



May 13, 2020

# Covid-19 Weekly Consumer Insights

Brandwatch | A new kind of intelligence

## Want a quick walkthrough of this report?

We've put together a short [summary video](#).

Important Notice: This report link is unique to you and cannot be shared.

If you would like to share these findings with a colleague please share this [form with them](#).

To inquire about a custom report that focuses on your specific industries, categories, brands, sectors and more, please reach out to [info@brandwatch.com](mailto:info@brandwatch.com).

MEET THE ANALYSTS BEHIND THIS REPORT

## Ask the Analysts: Covid-19 Insights Virtual Roundtable

Friday May 15 | 3pm BST, 10am EDT

Join us for our free virtual roundtable this Friday and get your questions about the report answered live by our experts.

[Register Now.](#)



**Caitlin Jamali**  
Research  
Consultant



**Alistair Ross**  
Research  
Data Analyst



**Russ Taufa**  
Research  
Consultant

## Want access to our survey data?

We'll provide you with a login to our Qriously survey platform, giving you hands-on access to all questions and answers from each wave of our Covid-19 survey.

You can filter by week, age, gender or country (we're live in 8 markets).

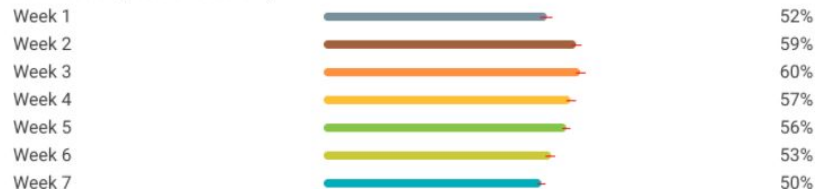
Just drop us an email at [info@brandwatch.com](mailto:info@brandwatch.com).

## COVID-19 Survey

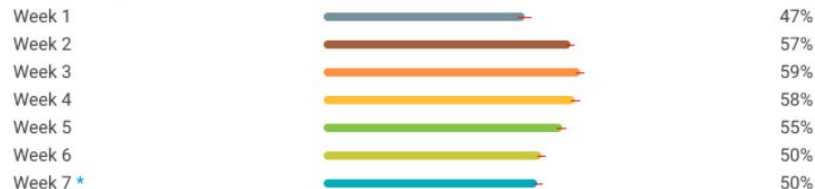


### How has your behaviour changed, if at all, as a result of the outbreak?

#### I'm self-isolating/ social distancing



#### Avoiding seeing close relatives



#### Using hand sanitizer/ using it more regularly



#### Cancelling or not booking holidays



## 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. Contact [info@brandwatch.com](mailto: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 May 4–10 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact [info@brandwatch.com](mailto:info@brandwatch.com).

Social data includes ~32 million posts from Twitter, Reddit, forums, blogs, and more that appeared between May 4–10. 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/Mental health

When asked, **many people say they would not feel safe attending concerts, sporting events or cinemas** even if their government says it is safe to do so. (slide 14)

Survey respondents say they are **exercising less than they normally would** (39%). (slide 13)



## Home & family life

In all tracked markets (apart from China,) the number of survey respondents avoiding contact with **close relatives fell week over week**. The drop was partially driven by Mother's Day get togethers. (slide 16)

**Yard beautification is on trend, with consumers buying gardening tools and plants to make over their gardens and backyards.** Searches for outdoor pools and swimming pools increased 200% in the last month. (slide 23)



## Work life

As offices starting to reopen, social discussion reflects that **most employees prefer working from home**. Many are hopeful businesses will consider and institute remote working policies moving forward. (slide 28)

**Workers state they are considering early retirement or switching jobs if they are not granted flexibility post-pandemic.** Millennials in particular are sharing that they feel confused and stressed about what's next. (slide 29)



## Government

The Plandemic is generating **substantive discussion online, much of it polarized**. (slide 31)

**Many people posting online are looking to Sweden** to help determine whether government lockdowns are necessary for public safety. (slide 34)



# Key insights at a glance



## Pharma & healthcare

Many are using **National Nurse Day** as an opportunity to thank **medical professionals for their hard work and sacrifices during the pandemic**. Heartfelt posts from nurses are also generating engagement. (slide 36).

Some are sharing articles related to a **mysterious illness in children linked to COVID-19**, sharing symptoms but not commenting on the news. (slide 37)



## CPG

**Cinco de Mayo** drove an increase in posts about **alcohol consumption and comfort food**, with people switching to tequila and tacos to mark the occasion. Searches for tortilla and flatbread makers increased by 100% this month. (slide 40)

Many consumers are experimenting with products to develop a **new skincare routine in quarantine**. As lockdown restrictions are lifted, many women share getting ready to leave the house again makes them feel good. (slide 43)



## Media & entertainment

**Star Wars fans** celebrated **#MaytheFourthBeWithYou** with **movie marathons, cosplay, and Zoom trivia games**. (slide 49)

**Netflix documentaries** trending in social, with people especially touched by the storytelling in Michelle Obama's "Becoming." (slide 46)

Viewers are weighing which platforms provide the most value for money given their content preferences. (slide 46)



## Retail

People are discussing "the new normal" referring to how retailers and shoppers should comply with protective measures such as mandatory masks and plexiglass installations at checkout.

**Consumers want to feel safe returning to the in-store shopping experience**. (slide 60)

To solve for meat shortages, consumers are turning to seafood and plant-based alternatives. (slide 63)

# Key insights at a glance



## Technology

Technology discussion examines how a robot dog may help communities practice social distancing in areas like parks. (slide 52)

**People online are supporting Tesla CEO, Elon Musk's, lawsuit vs. Alameda County, California.** (slide 53)



## Financial services

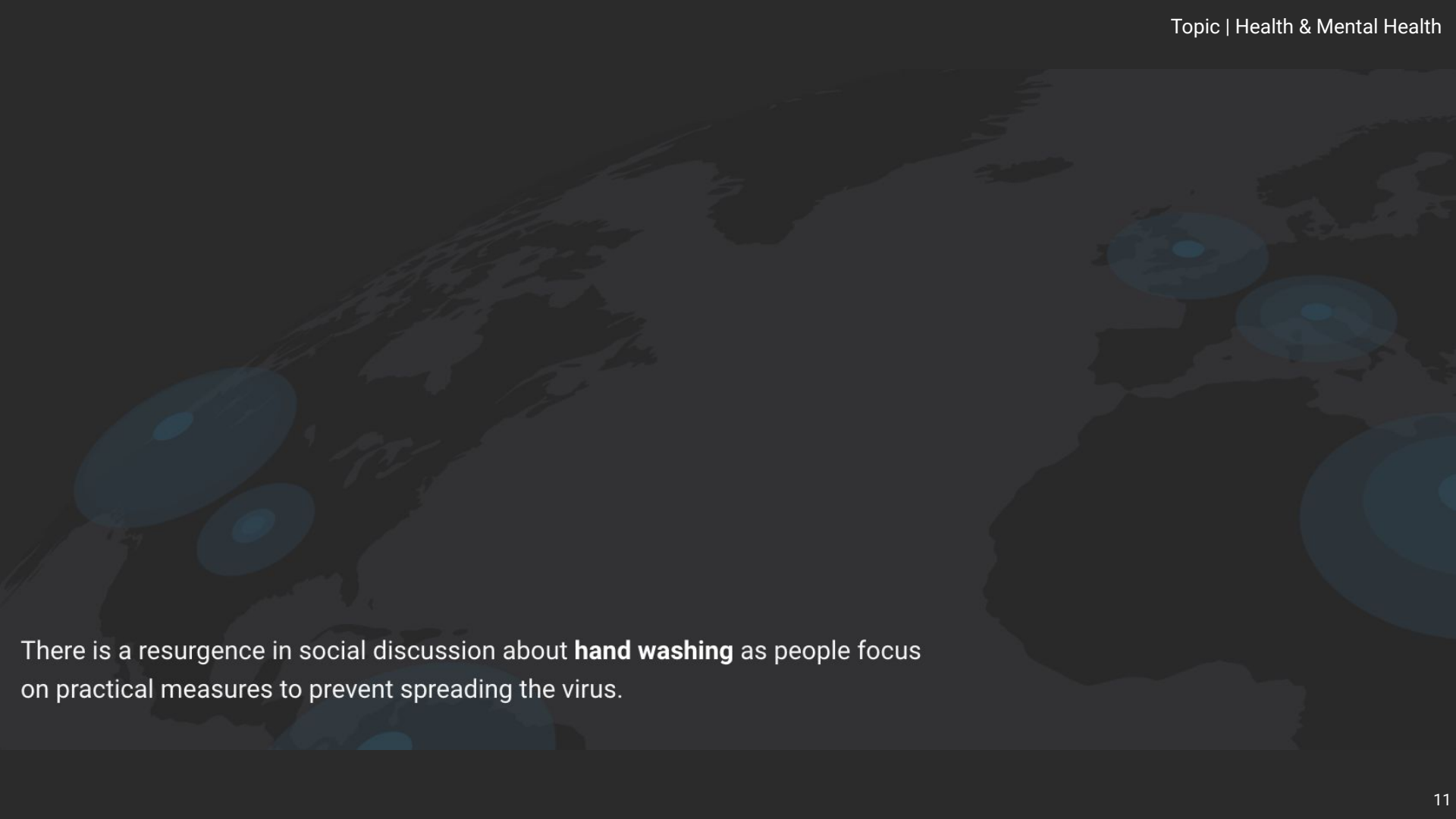
While surveys indicate that many respondents have **reduced savings contributions, social discussions are sharing details about saving more money during the pandemic.** (slide 56)



## Travel & hospitality

People online are discussing **changes to the restaurant industry**, including the closure of some buffet-style restaurants given FDA guidelines about self-serve food stations. (slide 67)

**Travelers are discussing a desire to vacation on social media**, however many are put off by the idea of booking a cruise and **favor staycations or destinations that will allow them to practice social distancing.** (slide 69)



There is a resurgence in social discussion about **hand washing** as people focus on practical measures to prevent spreading the virus.

People are focused on **hand washing**; Google searches for proper technique increased 1350% worldwide in the last month.

Social discussion suggests hand washing is an integral measure (along with social distancing) to flatten the curve. Many are retweeting former US President Obama's post from March encouraging individuals to follow "common sense precautions," including washing hands (138K retweets to date).



**battlefieldtrip (bft - WAR QUEER)**

@battlefieldtrip

y'all I get it, government overreach & heavy-handed enforcement is bad but you should still wear a respirator or surgical mask and practice social distance and WASH YOUR HANDS without any government telling you to do it because it's just a good fucking idea



Twitter

9 May 2020 | 00:50



**Cosmichomicide (Cosmichomicide)**

@Cosmichomicide

One of Mr. Cosmic's co-workers returned to work after more than a month out, more than a week in the hospital with COVID-19. Didn't have to be intubated, thankfully. His first comment? "Don't let anyone tell you this shit is like the flu." Wear your masks, wash your hands. 🤒🧼



Twitter

7 May 2020 | 23:23



**PatientAction (PatientAction)**

@PatientAction

Precautions you can take to help slow the spread of disease: ♦ Practice social distancing ♦ Wash your hands ♦ Avoid touching your face, nose & eyes Learn more about what you can do to protect yourself and others:



Twitter

9 Apr 2020 | 16:47


Survey Question | ...Have you been exercising more or less?

**Survey respondents say they are exercising less than normal** (39% average across markets), particularly in Italy, where 45% of respondents say they are exercising less often.

**Italian respondents are also reporting weight gain this week** (40% to 47%), well above the average across markets (38%).

Italians are talking about their eating habits online as well; some are sharing that they are cooking more out of boredom and eating more than usual.




**\_coffeeshake (franci)**   
@\_coffeeshake

Ma è normale che all'inizio della quarantena avrei mangiato come una maiala mentre adesso non ho mai fame

 Twitter

11 May 2020 | 11:17



**stkubrik**   
@stkubrik

oggi non ho fatto niente di niente ma proprio niente non ho nemmeno mangiato perché mi annoiava cucinarmi è stata una giornata passiva come mai in tutta la quarantena

 Twitter

9 May 2020 | 17:56

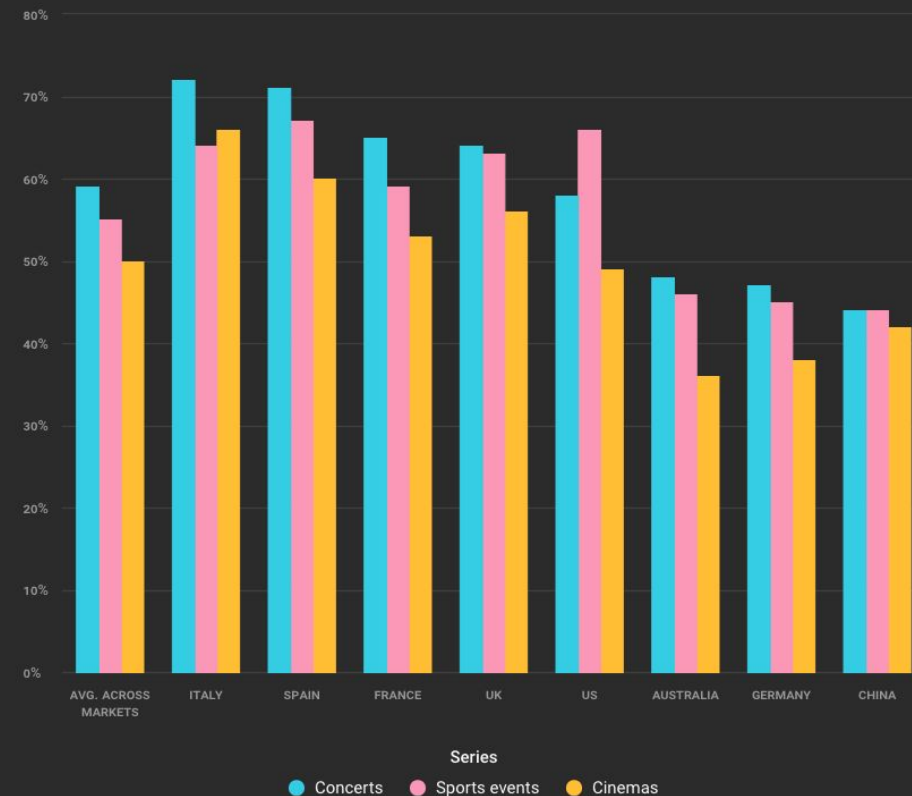
Survey question | How safe would you feel ... attending ... events?

Many survey respondents say they don't feel safe attending or visiting a variety of locations or events, even if the government says it's safe to do so. Concern is highest for concerts (59%), sporting events (55%) and cinemas (50%).

Results vary by nation, with Italians and Spaniards particularly wary; Chinese and German respondents are less concerned about safety overall.

Spaniards are retweeting a Chinese study describing the spread of COVID-19 in a restaurant setting. **Germans are posting that easing restrictions isn't happening fast enough**; reopening schools and childcare centers is often mentioned.

Events cited as least safe to attend



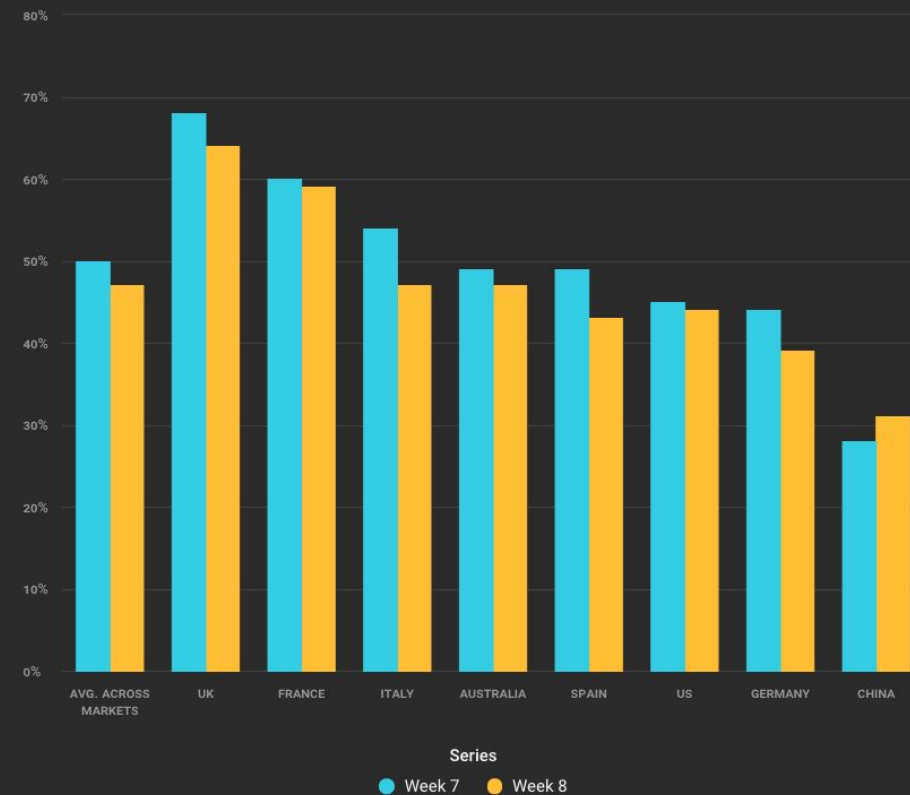
Social conversation is **celebratory and joyful** due to occasions such as **Mother's Day, Teacher Appreciation Week, and graduations.**

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

Continental Europeans appear to be **renewing contact with close relatives**. The number of survey respondents from **Germany, Italy and Spain** who say they're avoiding close relatives has fallen week over week.

People are **meeting with relatives** as lockdown restrictions are easing in those countries. **Many express sadness online about not being able to get close to one another in person**, especially those in families who have lost loved ones.

% Avoiding seeing close relatives





**Mother's Day** emerged as a trending topic this week (34k mentions).

People shared that they were buying **flowers and gifts, or simply calling their moms**. Google searches for **fresh cut flowers** increased 80% this week. Other suggestions included writing letters, picking up food from favorite restaurants, or **posting photos and tributes to mom**.

**How to celebrate safely** while practicing social distancing was a **controversial topic** for those living apart. While some chose to stick to video conference calls, **others insisted on meeting their moms in person to mark the occasion**.



**StephenAtHome (Stephen Colbert)**  
@StephenAtHome

Mother's Day during quarantine doesn't mean you can't do things like give mom a macaroni necklace. It just means that necklace is also dinner.



Twitter

9 May 2020 | 01:00



**AnnastaciaMP (Annastacia Palaszczuk)**  
@AnnastaciaMP

It's still important you observe social distancing while enjoying Mother's Day celebrations - let's celebrate together safely. [#COVID19Aus](#) [#MothersDay](#)



Twitter

7 May 2020 | 04:50



**OhMyGOFF (angie goff)**  
@OhMyGOFF

Got mom a gift yet? Ahead on [@fox5dc](#) I'll share some [#mothersday](#) gift ideas you can personalize! Plus the gift gurus [@secretlygifting](#) show us there's still time to get great gifts for mom that support local businesses! [#FOX5DC](#) [#weloveyoumom](#) [#ohmygoffshow](#) [t.co/Vw5izwrivE](#)



Twitter

5 May 2020 | 20:29



**AnnissaForBos (Annissa Essaibi-George)**  
@AnnissaForBos

Mother's Day is on Sunday & many local flower shops are providing delivery. They're experiencing tremendous financial hardship during the pandemic, & esp from loss of Mother's Day business. Please call your local flower shop & place an order to support them. [#shoplocal](#) [#bospoli](#)



Twitter

8 May 2020 | 13:13



**Johnnywhales (Al Q. Holic)**  
@Johnnywhales

[#OPENAMERICANOW](#) [#OpenNYSNow](#) [#MothersDay](#) shouldn't be celebrated from 6' apart, over a stupid computer app or phone screen, or through a window pane. My wife will hug and hold all four of our kids this Sunday. I strongly recommend everyone do the same. [#HappyMothersDay](#)



Twitter

6 May 2020 | 22:54



**jenwsheehan (Jennifer W. Sheehan)**  
@jenwsheehan


ISO: Mother's Day is this Sunday. It's going to be a

**Teacher Appreciation Week** drove education and home schooling posts in the US (8% of the conversation).

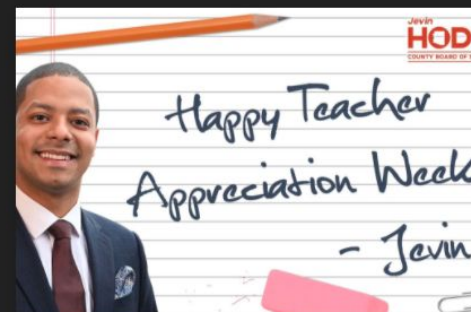
Parents are empathizing with teachers due to the **“challenges”** and **“hardships”** they are facing homeschooling their children, sharing respect and appreciation toward educators. Many are showing gratitude by tagging their children’s teachers and schools in their posts. Others are sharing photos of their kids with “thank you” signs featuring personalized messages.


At the same time, people are praising **parents who are teaching their kids** and encourage one another to remain positive.



 **bauerpoweranna (Anna Bauer)**  
@bauerpoweranna

Sending a huge virtual hug and our appreciation for



 **JevinforAZ (Jevin D. Hodge)**  
@JevinforAZ

Our dear teachers are on the frontlines playing

**Online graduation conversation is growing** (18k mentions). While some high schools are holding **in-person ceremonies** that observe distancing rules, others are **opting for virtual ceremonies**. Celebrities like the Obamas and Lady Gaga are participating in a **YouTube virtual graduation ceremony**. A commencement speech by Ellen DeGeneres drew 85k views on YouTube.

