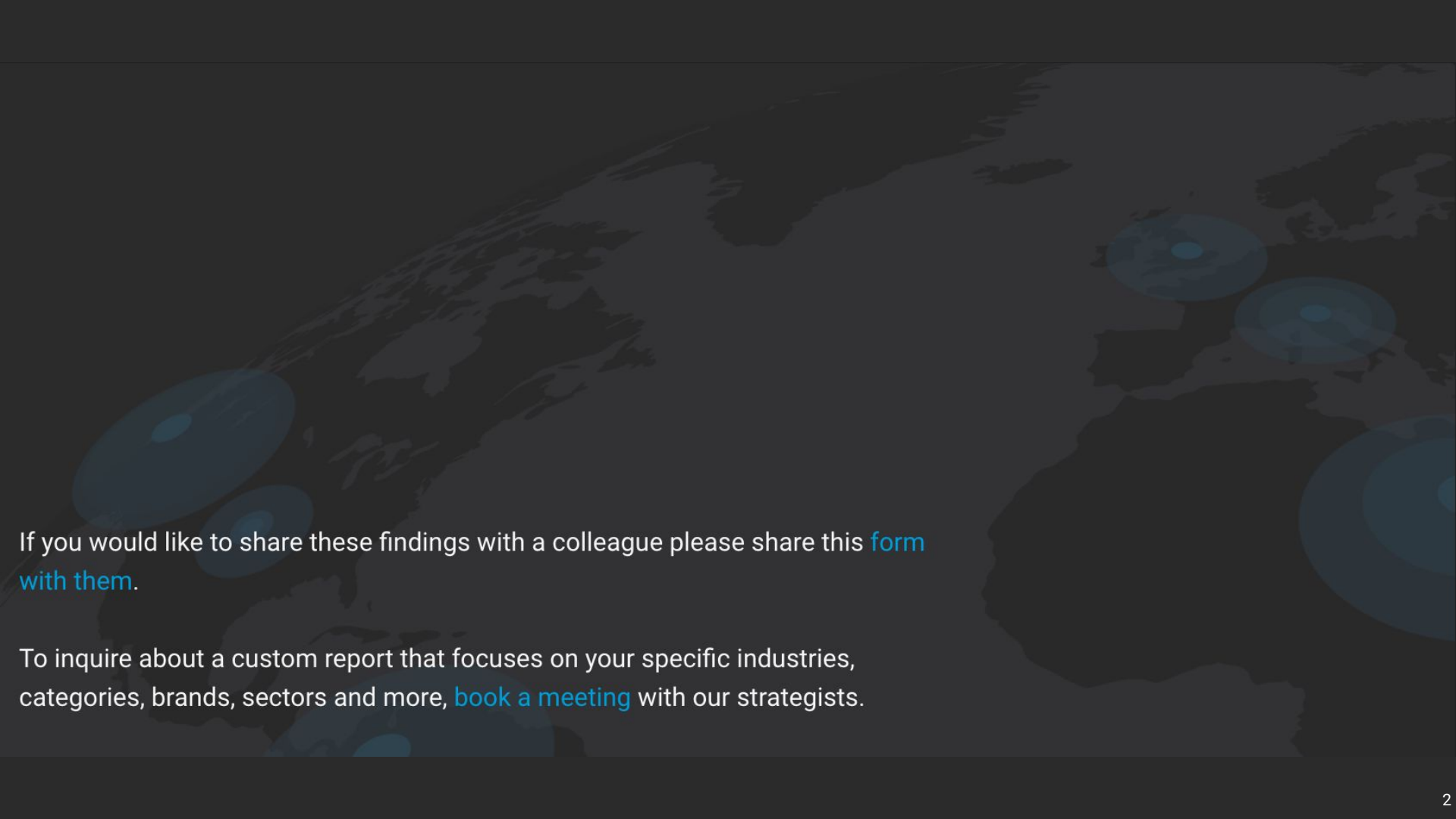




May 6, 2020

Covid-19 Weekly Consumer Insights Report

Brandwatch | A new kind of intelligence



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, [book a meeting](#) with our strategists.

MEET THE ANALYSTS BEHIND THIS REPORT

Ask the Analysts: Covid-19 Insights Virtual Roundtable

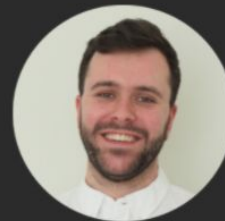
Friday May 15 | 3pm BST, 10am EDT

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

[Sign up 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).

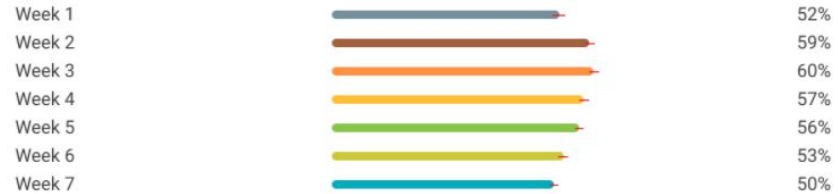
Just drop us an email at info@brandwatch.com.

COVID-19 Survey

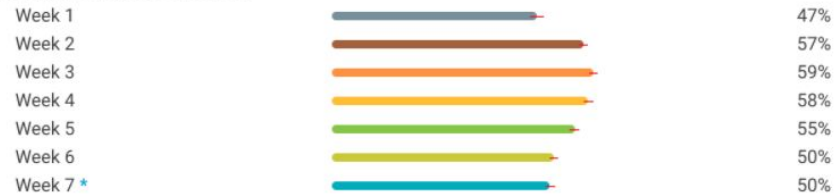


How has your behaviour changed, if at all, as a result of the outbreak?

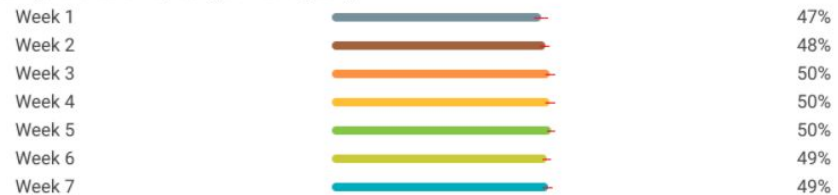
I'm self-isolating/ social distancing



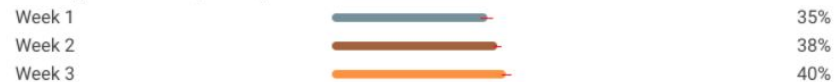
Avoiding seeing close relatives



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. [Book a meeting](#) with our strategists 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 27 - May 3 using programmatic sampling via mobile phones.

Social data includes ~42 million posts from Twitter, Reddit, forums, blogs, and more that appeared between April 27 - May 3. 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

People are discussing living in fear of the virus, and some think that governments and the media are playing upon those fears. (slide 12)

Survey respondents indicate sleep disturbance during the pandemic. (slide 13)



Home & family life

One-quarter of survey respondents say that Covid-19 has caused problems in their friendships. This is especially true in Italy, where people are frustrated they cannot see friends as restrictions ease. (slide 19)

Life event conversation increased this week, driven by discussions about being unable to attend family member funerals, as well as graduations, proms and weddings. (slide 21)



Work life

Unemployment was the leading topic within work life discussion. While lockdown measures in China are easing, concerns around job loss are growing. (slide 24)

The May Day strike over poor working conditions generated empathy and support for retail workers online. (slide 25)



Government

Lockdown supporters are reacting online to business and recreation site reopenings, particularly restaurants and beaches. Many remind others that while lockdown may be easing, social distancing measures must still be practiced to prevent a second wave. (slide 28)

Key insights at a glance



Pharma & healthcare

Conversation about herd immunity is top of mind as lockdown measures taper. (Slide 34)

Vaccine discussion includes speculation on when a vaccine will be ready. (slide 35)



CPG

Disinfectant discussion continues to trend this week due to an increased number of calls to US poison control centers. (slide 38)

Consumers share excitement about drinking venues reopening in some countries. (slide 40)

The US is the only country to report eating more junk food than normal during the pandemic. (slide 41)



Media & entertainment

An increasing number of people in quarantine are looking to recreate the cinematic experience at home. (slide 44)

The successful digital release of "Trolls World Tour" (3k mentions) prompted discussion about the impact of Covid-19 on the movie-going experience. Many doubt the cinema business will remain the same post pandemic. (slide 45)



Retail

Retailers are drawing praise in social discussion for adapting to meet online shopping and delivery demands. (slide 51)

Buying local to prevent food waste is an international trend. Consumers are calling for better supply chain management to help solve this problem. (slide 52)

Key insights at a glance



Technology

Technology discussion focuses on how devices can be used to facilitate a safer and faster means to reopening governments and economies. Specifically, contact tracing, thermal imaging cameras and full body disinfection booths. (slide 57)



Financial services

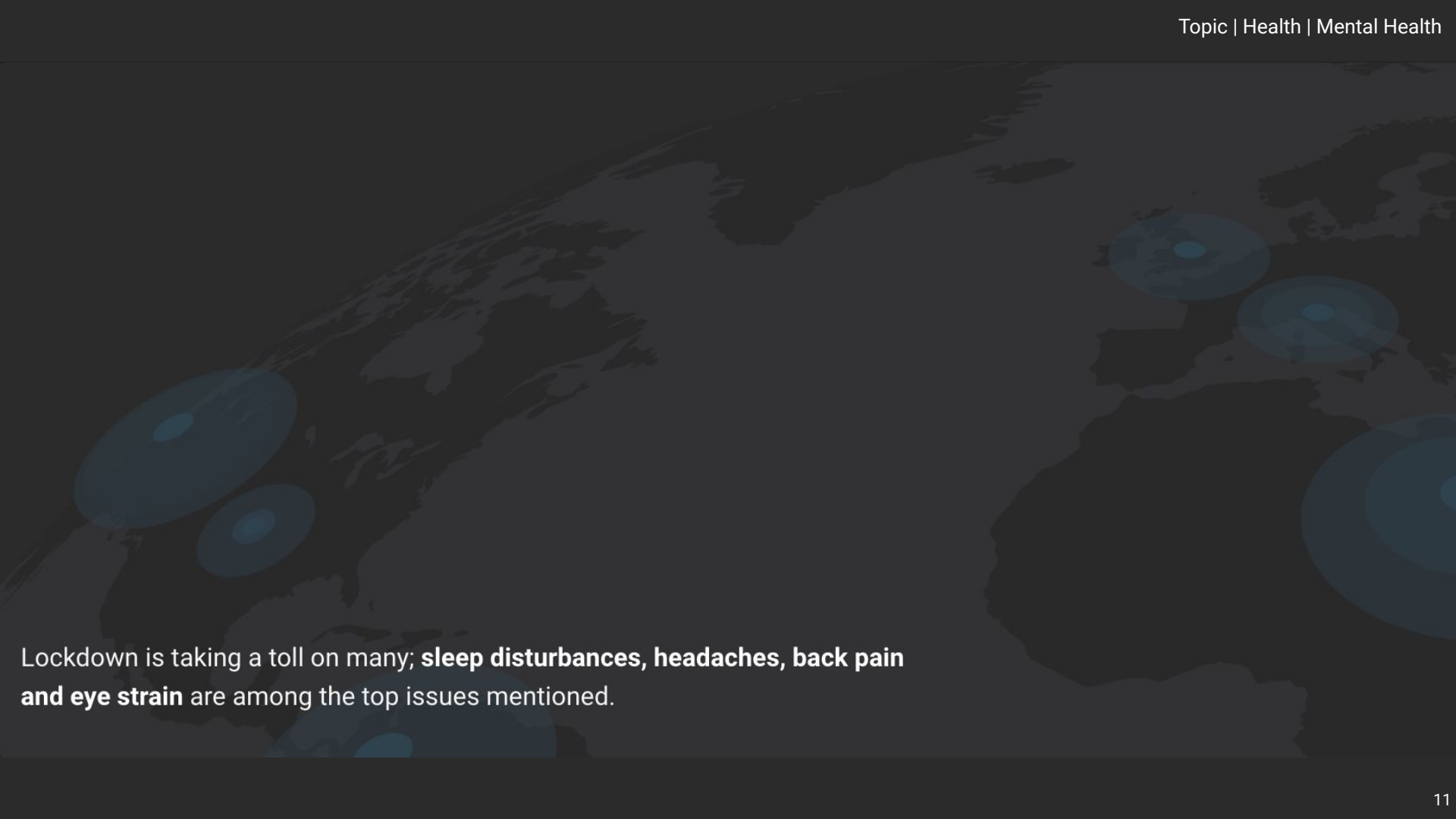
Consumers are discussing the cost of health insurance, particular during times of financial stress such as job loss. (slide 62)



Travel & hospitality

Most travelers discuss wearing masks as a necessary part of virus prevention. In turn, many travelers are expressing their support of airline measures requiring passengers to wear masks or face coverings on flights. (slide 65)

Similarly news that ride sharing services are now requiring drivers to wear masks is prompting a positive response from both drivers and passengers. (slide 66)



Lockdown is taking a toll on many; **sleep disturbances, headaches, back pain and eye strain** are among the top issues mentioned.

