coronavirus outbreak

There has been a **surge in pet adoptions during the pandemic** (4.8K mentions) driven by a **need for companionship**, especially for people living alone.

People share **photos of both pets for adoption and newly adopted pets** on Twitter. News that many **animal shelters are out of pets to adopt**, especially in the US, featured in discussion.

Most agree that many pets finding homes is a silver lining among the chaos. However, others **warn against adopting an animal out of boredom** during the lockdown, citing concerns that new owners will fail to take care of their pets post quarantine.



[CHEERS AND APPLAUSE]

People continue to call for donations **for those most heavily affected by Covid-19** (14% of conversations). Specific groups mentioned include the working class, immigrant families, pregnant women, and those with babies or young children.

As food resources become increasingly scarce, calls to donate to **food banks worldwide** surfaced, notably in Texas, Yemen, and London.

Lego and Kroger's donations are driving brand affinity and engagement. Among individual donations, **Meghan Markle and Prince Harry** (to Feeding Britain), as well as **Ellen DeGeneres** (to America's Food Fund) are generating positivity and gratitude online.



ifyoucantwell (Christopher Cantwell)
@ifyoucantwell

Something personal. My brother-in-law has been fighting COVID in the hospital for 3 weeks. Because of kidney cancer he's now in renal failure. He lives on food stamps & is uninsured. Medical bills are mounting. He has an 18 mo old son. Please help.
t.co/y1X2SPuqs3



Twitter

17 Apr 2020 | 14:00



rob0349 (Robin) ❤️🇺🇸🍌🍌
@rob0349

across the U.S. we are seeing the **#COVID19** version of soup lines from the America of the 1930's depression. People waiting for hours in their cars to get food to feed their families. Trump's America. He not only owns every death he owns this **#OneVoice1** t.co/6dZiecz85H



Twitter

17 Apr 2020 | 09:56



BatterseaPwrStn (BatterseaPowerStn)
@BatterseaPwrStn

We've teamed up with [@wandbc](#) & local community partners to fight digital exclusion & support disadvantaged families & NHS patients during the COVID-19 lockdown. The **#PowertoConnect** campaign asks you to donate old laptops & tablets.



BobWeir (Bob Weir)
@BobWeir

[@BobWeir](#) If you can, please consider making a donation to [@Musicares](#) COVID-19 Relief Fund:
t.co/Y2gStJrG8



Twitter

15 Apr 2020 | 22:29

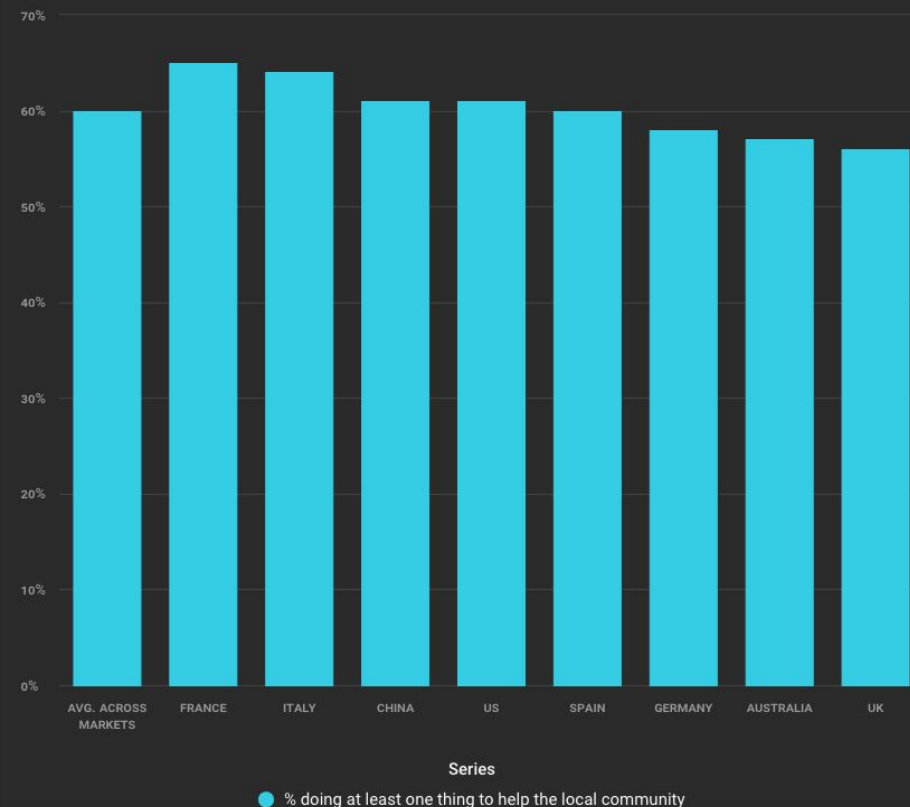
Survey question | What have you been doing to help your local community?

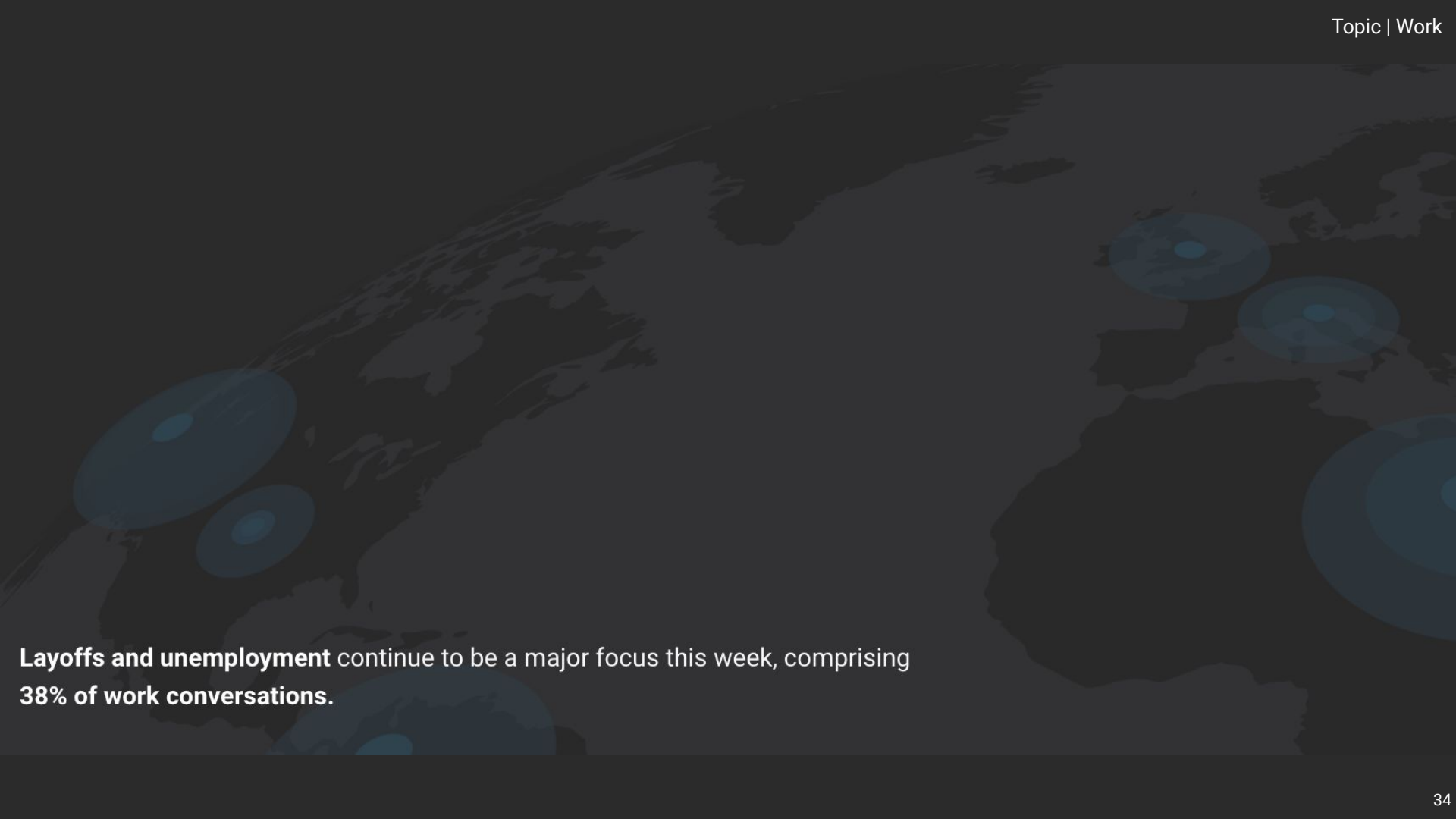
Different nationalities continue to give back to the community in their own ways.

French survey respondents **are particularly likely** to visit or call those that are lonely (41%), but are less likely to give to charity (8%).

Italian participants favor charitable donations (21%), while **Germans opt for helping to deliver supplies** (22%) and **Chinese participants said they are volunteering to help the vulnerable** (24%).

Respondents helping communities





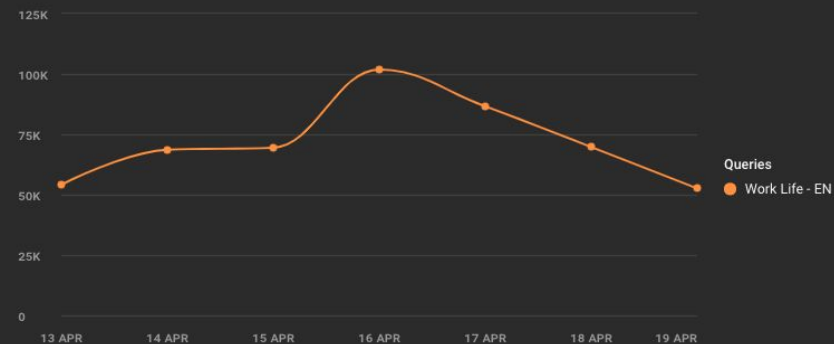
Layoffs and unemployment continue to be a major focus this week, comprising **38% of work conversations.**

People are sharing concern about **major layoff headlines worldwide**, notably skyrocketing unemployment rates in the US and UK.

Laid off workers in America are sharing **difficulties navigating the unemployment process**. In response, others show empathy and **call for government support**.

Ongoing conversation about **reopening the global economy is polarizing**, with discussion balancing the needs for gainful employment and worker safety.

Volume of unemployment discussion over time



claytoncubitt (Clayton Cubitt)
@claytoncubitt

cc @NYGovCuomo fix this unemployment system please! People can't hold on any longer.



Twitter

17 Apr 2020 | 19:30



stevenjgaither (Steven J. Gaither)
@stevenjgaither

My thoughts are with the folks at SB Nation and other journalists who are being laid-off/furloughed. It's rough out here for a lotta folks.



Twitter

17 Apr 2020 | 16:38



EricMGarcia (Eric Michael Garcia)
@EricMGarcia

I keep hearing people talk about the impact of shutting the country down, especially for those who can't work from home. That was my family. It was how we get into the middle class. But also.



kcalp13 (Jengiz)
@kcalp13

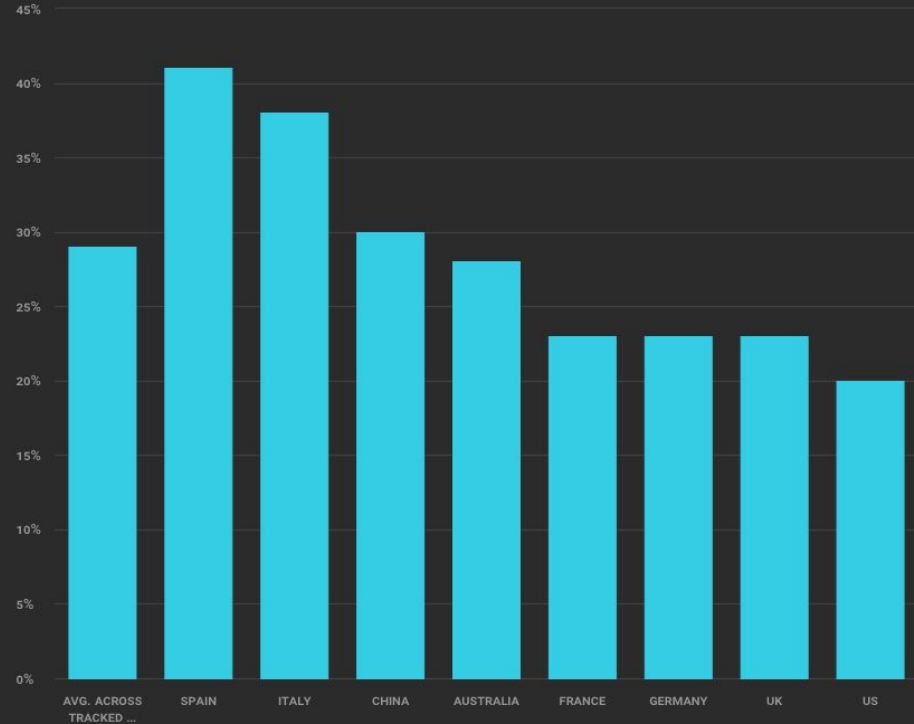
@mrjoelclark Especially when we have one of the highest level of unemployment in the UK, literally millions of people on furlough who can earn from

Survey question | Are you concerned about...work?

Survey participants from the UK report fewer concerns about the possibility of working reduced hours (25% vs. 30% last week), while worries about becoming unemployed are also falling (23% vs. 28% last week).

Concerns about job losses are increasing in Italy, however (38% vs. 33% last week).

Respondents concerned about a cut in hours



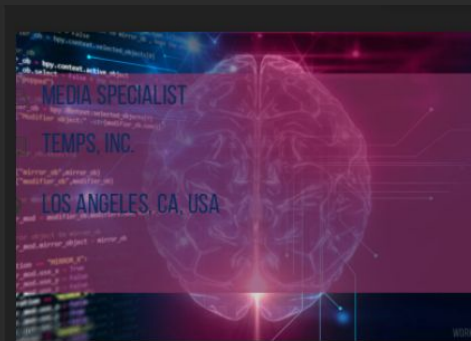
Series
● % concerned about working reduced hours

Unemployed workers are networking online to seek positions in various industries (24K mentions).

Those laid off **state they are looking for jobs** and ask for recommendations. Positions sought ranged widely – from HR to marketing to grocery store workers.

Sharing **recruitment announcements** for job seekers was popular. A few went further and **created recruitment Tweet threads** for multiple people to share available jobs.

Grocery and food delivery work, currently in high demand, are interim solutions to temporary unemployment. Walmart is named as one of the companies recruiting during the pandemic.



workwithai (Jobs In AI)
@workwithai

Media Specialist [t.co/66KMnk3REk] #jobs #Hiring #ETH #Blockchain #BTC #employment #jobsearch #SaturdayMorning #AiJobs #ArtificialIntelligence #Robotics #AI t.co/eTFbi12jee



Twitter

18 Apr 2020 | 02:31



Bobthewelding1 (Bob Alexander)
@Bobthewelding1

@[markallanbovair](https://twitter.com/markallanbovair) Would you hire a laid off mechanical engineer to come work at your grocery store?



Twitter

17 Apr 2020 | 21:57



TeamPulte (Team PULTE)
@TeamPulte

If you are looking for a job, make sure to search for food storage and food delivery work. There is a significant amount of demand for employees.



Twitter

17 Apr 2020 | 22:07



jeanpaulsio (jp)
@jeanpaulsio

Just got laid off by @Opendoor on my birthday 😊. Not going to lie, it stings a bit. Grateful that I was able to meet some amazing people and work with some really talented engineers. On that note, if anyone has any Ruby or JS focused opportunities, please shoot me a dm!



Twitter

15 Apr 2020 | 19:20



therubyrep (Mandy Moore)
@therubyrep

Just a friendly reminder that I'm still searching for remote work in tech. Podcast production, operations mgmt, community management, customer success, executive assistance, and writing are among my strengths.



Twitter

14 Apr 2020 | 20:30

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

WFH tips (31K mentions) continue to feature in **productivity** conversation. People share **articles, blog posts, and videos** about **improving productivity and staying focused** while working from home. Advice includes music playlists to boost focus, implementing routines, daily goal setting, and planning out the day in advance.

Managers discuss how to **lead teams**, conduct recruiting and onboarding, and how to **maintain company culture** with a remote workforce.

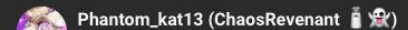
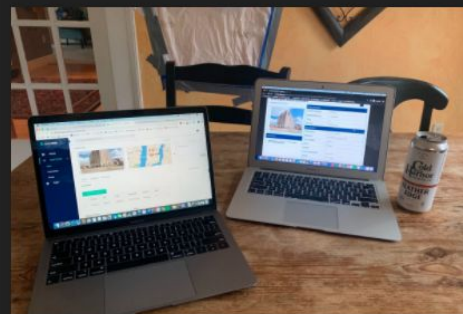
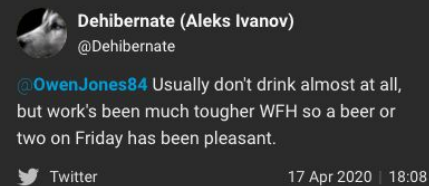
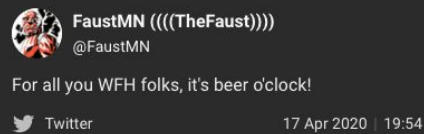
Tips for video conferencing are popular. People share technical tips for newbies, as well as content about how to look your best (including apps) or how to manage social anxiety.