Parents are finding ways to **celebrate their children's graduation** at home while **keeping families safe**.

Prom discussion mentioned both virtual proms and **"quarantine proms"**, held at home with family while dressed up.



I'm bringing back some classic punchlines this week.

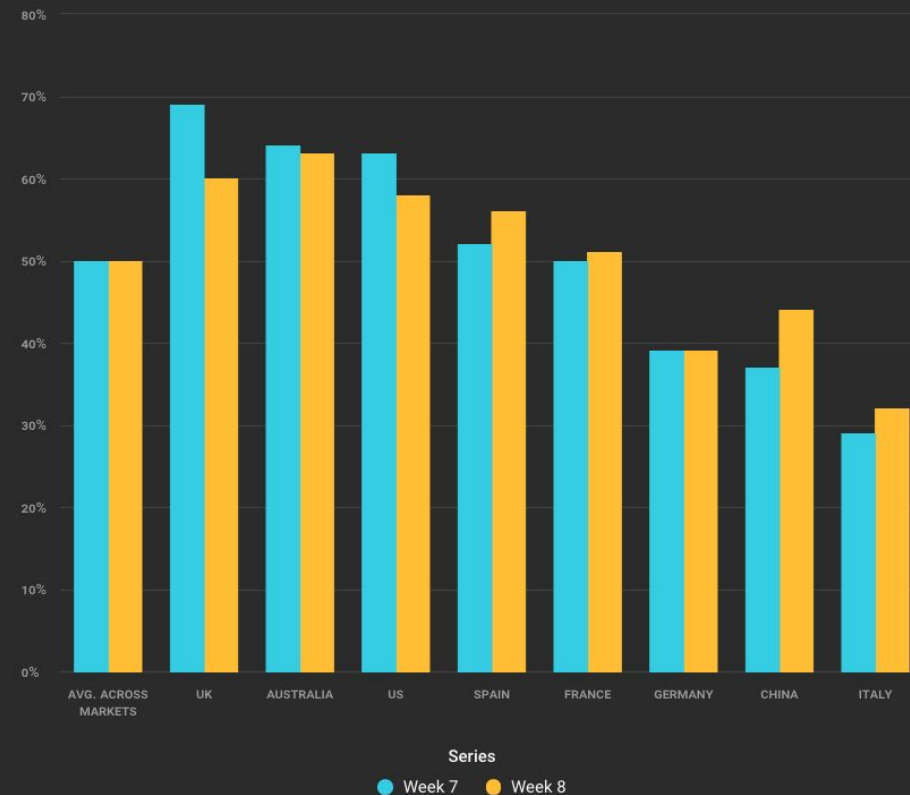
Survey question | How has your behaviour changed ... as a result of the outbreak?

While lockdown measures across the globe are being eased, **the number of survey respondents who say they are self-isolating** or following social distancing guidelines was **stable** week-over-week, **with two exceptions**.

**While the UK** has consistently had one the highest percentages of survey respondents reporting they have been following guidelines, **the number fell** this week (60% from 69%).

**China** has historically had one of the lowest percentages of respondents saying they are following guidelines. This week the trend shifted; 43% say they are following guidelines for social distancing (from 37%).

% Social distancing



Online discussion about **enforcing social distancing** highlights the use of **surveillance cameras** in France and **robots patrolling** parks in Singapore. A video of the Singapore robot has been retweeted 2k times, with people calling it “**scary**” and wondering “**what’s next?**”

Reports of people harmed by police officers for not complying with social distancing is **sparking outrage** as well as **questions about whether using police force is an appropriate solution.**



PUNCHING AND TAKING DOWN A  
BISTANDER WH

**Biking surfaced as a trending topic** this week (14k mentions), driven by **National Bike Month** in the US.

Beyond sharing **purchase intent for various bikes**, many discussed buying accessories like **helmets, brakes, or saddles**. **Google searches for bicycles and accessories has doubled** in the last month.

People are also sharing their routes or cycling photos via social media, **advocating for exercise and healthy living during the pandemic**.

Others emphasize adherence to physical distancing rules by **not cycling in packs**. Some support **“pop-up bike lanes”** to give cyclists extra room on the road.



With summer vacation plans and camps likely cancelled, people are investing in their outdoor living spaces.

Consumers say they have been **buying gardening tools and plants** to make over their yards during quarantine. Others say they are **enjoying morning coffee, drinking, or having picnics with family members** in their gardens.

Many are buying **inflatable pools** to enjoy the warm weather, while others discuss wanting swimming pools at their homes this summer. Google searches **for swimming pools increased 200%** this month, particularly in warmer climates.



**chrisfassnidge (Chris Fassnidge)**  
@chrisfassnidge

Day 50 of quarantine: ordered a swimming pool for the garden.



Twitter

9 May 2020 | 15:04



**HarleybachBach (Harley Bach)**  
@HarleybachBach

Wahoopee dooo. 10 times a day to the garden shop 🤪



Twitter

8 May 2020 | 14:26



**helena\_leonard (Helena Leonard)**  
@helena\_leonard

I've just set up my back garden, ready for our social distancing "Tea Party" with our immediate next door neighbours.... Then just after 9pm tonight I'm going out to the front of our house to sing 🎵 "We'll Meet Again" xx [t.co/w0AKhsiewg](https://t.co/w0AKhsiewg)



Twitter

8 May 2020 | 08:48



**TheLittleAlaa (الآي)**  
@TheLittleAlaa

Those we have a swimming pool in their building are so lucky in the quarantine



Twitter

8 May 2020 | 05:58



**BellaM57 (Iza)**  
@BellaM57

[@BluebellCottGdn](#) [@suebeesley](#) That's good to hear. The plants I bought from yours last year are really coming on. Will send pics when in bloom. We've had a total garden change-over with this golden opportunity to stay at home. 🥰  
[t.co/3NNJnkT4XT](https://t.co/3NNJnkT4XT)



Twitter

8 May 2020 | 07:35



Donation conversation is booming this week (16% of posts), thanks to Giving Tuesday.

People are sharing their own charitable donations while **encouraging others to “give back.”** Fundraisers to support vulnerable children, the unemployed, and families in need continue to drive conversation. Advocates actively use the hashtags **#GivingTuesday** and **#GivingTuesdayNow** to spread awareness.

Activists are also calling for donations to **save animals** during the pandemic. **Best Friends Animal Society** is the most mentioned organization.



amandamakki (Amanda Makki)  
@amandamakki

Help @AmericanLegion reach their \$250,000 goal by making a gift before midnight tonight. Any amount you give will go directly to the Veterans and Children Foundation and help them reach as many families as possible during this crisis!

@FloridaLegion #FL13 🇺🇸 #GivingTuesday



Twitter

5 May 2020 | 23:58



MyLyfeProductns (MyLyfe Productions)  
@MyLyfeProductns

#ItsStillTuesday and that means it is still #GivingTuesday 🙌🏻 Help support a woman and her family by donating today 📄 Any amount of your choice to donate helps 🙌🏻 Together we can continue supporting these women &...

[t.co/Cndssn6zYz](https://t.co/Cndssn6zYz)



Twitter

5 May 2020 | 20:49



gailsimmons (Gail Simmons)  
@gailsimmons

Today, for #givingtuesday, we're helping 'Draw Hope to Drive Hope' in support of @CityHarvest's work feeding NYC kids and families in need during this unfathomable crisis. Donate \$15—enough to feed 55 children for a... [t.co/sDbIjQZEjv](https://t.co/sDbIjQZEjv)



Twitter

5 May 2020 | 18:30



Thank you!



Freshens (Freshens)  
@Freshens

It's #GivingTuesday! Donate today! Best Friends Animal Society For over 30 years, they run the nation's largest no-kill sanctuary for companion animals and continue to build effective programs that reduce the number of animals entering

ODAY'S THE DAY

help save 3X  
s many lives

GIVING





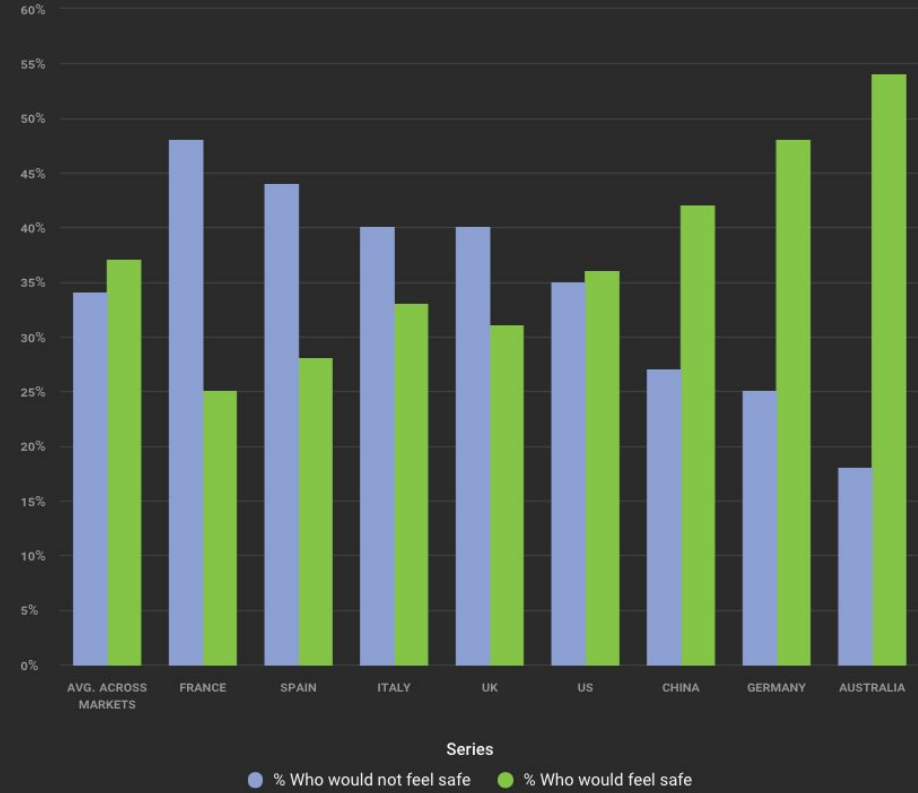


Unemployment generated 42% of social conversation this week, driven by **comparison of current rates to The Great Depression.**

Survey question | How safe would you feel attending...?

Survey respondents reported mixed feelings about how safe they feel going back to work or school when the government says it's safe to do so. More than one-third globally say they don't feel safe returning to work or school.

Feeling safe returning to work/school



People are feeling sad and scared by reports of **more than 30 million unemployed**. Airbnb's 1,900 job cuts and 3,700 jobs lost at Uber are most discussed.

Many are calling on consumers to buy from local businesses to help **workers keep their jobs**.

Those who are newly unemployed continue to leverage **social media to seek donations and job opportunities**.



**One-in-ten posts discuss going back to work** as global economies reopen this week (12% of conversation). Some are excitedly posting **photos of their first day returning to the office**, glad to be back.

**The majority of online posters express they prefer working from home.** Many mention challenges to overcome before returning to an office that include **infection risk, childcare, traffic, and commuting on public transport**. Many are hopeful businesses will consider and institute **remote working policies** moving forward.



**MzRita\_2u (MaMaBear)**  
@MzRita\_2u

First day back in the office was a success! 🍀



Twitter

8 May 2020 | 19:56



**RachelFeintzeig (Rachel Feintzeig)**  
@RachelFeintzeig

Want to get employees back to work? Help them figure out child care. For millions of parents, closed daycares and schools are the barrier to reopening the economy. [t.co/KDgR4ZFryk](https://t.co/KDgR4ZFryk)



Twitter

7 May 2020 | 13:45



**JonFlan (jonflan@aol.com)**  
@JonFlan

Those who can may want to continue working from home - they're happier they're saying - [t.co/yGGo2KmAsc](https://t.co/yGGo2KmAsc)



Twitter

6 May 2020 | 06:38



**HirokoTabuchi (Hiroko Tabuchi #StayAth...)**  
@HirokoTabuchi

From @NYTimes top editors: "Today we're



**LadyBlueTX (Meredith Keller)**  
@LadyBlueTX

@eugenegu Testing. Masks. People taking this thing seriously and not like it's some stupid conspiracy. Working from home if possible. My office is still entirely work from home and will be that way at LEAST through this month if not longer, and even then we won't go back all at once.



Twitter

8 May 2020 | 14:38



**SadiqKhan (Sadiq Khan)**  
@SadiqKhan

👉 Londoners must work from home where possible to protect key workers who need to travel  
👉 If you have to go to work, don't travel at rush hour  
👉 Keep public transport safe for those who genuinely need to use it #StayHomeSaveLives



Twitter

7 May 2020 | 08:33



**qingqingparis (Qingqing\_Chen)**  
@qingqingparis

Familiar #Beijing is back! This morning there has been severe traffic jam on fourth ring road. Today is the first day of resuming work and many return to office after three months of working from home.

**Career change** surfaced as an emerging topic this week (9k posts).

Workers say they are **considering early retirement or switching jobs** if they are not granted flexibility post-pandemic. Some share they are waiting for lockdown restrictions to lift so they can start their own businesses.

**Millennials in particular are sharing that they feel confused and stressed about what's next.**

People continue to discuss the traditional 9–5 culture and **advocate for the importance of work-life balance**. This is a pressing issue for businesses to solve as the global economy opens.



**Jeeelleennnaa (JS)**  
@Jeeelleennnaa

This pandemic has me so confused. I moved to London for a year before I go travelling & now I'm like: when will I get to go back? Will I just quit my job & move back to Dublin? But I don't like Dublin & the opportunities here are shit? WILL I JUST MOVE TO THE FUCKING MOON???



Twitter

10 May 2020 | 19:36



**CmdrSpace (I don't want to say)**  
@CmdrSpace

@stuartj0hnson @dariusglaws @Colchesterviews @pmmikes I'm trying for an extended period of working from home, or if not possible, early retirement or career change. I don't really want to be getting the train to London anymore, but someone has to pay the mortgage!



Twitter

10 May 2020 | 06:53



**\_RickOverall (Enrique El Boricua)**  
@\_RickOverall

I'm trying to quit my job when quarantine over lol



Twitter

7 May 2020 | 00:36



**randygravitt (Randy Gravitt)**  
@randygravitt

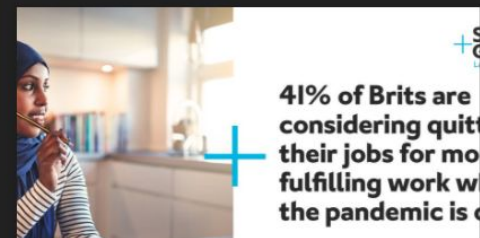
According to @Gallup, 37% of employees would quit and take a new job that allowed them to work remotely part of the time. Will your company take this into consideration post-coronavirus?

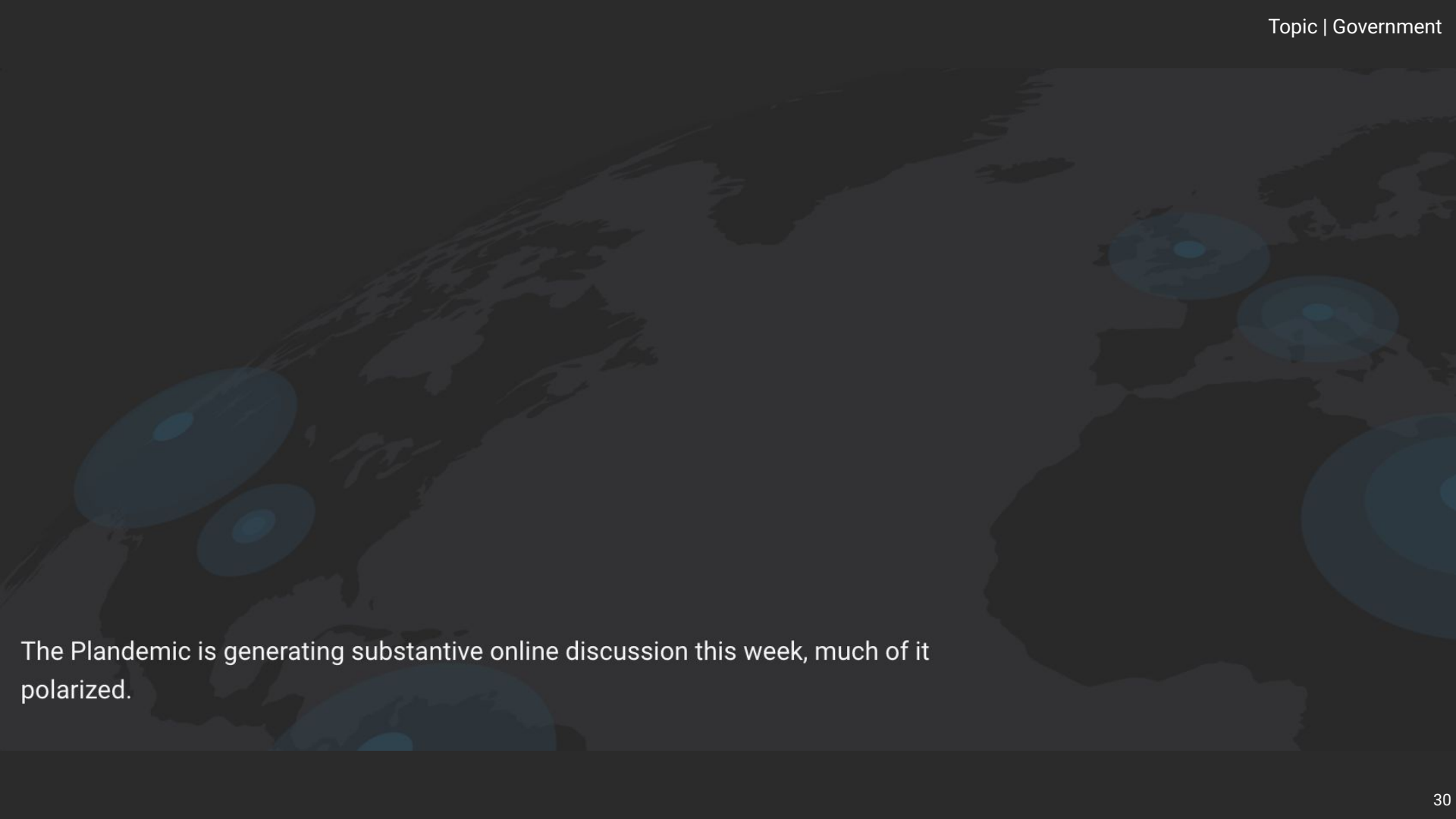


Twitter

6 May 2020 | 13:35

your life  
does not get better  
by **CHANCE**  
it gets better by  
**CHANGE**



The Plandemic is generating substantive online discussion this week, much of it polarized.

The “plandemic” is a growing topic of discussion, generating 151K posts due to the release of 'The Plandemic Documentary: The Hidden Agenda Behind Covid-19'. Many are positing online that the **pandemic was planned**, citing inaccurate death counts and suggesting the duration of the lockdown aligns with an effort to rig the US election.

Most people are cautioning viewers not to be fooled by the quality of the documentary and discredited the research, **systematically negating each claim** within the film.



Former US President Barack Obama’s description of the White House handling of the pandemic as “chaotic” is provoking online reaction. President Trump tweeted several times using the term “**Obamagate**,” which generated 3M tweets to date.


**Reactions vary**; some support Trump, some support Obama, and some are cracking jokes about the entire situation (e.g. creating a drinking game with each mention of “Obamagate”). Overall, most online posters seem to think this is a Trump tactic intended to distract the public from the handling of the pandemic.




 **MsPacNWer (MsPacNWer)**     ...  
@MsPacNWer


@magapls2020 @TheDemocrats Child: "Mommy, what does @ObamaGate mean?" Mother: "It means the Russian GOP are upset & scared because their acting president doesn't measure up to Pres. Obama's high morals & good character, dear." #tRumpCantTouchThis t.co/HQdUpsThyP

 Twitter 11 May 2020 | 22:54


 **realDonaldTrump (Donald J. Trump)**  
@realDonaldTrump

OBAMAGATE makes Watergate look small time!