27 Apr – 3 May

**jthedford24** (jthedford1@yahoo.com)
@jthedford24

I will not wear a face mask. I don't even own one. To me, the mask is symbolic of submission and fear and I am not going to submit or live in fear. and fyi ppe or personal protective equipment is used to protect yourself not others



Twitter

3 May 2020 | 21:46

**na52g** (Cincigal - The real Cincigal #Not...)
@na52g

"I wear a mask in public, not for me, but for YOU. I want you to know that I am educated enough to know that I could be asymptomatic and still give you the virus. No, I don't "live in fear" of the virus, I just want to be a part of the solution, not the problem.



Twitter

3 May 2020 | 17:59

**JohnBWellsCTM** (John B Wells 11:11)
@JohnBWellsCTM

You'd likely have never known there was a virus at all, would've thought this was just another typical flu season. So, remember that all your fear and panic exists because you were TOLD to live in fear and panic.... [#NormalPeople](#) [#COVID19](#) [#FakeNewsEpidemic](#)



Twitter

30 Apr 2020 | 15:31

**ElonBachman** (Bachman)
@ElonBachman

5\ Let's also remember that there is no downside to Sweden's approach. Any Swede who wants to stay at home can stay home. Any Swede who wants to wear a mask can wear a mask You may not like the idea of other people refusing to live in fear, but that is their choice



Twitter

27 Apr 2020 | 12:33

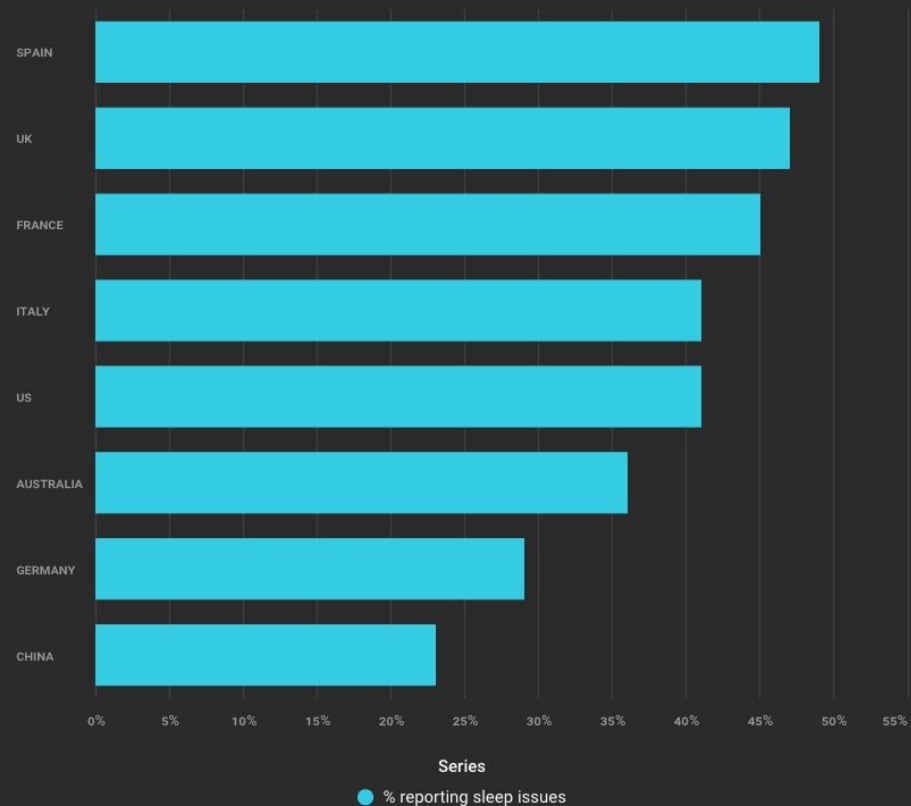
People are using the phrase “**live in fear**” when discussing mental health. Some say that governments and the media are playing upon fears of spreading or contracting the virus.

Some are using the phrase as a statement of **empowerment**, suggesting that individuals wear a mask not because they are afraid but because they are responsible and doing their part to stop the spread.

Survey Question | Have you experienced ...as a result of the lockdown?

More than one-third of survey respondents report sleep issues such as insomnia; complaints are especially prominent in Spain. The percentage of respondents listing problems with back pain/ posture issues (40%), migraines/ headaches (30%) and eyestrain (29%) was notably higher than averages across tracked markets.

Sleep issues experienced per country

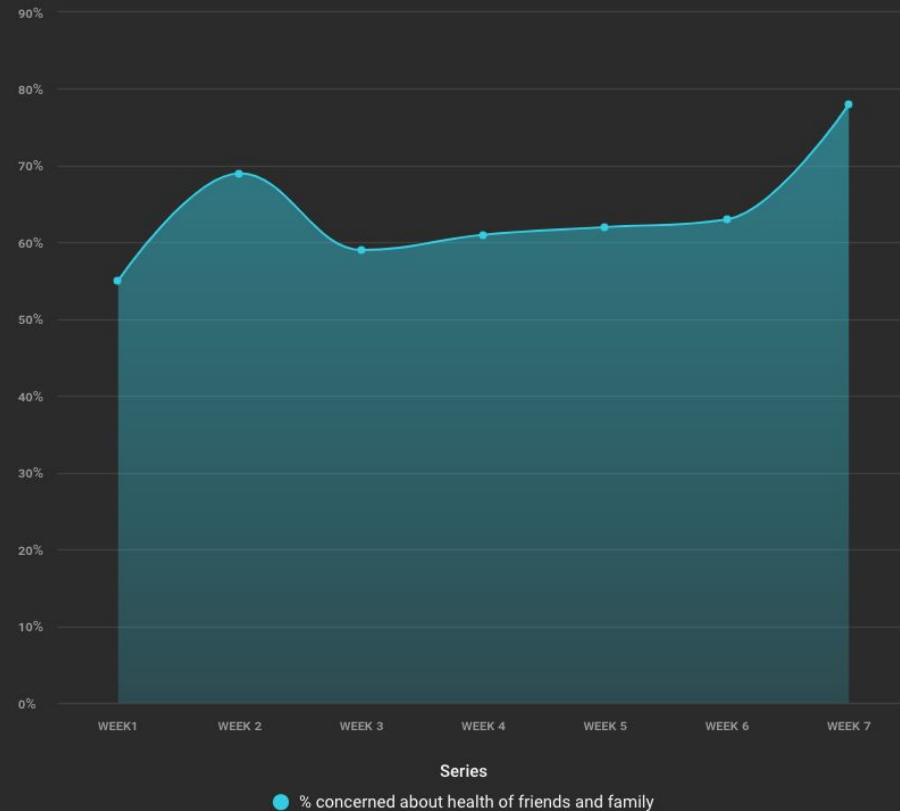


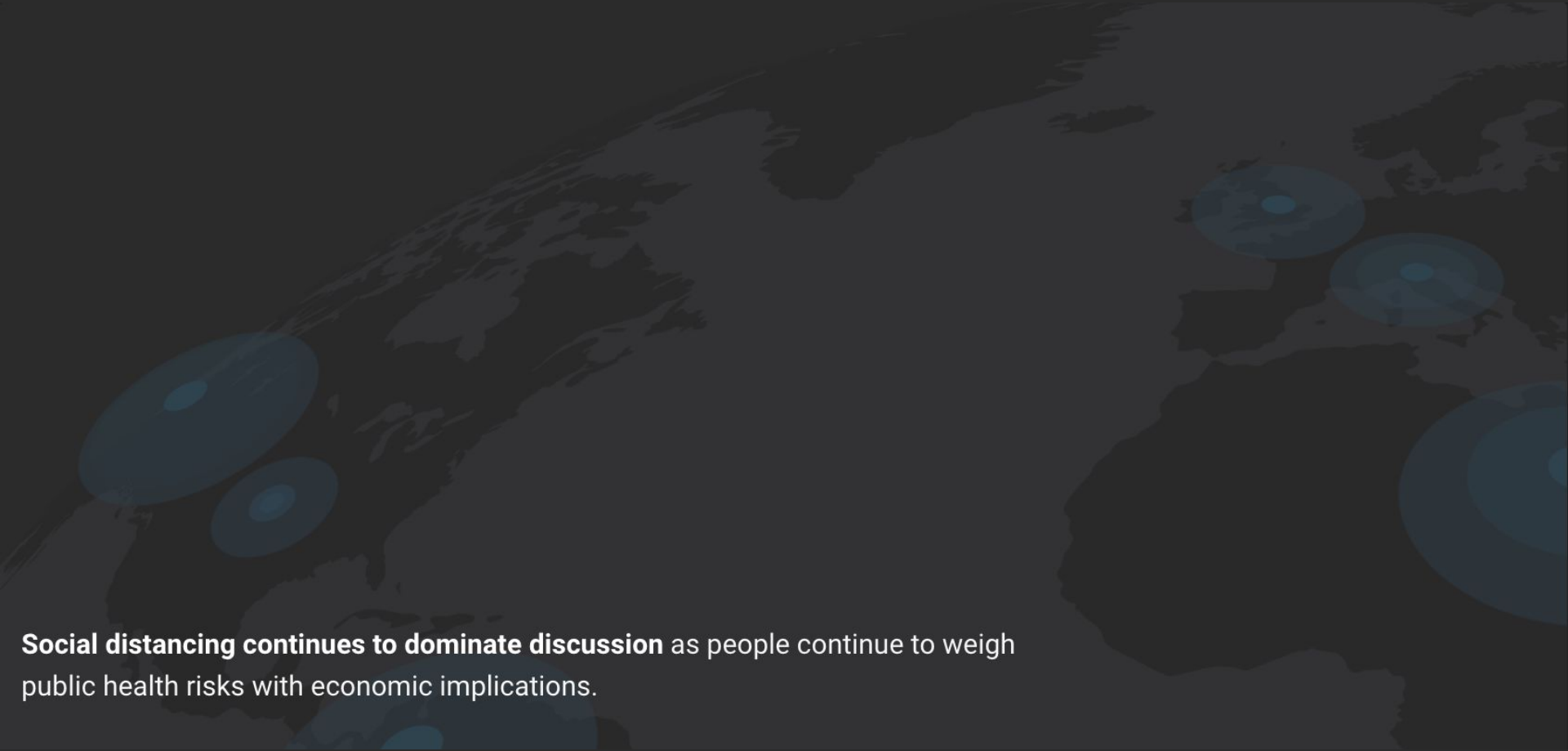
Survey Question | Are you concerned about... the health of friends and families?

In China, where lockdown measures are easing, **survey respondents are reporting increased concerns about the health of friends and family (78% vs. 63% last week)**. **The number of respondents listing worries about personal health also rose sharply (75% from 57%)**.

Frontline workers in China are expressing concern about their personal health and are worried about passing the virus to their families. Chinese students living abroad discuss stockpiling medical supplies, like face masks.