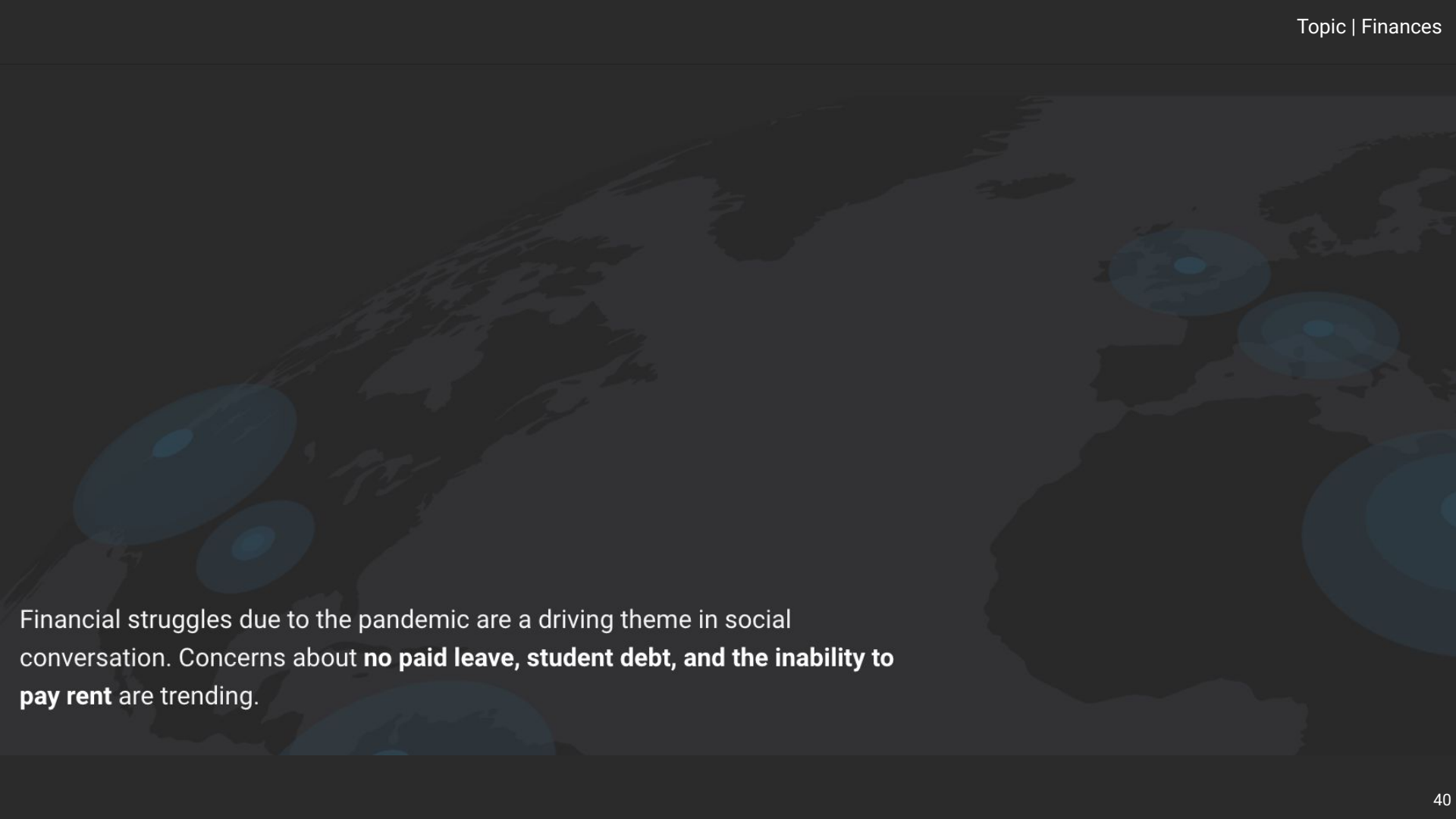


Many working from home are **staying positive by enjoying adult beverages** (2.4K mentions).

Workers admit that WFH **enables flexibility to enjoy a cocktail at their leisure**, with many stating that **drinking has helped them to cope** with work during the crisis. This finding correlates with a TMZ report that **more Americans have been drinking on the job while under quarantine**.

People **continue to share videos and photos** of workstations, teams on video calls, or their pets as working buddies. These posts serve to keep people both **connected and optimistic**.

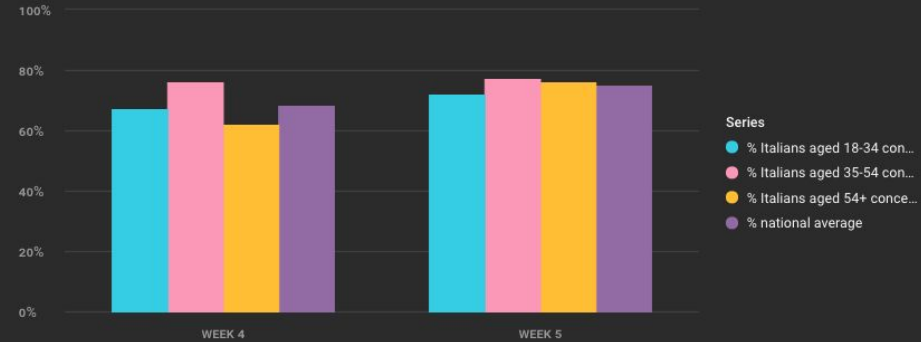




Financial struggles due to the pandemic are a driving theme in social conversation. Concerns about **no paid leave, student debt, and the inability to pay rent** are trending.

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

Respondents concerned with the economy



The number of Italian survey respondents reporting concerns about the country's economy increased, particularly among those over 55. Italian social discussion includes frustration and anger that corona bonds were not approved at a European Parliament meeting. Many believe the bonds will help manage the mounting debt of European countries.

Earning enough money to pay bills and expenses continues to be a challenge for a number of survey respondents, with more than one-third of participants in China, Italy and the US citing the issue.



MaldidoFuerte (MaldidoFuerte)

@MaldidoFuerte

@matteosalvinimi CI SPIEGHI PERCHE AVETE VOTATO NO AI CORONABOND? NO AL MES, NO AI CORONABOND? LA TUA SOLUZIONE? 😬 CI SONO ALTRI PROBLEMI IN ITALIA IL PRIMO DEI QUALI SEI TU. NON SPOSTARE L'ATTENZIONE PAGLIACCIO!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!



Twitter

18 Apr 2020 | 07:14



ImfromEurope1 (Luca from Europe)

@ImfromEurope1

Torno su Twitter per segnalare ai leghisti che la [#Lega](#) ha votato contro i [#CoronaBond](#) dopo avervi preso per il culo per 8 settimane. Ora voglio vedere che [#balle](#) vi raccontano. Contenti voi... t.co/U2KwiuEAXR



Twitter

18 Apr 2020 | 06:15



Forchielli (Alberto Forchielli)

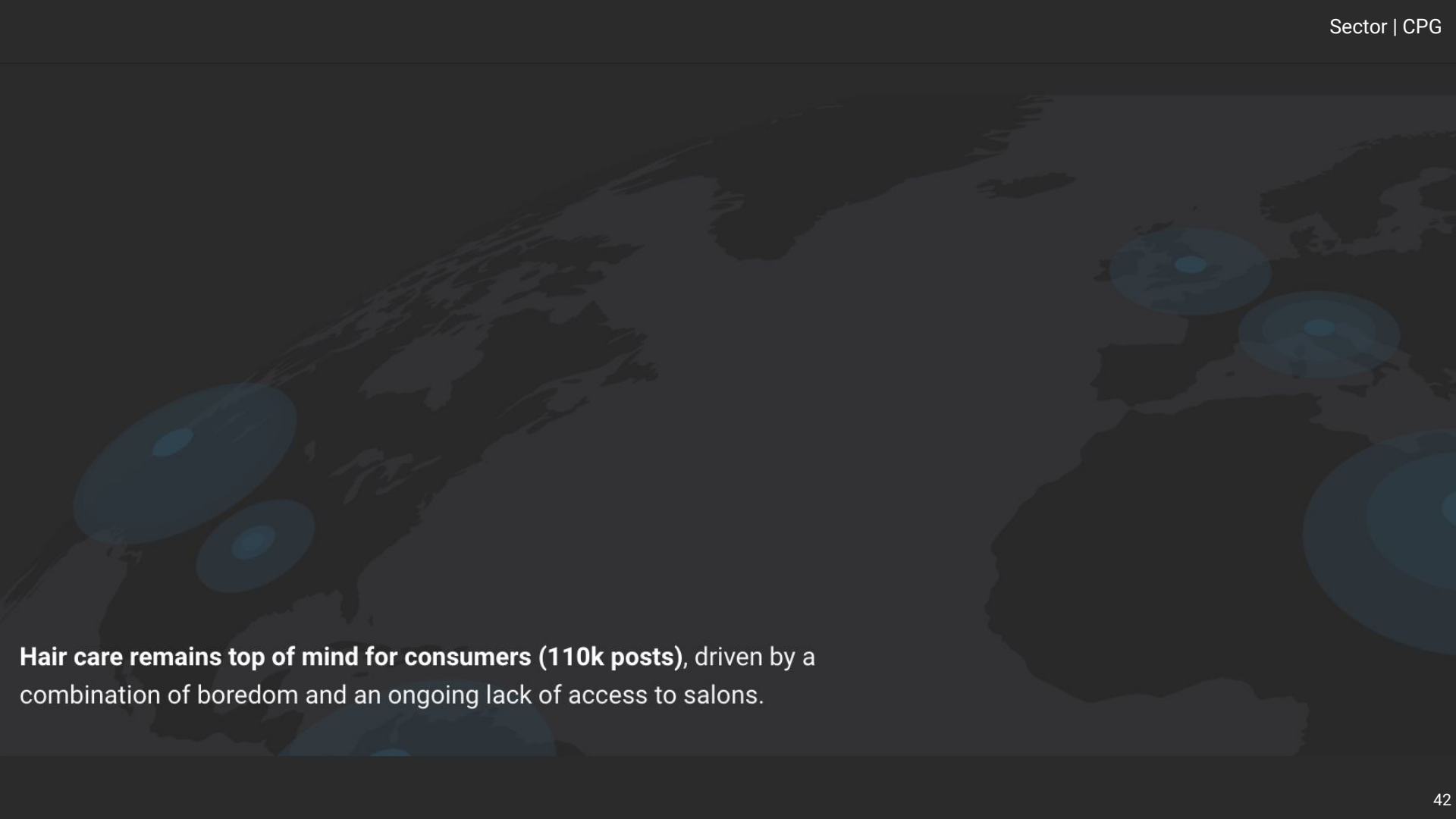
@Forchielli



maumartina (Maurizio Martina)

@maumartina

Al Parlamento Europeo Lega e Forza Italia votano



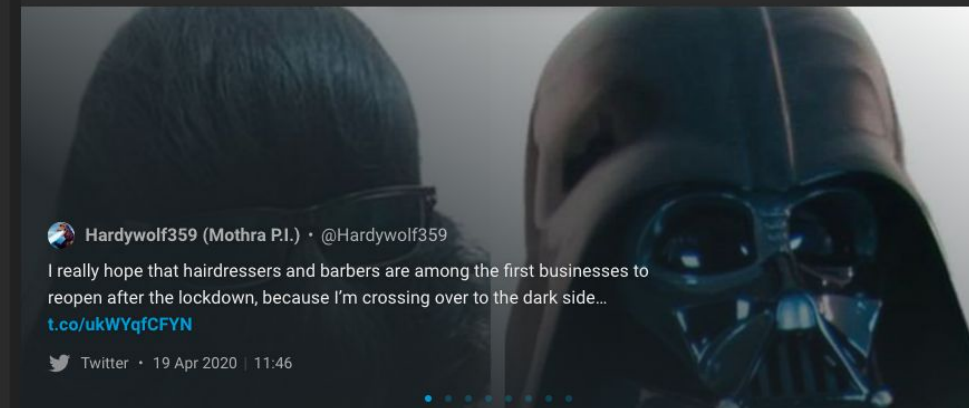
Hair care remains top of mind for consumers (110k posts), driven by a combination of boredom and an ongoing lack of access to salons.



“Cut my hair,” “dye your hair,” and “shave your head” are trending topics this week. While some set up virtual appointments with stylists, **most are taking matters into their own hands.**

People of both genders state they either styled their own hair or asked a family member to do it for them. As a result, **funny memes of “quarantine haircuts” gained popularity.**

For hair dye, **people are more often choosing bright and bold colors for spring**, such as pink, purple, or shades of neon. Many show off results through photo sharing, **requesting feedback from followers and friends.**



One-in-four CPG posts discuss alcohol, with an increasing number of people posting while drinking. **Social media remains an outlet for drinkers to stay connected.**

Attitudes toward drinking alcohol are **primarily light-hearted**, with **day drinking becoming more popular**. This is especially true in Europe, where some suggest they now organize their days around alcohol consumption.

Claims that **wine is healthy** are widespread on Twitter, but many warn that **alcohol can weaken the immune system**. People also share concerns about **“self-medicating”** with alcohol, as well as the **link between drinking and domestic violence**.



Enjoying “comfort food” is a continuing theme in conversation (5.9K mentions).

On social, **eating comfort food and drinking alcohol in quarantine** go hand in hand. Potato chips and pizza are prevalent, driven by popular combinations of **potato chips with wine** and **pizza with beer**.

While consumers joke about “quarantine snacks” being essential, they are serious about the idea that **eating food they love is a form of self-care**. As a result, some have even given up on the idea of staying fit during quarantine.



MaverickBaking (Maverick Baking)
@MaverickBaking

Me: *tries to stay hydrated and healthy during quarantine* Pizza, wine, chocolate, cookies and cocktail sausages: t.co/42oWFKcJXz



Twitter

19 Apr 2020 | 21:16



milkstrology (Milk 🥛)
@milkstrology

self care is sometimes drinking water and doing yoga, and other times it's drinking wine and binging netflix in yesterday's clothes with pizza stains. there's no right or wrong way to heal yourself.



Twitter

19 Apr 2020 | 09:08



jdkekish (Dave Kekish)
@jdkekish

My biggest fears for this whole lock down, be afraid bit, is that a) I will run out of bourbon (1 bottle in the cabinet, need to go to the store) and b) this is how Taco Bell becomes the dominant restaurant from Demolition Man.



Twitter

19 Apr 2020 | 13:34



RCMiamiBlue (RC)
@RCMiamiBlue

Pizza. Beer. Bob Lazar. Quarantine Heaven.



Twitter

19 Apr 2020 | 02:02



chiefdougster (Dougster 🇺🇸)
@chiefdougster

Well... this chocolate, beer and chips lockdown diet is making me a fat fucker, pop pickers! 🤪🍷



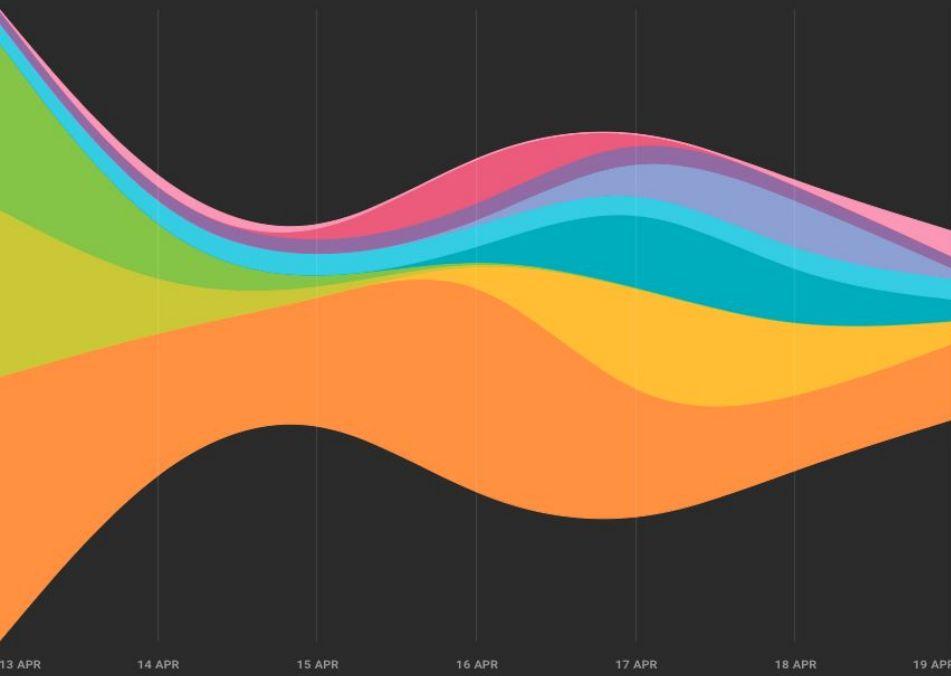
Twitter

18 Apr 2020 | 14:47



zachary_payne_5 (Zachary Payne)
@zachary_payne_5

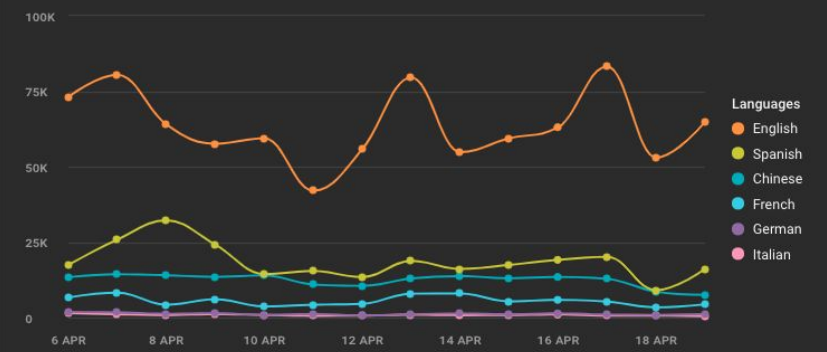
Trending themes (excluding news)



Topics

- hand sanitizer
- Covid-19 care packages
- died at age 27
- store provided neither gloves
- capital city
- soap and water
- navajo nation
- liquor stores
- Internet is forever
- police station

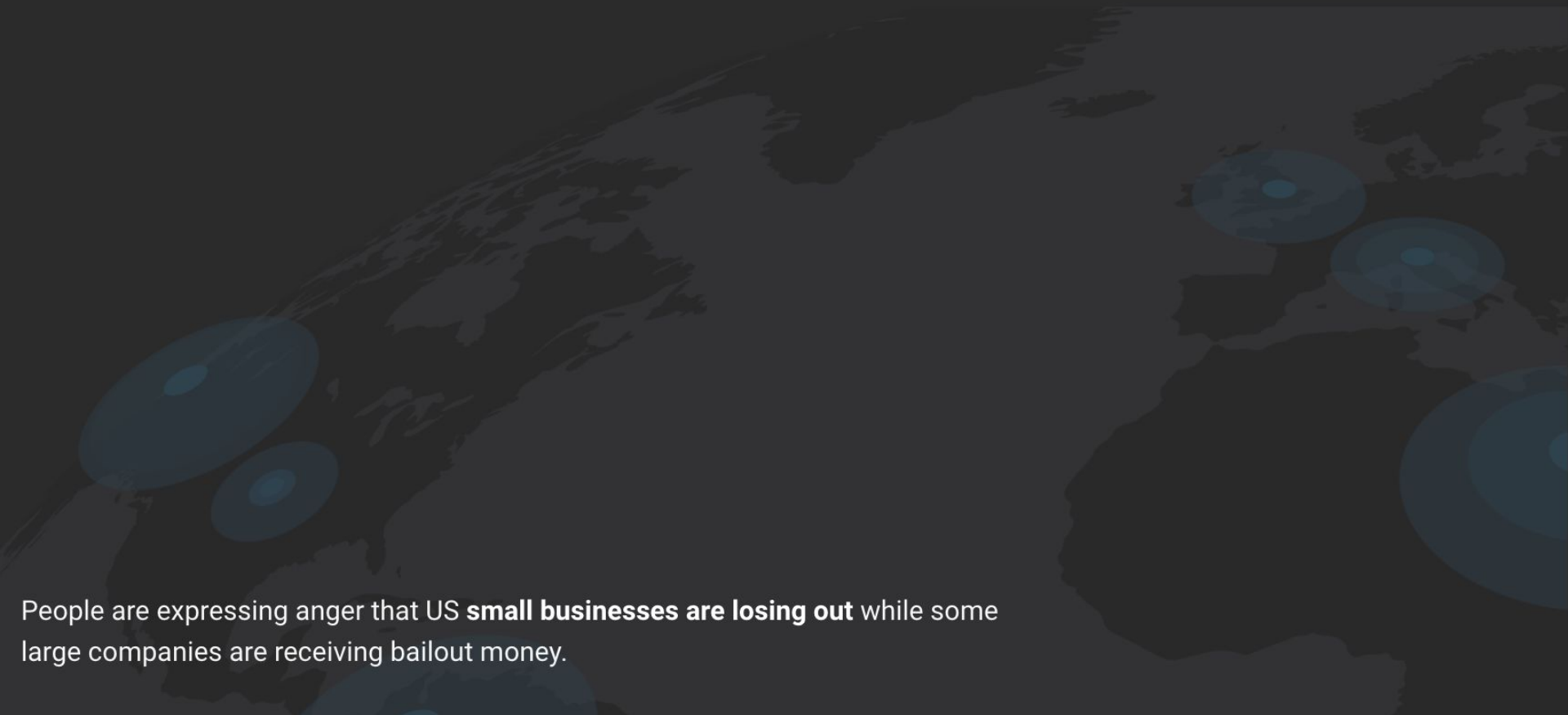
Volume per language over time



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

Emerging organizations in discussion



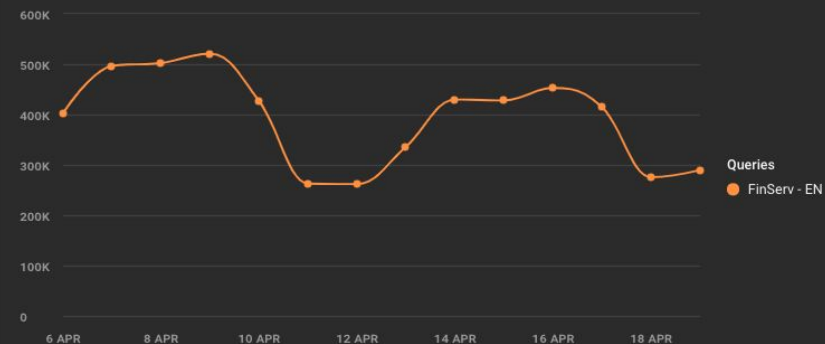


People are expressing anger that US **small businesses are losing out** while some large companies are receiving bailout money.

