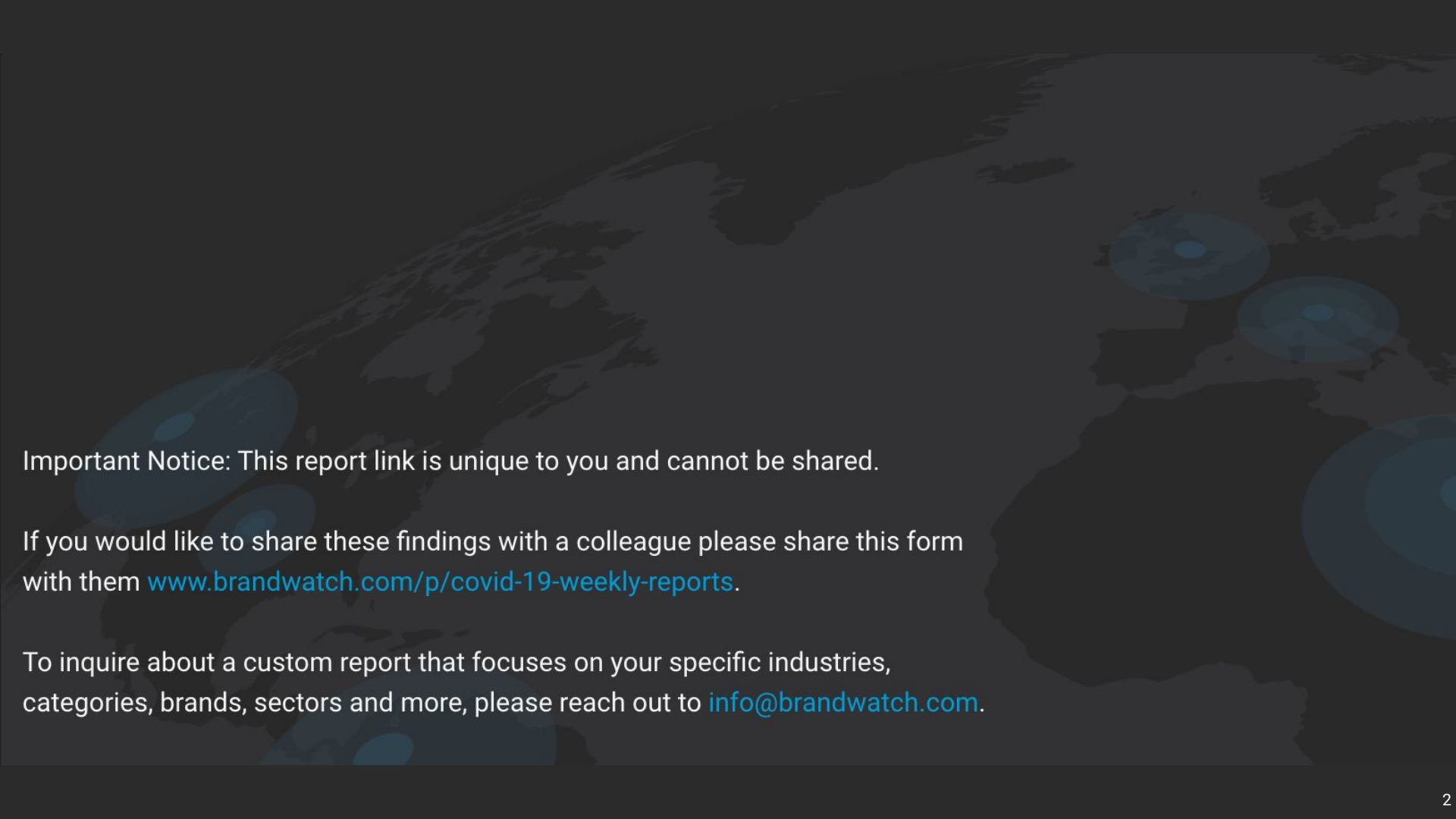




April 29, 2020

Covid-19 Weekly Consumer Insights Report

Brandwatch | A new kind of intelligence



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 www.brandwatch.com/p/covid-19-weekly-reports.

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

Meet the analysts behind this report

Ask the Analysts: Covid-19 Insights Virtual Roundtable | Friday May 1 | 3pm BST, 10am EDT

Join us for our free virtual roundtable led by our expert analysts. You'll learn about how we're analyzing global social and survey data, using best-in-class technologies and techniques to bring you fresh consumer insights every week.

You'll have a chance to ask questions.

Sign up now <https://www.brandwatch.com/p/covid-19-roundtable>.

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 20–26 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 20–26. 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 discussing quarantine fatigue, describing social distancing as “house arrest.” They are eager to know a specific end date to lockdown. (slide 11)

Online reaction to President **Trump's comments during a Coronavirus Task Force briefing was widespread**. The President posited that the use of sunlight, heat, humidity and surface disinfectants could effectively fight the virus. (slide 12)

More than one-quarter of respondents across markets say they are eating more food than pre-pandemic. (slide 13)



Mental health

People are using social media to express feelings about the pandemic: guilty, lonely or anxious. (slide 15)

Self-care conversation is on the rise. People are sharing reminders and tips about how to practice self-care. (slide 16)



Home life

Social distancing is the dominant theme within discussion about home life, fueled by speculation and debate around how long the lockdown will last. Most agree it is still too soon to lift stay-at-home orders based on infection risk. (slides 21-22)

Conversations about reading and the recreational use of marijuana are on trend this week, thanks to World Book Day and 4/20. (slides 25-26)



Work life

Unemployment dominated discussion this week. Often mentioned are layoffs, furloughs, and pay cuts. (slides 31-32)

The majority of people still enjoy working from home, with many saying they'd like to continue working from home to some degree once the lockdown is lifted. Some say they are feeling burned out and unproductive. (slide 33)

Key insights at a glance



Family matters

The number of survey respondents who say they are avoiding close relatives declined in all markets except Germany, with the biggest drops in China and Australia. (slide 27)

One-fifth of posts discuss life events as people announce their weddings and birthday celebrations are being canceled or postponed. "Zoom weddings" are emerging as a popular alternative. (slide 28)



Pharma & healthcare

Many reacted to widespread news reports of Covid-related strokes occurring in young and middle-aged people. People also shared news of frostbite-like lesions on toes of asymptomatic Covid-19 patients (slide 50)

People are upset and shocked about news of nursing home deaths in the US, UK and Italy. (slide 51)



CPG

Household disinfectants were a hot topic this week, catapulted into the spotlight by US President Donald Trump. (slides 40-41)

Consumers remain creative and bold with hair dye and style choices. "Bubblegum hair color" is on trend. (slide 42)

Survey data indicates beauty products are growing in demand in China. Social conversation is driven by skincare, with interest in treating breakouts due to masks. (slide 43)



Retail

Grocery stores continue to be a dominant discussion theme. **An increasing number of consumers say they are no longer willing to shop at grocery stores.** The general perception on social is that the industry is not evolving quickly enough to meet their demands. (slides 61-62)

Key insights at a glance



Media & entertainment

Drive-in theaters are an emerging topic. People love the idea of sharing an experience while adhering to social distancing, calling these a cure for quarantine blues. (slide 56)

As global performers offer virtual concerts, **fans express missing the energy and experience of live shows.** (slide 58)



Travel & hospitality

People are reacting negatively to conversation about bailing out airlines and suggesting this could be an opportunity to work toward a greener economy. (slide 72)

People are discussing the prospect of restaurants reopening and measures restaurants may implement once reopened. (slide 73)

Survey responses from China indicate that domestic travel, rather than international travel, will be favored once the outbreak ends. (slide 71)



Financial services

Banks continue to draw criticism online for management of the Paycheck Protection Program. (slide 47)



Technology

People are turning to social media to verify or discredit information shared by Trump during a coronavirus task force briefing about **using UV light in lungs as a potential treatment.** (slide 66)

Pulse oximeters are emerging in technology discussion as people describe using the device, often via a phone app, to measure blood oxygen levels. (slide 68)



People are talking about **quarantine fatigue** and want to know a specific end date for social distancing.

Quarantine fatigue is setting in; it's a leading topic this week in social discussion. People say they are feeling confined, likening social distancing efforts to “house arrest” and asking governments to provide a specific end date.

The number of 18–34 year olds in the US who said there were self-isolating dropped this week (53% from 62%).

Others are **expressing frustration and disappointment with those who are not following lockdown measures.** Some are sharing videos and images depicting people’s disregard of social distancing rules, including a video of a US house party with over 1,000 attendees (255K engagements to date).



TheBakewell8 (Jordan Dacey)
@TheBakewell8

@plantsnaturetr1 @AndyYou50025675
@DWPscumbags @GOVUK Nobody is under house arrest. Be logical for God sake. This lockdown has been done to benefit the health of our citizens. Even if your "99%" figure is correct, over 20,000 have still died from this in hospitals alone. Judging by your name, you'd have thought you'd care about that



Twitter

26 Apr 2020 | 17:57



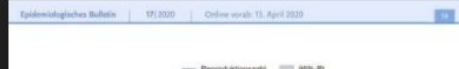
TonyTonynewone (Tony)
@TonyTonynewone

Can't express my anger at these selfish morons choosing to ignore social distancing and Lockdown rules. I dont give a fuck that Tory donors want an end to Lockdown. You can't spend money or go to work if you're on a ventilator in hospital or dead !



Twitter

25 Apr 2020 | 21:23



Online reaction to President Trump's comments during a Coronavirus Task Force briefing was widespread. The President posited in that meeting that the use of sunlight, heat, humidity and surface disinfectants could effectively fight the virus.

Some were shocked, interpreting Trump's statement as a suggestion to ingest cleaning products. Doctors and manufacturers warned about the harmful effects of consuming cleaners. Others criticized **the media for misrepresenting Trump's remarks**, saying he never suggested anyone ingest cleaning agents. Others shared news that calls to poison control have increased due to cleaning product ingestion.

Some shared the Spoonful of Clorox parody (601K engagements to date), making fun of the situation.



BuzzPatterson (Buzz Patterson for Co...)
@BuzzPatterson

Seriously, if you're drinking Clorox or fish tank water, Coronavirus isn't your problem.



Twitter

25 Apr 2020 | 23:16

"I see the disinfectant that knocks it out in a minute, one minute. And is there a way we can do something like that? By injection inside or almost a cleaning, 'cause you see it gets in the lungs and it does a tremendous



tribelaw (Laurence Tribe)
@tribelaw

"Calling for the resignation of a president who muses about the use of household cleaning products to fight a deadly virus is not a partisan exercise or a futile plea for political sanity — it's common sense." Even if there's zero chance Trump will resign. t.co/x4a0QqfoGC



Twitter

25 Apr 2020 | 18:12



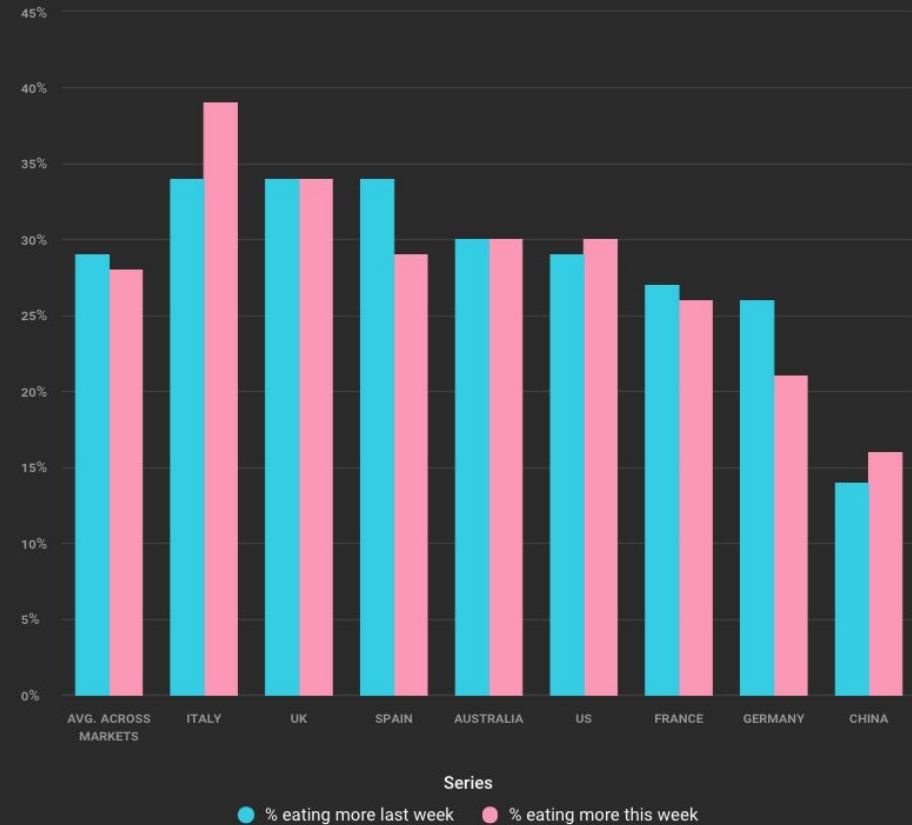
ScottAdamsSays (Scott Adams)
@ScottAdamsSays

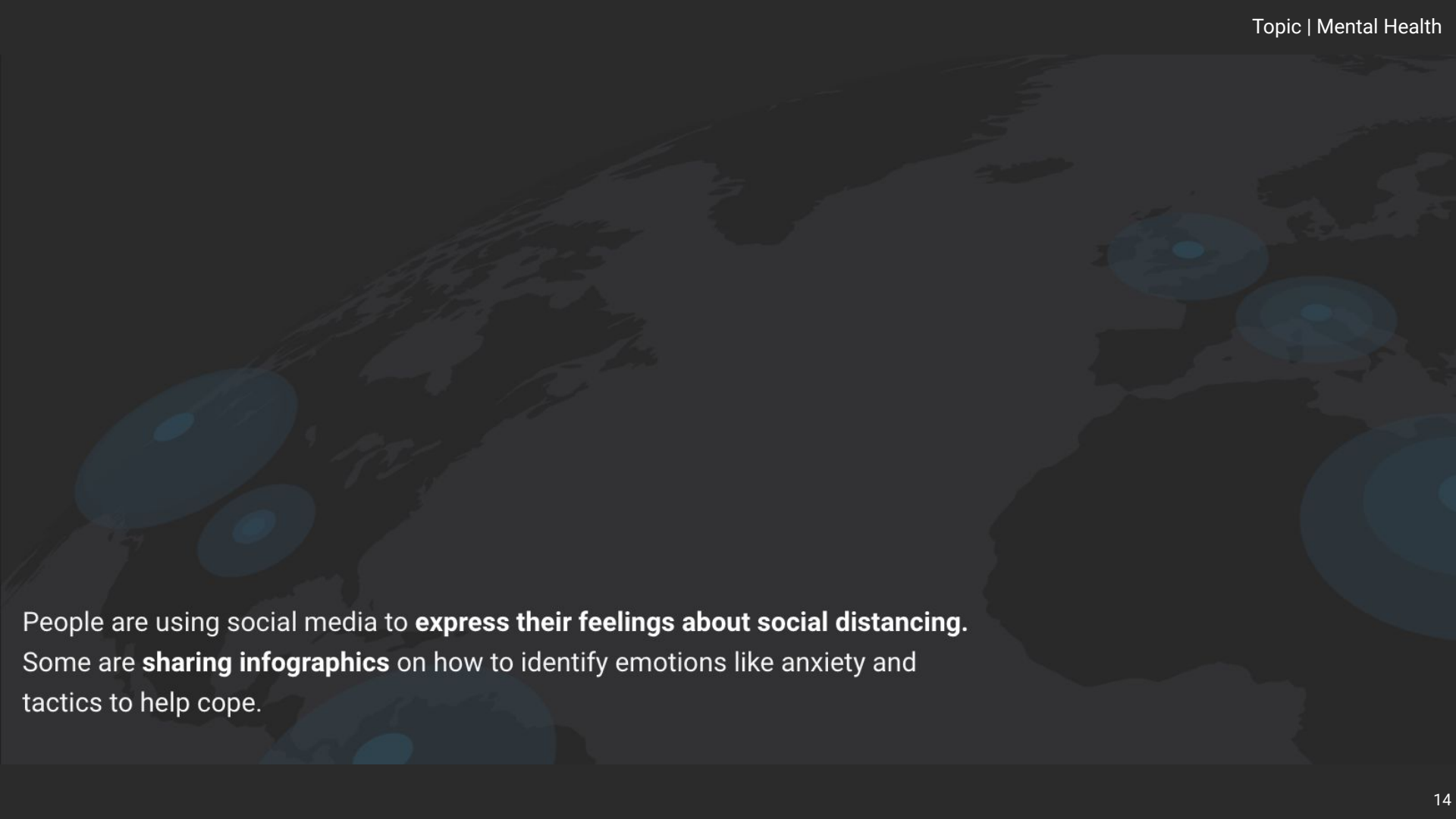
Survey question | How have your eating habits changed, if at all?... Eating more

Although eating habits continue to fluctuate from country to country, **more than one-quarter of respondents across markets say they are eating more food than pre-pandemic.**

People discuss “stress eating” on social channels, describing how they are snacking more and feeling anxious. There is also discussion about eating less as families try to stretch meals and save money.

Respondents eating more post pandemic





People are using social media to **express their feelings about social distancing**. Some are **sharing infographics** on how to identify emotions like anxiety and tactics to help cope.

People are using social media to express feelings about the pandemic: guilty, lonely or anxious.

They often **mention individuals they are feeling bad for**: seniors and graduates missing milestones like graduation or prom; front line workers putting their lives at risk to help others; teachers trying to educate children in a new environment.

Some are **feeling guilty for not being as productive** as they think they should be while working from home. Others are **describing things they are anxious about**, like grocery shopping or disinfecting counters or items they bring home from the store. For some, the idea of leaving the house after quarantine is anxiety inducing. Others are **sharing how lonely they feel without physical contact**.



strifexvi_ (Eric) DM For Commission
@strifexvi_

damn i feel bad for ppl in high school that are on lockdown rn they won't be able to go to prom or have a graduation that's so sad :(



Twitter

26 Apr 2020 | 18:17



LaZebraAPuah (Alter ego di Pea Terrib...)
@LaZebraAPuah

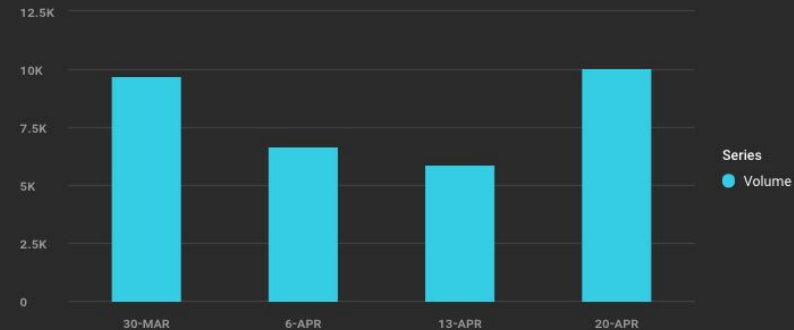
La cosa che mi pesa di più dello stare in casa è disinfettare la spesa. L'ansia di pulire bene tutto. E poi di pulire tutto ciò che con la spesa è venuto in contatto. Pulitori di spesa, mettete un like.



Twitter

24 Apr 2020 | 15:52

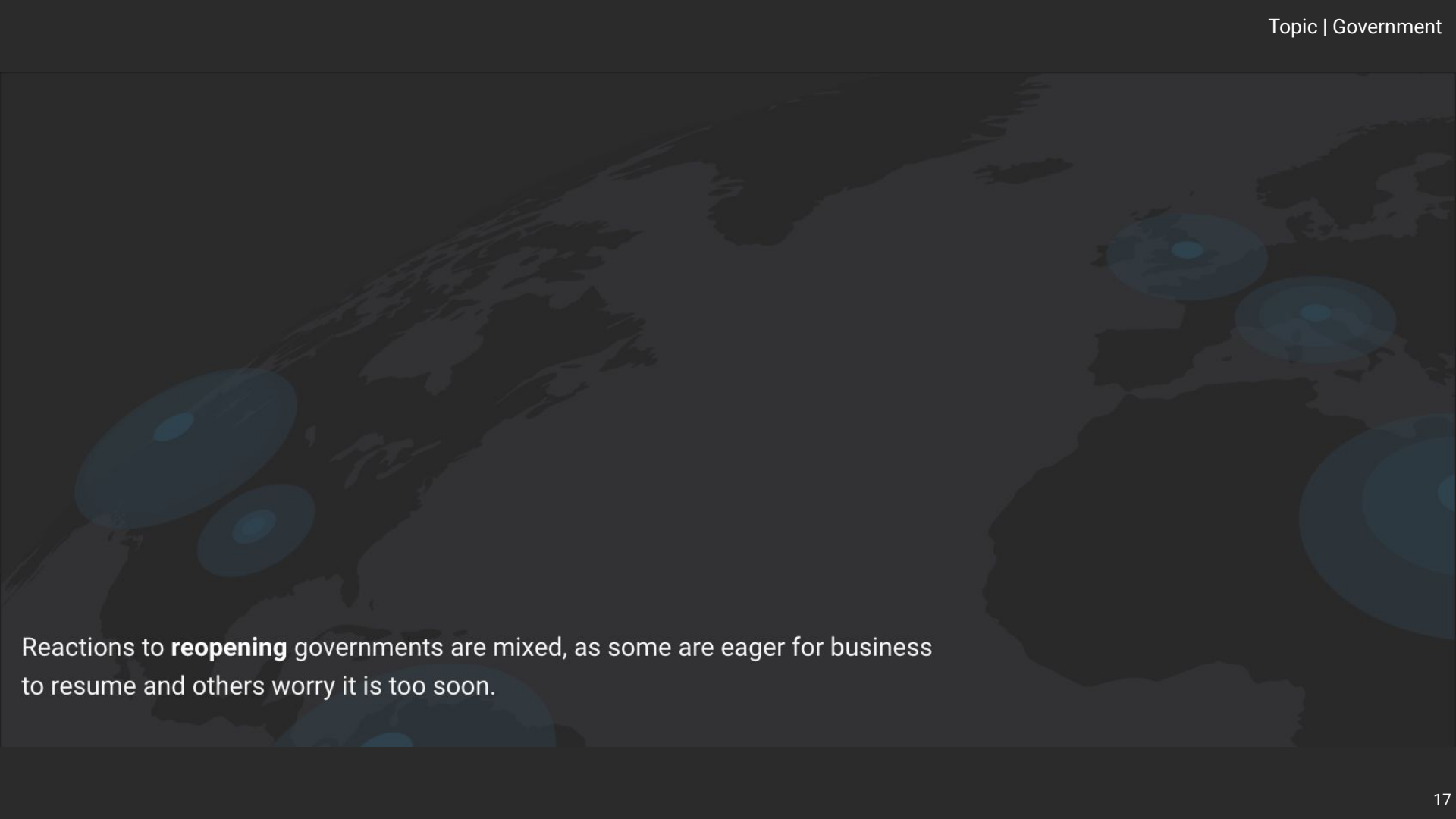
Self care discussion volume over time



Self-care conversation is on the rise. People are **sharing reminders and tips about how to practice self-care** in the form of taking a daily walk, listening to music, reaching out for counseling services, getting quality sleep, making crafts, preparing a fancy lunch or getting “quarantine cute” (i.e. spending time on personal appearance - hair or makeup).