Concerns about family/friends in China

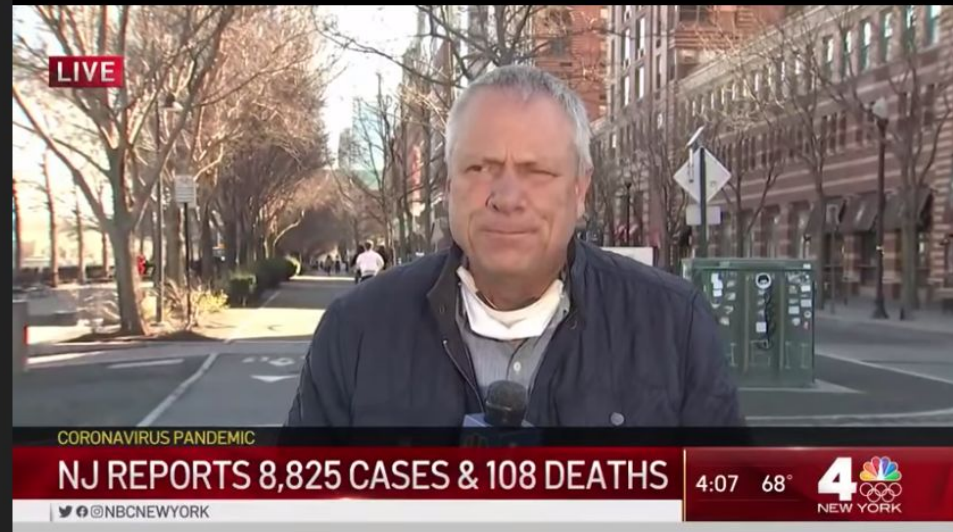




Social distancing continues to dominate discussion as people continue to weigh public health risks with economic implications.

People are talking about the **increased risk of infection rates** as countries worldwide start to ease restrictions. Many are posting that authorities should “**enforce social distancing,**” saying it’s the **only way to keep public health in check**. A tweet contrasting photos of two parks in NYC, one with and one without social distancing enforcement, went viral with 80k retweets.

Meanwhile, a minority of posts advocate for a **full reopening of the global economy** as numbers improve worldwide. Some believe that the **use of the police is hypocritical**, as officers violate social distancing rules themselves in order to enforce them.



As quarantine fatigue continues to take its toll, conversations **highlight outdoor exercise and activities that violate social distancing rules** (40k mentions).

People posting photos and videos of **crowded parks and beaches** with people running, swimming, and sunbathing increased this week. A video from “**Late Night with Seth Meyers**” criticizing joggers not complying with social distancing generated more than 400k views on YouTube.

Many feel countries should **continue to open** at this point, but state that **physical distancing must be maintained**.



but it seems like not everyone
is being smart about it,

Last 7 days

Discussions about parents **homeschooling their kids** (8% of posts) is becoming more negative in tone. Most parents are feeling strained and most agree that **teachers deserve raises**. The words “**nightmare**” or “**impossible**” are often used to describe the teaching process, with many saying they feel like “**giving up**.” People continue to share resources and online tools such as **educational games and apps** to cope with the challenges of homeschooling.

Some, however, discuss the benefits of homeschooling their children, such as **flexibility in the learning process** to meet individual needs, as well as **increased safety and decreased stress levels**. These parents believe they understand their children best, thus can develop their strengths better than school systems.



Kelliann6169 (Kelliann)
@Kelliann6169

I may not have had a choice in homeschooling because of the pandemic but my 7 yr old daughter is excelling in every area and we are bonding even more than we did before... we are loving it 💖
[#thisisus](#) [#homeschooling](#) t.co/9EX67YKESY



Twitter

4 May 2020 | 01:53



postsecret (PostSecret)
@postsecret

Coronavirus homeschooling: 77 percent of parents agree teachers should be paid more after teaching own kids, study says t.co/aV9uFAiYWI



Twitter

1 May 2020 | 21:12



NKCSchools (NKCSchools)
@NKCSchools

While students are learning from home, NKCSchools staff is still hard at work! Inside each building dedicated staff are preparing our schools for students to return. We salute all essential workers! [#NKChampions](#) [#1NKCSchools](#)
t.co/ny09AIMqV1



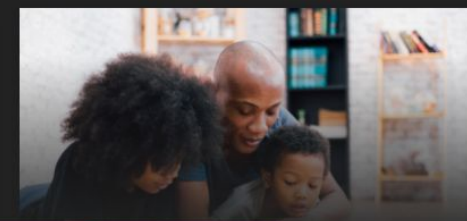
Twitter

1 May 2020 | 18:13



TashaJacksTweet (Tasha Jackson)
@TashaJacksTweet

I can teach graduate school, no problem. But homeschooling 2nd grade feels impossible. I'm gettin' schooled! 🤔 Shoutout to all those amazing teachers out there!! [#covidhomeschool](#)

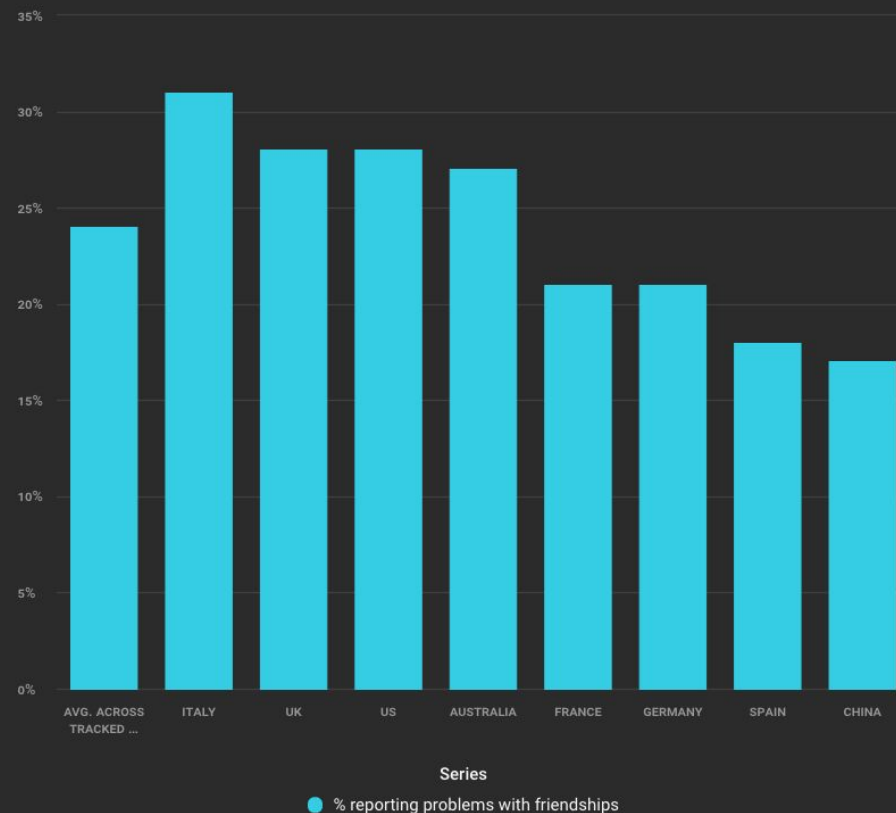


Survey question | Has .. Covid-19 caused problems in ... relationships?

One-quarter of survey respondents report that the impact of Covid-19 has caused problems in their friendships. Italians in particular (31%) report strained relationships with friends.

As of May 4, people in Italy will be allowed to visit their “**stable relationships,**” but few seem to understand what that means. Friends are not included in visitation privileges, to the annoyance of many. People don’t understand how distant relatives are included, but not close friends. **Reaction in general is annoyance and frustration.**

Strained friendships reported per country





Last 7 days

Reading was a hot topic online last week. This week, people are posting about **creative skills such as drawing and writing** (25k mentions).

People talk about joining writing groups or participating in **writing challenges**. Others are trying to master drawing, **showing off their artwork via social media**. Parents say that painting with their children is a **favorite family bonding activity**.

Meanwhile, DIY enthusiasts are sharing craft project progress. Some have also started **selling handmade products on e-commerce pages** like Etsy.



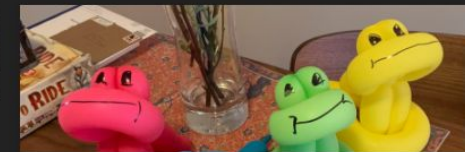
10000machines (John D OShaughnessy)
@10000machines

Plein Air painting in Kennebunk Maine yesterday, maintaining social distancing [#ArtistOnTwitter](#) [#painting](#) [#art](#) [#jdoshaughnessy](#) [t.co/IBbjHskPJ6](#) [t.co/ZMbk9eFhW](#)



Twitter

3 May 2020 | 12:04



mrncorbett (Noah Corbett)
@mrncorbett

Balloon animal art is a great social distancing hobby. [t.co/w7yXEVlBDO](#)



Twitter

3 May 2020 | 01:40

TIME

**JOHN SISTO***FUNERAL DIRECTOR,
SISTO FUNERAL HOME*

We are getting 150 phone calls a day on average.

Discussion about life events is trending this week (30% of posts), driven by posts about being **unable to attend funerals** (61K mentions).

Loved ones are sharing their sadness about the inability to gather and mourn those who've passed due to social distancing orders. People are connecting with friends and families via social media and **share their heartbreak, calling this a "cruel" time.**

People are also talking about headlines that report **funeral homes are overloaded** due to the pandemic and share **concern for funeral home workers.** A video of a funeral director sharing firsthand experiences yielded 30K views on YouTube.

Graduation and prom season (18K mentions) are also contributing to the increase in life event conversation. Students are sharing virtual graduations, saying that the **pandemic does not diminish the celebration of important milestones**. Many are sharing drive-through graduation videos.

Celebrities making surprise appearances at virtual proms are driving engagement, with Billie Eilish, Chance the Rapper, and Demi Lovato mentioned.

Wedding postponement announcements are prevalent. Other couples are talking about arranging small ceremonies at home or virtual Zoom weddings.



Last 7 days



OfficeofSteve (Stefan Urquelle)
@OfficeofSteve

I lost a family member very close to me this weekend. Because of COVID-19, we couldnt have a funeral or visit the cemetery and yet, I see people posting themselves out together, socializing and generally not abiding by their government rules...