Anger (43%) and sadness (34%) are evident in **Paycheck Protection Program** discussion (84k mentions) as the program runs out of funds. Small business owners say they're struggling to get through to banks and were upset about news that the PPP fund had run dry.

News of multi-million dollar bailouts to huge chain restaurants generated negative reactions, as many said these chains do not meet their understanding of 'small businesses'. Some are blaming banks for playing favorites, while others blame the Small Business Administration for allowing the bailouts.

Financial services discussion over time



lucaspeterson (Lucas Kwan Peterson)
@lucaspeterson

Small restaurants and businesses need cash immediately if they're going to survive. The PPP has forced local independent restaurants to duke it out with multi-national chains for loans. Guess who's winning? The government is failing our businesses: t.co/TEsJ90dBCZ



Twitter

18 Apr 2020 | 16:42



jamonholmgren (Jamon Holmgren)
@jamonholmgren

No small business owner that I know who uses Chase got anything through the PPP. But some large restaurant chains did. t.co/LZwt42XAGm



Twitter

17 Apr 2020 | 18:54



lister_leston (Students for Democracy)
@lister_leston

Unico10 @Unico10dfs Publicly traded restaurants



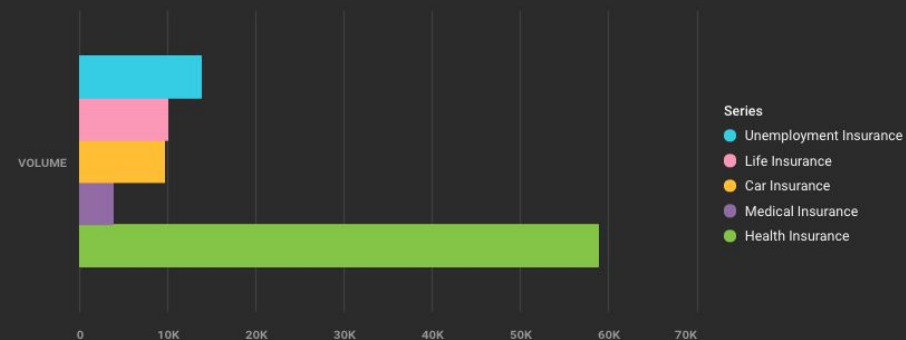
Zachary (Zachary Warmhead)

Health insurance is a trending online topic (58.9k mentions) as people fret about the **loss of employer-sponsored plans** following news that 22 million Americans filed for unemployment in the past four weeks (33k mentions). Many are discussing issues with a healthcare system they feel leaves many unprotected when they need insurance most.

People in Chile are outraged at large companies that have laid off most of their staff, expecting them to claim unemployment until the crisis is over.

Many Spanish speakers argue that unemployment benefits are insufficient for most to live on; some are calling for the figure to be increased to cover the cost of average rents.

Types of insurance being discussed online



rsumen (Periódico Resumen)
@rsumen

A 56.986 aumentó el número de empresas que se acogió a la Ley de protección del empleo, la que permite que los empleadores no se vean obligados a pagar salarios, haciendo así a los trabajadores y trabajadoras vivir de su seguro de cesantía.

t.co/T5DEv3FAK2



Twitter

18 Apr 2020 | 12:05



MInes2308 (#NosMatanPorSerPobres)
@MInes2308

@matiaswalkerp @colmedchile CARTA DE DESVINCULACIÓN Se les comunica a todos los políticos que por razones de fuerza mayor el pueblo no podrá pagar sus sueldos, se les recomienda que hagan uso de su seguro de cesantía hasta que pase esta crisis y veremos si estamos en condiciones de renovar

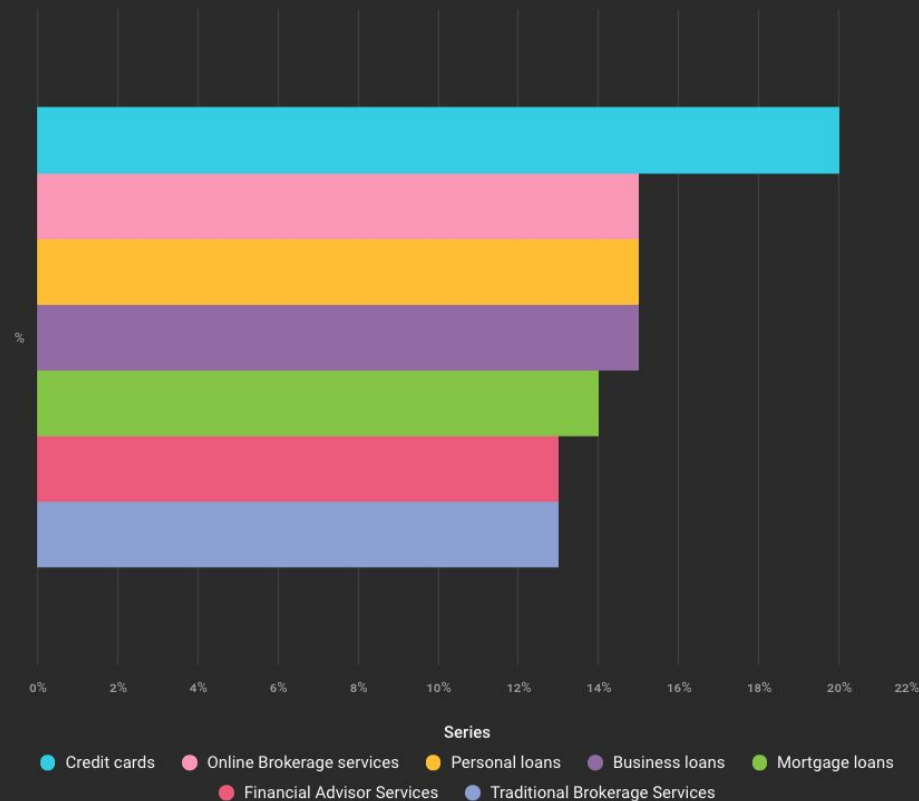


Twitter

18 Apr 2020 | 06:01

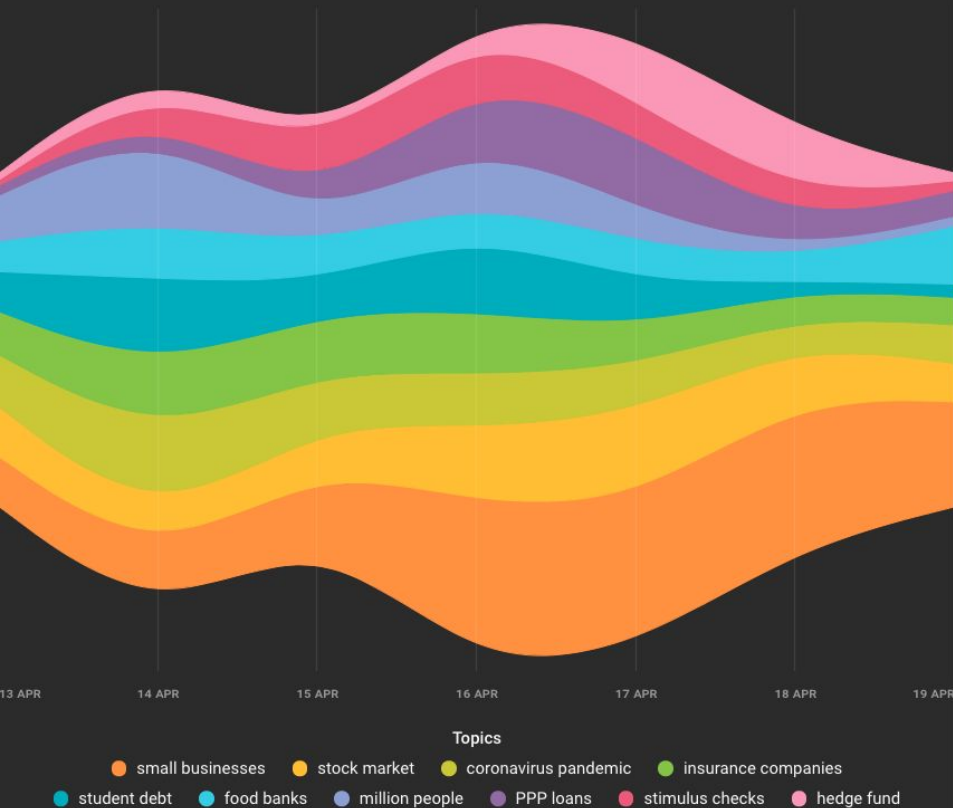
Survey Question | Have you used...these financial products more or less ...?

Chinese respondents reporting increased usage

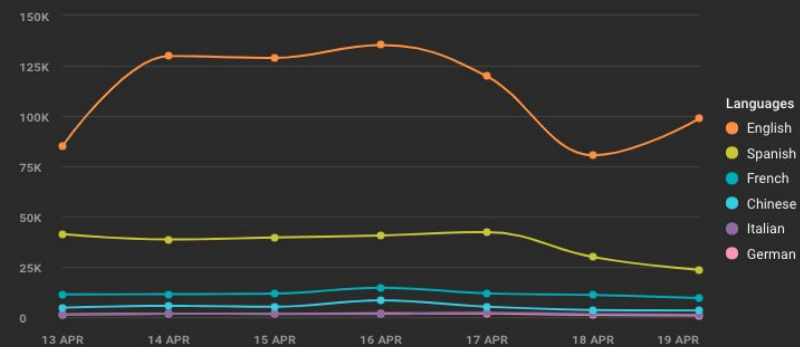


Chinese survey respondents are using financial services more often than those in other markets.

Trending themes (excluding news)

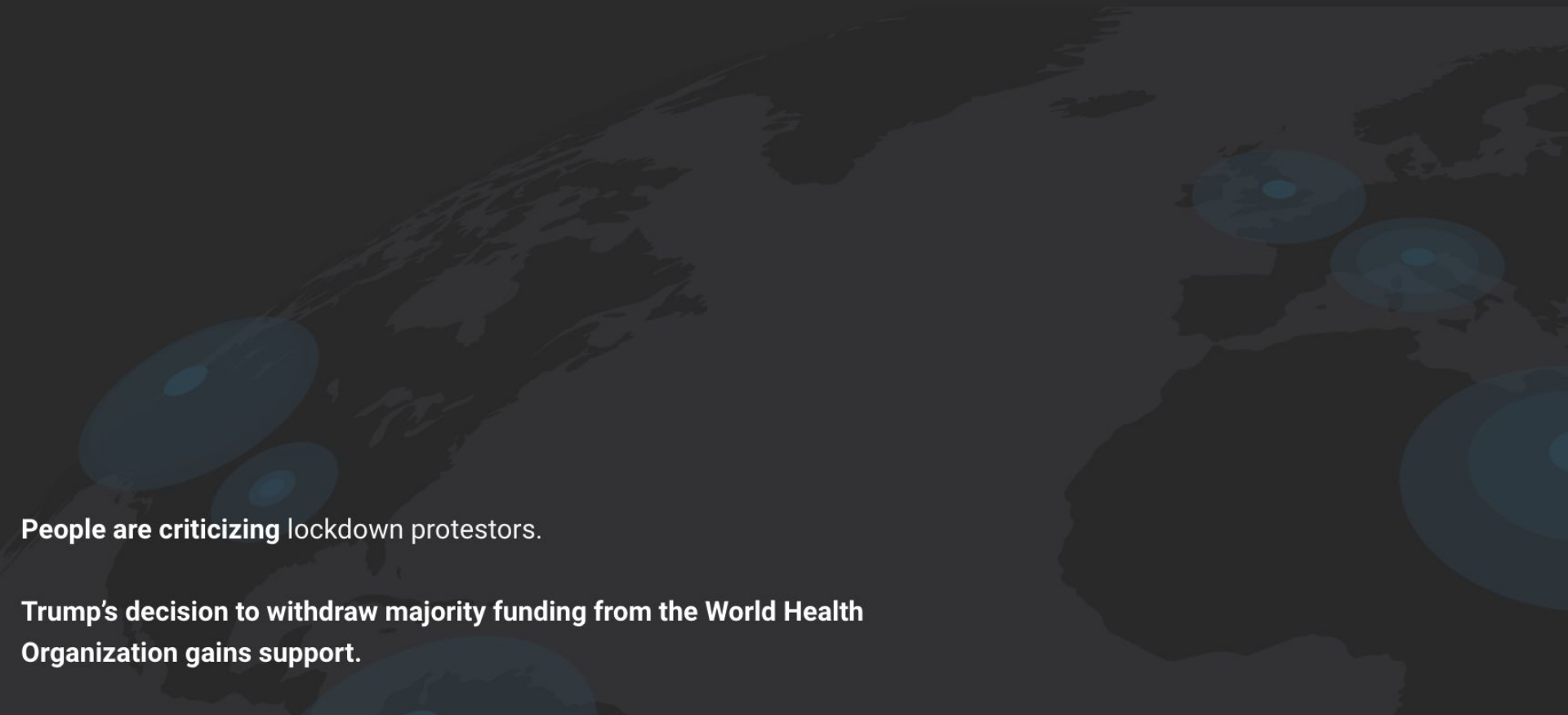


Volume per language over time



Emerging organizations in discussion

Small Business	Co	International Mo
Hospitality Group	Trump Administra- tion	Fa
Small Business Ad- min	Harvard	Reuters



People are criticizing lockdown protestors.

Trump's decision to withdraw majority funding from the World Health Organization gains support.



This is the time,

Maytrix Group



This 99-year-old war veteran has raised millions of pounds for the NHS

People continue to thank **frontline workers** for their hard work and for putting themselves in danger. A video from Google India thanking doctors, nurses and healthcare workers generated buzz (60M views).

Other viral content includes coverage of a 99-year-old British World War II veteran raising over \$22M for healthcare workers by walking laps around his garden. People describe the veteran's effort as "inspirational" and "astonishing." Some are using his story to highlight that all healthcare workers deserve this kind of support.

**BillyCorben (Billy Corben)**

@BillyCorben

First responders are at risk going to work every day. Doctors and nurses at hospitals, overrun or not, getting sick, dying, losing custody of their kids to help COVID-19 patients. You may not care if you get infected, but think of them. They reap the consequences of your actions.



Twitter

19 Apr 2020 | 21:57

**arlenparsa (Arlen Parsa)**

@arlenparsa

Every person in this video is effectively giving the middle finger to doctors and nurses who are sacrificing everything to try and get this virus under control t.co/NCDOR0RfgD



Twitter

18 Apr 2020 | 20:57

People are **criticizing individuals for not following quarantine rules**, particularly calling out lockdown protestors.

They describe protests as disrespectful given the personal sacrifice medical professionals are making.

Strong opinions are surfacing in response to **Trump's decision to withdraw majority funding from the World Health Organization.**

Many agree with the President's decision and are **demanding an investigation and resignation of WHO officials** that opposed the enforcement of border controls to stop the spread. Others believe that **pulling funding is reckless and may negatively impact the global response** to the pandemic and jeopardize the development of a COVID-19 vaccine.



DonnaDeegan (Donna Deegan)

@DonnaDeegan

First, it's common sense that when you are battling an illness you don't stop paying your doctors and nurses. Defunding the World Health Organization in the middle of a pandemic, is just not smart. In fact, it's reckless and it's playing politics with people's lives



Twitter

16 Apr 2020 | 02:09



TruthsOverTrump (Truth Matters)

@TruthsOverTrump

#DictatorTrump pulls money from the World Health Organization during a public health crisis. Business groups, Democrats, foreign leaders & public health experts say he is jeopardizing the global **#coronavirus** response. The **#Republicans** stay silent. t.co/Cj9iaVs6BN



Twitter

15 Apr 2020 | 21:03



tedlieu (Ted Lieu)

@tedlieu

Dear **@realDonaldTrump**: Instead of doing CYA & blaming others for your failure to stop **#COVID19** from spreading in the US, please listen to doctors who are telling you not to halt funding to the World Health Organization. Don't repeat the same mistakes by ignoring doctors, again.