 Twitter 11 May 2020 | 14:16

 **MollyJongFast (Molly Jong-Fast)**  
@MollyJongFast

OBAMAGATE everybody drink 🍷

 Twitter 11 May 2020 | 22:36

 **DeAnna4Congress (DeAnna Lorraine)**  
@DeAnna4Congress

"All this for a Damn Flag..." - The Obamas. Yes Hussein, All this for the American FLAG. Or was it the Kenyan flag you prefer to honor?? #ObamaGate #TimeForJustice t.co/FTm5Z8raCS

 Twitter 11 May 2020 | 02:46



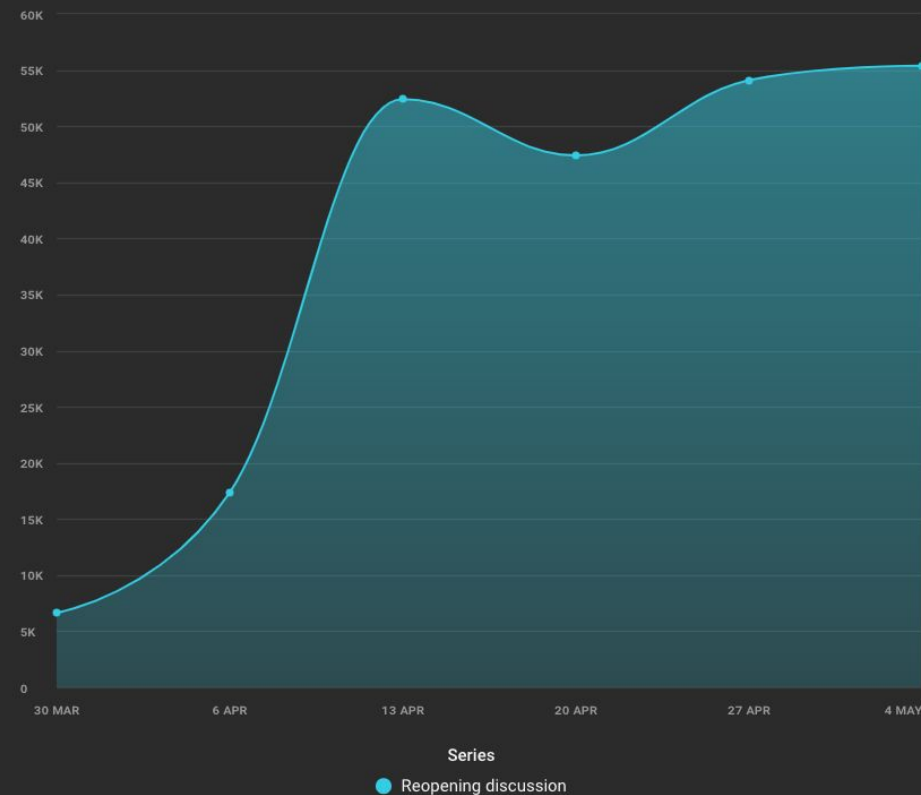
 **mikandynothem (Michael Nöthem)**



**People continue to wonder when lockdown will end.** The question is top of mind globally and was among the top three Google searches worldwide in April.

Social discussion reflects a **variety of opinions about how governments should approach reopening**. Some feel it must be done as **quickly as possible** to provide economic relief. Others are advocating an approach that **weighs public health along with economic needs**. Some are suggesting that **economic concerns should not outweigh the value of human life** and public safety.

Reopening Discussion Over Time



A top question searched globally on Google in April was **How is Sweden doing with the Coronavirus?** On social channels, people are talking about whether Sweden's decision to stay open had health or economic benefits (26K posts).

**Social discussion provides conflicting opinions**, with some suggesting Sweden experienced the same death rate per capita as countries that locked down. Others presented data showing a dramatic increase in deaths relative to other countries. Similarly, many are sharing statistics about economic performance, presenting little notable impact on the Swedish economy. A few suggest that only time will provide an accurate understanding of the impact.



**BBCkatyaadler (katya adler)**  
@BBCkatyaadler

Over 100 bars+restaurants in Stockholm have been warned they could be shut down for not doing enough to encourage social distancing between customers. Sweden hasn't enforce a lockdown, relying more on voluntary measures but venues are struggling to stop people mingling [#COVID19](#)



Twitter

10 May 2020 | 20:01



**mastrofini (Brian)**  
@mastrofini

[@LorenaSGonzalez](#) Just a heads up, Sweden did no lock down, they have almost the exact number of infected and deaths per capita. They never shut down their economy. Sit on that and think about it.



Twitter

10 May 2020 | 18:29



**Ian\_Fraser (Ian Fraser)**  
@Ian\_Fraser

Sweden's "light touch", no-lockdown approach to the coronavirus pandemic is working a treat, isn't it?



Twitter

10 May 2020 | 15:27



**helgejpedersen (Helge J. Pedersen)**  
@helgejpedersen

Sweden resisted a lockdown and it seems to have certain economic benefits. GDP fell by only 0,3% q/q in Q1. The euro area crashed by 3,8% in Q1 for comparison.



Twitter

5 May 2020 | 08:03



**People continue to express appreciation for nurses and medical professionals,** particularly in the US as the country celebrates **National Nurses Day.**



jenroy1212 (Jenny Abthorpe)  
@jenroy1212

I wept in my car as I drove through London this evening. So many people out & about. I'd just finished a 12hr day (ICU Dr) on a Covid ICU. Patients fighting for their lives. One sadly died. The UK lockdown is a joke. Is >30,000 deaths not enough?! [#extendlockdown](#)



Twitter

7 May 2020 | 19:36



robertimossi (Rob Imossi)  
@robertimossi

I have friends & relatives who work on the frontline as nurses, doctors etc. Rather than listening to the media, I listen to them. They say things are bad. Really bad. And the reopening of the UK (schools & all) will result in a 2nd massive spike. [#KeepTheLockdown](#) [#extendlockdown](#)



Twitter

7 May 2020 | 17:13

People posting on social channels are using the hashtags [#nationalnurseweek](#), [#thankyournurses](#), [#nationalnursesday](#) and [#nursesweek](#) in **messages of gratitude on National Nurses Day**, a US holiday celebrated on May 6.

A few **posts by nurses and medical professionals** implored the public to **[#extendlockdown](#)**.



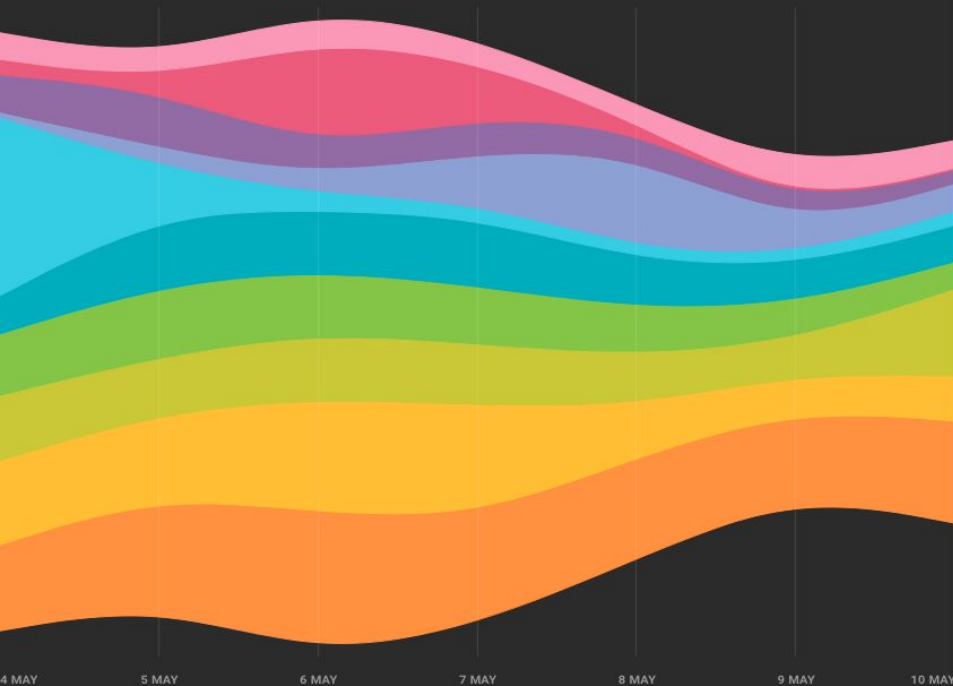
wpri12 (WPRI 12)  
@wpri12

Today is [#NationalNursesDay](#) Thank you so much to our hard working nurses fighting this pandemic and bringing comfort to their patients. Here are some photos of local nurses submitted to us by viewers. [#wpri12](#) [#thankyournurses](#)

Many are sharing news about a **mysterious illness impacting children that may be linked to COVID-19**, generating more than 1M social engagements to date. While often sharing articles that list **symptoms** of the inflammatory illness (rash, fever and abdominal pain), few are commenting.



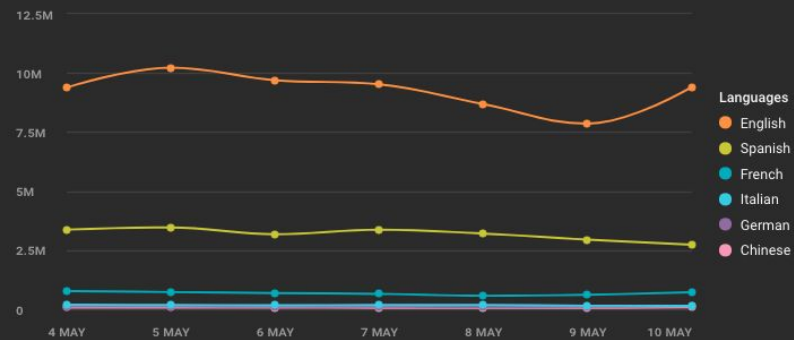
Trending themes (excluding news)



Topics

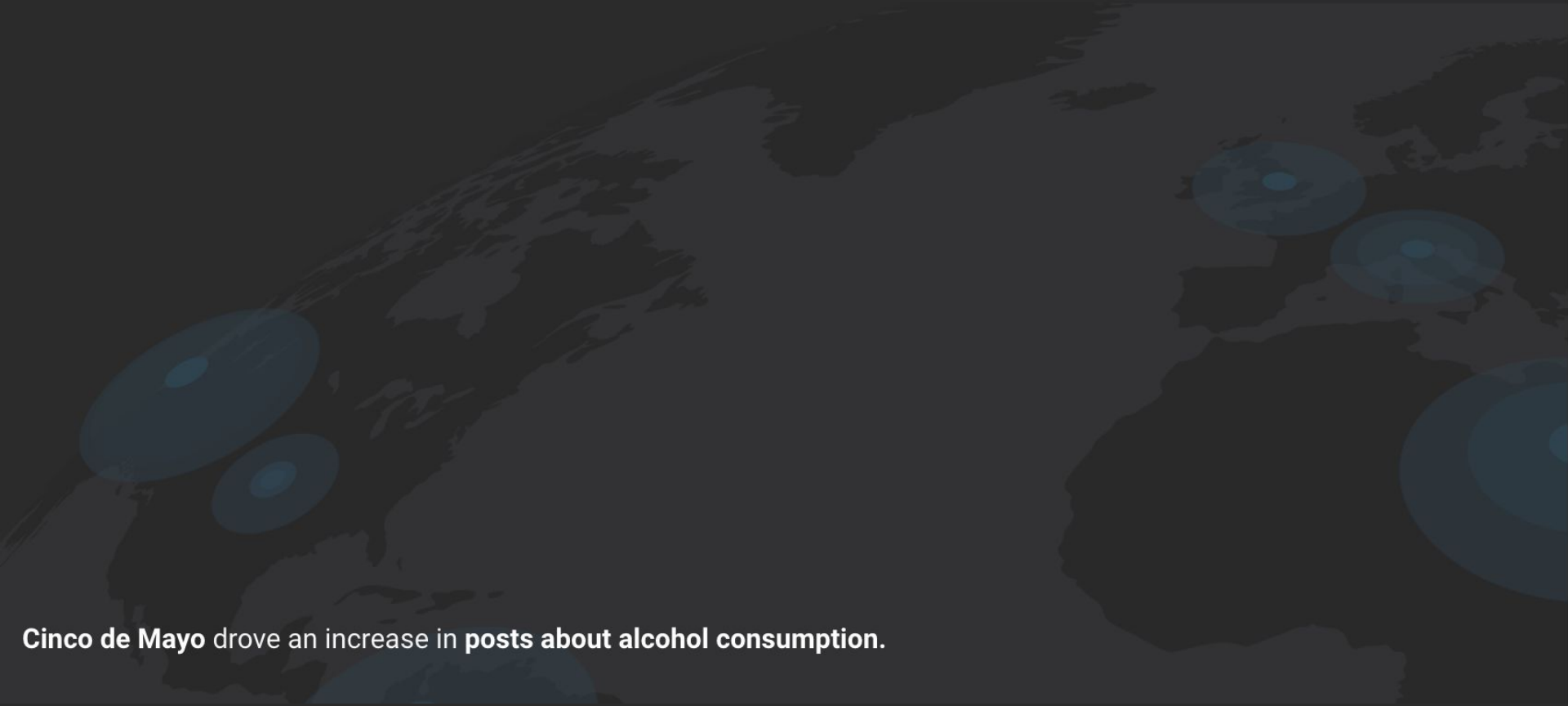
- nursing homes
- New York
- COVID patients
- health care workers
- coronavirus patients
- Stay home
- White House
- #COVID19 patients
- National Nurses Day
- doctors and nurses

Volume of discussion per language over time



Emerging organizations in discussion





**Cinco de Mayo** drove an increase in **posts about alcohol consumption**.

Online posters are amused that **Cinco de Mayo fell on Taco Tuesday** during a pandemic that shares its name with a Mexican beer. Drinkers recommend **switching from normal quarantine liquor to tequila** to mark the occasion.

Many also enjoyed **drinks on Mother's Day**, gifting their moms wine bundled with cheese, chocolate, and snacks.

Headlines about the pandemic costing up to \$1 billion in untapped beer were shared; people **said they're committed to drinking more to do their part to save the industry.**



**lorene4too (lorene d)**  
@lorene4too

[@SodaStreamUSA](#) I am not sure yet. I hope my kids have something in store. I will be delivering a wine gift basket to my own mom while social distancing.



Twitter

9 May 2020 | 17:28



**EdgePointLegend (Low Key Awesome. 🖤)**  
@EdgePointLegend

So excited guys! It's Friday 🥳 What's everyone going to do this evening? 💙 Me? I intend to eat takeout in my underwear & watch Archer as I sip a glass of wine 🥳🍷 Cheers, loves 🍷



Twitter

8 May 2020 | 21:00



**skipper\_jenna (Jenna Nicole)**  
@skipper\_jenna

Wow I'm behind! Quarantine day 48: Cinco de Mayo SO tacos, beers&margaritas then games all night Quarantine day 49: Went up to Mt Dora for take out and social distance lunch by the water then home and tv all evening. To be continued....



Twitter

8 May 2020 | 08:34



**bigbadjeni (jeni)**  
@bigbadjeni

[#Quarantine](#) Days 47 - 51 / 75: [#CincoDeMayo](#) consisted of tacos and margs at home. Today we rode bikes downtown for an illegal outdoor beer. Michael is still annoying. Luna is still perfect. TP Count: 12? Snack of the Day: Apple Pie Series: Full House [#COVID19](#)



**PaperFlames (Paper Flames)**  
@PaperFlames

Can't wait to get back out! Grab a beer. Grab a burger. Catch a movie. Ready to start the "new normal." [t.co/ASBsOC10nb](https://t.co/ASBsOC10nb)



Twitter

8 May 2020 | 00:30



Comfort food is trending in social discussion again this week (14% of posts). People shared that they're having a good time **making tacos at home**. Google searches for **tortillas and flatbread makers** increased 100% this month.

Pizza is the most frequently discussed comfort food during lockdown. People are sharing sourdough pizza recipes and **proudly posting pictures of homemade pizzas on Twitter**.

Apart from tacos and pizza, some others **admit pasta has become their go-to meal during quarantine**.



**kristisaare (Kristi Saare Duarte)**  
@kristisaare

First effort at flatbread pizza. Yum! The quarantine is bringing out the chef in me again. 😊  
[#quarantinelife](#) [#quarantinechef](#) [#nycfood](#)  
[#pizzafromscratch](#) [#nycquarantine](#) [#nycpizza](#)  
[t.co/kfkwnjYQWz](https://t.co/kfkwnjYQWz)



Twitter

10 May 2020 | 11:35



**isthatachzbrgr (Dania Twain)**  
@isthatachzbrgr

I want to start drinking wine but I have to drive to pick up pizza in an hour. Quarantine problems.



Twitter

9 May 2020 | 21:41



**m83\_princess (M)**  
@m83\_princess

Guess self care tonight is pizza and whiskey. Fuck today.



Twitter

9 May 2020 | 23:04



**heytheredude (...)**  
@heytheredude

I ate tacos for breakfast. Like not breakfast tacos but like Taco Tuesday tacos. LIVIN' MY BEST LIFE IN QUARANTINE!



Twitter

9 May 2020 | 15:32



**hayliemclinn (hayles)**  
@hayliemclinn

Me everyday of quarantine: you know what sounds good? 5 guys or White Castle or chick fil a or tacos from el rodeo or big woods or barbecue and bourbon or Burger King or Arby's or subway or McAllister's or



Twitter

6 May 2020 | 20:39



**ThomasRoyGarner (TomRoyGarner)**

In hair care (one-third of CPG posts), **pet owners are posting about grooming their pets** at home. People are sharing funny before and after photos and videos of pets, joking that it's not just humans that are getting terrible lockdown haircuts.

People continue to **dye their hair bright and bold colors** including pink, purple, and blue. More consumers of all ages are experimenting with hair dye. Others say they are getting better at **quarantine haircuts** through ongoing practice.



## Funniest Times People Give Dogs Worst haircuts When Quarantined

Personal care products were mentioned in 15k conversations this week. Google searches for **skincare masks and peels** are also up 100% in the last month. Many consumers say they are **experimenting with products to develop a new skincare routine** in quarantine. Some are also sharing podcasts that discuss helpful beauty and skincare tips.

Quarantine makeup continues to trigger discussion. Females of all ages are sharing daily makeup photos, stating that **getting glammed up helps to elevate their mood**. As lockdown restrictions are lifted, many women say that **getting ready to leave the house again makes them feel good**.



**yvesofstyle (Beauty & Skincare)**  
@yvesofstyle

Listen to our new podcast about the most active ingredients to use to clear your skin

[t.co/wp5H7nXOek](https://t.co/wp5H7nXOek) #podcast #skincare #beauty #vlogging #bblogger



Twitter

8 May 2020 | 22:02



**Simply\_Nadia (Mahogany)**  
@Simply\_Nadia

Thank's to reckless quarantine spending i just ordered a mini fridge for my room for my skincare products



Twitter

8 May 2020 | 16:23



**\_kforkatie (Katie)**  
@\_kforkatie

Lockdown has got me obsessed with skincare



Twitter

7 May 2020 | 15:52



**productivityzne (Alexandra Beauregard)**  
@productivityzne

Feel pretty AND productive (even when you work from home) with this quick and easy 10 minute makeup routine from @lapagemakeup!! 🎉😍

[t.co/E4yN79Nllo](https://t.co/E4yN79Nllo) #solopreneur #momprenneur #makeuptutorial [t.co/n9Xze8qyhZ](https://t.co/n9Xze8qyhZ)



Twitter

8 May 2020 | 16:49



**ishacouturee (Isha Galore)**  
@ishacouturee

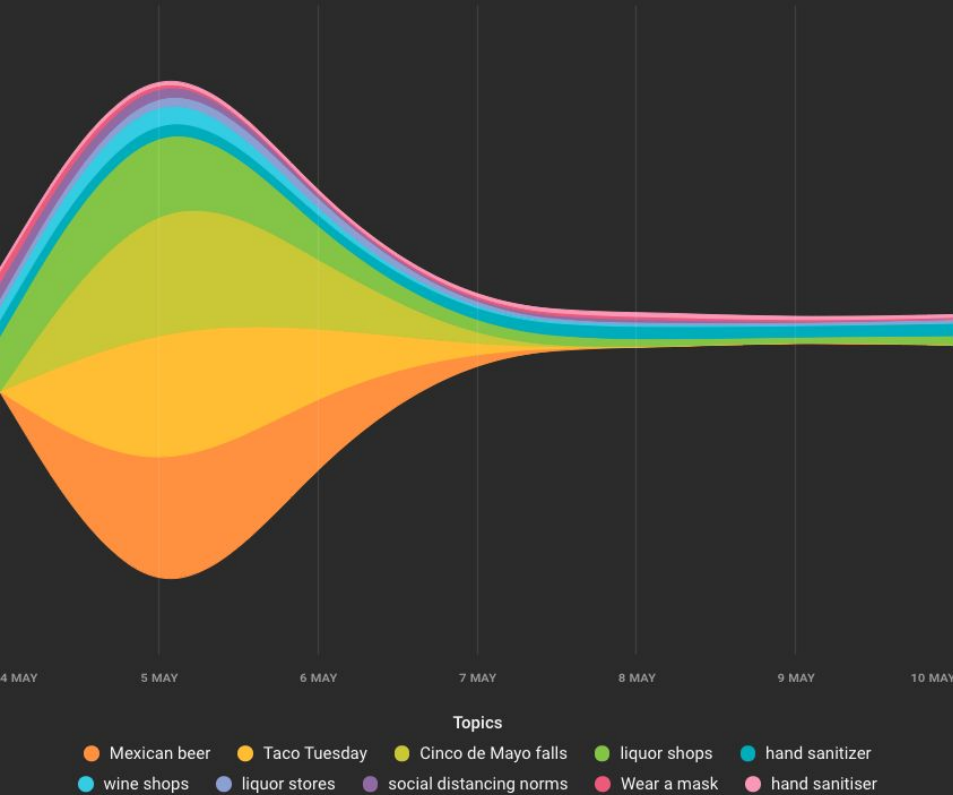
This quarantine is the perfect time to experiment and develop a solid skincare & hair routine.