Twitter

3 May 2020 | 13:22



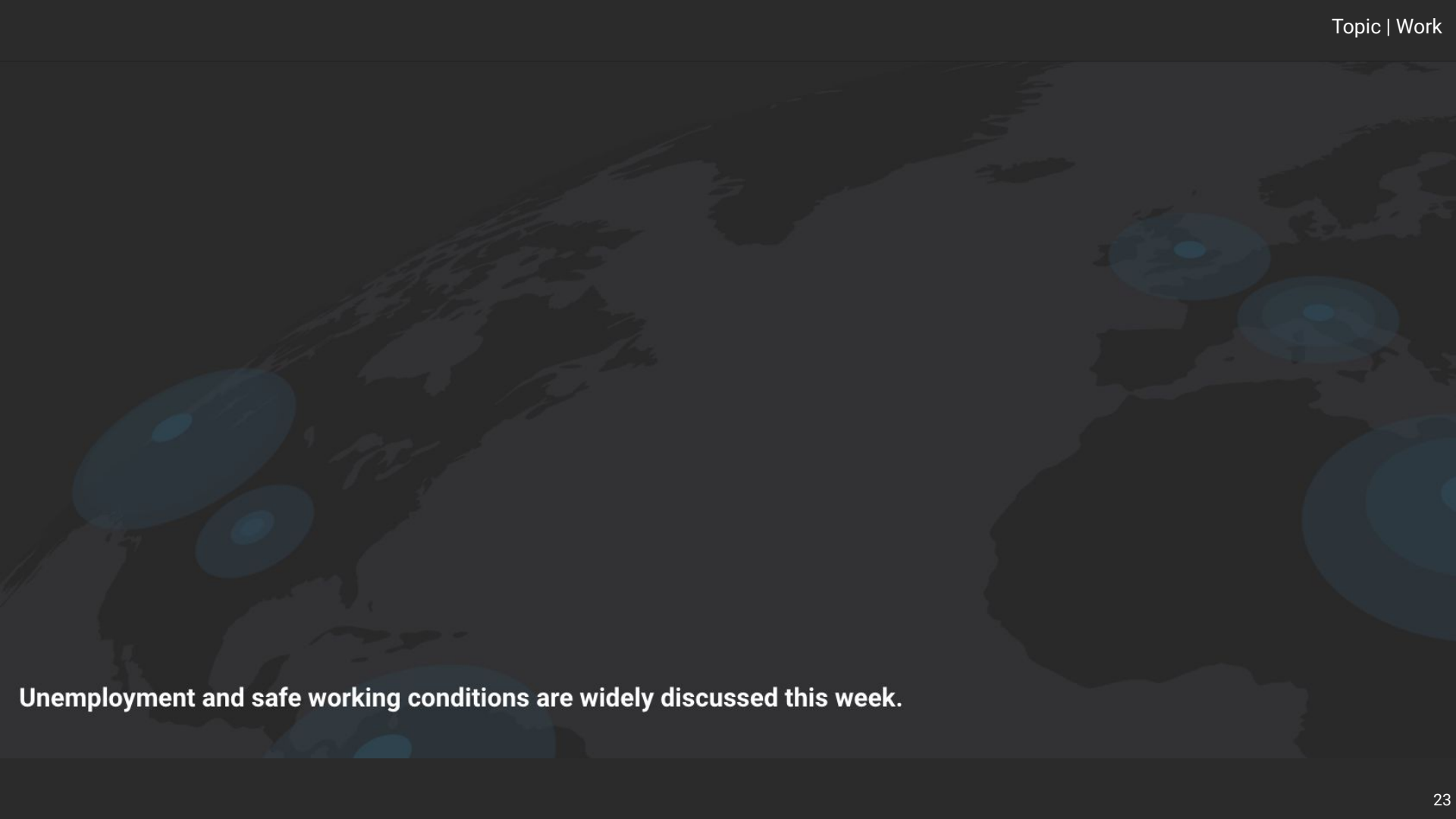
VeeVeens51 (🇺🇸 VeeVee Resists 🇺🇸🇺🇸)
@VeeVeens51

My oldest brother died this week; not from COVID, but from a freak accident. My brother was buried yesterday. I was not able to go to his funeral b/c of COVID and my own health issues. I was not able to share my grief with my family. 2020 is lonely & it officially sucks!



Twitter

3 May 2020 | 06:48



Unemployment and safe working conditions are widely discussed this week.

27 Apr – 4 May

Unemployment discussion (42% of conversations) is **mostly focused on benefits this week**. People are frustrated by increasing unemployment numbers. Others actively call out organizations that are perceived to have treated employees unfairly.

While some cannot wait to return to work as global economies reopen, others argue that **working from home serves them better**. Most agree **workers should have a choice** as restrictions lift.

With lockdown measures in China easing, **concerns about job losses are growing; 34% of Chinese survey respondents are worried** (from 28% last week).



StevenCanals (Steven Canals)

@StevenCanals

Once we find a vaccine for Covid-19: •the wealth gap •housing discrimination •unemployment •government surveillance •incarceration •immigration policy •infant mortality will continue to be concerns in communities of color. Let's all remember that.



Twitter

1 May 2020 | 15:33



kylegriffin1 (Kyle Griffin)

@kylegriffin1

WASHINGTON (AP) — 3.8 million workers seek US unemployment aid, raising total layoffs since virus hit hard to 30 million.



Twitter

30 Apr 2020 | 12:35



adexmee (Dr. Adeola (Addy) Olubamiji)

@adexmee

Listen, we have to maximize this lockdown. People are getting laid off, furloughed and taking pay-cuts. Many more jobs will be lost post-lockdown. As such, we must prepare. Join me on Facebook and let's talk about remote work, freelancing and preparing for what is coming.

t.co/6m9zqMAZA4



Twitter

1 May 2020 | 11:46



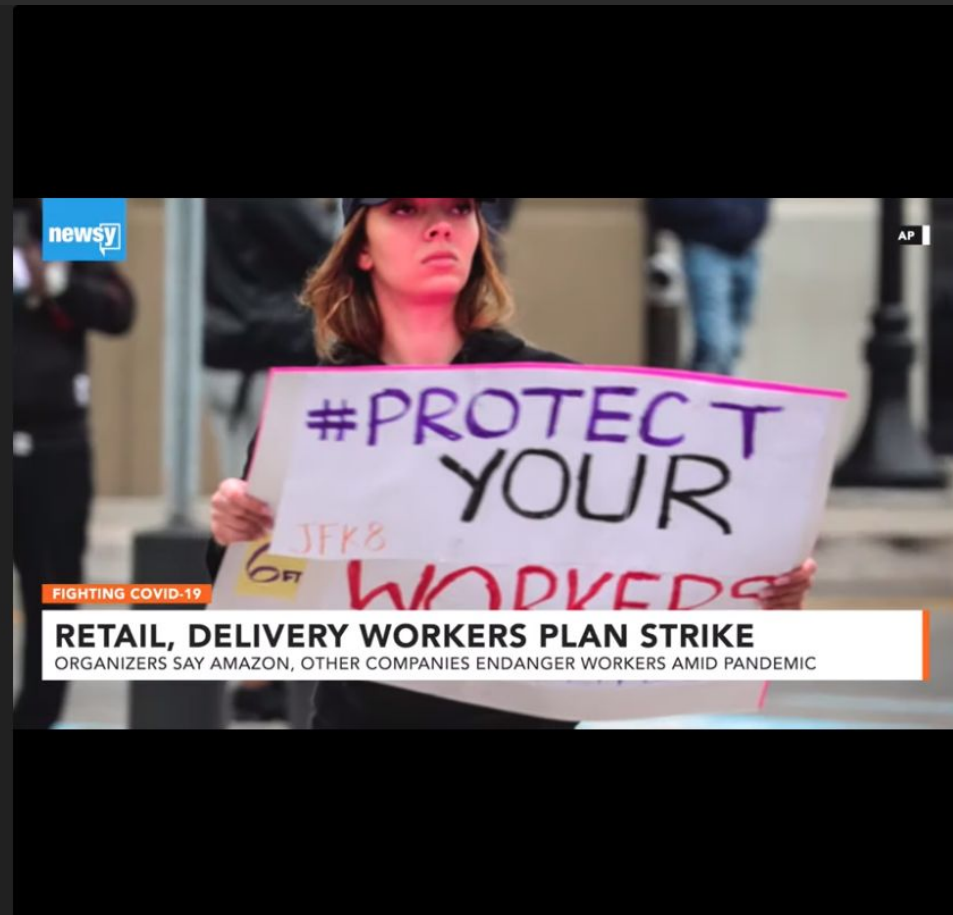
BiancaEnRogue (Pusha Bi.)

@BiancaEnRogue

The nonstop flood of media layoffs affecting my friends, peers and people whose work I admire is

Apart from unemployment, **'May Day strike'** is an emerging topic this week (30K mentions).

People are sharing about an unprecedented coalition of workers from Amazon, Walmart, FedEx, Target, Instacart, and Whole Foods **striking over poor working conditions that may result in Covid-19 infections**. The majority of online discussion reflects empathy and support for workers.



27 Apr – 4 May

Working from home is discussed in one-quarter of posts. Most discuss challenges and tips to overcome them.

Difficulty meeting deadlines, a lack of communication, and dips in **productivity** remain the most mentioned issues. Many also complain about **weak internet connections** starting to get in the way. **Background noise** from family members (e.g. loud TVs) remains an issue.

There is debate online about the impact of **working remotely on mental health**. People ponder whether it **equates to freedom and flexibility**, or a **lack of social interaction and challenges being productive**.

**AdamMGrant (Adam Grant)**

@AdamMGrant

If you're working from home, the pandemic has extended the average work day by 2-3 hours. Now is the ideal time to reverse that trend by testing out 6-hour work days or 4-day work weeks. By freeing up attention and energy, less time can mean more quality. #SaturdayThoughts



Twitter

2 May 2020 | 14:09

**simonlporter (Simon Porter)**

@simonlporter

Remote working improves workers' mental health t.co/sgXLQdPdek



Twitter

2 May 2020 | 13:44

**leviblah (levi)**

@leviblah

@SerialInterface I was okay until this week. I've really, really struggled this week because I'm getting in the swing of working from home now and it's hitting me just how different it is to the norm. Trying to find some sort of balance and I'm finding it so difficult. So you're not alone!



Twitter

2 May 2020 | 12:44

**fullahtalks (Millennial Career Coach)** ...

@fullahtalks

If you are finding working from home difficult, have an open conversation with your manager and see if additional equipment can be sent to your house that will make life easier for you. Remember if you don't ask, you don't get.



Twitter

2 May 2020 | 09:10

**LaciRamsay (Laci Alvarado)**

@LaciRamsay

It can be especially difficult to separate work from your personal life when working from home. If you are new to the home office life, here are some ways to maintain a balance with all the different hats you wear. t.co/GEVe7QwoDt



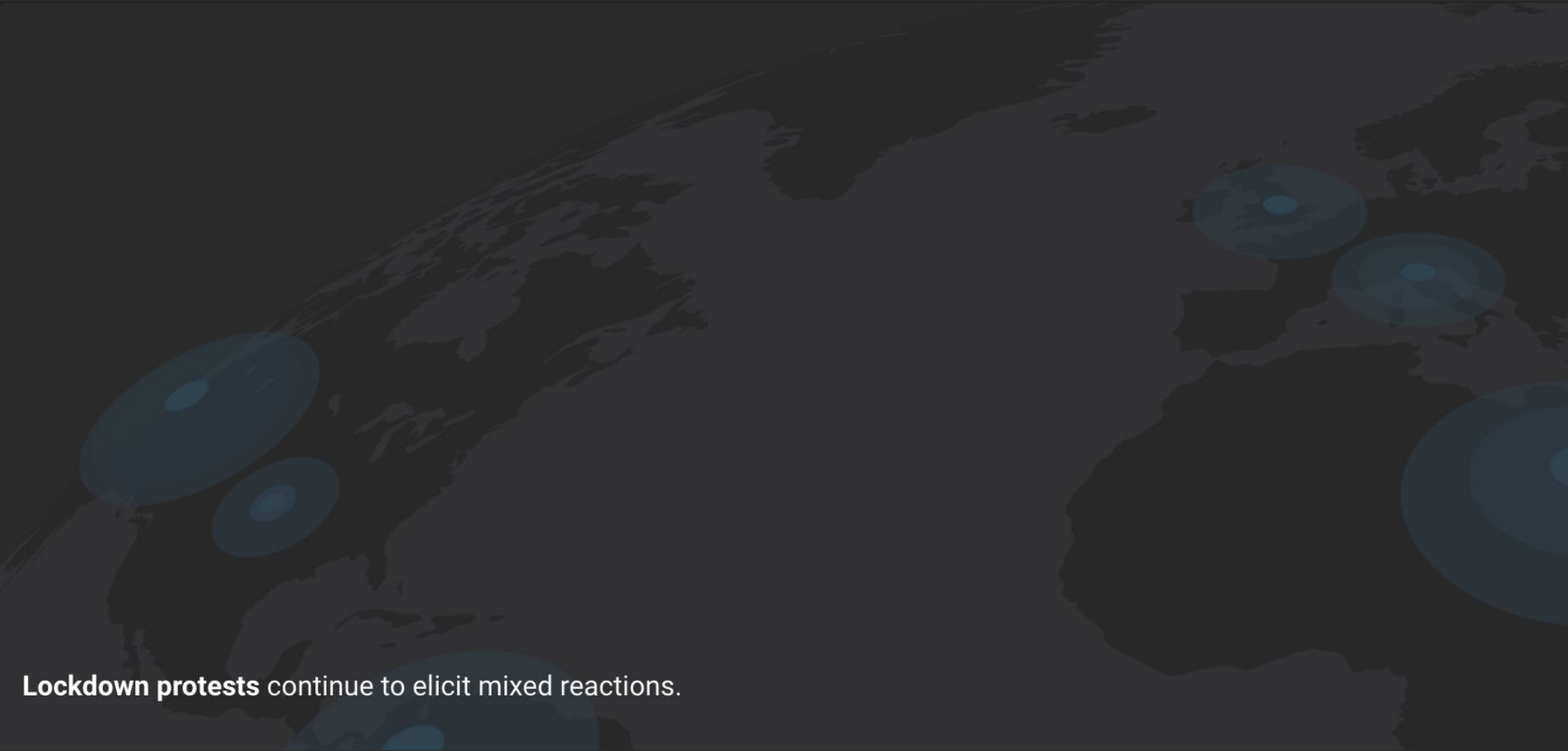
Twitter

1 May 2020 | 21:27


**regiscake (regiscake)**

@regiscake

@AlanBixter @JohnRHewson Pressure is coming from business leaders that are seeing a large drop



Lockdown protests continue to elicit mixed reactions.