Many are sharing an infographic to **help people recognize physical symptoms of anxiety and provide ideas to ease this feeling** (104K social engagements to date). Young British survey respondents reported an **increase in anxiety (46% from 41%)**.





Reactions to **reopening** governments are mixed, as some are eager for business to resume and others worry it is too soon.

Reactions to news that governments and municipalities are beginning to lift restrictions are mixed. Overall, **many are eager for businesses to reopen**, worrying that the economy will collapse unless business resumes promptly.

Some are **concerned that governments are forcing a premature opening** so they do not have to provide financial support via unemployment and small business loans.

Italian discussion is focused on what happens next and what Phase 2 entails for citizens.

Germans are worrying how much the government should relax social distancing efforts without negatively impacting efforts to stop the spread.



pietroraffa (Pietro Raffa)

@pietroraffa

Gli italiani hanno accettato il lockdown senza battere ciglio. Ma ora chiedevano risposte chiare. E la verità è che, in un'ora di conferenza, quelle risposte non sono arrivate. Occhio: la fiducia si può perdere con la stessa velocità con cui è stata ottenuta [#Conte](#) [#Fase2](#)



Twitter

26 Apr 2020 | 21:44



ferrarigop2020 (Alessandro Thomas Ferrarigo)

@ferrarigop2020

Domanda: ma se il [#4maggio](#) milioni di italiani uscissero di casa tutti insieme, chi li fermerebbe? People have the Power [#Fase2](#) [#Conte](#) [#conferenzastampa](#) [#lockdown](#)



Twitter

26 Apr 2020 | 19:44



PrisGalstaun (Priscilla Galstaun)

@PrisGalstaun

Trump wants to reopen the economy. The restaurant and airline collapse shows that's not easy. - Vox t.co/VvclipDhpS



Twitter

22 Apr 2020 | 18:48



DHStanley2 (David Stanley)

@DHStanley2

[@ugabarstool](#) The lockdown was not intended to prevent anyone from every contracting COVID-19 ever again. There will still be cases in the future. The lockdown was intended to flatten the curve, so the healthcare system would not collapse. We are plateauing. It's time to gradually open.



Twitter

21 Apr 2020 | 14:33



Jan__Fran (Jan Fran)

@Jan__Fran

It usually goes something like this: if we ease the lockdown we'll see people die from the virus. If we prolong the lockdown we'll see people die from the consequences of possible economic collapse (i.e. suicide, depression, poverty, ill health, violence). 2



Twitter

21 Apr 2020 | 18:45



t0nyyates (Tony Yates, not an epidemiologist)

@t0nyyates

222 economists have now signed the Australian econ letter advising against a premature relaxation of the lockdown there, and calling out the false choice between public health and the economy that features in prominent op eds.

People are frustrated about **lockdown rules**.

Some argue that lockdown rules have gone too far and infringe upon human rights, citing the use of drones and tracing apps as infringements upon civil liberties.

Others feel existing measures are too strict, citing statistics about the number of donor transplants not taking place because of existing guidelines.

In response, **front line workers continue to post pleas** for people to follow social distancing guidelines.



PaulaRamsay1 (Paula Ramsay)
@PaulaRamsay1

A small insight to COVID HDU last night, these marks were after only around 2 hours of wearing the mask and full kit required to work in there. My face was sore, irritated and puffy. Please continue to follow the lockdown rules COVID isn't going anywhere just yet. [#staysafe t.co/QCXIK2IGlx](https://t.co/QCXIK2IGlx)



Twitter

25 Apr 2020 | 19:31



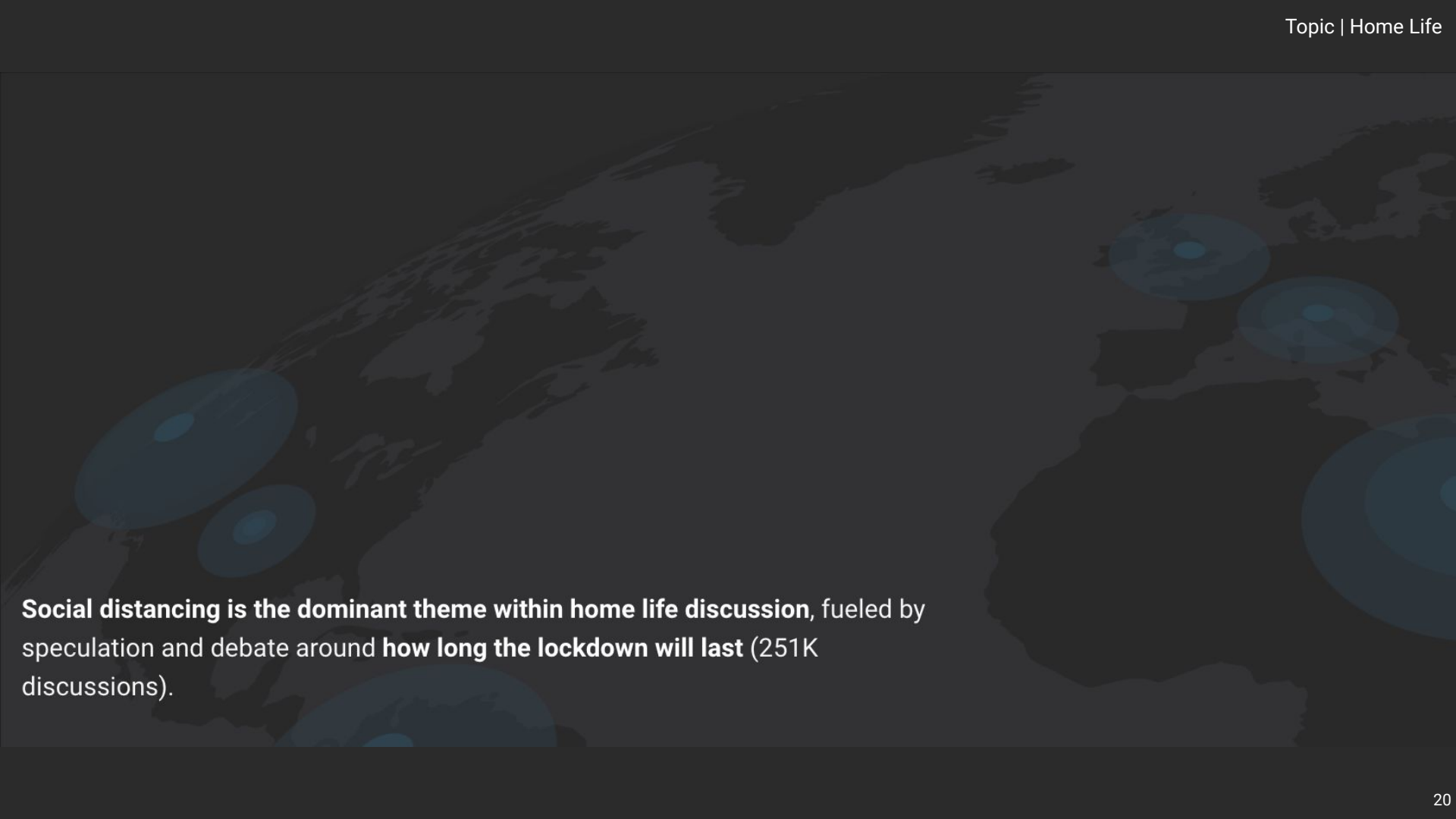
RealBasedMAGA (Femme Fatale)
@RealBasedMAGA

Police helicopter catches rooftop drinkers breaking Australia lockdown rules. Are you ready? Its happening. While you all cower, our liberties are ripped away....& both sides of the aisle sit & watch. [#WakeUpAmerica #Drones t.co/IR8YisSr7g](https://t.co/IR8YisSr7g)



Twitter

22 Apr 2020 | 16:01



Social distancing is the dominant theme within home life discussion, fueled by speculation and debate around **how long the lockdown will last** (251K discussions).

Most people agree it is **still too soon to lift stay-at-home orders** due to ongoing infection risk. Some advocate for “**partly reopening**” cities as a low-risk option at this point, arguing that **more moderate social distancing measures** would still protect public health while boosting the global economy.

Dissenters demand an **immediate reopening** based on beliefs **quarantine has proven ineffective** or **the virus is no longer an imminent threat**. These ongoing discussions correlate with reports from public health experts that the **general population is experiencing ‘quarantine fatigue’** and public resolve is waning.

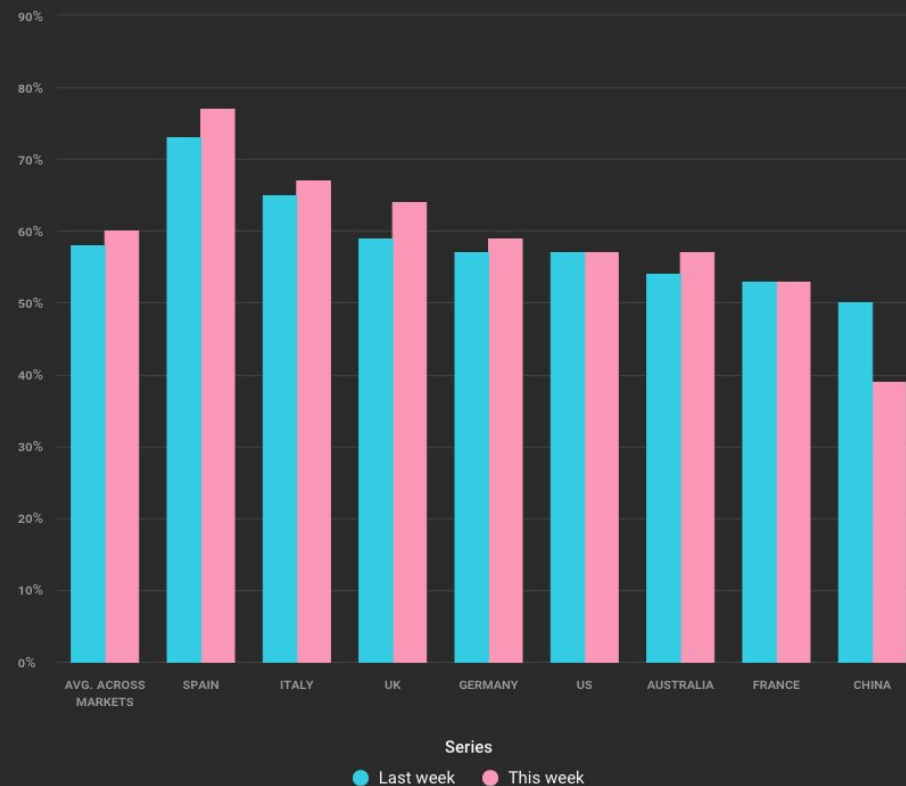


Survey question | How much longer are you willing to continue social distancing?

While most survey respondents say they are willing to continue self-isolating and social-distancing for however long is necessary, there was a sizable drop this week in Chinese participants who feel this way. China is now the only tracked country where less than half of survey respondents say they are willing to self-isolate indefinitely.

The number of Chinese respondents who say they think life will return to normal within 2 weeks rose (20% from 14%).

% willing to social distance for however long necessary



Posts about **parents homeschooling their kids** comprise 11% of discussion. Parents often leverage social to share their **children's progress and success stories**. Many others actively **seek tips, tricks, and recommendations** from articles, podcasts, and YouTube videos.

While some agree homeschooling presents an opportunity to **discover their children's talents and bond**, most share that their **households are starting to struggle**. Parents are concerned the **lack of a structured** school environment provides is **taking a toll** on kids.

Others also argue homeschooling is not for everyone, especially **those lacking resources such as devices and internet access**.



People are discussing **exercising outside more often this week** (49k mentions), including **walking, cycling, and running**.

Individuals share how they challenge themselves to maintain an exercise routine by **committing to daily updates on social**. Runners specifically **use tracking apps in order to share post-run stats** or the shape of their routes. Others celebrated **Earth Day** on April 22nd by **working out in their yards**.

As more **parks and beaches re-open to the public**, complaints surface about people enjoying outdoor activities while **ignoring social distancing rules**.




 **jordynnstom (Jordynn)**
@jordynnstom

Get a clue. This is ridiculous. At this time our Ventura beaches are only open for exercise as long as you maintain social distancing requirements. Not tanning sessions and spike ball. Respect the regulations. Shocker.. the world doesn't revolve around you. Come on.. t.co/Ig4gAPcnVr

 Twitter 24 Apr 2020 | 04:39

 **LaurenWFTS (Lauren St. Germain)**
@LaurenWFTS

Get some exercise next week (maybe grab the fam too? ... while social distancing of course) & support local young girls at the same time. @GOTRI #gotr #girlsontherun @abcactionnews Info here:

 **chrisjackis (Chris Jack)**
@chrisjackis

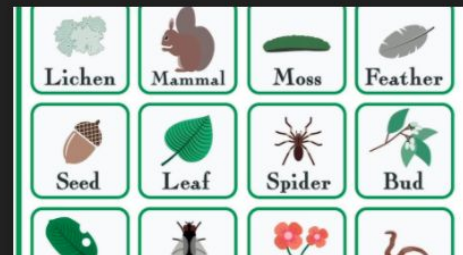
Went for early morning exercise at Dee Why this morning. It is so very frustrating to see selfish people who don't give a damn about social distancing & reduced numbers of groups in public.
[#stayhome](#) [#StopTheSpread](#) [#SocialDistancing](#)

 Twitter 23 Apr 2020 | 21:16

 **jessfritzz (Jess Fritz)**
@jessfritzz

this quarantine has really shown everyone's true coping mechanisms lol we're either playing animal crossing, working out excessively, bird watching, starting some home project or drinking excessively

 Twitter 22 Apr 2020 | 19:38



Conversations about **reading are on trend this week**, driven by “**World Book Day**” on April 23 (10.8K mentions). To mark the occasion, **online and offline bookstores are offering multiple discounts**.

People are sharing their **favorite reading lists** across various genres. **Novels, autobiographies, and children’s books** are discussed most often.

Book lovers advocate for **reading during quarantine as a form of self-care**. Many express they have not had the time to delve into reading prior to the outbreak and are **grateful for the opportunity**.



lousjournalism (lousjournalismjourney)
@lousjournalism

Happy **#WorldBookDay!** Need something to read before starting your next book? Check out my latest article where I Interview John K. King Books North employee on their **#MichiganLockdown** experience. t.co/yuzQM1CPVn



Twitter

23 Apr 2020 | 18:12



carolyn_pirtle (Carolyn Pirtle)
@carolyn_pirtle

[@FrChenier](#) [@timothyomalley](#) [@deacondodge](#)
[@FranSzpylczyn](#) [@brianfraga](#) [@eviefordham](#)
[@ssharmatx](#) [@marlo_safi](#) [@BarnasJoe](#)
[@maxbodach](#) [@McGillPatterson](#) [@BMCCSJ](#)
[@stevenpmillies](#) [@NicholasSawick1](#) [@iCabrera05](#)
[@jwmjournalist](#) [@rdelsaz](#) [@jztedesco](#)
[@offbrandsanchez](#) [@HaukBill](#) [@TMJ4Steve](#)
[@swilsonsmit](#) [@gregorykhillis](#) [@pleonidas](#)
[@JamesKennedySJ](#) [@bgottsj](#) [@DavidPaterno...](#)



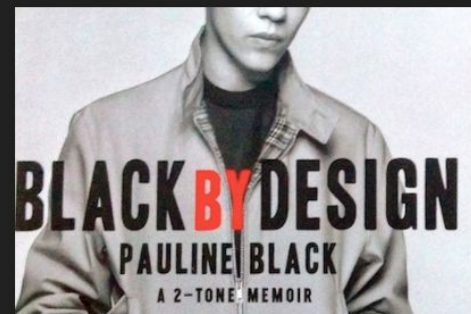
Twitter

23 Apr 2020 | 12:40



laliaristo (Author Lali A. Love 🇺🇸 her/she...)
@laliaristo

Happy **#TuesdayMotivation** **#WritingCommunity**



paulineblack (pauline black)
@paulineblack

#worldbook day2020 A book to read for the ska/2-tone fan while in quarantine - Pauline Black's 2-tone memoir 'Black By Design' **#theselector** - get your copy from [@TheSelector](#) merchandise shop on the link below t.co/dmayAK5k88
t.co/Q95EdphpK0



Twitter

23 Apr 2020 | 14:11



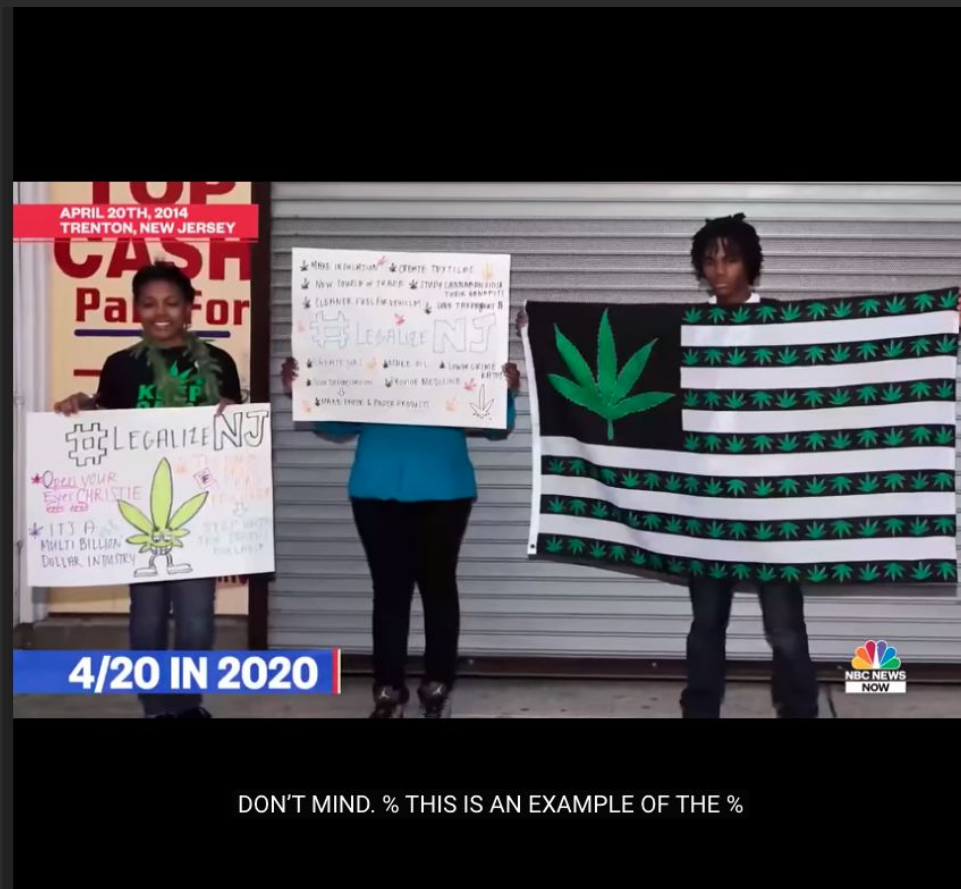
KathrynStarke (Kathryn Starke, Urban Lit...)
@KathrynStarke

Thrilled to be with the **#Chargers** this year to promote literacy. Check out this **#TackleReading** coaching tip from some Los Angeles teams. Get your own Tackle Reading activity book for free

The recreational use of marijuana emerged as a trending topic this week thanks to the celebration of 4/20 (5.6K mentions) and correlates with news reports about increased marijuana consumption.

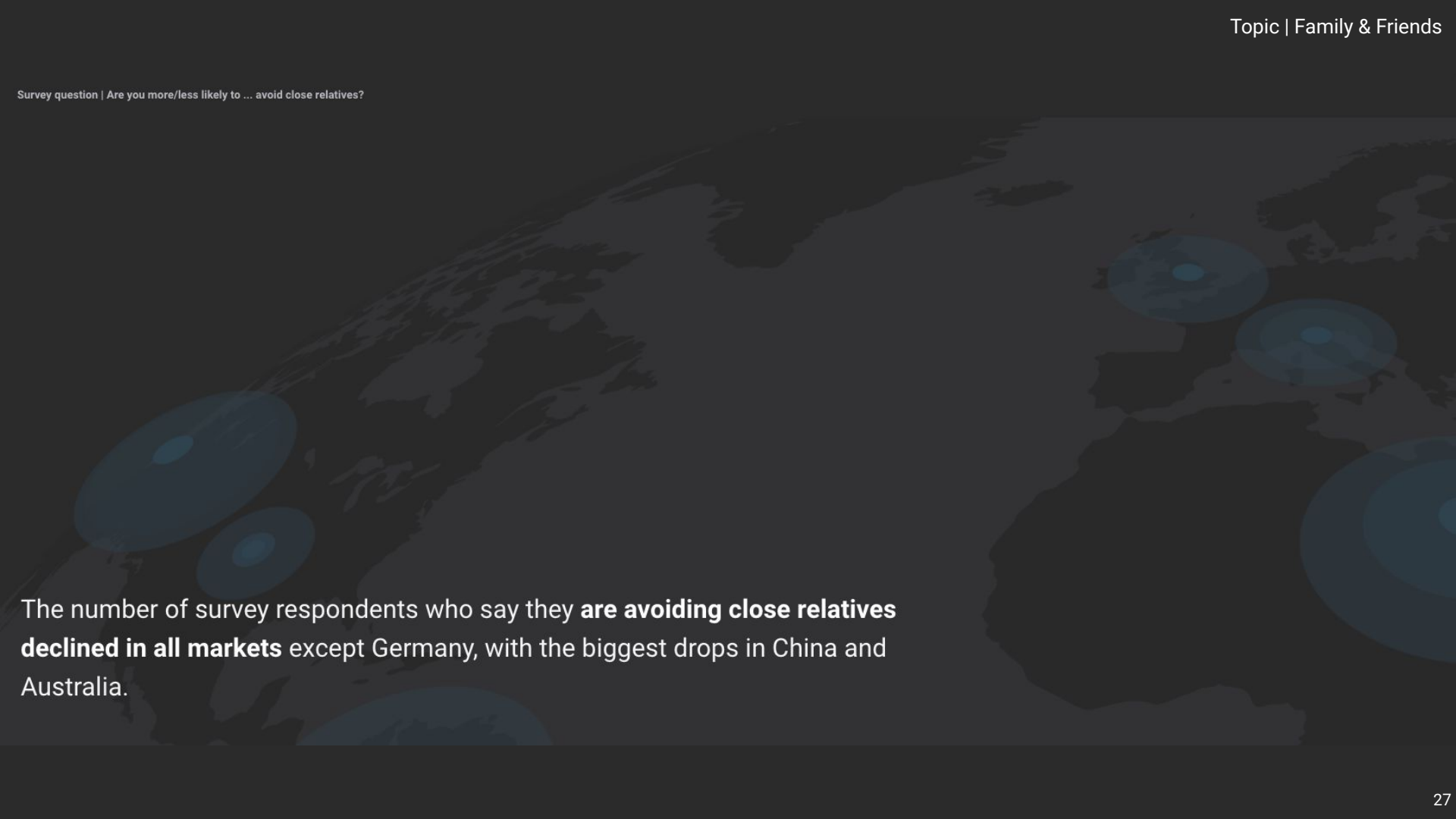
To celebrate, people discuss watching “Cooked with Cannabis” on Netflix, baking pot brownies or cookies, or simply partaking to enjoy themselves. Cannabis advocates say it helps them to relax and overcome depression during quarantine.