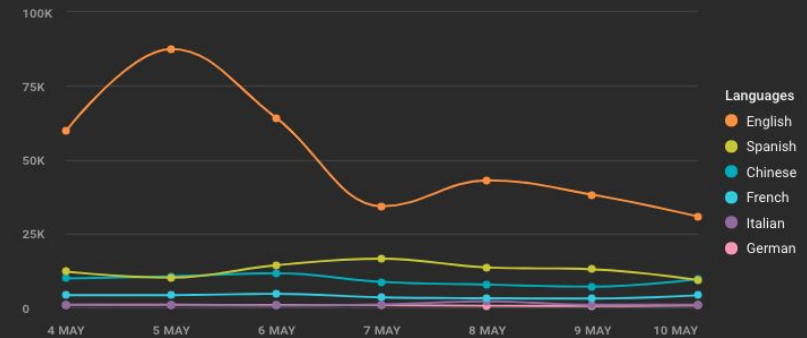
Twitter

7 May 2020 | 20:15

Trending themes (excluding news)

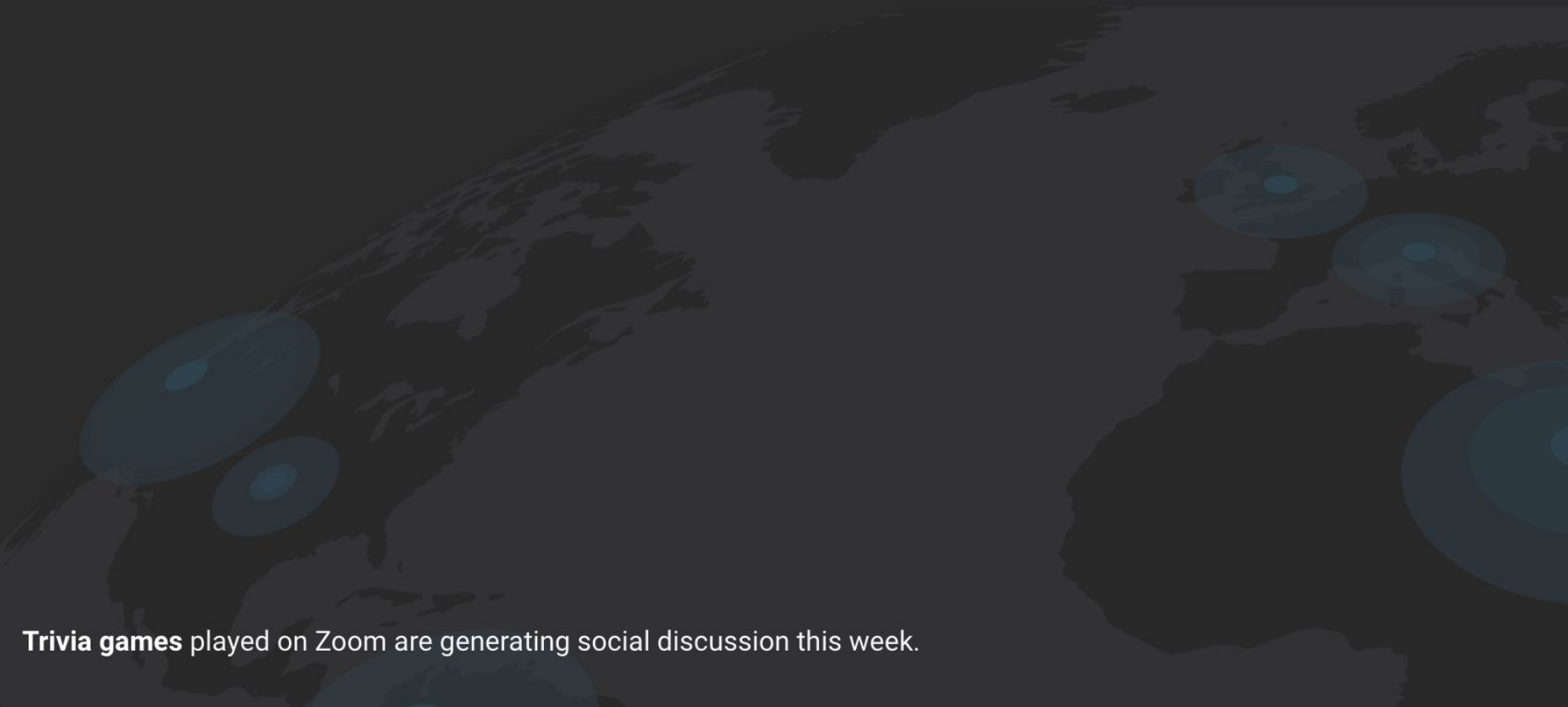


Volume of discussion per language over time



Emerging organizations in discussion





**Trivia games** played on Zoom are generating social discussion this week.

People are talking online about documentaries on Netflix (17k mentions), namely **Inside Bill's Brain** and **Michelle Obama's Becoming** series. **"Amazing"** and **"eye opening"** were terms often used to describe them. People are especially touched by the stories told by the former first lady. Coronavirus Explained, Pandemic, and Tiger King continue to drive discussion as well.

Also discussed is an upcoming cooking show from Selena Gomez on **HBO** (2.1k mentions) and Normal People on **Hulu** (2k mentions). Viewers are also talking about **which platforms provide the most value for money** given their content preferences.



**dovebulletin (Dovebulletin.com)**  
@dovebulletin

Selena Gomez is getting her own quarantine cooking show on HBO Max [t.co/NWQgko5wTe](https://t.co/NWQgko5wTe) via [@boyedove](https://t.co/boyedove) [t.co/Zacsy0zCwF](https://t.co/Zacsy0zCwF)



Twitter

10 May 2020 | 19:20



**TonyLomas (Tony Lomas)**  
@TonyLomas

To the anti Bill Gates protesters, watch "Inside Bill's Brain" on Netflix. Then his 2015 [t.co/LtTsSzD0xx](https://t.co/LtTsSzD0xx) talk WARNING the world of a pandemic. The AUSTRALIAN protesters below are just Trump fans. Holding a sign demanding freedom should exclude you from a ventilator.



Twitter

10 May 2020 | 03:14



**\_candis\_lynn (Candis Lynn)**  
@\_candis\_lynn

Watching [@normalpeople](https://t.co/normalpeople) and daydreaming about moving to Ireland to fall in love with a rugby player and honestly how rude of [@hulu](https://t.co/hulu) to make me feel this way during quarantine



Twitter

10 May 2020 | 19:12



**VinnyVenom (Vincenzo Leone)**  
@VinnyVenom

New amazing series for everyone that is in quarantine. Checkout New show on Amazon Prime Video my brother William DeMeo. New Mafia series Gravesend that he Wrote and created and is starring in it. Not only a... [t.co/VVLMEOrdwa](https://t.co/VVLMEOrdwa)



Twitter

9 May 2020 | 05:12



**cbhumphrey (caroline)**  
@cbhumphrey

if you watch one thing on netflix during quarantine, make it becoming, the michelle obama documentary. what a QUEEN.



Twitter

7 May 2020 | 03:04

**People are recognizing and supporting artists who are donating money and releasing new content**, such as Lady Gaga, Beyoncé, and Rihanna. Others are also calling for donations or direct purchases to support local artists hit hard by the pandemic, including musicians and writers.

Fans continue to share new music they enjoy online. Chris Brown, Young Thug, and a new YouTube music video from Ariana Grande and Justin Bieber are discussed most often. The death of American magician Roy Horn due to Covid-19 was often mentioned along with Little Richard's passing this week; people expressed sadness about the loss of the two legends.



coronavirus pandemic  
 family Zoom quiz  
 Zoom meeting Zoom trivia working from home  
 board games Zoom quizzes  
 quiz on Zoom Trivia Night  
 COVID-19 pandemic

The term **Zoom trivia game** appeared in 2.3k posts this week, as people discussed the various virtual games and quizzes they're playing on the video conferencing platform.

People discuss **binge-playing trivia games** via Zoom with **family, friends, or colleagues**. Many are enjoying interactive games, stating they're having a "blast" on these calls.

A video of the cast of Netflix's **Too Hot To Handle** holding a Zoom quiz related to the show has 350k views on YouTube to date.





Cinema fans are discussing the **reopening timelines of their local theaters** with excitement. Others share they are loving the **comeback of drive-in movie theaters**, calling this a “**genius move**” amidst the pandemic. The trend is especially prevalent in European countries.

**Star Wars fans celebrated May 4th** with all-day movie marathons. Hardcore fans went further by **dressing up as favorite characters** and sharing photos, or participating in a Star Wars Zoom quiz with friends. **#StarWarsDay** and **#MayTheFourthBeWithYou** are the most shared hashtags.



**SecurityExpert\_ (Ronald F. Worst)**  
@SecurityExpert\_

Do you think during the pandemic mess, the DRIVE INN movie theaters can make a come back?!? I would go! .... [#SocialDistancingApproved](#)



Twitter

9 May 2020 | 14:28



**mlsLovesThis (M Smith)**  
@mlsLovesThis

[@NicoleAMaines](#) I've been watching all the Star Wars movies in order lol [#QuarantineLife](#)



Twitter

5 May 2020 | 03:20



**MixerPsg (PSG mixer)**  
@MixerPsg

[#StarWarsTheCloneWars](#) [#StarWarsDay](#) 🙄. Star wars is so woke and boring not like the seventies and eighties movies! [#COVID-19](#)



Twitter

4 May 2020 | 13:46



**gracey\_wj (William John Grace)**  
@gracey\_wj

May the Fourth be with you for our carbonite-hard



**VBeltiz (Vito the Great)**  
@VBeltiz

One thing I'd really like to see happen due to this virus is drive-in movie theaters making a comeback. Not for social distancing but just because they were cool and kids today should be able to experience them like we did....wait, I have a 17 year old daughter. Nevermind! 😂😂



Twitter

8 May 2020 | 01:20



**parkcitycu (Park City Credit Union)**  
@parkcitycu

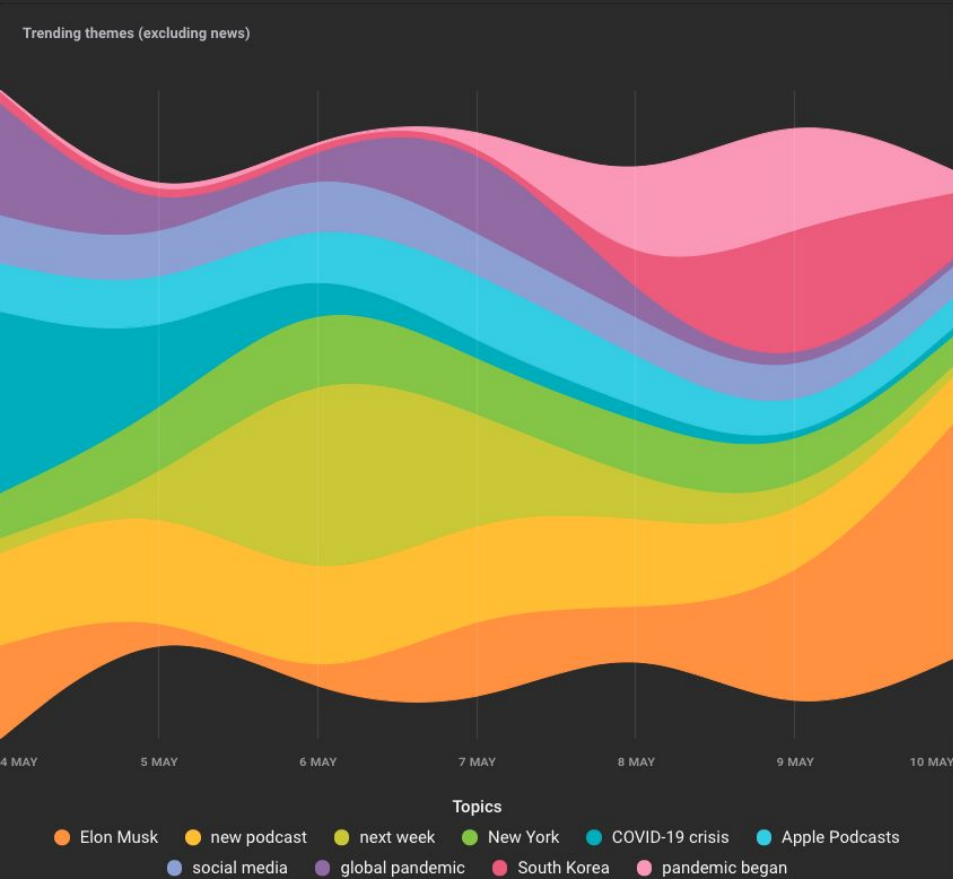
Happy [#StarWarsDay!](#) What better way to pass the time in quarantine than by watching a Star Wars movie or two, or maybe all of them? Whatever plans you have today, [#MayTheFourthBeWithYou](#). [t.co/YwQGIXQ3Pr](https://t.co/YwQGIXQ3Pr)



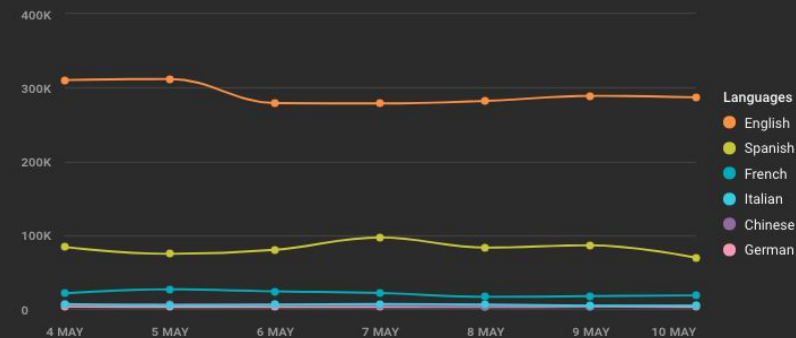
Twitter

4 May 2020 | 14:00

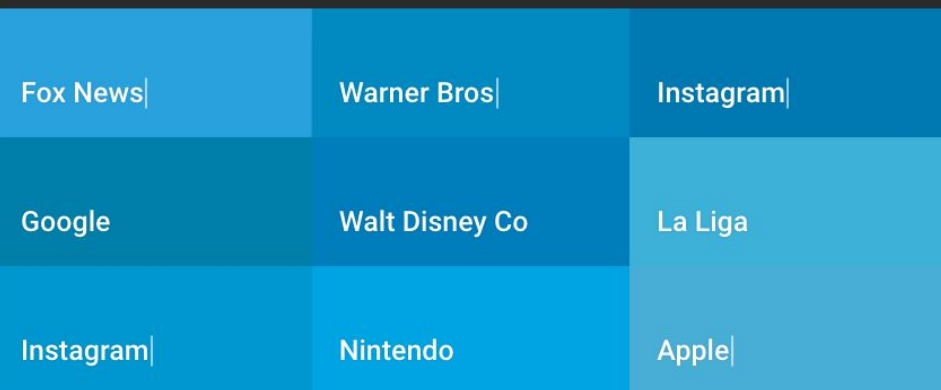


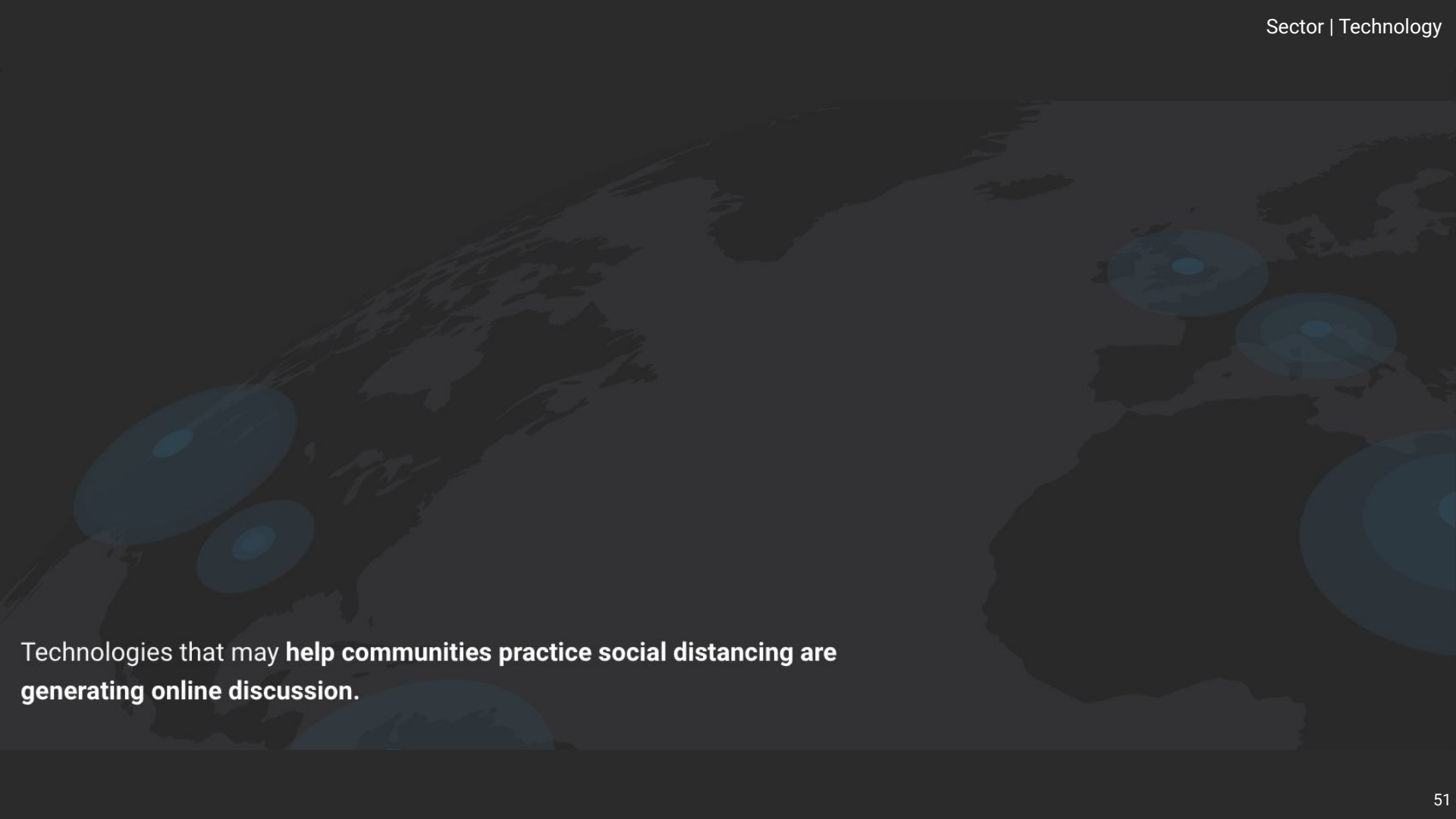


Volume per language over time



Emerging organizations in discussion





Technologies that may **help communities practice social distancing** are **generating online discussion.**

A device called **Spot** that **reminds people to practice social distancing** generated online discussion this week. People shared news about the **robot dog's use in Singapore**, generating more than 300K social engagements to date.

Some people are calling Spot “creepy” or likening the device to something from the American science fiction/action movie RoboCop. A few are describing the device, developed by Boston Dynamics, as a way to “patrol” or “enforce” social distancing.



**The robot, named Spot,  
is patrolling a park in  
Singapore for a trial**

Online reaction to news that Tesla CEO **Elon Musk filed a lawsuit against Alameda County in California for not allowing Tesla to reopen was swift and opinionated** (274K engagements to date).

Many support Musk, praising the CEO for opposing the decision as unconstitutional. A few are thanking Musk for considering moving Tesla operations to states like Nevada that have experienced notable job losses during the pandemic.



**beth2\_k3a** (🇺🇸 🇨🇷 🇺🇸)  
@beth2\_k3a

#CA is some sort of STUPID! Just like #AOC blew NY jobs with her stance on Amazon? #TX welcomes Tesla. RT California Democrat reacts to Tesla lawsuit, pullout plan over coronavirus rules: 'F--- Elon Musk' [t.co/Zjr0IVzkU6](https://t.co/Zjr0IVzkU6) #FoxNews



Twitter

10 May 2020 | 20:39



**JennaEllisEsq (Jenna Ellis)**  
@JennaEllisEsq

Tesla says California's forced closure edict is a power grab that defies the US constitution. @elonmusk is right. A similar suit would have been filed by thousands of small businesses across the country if they could afford litigation. [t.co/rfzoEN0ax4](https://t.co/rfzoEN0ax4)



Twitter

10 May 2020 | 15:01



**elonmusk (Elon Musk)**  
@elonmusk

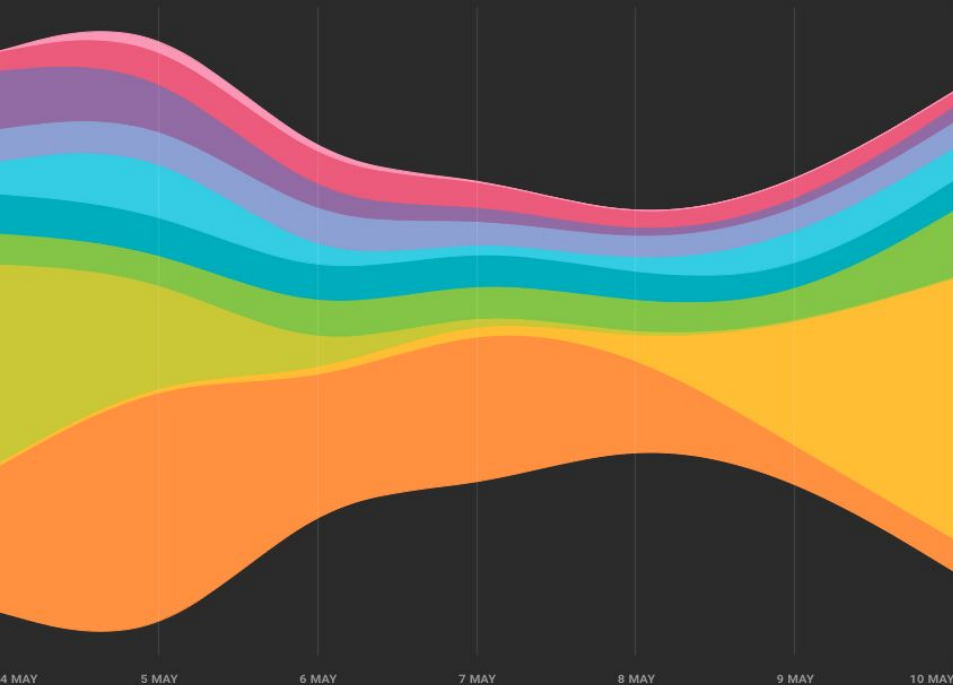
@GerberKawasaki @thirdrowtesla Tesla is filing a lawsuit against Alameda County immediately. The unelected & ignorant "Interim Health Officer" of Alameda is acting contrary to the Governor, the President, our Constitutional freedoms & just plain common sense!