NOW
THIS

Lockdown supporters are reacting to beach and restaurant reopenings.

Supporters, including medical professionals, are tweeting reminders that COVID-19 is still “very real and still out there” to encourage following social distancing guidelines. An interview with a Florida attorney dressed as the Grim Reaper to protest beach openings has over 280K views to date.

More tempered responses include reminders that ending lockdown does not mean ending social distancing and **encouragement to continue following distancing guidelines as governments begin phased reopenings.**

*The beaches are fully
reopened for the first time*

ABC 13

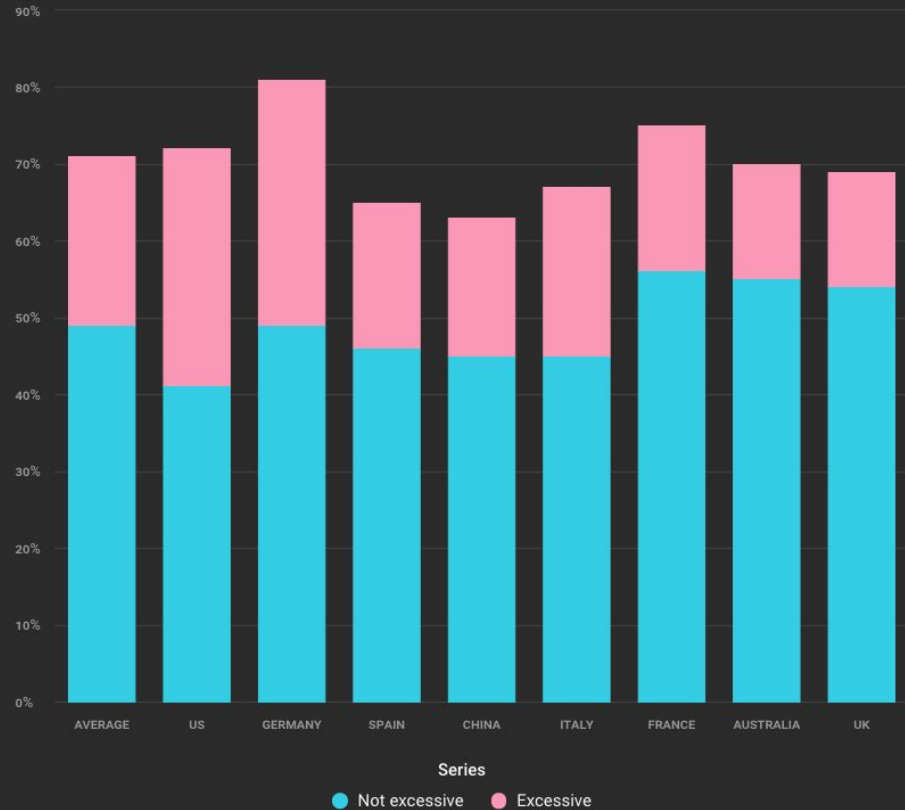
Survey Question | What do you think of lockdown measures...in your country?

Survey respondents are more apt to say that government quarantine measures are not excessive (49%) than excessive (22%).

A higher percentage of respondents from **Germany and the US** find measures to be excessive than other countries.

In contrast, **Brits are much more supportive of the measures**; just 15% of respondents say they think quarantine measures are excessive.

Perceptions of lockdown measures by country



27 Apr – 3 May

**ShawnG927 (Shawnasaurus Rex)**

@ShawnG927

In Oregon, Democratic Governor Kate Brown has extended a state lockdown order through July 6th!

😞 The good people of Oregon aren't gonna take this anymore, and won't have a 4th of July on lockdown! 🤘👍🇺🇸 [L.co/Tdmd1RDk5i](https://t.co/Tdmd1RDk5i)

Twitter

3 May 2020 | 13:42

**RalfH49079853 (Ralf)** 🇩🇪 🇺🇸 🇬🇧 🇫🇷 🇮🇹

@RalfH49079853

Das würde doch bedeuten, dass alle auf der Ermächtigung beruhenden Maßnahmen der [#Merkel-Regierung](#) zum [#CoronaLockdown](#) verfassungswidrig wären. [#Verfassungsbruch](#) [#CoronaVirusDE](#) [#Coronakrise](#) [#coronadeutschland](#) [#LockdownEnd](#) [#Maskenpflicht](#) [#Maske](#)

Twitter

3 May 2020 | 06:50

**cwantispam (Furlinger)**

@cwantispam

[@TBreitschneider](#) [@rstrohmi](#) [@BoschimoDr](#) Der ursprüngliche Grund für die ganzen Maßnahmen war mal "Flattening the curve" um die Krankenhäuser zu entlasten. Inzwischen müssen die Mitarbeiter in Krankenhäusern Kurzarbeit anmelden oder werden gar gekündigt. Der Regierung scheint's zu gefallen.

Twitter

30 Apr 2020 | 11:52

Many in the US are expressing anger about **news that states like Oregon are extending the lockdown** to July 6, using words like “tyranny” and “... aren’t going to take it anymore.” Lockdown opponents are using [#lockdownend](#) in posts and citing economic collapse, infringement on civil liberties and herd immunity as reasons to end lockdown.

Similarly, Germans are expressing anger on social media that the **government is ruining the economy and disregarding people’s rights** to promote a political agenda. Some are suggesting Merkel and Spahn provided inaccurate data on infection counts to justify the stringent quarantine measures.

The Bush Center/Saturday

CORONAVIRUS PANDEMIC

GLOBALLY
 TOTAL CASES **3,523,121**
 DEATHS **247,752**

IN THE UNITED STATES
 TOTAL CASES **1,158,341**
 DEATHS **67,686**

SOURCE: JOHNS HOPKINS UNIVERSITY

LIVE
CNN
 4:24 AM PT

FMR. PRESIDENT GEORGE W. BUSH CALLS FOR END TO PANDEMIC PARTISANSHIP

RIGHT NOW CHICAGO 41° DETROIT 41° HOUSTON 72°
 VP ADMIN. EFFORTS TO BLAME BEIJING FOR THE GLOBAL PANDEMIC ▶ P NEW DAY

A video message from former US President George W. Bush, urging an end to partisanship in the nation's battle against the coronavirus pandemic is prompting online engagement, with over 1M views to date.

Many are sharing the video without commentary.

27 Apr – 3 May

**bianca_nobilo (Bianca Nobilo)**

@bianca_nobilo

'Densely-packed crowds queuing for burgers are sparking fears that New Zealand's escape from coronavirus during the lockdown will be short-lived.' Let's hope that's not the case...



Twitter

29 Apr 2020 | 00:08

**Francesc_Forex (Francesc Riverola - FX...**

@Francesc_Forex

Rabobank 1/3: New Zealand can count itself as one of the most successful countries in the world in managing to almost eliminate **#COVID19** from within its border, at least for now. However, the economic cost of its strict shutdowns is set to be high.



Twitter

28 Apr 2020 | 15:56

**waltshaub (Walter Shaub)**

@waltshaub

New Zealand had some of the toughest shutdown restrictions in the world. New Zealand stopped coronavirus in its tracks. New Zealand will go back to work before we do. Turns out, doing the hard thing in the short run fixes the economy faster.

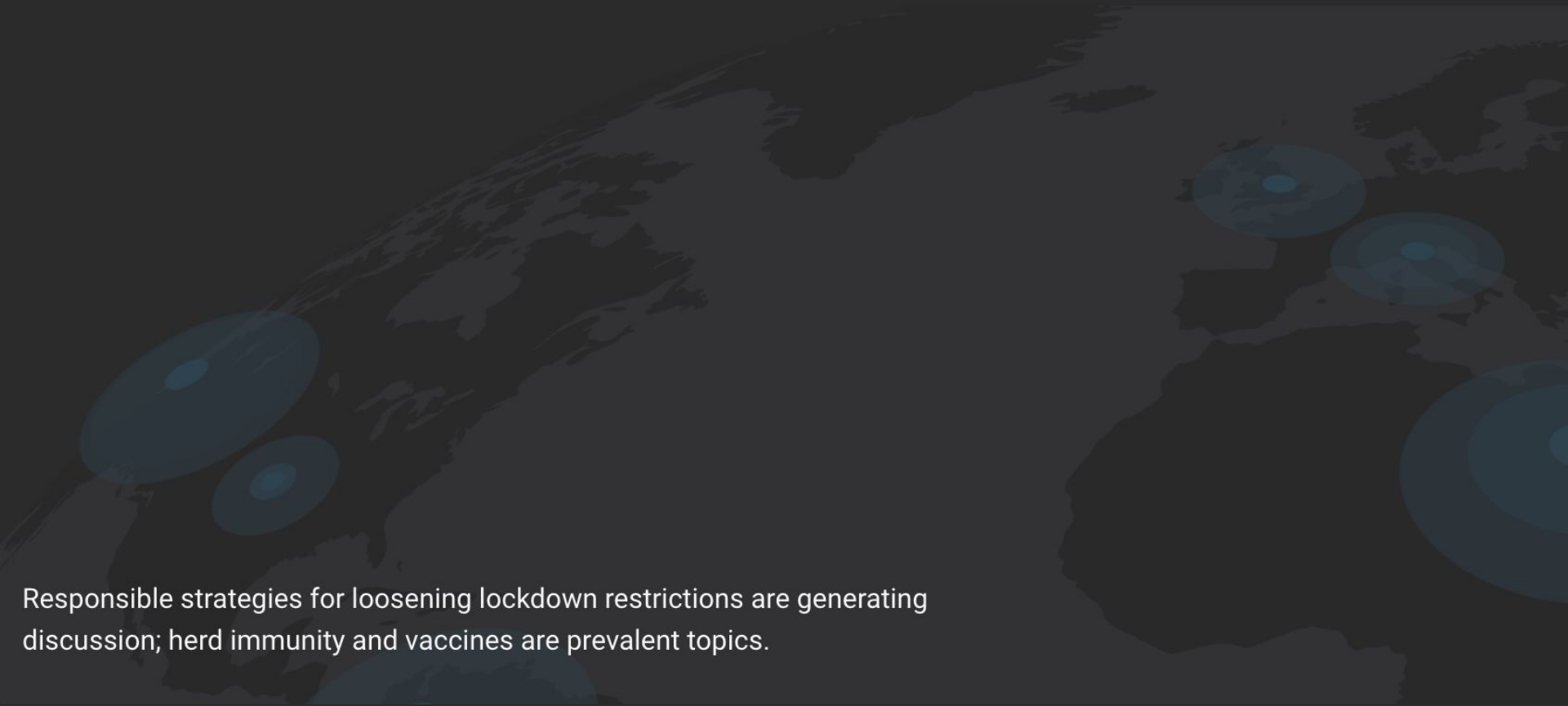


Twitter

27 Apr 2020 | 12:59

New Zealand continues to trend in online conversation as individuals **react to news that the region has “eliminated” the coronavirus** (24K posts). Some are citing the country's successful response to the pandemic as a benchmark, citing good leadership, prompt response and strict lockdown measures.