Twitter

15 Apr 2020 | 16:43



PrisonPlanet (Paul Joseph Watson)

@PrisonPlanet

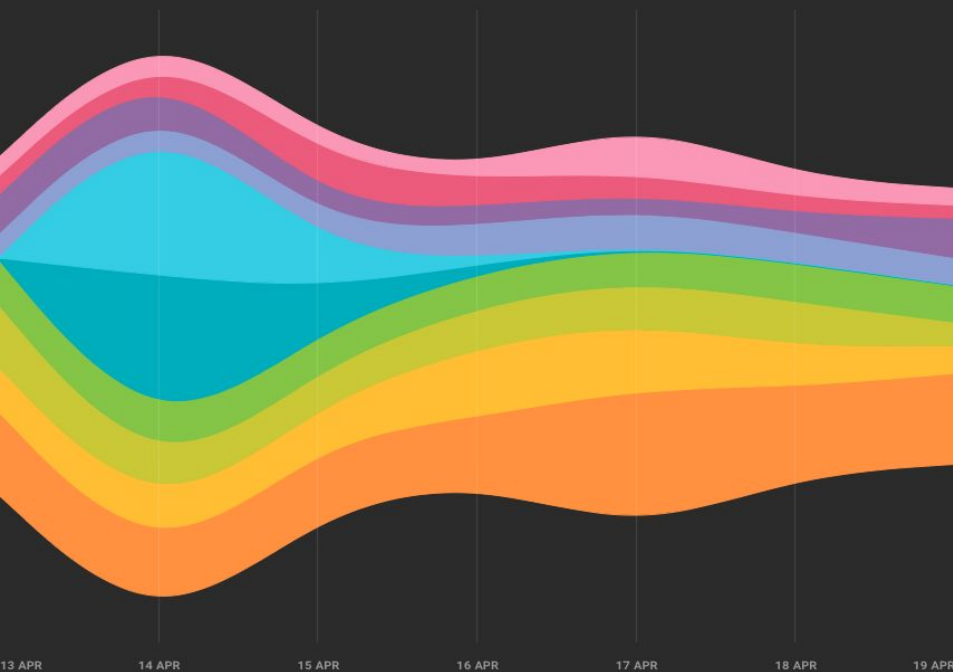
The World Health Organization blocked doctors from urging countries to impose border controls to stop the spread of coronavirus, it has been revealed. Forget just funding cuts, we need investigations and resignations. t.co/PITizjFm5T



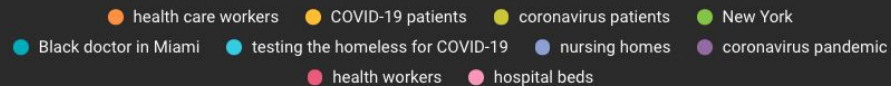
Twitter

15 Apr 2020 | 11:06

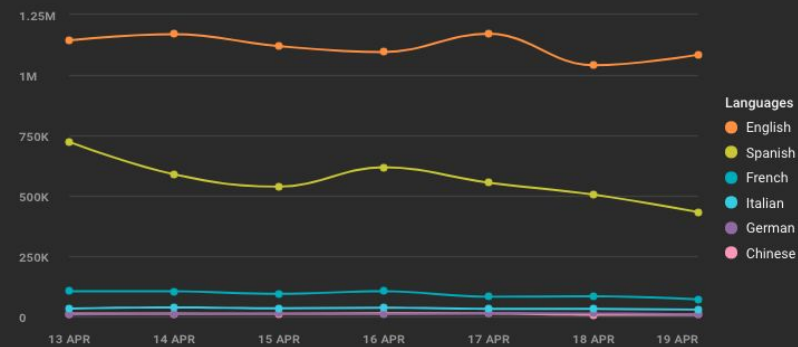
Trending themes (excluding news)



Topics



Volume per language over time



Emerging companies in discussion

Nightingale

The New York Times|

republican|

Supreme Court|

University of Oxfor|

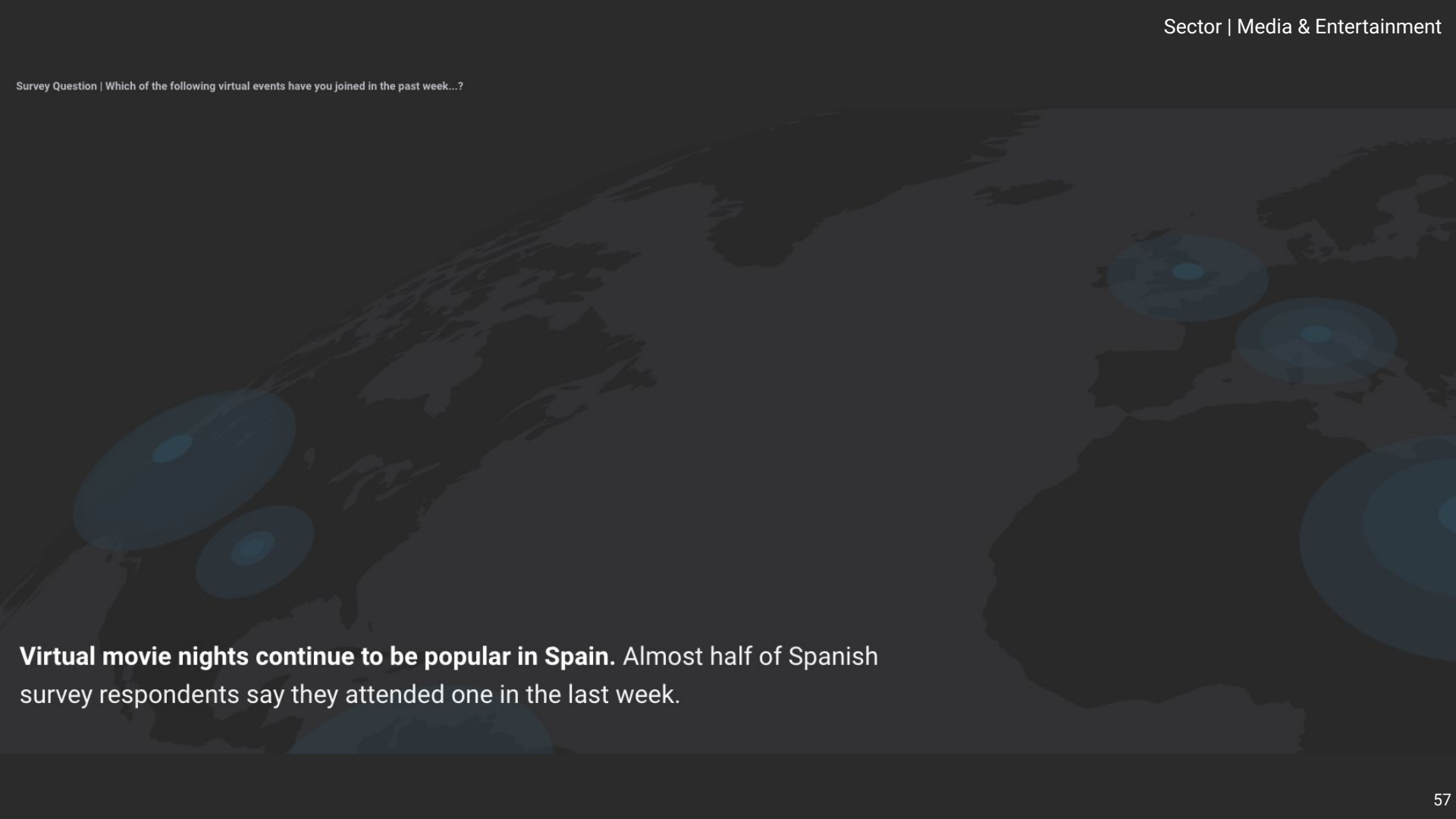
Global Citizen|

Supreme Court|

Red Cross|

University of Oxfor|

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



Virtual movie nights continue to be popular in Spain. Almost half of Spanish survey respondents say they attended one in the last week.

Recommendations for movies and series (7% of discussions) continue to drive conversation; many cited titles from multiple genres such as **“The Walking Dead”** and **“Paranormal Activity,”** as well as **Disney classic animations.**

Netflix continues to be the most mentioned platform with 75K posts. Many share free **Netflix documentaries** on YouTube, praising the company’s efforts to help teachers and students with the learning process in quarantine.

Concerns about **cyber criminals targeting viewers of streaming sites** like Netflix and Amazon Prime are generating online attention. The posts are creating consumer awareness about emerging threats like **phishing schemes and fraudulent sites.**



we finally ventured to the moon.

Music lovers continue to find and share new music to enjoy during the lockdown (9% of conversations). Many say they could not survive quarantine without good music. The “One World: Together At Home” album as well as Jeff Beck and Johnny Depp’s “Isolation” were often shared.

People are **disheartened by the cancellation of concerts**, some of which are postponed until 2021. In addition to not being able to see their favorite artists, **fans are angry their money is tied up** with ticket distributors at a time when they need it most.

Donations from artists like Dolly Parton drive engagement. While expressing support and gratitude, **fans also compare donation amounts and advocate for more celebrity activism** and involvement.



gagadaily (Gaga Daily)
@gagadaily

#TogetherAtHome The Album, including Lady Gaga's performances of "Smile" and "The Prayer" is now available on Spotify and Apple Music! Proceeds from streams will be donated to the #COVID Solidarity Response Fund.



Twitter

19 Apr 2020 | 09:22



A brief history of my favourite Action Figures of the 80's - Reseller Charity Festival - 80's...

75 views



Nic_and_Andrea (_AndreaHills_)
@Nic_and_Andrea

Just added to today's line-up for our 80's themed YouTube Festival in aid of The British Red Cross Coronavirus Response t.co/4NdlRQnnC1 Full line-up on our Facebook page. Live music, DJ Set, retro gaming, quizzes, nostalgia and more... t.co/LM4dbfpqh2



Art_inthe_Dark_ (Ciara Fortun)
@Art_inthe_Dark_

Been working on some art during quarantine while listening to aaaaaaaaaaaaa the new music #2020Won
[@PinkLaundryBand t.co/bxzwDvNxdg](https://t.co/bxzwDvNxdg)



Twitter

19 Apr 2020 | 06:59



TheMillennialMD (Cesar Padilla, M.D.)
@TheMillennialMD

Dear Lauryn Hill, we need new music at this time.
[@MsLaurynHill #COVID19](https://t.co/MSLaurynHill)



Twitter

18 Apr 2020 | 01:04



Virtual workshops, Zoom nightclub parties, streaming theater and operas, and live concerts are generating discussion. New virtual national garden and museums tours also spark interest.

People enjoy these opportunities to **experience the arts from home**, also **expressing gratitude to learn new things** free of charge.

A teaser on YouTube from “The Shows Must Go On!” for “**The Phantom of The Opera**” triggered **significant shares** (nearly 650k views to date).



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

Humorous content on YouTube is generating buzz (38K posts).

Comedian Julie Nolke's video "**Explaining the Pandemic to my Past Self**" has generated 2.2M views since its debut.

Commenters love how the video **showcases how much has changed** in such a short time in a humorous and relatable way.

In general, people **appreciate funny videos** as a welcome distraction from both the crisis and the news.



Board games, puzzles, and online quizzes are on trend (5.5K posts).

These activities were said to be **great for family bonding** and a **good way to get a break from screen time**. Players note that activities normally associated with an older demographic are experiencing a **resurgence thanks to the pandemic**.

“**Five Tribes**” and “**Camel Up**” are among popular board games mentioned this week, as well as **board games played online** with friends such as “**Uno**” and “**Monopoly**”.



bevervanbever (Ellie van Bever)
@bevervanbever

@deray Listening to a podcast while doing a jigsaw puzzle (a physical one or on an app) has a good break from watching content for me. Gotta find time for podcasts now that we're not commuting!



Twitter

17 Apr 2020 | 02:36



DallasKing1138 (Dallas King)
@DallasKing1138

So I have been passing [#Lockdown](#) by having my very own [#ConesOfDunshire](#) moment and created an [@uncutgems](#) board game. Designed from scratch, it has a board, chance cards and full set of rules. t.co/2xPoMTyfwz



James Comey @Comey · Mar 28

I don't know whether this game is called "Camel Cup" or "Camel Up," but either way, I lost.



MagaPhilly (Digital Soldier 2020)
@MagaPhilly

This C.O.M.E.Y. clue on 3/28 is SCARY! The board game "Camel Up" is not the clue, it's the manufacturer "Z-Man", who makes "Pandemic" & "The Infection" & "Contagion". Coincidence?

@LisaMei62 @JuliansRum @grabaroot
@Inevitable_ET @Shem_Infinite #Qanon
t.co/clj0GFIO9z



Twitter

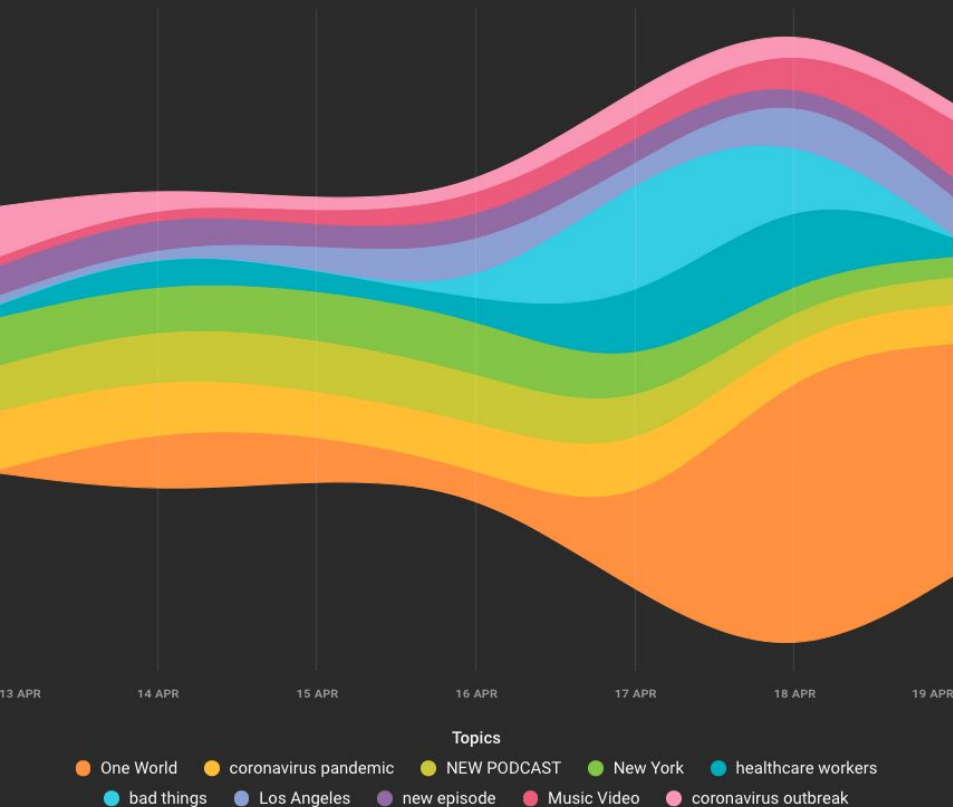
17 Apr 2020 | 01:35



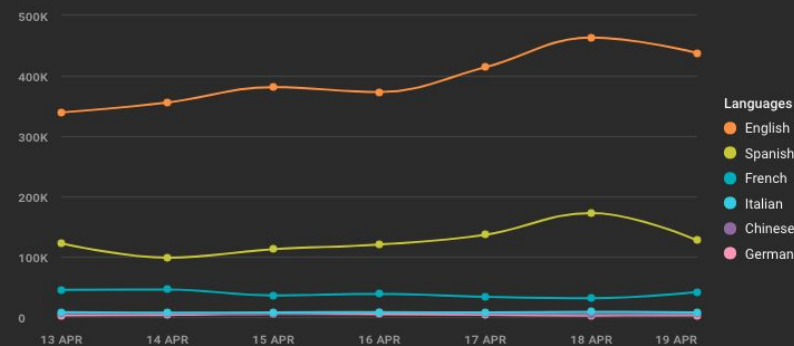
RuthEstevez2 (Ruth Estevez)
@RuthEstevez2

Many doing jigsaws at the moment & an online [@ThePortico](#) [#jigsawpuzzle](#) is brilliant! Poster of it available too! Keep our [#libraries](#) healthy & here!

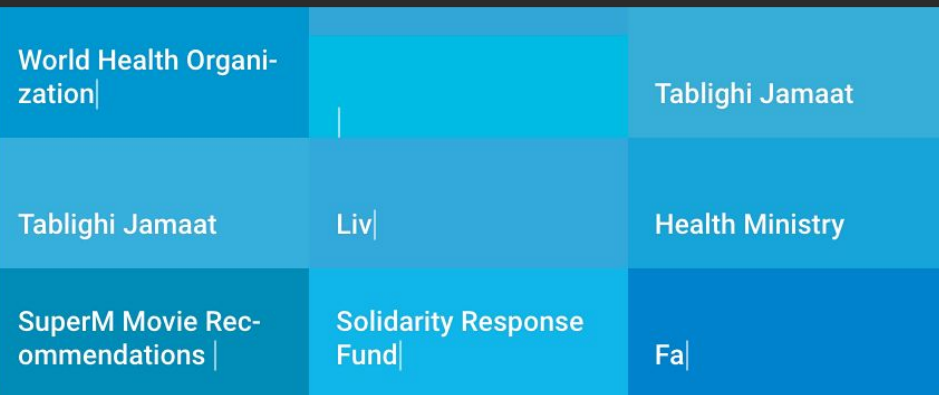
Trending themes (excluding news)