On the other hand, a minority in the US express frustration that cannabis stores are allowed to operate while other businesses such as home care and gardening shops are not.



DON'T MIND. % THIS IS AN EXAMPLE OF THE %

Survey question | Are you more/less likely to ... avoid close relatives?



The number of survey respondents who say they **are avoiding close relatives declined in all markets** except Germany, with the biggest drops in China and Australia.

Nearly **1 in 5 posts** this week discuss life events as people announced their **weddings, graduations, proms and birthday celebrations are being cancelled or postponed**. A video featuring healthcare workers holding a **social distancing wedding parade** went viral on Twitter (115k views). **“Zoom weddings”** are emerging as a popular alternative.

While many are sad about forgoing life events in person, they are **critical of reports of weddings or funerals going forward in violation of the lockdown**.

“Quarantine birthdays” are still going strong with more people throwing parties via **video calls or parades**. One YouTube video featuring a birthday parade gone wrong has amassed more than 30k views to date.



Donation discussions remain prevalent (17% of posts). Financial support is sought for vulnerable populations such as **families hit hard by the disease**, as well as calls to **give back to healthcare workers**.

American actor **Susan Sarandon's** donation to vulnerable women, widows, children, and orphans in the Middle East drove **engagement and praise**. Vietnamese children donating 20K masks to the UK similarly drew praise.

People are appreciative for stories that **highlight goodwill amid so much negativity in the news**. Many express affinity toward both individuals and organizations that **take action to make a positive impact**.



Johnrashton47 (John Ashton)
@Johnrashton47

Vietnamese children donate 20,000 face masks to UK after saving up 'lucky money' | The Independent
t.co/QPOJkl2f9e



Twitter

25 Apr 2020 | 04:25



ABC (ABC News)
@ABC

Eminem is feeding health care workers in his hometown of Detroit – and making them smile, too. t.co/YNHbC7frgy



Twitter

24 Apr 2020 | 04:28



AthenaSalman (Rep. Athena Salman)
@AthenaSalman

During **#COVID19** crisis, undocumented families are without any support. This week, we launched the AZ Undocumented Workers Relief Fund to help and **@OneArizona** will match dollar per dollar donations up to \$50,000 for the **#AUWRFund!** Please DONATE: t.co/t8A2aYQFJ2
t.co/VJC057pwur



Twitter

24 Apr 2020 | 19:43



LoveDetroit00 (❤️ MfŞ MārŞhâlt Mâthér...
@LoveDetroit00

EminemCelebrated HisSobriety by donating HisSignature“Mom’s Spaghetti”TheCups WereDelivered ToThe DetroitMedicalCenter

Unemployment dominated discussion this week.

Often mentioned are layoffs, furloughs, and pay cuts from companies such as Inova Health and People Magazine.

Volume of unemployment discussion over time



People are sharing their **ongoing frustration about filing for unemployment benefits**. Donations for unemployed workers and families are discussed as an **increasing number of impacted individuals crowdfund** through platforms such as GoFundMe and Venmo.

At the same time, discussions about **returning to work** are on the rise. Many share concerns about reopening businesses given a **lack of PPE resources**. Non-essential workers voice they will **refuse to return to the workplace** when the lockdown is lifted **if they do not feel safe**.



ericriveracooks (Eric Rivera)
@ericriveracooks

I've had a lot of people reaching out to me about situations at their restaurants. Some horrifying. An example- restaurant closed, laid everyone off, the employees made a gofund me, the restaurant told them they couldn't use the restaurant's name in the GoFundMe.



Twitter

25 Apr 2020 | 16:09



pineapplepleas (PandemicPineapple)
@pineapplepleas

Some states are opening for business and I just got off of a call where they told us they don't care what the individual states are doing we are going to continue to mitigate risk by working from home. And that's how you show your employees love.



Twitter

24 Apr 2020 | 17:54

JUDGE E. NEARBY'S
CLERK AND EXECUTIVE DEPARTMENT
OF THE DISTRICT COURT

April 23, 2020



QuinnUnlimited (Kevin Quinn)
@QuinnUnlimited

The majority of people posting online still enjoy working from home, **with many saying they'd like to continue working from home once the lockdown is lifted**. Some discuss their **ideal work scenarios**, such as working from home two days a week. The flexibility WFH provides is stated as **especially important to millennials**.

Conversely, **positive conversations** about working from home are **decreasing over time**. Some are feeling burnt out and experiencing plateaus or dips in productivity. Many **crave to be physically connected to workplace environments** again and look forward to the reopening of the global economy.



WFH tips and tricks (29K mentions) continue to feature in conversation. As remote working is prolonged, employees are paying more attention to work/life balance and share best practices to engage with colleagues.

Blog posts about **“how to stay sane”** are gaining traction online. Workers discuss tips to **maintain mental health** such as keeping a **consistent routine** and **carving out time for hobbies** outside of work.

Productivity guidance remains popular. Engaging content encompasses setting up the ideal workstation and the importance of getting ready/dressed in the morning. Many also recommend staying **connected with co-workers through chat** and virtual activities.



bizmotivator (J.J.D. Spence)

@bizmotivator

How to Stay Sane While Working From Home

t.co/TFAQ6QsZT9

Twitter

26 Apr 2020 | 10:25



ServicesRds (The Poor Man's Cryptocurr...)

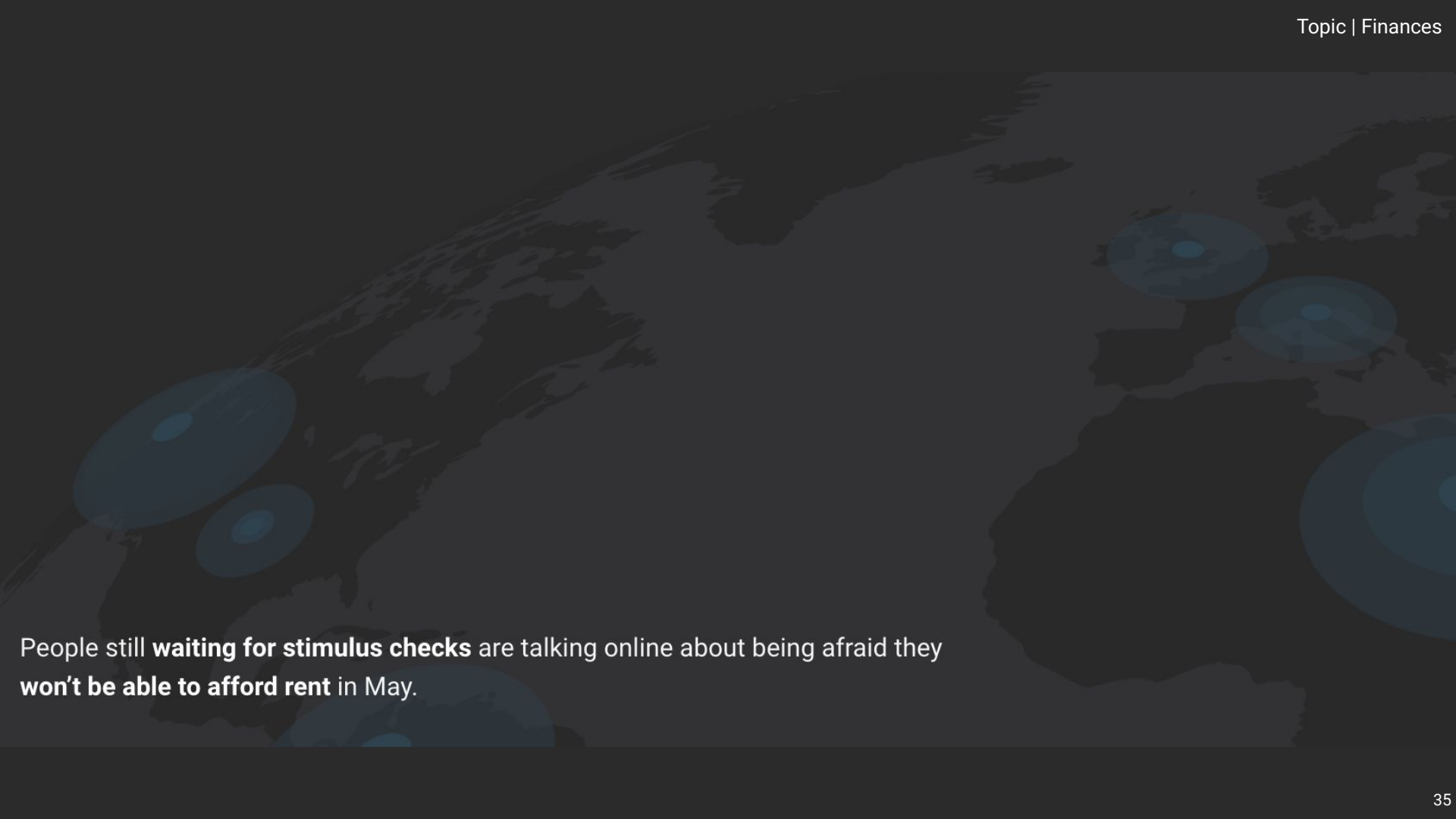
@ServicesRds

Need help preventing **#WFH** burnout? Lack of discipline affecting production? Get expert **#WorkFromHome** tips from those who have been **#telecommuting** for decades. **#QuarantineLife** **#wfh2020** **#wfhlife** **#Covid_19** **#coronavirus** **#Covid19UK** **#CoronavirusUSA** t.co/KGnuTMGKg0

Twitter

25 Apr 2020 | 07:46





People still **waiting for stimulus checks** are talking online about being afraid they **won't be able to afford rent** in May.

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

Concerns about the economy remain high and relatively stable across regions (66% of respondents across tracked countries cite economic concerns).

People across Europe are discussing the new EU Eurogroup economic support plans. While it is described as a good start, some believe plans don't provide enough support for the economies hardest hit by COVID-19.

Those over 55 across tracked markets report being more worried than their younger counterparts about economies in general and the ability to pay their bills.



bes_d_f (fra luca)
@bes_d_f

@ngiocoll @CarloStagnaro @FPanunzi Inoltre quando hai distrutto l'economia del paese preoccuparti del prezzo delle mascherine non sembra essere una grande idea



Twitter

26 Apr 2020 | 23:38



Stephan2301 (Stephan Maurer)
@Stephan2301

@sandra2519691 Die Flaggschiffe der deutschen Wirtschaft ringen um ihre Existenz, 700.000 Betriebe haben Kurzarbeit angemeldet, es wird Millionen von Arbeitslosen geben, davon können sie sich nicht reinwaschen, so einfach wird's nicht werden!



Twitter

26 Apr 2020 | 12:53



ImlahKieran (Kieran Imlah)
@ImlahKieran

@GarryGhc @BreesAnna Wait till the banks close. At lockdown day 55, UK cycle losses will have lost £1trill The debt is bigger than our economy. That's just over 2 weeks away. Economic collapse in the UK. Means millions of UK citizens will die!! That's the truth Demand for commodities outstrip demsnd



Twitter

24 Apr 2020 | 18:51



DarrenSloan8 (Darren Sloan)
@DarrenSloan8

@humanmale1984 @georgiebingham Our economy is dead, UK's debt is unsustainable, unemployment is sky rocketing, the housing market is crashing, there is a global food shortage coming and sitting at home in fear of something that has sadly but only killed 20,000 people in a population of 68 million is insane.



Twitter

24 Apr 2020 | 13:42

As average people struggle to make ends meet, they are taking to social media to express frustration at how financial assistance is doled out to businesses.

Companies owned by celebrities came under fire; criticism of Richard Branson and Victoria Beckham trended in the UK on reports that they requested government assistance for their companies. A Guardian story about Branson mortgaging his Caribbean island as collateral for a Virgin Group bailout generated engagement (101k).

Some complain that public healthcare workers and others on the front lines don't appear to be getting the same consideration for financial assistance that is given to large corporations.



trinareyes (Trina) ❤️🇺🇸🇮🇹🇷🇺 #MAGA
@trinareyes

Victoria Beckham, worth £335 million-furloughed 30 employees & then hit up government resources for £225,000 to pay her employees. Wtf is wrong with these elites??? The more they have, the more they want. No sense of personal responsibility or respect t.co/4HI4NIQRCB



Twitter

26 Apr 2020 | 16:39



BenJolly9 (Ben)
@BenJolly9

This dehydrated Bee Gee hasn't payed a penny of tax in 14 years & he's still pestering the government for £500,000,000. I wish we had a government that followed suit of France & Denmark & told these leaches to get lost. You just know Johnson won't. t.co/5YInS8A9Ft



Twitter

26 Apr 2020 | 14:54



parsonshanged (RN's Strike for PPE @...
@parsonshanged

Broke down a bit getting interviewed about what hazard pay for frontline workers means to us. There are a lot of reasons why we deserve hazard pay but we're seeing hospital "leadership" get their bonuses while forcing workers into furloughs, it becomes an issue of basic respect



Twitter

25 Apr 2020 | 23:11



chrislhayes (Chris Hayes)
@chrislhayes

McConnell is fine bailing out companies that pay dividends and bonuses but he and the gang are gonna do everything they can to make sure that firefighters and teachers and state public health workers absolutely take it on the chin.



Twitter

22 Apr 2020 | 16:31



TheHodmeister (Chris Hodder)
@TheHodmeister

[@AppleUserFan](https://t.co/AppleUserFan) [@LuckyHeronSay](https://t.co/LuckyHeronSay) [@Keir_Starmer](https://t.co/Keir_Starmer) [@MetroUK](https://t.co/MetroUK) It should be the same as the bailed out banks. No dividends or director bonuses until - in



AppleUserFan (Darren 'Fletcher')
@AppleUserFan

[@LuckyHeronSay](https://t.co/LuckyHeronSay) [@Keir_Starmer](https://t.co/Keir_Starmer) [@MetroUK](https://t.co/MetroUK) Also any companies that post profits in 2021, 2022 should pay back any furloughed wages before director and shareholder bonuses!

As a new month approaches, many predict **that lapses in rent payments will rise in May** as they did in April.

Many say they are **concerned they will not be able to pay their rent**. Some took to social media to praise landlords in Michigan and New York who are **reducing or waiving rent for their tenants** (~160k engagements).

News that US Congresswomen Ilhan Omar has proposed **legislation to cancel rent and mortgage payments** for Americans during the pandemic generated engagement (160K).

The New York Times
This Brooklyn Landlord Just Canceled Rent for Hundreds of Tenants
 Mario Salerno, who has 18 apartment buildings, said he did not want renters to stress about their payment during the coronavirus pandemic.

ellentube

He's a landlord from Brooklyn who told his 200 tenants

Many expecting stimulus checks **are still yet to receive them**, and post Cash App and Paypal details on Twitter with hope that others can support them. Some **blame the delayed receipt on the postal service**.

Those ineligible for the check, such as some student groups, **lament the fact they are being forgotten**, and wonder how they are expected to meet bills.

People post strong reactions to the restriction **preventing stimulus checks from helping US citizens** married to immigrants without social security numbers (17.4k mentions, 2.3 million engagements), describing it as **'monstrous' and 'confusing'**.



NeoParis (Paris Mellow)
@NeoParis

I wait alongside most of my fellow small business owners, those self-employed and independent contractors. A massive number of Illinois residents who are waiting for the Unemployment portal to open for us, waiting for loan approvals, waiting for stimulus checks.



Twitter

26 Apr 2020 | 05:45



BrittanyDRoach (Brittany Roach)
@BrittanyDRoach

[@pulte](#) \$broach93 single mom with no income due to covid-19. No stimulus or unemployment. Just trying to survive until I can return to work. [#BailoutHumansNow](#) [#COVID19](#) [#Bartender](#) 🍷



Twitter

25 Apr 2020 | 18:14



Texastargirl (Jasmine Novachrono - Wiz...)
@Texastargirl

[@Gbake1982](#) [@gigisecert](#) [@RyanShort25](#)
[@PramilaJayapal](#) [@shaunking](#) [@RashidaTlaib](#)
And also lots of dependents didn't get stimulus checks like me . I pay all my bills but I am on my moms insurance and live at home so I CAN BE CLAIMED even though I wasn't . So I guess my bills don't matter .



Twitter

25 Apr 2020 | 10:44



larry_lashua (Larry Lashua)
@larry_lashua

[@FredJoseph](#) Same job for 30 years. Was told I was being laid off because of the virus. They were laying me off so salespeople, who have only been with company for A YEAR, could remain working. I'm getting that 1,200 dollar stimulus check, but they are MAILING it. That's Aug... \$LarryLashua



Twitter

22 Apr 2020 | 16:32



TruthSalvo (A Voice for Truth)
@TruthSalvo

[@Amy_Siskind](#) [@AlanTudyk](#) For clarity, there is no law whatsoever that demands anyone must have a



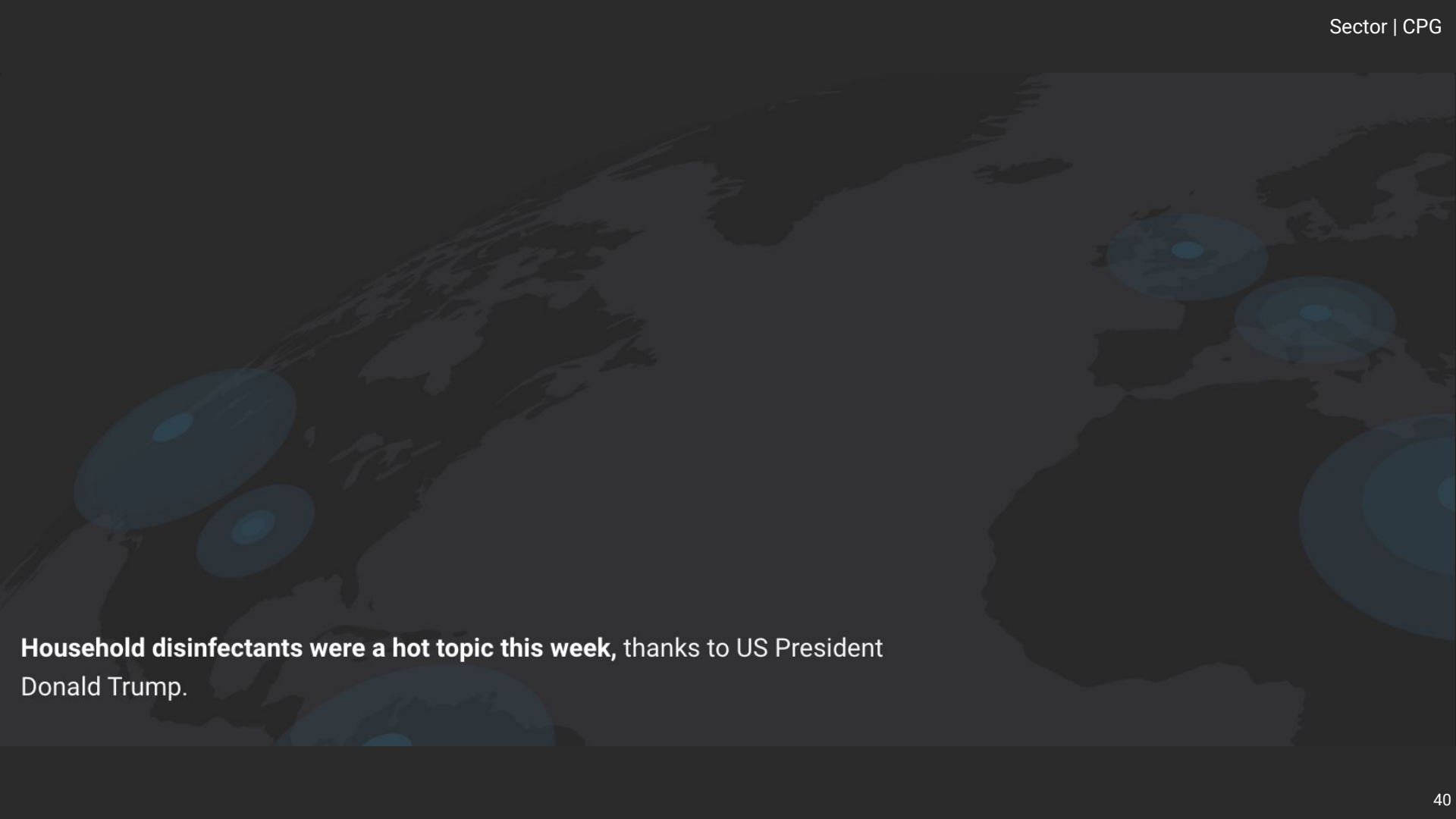
Brian_of_Judea (Brian of Nazareth)
@Brian_of_Judea

[@MikeJollett](#) [@schemaly](#) [@scarlettrabe](#) my immigrant (now U.S. citizen) parent has paid more taxes to this country than Trump ever has or will



Twitter

21 Apr 2020 | 13:37



Household disinfectants were a hot topic this week, thanks to US President Donald Trump.

President Trump's comments about disinfectants in his daily briefing (see page 11) triggered a spirited conversation about bleach and isopropyl alcohol (61% of mentions).

While most (including Reckitt Benckiser, the maker of Lysol and Dettol) seriously warn against ingesting disinfectants, others made jokes about the statement.

A post from a doctor advising people not to drink bleach or isopropyl alcohol generated 11.5k retweets. People are largely sarcastic and find it hard to believe this is a subject of discussion.





revmahoney (Rev. Patrick Mahoney)
@revmahoney

Pray for me! I'm terrified! My son-in-law is cutting my hair this morning and it's bringing back horrible memories of when my mother cut my hair as a child. #Help #HomeBarbershop #HomeHaircut #Coronavirus #coronavirusupdate #Covid #Covid_19 t.co/hs24MaGTM9



Twitter

24 Apr 2020 | 15:49



PettyMurphy08 (chocolate drop.)
@PettyMurphy08

Also. Lol. I just read the requirements they set for hairstylists to go back to work. We don't have enough PPE FOR THE NURSES!! Where am i gonna get PPE for myself + masks for each client??? Which is definitely gonna lead to an increase of prices. Like.



Twitter

22 Apr 2020 | 13:41



MikeLarsenOH (Mike Larsen for Congres...
@MikeLarsenOH



MSignorile (Michelangelo Signorile, sub...
@MSignorile



The debate about **whether salons should reopen** drove an increase in haircare volume this week (14% of posts). People are **puzzled about how to practice social distancing at salons**. Hair stylists argue a **lack of access to PPE forms a barrier** to safely returning to work.