Other are reacting to news that New Zealand businesses are reopening and **wondering how long it will take to see a positive impact on the economy**. Some are expressing concern about a second wave as lockdown rules are being decreased.



Responsible strategies for loosening lockdown restrictions are generating discussion; herd immunity and vaccines are prevalent topics.

27 Apr – 3 May

**JoeySalads (Joey Saladino)**

@JoeySalads

You don't need a Medical Degree to understand: -
 Death Rate is NOT 3-5% - Death Rate IS ~0.15% -
 2.2 Million WONT die - 99% of Hospitals r
 underwhelmed - Death count is inflated - Herd
 Immunity is the only solution - Lockdowns will
 lead to MORE deaths with a destroyed economy



Twitter

2 May 2020 | 20:58

**Iceman_MCM (Scott from the Ice)**

@Iceman_MCM

@AshleighRicci1 @April_Dallas This virus is not
 going away, thinking it will go away IS delusional.
 The social distancing was to avoid overrunning
 the health care system. We have done that. At this
 point all we are doing is postponing herd
 immunity and killing the economy. We will ALL
 eventually get it



Twitter

28 Apr 2020 | 21:19

**cpeedell (Clive Peedell)**

@cpeedell

Anyone who has anything to do with care homes
 or nursing homes knows how communicable viral
 infections can rampage through them. The
 Government's "herd immunity" policy was an act
 of gross negligence. Those responsible must be
 held to account. #COVID19



Twitter

28 Apr 2020 | 20:18

**margheritamvs (Margherita Stancati)**

@margheritamvs

"We are gradually moving towards something that
 looks like normality." Europe's hospital crisis is
 over. But badly-hit countries like Italy are holding
 on to their extra ICU beds: they fear a second
 wave of infections post-lockdown. With
[@MMQWalker t.co/sqj93AKNkf](https://t.co/sqj93AKNkf)



Twitter

27 Apr 2020 | 12:45

Herd immunity is a focus in online discussion as lockdown measures taper (12k posts).

Some are arguing against herd immunity as a goal, citing research to quantify **potential deaths by forgoing lockdown measures given the absence of a vaccine**. Others point out that social distancing measures are an effort to flatten the curve and not overwhelm hospitals as researchers work to develop a vaccine. **Many suggest it's time to relax restrictions as infections start to wane.**

27 Apr – 3 May

**jimmysong (Jimmy Song (송재준))**

@jimmysong

8 weeks ago: * Masks are useless * Not enough ventilators * Hospitals will be overrun * Lockdown until flattened curve Now: * Must wear masks * Stop using ventilators * Hospitals near empty * Lockdown until vaccine



Twitter • 1 May 2020 | 22:07

Reach 222k

**BobRae48 (Bob Rae)**

@BobRae48

The purpose of the [#lockdown](#) and [#shutdown](#) was to allow hospitals to cope with [#COVID19](#) spike. It was not to cure the disease. We are now entering a new phase, "living with Covid-19". This will be our new normal until a vaccine is found or the virus runs out of victims. 1/2



Twitter • 2 May 2020 | 15:46

Reach 205k

**wesbury (Brian Wesbury)**

@wesbury

The true state of things. The doctors on TV say, we don't know if you can't get COVID again, even if you have anti-bodies. Also, they are saying we wonder if we can find a vaccine. So, if we take them at their word, a shutdown won't help. It can't be stopped. [#OpenAmerica](#)



Twitter • 2 May 2020 | 17:15

Reach 68k

**GeraldoRivera (Geraldo Rivera)**

@GeraldoRivera

[#MagicBullet](#) in fighting [#CoronavirusPandemic](#) might be [#Plasma](#) from 100's of 1,000's of Americans who have recovered from [#COVID-19](#). Even before any vaccine could be available, plasma from recovered patients offers immediate help.



Twitter • 29 Apr 2020 | 12:02

Reach 47k

**bfatchett (bfatchett)**

@bfatchett

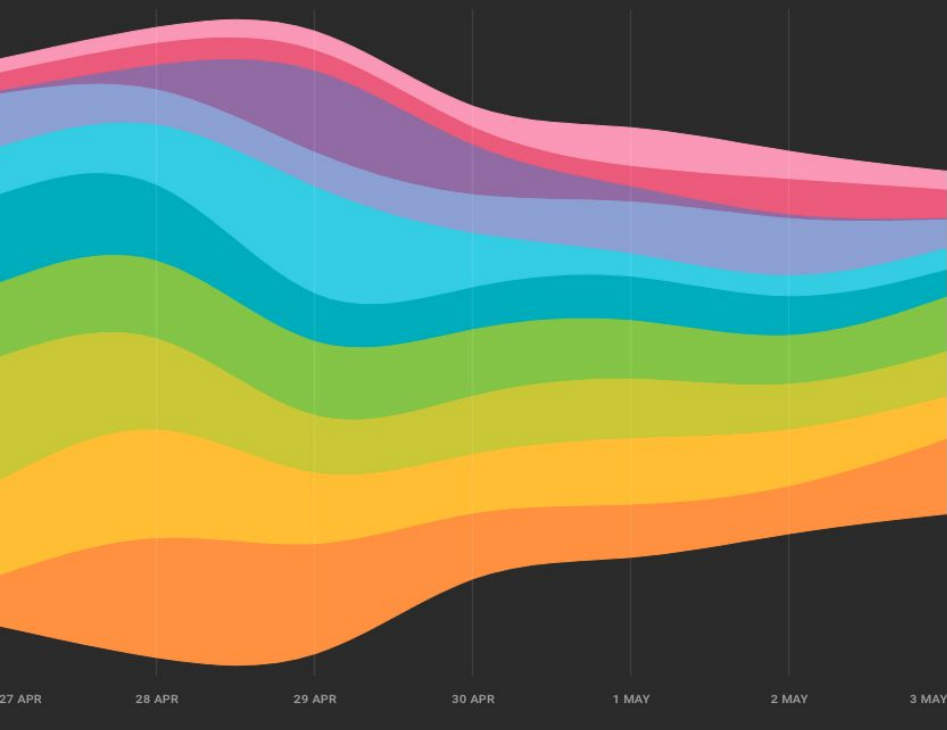
[@HJKent](#) [@mark_rollason](#) Do you not think these hospital have been built so we can fully isolate Covid once we move towards normality?

News alleging the Chinese government intentionally hid evidence of the pandemic and refused to give samples of the live virus to scientists working on a vaccine is driving vaccine discussion (36K posts). People are not commenting on the news, but are sharing coverage.

Others are **speculating about how long it will take to develop a vaccine** or are sharing stories about vaccine trials. Some are suggesting alternatives in the meantime, such as encouraging recovered COVID-19 patients to donate **blood plasma** with antibodies to help infected patients or using drugs like **remdesivir and hydroxychloroquine**.

Trending themes (excluding news)

27 Apr – 3 May

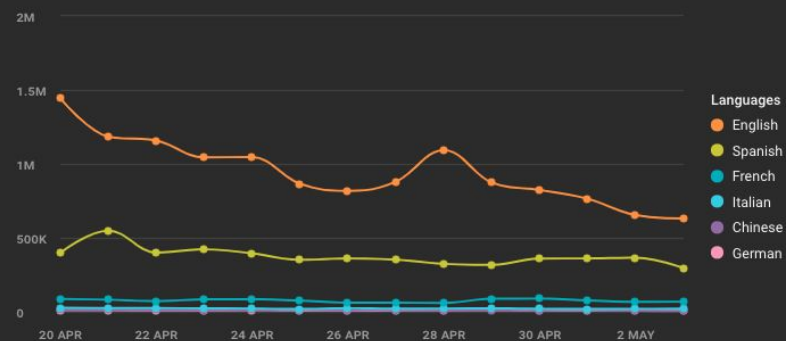


Topics

- health care workers
- nursing homes
- coronavirus patients
- COVID-19 patients
- New York
- COVID patients
- doctors and nurses
- wearing a mask
- coronavirus pandemic
- death toll

Volume of discussion per language over time

20 Apr – 3 May



Languages

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

Emerging organizations in discussion

27 Apr – 3 May





Adult beverages and hair care continue to dominate CPG discussion.

27 Apr – 4 May

**ChristiSilliman (Christi Silliman)**

@ChristiSilliman

@BluthX @DeadlineWH @NicolleDWallace Sure he will! Mix equal parts of light, heat, and disinfectant. Crush and stir in Chloroquine until completely dissolved. Inject it into the body, where ever it will go in. You will have immediate immunity to Coviv19 and are cured. We will call this vaccine "Covfefe-20"



Twitter

3 May 2020 | 06:08

**tokitaell (Chris Rilling)**

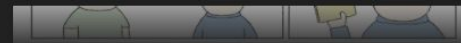
@tokitaell

Trump says he was being sarcastic when he suggested disinfectant could cure coronavirus. Was he also being sarcastic when he said he would release his tax returns as soon as the audit was complete?



Twitter

1 May 2020 | 03:06



Following President Trump's April 23 briefing comments about **disinfectants**, reports of household poisonings **triggered controversy** (28% of mentions).

People post **sarcastic comments** about making their own Covid-19 "remedy" from bleach, stating they injected Lysol or bathed with disinfectant wipes. **A tweet from a food journalist** sharing his **vaccine** combining bleach and almond milk gained 5k likes.

The majority of posts continue to impress **the importance of not ingesting bleach**, while others ridicule those who attempted to do so. The emotions shared in these posts include **anger and disbelief**.



One-in-four CPG posts discuss haircare. **DIY hair styling** is an ongoing topic while **debate about reopening salons** surfaced as lockdown restrictions begin to lift. People are sharing worries about the safety of going to salons when they open.

Some humorously share about their out of control **hair**, while others discuss **finally giving in and cutting their own hair**. **DIY quarantine haircut tutorials** are generating views on YouTube.

Even those who are not fans of hair dye are considering changing their hair color to have a **new look coming out of quarantine**. A tweet about **curling hair with socks** was retweeted 3k times.



27 Apr – 4 May



stfulynne (lynne)
@stfulynne

I don't want to dye my hair but quarantine has got me wanting to dye my hair



Twitter

3 May 2020 | 22:10



valeryyailin (valery) 🍷
@valeryyailin

Ima convince my mom to let me dye my hair so once I get out of quarantine ima be a whole new bitch



Twitter

2 May 2020 | 23:34



Schofe (Phillip Schofield)
@Schofe

Lockdown hair options t.co/QsyrRb4PAZ



GemmaAnneStyles (Gemma Styles is st...)
@GemmaAnneStyles

27 Apr – 3 May

Alcohol consumption and posts about the **upcoming reopening of bars/pubs** is generating discussion (16%). News that **drinking venues are set to reopen** in mid-May (Australia) or early June (UK) is **creating excitement online**. Drinkers can't wait, sharing their **lists of bars and beer gardens** to visit once lockdown is lifted.

Drive-up liquor stores remain a trending topic. Liquor stores without online shopping or curbside pick up are reportedly generating crowds that **violate distancing rules**.

Families are enjoying **at-home picnics** in the garden while sipping cocktails. Others enjoy **wine on the roof** at night. Many joke they will be alcoholics coming out of lockdown.



shiketonio (shaqtonio)

@shiketonio

Liquor stores packed tonight fuck social distancing 😂



Twitter

2 May 2020 | 00:11



JuliaBryan3935 (Julia Bryan)

@JuliaBryan3935

Two bright spots from the pandemic: More time with family and drive-up liquor stores. The latter definitely helps with the former.