Twitter

9 May 2020 | 16:34

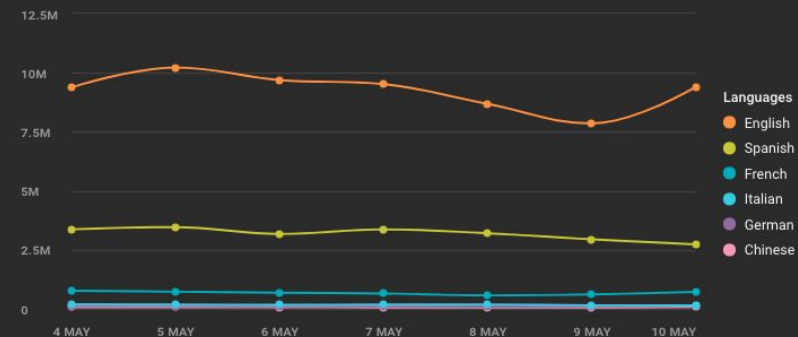
Trending themes (excluding news)



## Topics

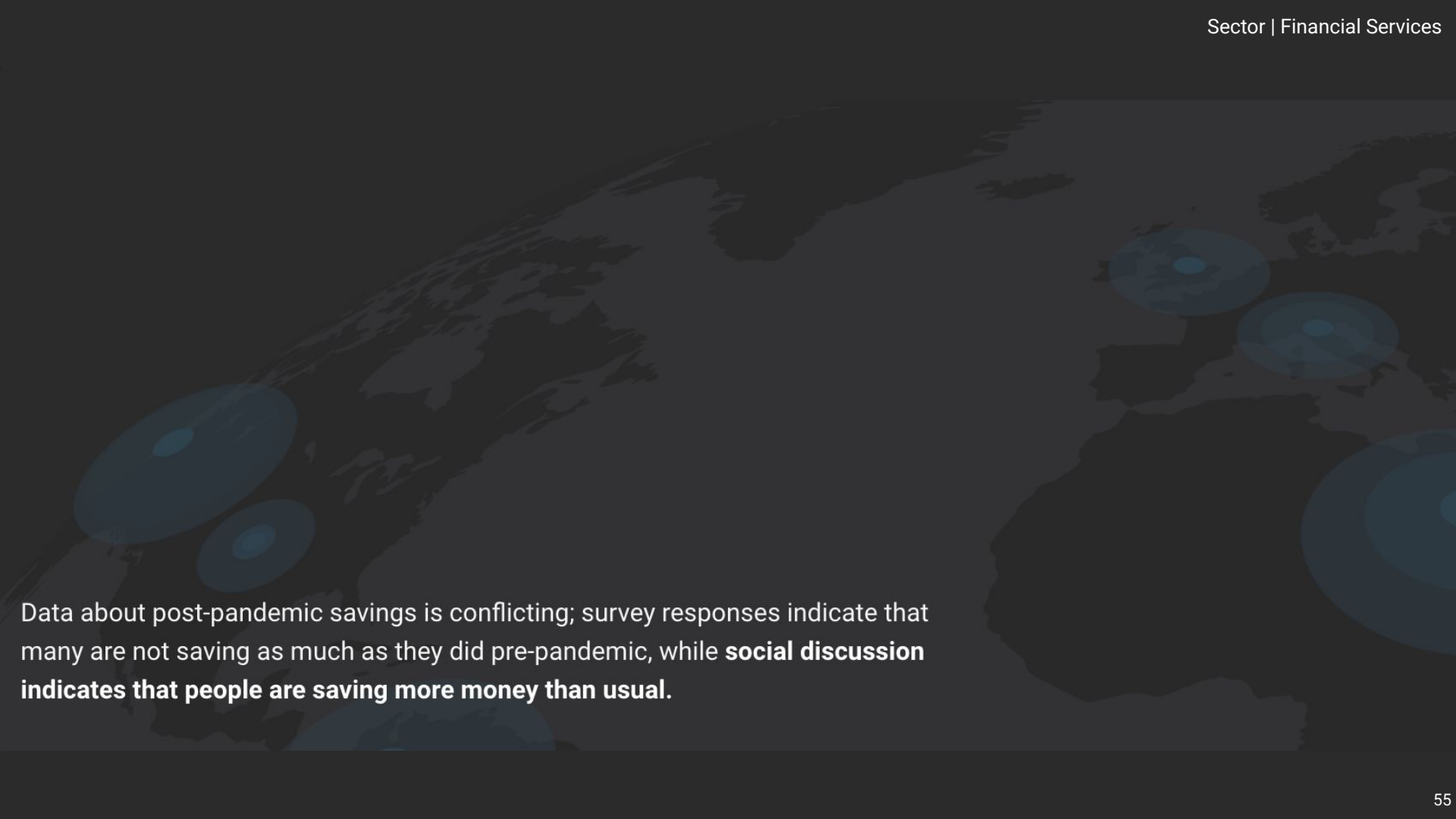
- contact tracing app
- Elon Musk
- Vote Leave
- work from home
- coronavirus pandemic
- tracking app
- NaMo App
- Isle of Wight
- phone calls
- funeral home directors

Volume per language over time



Emerging organizations in discussion





Data about post-pandemic savings is conflicting; survey responses indicate that many are not saving as much as they did pre-pandemic, while **social discussion indicates that people are saving more money than usual.**

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

**Ten percent of survey respondents across tracked markets say they are reducing saving contributions as a result of the Covid-19 outbreak.**

Spanish respondents were more likely to report saving less (14%).

**Conversation on social channels is reflecting a different perspective,** with some sharing that they're **saving more money now than before the pandemic.** They describe how lifestyle and entertainment expenses have decreased (e.g. going to restaurants, pubs or a show). Others are talking about how online shopping expenses have increased. Some cite proactive measures they're taking to save more aggressively and describing savings goals (e.g. four months rent in savings).



**eddie\_cliffe (Eddie)**

@eddie\_cliffe

I was TERRIBLE at saving money before Quarantine, but in the last 2 months I was able to save \$5,000 by putting 50% of my earnings into an investment account, 40% into a savings bank, & keeping my checking account < \$350, it's so simple but it forces you to spend smarter 🙌



Twitter

8 May 2020 | 23:19



**Faceitfacials (shellydeets)**

@Faceitfacials

@[JesseMixMan](#) Yeah, maybe this year we can add a screened in porch since there has been zero dollars spent on shows, bars, dinners out, and did I say shows?



Twitter

8 May 2020 | 15:07



**JesseMixMan (Jesse McMahan)**

@JesseMixMan

It took a global pandemic but I'm finally excelling at saving money



Twitter

8 May 2020 | 14:22



While consumers are **talking about credit cards less often** than they did in April, many are sharing how they continue to rely on **credit cards to pay rent or buy groceries**.

Some are sharing news about efforts by banks to pause credit card payments to help alleviate some of the financial strain of the pandemic. Others are asking questions about **what people plan to do when their credit cards have reached their limit**.



**odetomedusa (Scream of The Butterfly)**  
@odetomedusa

[@shotheekwe](#) Unemployed due to Covid19, didn't get my stimulus yet, single rent payer & full-time caregiver/parent. Our credit cards are maxed now & we have no savings. Venmo AleyKat Cashapp \$Aleykat11



Twitter

9 May 2020 | 18:16



**dianeyentel (Diane Yentel)**  
@dianeyentel

[@dagarciajr](#) I'd be interested to know how many people are paying rent with credit cards and/or other borrowed money, as NMHC has said is an increasing occurrence, and what other expenses (medicine, child care, food) they're forgoing in order to pay rent.



Twitter

8 May 2020 | 16:31



**AttyChristine (Christine A Kingston)**  
@AttyChristine

I guess you're using those credit cards for this emergency. What's your plan when you run out of credit and can't pay it? [@zackafriedman](#) [@Forbes](#) [#credit](#) [#COVID19](#) [#coronavirus](#) [#ThursdayThoughts](#) [t.co/91TGeqz2pQ](https://t.co/91TGeqz2pQ)



Twitter

7 May 2020 | 14:51



**grumblecore (Si Dunn: "You can shut me ...)**  
@grumblecore

[@CNBCnow](#) [@CNBC](#) "Take out your credit card, shout 'Charge!' & lead us into battle against the evil pandemic! We'll let the debt collectors sort out the casualties later!"



Twitter

5 May 2020 | 15:18



**choiceaustralia (CHOICE)**  
@choiceaustralia

[@Westpac](#) are the first major bank to announce a 3 month payment pause on credit cards and personal loans repayments AND interest. Great work! This is a positive step forward that will help people doing it tough due to the COVID-19 crisis.



**JDHoffman33 (Joshua Hoffman)**  
@JDHoffman33

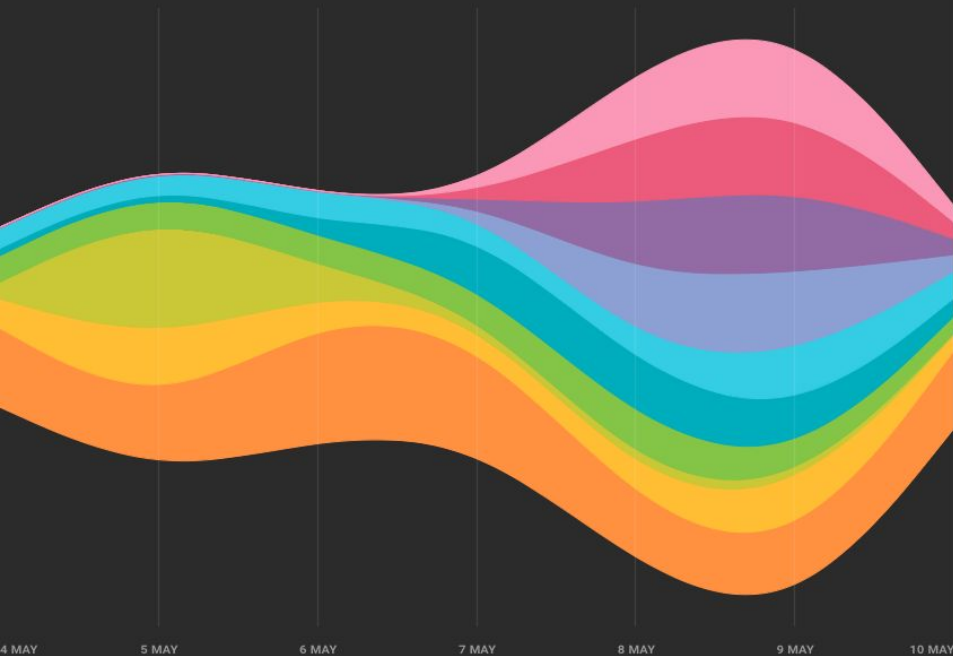
[@nbcchicago](#) I have until May 15th to pay off my credit card debt or it goes to collections. During a pandemic. Sad.



Twitter

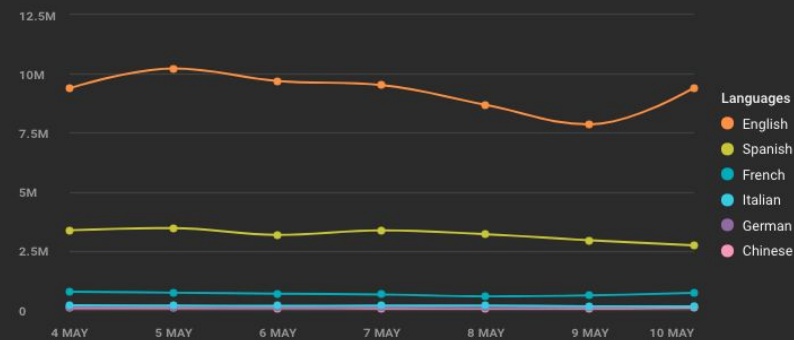
4 May 2020 | 19:44

Trending themes (excluding news)

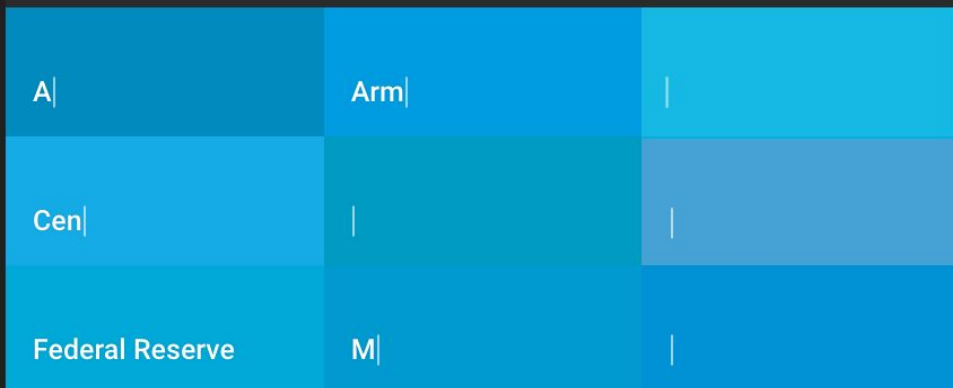


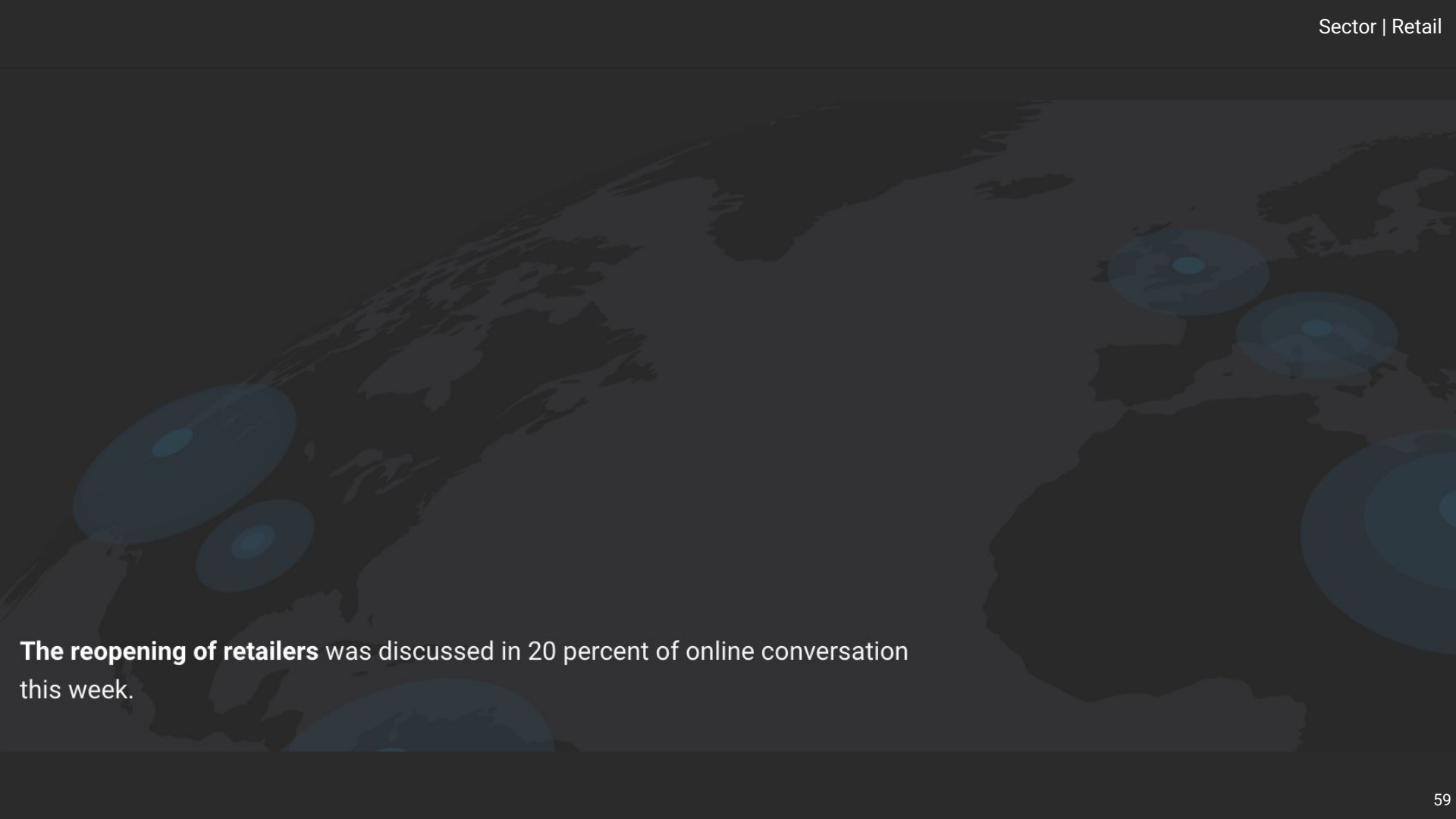
- Topics**
- health insurance
  - insurance policy
  - cancel rent
  - stock market
  - bank holiday
  - life insurance
  - pension plan
  - paid sick leave
  - paid maternity leave
  - six weeks of paid vacation

Volume per language over time



Emerging organizations in discussion





**The reopening of retailers** was discussed in 20 percent of online conversation this week.

As retailers start to reopen, people are posting about **crowded malls and shopping centers**. The majority of those posting online believe this will worsen the situation and are calling for **rules to be strictly enforced**.

People are discussing “**the new normal**,” referring to how **retailers and shoppers should comply with protective measures**. Consumers suggest precautions such as **in-store temperature checks, mandatory face masks, physical distancing protocol, and plexiglass installations** for check out will make them feel safer returning to the in-store shopping experience.



**Kentessential** (🇺🇸 🇺🇸 Kent W 🇺🇸 🇺🇸)  
@Kentessential

Reports I'm seeing from shopping centres in Melbourne's East suggest a flagrant disregard for COVID-19 Restrictions. I'd expect to see another spike in cases within a fortnight. Thanks for ruining it for everyone else.



Twitter

9 May 2020 | 05:46



**PeterWMurphy1 (Peter Murphy)**  
@PeterWMurphy1

Does everyone think the crisis is over? Shopping for groceries today in a Sydney shopping centre, NO attempt at physical distancing except by one or two people who were as astonished as me. Even shop staff making close contact with colleagues. Deeply unsettling. [#COVID19Aus](#)



Twitter

9 May 2020 | 04:06



**DavidPepper (David Pepper)**  
@DavidPepper

The risk is all being pushed down to workers: 😡 no mask requirement, even in stores 😡 still not enough PPE 😡 must work, no childcare 😡 national push for corp immunity 😡 website to report workers so they lose unemployment From "all in this together" to "work or else!"



Twitter

8 May 2020 | 15:32



**CourtReagan (Courtney Reagan)**  
@CourtReagan

I really feel for retail workers. They are now in-store enforcers of social-distancing, quarantining returns/tried on clothes, wiping down checkouts etc after every shopper. These workers didn't sign up to manage fear, or be in-store police or public health enforcers. Be kind!!



Twitter

8 May 2020 | 14:36



**being\_woman (Amy, RN 🌱)**  
@being\_woman

[@3DTruth](#) Every store in FL is requiring masks for 2 months. There are CDC warnings posted outside of stores. This will be the new normal. I'm glad you got to get out. Wear gloves too.



**JoyAnnReid (Joy Reid)**  
@JoyAnnReid

How many of you will go back to normal, pre-COVID-19 shopping and dining out and bowling and heading to the manicurist if the governor lifts

To wear or not wear face masks has become a controversial topic within grocery shopping conversation (24k posts). Costco (and others) started requiring shoppers to wear masks to enter stores, sparking debate. **Many agree that wearing face masks saves lives and they support mandatory enforcement. Dissenters feel it's a personal choice to wear a mask and some say they'll shop elsewhere if forced to comply.**

Consumers are consistently reporting **a lack of physical distancing at grocery stores**. Some are expressing fear in shopping situations where others aren't taking precautions. Many are **opting out of in-store shopping** and are looking for other options.



would not be universally accepted, even if the rule was intended to protect both shoppers



**MurdockResists (Howling Mad Murdock ...**  
@MurdockResists

@AMcDScott I have been shopping 3 times during the last 7 weeks! The last time, few were wearing masks. Many did not respect social distancing either! I don't plan to venture out much! We are going to have horrible spikes to come! 🙄



Twitter

10 May 2020 | 04:15



**MichelleOC13 (WitchFromTheWest👁)**  
@MichelleOC13

@superpupz @zippuli @MarkMcGowanMP @drajm @CostcoAUS My son drove to Rockingham City yesterday to buy a printer. He walked in, saw how many people were in there and walked straight back out. I'm back to online grocery shopping, just can't deal with it. Social Distancing is out the window.