Meanwhile, the term **“pandemic hair”** has emerged to describe makeover results in quarantine. Consumers under lockdown remain **creative and bold with hair dye and style choices**. Using **multiple colors at the same time** is popular this week, with **“bubblegum hair color”** a trending topic. Popular styles include the **mohawk** and the **pompadour**, as well as **cutting your own bangs**.

Personal care conversations are trending this week (20k mentions), specifically **skincare**.

The number of Chinese survey respondents who say they are buying more beauty products than normal is rising (15% from 10%).

Tutorials for “**pandemic skincare**” or **treating breakouts due to wearing masks** are generating interest. Beauty enthusiasts share **daily routines** and **favorite products** via blog posts, Twitter, and YouTube.

While sharing makeup looks is a **form of positive self expression** for some women, many others admit they have **stopped wearing makeup or using beauty products during lockdown**.



and again I went to lots of dermatologists and asked them for their

Alcohol consumption continues to drive discussion thanks to an increase in **wine and champagne** discussion (31k mentions). **Survey respondents in the UK said they bought more wine than usual in the last week.**

Stanley Tucci's tutorial on how to prepare a negroni generated engagement online and yielded interviews on several late night talk shows.

Drinkers discuss **bulk wine delivery** and **daily drinking**. People post about drinking while on **video calls with friends, binge watching movies, or between meals**. While many admit that **drinking has become a daily habit**, warnings that **alcohol consumption compromises the immune system** trigger concern.



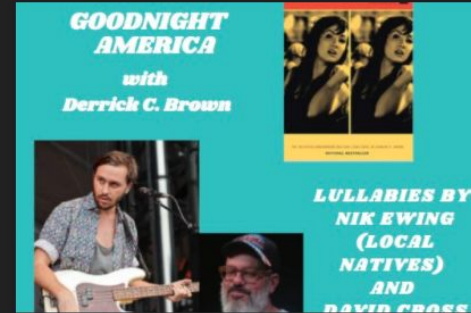
stuff_chosenone (Giovanni1988)
@stuff_chosenone

I'm cool with the Lockdown, as long as I can still order shit on line and I got my weed and champagne liquor if this shit happens again I will make sure I have some 🐱 with me 😊😂



Twitter

24 Apr 2020 | 19:36

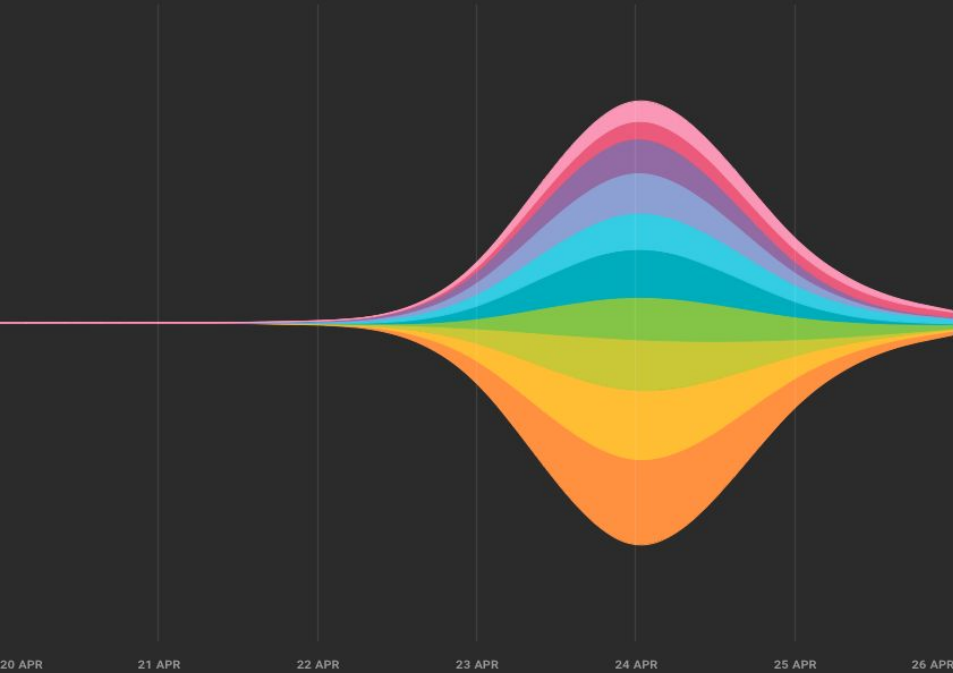


NikChewing (Nik Ewing)
@NikChewing

He played music tonight on this podcast. David

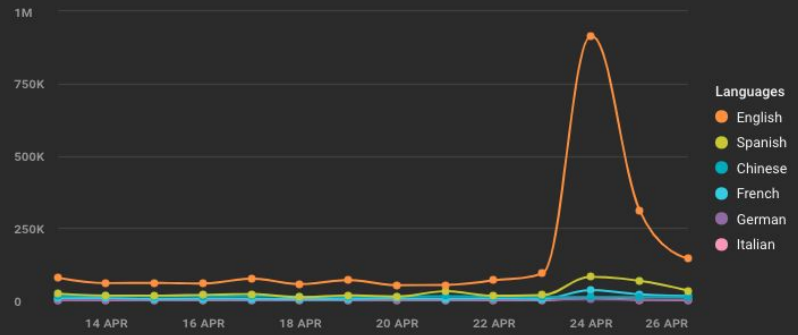


Trending themes (excluding news)



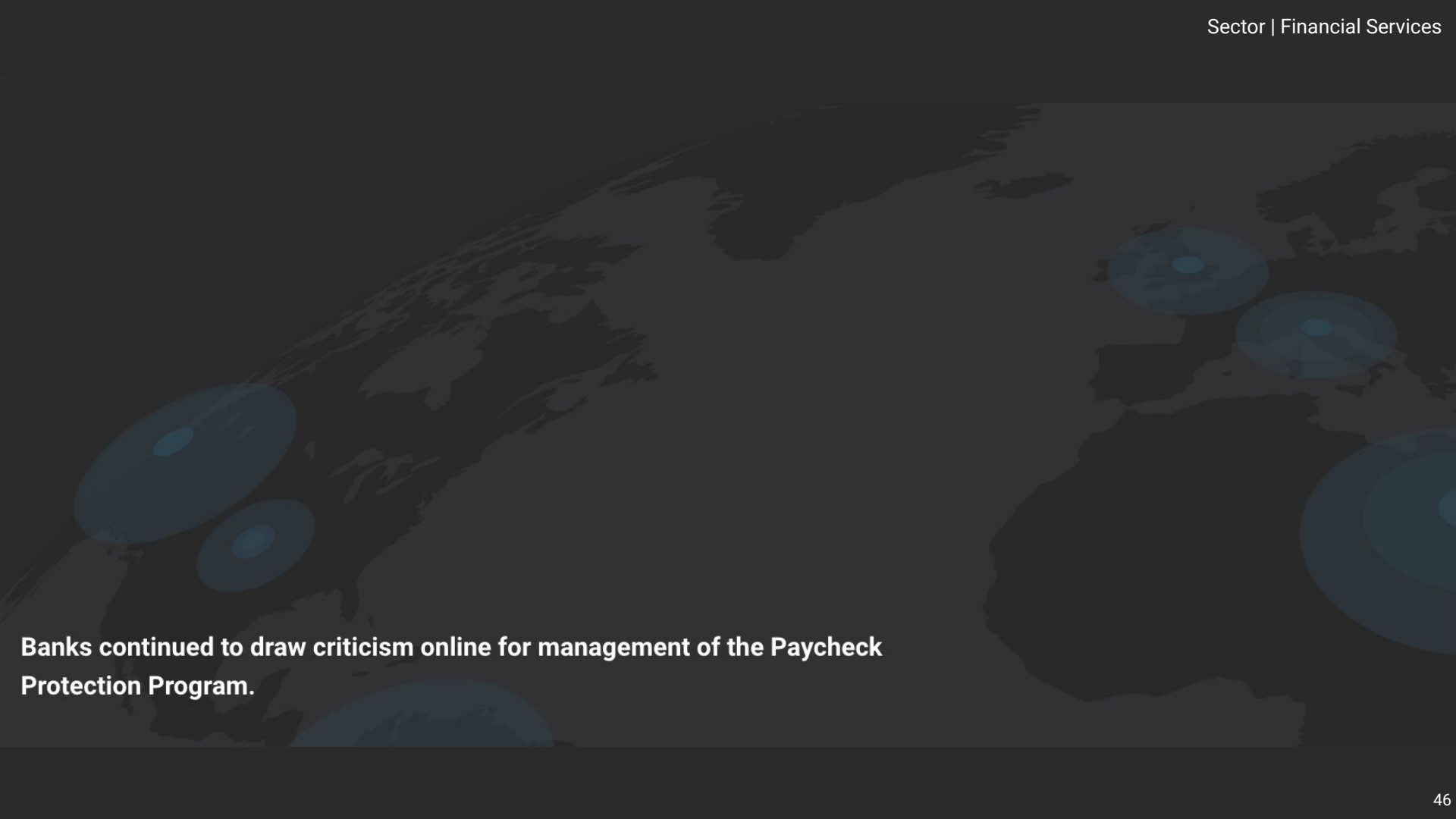
- Topics**
- UV light
 - human body
 - fight the coronavirus
 - injecting disinfectants
 - Trump asks
 - drink bleach
 - kill the coronavirus
 - Trump suggests
 - treat coronavirus
 - cure Covid-19

Volume per language over time



Emerging organizations in discussion

Food an	ABC News	Food and Drug Ad- ministration
White House	Dettol	NYTimes
National Guard	American Medi	Food and Dru



Banks continued to draw criticism online for management of the Paycheck Protection Program.

News that Shake Shack and Ruth's Chris returned multi-million dollar loans designated for small businesses continues to drive discussion. **Big banks are often criticized for initially approving.**

Small business owners continue to share their frustration about not getting **applications reviewed**, claiming to have applied as soon as was possible but **hearing nothing until after funds ran out.**

Many blame banks for prioritizing large businesses with **existing lines of credit** or **strong personal relationships**. Others suggest **preparedness was the problem**: both banks and small businesses **did not have the resources to move quickly enough** before funds were depleted.



robfoot (Rob Hunter)
@robfoot

[@DKThomp](#) The ineptitude of the banks processing the loans is a big part of the story. I have 2 companies. Both applied within 10 minutes of each other. Both submitted all docs within 10 minutes of each other. One company got funded. The other got stuck in limbo and didn't. Same bank.



Twitter

22 Apr 2020 | 15:34



Aaronontheweb (Aaron Stannard)
@Aaronontheweb

[@DKThomp](#) Many of the companies who received loans got them because: 1. Personal relationships with bankers and 2. Banks prioritized lending to customers who already owed them on other lines of credit.



Twitter

22 Apr 2020 | 15:02

Paycheck Protection Program loan. As previously communicated, the program funds have been exhausted and we are watching to see if additional funding becomes available.

We know how important these funds would be to your business and we hope this update gives you some insight into the processes both here at Chase and the SBA.

Here is the high-level overview of the review and approval process:



scottlange (Scott Lange)
@scottlange

[@Ekwhiteslo](#) [@JuddLegum](#) [@axios](#) My wildlife rehab non-profit is eligible for \$43,000. That would let us keep our seven-staffers and keep saving animals. But we can't even get our application looked at, while these bastards have already been handed millions. It's infuriating.



Twitter

22 Apr 2020 | 14:46



johnrobertsFox (John Roberts)
@johnrobertsFox

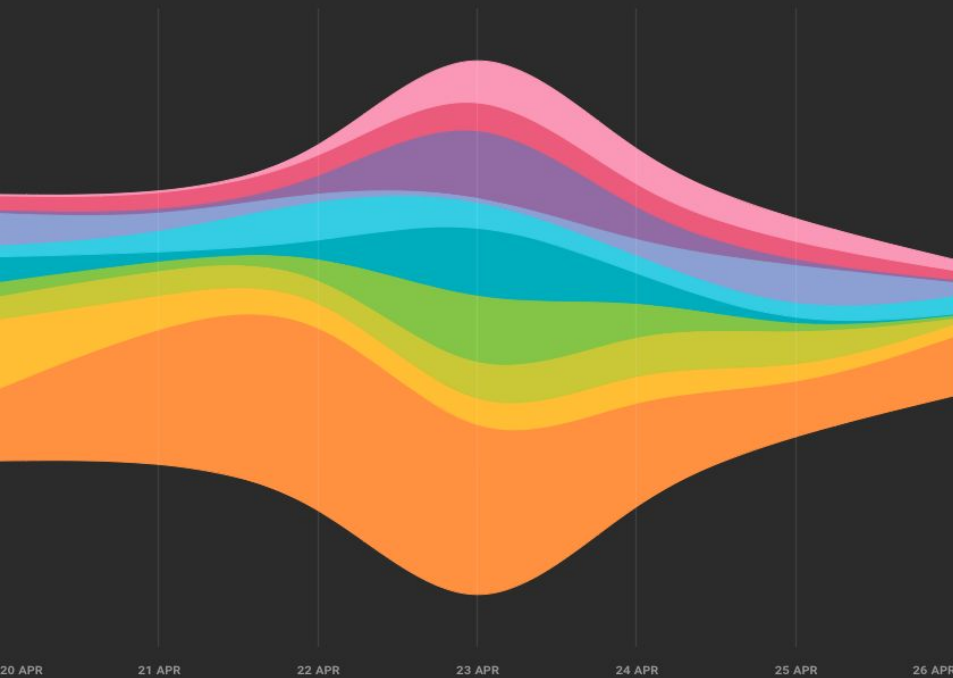
I have been contacted by several small business owners who have non-violent felonies on their



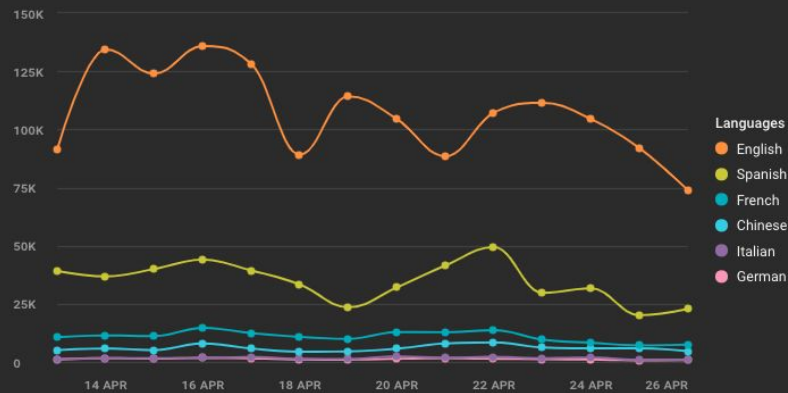
orphaned_annie (Orphaned Annie)
@orphaned_annie

[@EricMMatheny](#) [@archerenemy](#) My husband was told his tiny company would qualify for only \$6800 ... got his documents in on time. Got the email from [@Chase](#) that he got in before the deadline. Then told they ran out of funds. Now he's told

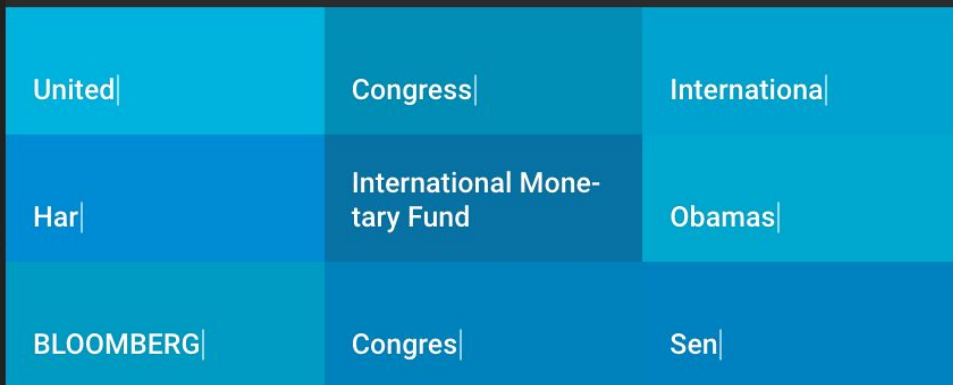
Trending themes (excluding news)




- Topics**
- health insurance
 - coronavirus pandemic
 - PPP loans
 - President Trump
 - 20 million
 - Food banks
 - million loan
 - million Americans
 - unemployment insurance
 - mortgage relief



Emerging organizations in discussion





Healthcare discussion is focused on **populations at risk**, which included hazard pay for frontline workers and nursing home patients. **Young adults suffering strokes as a result of** Covid-19 were widely reported this week as a new development in the pandemic.



psmitty6790 (Pierce Smith)
@psmitty6790

[@DrEricDing](#) Man this stuff scares the crap out of me. Is there anything we can do to safely reduce the risk of clots if we think we've been exposed?



Twitter

26 Apr 2020 | 15:58



CHSommers (Christina Sommers)
@CHSommers

[@arianaenjung](#) Terrifying news, but it's not clear to me how common this is. These are outliers, no? What are the actual numbers? Wasn't clear from article. I have kids in their 30s and 40s—just need to know how anxious I have to be. Thanks.



Twitter

25 Apr 2020 | 01:57



nicolesjchung (Nicole Chung)
@nicolesjchung

"We are used to thinking of 60 as a young patient when it comes to large vessel occlusions. We have



Many reacted to news shares of a Washington Post story that reported **younger people are suffering strokes as a result of Covid-19** (31K posts).

People are using words like "terrifying" and "scary" in response to the news. Others are asking questions, wondering how often strokes typically occur in this age group and looking for numbers and data to temper fears.

People are upset and shocked about news of nursing home deaths in the US, UK and Italy. Some are describing nursing homes as “death traps” and wondering why a population with fragile health would be put at risk.

Many shared coverage that governments have been ordering nursing homes to accept Covid-19 patients without notifying family members. People are reacting with words like “shocked” or “scandal.” In some instances, people have shared personal accounts of loved ones who have died in nursing homes because of coronavirus.



marklevinshow (Mark R. Levin)
@marklevinshow

New York, New Jersey, and California all ordered nursing homes to take coronavirus patients, exposing their frail and elderly patients to the virus with deadly consequences. This is a huge scandal. t.co/7rl3gXc7xL



Twitter

26 Apr 2020 | 12:29



LiberatedCit (DeplorableLori)
@LiberatedCit

If anyone has blood on their hands it's definitely Cuomo this is SHOCKING. Seems to me NY is purposely killing off people in nursing homes. Coronavirus patients admitted to Queens nursing home — with body bags t.co/8CifxqU1Vr



Twitter

24 Apr 2020 | 13:57



serenel14278447 (Serenella Raimondo)
@serenel14278447

Questa è mia mamma ha cent'anni, ed è in una casa di riposo a Susa, spero che non giunga la sua ora per via del Covid 19,dopo una lunga vita di lavoro. Per fortuna non è in Lombardia, a Susa le RSA sono chiuse da due mesi a tutti.



thebradfordfile (thebradfordfile™)
@thebradfordfile

How could any government official be so dumb they would purposely send coronavirus patients to freaking nursing homes? Ask Governor Cuomo. The death toll is staggering.



Twitter

24 Apr 2020 | 00:50

People continue to discuss the wages of medical staff on the frontline against Covid-19 (79k mentions).

The topic of “hazard pay” drives conversation (24k mentions) as people share support of new US support proposals and debate why hazard pay for essential workers has not already been put in place.

Some are leveraging the hashtag #ClapForTheNHS to raise awareness of past pay-cuts to UK medical staff and call for tangible support like PPE or wage increases rather than symbolic weekly applause.



QasimRashid (Qasim Rashid for Congres...
@QasimRashid

Spoke w/a physician this week who said, "I'm sick of being hailed a hero. I'd rather Trump, GOP, & Congress get me, our nurses, & all front line workers the hazard pay, PPE, & tests we need to live. Calling us "heroes" w/o getting us what we need is to make yourself feel better."



Twitter

25 Apr 2020 | 13:39



lexi4prez (Alexis Isabel)
@lexi4prez

instead of being mad at workers who've just been laid off for receiving unemployment checks... why don't you direct that anger at all the business owners and higher ups who are profiting in the comfort of their homes while workers risk their lives without a cent of hazard pay



Twitter

22 Apr 2020 | 22:16



AmyMcGrathKY (Amy McGrath)
@AmyMcGrathKY



HeatherNauert (heather nauert)
@HeatherNauert



Cozmiester (Cozie Thom)
@Cozmiester



WildRenaissance (Wildrenaissance)
@WildRenaissance

@Sylviaspath @AsgardRoot Rather than give them a pay rise The Tories ask us to clap. And crowd fund for PPE & ventilators. All NHS workers I know find it deeply offensive.

@WildRenaissance Every member of my family who works in the nhs doesn't want clapping. Just proper pay and PPE thanks.