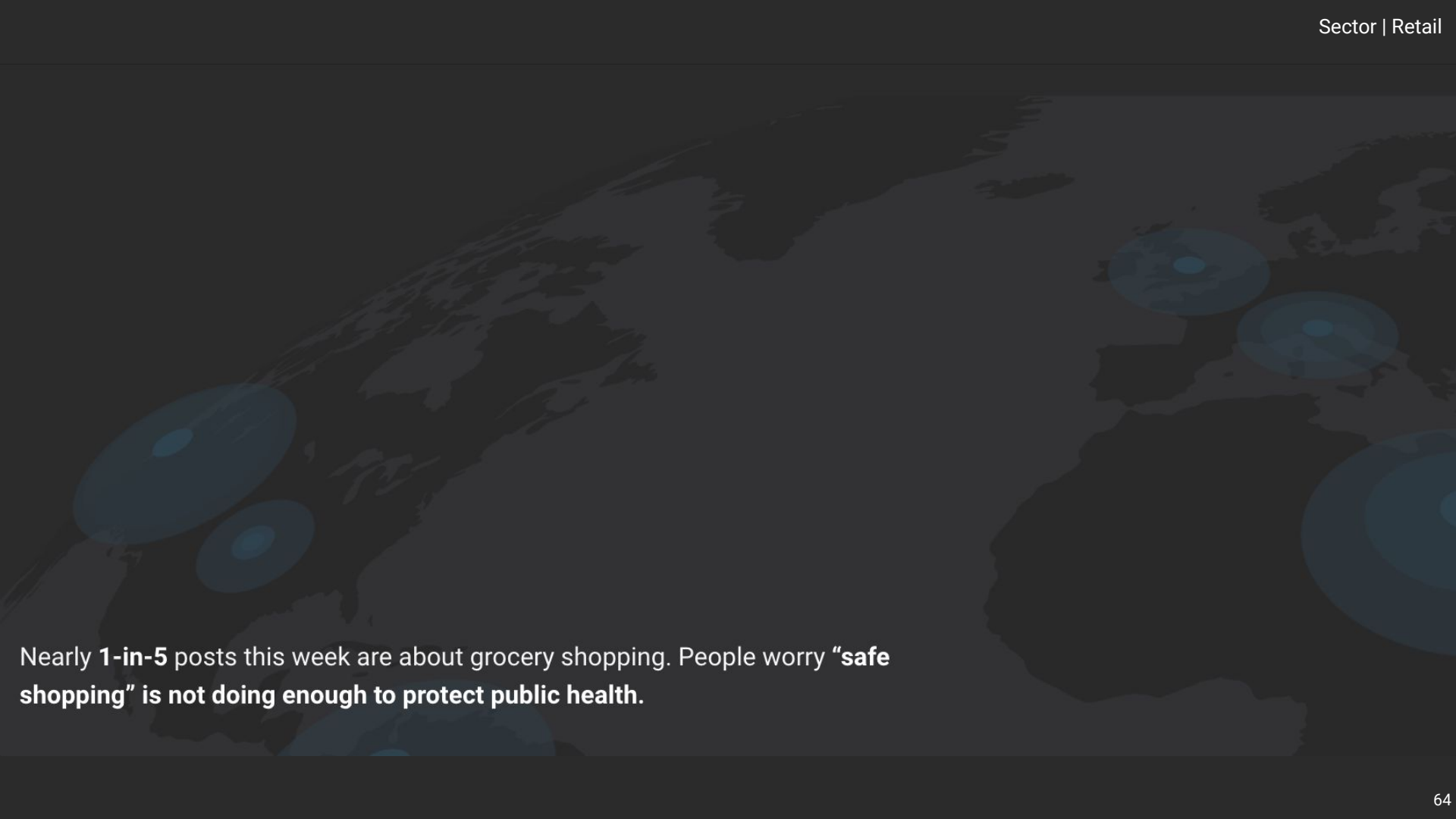


Volume per language over time



Emerging organizations in discussion



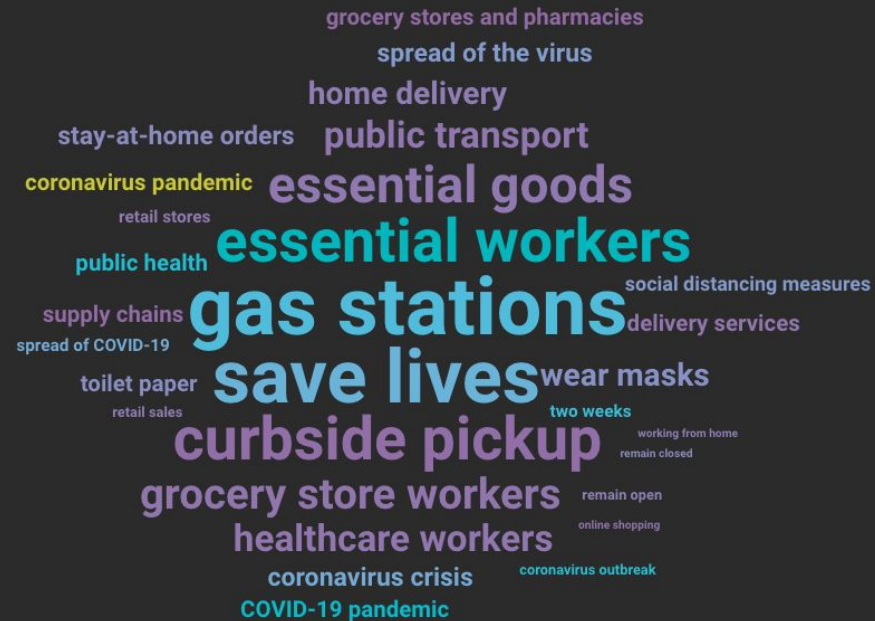


Nearly **1-in-5** posts this week are about grocery shopping. People worry **“safe shopping”** is not doing enough to protect public health.

Last week consumers expressed concern and fear about grocery shopping. This week, conversations are shifting to **debating in-store shopping bans** to protect shoppers and store employees.

While consumers appreciate protective measures such as limiting the number of people in stores, **they find** continued **reports of retail worker deaths alarming**. **There is a perception that stores acted late** on social distancing programs, such as prepared food boxes, pick-up only, and home delivery.

“Curbside pickup” was the top trending topic in grocery posts. While consumers are eager to experiment with options like pickup and delivery, **reliability and accessibility form barriers to adoption**.



Online shopping and delivery were mentioned in **14% of posts**.

People continue to over-shop due to **attractive deals and promotions** online, especially from **furniture and clothing brands**. Price cuts from fashion retailers trigger shopping discussion, particularly in the UK.

Difficulties with online shopping are increasingly reported, including delays in delivery, lack of delivery slots, online shopping scams and fraud, as well as difficult return processes.

On a more positive note, posts about **volunteers delivering groceries to seniors and people in need** generate joy and gratitude.



Begumdonmez (Begumd)
@Begumdonmez

A man in Spiderman costume helps the elderly with their groceries amid the Corona virus in Turkey's Antalya. He does the shopping for them and delivers the grocery bags over the balcony.
t.co/Q2418DwVQL



Twitter

18 Apr 2020 | 04:46



_sammm93 (samantha)
@_sammm93

The amount of online shopping I've done during this quarantine...



Twitter

18 Apr 2020 | 03:48



mlizette04 (Michelle)
@mlizette04

drinking wine & online shopping for things I don't need has been the mood for quarantine



Twitter

18 Apr 2020 | 04:28



10Daily (10 daily)
@10Daily

Aussies are being warned about a spike in online scams after the consumer watchdog received thousands of reports of fraudsters cashing in on COVID-19. t.co/g2GyfvdVu



Twitter

17 Apr 2020 | 08:40



Ashlyn15N (a\$h)
@Ashlyn15N

since this quarantine, i've been doing so much online shopping. imma have all these clothes and nowhere to go



Twitter

15 Apr 2020 | 03:44



PaulStreeting (Paul Streeting)

Many worldwide **wonder whether it is time to reopen stores** that have been closed (54k posts). Those in favor say the quarantine is tanking the global economy, while those against express **fear that premature action will result in a second wave.**

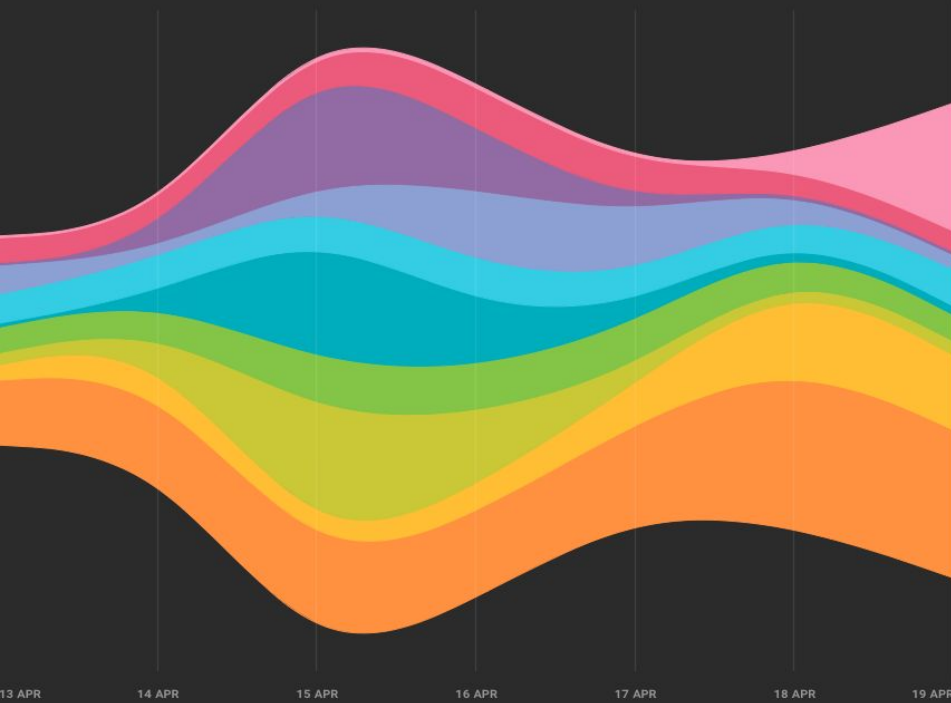
Some people suggest that best practices instituted in essential businesses, such as **limited access, face masks, and effective queuing**, will also enable other businesses to reopen sooner.

Discussion about southern US states announcing immediate plans to reopen is polarizing. While some **advocate for personal responsibility** and believe those who disagree can simply stay away, others state the **stakes are too high to experiment.**



AS JOE AND WILLIE MENTIONED, GEORGIA GOVERNOR BRIAN KEMP WILL

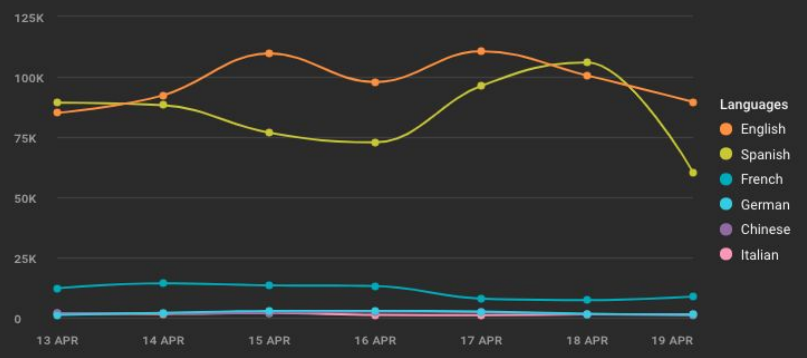
Trending themes (excluding news)



Topics

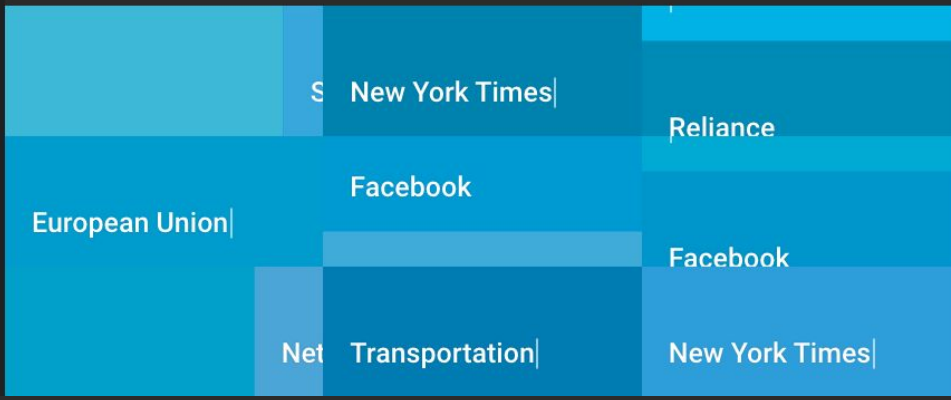
- grocery stores
- essential workers
- New York
- grocery shopping
- wear face
- coronavirus pandemic
- gun stores
- New Jersey
- online shopping
- essential goods

Volume per language over time



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

Emerging organizations in discussion



There is a **resurgence of interest in the 5G conspiracy theory.**

News about **Facebook referring users who engaged with coronavirus information to the WHO** generated discussion.

Interest in the **5G conspiracy theory resurfaced**, with news about Prime Minister Johnson's decision to drop Huawei as the UK's 5G provider was shared. Conspiracists believe radiation emitted from 5G antenna poison cells in the body, forcing them to excrete waste that eventually became COVID-19.

While the theory gained traction in early April, boosted by celebrity commentary, recent reactions indicate that people are thinking more critically about conspiracy theories. Some shared disbelief that anyone would believe the theory, while others explain how the theory is scientifically impossible.

The **5G conspiracy illustrates an opportunity for brands involved to proactively educate people.**

5G and Coronavirus

You may have seen conspiracy theories linking 5G with coronavirus. It is deeply disappointing that arsonists have attacked 20 of our mobile phone masts. Burning down masts means damaging important national infrastructure, including those supporting Birmingham's Nightingale Hospital. There is not a shred of scientific evidence linking 5G with coronavirus or any evidence that 5G is harmful to human health at all. [Click here](#) if you'd like to find out more.



FredCyrusRoeder (Frederik Cyrus Roeder)
@FredCyrusRoeder

So @VodafoneUK really had to remind their customers that 5G does NOT cause Covid19 and people should stop burning down mobile phone masts. Please listen to this! t.co/y2WxAGd3ln



Twitter

18 Apr 2020 | 08:42



michaelshoward (Michael Howard)
@michaelshoward

As the U.S. and much of the world hunkers down to slow the spread of the novel coronavirus, some virus-related conspiracy theories are having a heyday. Specifically, a conspiratorial false claim that 5G technology is linked to COVID-19 gained... t.co/S0loi4HlIA



Twitter

14 Apr 2020 | 16:54



cwtchcaerdydd (Stephen)
@cwtchcaerdydd

#Coronavirus: 20 suspected phone mast attacks over Easter! We've some fucking idiots in this country!! **#5G #FFS** t.co/vbQDiMLcAY



Twitter

14 Apr 2020 | 17:08



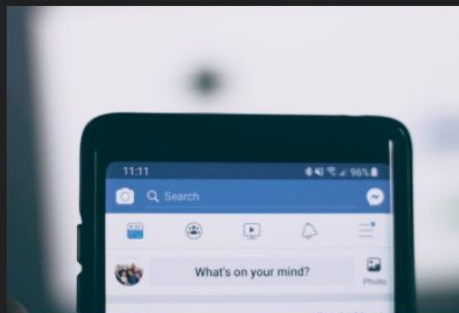
DanTheTwater (Daniel)
@DanTheTwater

People are apparently setting phone masts on fire due to that 5G-Coronavirus conspiracy...



Twitter

14 Apr 2020 | 11:05



cjtruth (CJTRUTH)

@cjtruth

WE ARE AWAKE, ARE YOU? 🙌🙌 Facebook Will Promote the WHO to Combat Chinese Virus 'Misinformation' t.co/Kc5Gm2Mw8s



Twitter

16 Apr 2020 | 19:38



rtehrani (Rich Tehrani)

@rtehrani

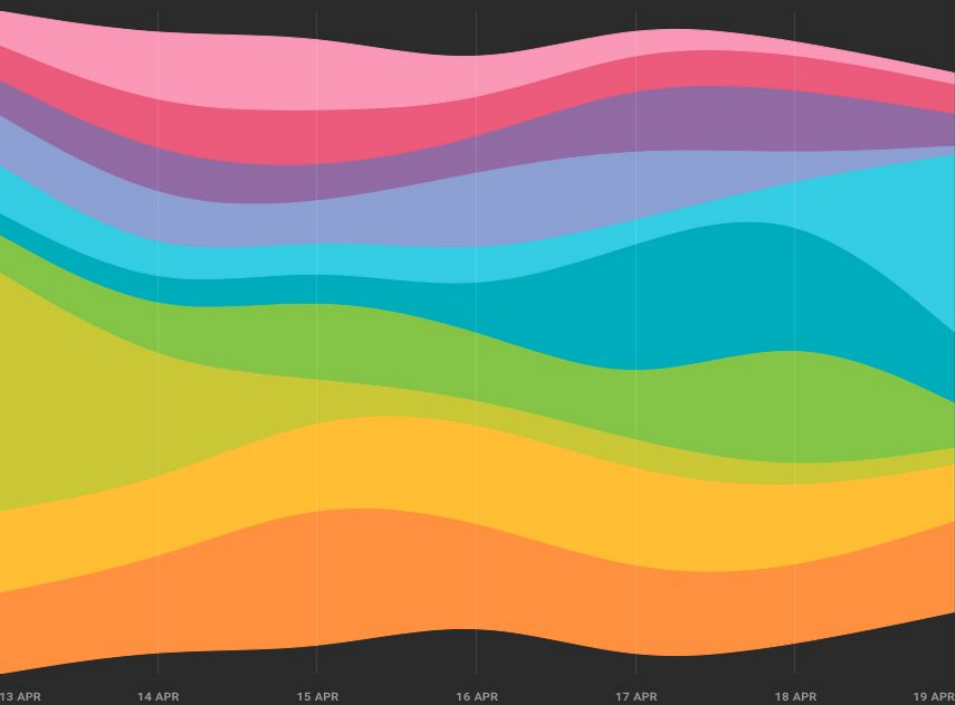
Facebook is stepping up its efforts to debunk

People are reacting to news that **Facebook will provide the World Health Organization with information about users who engaged with coronavirus information on the platform** (722K engagements) so that they can serve up content that clears up misconceptions.

Some appreciate the effort by technology companies to provide facts and guidance from reputable sources following the wake of inaccurate health information (e.g. reporting that wearing masks does not help stop the spread or drinking bleach cures coronavirus).



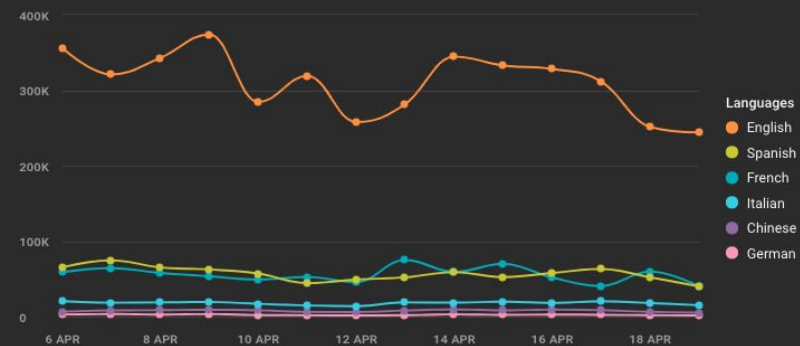
Trending themes (excluding news)



Topics

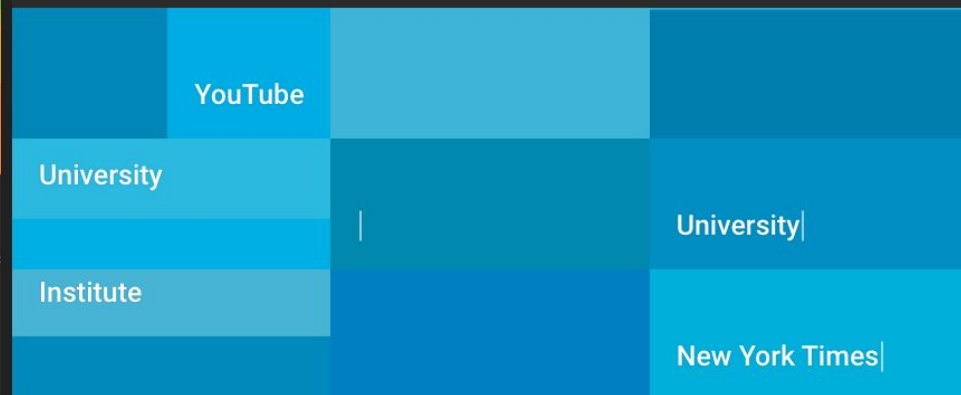
- working from home
- work from home
- fight against COVID-19
- phone calls
- phone number
- mental health
- Apple and Google
- contact tracing app
- mobile app
- app to fight

Volume per language over time



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

Emerging organizations in discussion



YouTube

University

University

Institute

New York Times



People discuss **food waste** as an upsetting consequence of the lockdown. **Large restaurant chains receiving small business funds** is also controversial.



People are upset about food waste and are sharing coverage of farmers dumping milk or composting unused produce (4k posts). One ABC news segment about the topic generated more than 702K views to date.