Twitter

9 May 2020 | 23:31



**PeterWMurhvh1 (Peter Murhvh)**

**Online shopping** continues to generate discussion (32k mentions). While some stores are reopening, online **consumers say that e-commerce remains the best and safest solution.**

However, many consumers are experiencing challenges such as **item availability and continued delivery delays.** As a result, some are opting to shop in-store at big chain retailers **out of necessity.**



**stevehancock** (· z a d d y ·)

@stevehancock

I'm tired of subtweeting during this pandemic about the minor inconveniences in my life. So here goes nothing... @hm GET YOUR SHIT TOGETHER. ITS BEEN 2 WEEKS AND MY ORDER ISNT EVEN PROCESSED? I GET DELAYS IN DELIVERY, BUT IN ACTUAL FULFILLMENT?



Twitter

9 May 2020 | 14:16



**reverse\_thecall** (Hugh Jidette)

@reverse\_thecall

Why is it that drive through restaurants are slower now during the pandemic when they have no customers inside their stores and you're ordering online in advance? Shouldn't that service be so much faster? [t.co/uHVIFibOJo](https://t.co/uHVIFibOJo)



Twitter

9 May 2020 | 13:25



**MHerz67** (Michael Herzing)

@MHerz67

I suspect the [#CoronavirusPandemic](https://twitter.com/CoronavirusPandemic) will give the final push to several brick-and-mortar department stores already teetering on the edge as the world



**DrMcInnisDIT** (Mike McInnis 🇺🇸)

@DrMcInnisDIT

1/ A lockdown musing: I've had 3 recent retail curbside pickup/delivery experiences that were terrible. (Part of order missing. Long delays between promised time and actual time. Etc.)

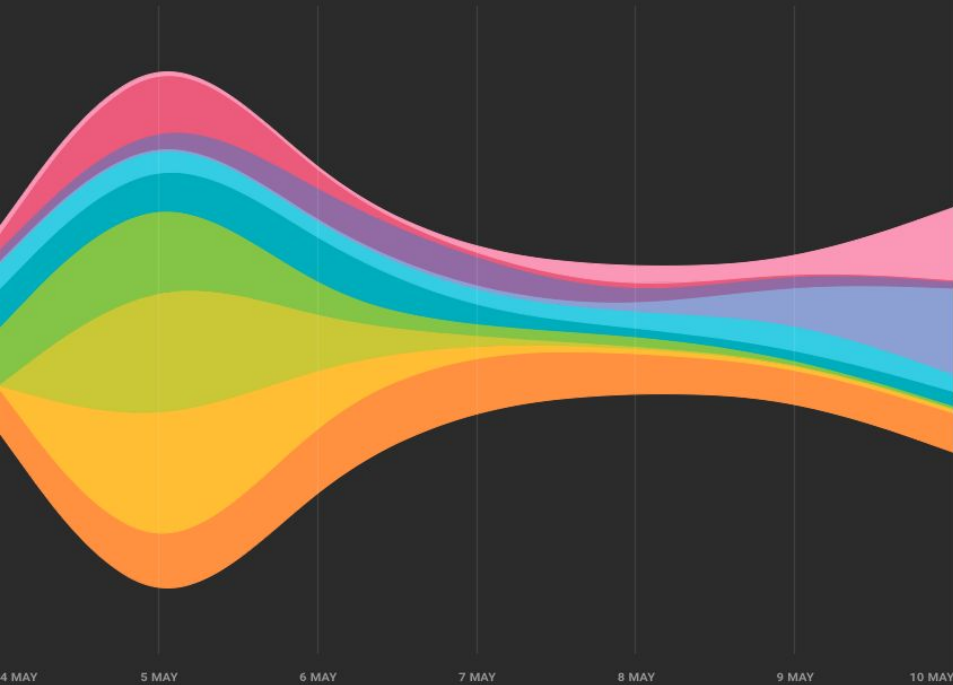
Beef, pork, and chicken shortages are trending in online discussion this week (4.1k posts). **People are worried about the safety of meat after news that many workers in processing plants have been infected with Covid-19.** They are also concerned about meat prices potentially increasing. Many online are calling on others to stop hoarding meat and buy more from local farms to ease supply chain pressure.

Meanwhile meat consumers are looking to seafood as an alternative. Terms such as “seafood boil” and “seafood party” are generating discussion.

Others are saying that this is the perfect time to consume less meat.

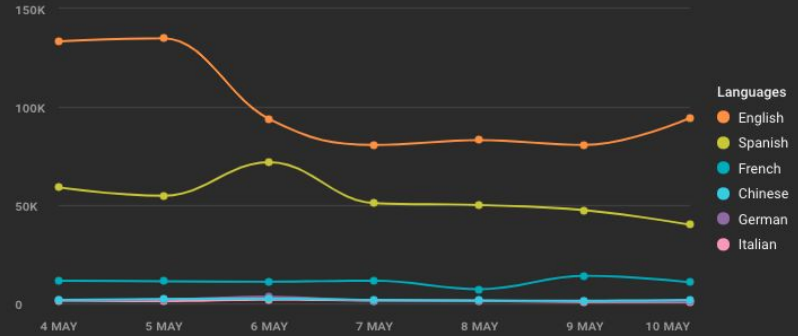


Trending themes (excluding news)

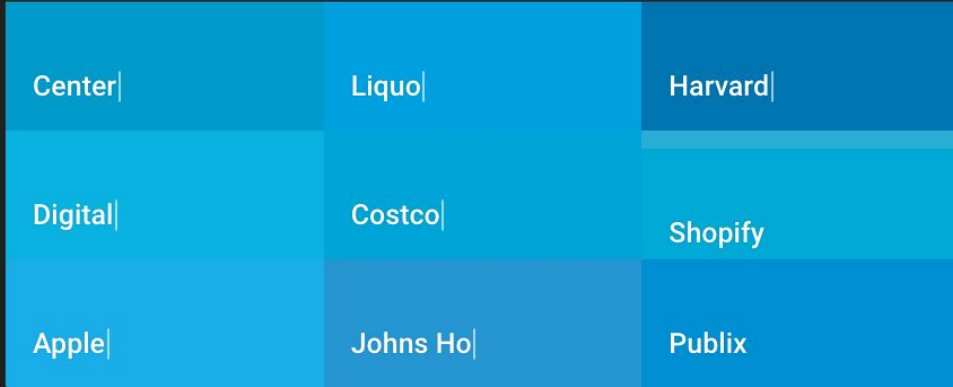


- Topics**
- grocery stores
  - retail workers
  - front lines
  - wine shops
  - liquor stores
  - grocery shopping
  - gun stores
  - essential workers
  - open liquor shops
  - Hong Kong

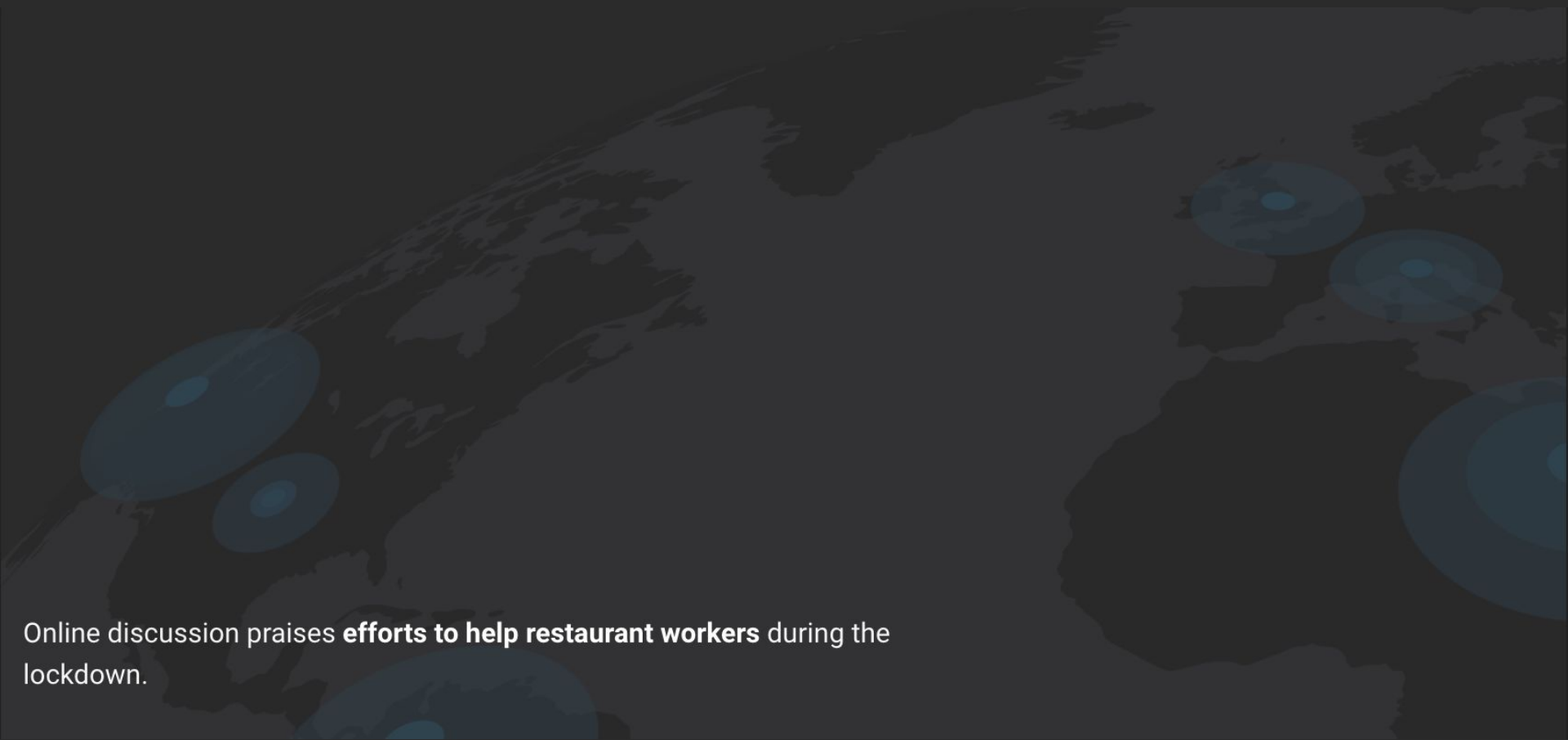
Volume per language over time



Emerging organizations in discussion







Online discussion praises **efforts to help restaurant workers** during the lockdown.

People are positively **responding** to news that American restaurateur, author and television presenter **Guy Fieri has raised over \$20M to date** for out-of-work restaurant employees. News coverage has generated over 1M social engagements to date.

People are responding with good natured phrases like **“gotta love this guy”** and suggesting he be nominated for a sainthood.

proceeds will go to providing grants to restaurant workers. This Fund is operated by the National Restaurant Association Educational Foundation, whose mission is to attract, empower and advance today and tomorrow's restaurant and foodservice workers.

**NOW THIS**

**It raised more than \$10M in just 4 days**

How You Can Get...

Right now, you can make a huge difference in the lives of restaurant employees by making a donation to the Fund. And, if you have a child who works in a restaurant, you can apply for financial aid.

• Reuters / National Restaurant Association Educational Foundation

Google searches for **information about buffet restaurants closing** in the US increased 1,000% this week.

Many are responding to news that buffet-style restaurants are closing due to FDA recommendations. Restaurant owners are explaining that while understandable, new operational guidelines make it impossible to continue to do business as usual.

**Some are disappointed** to hear that chains like Sweet Tomatoes and Soup Plantation will permanently close, sharing memories of birthday lunches or describing them as a “go to” lunch spot. **Others are sharing a general dislike of buffet style restaurants and perception that they are unsanitary.**



**swhughes1 (s.w.hughes)**  
@swhughes1

well this just plain sucks Souplantation's buffet-style restaurants closing for good due to the coronavirus [t.co/25AhBhcOP5](https://t.co/25AhBhcOP5)



Twitter

8 May 2020 | 18:34



**wjxt4 (News4JAX)**  
@wjxt4

GOODBYE, SWEET TOMATOES 🍅😞 | Sweet Tomatoes is closing all of its restaurants permanently, as the coronavirus pandemic took its toll on the buffet-style eatery, reports say. [t.co/lnGMCHZl8t](https://t.co/lnGMCHZl8t)



Twitter

8 May 2020 | 14:30



**GerardBarile (Gerard Barile)**  
@GerardBarile

"In terms of food concepts, the report predicts that buffet and sharing-style forms of eating "cannot survive in their present form." [t.co/3CxYUN4Txg](https://t.co/3CxYUN4Txg) via @dezeen



Twitter

8 May 2020 | 13:33



**LBY3 (Beau Yarbrough)** 📧 🐶  
@LBY3

@EricLicas @ARobWriter I'm not sure buffet restaurants outside of Vegas have the profit margins to absorb the higher insurance payments coming their way.



Twitter

8 May 2020 | 05:30



**Chronnoisseur (Christreena)**  
@Chronnoisseur

I hate buffet style restaurants and I'm so happy that they probably won't be back after the pandemic 😂😂😂 sorry not sorry



Twitter

8 May 2020 | 00:33

Many are reacting online to news that **cruise lines are reopening** for the summer and that bookings are increasing exponentially by the day. Travel agents are pointing out that there are great deals available, however given airline restrictions, it may be challenging for travelers to arrive at departure ports.

**Most posters online are indicating that they would not want to plan a cruise in the near future.** Some are posting questions or making jokes about those who would want to take a cruise right now given health concerns.



**poconofoothills (Pickleball is Life)**  
@poconofoothills

Carnival Cruises sales 'up 600 PERCENT in 3 days after August return date for trips announced' despite coronavirus fears [t.co/FBliDNHOYb](https://t.co/FBliDNHOYb)



Twitter

9 May 2020 | 23:37



**SandartTravel (SANDART TRAVEL ADVIS...)**  
@SandartTravel

As cruise lines start talking of 'resuming' operations, will Airlines get passengers there on time? Could be lots of GREAT vacation deals for those in driving range of embarkation. [#Travel](#) [#Cruise](#) [#Sandartta](#) [#COVID19](#)



Twitter

7 May 2020 | 15:50



**rock929ROCKS (ROCK 92.9)**  
@rock929ROCKS

You wouldn't catch us on a Carnival Cruise before the pandemic let alone after. [t.co/DOgA0WwBOe](https://t.co/DOgA0WwBOe)



Twitter

7 May 2020 | 13:30



**vivek\_mutalik (Vivek Mutalik)**  
@vivek\_mutalik

Want to know, how can anyone be interested to go on a cruise trip now? 🤔



Twitter

4 May 2020 | 18:40



**juliegoldberg (I Don't Want to Talk About ...)**  
@juliegoldberg

Low-cost vacation! Meet lots of like-minded people who know in their guts that COVID-19 is a hoax! Be prepared to spend months at sea, if no country will allow you to dock! OWN THE LIBS! Unlimited buffet! What could go wrong?



Twitter

4 May 2020 | 18:35



**ProgressiveTex (Quarantined Blue Texan)**





**NightshadeEmber (EmbersAndAshes)**  
@NightshadeEmber

@spacejellybeans I feel this so bad... 😞 My friend and I are planning a multi-country summer vacation/holiday because we are wanting to travel so bad. I'm super excited for it and lockdown cannot be over fast enough for me



Twitter

9 May 2020 | 17:49



**ScaryMommy (Scary Mommy)**  
@ScaryMommy

The upside to this quarantine is not having to hear about your friends' exotic summer vacation plans. Enjoy your backyard like the rest of us, Karen.



Twitter

8 May 2020 | 20:11



**shannonentin (Shannon Entin)**  
@shannonentin

When stay-at-home orders begin to lift, a nice family road trip might be your best bet for a summer vacation. These road trip apps, books and games are just what you need to plan the perfect family road trip. [t.co/upWmMwybyS](https://t.co/upWmMwybyS)  
[t.co/9aIHg7irWs](https://t.co/9aIHg7irWs)



Twitter

8 May 2020 | 23:45



**FPPD480 (David J. Fernandez)**  
@FPPD480

@MarcoIslandPD How long is this in play? Summer vacation plans are being made and my \$\$ may have to go somewhere else ... [#coronavirus](#)  
[#openflorida](#)

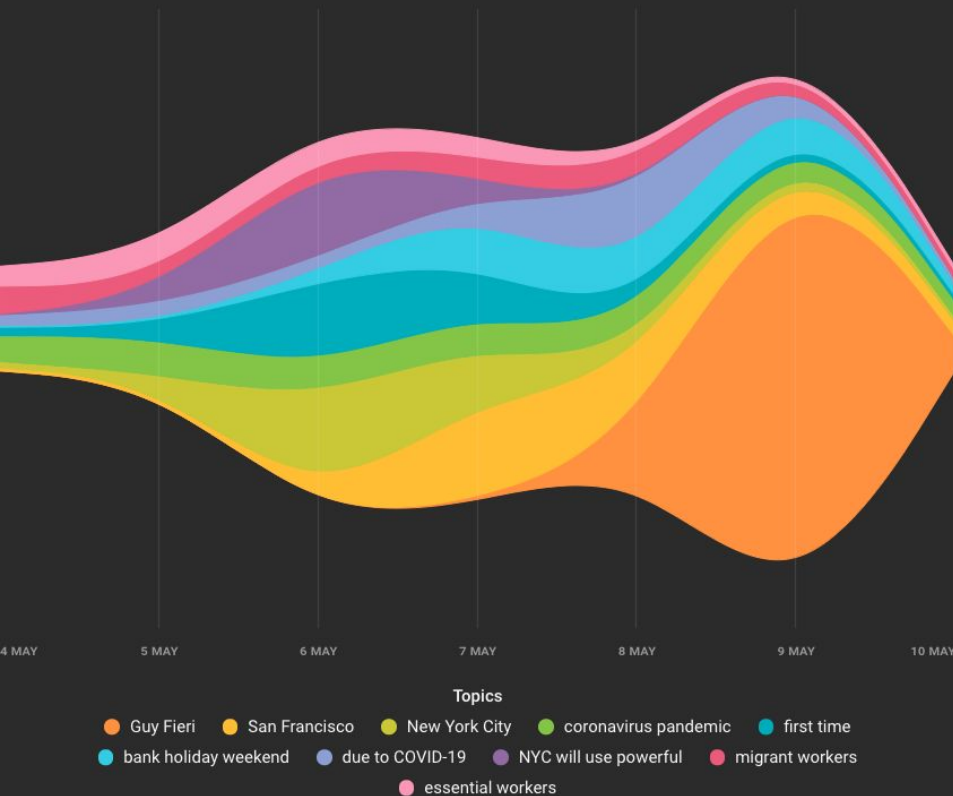


**Approximately 10% of travel conversation is about vacation planning.** Some are expressing disappointment about cancelling trips, describing vacations as even more desirable now given lockdown measures.

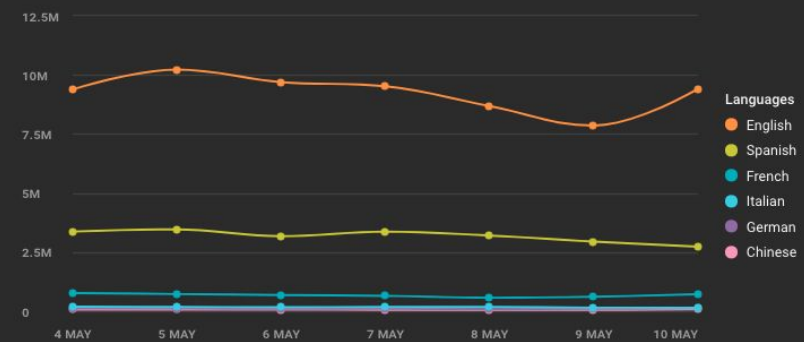
Most people remain positive, making light of the inability to travel. Others are considering road or camping trips, sharing resources, planning staycations or asking for recommendations for places to visit.

Individuals finalizing plans are trying to determine if they need to change destinations to areas that have eased lockdown restrictions.