Twitter

25 Apr 2020 | 08:51



Twitter

24 Apr 2020 | 18:56



AbdulMismail (Abdul M. Ismail)
@AbdulMismail

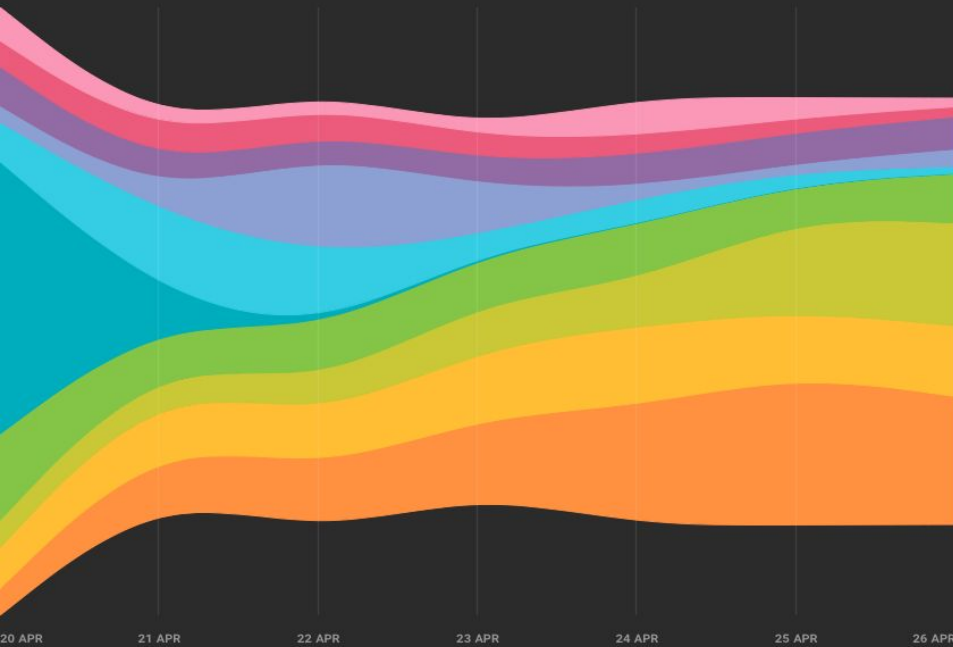


sharrzam (Sharrzam)
@sharrzam

@funder It's almost as ridiculous as Conservative

@mmusJu Let's see what clapping, I♥NHS, rainbows and tory ministers unable to say it

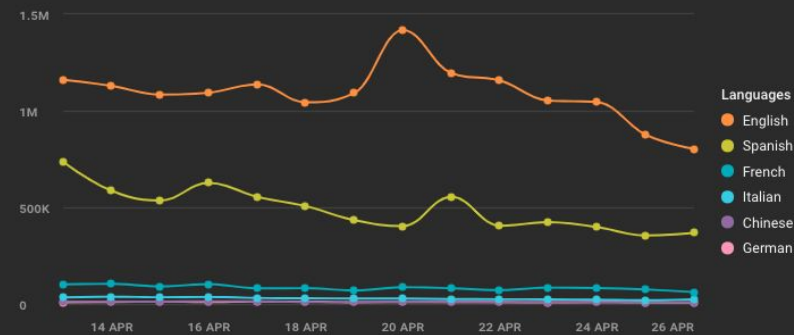
Trending themes (excluding news)



Topics

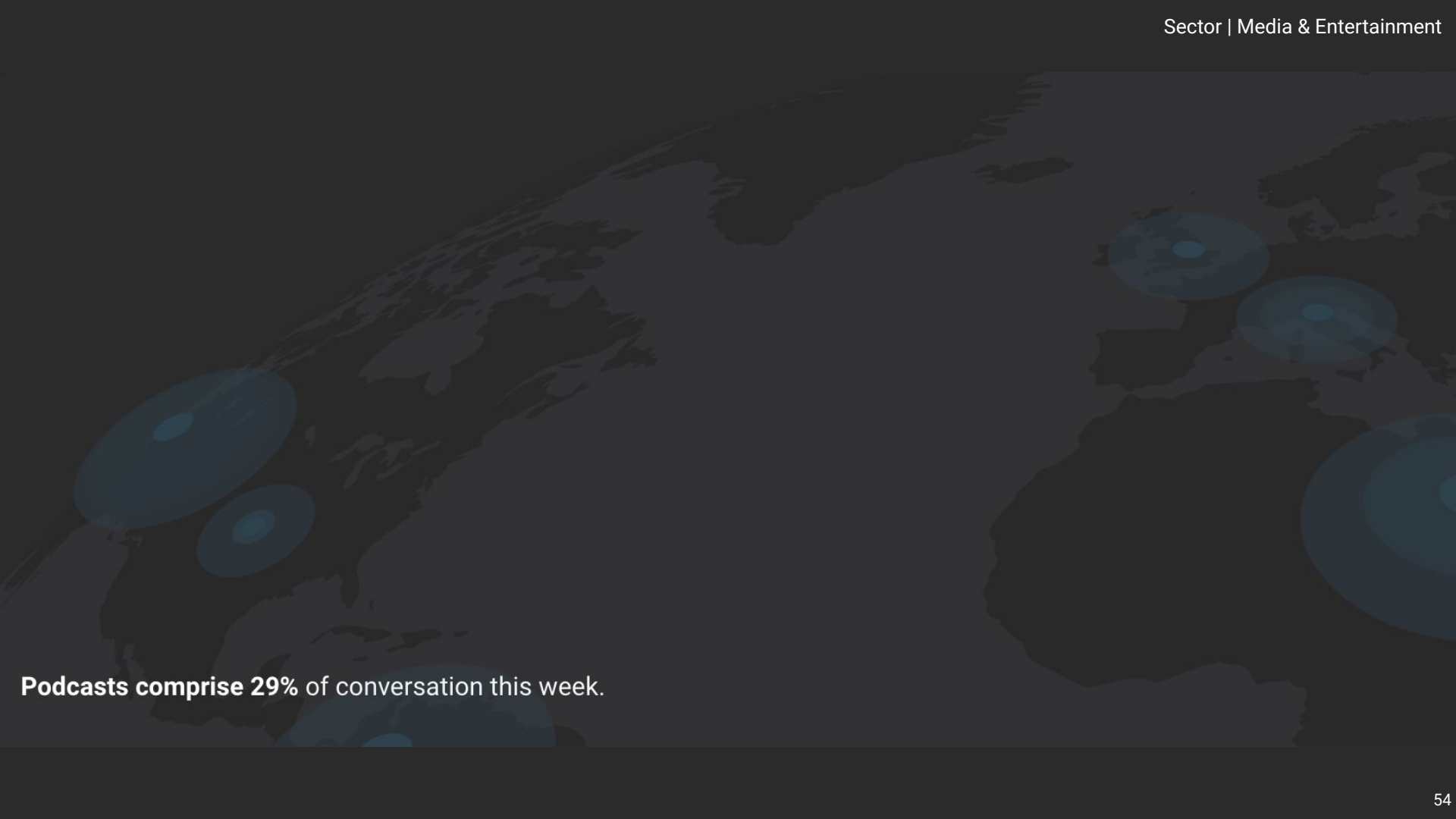
- coronavirus patients
- COVID-19 patients
- nursing homes
- doctors and nurses
- Two nurses
- White House
- healthcare system
- Covid patients
- coronavirus pandemic
- federal government

Volume per language over time



Emerging companies in discussion

New England Journal of Medicine	Party	Herald
Department of Health	New York State	New Yo
Con	New York Times	Madhya Prade



Podcasts comprise 29% of conversation this week.

Podcasts about a variety of topics/genres are generating social media discussion; subjects range from **politics, gaming, movie reviews, sports, working from home, to homeschooling**. The most shared podcasts this week are from **Rudy Giuliani** and **The Yang Speaks**, both discussing the political state of affairs in the US.

People say they are listening to podcasts **to learn something new**, often as a part of their **daily quarantine routine**. Listeners constantly recommend their favorite podcasts via Twitter. **Apple and YouTube** are the most mentioned platforms.



Recommendations for movies and series (8% of posts) remain popular. People discuss re-watching favorite movies such as “**Bohemian Rhapsody**” and “**Groundhog Day**,” as well as the **Harry Potter** and **Jurassic Park** film series.

Netflix conversation decreased this week (25k mentions). Consumers are **thirsty for new content**, eagerly awaiting titles like “**The Sandman**” and “**Resident Evil**.”

In discussion about **reopening movie theaters**, people are concerned it is **too early**. As an alternative, drive-in theaters are an emerging topic (2.7k posts). People love the idea of **sharing an experience** while adhering to social distancing, saying that drive-ins are a **cure for quarantine blues**.



almaviaje (Jim Smith (yes, really))
@almaviaje

I'm going to inject this drive-in movie right into my system. A cure for the quarantine blues.

[#driveinmovies](#) [#Glendale](#) [#Arizona](#) [#movies](#)
[#oldschool](#) [#nopantsmovies](#)
[#socialdistancingatthemovies](#) [#atthemovies](#) @
West Wind... t.co/3gudJGFT1x



Twitter

26 Apr 2020 | 02:40



joceelynrivera (Jocelyn Rivera)
@joceelynrivera

I literally have been spending my whole quarantine watching toy story because that's the only movie that keeps my baby calm.



Twitter

25 Apr 2020 | 14:11



maggie_may_may (Maggie)
@maggie_may_may

My favorite quarantine activity is watching my dad complain that his pirated movie isn't finished downloading yet while knowing full well that it's streaming on a platform he has access to....and not telling him.



Twitter

25 Apr 2020 | 14:11



thausman (Todd Hausman)
@thausman

Restaurants Are Turning Their Parking Lots into Drive-In Movie Theaters t.co/QwAv91rii1
[#CoronavirusPandemic](#) [#Innovation](#)
[#DriveInRevival](#)



Twitter

25 Apr 2020 | 13:51



WheelsofSteer (Diary of a Disabled Pers...)
@WheelsofSteer

If we think social distancing is miserable in 2020, can you imagine it in 1918? No social media, no video/phone calls or instant messaging, no Netflix, no video games.

New Cases	Total Deaths	New Deaths
74,065	177,402	+7,000
25,193	45,279	+2,700

Music conversations this week focus on **celebrity fundraising** (8% of posts).

Fans express appreciation for artist support during the pandemic, including a **\$6M donation** from Beyoncé, Eminem delivering **food donations** to frontline workers, and multiple **new coronavirus charity songs** from artists such as New Kids on the Block and Boyz II Men. A BBC Radio 1 collaboration of several artists (including Dave Grohl, Dua Lipa and Chris Martin) covering the Foo Fighters' "Times Like These" to raise money for those in need generated engagement (286K). There is ongoing discussion about the **"One World: Together At Home"** campaign.

People also excitedly discuss new releases from favorite artists, **grateful for new music in quarantine**. Kylie Minogue and Evanescence are mentioned most.



People continue to find and share new **virtual services (7% of posts)**.

Innovative virtual museum and exhibition tours continue to draw attention. Top mentions include **Christian Dior: Designer of Dreams**, the **Czartoryski Museum**, and the **Mercedes-Benz Museum**. Various virtual tours from the **Natural Museum of Natural History** are praised for being family-friendly.

During the lockdown, global performers are taking an innovative approach to shows by **offering virtual concerts**. Korean boyband **BTS** and **Bruce Springsteen** are mentioned most often. While virtual concerts drive fan sharing and engagement, they also express **missing the energy and experience of live shows**.



Video games (66K mentions) continue to drive conversation. **Nintendo** sparked discussion with “**Animal Crossing**” on Switch. People are excited for the production boost to address the **Nintendo Switch shortage**.

While gamers discuss **binge playing** video games in quarantine, others **stream videos of game play on Twitch**. To switch things up, some use video chat to play with others or challenge friends to beat their high scores.

Gamers are not only **playing to relax** but also to **stay connected**. **In-game events to connect virtually** are rising in popularity. A video sharing an **in-game funeral** march for a player who passed away due to Covid-19 gained more than **115K views on YouTube**.



lowkeylos215 (Lowkey, 🌍🌐)

@lowkeylos215

This quarantine really made me start streaming video games



Twitter

24 Apr 2020 | 14:15



BIGPLAYReflog (BIGPLAY REFLOG SHOW)

@BIGPLAYReflog

Our friends @shacknews are keeping you busy during quarantine, covering all your gaming content needs. Go check out their latest video game challenges to get you through this!
t.co/v18j1KW0Db



Twitter

24 Apr 2020 | 12:40



975ycountry (97.5 Y-Country)

@975ycountry

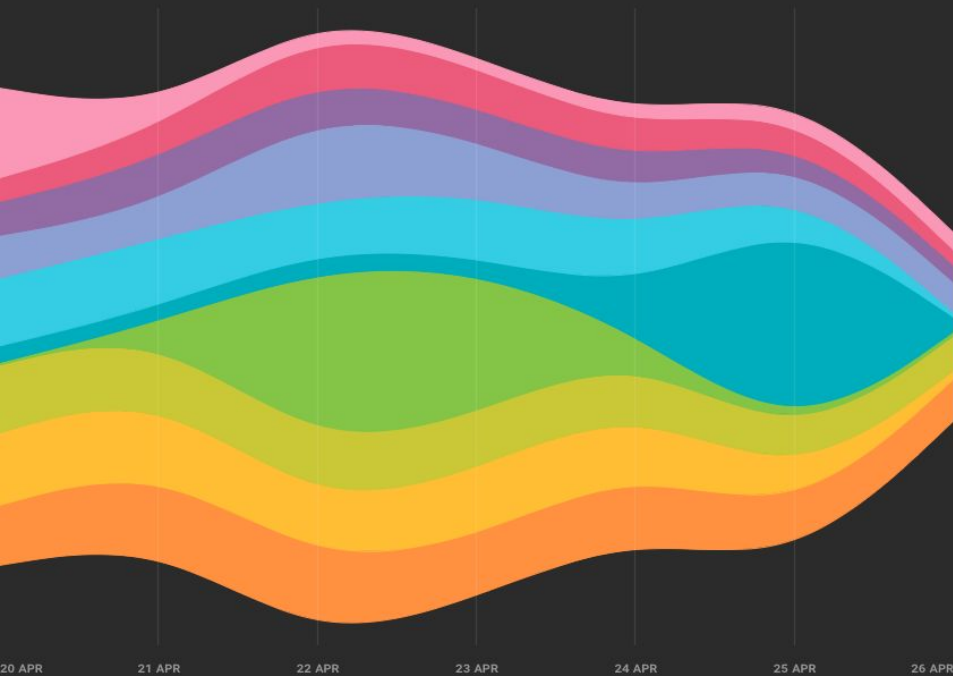
•Russell Dickerson surprises a virtual wedding!
•Cameron Duddy adds a new baby •Jason, Luke and more compete in an online Newlywed Game



ARPPoisoning (💖💖C A R L Y💖💖)

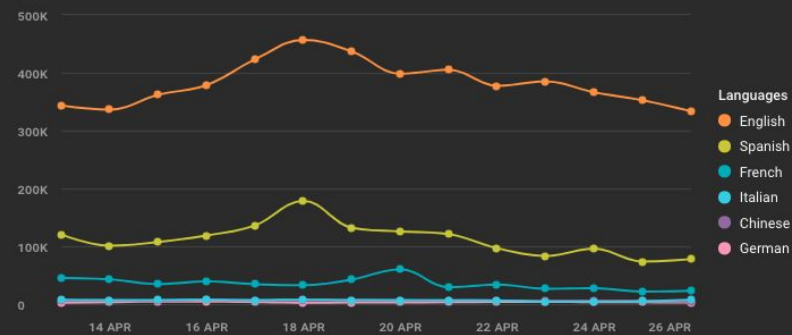
@ARPPoisoning

Trending themes (excluding news)

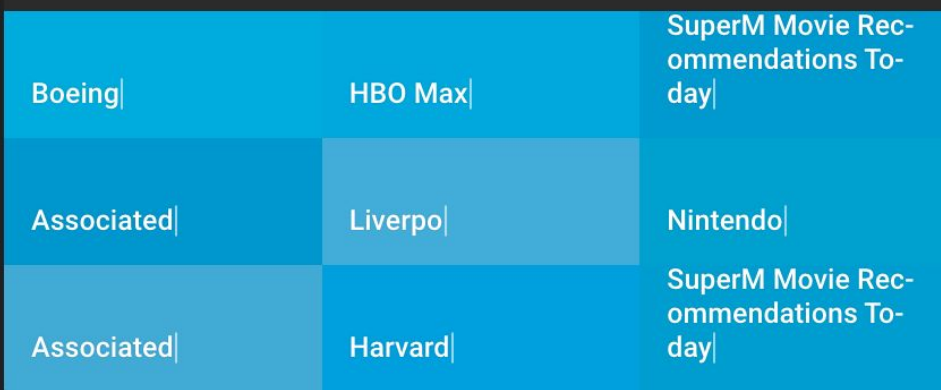


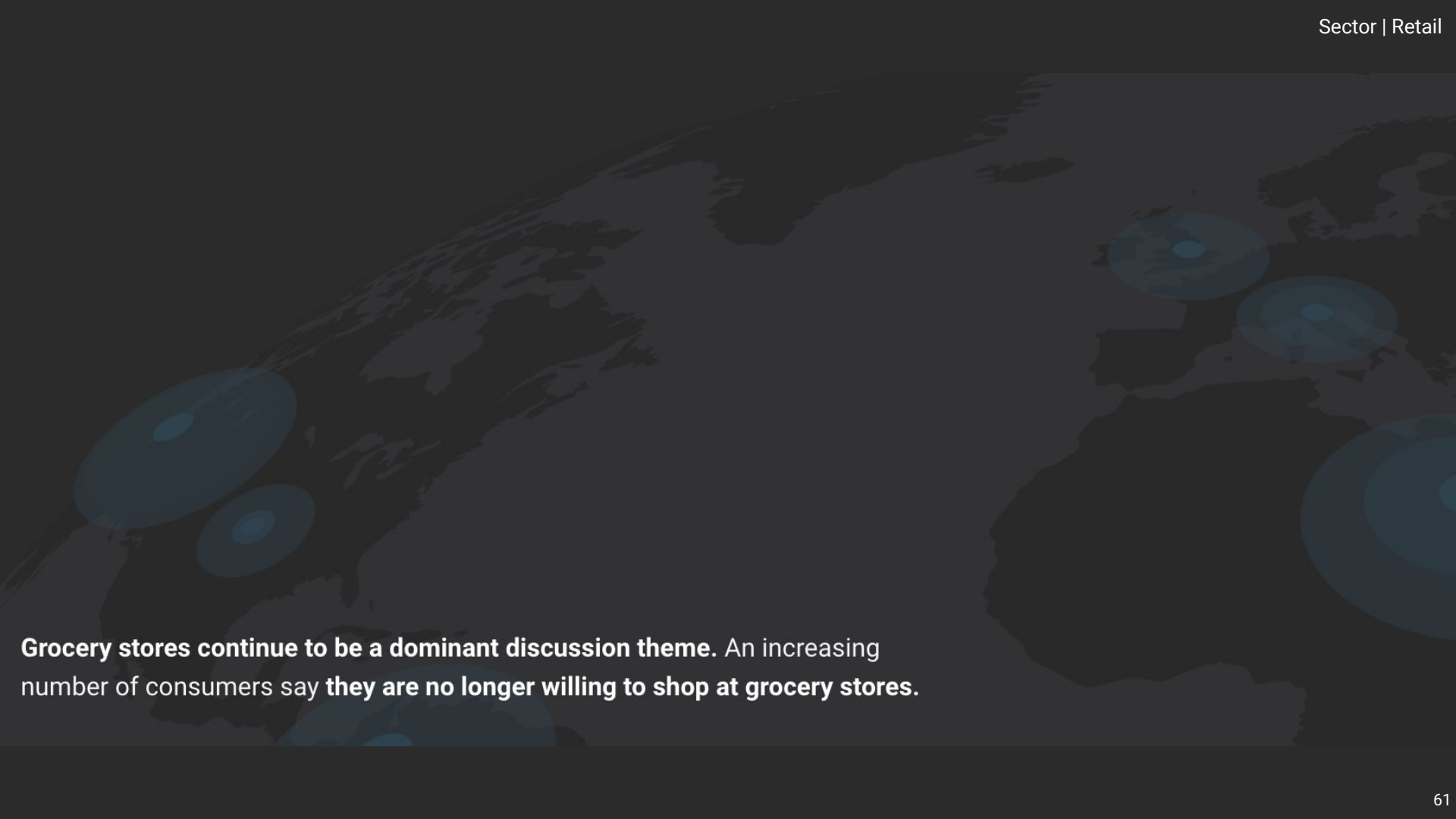
- Topics**
- coronavirus pandemic
 - Task Force
 - new podcast
 - Las Vegas
 - mental health
 - Press Briefing
 - New York
 - Apple Podcasts
 - COVID-19 pandemic
 - President Trump

Volume per language over time



Emerging organizations in discussion





Grocery stores continue to be a dominant discussion theme. An increasing number of consumers say **they are no longer willing to shop at grocery stores.**

Despite additional in-store protective measures such as one-way aisle implementation, reports of **grocery store worker deaths have shoppers on high alert.**

As more people turn to online delivery or pick up, many claim **they cannot get a slot in the next week** or the items they need are unavailable.

Because retail consumers are accustomed to seamless ecommerce experiences, the general perception on social is that **the grocery industry is not evolving quickly enough to accommodate their demands.**



Based on ongoing discussions about the global retail industry suffering during the pandemic (33K mentions), **most welcome the idea of gradually reopening stores.**

Many express joy that public shopping spaces can soon reopen, while others **point out the risk for retail workers.** Those who are unemployed actively share retail stores planning to reopen in order to **find recruitment opportunities.**

People criticize long queues as stores reopen **in the UK**, calling for citizens to stay home until it is truly safe to go out. Meanwhile, **consumers in Germany** share about open stores experiencing “**no lines, no crowds**” as the majority continue to stay home regardless.



SoStarMusic (So-Star)
@SoStarMusic

When will social distancing end in the UK?
Currently lockdown is set to continue until at least 7 May, with people urged to go outside only for essential shopping, exercise, medical need or to go to work [#CoronavirusOutbreak](#) [#UK](#)
[#SocialDistancing](#) t.co/1CbBdLojVs



Twitter

26 Apr 2020 | 14:10



UKHospKate (Kate Nicholls)
@UKHospKate

Just finished work and done daily walk - interesting to see more local shops and cafes who can open safely within lockdown restrictions doing so. Great to suppt local independents



Twitter

25 Apr 2020 | 16:35



gomurciaspain (GO Murcia Spain)
@gomurciaspain

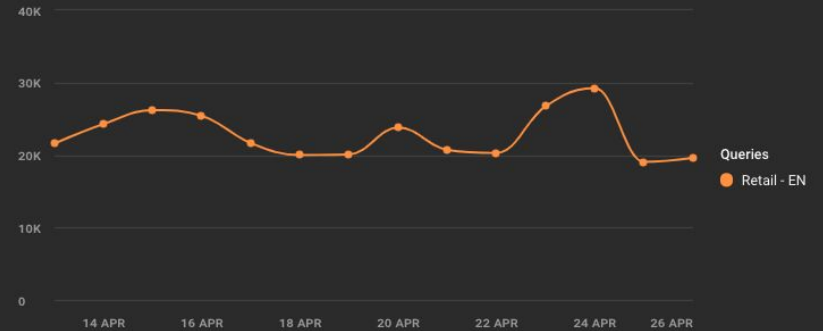


jimgeraghty (Jim Geraghty)
@jimgeraghty

Wear masks, socially-distance, minimize your



Grocery conversation over time



Posts about **charitable donations are on the rise** (22K posts).

Consumer engagement and affinity this week is driven by **food donations to frontline workers**. People shared Subway donation of a quarter million subs in the UK, as well as free “Thank You” meals from McDonalds in the US.