Twitter

1 May 2020 | 21:37



ZeusDeuceAfrika (Gotta Get Mine)

@ZeusDeuceAfrika

My amazing wife threw down for this picnic on the lawn this evening. The plan was hatched early this week and I've been anxiously looking forward to it! The effort of a **#lockdown #datenight** was totally worth it! Gin + refreshing **#homemade** lemonade

🍷 = young sundowner turn up 🍷

t.co/bwylUMggIk



DrEmilyThomas (Dr. Emily)

@DrEmilyThomas

My current mental state: last night, after 1/2 glass of wine and during a wind storm, I decided it was a good time to crawl out on the roof, barefoot, in PJs, and clean the gutters **#tipsyturvy #surviving #quarantinelifelife #countrygirl #stormlover**

t.co/miU97jDvGa

Survey question | ...have you been eating more junk food?

Overall, survey respondents said they have been **eating less junk food** than they usually would (49% vs. 22% who said they have been eating more).

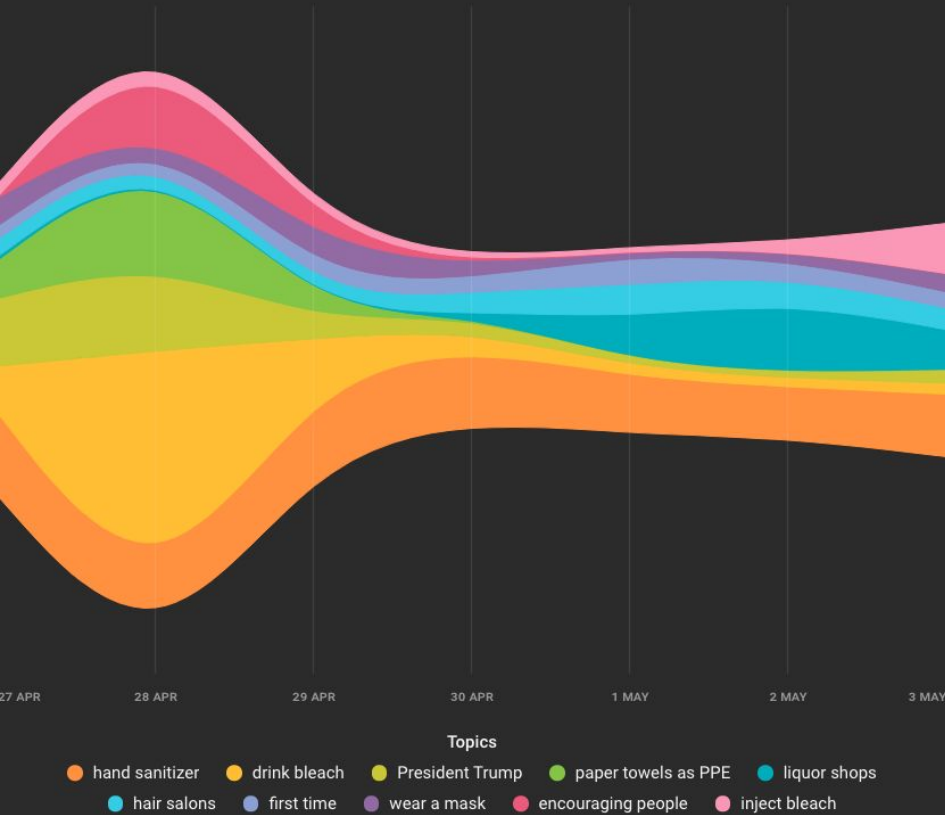
The US is a notable exception; 28% say they are eating more junk food (vs. 24% who say they are eating less).

China is the only country where respondents are more likely to say they are eating more organic food (30%). It is also the only country with respondents who say that are **eating more ethically sourced food than less (23%).**



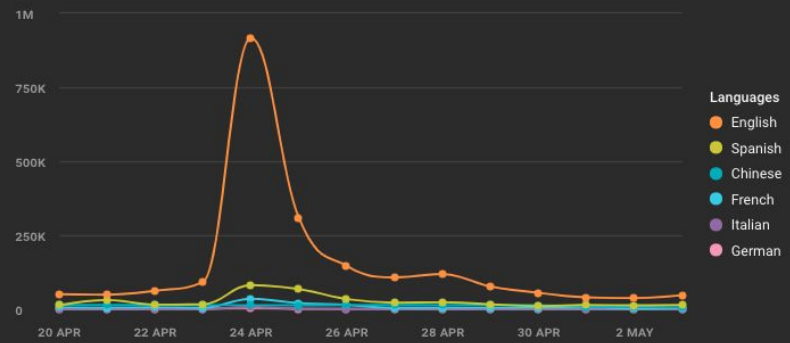
Trending themes (excluding news)

27 Apr – 3 May



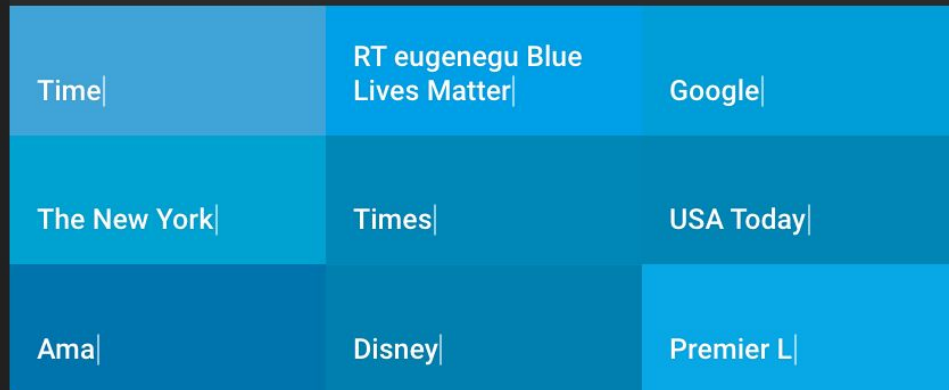
Volume of discussion per language over time

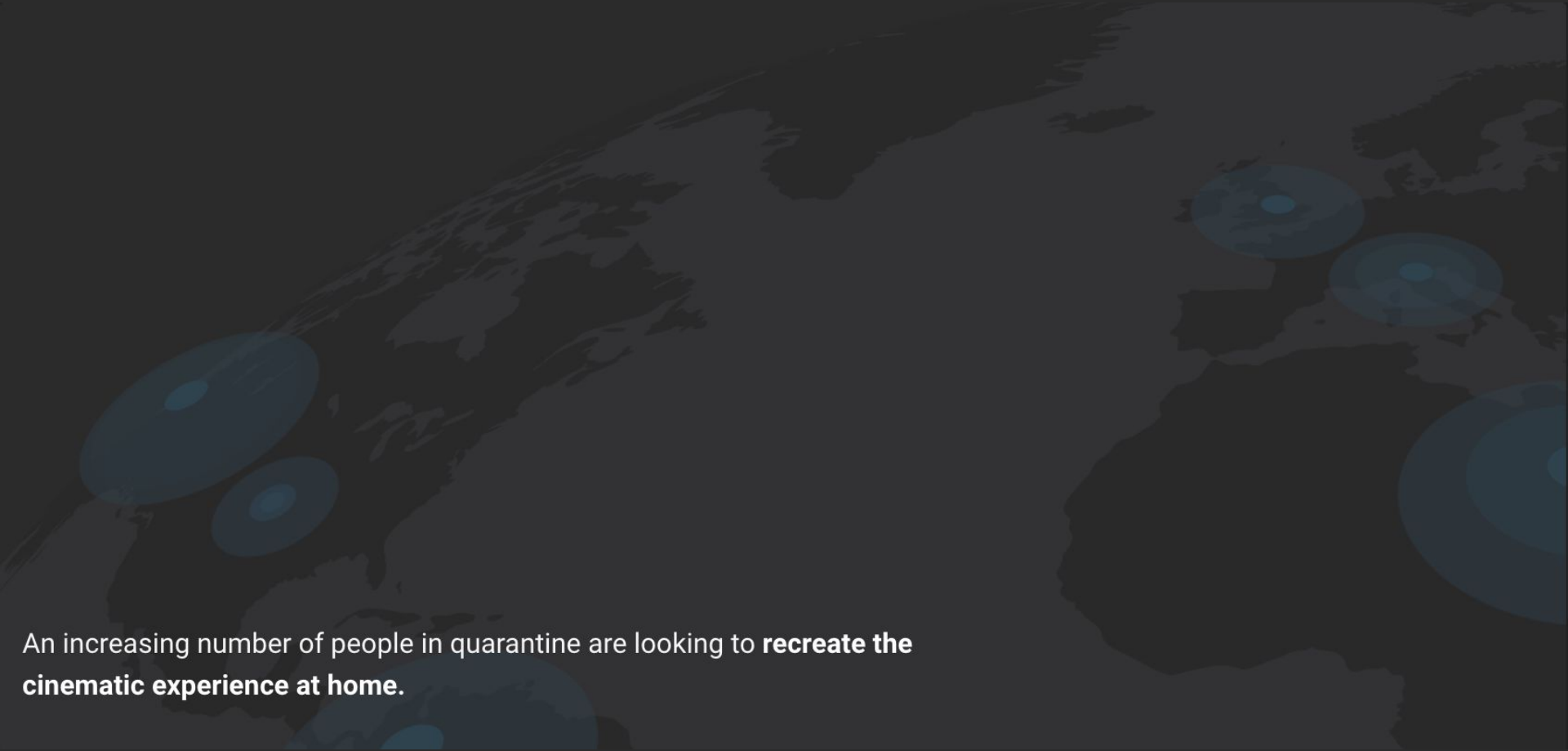
20 Apr – 3 May



Emerging organizations in discussion

27 Apr – 3 May





An increasing number of people in quarantine are looking to **recreate the cinematic experience at home.**

Movie lovers continue to **discuss and recommend new content** (8% of posts). While most anticipate the reopening of theaters, some movie lovers are bringing the cinema experience home. Many are sharing their **home theater set up and favorite gadgets**.

Shared as the best play to enjoy at home, **National Theatre's "Frankenstein"** featuring Benedict Cumberbatch on YouTube has generated **~2 million views** since its debut. The successful digital release of **"Trolls World Tour"** (3k mentions) prompted discussion about the impact of Covid-19 on the movie-going experience. **Many doubt the cinema business will remain the same post pandemic.**



27 Apr – 3 May

**KingRichPiano (KingRichPiano)**

@KingRichPiano

Here's the old classic 'The Sound of Music' .. on [#piano](#) .. an [#instrumental](#) version of it 💡🎧
t.co/PupODoNdZI Chill into the evening n check it out 🎵🎹 [#Beltane](#) [#TheSoundofMusic](#)
[#lockdown](#) [#coronavirus](#) [#film](#)
[#StayHomeSaveLives](#) [#JulieAndrews](#) [#Musical](#)
[#1960s](#) [#Austria](#)



Twitter

1 May 2020 | 21:50

**nuggetlands (Alice)**

@nuggetlands

If you are looking for some great background music while you WFH - you need this in your life. So good. t.co/cJGclqtdk



Twitter

1 May 2020 | 18:39

**ShearwaterBand (Shearwater)**

@ShearwaterBand



Musical artists continue to release new music videos on YouTube to raise money. **David Archuleta, Queen & Adam Lambert, and Mark Ronson** are among the most mentioned names. Fans are voicing appreciation while sharing the songs.

There is discussion about **classical music** this week. Enthusiasts share their favorite playlists, claiming they **provide calm during quarantine**. Many are sharing podcasts about classical music.

Finding good “**background noise**” or “**white noise**” playlists on YouTube and Spotify (1.2K mentions) is an emerging topic. People say this helps them **stay focused working from home**, as well as to **relax, meditate, or fall asleep**.

27 Apr – 3 May



Netflix remains the most discussed streaming platform (22k mentions) with both refreshed and anticipated content.

The “**Coronavirus Explained**” series drives the most interest and recommendations among viewers this week. Fans of the series say it’s educational and helped them better understanding the need for social distancing. At the same time, the upcoming “**A Whisker Away**” animated movie is highly anticipated by families.