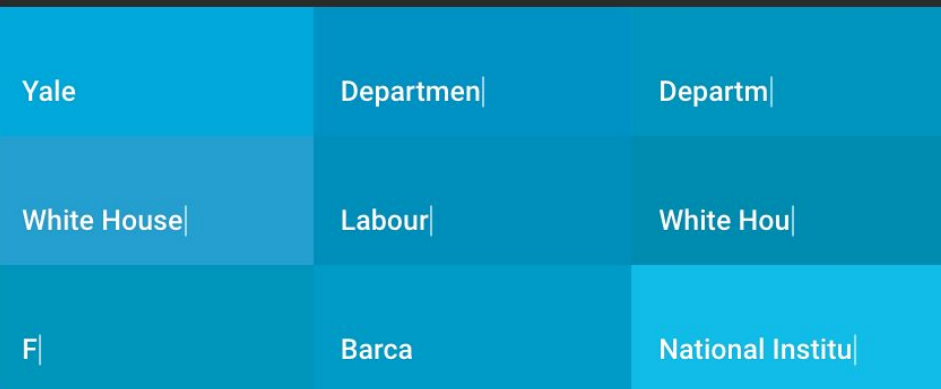
Trending themes (excluding news)



Volume per language over time



Emerging organizations in discussion

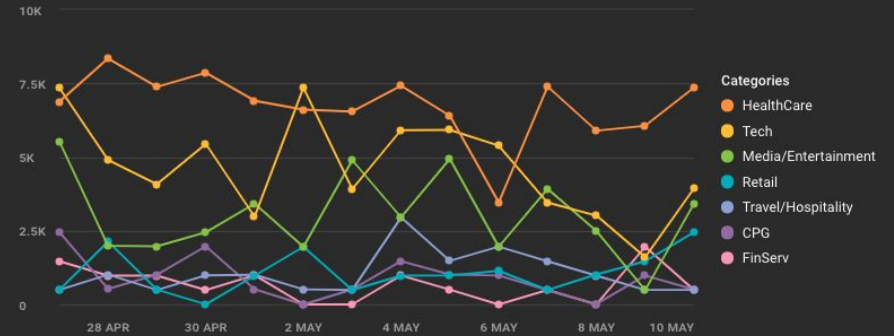




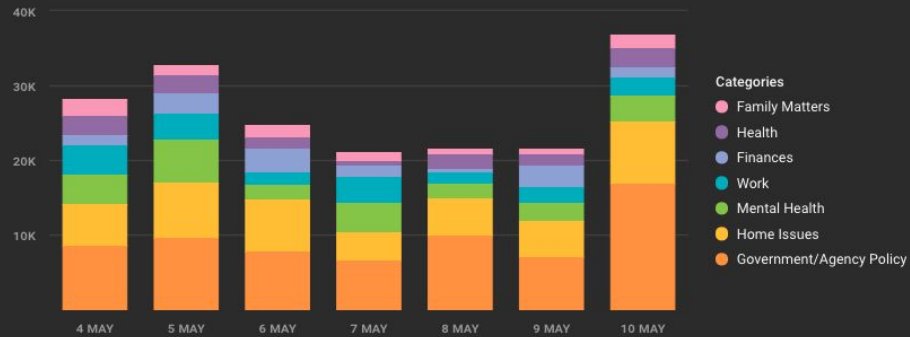
# Country Data

# Australia

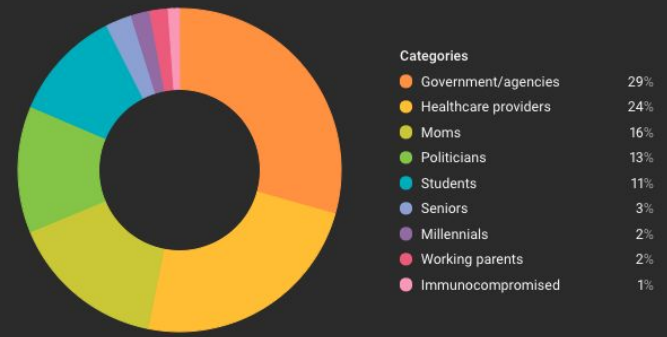
Australia volume by sector



Australia volume by topic

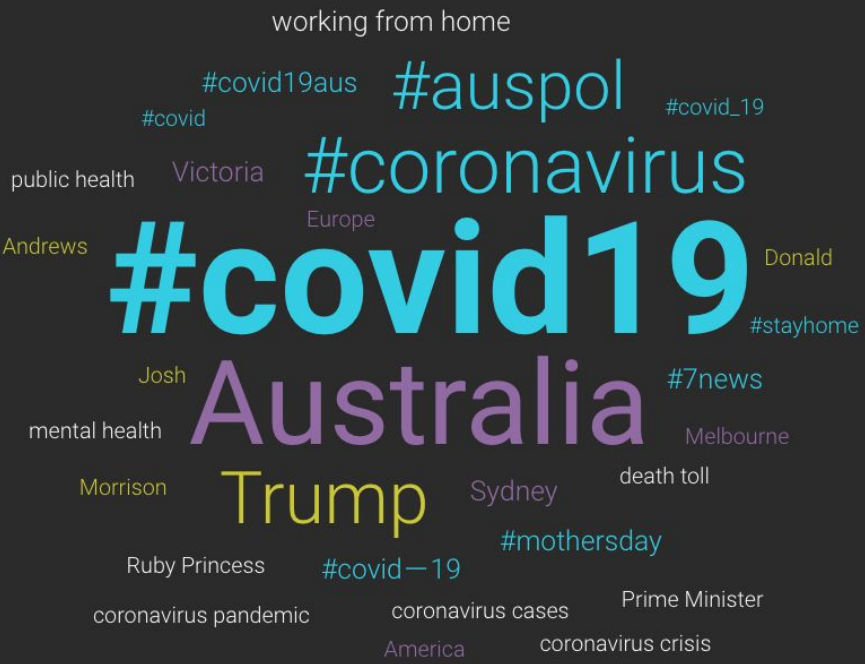


Audiences





Emerging themes in discussion

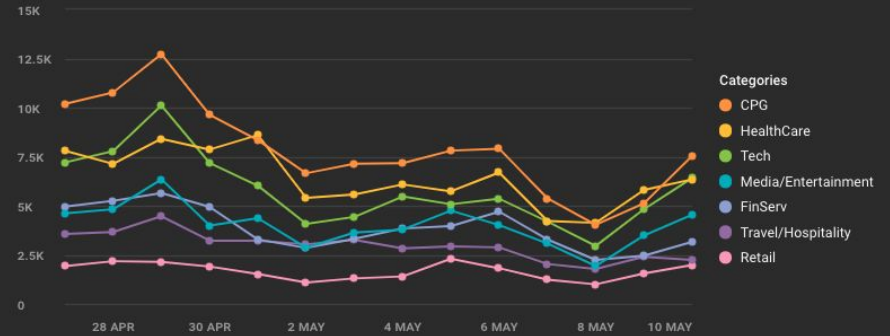


Emerging organizations in discussion

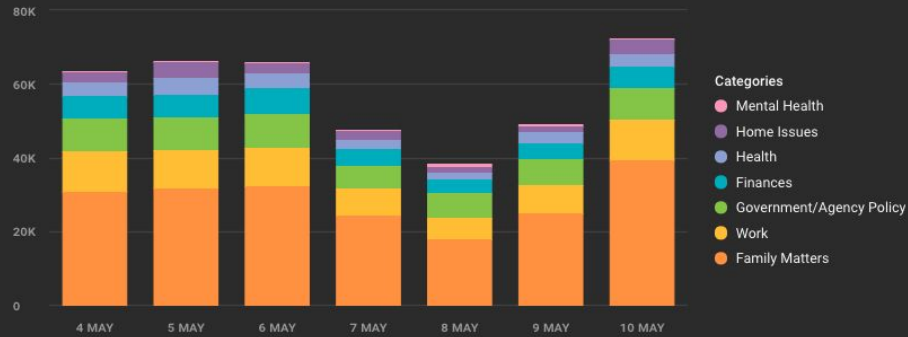


# China

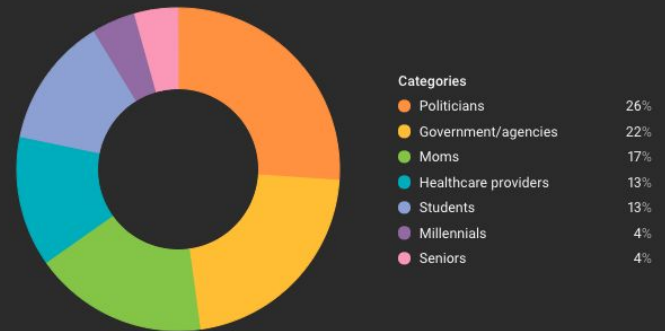
China volume by sector



China volume by topic



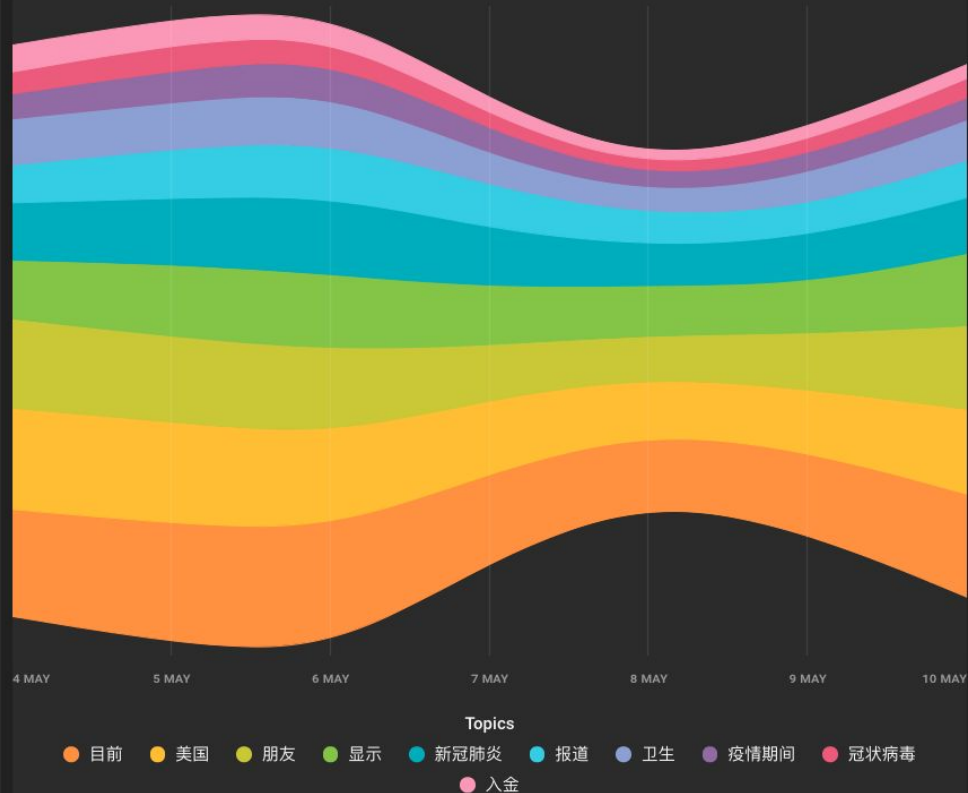
Audiences



Emerging themes in discussion

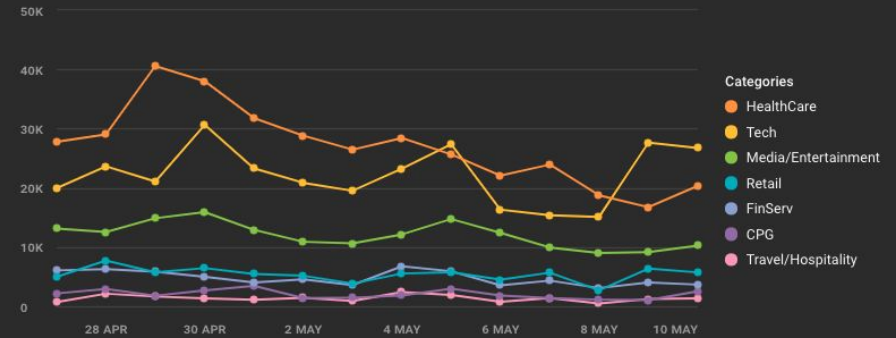


Emerging topics in discussion

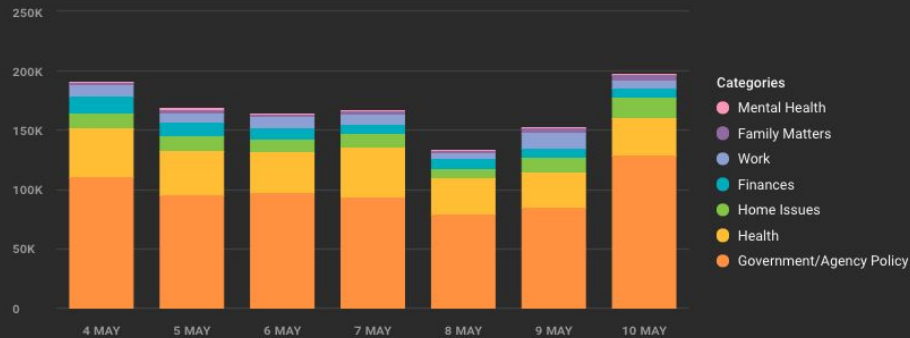


# France

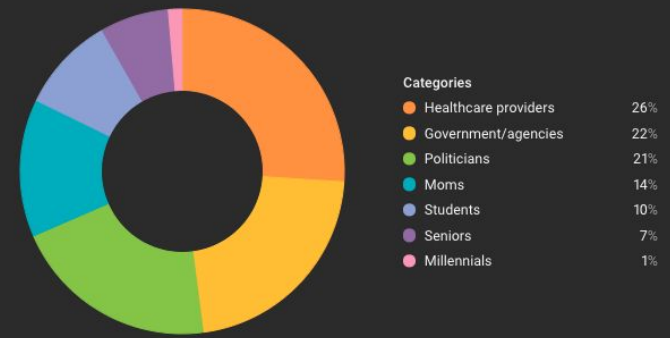
France volume by sector



France volume by topic



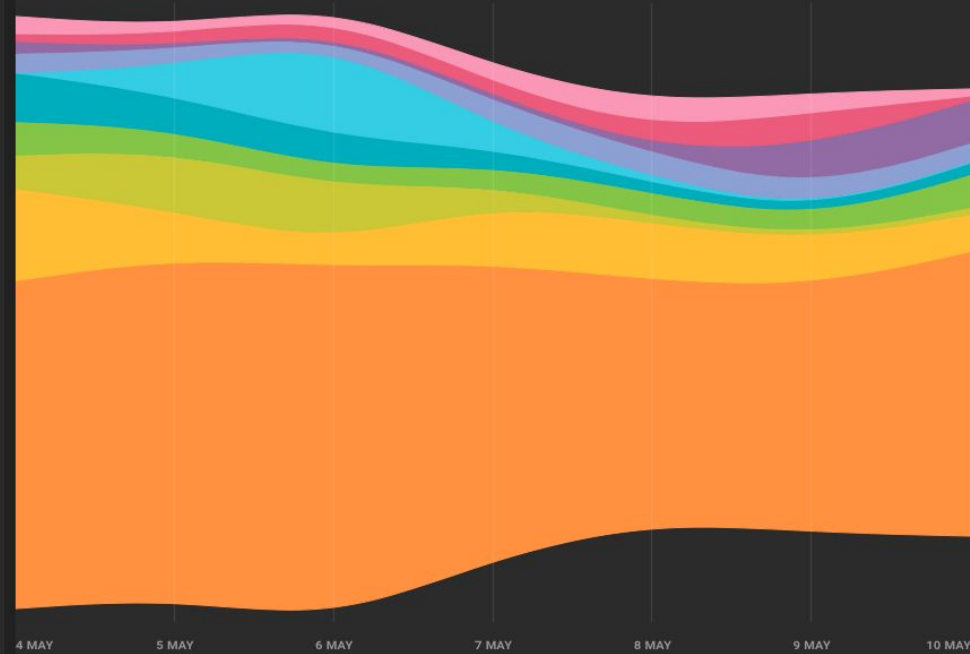
Audiences



Emerging themes in discussion

Emmanuel Macron  
 #déconfinement  
 #restezchezvous  
 port du masque  
 #covid #11mai  
 🤔 #covid-19  
 #masquesgratuits  
 ❤️ 😂 #coronavirus  
 🇫🇷 #covid19 🇫🇷  
 🤔 Covid 19 🇫🇷 #france  
 #confinement  
 #masques #deconfinement  
 #macron #covid\_19  
 #deconfinement11mai

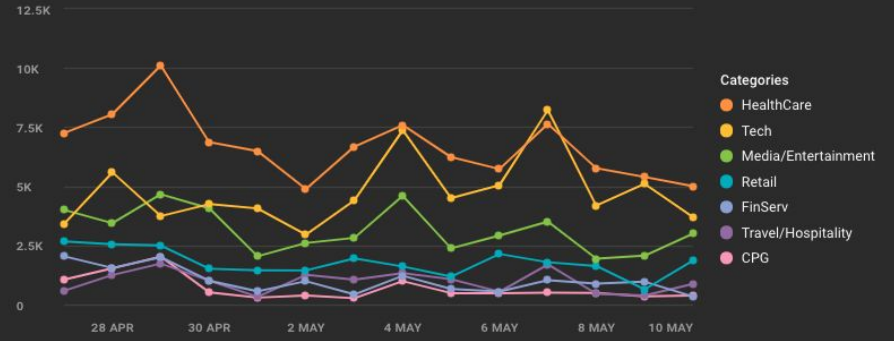
Emerging topics in discussion



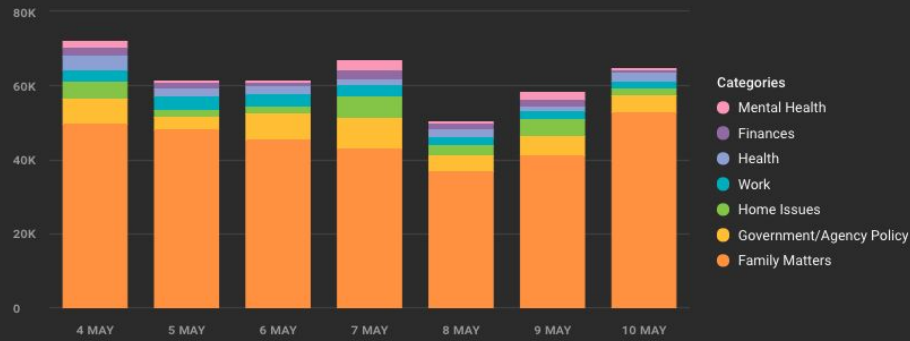
- Topics
- Covid 19
  - port du masque
  - Emmanuel Macron
  - 2 mois
  - chômage partiel
  - ambassadeur de France
  - transports en commun
  - 2 semaines
  - état d'urgence sanitaire
  - masques gratuits