People are angry that excess food cannot be donated to the homeless or food banks. Some offer suggestions to governments, such as paying restaurants to make meals that can be distributed to those in need.

A few are hopeful, sharing examples of restaurants adapting to the situation by offering grocery delivery services so they can generate income and not waste resources.



MirandaGrell (Miranda Grell) @MirandaGrell

Glorious first delivery from @AbelandCole's new



carmindabrendel (Carminda B) @carmindabrendel

Why can't this be donated to Orphanages, Old Aged homes or Hospices Why dump it ???... what's wrong with this world ? Farmers Dump Milk, Break Eggs as Coronavirus Restaurant Closings Destroy Demand - WSJ t.co/6e1E3Y4I7c

Twitter

14 Apr 2020 | 22:12



hoffsbeefs (Jesse Hoff) @hoffsbeefs

Clearly there is a missing node the food supply

Many are discussing news that **large restaurant chains are receiving funds designated to support small businesses.**

Most are **angry**, wondering why large restaurants are receiving funds instead of smaller businesses. Others are sharing statistics about restaurant closure rates, noting that the **misallocation of funds** will not help statistics.

Shake Shack's decision to return a \$10M government loan for small businesses generated attention (804K engagements), helping to differentiate the brand from other publicly traded companies who accepted small business funding. People are praising the restaurant online, calling the return a "class-act thing to do."



ChuckWendig (Chuck Wendig)
@ChuckWendig

"Ruth's Chris is sitting on 86 million dollars in the bank, yet they had the gall to request and now have received \$20 million of the PPP fund—a fund intended to help small businesses. Since when do publicly traded companies count as small business?" t.co/ImpzKIFGGI



Twitter

19 Apr 2020 | 01:50



amandalfischer (Amanda Fischer)
@amandalfischer

This is why it's tough to swallow the fact that Ruth's Chris, Potbelly and Shake Shack got small business loans.



Twitter

18 Apr 2020 | 22:23



kyoshino (Kimi Yoshino)
@kyoshino

Most are **angry**, wondering why large restaurants are receiving funds instead of smaller businesses. Others are sharing statistics about restaurant closure rates, noting that the **misallocation of funds** will not help statistics.



HeimBBQ (Heim Barbecue)
@HeimBBQ

The fact that Ruth's Chris, a publicly traded company with \$96 million in the bank, received \$20 million in funding from the SBA is a **misallocation of funds**.

Burgers
100% all-natural Angus beef. No hormones and no antibiotics ever. Our proprietary Shack blend is freshly ground. All burgers are cooked medium unless otherwise requested.

ShackBurger®*
Cheeseburger topped with lettuce, tomato and ShackSauce

\$5.19 Single
\$7.99 Double

FOX BUSINESS
7:04A CT
CRUDE OIL 11.29
METALS .90
DOW FUTURES 23,639.00
520.00
-2.15%

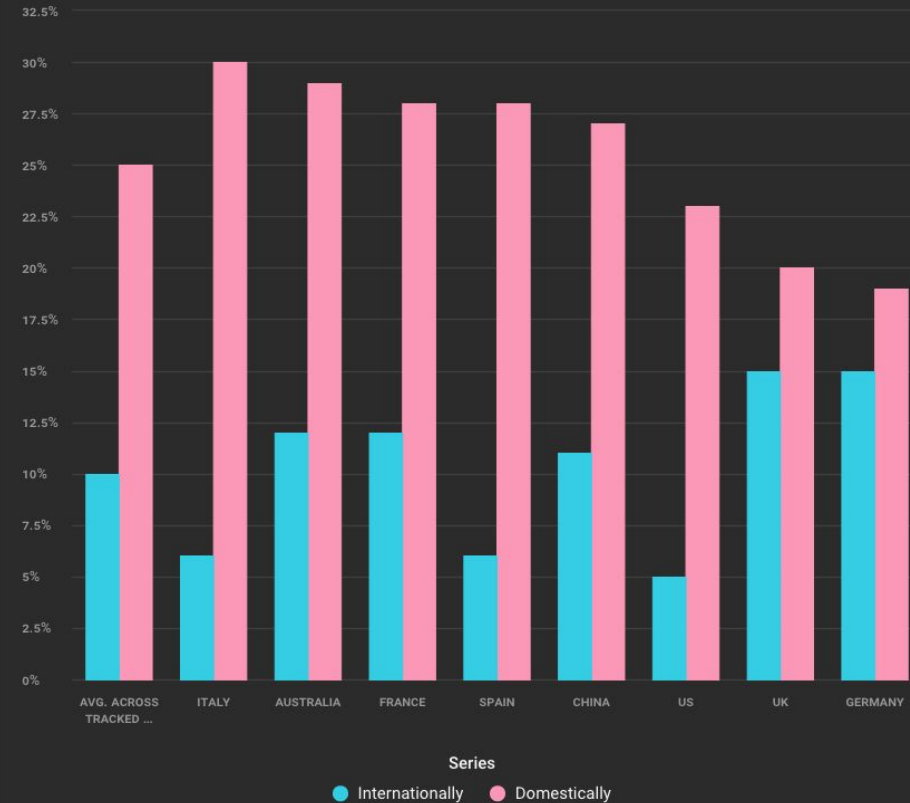
ABOUT-FACE
SHAKE SHACK RETURNS \$10M SMALL BUSINESS LOAN
GOVERNMENT LOAN AFTER BEING
CRITICIZED FOR TAKING MONEY TO

Survey question | ...Are you likely to travel internationally or domestically?

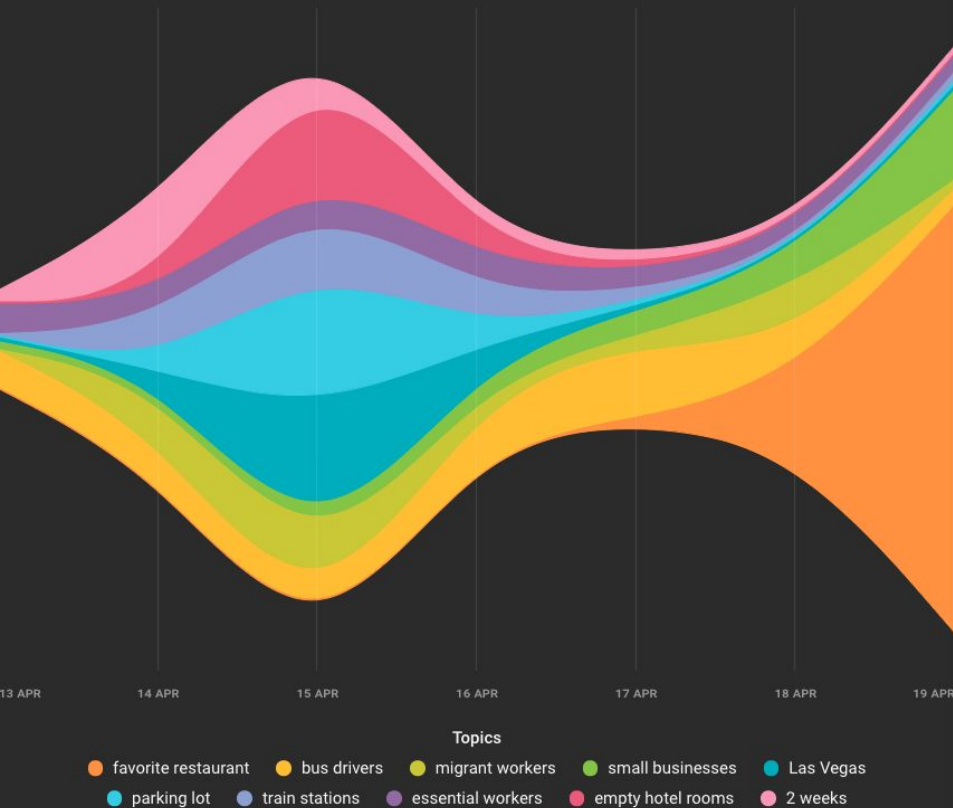
Most survey respondents across tracked markets plan to stay closer to home after lockdown restrictions are lifted.

Forum members wonder if US citizens will be able to travel across states in the coming months and speculate that international travel restrictions will not lift for some time.

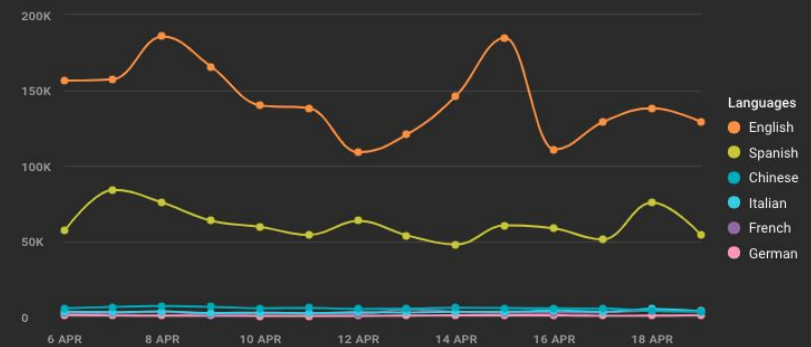
Respondents planning to travel



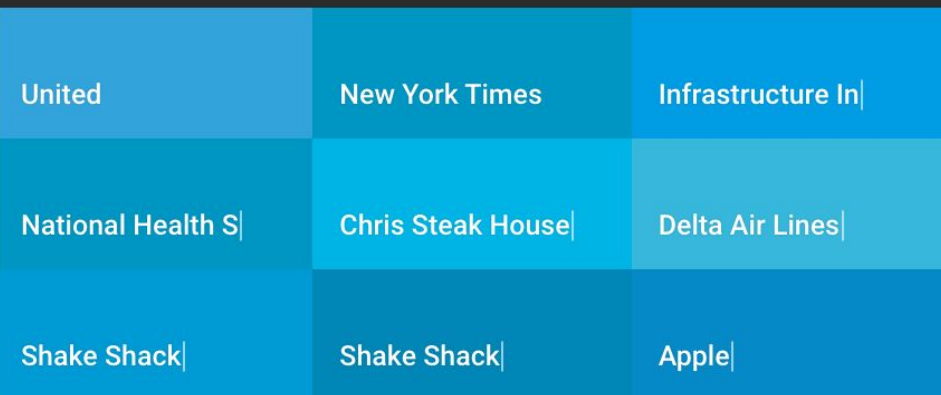
Trending themes (excluding news)



Volume per language over time



Emerging organizations in discussion

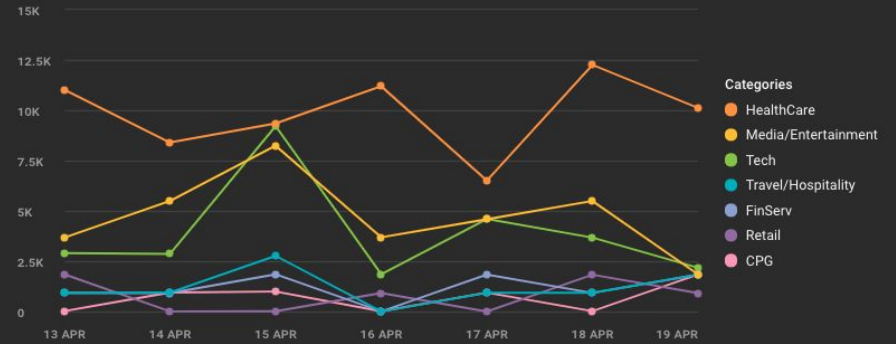




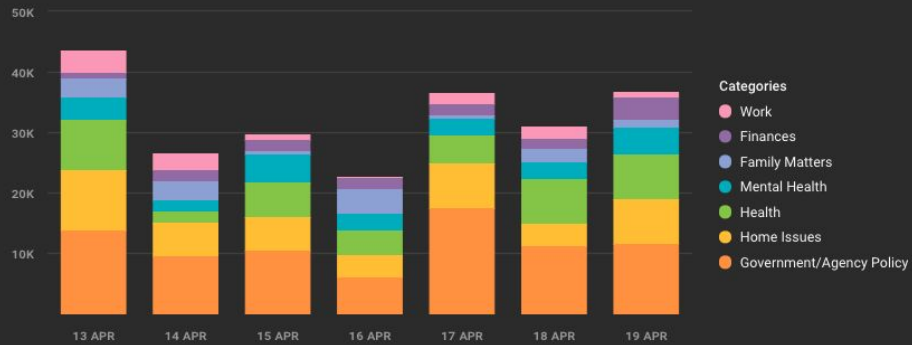
Country Data

Australia

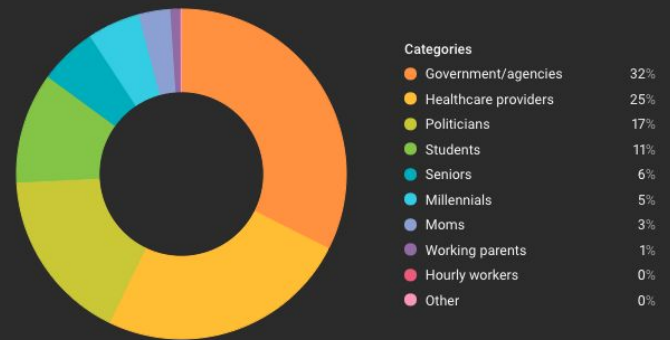
Australia volume by sector



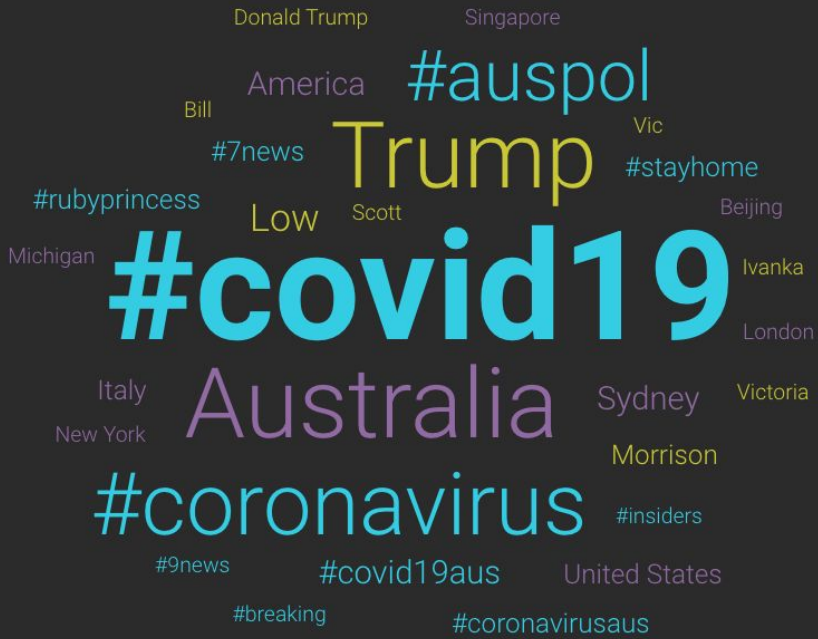
Australia volume by topic



Audiences



Emerging themes in discussion

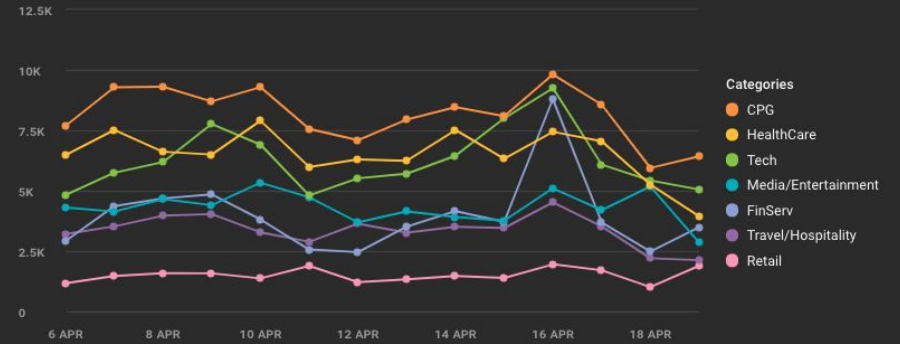


Emerging organizations in discussion

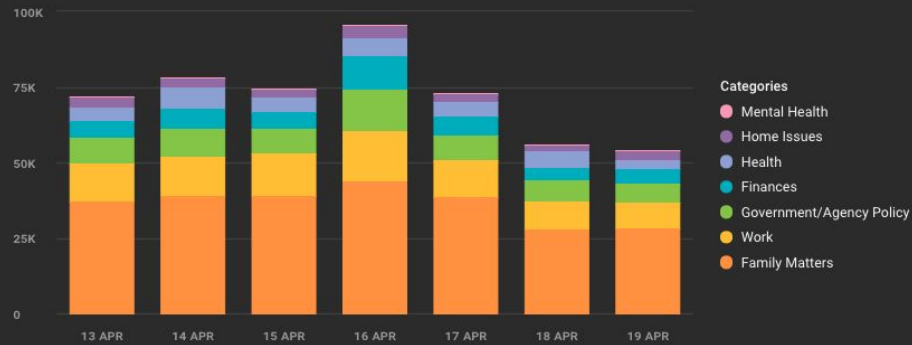


China

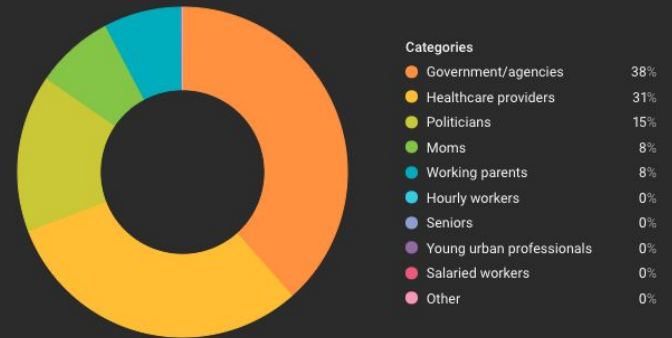
China volume by sector



China volume by topic



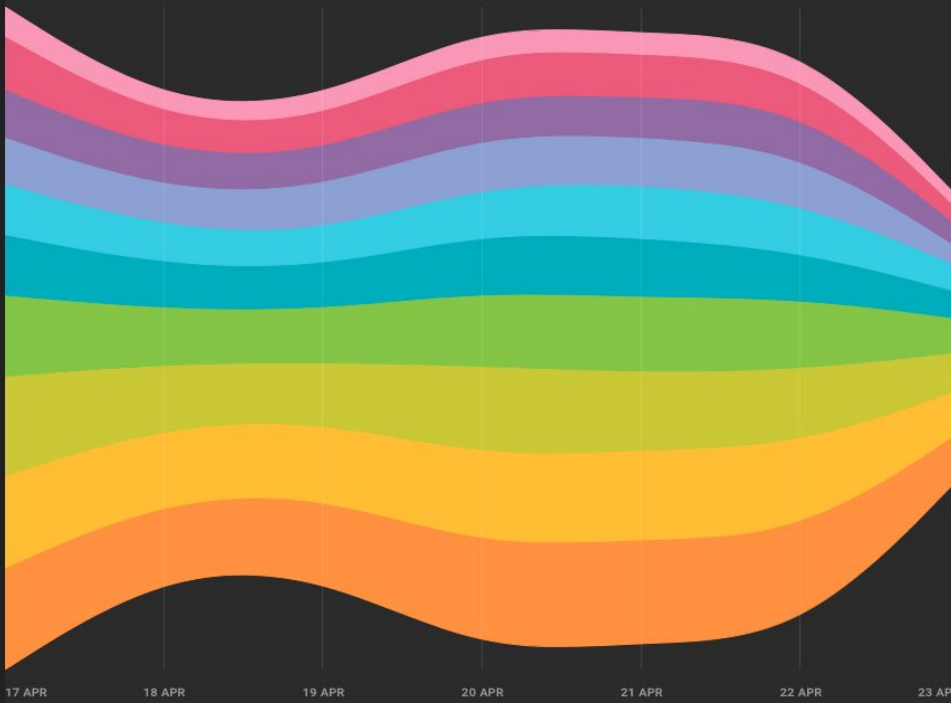
Audiences



Emerging themes in discussion

新冠病毒
 #coronavirus
 肺炎疫情 🙈 + 😓 4月14日
 🇺🇸 #ccpvirus 目前 😞
 Jennifer Snodgrass
 表示 4月17日 🤔 🙏 冠状病毒
 4月13日 确实 #china #武汉肺炎
 #covid-19
 新冠肺炎 #covid19
 霍普金斯大学