American supermarket chain Publix **gained praise for** buying food directly from farmers and donating to the food bank. These headlines are generating positivity as well as **calls to support the brands giving back**.



insider_reviews (Insider Reviews)

@insider_reviews

If you're thinking of shopping online, why not support one of the brands giving back to those most affected by [#COVID19 t.co/H3aLQBKfKu](https://t.co/H3aLQBKfKu)



Twitter

24 Apr 2020 | 20:32



elhurwitz (Esther Hurwitz)

@elhurwitz

One of the many reasons we love shopping at [@Publix](https://t.co/...). Publix buys surplus food from farmers

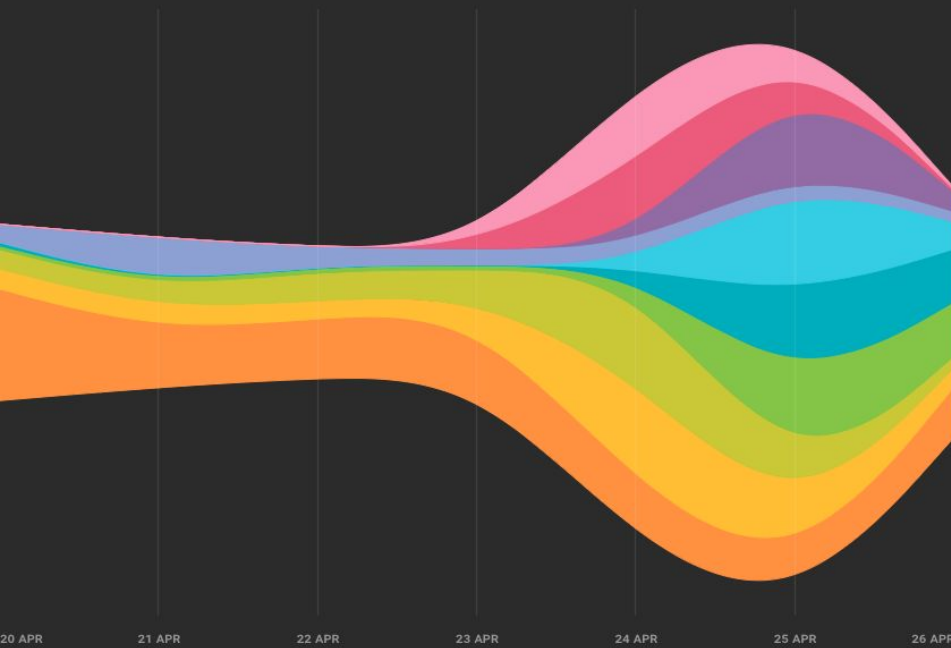


MirrorMoney (Mirror Money Saving)

@MirrorMoney

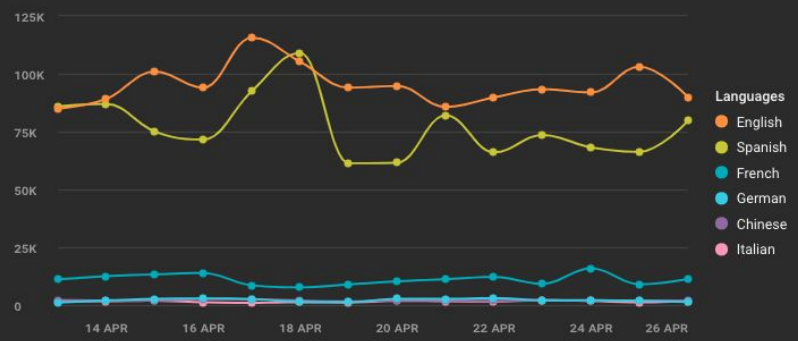
Using is donating thousands of free baby meals to

Trending themes (excluding news)



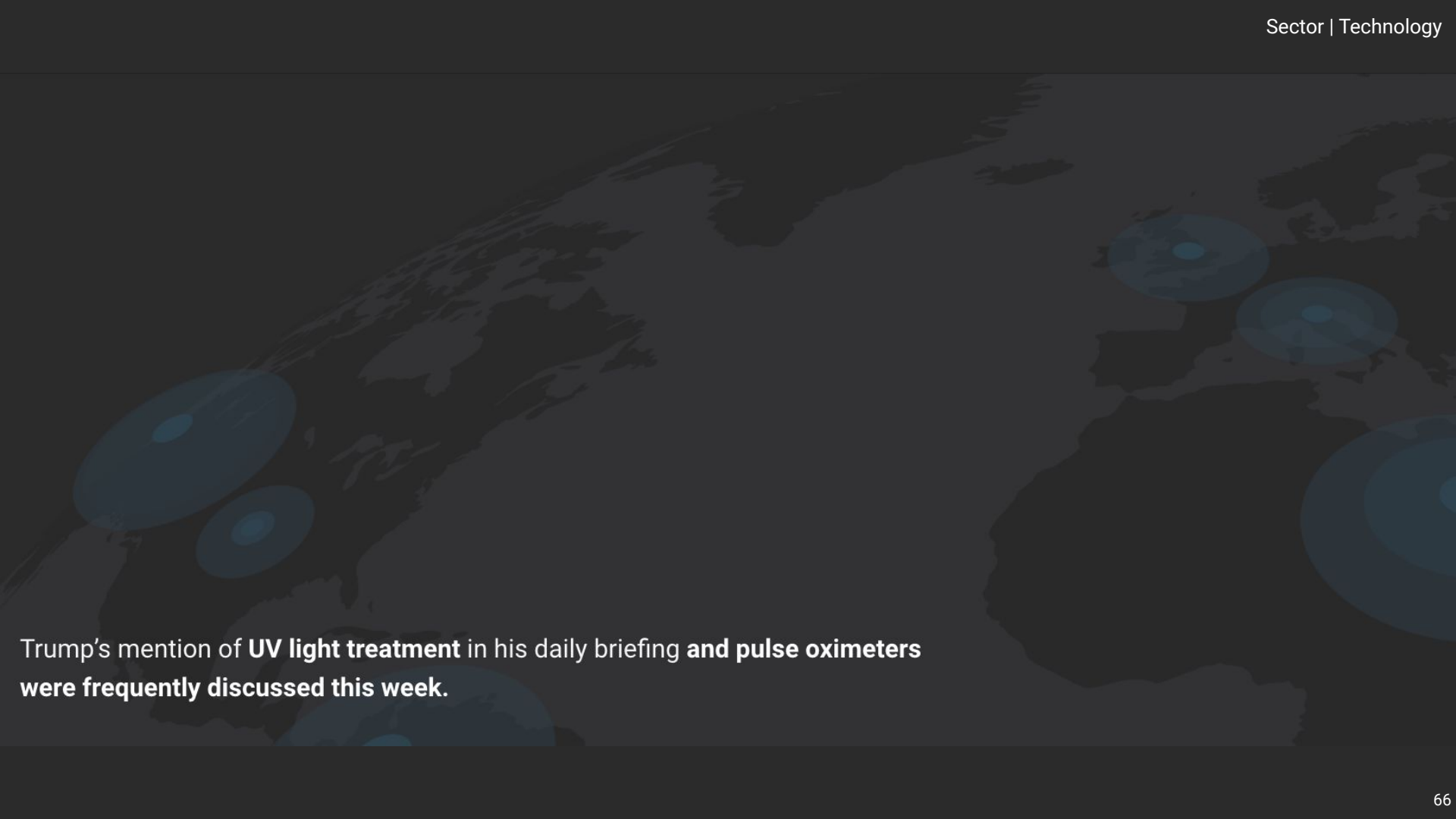
- Topics**
- grocery stores
 - grocery shopping
 - coronavirus pandemic
 - food shopping
 - 2 metres
 - shops are shut
 - online shopping
 - shoplifting has fallen
 - women take too long
 - Japan's third-largest city

Volume per language over time



Emerging organizations in discussion





Trump's mention of **UV light treatment** in his daily briefing **and pulse oximeters** were frequently discussed this week.

People are **turning to social media to verify or discredit information shared by Trump during a coronavirus task force briefing** about using UV light in lungs as a potential treatment.

A biotech firm posted a video on YouTube detailing research about the treatment, which was later removed by YouTube and Twitter. Some suggested the removal was requested by a New York Times journalist in an effort to discredit the President.

Others are verifying that this technology exists but the headlight medical device has not been indicated for the treatment of COVID-19. Some joke about the President's UV ray suggestion, given his familiarity with tanning beds.



pizzatoolsx0 (Charles)
@pizzatoolsx0

TECH TYRANNY: YouTube has removed a video by a pharmaceutical company explaining how UV light treatment can be used to possibly combat the coronavirus, FALSELY claiming it violates their terms of service t.co/lIsFqOkXr



Twitter

26 Apr 2020 | 12:34



actpremiumz (mr.actpremiumz@gmail.com)
@actpremiumz

@nytimes #FREEAYTU Reporter for NY times @daveyalba would rather have bill gates's "coronavirus tracking app" than a groundbreaking UV light treatment that not only will aid in the coronavirus pandemic but in all viruses and bacterial infections.



Twitter

26 Apr 2020 | 06:32



OMA48090858 (O.M.A)
@OMA48090858

UV light treatment for the lungs which has been developed by the doctors at Cedar Sinai research department. They call it the Heallight. @jimcramer @CNBC @AytuBioscience @CNN @tim_cook @elonmusk



Twitter

26 Apr 2020 | 00:43



PattyAngel64 (~~🚫~~ ~~🚫~~ ~~🚫~~ ~~🚫~~)
@PattyAngel64

They're afraid of the truth getting out and Trump being right! The pharmaceutical companies can't have this! No \$ for them in this treatment. YouTube Takes Down Bio-Tech Firm's Video Explaining Potential UV Light Treatment for Coronavirus Patients t.co/q6RSildvX1



Twitter

25 Apr 2020 | 21:10



SexCounseling (Dawn Michael, PhD)
@SexCounseling

It's sad to say that the MSM and people who run social media do not want the public to know about therapies that many be a treatment for #COVID—19 and have successfully been used for years on a myriad of other illnesses! We have to ask



MichaelGarofola (Michael G.)
@MichaelGarofola

Makes sense that Trump would push a UV light treatment. The guy's clearly no stranger to a tanning bed.

Pulse oximeters are emerging in discussion as people describe using the device to measure blood oxygen levels, often via a phone app.

Some post that having the device helps alleviate anxiety given that recent news suggests late onset shortness of breath (among other symptoms) is a turning point in the Covid-19 illness.

While a few warned that phone apps are not always reliable, many responded that they would download an app compatible with their phone.



bkaydw (Brenda)  *Voiceforcha...*
@bkaydw

It's becoming clear that late-onset shortness of breath is a key turning point 📌 comes on days after symptoms of fever and cough 📌 monitoring w phone calls & a pulse oximeter Learning curve 📌 because of lack of medical guidelines.
#wtpTEAM #wtp2020 t.co/ZFJ0ChhOpu



Twitter

26 Apr 2020 | 15:47



ElisaC (Elisa Camahort Page (she/her))
@ElisaC

@rebeccablood @anildash Same. I've had a little nagging cough for six weeks...which I get every year...but this year of course it freaks me out. I take my temperature every day, and I have a pulse oximeter app on my phone which I use every day too. Keeps me on the manageable side of anxiety.



Twitter

23 Apr 2020 | 14:45



helenlouise1973 (Hels Bels)
@helenlouise1973

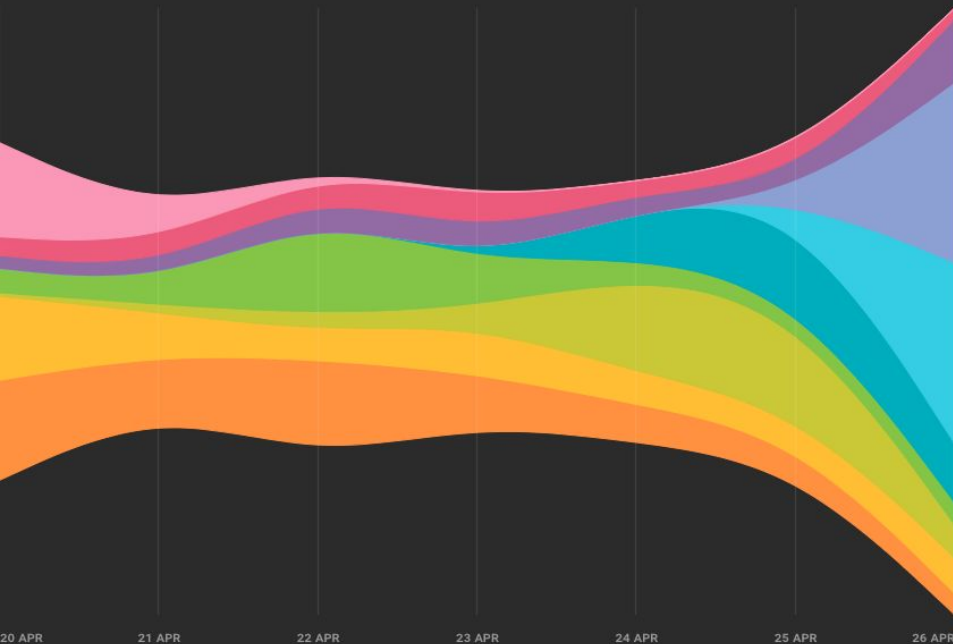
@HuntedTeamNick @brexit_sham I downloaded one called 'pulse Oximeter' when I had suspected covid symptoms - uses the camera to measure SATS



Twitter

22 Apr 2020 | 14:47

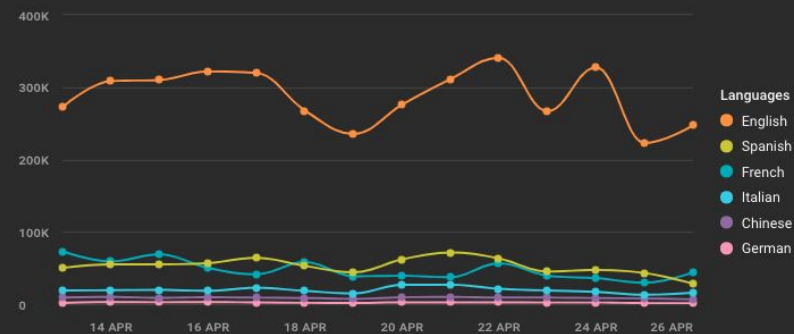
Trending themes (excluding news)



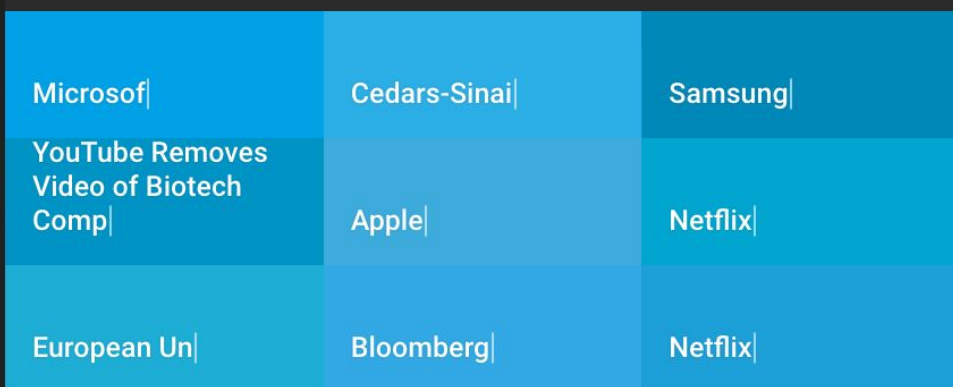
Topics

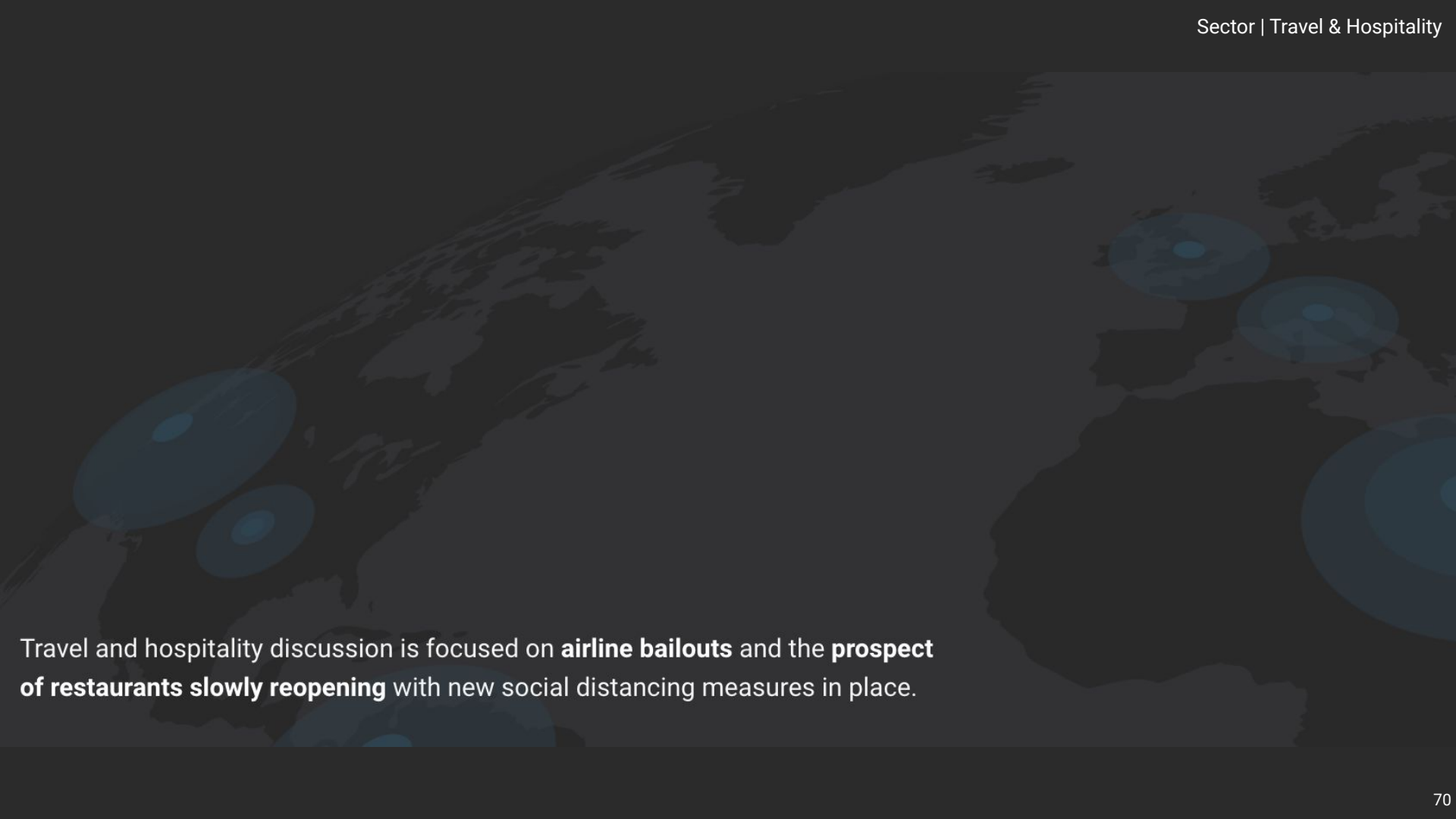
- COVID-19 pandemic
- NaMo App
- Coronavirus Patients
- Download the app
- UV Light Treatment
- Twitter Suspends Account
- TECH TYRANNY
- contact tracing app
- mobile phones
- Lockdown Protests

Volume per language over time



Emerging organizations in discussion





Travel and hospitality discussion is focused on **airline bailouts** and the **prospect of restaurants slowly reopening** with new social distancing measures in place.

Discussion about the **airline industry and air travel** trended upward for the first time since the end of March, largely driven by conversation about airline bailouts and reduced flight schedules.

Chinese survey respondents report a growing desire to travel domestically rather than internationally (32% from 27% last week and notably higher than the 25% average across tracked markets).

Many in China shared an article quoting Chinese epidemiologist Li Lanjuan: "It is not recommended to travel internationally, and traveling within China is still the safest."



dougcarnell68 (Doug Carnell)
@dougcarnell68

American airlines thinks cramming people on flight 2631 from Chicago and then running the heat for 4 hrs is better than social distancing
[#AmericanAirlines](#) [#COVID19](#)



Twitter

26 Apr 2020 | 23:50



kissmyfash (wigsbydaj)
@kissmyfash

Why are airlines allowed to fill a whole flight? Wtf is social distancing????



Twitter

26 Apr 2020 | 22:39



jusilany_ (uc)
@jusilany_

Van a seguir recibiendo vuelos con personas infectadas por el covid?



Twitter

26 Apr 2020 | 21:41



hcmauri (Claudio Mauri)
@hcmauri

Claro, el permiso es lógico, el tema es que hace más de un mes costaba pensar lo restringido que iban a quedar los vuelos.



Twitter

26 Apr 2020 | 18:51



roland0825 (Jigs)
@roland0825

[@TravelGuard](#) My flight been cancelled by airlines and they will give me a refund. Now, I want for refund of travel insurance (not voucher) since the flight is not happening. My insurance eligibility started on 1/8 Can you tell how me get the refund not voucher?



Twitter

26 Apr 2020 | 04:18



CurtisIngraham1 (Curtis Ingraham)
@CurtisIngraham1

Ryanair boss says airline won't fly with 'idiotic' social distancing rules t.co/3XJkAyHiCD Watch who looks "idiotic" when customer demand fails to materialize without proper virus protocol. Ryanair's wings will be clipped.



Twitter

22 Apr 2020 | 20:41



GeorgeMonbiot (George Monbiot)
@GeorgeMonbiot

Let's not bail out the airlines. Let's not bail out the oil companies. Let's emerge from the pandemic into a new, green economy.



Twitter

20 Apr 2020 | 12:22

People are reacting negatively to conversation about **bailing out airlines**, equating the airline industry to the oil industry and suggesting this could be an opportunity to work toward a greener economy.

Posts reflect anger about news that **Ryanair CEO said the airlines would not implement social distancing rules on flights** by leaving middle seats empty. Many say the news makes them less likely to travel on the airline.



Flock of sheep visit empty McDonald's restaurant during lockdown

bit.ly/3anwo7N



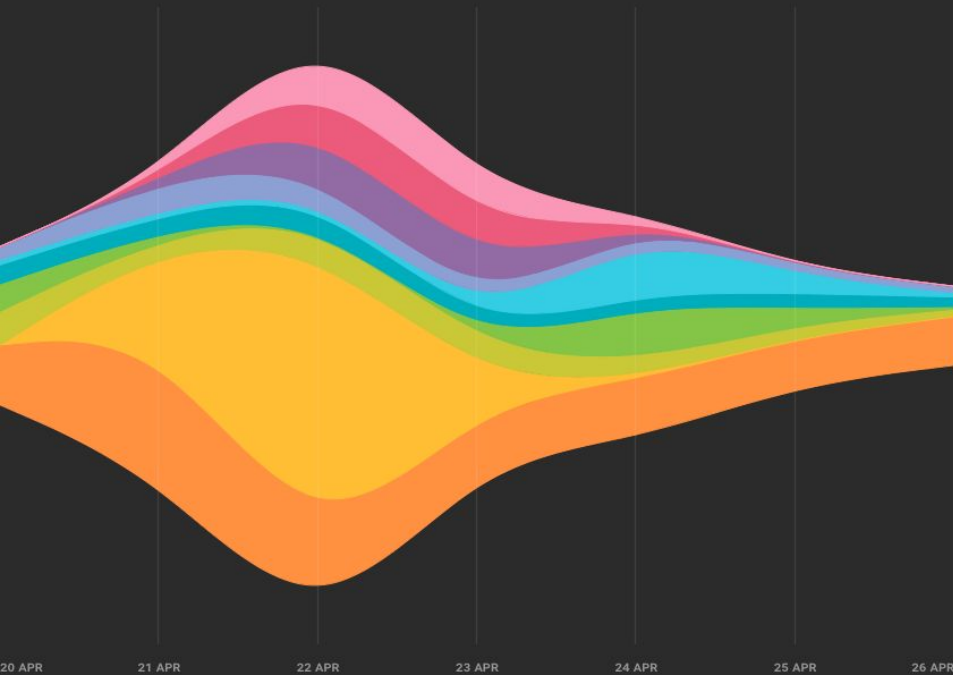
6:00 AM · Apr 21, 2020 · [Twitter Web App](#)

6.9K Retweets 28.5K Likes

A tweet depicting a flock of sheep at a closed McDonald's in Wales went viral (more than 503K engagements to date).