# Germany

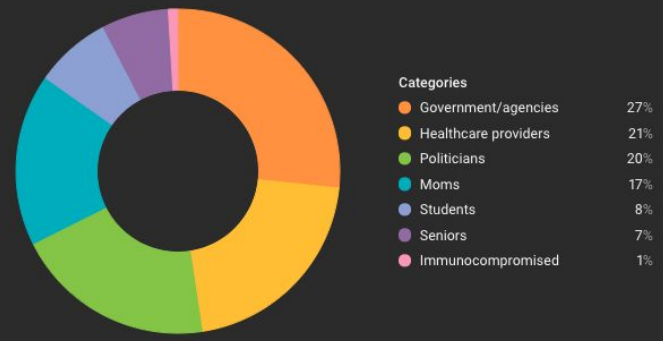
German volume by sector



German volume by topic



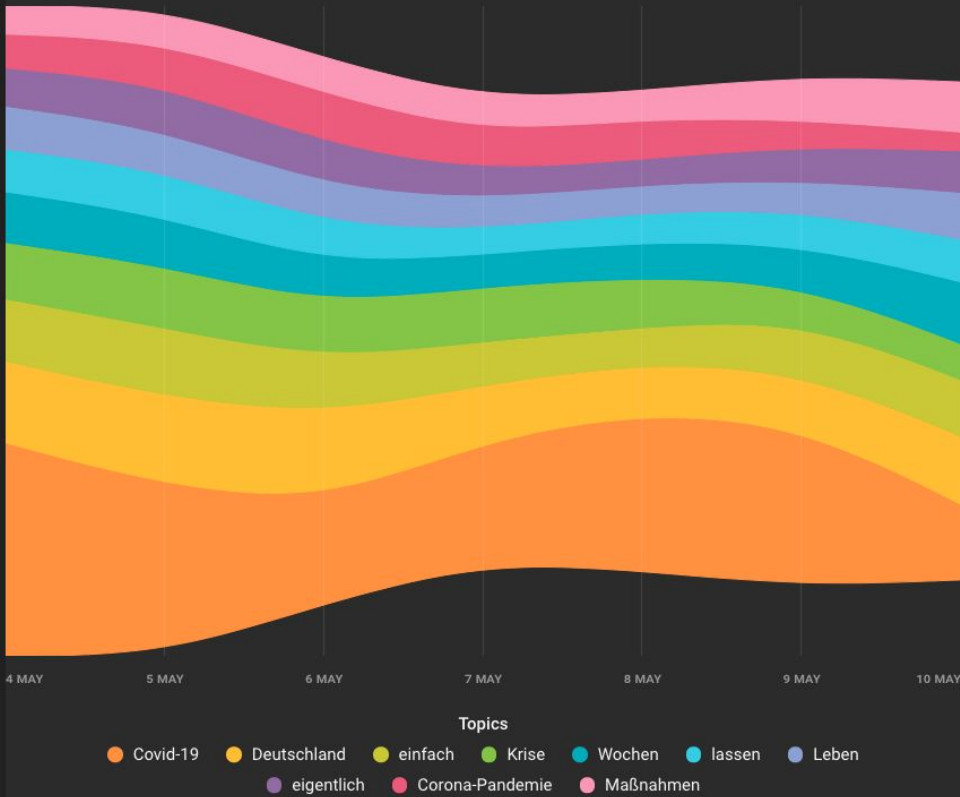
Audiences



Emerging themes in discussion

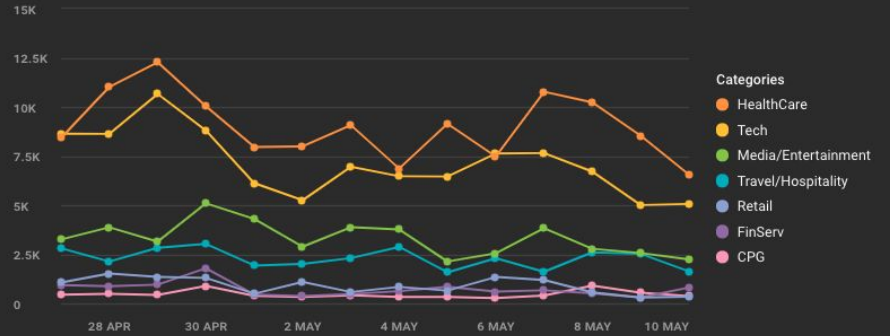


Emerging topics in discussion

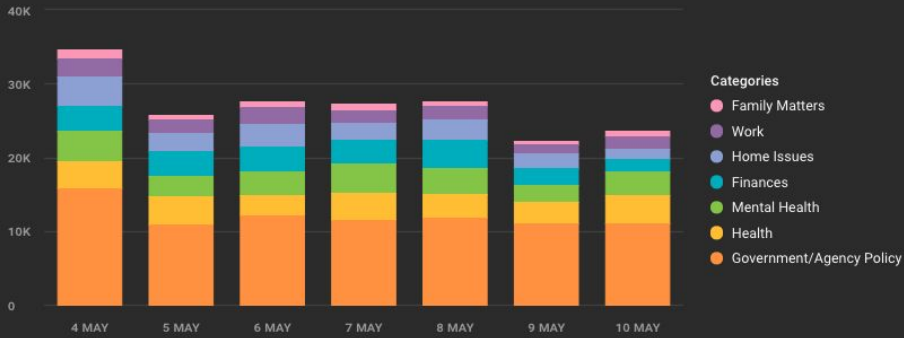


# Italy

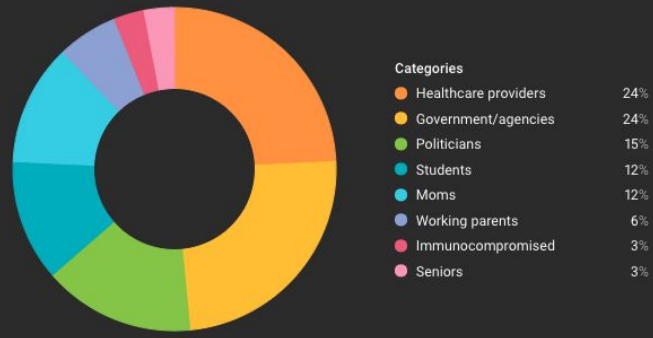
Italy volume by sector



Italy volume by topic



Audiences

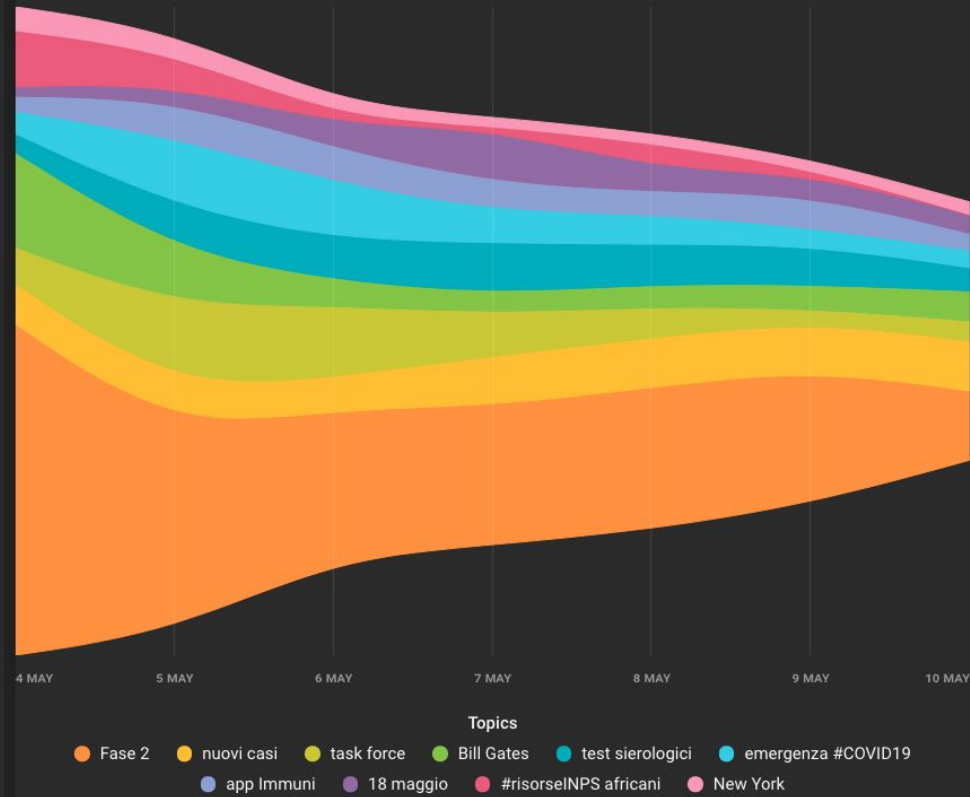




Emerging themes in discussion

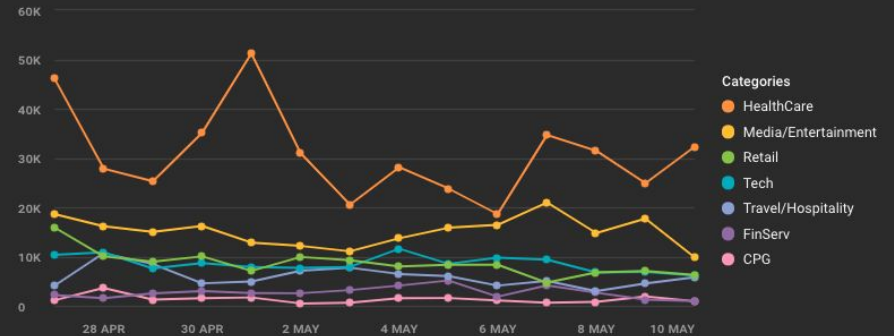
**Terapia Intensiva**  
 #covid-19 #lombardia  
 #covid19 #covid #coronavirus  
 #italia #cont  
 #lockdown #navigli #pandemia  
 #salvini #covid\_19 #fase2  
 #mascherine #radiosavana #ansa  
 #covid19italia  
 #coronavirusitalia

Emerging topics in discussion

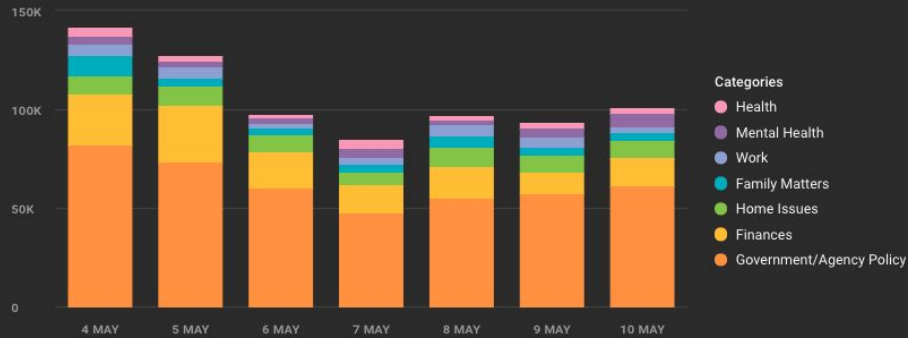


# Spain

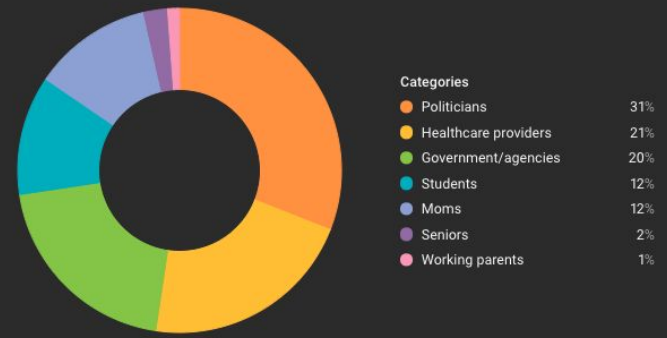
Spain volume by sector



Spain volume by topic



Audiences



Emerging themes in discussion

#estevirusloparamosunidos ✖

#quédateencasa Fernando Simón

prórroga del estado de alarma

!!

**#covid19**

#coronavirus 🇪🇸

#yomequedoencasa

#quedateencasa

#covid-19

#covid

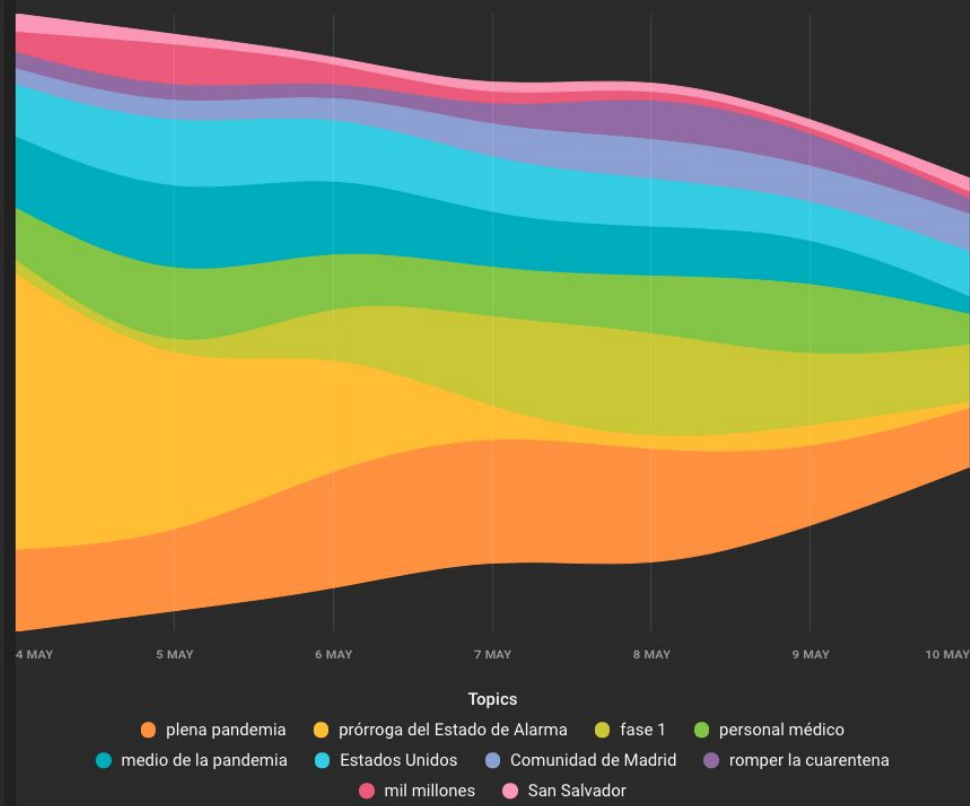
#covid\_19

#estadodealarma

#soloqchallenge

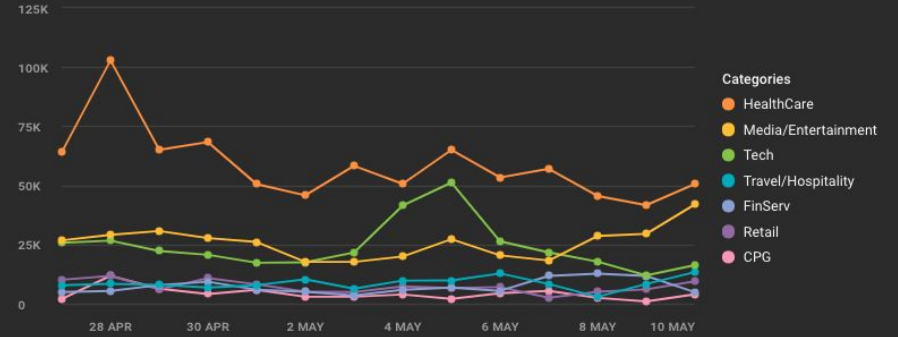
Comunidad de Madrid

Emerging topics in discussion

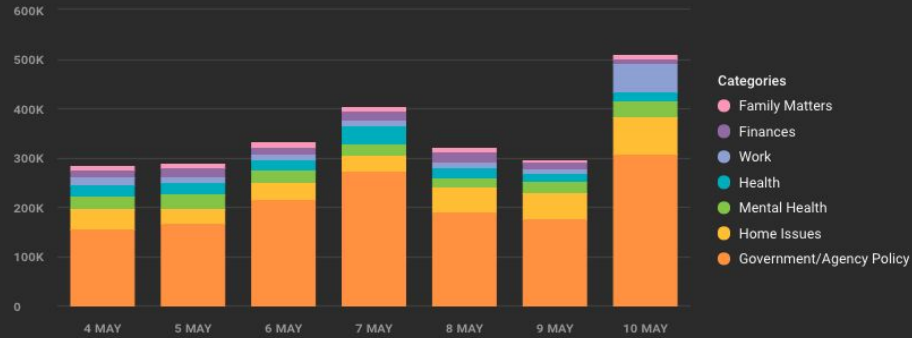


# United Kingdom

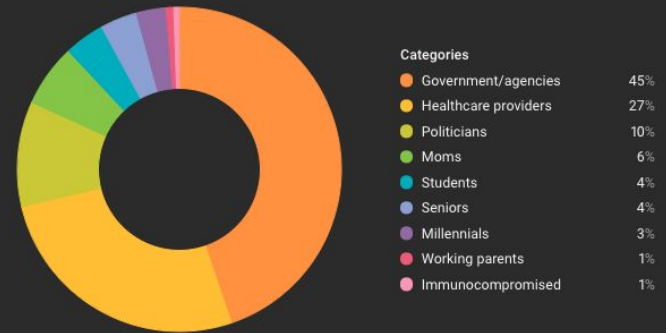
United Kingdom volume by sector



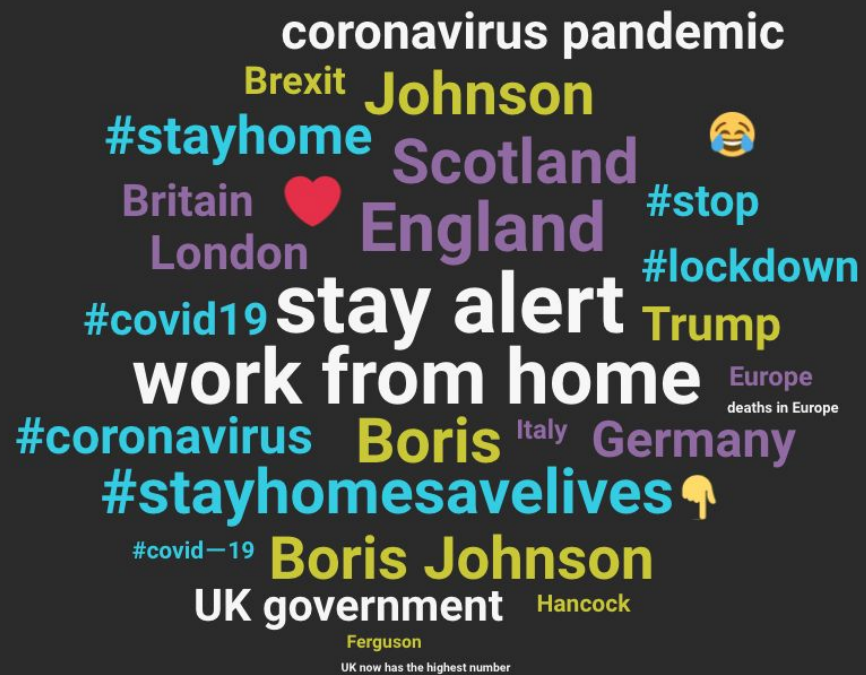
United Kingdom volume by topic



Audiences



Emerging themes in discussion

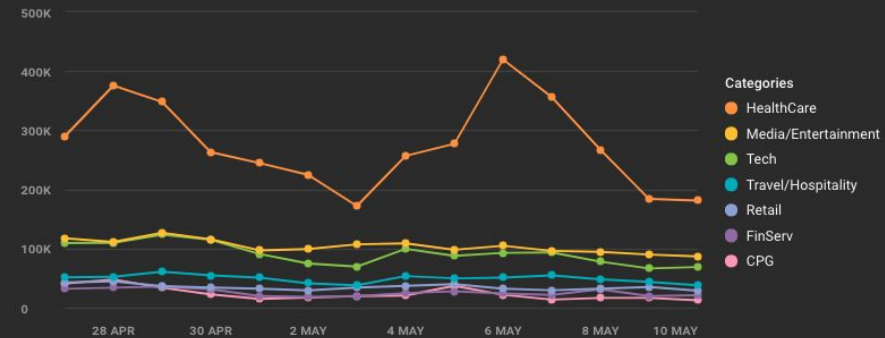


Emerging organizations in discussion

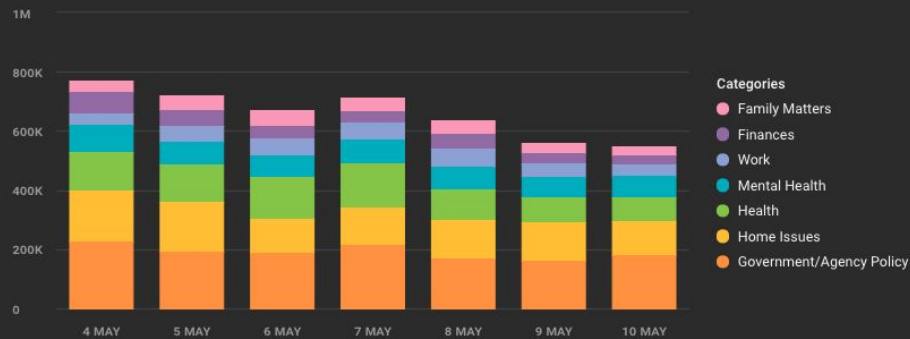


# United States

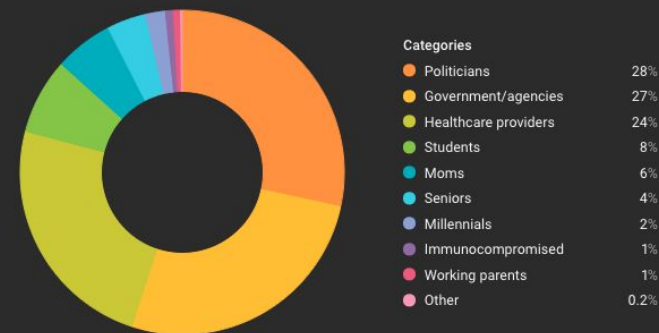
US volume by sector



US volume by topic



Audiences








Emerging themes in discussion



Emerging organizations in discussion



Post	Total Engagement
<p><b>Plandemic Documentary: The Hidden Agenda Behind Covid-19</b>            May 5, 2020            youtube.com</p>	
<p><b>[URGENT] Dr Rashid Buttar Reveals that Coronavirus was Patented by Bill Gates in 2016.</b>            May 6, 2020            youtube.com</p>	
<p><b>This Teacher Took Care Of A Baby Whose Entire Family Had COVID-19</b>            By Ashleigh Carter - May 5, 2020            nowthisnews.com</p>	
<p><b>PETITION: No to mandatory vaccination for the coronavirus</b>            May 7, 2020            lifepetitions.com</p>	
<p><b>The Hidden Agenda Behind Covid 19 - Plandemic (Was Covid-19 a plan?)</b>            May 6, 2020            youtube.com</p>	





## Trending Questions Asked Online

## Forum members are questioning the pandemic response.

### Economy

- Will China end up being the world's sole economic super power after Covid-19?
- What are the impacts of Covid-19 on economic inequality prevalent in society?
- How long will it take the US to recover from the economic impact of Covid-19?
- Which country's economic response to the coronavirus has been the most successful so far?
- Thoughts on what happens to U.S. markets if Trump or Pence get COVID-19?
- Why are stocks rallying when the economy is still suffering from Covid-19, with unemployment at an all-time high?

### Response

- Which Governors Have Done the Best With COVID-19 Response So Far?
- Is Trump really doing a bad job handling the coronavirus pandemic?
- What if Covid-19 is actually pretty bad and deadly and the steps the government has taken across the globe has saved someone each of us care for?
- Honestly, what President from history would you choose to guide the nation through Coronavirus and why?
- Regarding the current situation with Covid-19, would you rather change your current country or stay if you had the choice?

## Questions around mental health and vaccines surfaced this week.

### Lifestyle

- How to meet new people during Covid-19?
- What are you guys doing to make for a productive summer due to COVID-19 cancelling plans?
- Coronavirus Lockdown and Access to Religious Services - What are citizens rights?
- Question to everyone: What do you plan to do once the COVID-19 pandemic ends?

### Health/Mental Health

- Why are some people suddenly against a vaccine for the Coronavirus?
- Does anyone else feel as if their mental state has been reset due to the corona virus lockdown situation?
- How many undetected positive cases of COVID-19 remain in our community – are they so low that we should feel safe in moving to Level 2?
- Why do you think a coronavirus caused Depression would cause more deaths than Covid-19 without lockdown measures?
- How will you react to the announcement of a Covid-19 vaccine?
- Do we know how many coronavirus units infect a single cell?

### Higher Education

- How will COVID-19 affect SAT/ACT weighing in college admissions?
- What is the worst thing your university has done during the coronavirus?
- \$70,000 for Zoom classes? Coronavirus crisis leaves students at US universities miffed
- Will first years be allowed to defer admission because of COVID-19?

## **Ask the Analysts: Covid-19 Insights Virtual Roundtable** **Friday May 15 | 3pm BST, 10am EDT**

Have you got questions about this report? Join our virtual roundtable to meet the expert analysts behind this weekly report.

[Register now.](#)

## Now You Know

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

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