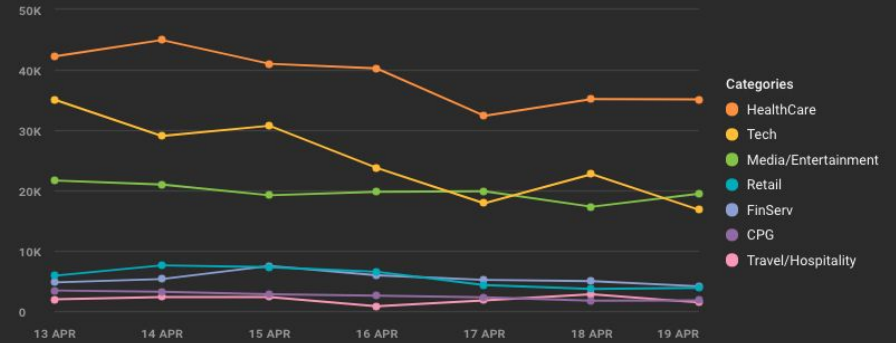
Emerging topics



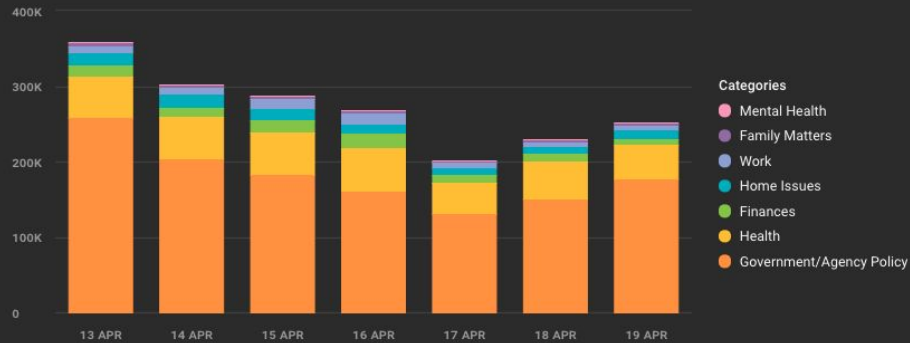
- Topics
- 目前
 - 美国
 - 新冠肺炎
 - 期间
 - 最近
 - 电话
 - 新冠病毒
 - 报道
 - 卫生
 - 冠状病毒

France

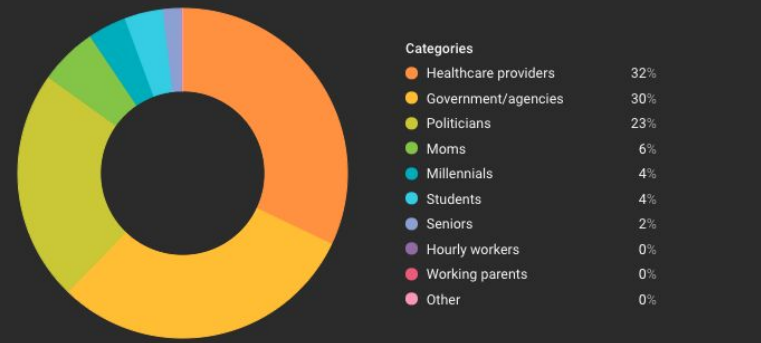
France volume by sector



France volume by topic



Audiences



Emerging themes in discussion

#covid-19 prenez soin

#macron20h 🤔 #macron20h02

#restezchezvous

👇 🇫🇷 #confinement

#covid19

#coronavirus

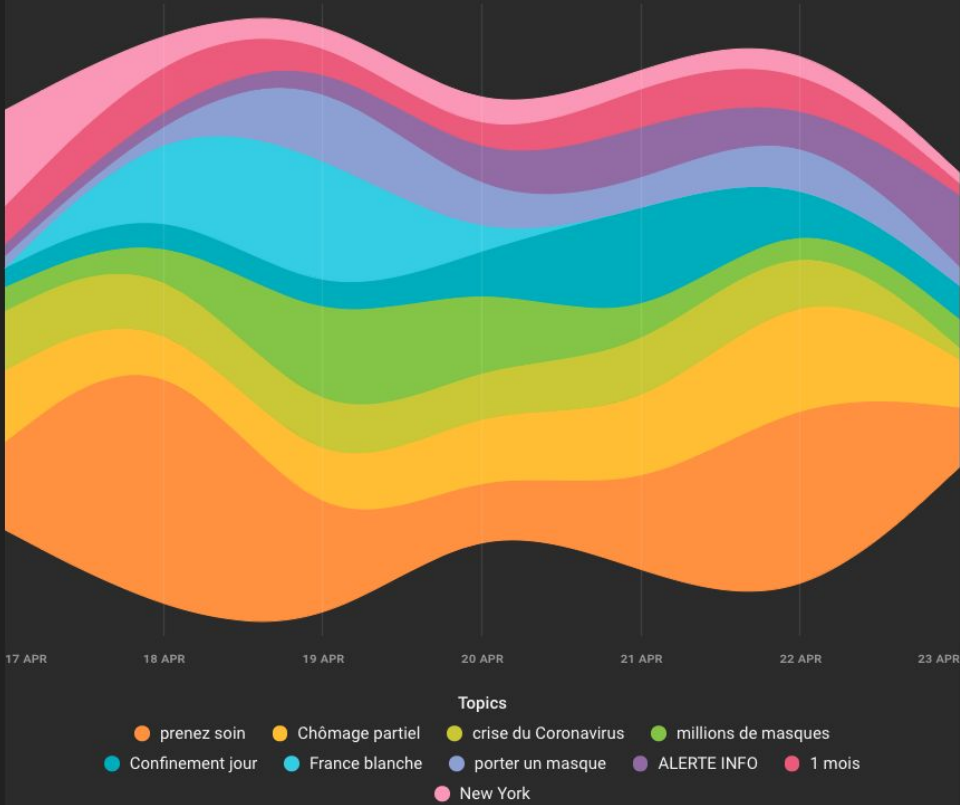
#masques #covid_19 #covid2019

#covid ● #macron 😊 ⚠️ #11mai

Emmanuel Macron

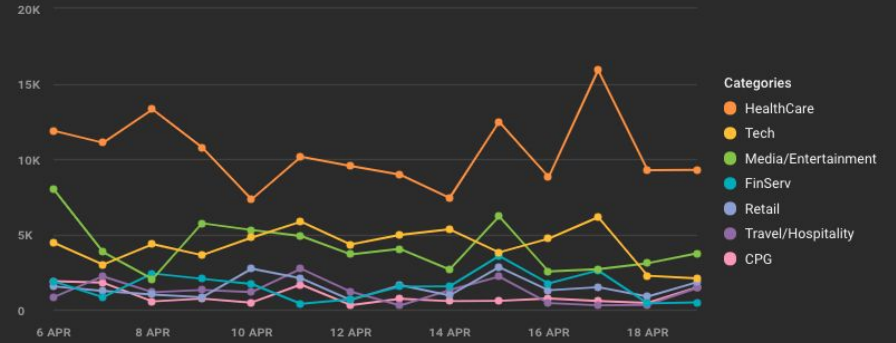
😊

Emerging topics in discussion

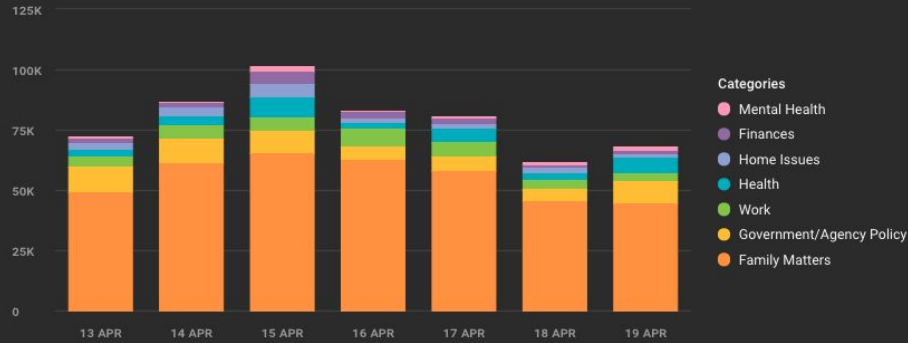


Germany

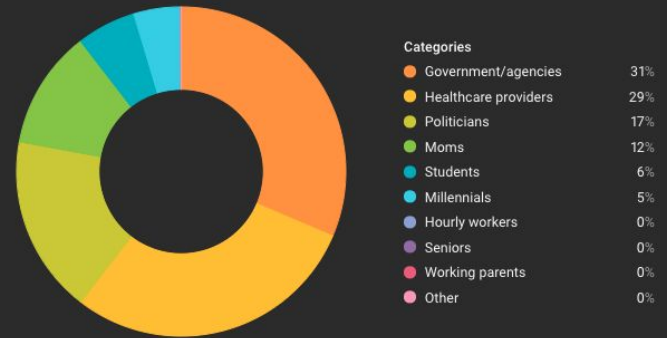
German volume by sector



German volume by topic



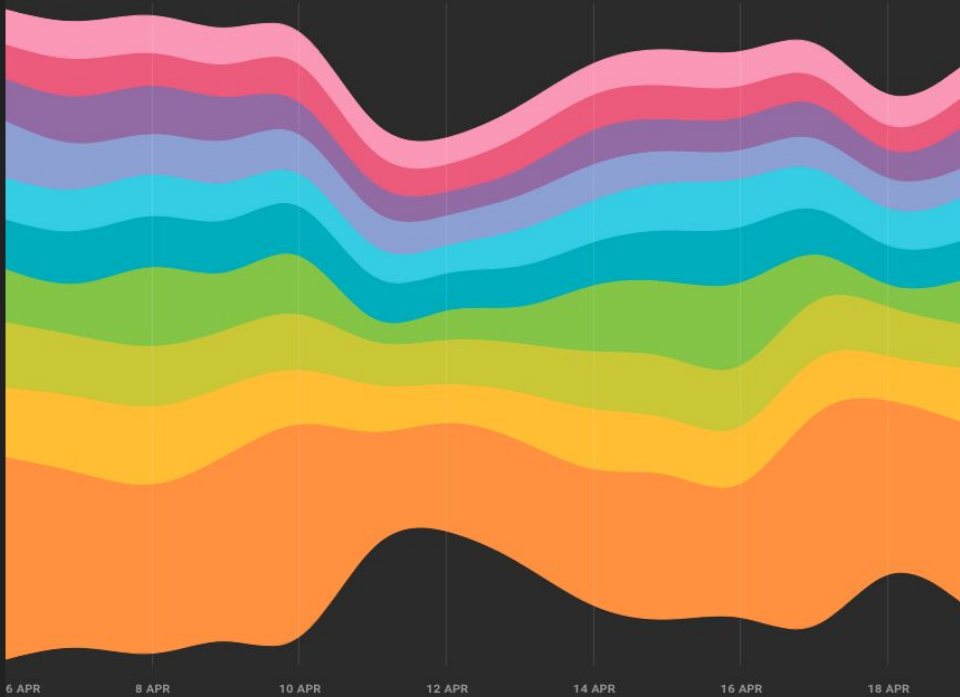
Audiences



Emerging themes in discussion

#coronavirusde
 #covid_19 #covid19
 West Berlin #homeoffice
 #corona 🤔 #covid #covid2019
 #leopoldina ❤️ 🙋 #schulen 😂
 #stayhome 🙌 🤗 🙏 ➡️ #podcast
 #flattenthecurve #laschet
 #covid—19 🙏 #merkel
 #coronavirus #covid19de
 #wirbleibenzuhause
 #coronakrise

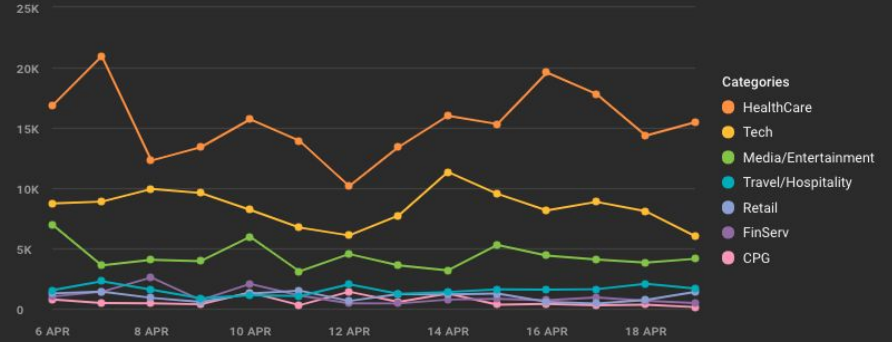
Emerging topics in discussion



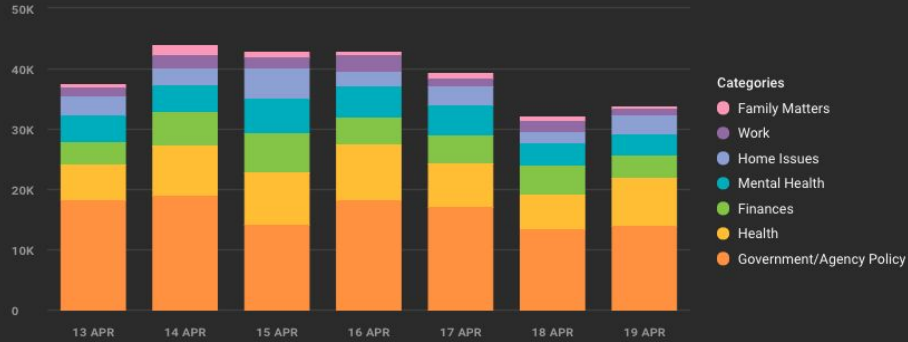
- Topics
- COVID-19
 - Krise
 - Deutschland
 - Trump
 - einfach
 - Wochen
 - Quarantäne
 - Corona-Krise
 - bitte
 - Leben

Italy

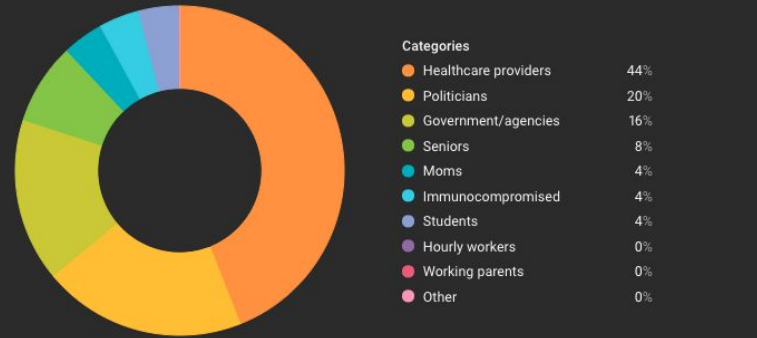
Italy volume by sector



Italy volume by topic



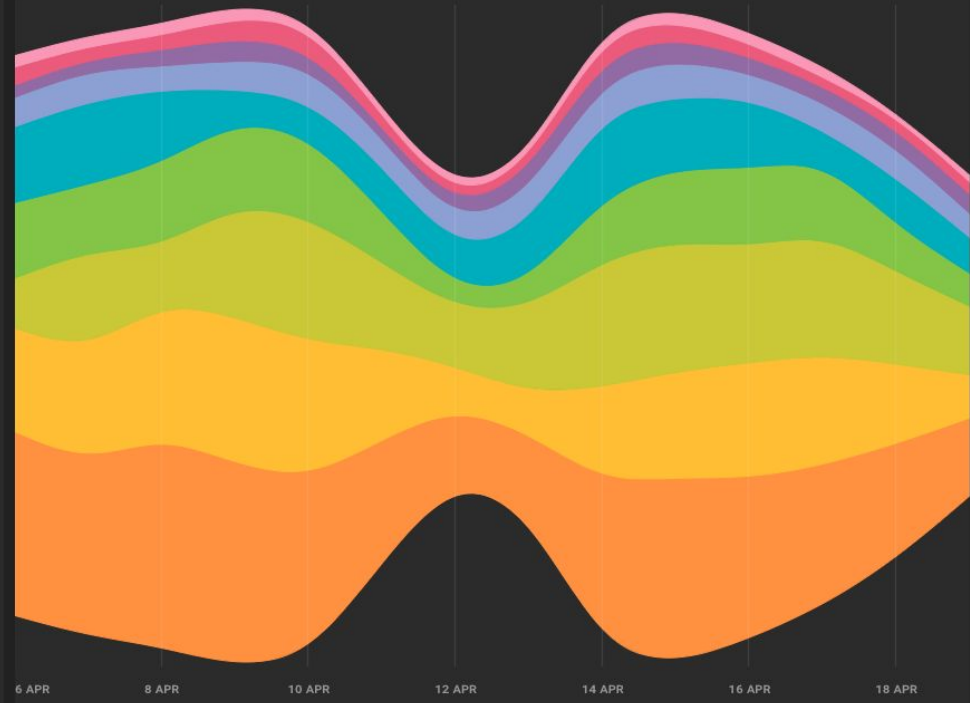
Audiences



Emerging themes in discussion

#iorestoacasa
 #commissariatelalombardia #coronavirus
 #covid19 #conte terapia intensiva
 #covid19italia #radiosavana
 👇 ❤️ ➡️ fase 2 #italia
 #covid2019 🇮🇹 #covid_19 📢 😂
 #quarantena #covid #covid-19
 #fase2 #lombardia 📢
 #ansa #salvini #lockdown
 Regione Lombardia
 #coronavirusitalia
 Luis Sepulveda