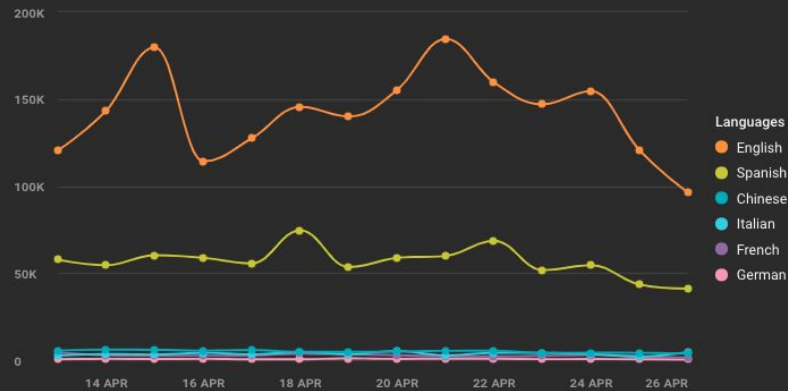
People are also **discussing the prospect of restaurants reopening** and measures that might be implemented (e.g. temperature checks, wearing masks, limiting occupancy).

Trending themes (excluding news)



Topics

- COVID 19
- Old McDonald
- bus drivers
- Chain restaurants
- coronavirus pandemic
- healthcare workers
- New York
- restaurant in China
- Las Vegas Mayor
- reopen casinos



Languages

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

Emerging organizations in discussion

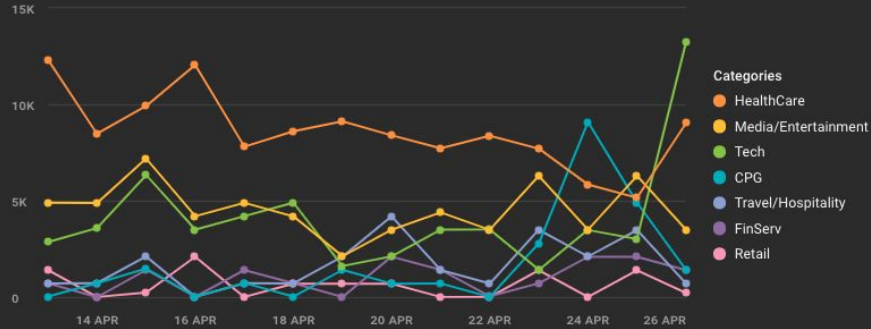
Centers for Disease Control	Congress	Boeing
Centers for Disease Control and Prevention	Ritz Carl	Johns H
Ritz Ca	Congres	Centers



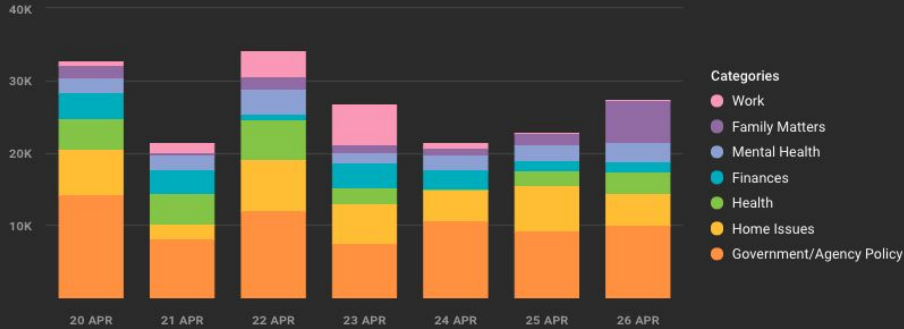
Country Data

Australia

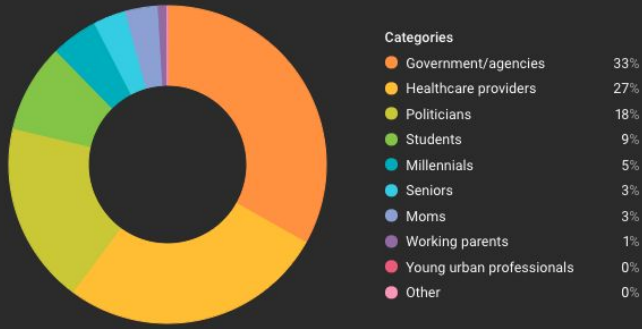
Australia volume by sector



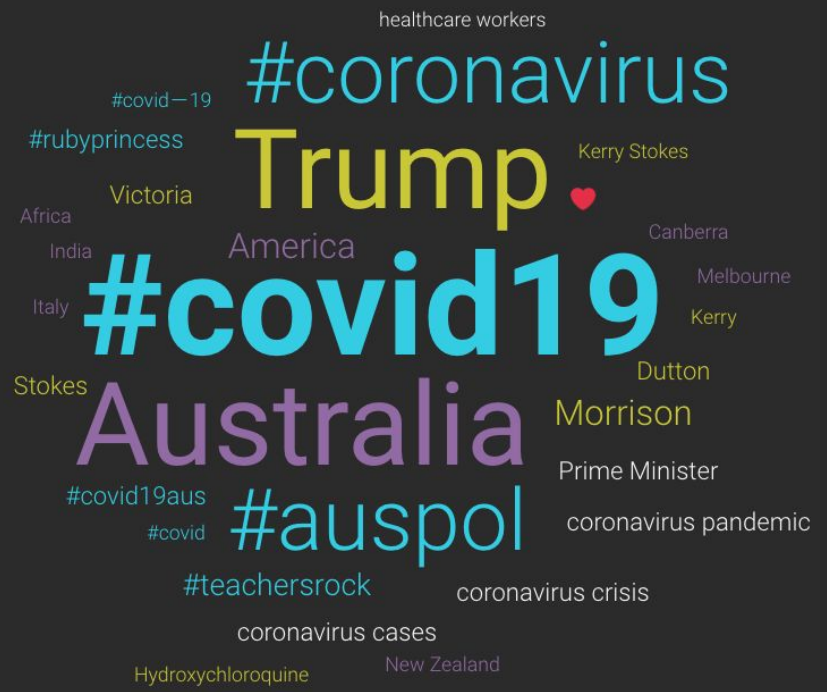
Australia volume by topic



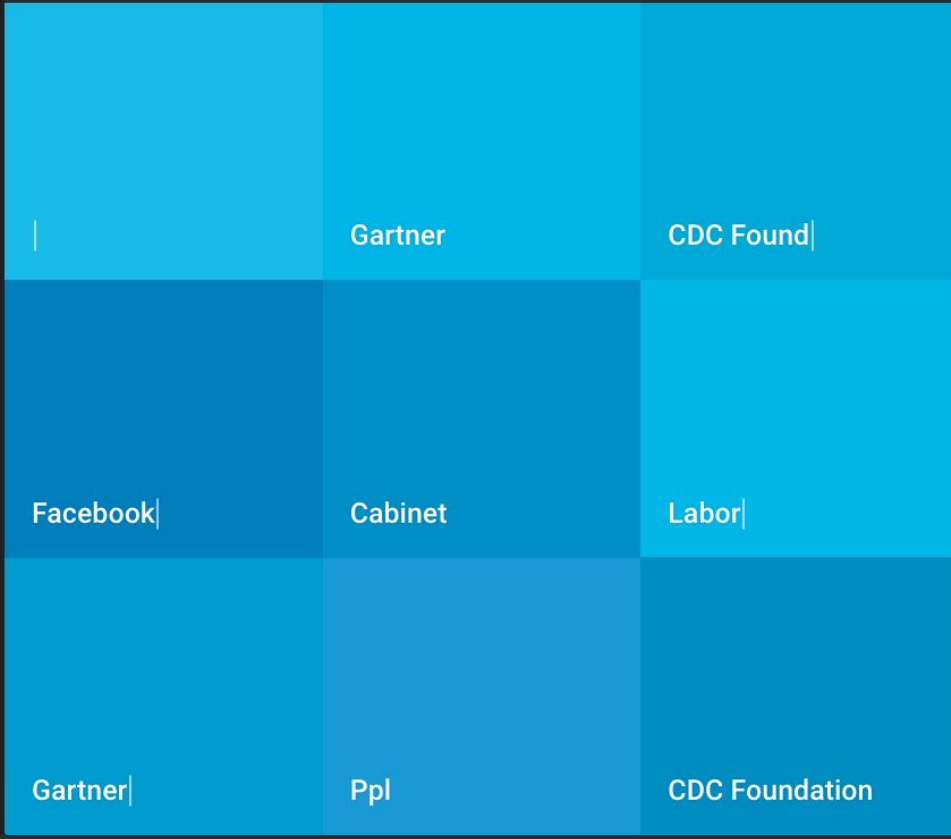
Audiences



Emerging themes in discussion

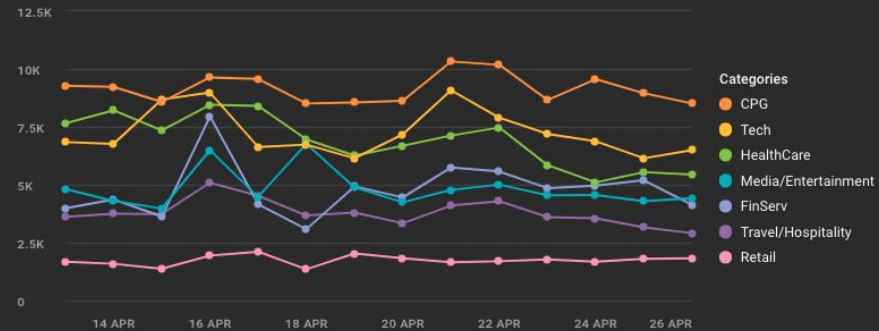


Emerging organizations in discussion

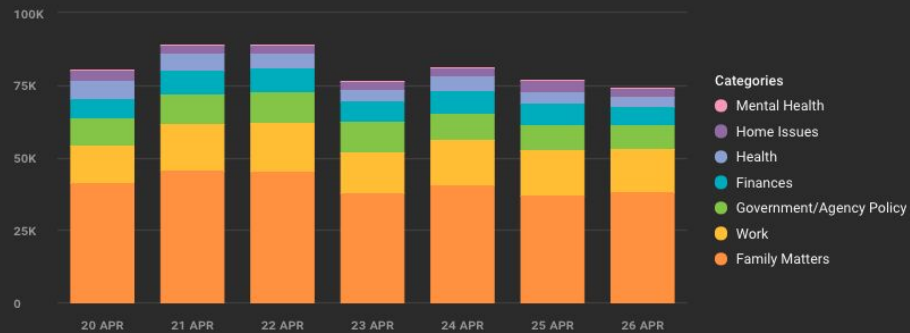


China

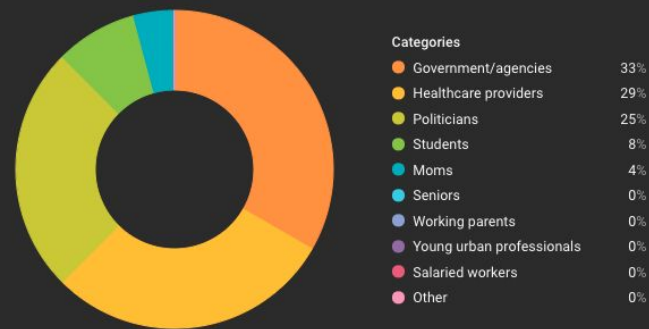
China volume by sector



China volume by topic



Audiences



Emerging themes in discussion

4月21日 #covid19

4月22日 #covid-19

新冠肺炎 招聘 卫生

最近 实现

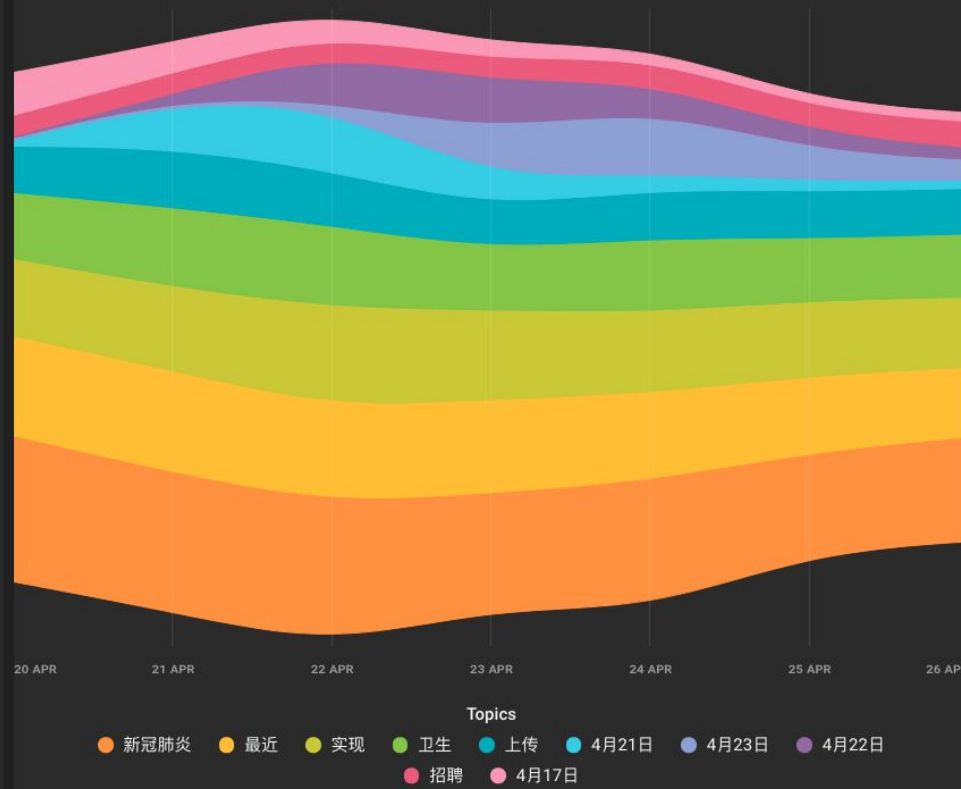
4月23日

工作时间 上传 4月14日

#china #coronavirus #covid_19 4月17日

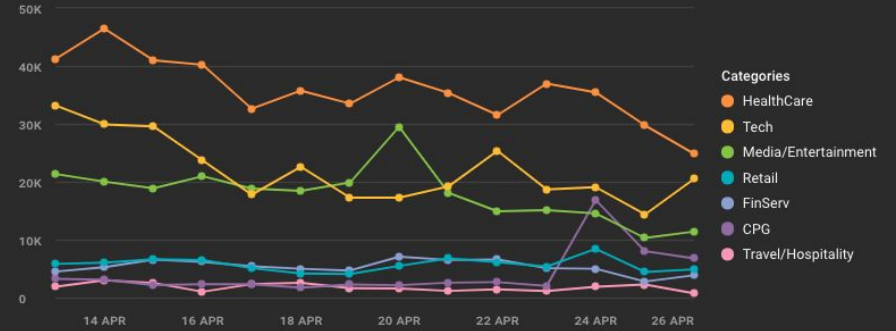
显示全部

Emerging topics in discussion

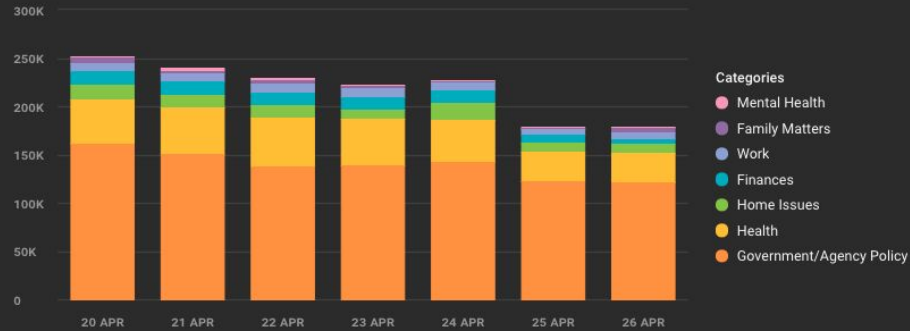


France

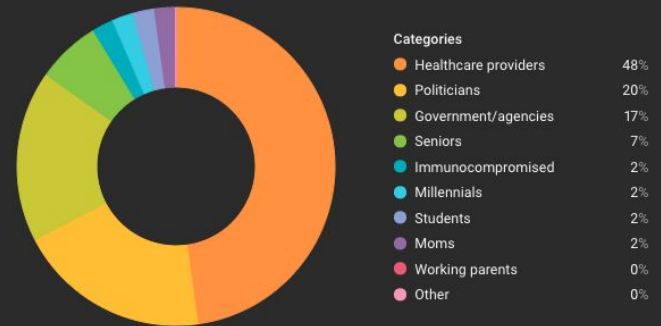
France volume by sector



France volume by topic



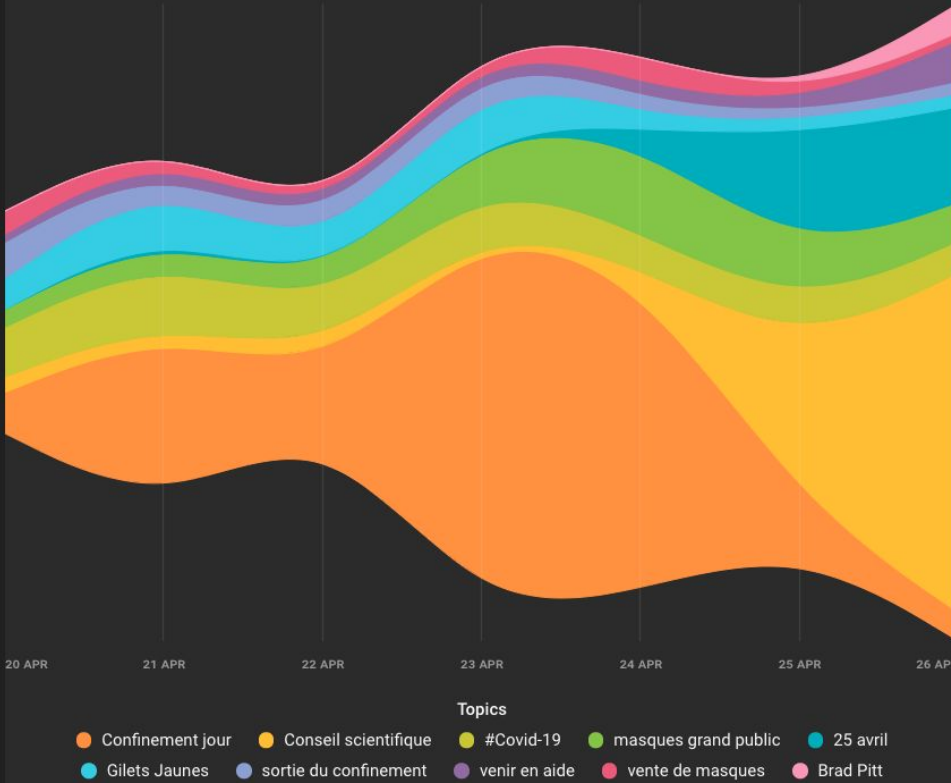
Audiences



Emerging themes in discussion

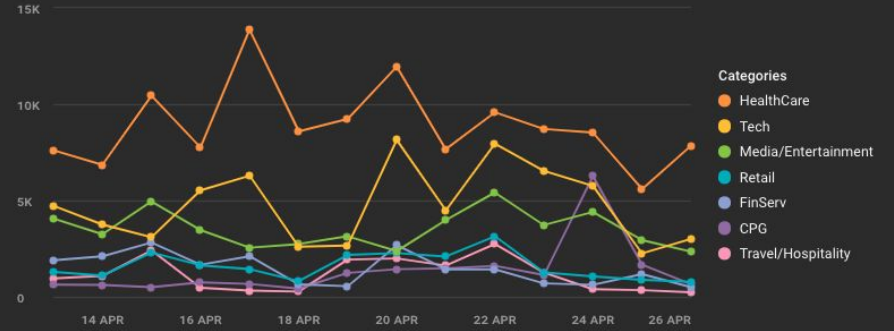


Emerging topics in discussion

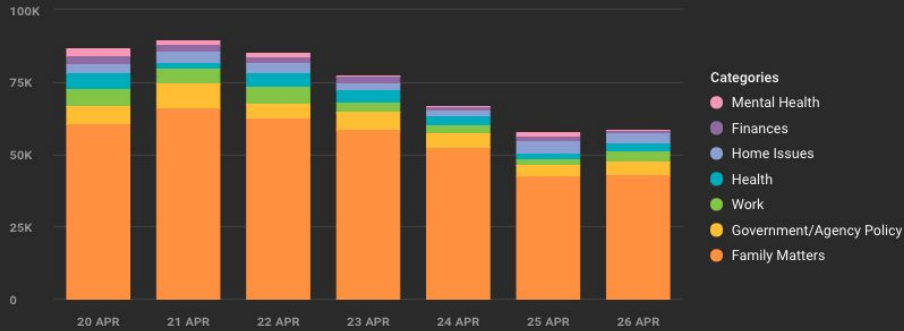


Germany

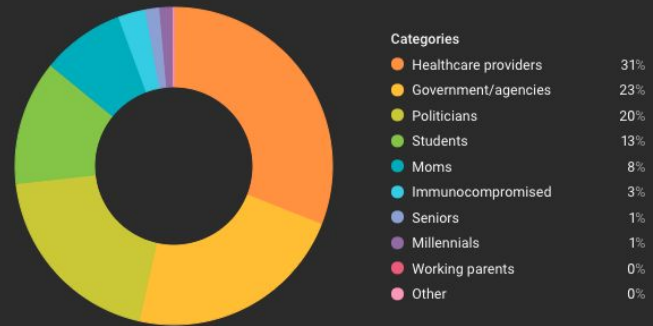
German volume by sector



German volume by topic



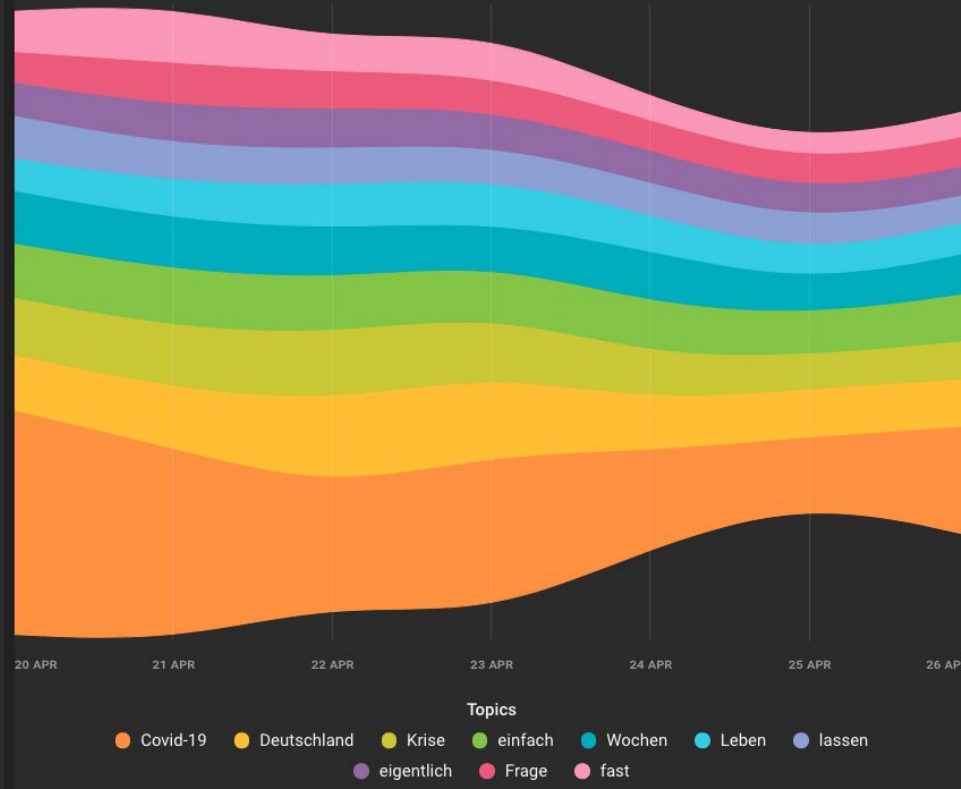
Audiences



Emerging themes in discussion

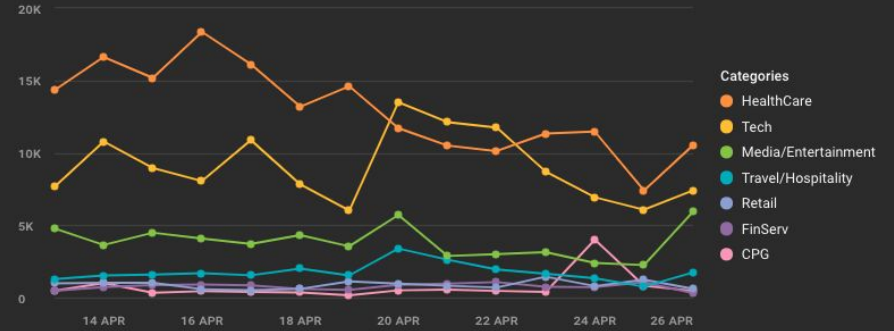
#schulboykottde
 #stayhome #maskenpflicht
 #podcast #homeoffice
 #homeschooling
 🇩🇪 🤔 #covid_19 #covid19
 #coronakrise #coronavirusde
 #merkel 🤔 😂 😊 🙌 #corona
#coronavirusdeutschland
 #coronavirus 🙌 #flattenthecurve
 #pandemie 🇩🇪 #berlin #covid
 #wirbleibenzuhause #covid-19
 #covid19de #deutschland