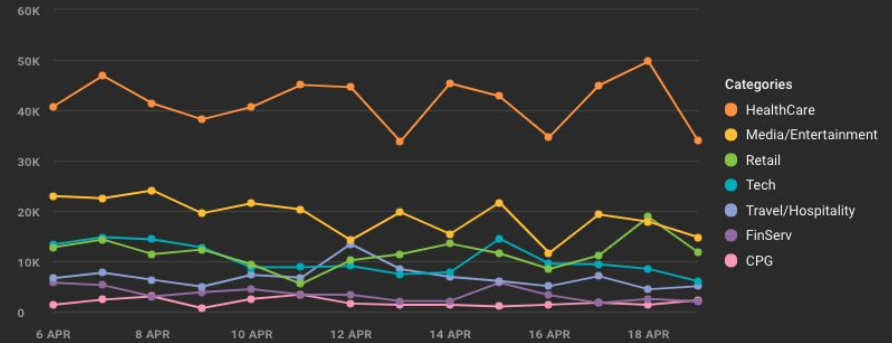
Emerging topics in discussion



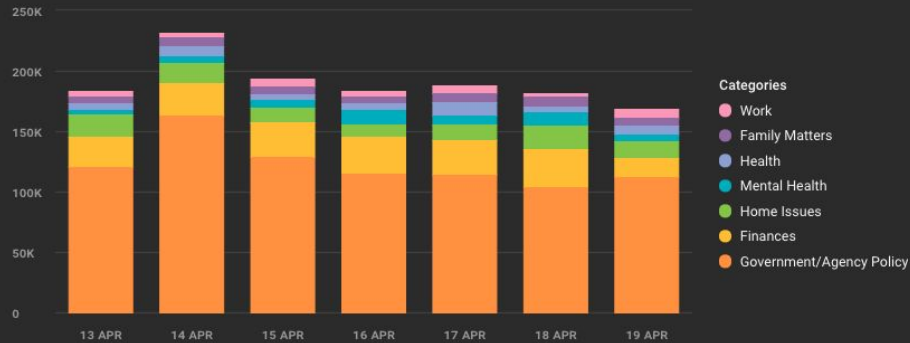
- 6 APR 8 APR 10 APR 12 APR 14 APR 16 APR 18 APR
- Topics
- emergenza Coronavirus
 - emergenza sanitaria
 - Leggi la notizia
 - emergenza Covid-19
 - Leggi l'Articolo
 - ultime 24
 - nuovi contagi
 - articolo Coronavirus
 - epidemia di coronavirus

Spain

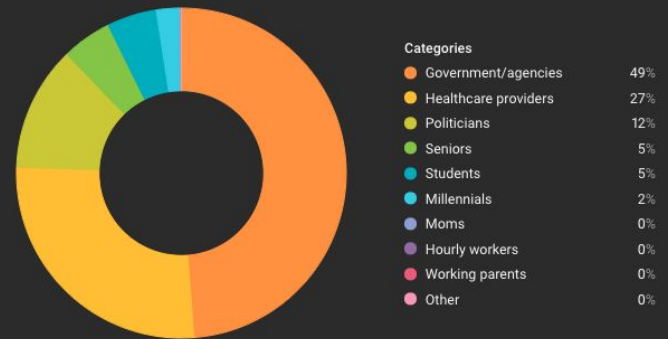
Spain volume by sector



Spain volume by topic

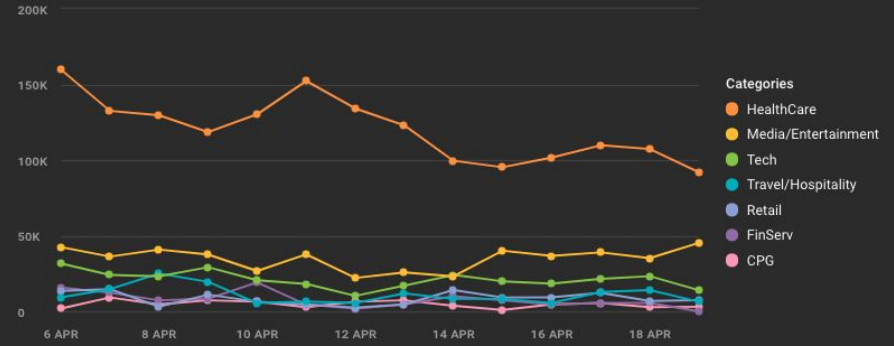


Audiences

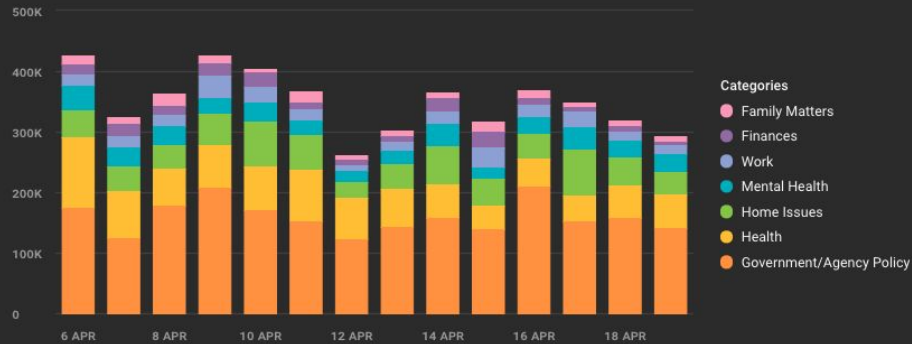


United Kingdom

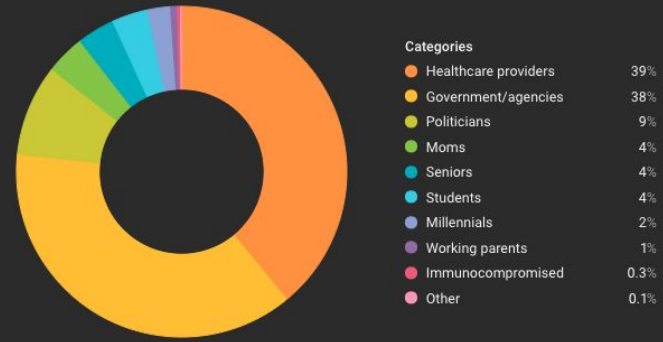
United Kingdom volume by sector



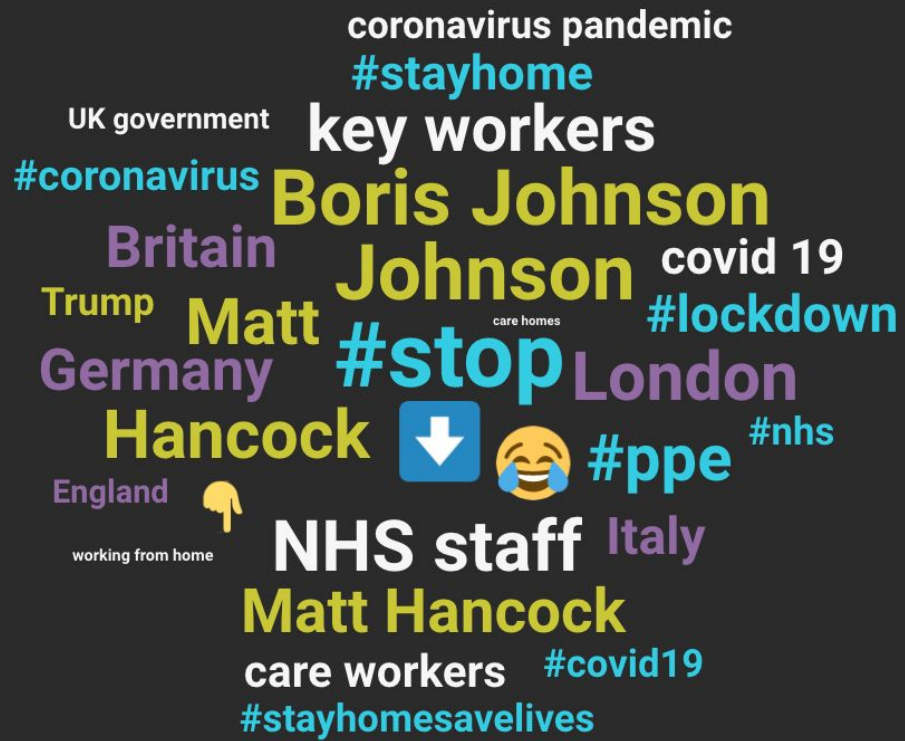
United Kingdom volume by topic



Audiences



Emerging themes in discussion

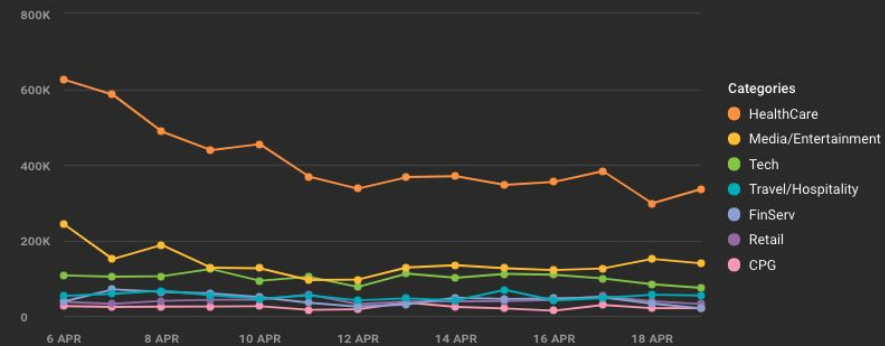


Emerging organizations in discussion

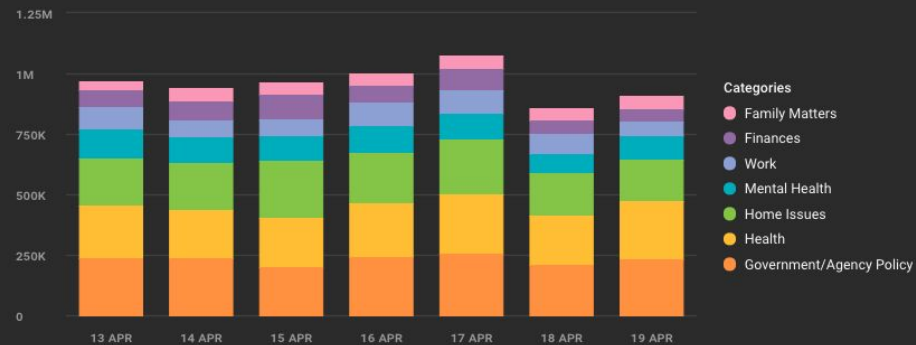


United States

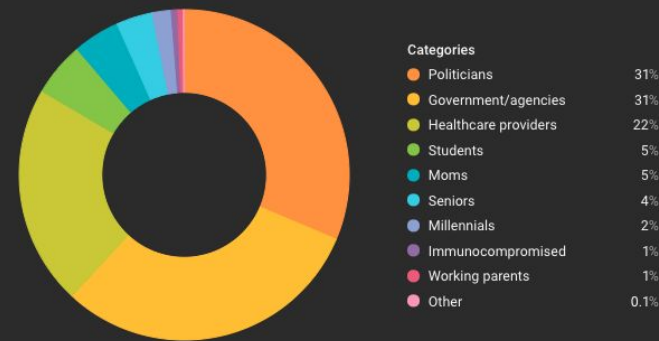
US volume by sector



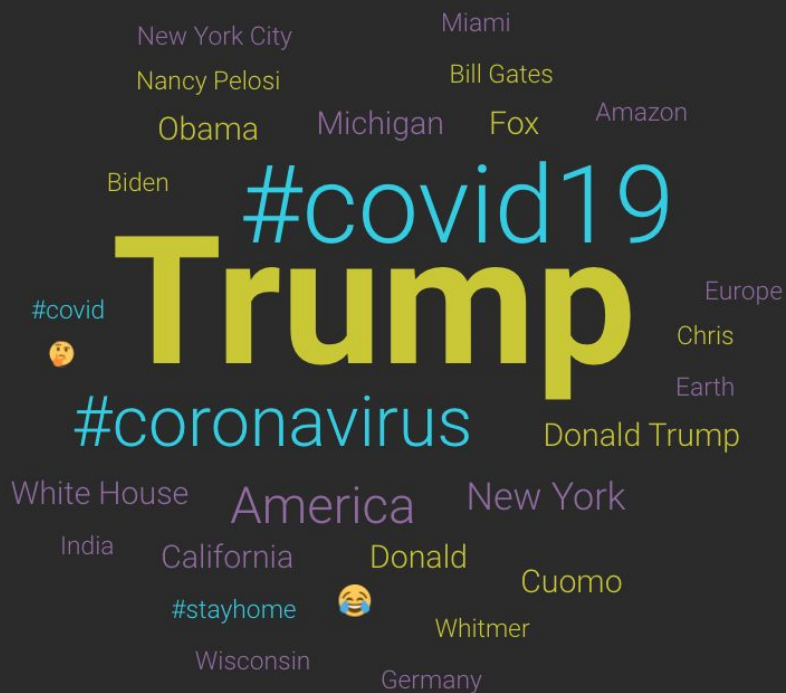
US volume by topic



Audiences



Emerging themes in discussion



Emerging organizations in discussion

Senat|

Net|

Congress|

Facebook|

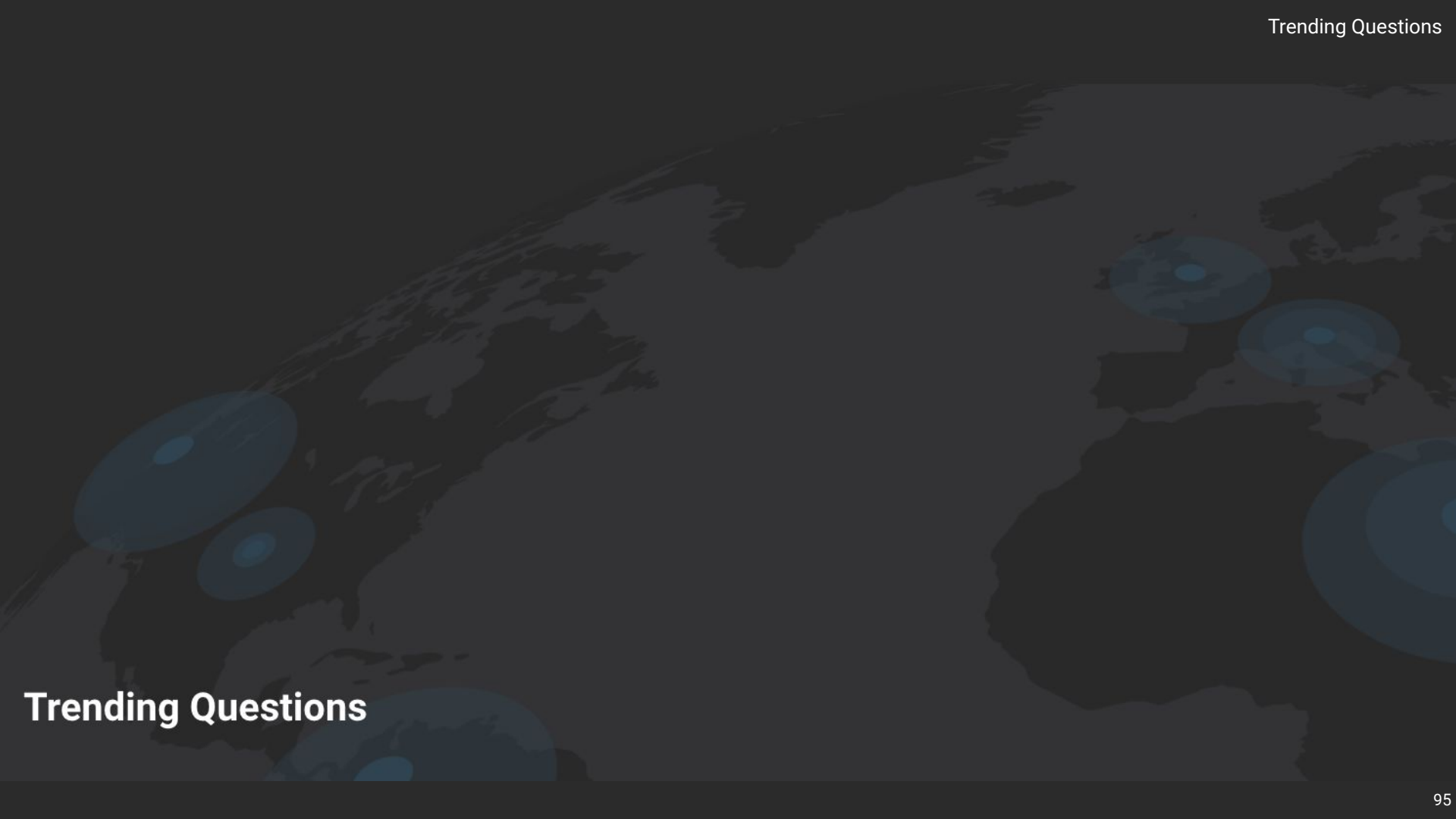
New York State|

Tory Lanez Quarantine Radio

Safeway

WH Coronavirus Task Force|

For|



Trending Questions

People on forums are wondering how the economy will recover post-Covid-19.

Health

- Can I get tested for Covid if I have no symptoms?
- Why are there still thousands of new COVID-19 cases daily?
- What Is the PCR Test for COVID-19?
- Why aren't some of the excess ventilators being reassigned to a needed areas?
- Why does the US have the most cases of COVID-19?
- Why are the people dying of COVID-19 in Aged Care not dying in hospitals?
- Who or what is responsible for the Coronavirus pandemic?
- Which painkillers are safe to take during COVID-19?

Economy

- What are some of the impacts of COVID-19 on your industry that most people outside the industry wouldn't know or think about?
- What are the industries or sectors getting benefitted from Coronavirus and also the most affected sectors in the economy?
- If the Government forced the economy to re-open today how quick do you think our country will go back to normal pre covid economic activity and society behavior?
- Is the market going to have another drop due to COVID-19? Which companies will survive?

Politics

- Why are people demonstrating against Covid-19 measurements?
- How would you feel if the leader of your country was given unprecedented power to respond to the coronavirus pandemic?
- Why is the World Health Organization accused of mishandling the coronavirus pandemic?

Questions around how to safely shop for food emerged in Purchase discussions.

Education

- Are universities planning to continue this method of distance learning in the future?
- How are teachers dealing with the current set-up due to COVID-19?
- How is COVID-19 impacting private schools?

Finances

- Why aren't premium payments suspended during COVID?
- How has COVID-19 affected cryptocurrencies and is this the right time to invest?
- Is COVID-19 and the 'state of emergency' saving you money?

Purchase

- Where are all the Coronavirus bargains?
- What effect will the massive outbreaks of COVID-19 at all of these meat plants have on the food supply?
- How has COVID-19 changed how you operate your shop?

Media & Entertainment

- Have you read "Love in the Time of Covid-19"?
- Who has watched the Ross Kemp: On The NHS Frontline (COVID-19 Documentary)?
- Why donate to the music community during the current pandemic of the Coronavirus?

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.