Emerging topics in discussion

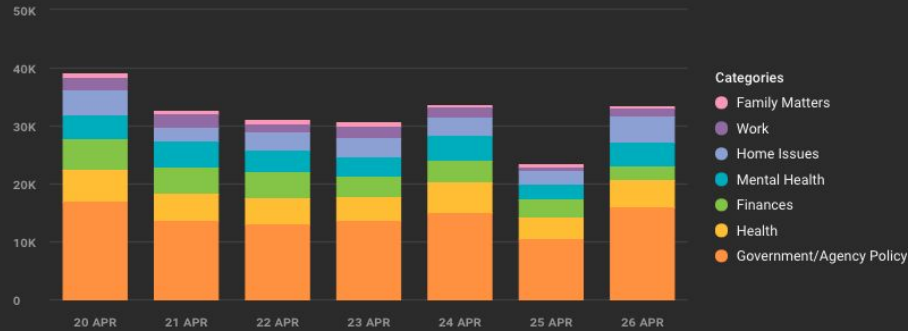


Italy

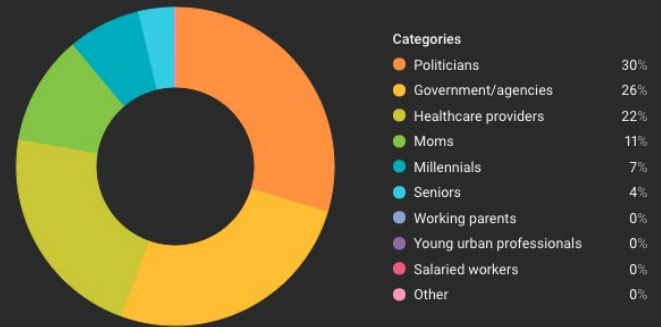
Italy volume by sector



Italy volume by topic



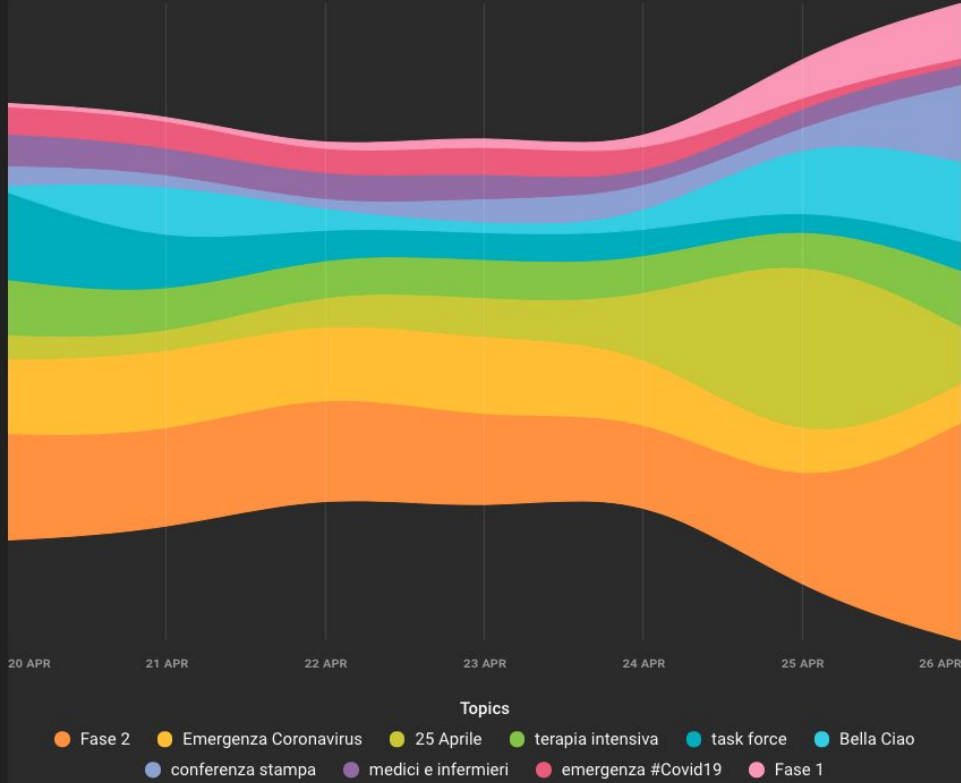
Audiences



Emerging themes in discussion

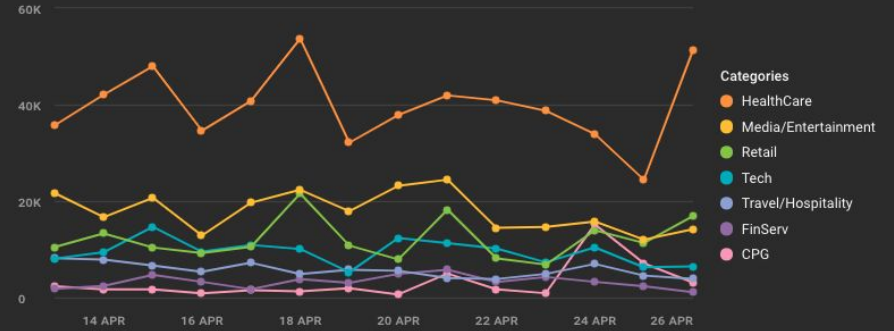
emergenza Covid
 #quarantena
 #iorestoa casa #radiosavana
 #covid19 #immuni #conte 👇
 #italia 😂 🇮🇹 #fase2 #coronavirus
 #covid 👉 #25aprile #lockdown
 ➡ fase 2 #covid_19 ●
 ❤️ 4 maggio #covid19italia
 #lombardia #covid-19 app immuni
 terapia intensiva
 #coronavirusitalia
 Emergenza Coronavirus

Emerging topics in discussion

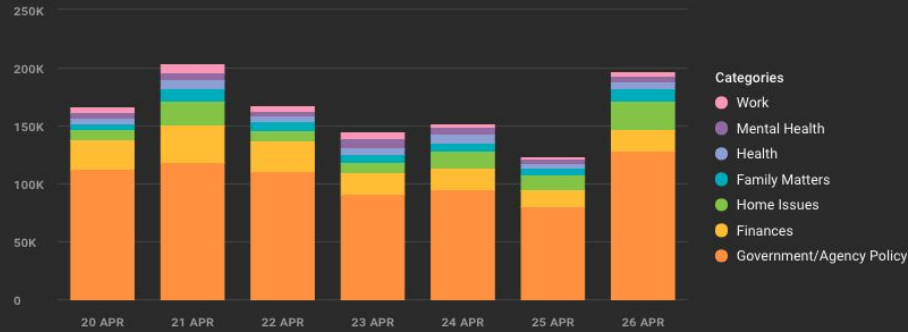


Spain

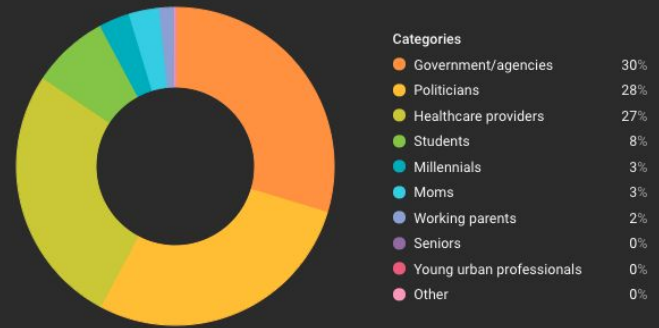
Spain volume by sector



Spain volume by topic



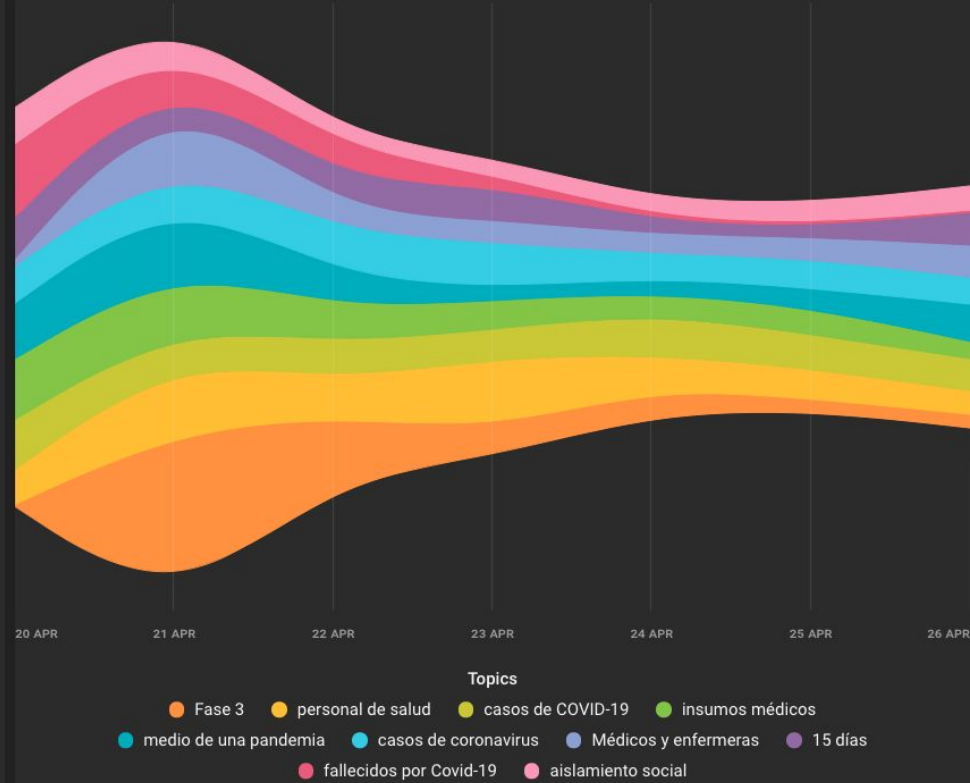
Audiences



Emerging themes in discussion

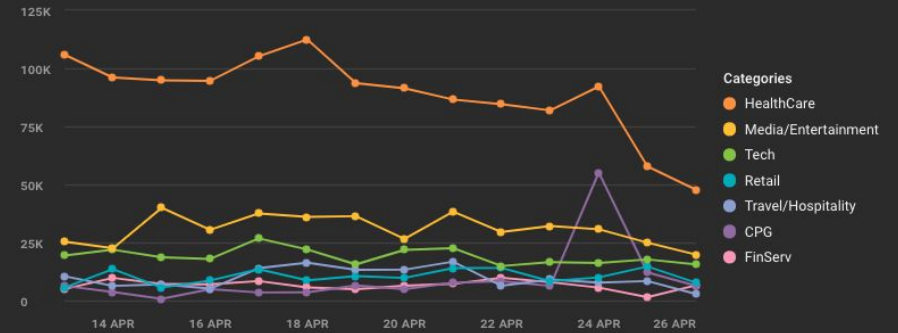


Emerging topics in discussion

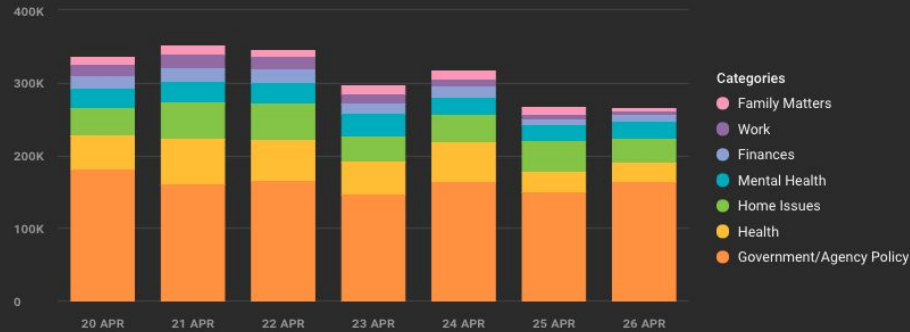


United Kingdom

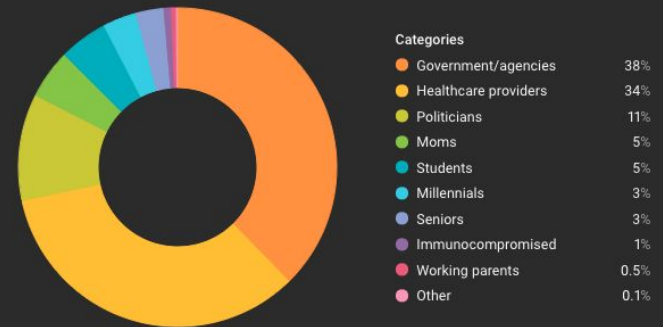
United Kingdom volume by sector



United Kingdom volume by topic



Audiences



Emerging themes in discussion

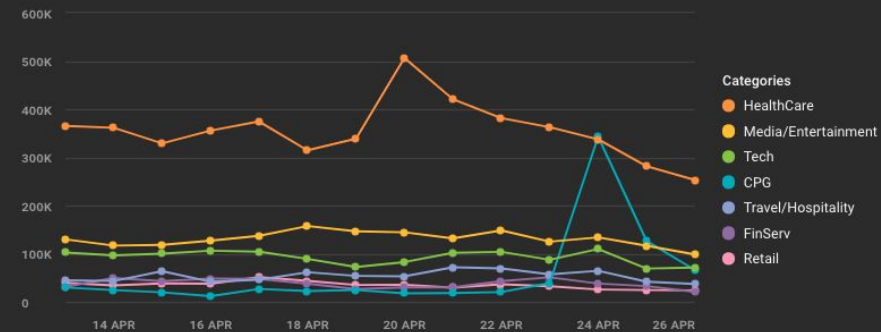


Emerging organizations in discussion

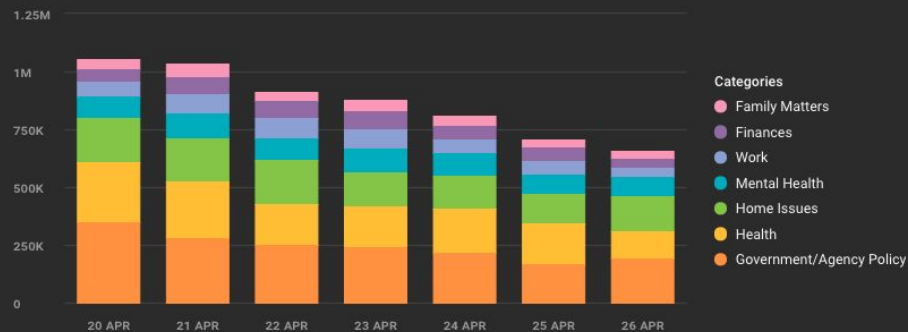


United States

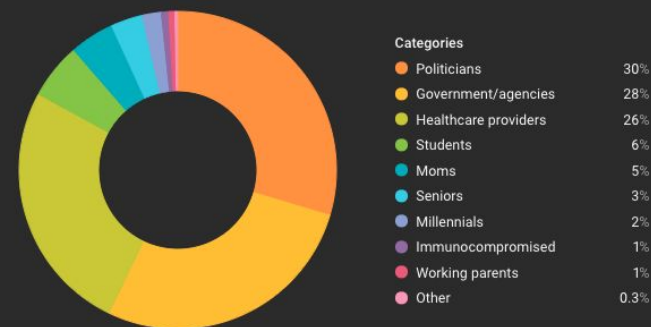
US volume by sector



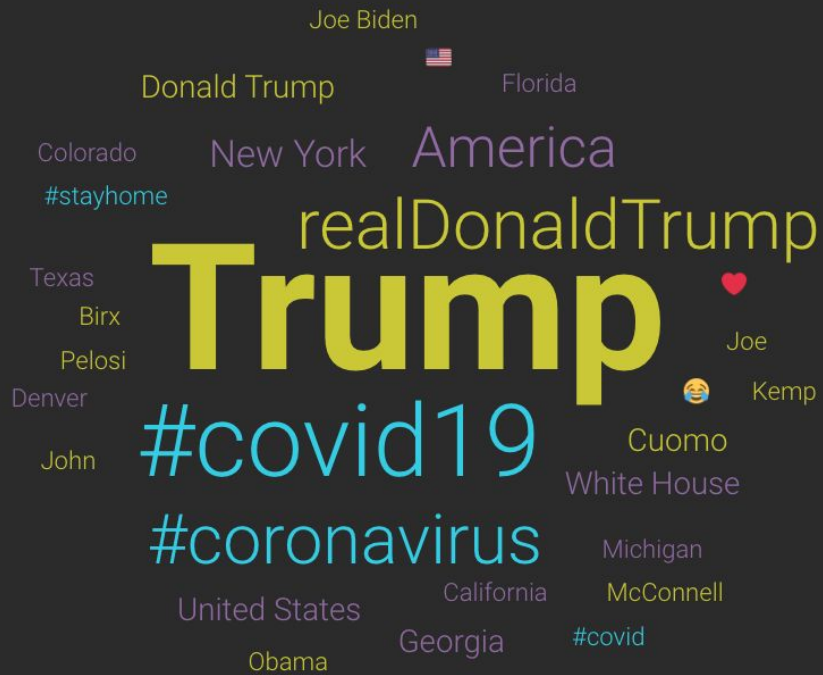
US volume by topic



Audiences








Emerging themes in discussion



Emerging organizations in discussion



Post	Total Engagement
<p>Trump suggests 'injection' of disinfectant to beat coronavirus and 'clean' the lungs By NBC News - Apr. 23, 2020 nbcnews.com</p>	 <p>6.4M</p>
<p>'It's irresponsible and it's dangerous': Experts rip Trump's idea of injecting disinfectant to treat COVID-19 By Jane C. Trimm - Apr. 24, 2020 nbcnews.com</p>	 <p>2.2M</p>
<p>Firms in tax havens axed from state bailout in Denmark, Poland By Bill Bostock - Apr. 20, 2020 businessinsider.com</p>	 <p>1.9M</p>
<p>Kentucky reports highest coronavirus infection increase after a week of protests to reopen state By Christina Zhao - Apr. 20, 2020 newsweek.com</p>	 <p>1.8M</p>
<p>ER Physician Drops Multiple COVID-19 Bombshells By YouTube - Apr. 24, 2020 youtube.com</p>	 <p>1.7M</p>



Trending Questions Asked Online

People on forums are asking about the impact of Covid-19 on higher education.

Education

- Gap year or college? Covid-19 panic 2020
- How are people out of high school in 2020 going to get degrees, or certifications when in person classes are suspended because of covid-19?
- How is the hiring process and new grad orientation changing due to COVID?
- Would you rather have school be on campus in the fall with covid still running around?
- How did the covid/online learning situation impact your decision to commit to a college?

The Future

- Will you be changing your lifestyle After Covid (A.C.)?
- What will happen after Coronavirus, will president Trump take action on China and if yes then, what he will do?
- How will we pay down the Covid 19 debt?
- Consequences of COVID-19 on Real Estate?
- Is the hospitality industry dead due to Covid-19?

The Future

- Anyone else more anxious about COVID restrictions being lifted than they were about them being implemented?
- The coronavirus and the hidden cost of regulation - What harm could it do?
- After covid, are people going to going to back to their regular lives and forget the environmental benefits (clean air and resurgence of animals) and the fact we have some serious social issues?

Questions around relationships and dating emerged online.

Relationships

- What do you think the dating scene will be like post covid19?
- What do you do if you have a loved one that doesn't take COVID seriously?
- Anyone else worry about what dating will be like post COVID?
- Break-Up In The Time of COVID-19, is it OK to break-up over video?
- When will I be able to hug my grandchildren?

Health

- Will injecting disinfection kill the Coronavirus?
- Why is it hard to replicate antibodies of people who have recovered from covid-19?
- How did the coronavirus spread so quickly?
- Why do you need to wear a full body PPE suit for COVID19?
- If more than 6% of the patients affected by Covid-19 died, and 20% of the closed cases were deaths, why do people claim it has a 2% mortality rate?

Work

- Forced Pay Cut due to COVID, should I stay or leave?
- Ways to find a job during COVID?
- How does your company take care of you during COVID-19?
- How has COVID19/remote working impacted your work?
- Is negotiating salary wise during COVID-19 and potential unemployment?
- What to do when COVID is the cause of your anxiety... and also your full-time job?
- Do you feel like COVID-19 is going to change the workforce permanently?

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 please share this form with them www.brandwatch.com/p/covid-19-weekly-reports.

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

Ask the Analysts: Covid-19 Insights Virtual Roundtable **Friday May 1 | 3pm BST, 10am EDT**

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

Sign up now <https://www.brandwatch.com/p/covid-19-roundtable>.