This week **internet problems emerged** as many report experiencing viewing issues. There is demand for a **quick fix to connection/streaming issues** as the lockdown drags on.

Last 7 days



wingnutz12 (wingnutz)
@wingnutz12

Watch "Pandemic" on Netflix. t.co/NxgGpGCqzR
Not about CV-19 specifically. It's about how potential pandemic viruses are tracked around the world. It is amazing! So much is done without us being aware of the heroes doing it.



Twitter

2 May 2020 | 14:37



christinartnd (Christina Rotondo)
@christinartnd

[#NeverHaveIEver](https://t.co/OpRkp0CdLs) on Netflix is the greatest show in Lockdown. t.co/OpRkp0CdLs



Twitter

2 May 2020 | 14:29



rebeccamc_00 (rebecca רבקה)
@rebeccamc_00

Sad today bc seeing all the ways ableds have

27 Apr – 3 May

Gaming conversation is declining (36k mentions).

“Final Fantasy VII Remake”, “Star Wars”, and “Call of Duty” are the most discussed titles this week. Multiple Final Fantasy in-game clips and photos are being shared via Twitter by fans of the new release.

Meanwhile, Nintendo’s “Animal Crossing” continues to generate discussion. Players say the game has helped them **escape reality and anxiety** as they step into a “serene virtual island paradise.” One couple who canceled their wedding turned the event into an **in-game “Animal Crossing” ceremony**. It drew a warm reception from the gaming community.



ToriDeGrenier (Tori)

@ToriDeGrenier

Day 36 of Quarantine: my job is going to try and open back up May 11th which is a little exciting. arlo and I are watching a zoo doc. my animal crossing pool area is finished for now. aaaaaand yeah



Twitter

1 May 2020 | 20:38



pocketcamliz (lizzie)

@pocketcamliz

i did a podcast episode with my brother! if you're interested in hearing what i actually sound like, disney, and a little bit of animal crossing, give it a listen 🎧 t.co/hAyw0FLHKy



Twitter

30 Apr 2020 | 22:37



NigelFenwick (Nigel Fenwick)

@NigelFenwick

Coronavirus: Virtual marriage on Animal Crossing

t.co/lcpgjbka30 #Technology t.co/JI9tipXgS5



Twitter

1 May 2020 | 11:52



RiccoFajardo (Ricco Fajardo)

@RiccoFajardo

Polls over: lets keep pushing on Final Fantasy :) Games w/ Ricco Fajardo, Quarantine Edition! Day 43 FF7Remake t.co/l5GKZFdV1r



Twitter

30 Apr 2020 | 00:18

New virtual services (7% of mentions) continue to drive interest and discussion.

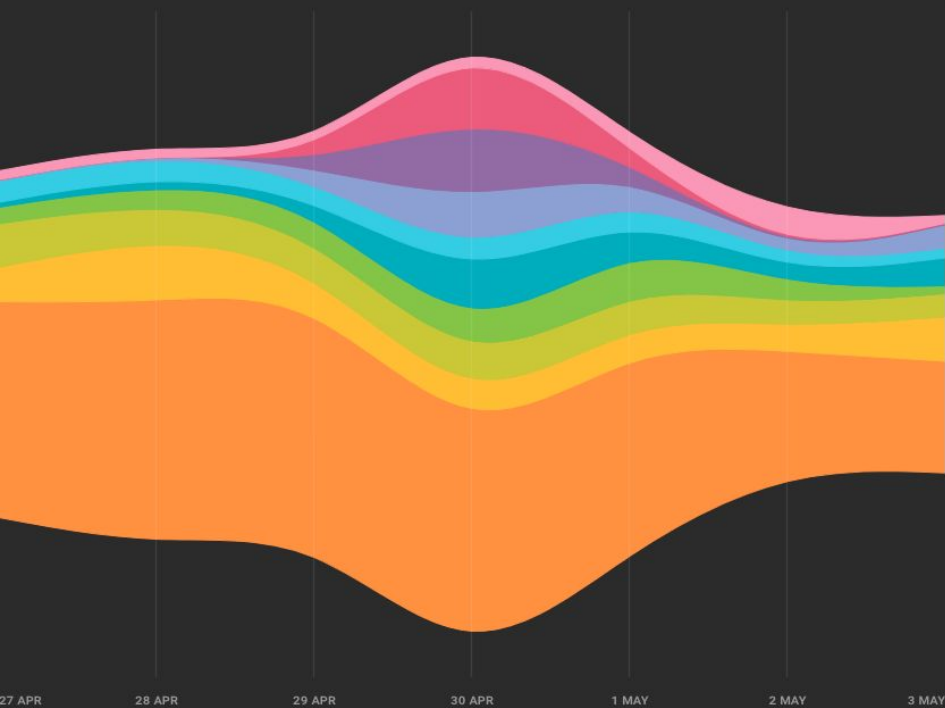
Hashtags #Museumfromhome and #MuseumMomentOfZen are used in conversations to share favorite virtual museum tours and art specifically to **help people relax**. The British Museum's interactive tour "**The Museum of The World**" and VISITFLANDERS's "**Stay At Home Museum**" (130k views on YouTube) are mentioned most often. Participants love the art calling these "**gorgeous**," "**brilliant**," and "**eye-opening**."

Virtual art performances and 3D art exhibition tours continue to engage fans. There is also **continued interest in art classes** such as drawing or painting.



Trending themes (excluding news)

27 Apr – 3 May

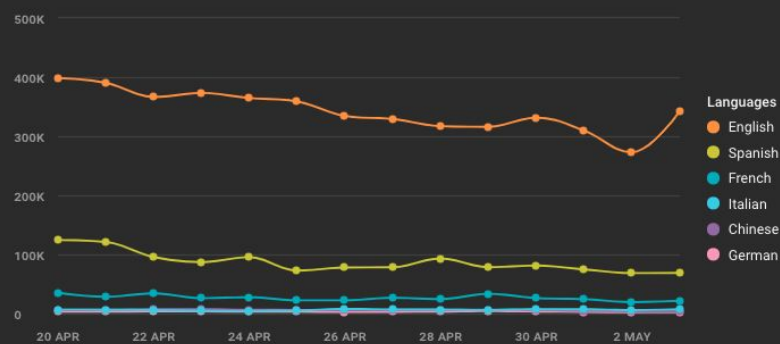


Topics

- Covid 19
- coronavirus pandemic
- new podcast
- Apple Podcasts
- global pandemic
- New episode
- cable news
- Raghuram Rajan
- conversation with Dr
- stay home

Volume per language over time

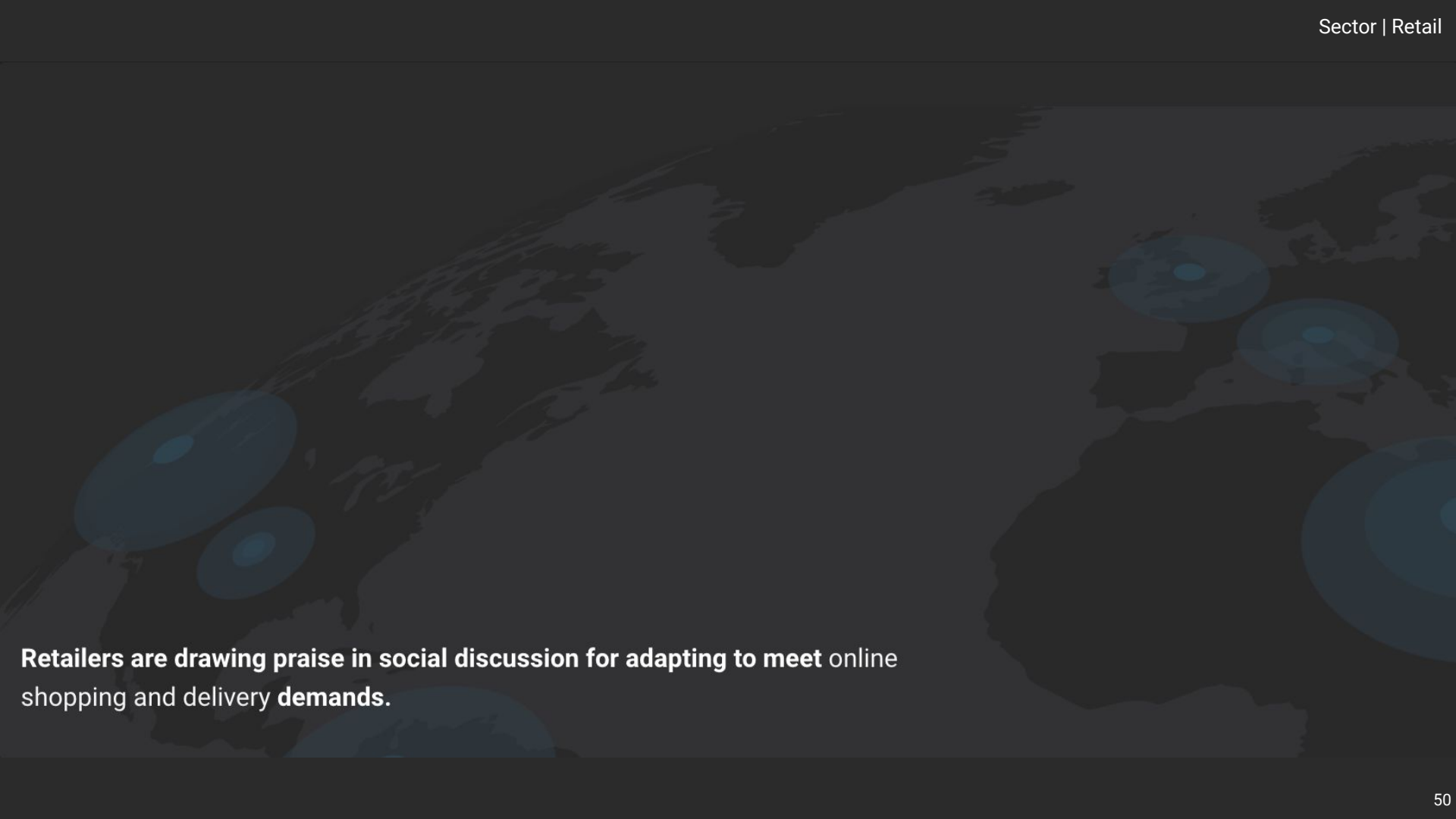
20 Apr – 3 May



Emerging organizations in discussion

27 Apr – 3 May





Retailers are drawing praise in social discussion for adapting to meet online shopping and delivery demands.

Last 7 days

Grocery worker well-being surfaced in retail discussion this week (9k posts).

On May Day, people **expressed solidarity with striking retail workers**, calling on others to abstain from shopping for a day. **Consumers also share their appreciation, calling for adequate PPE, hazard pay, and rewards for these essential workers.**

Many are expressing annoyance about seeing others complain about late deliveries, **advocating for customers to tip and show gratitude instead.** People say **grocery store, waste management, and NHS/healthcare workers are the true heroes of the pandemic.**



scott_satzer (Patrick Bruck 🍷🌹)
@scott_satzer

Meat handlers, big box retail, delivery persons, service & hospitality... These low paying jobs, along with everyone in the med field, are being sacrificed in the name of profit. Essential workers, which is everyone who must work during pandemic, need hazard pay & protection.



Twitter

2 May 2020 | 14:58



alecsaagbayani (Lecs 🇵🇭)
@alecsaagbayani

REMEMBER TO AVOID SHOPPING AT TARGET, INSTACART, WHOLE FOODS OR AMAZON TODAY AND SUPPORT THE ESSENTIAL WORKERS GOING ON MASS STRIKE TODAY



Twitter

1 May 2020 | 13:36



TPCarney (Tim Carney)
@TPCarney

What do we know about who is getting sick where? In Maryland, half the cases are in nursing homes. Are half the containment efforts in nursing homes? Else [how do you see outbreaks](#)

WHEN: May 1st, 2020 ("May Day") **BOYCOTT**
WHY: Record profits = workers deserve better!
HOW CAN I HELP? Don't buy anything May 1st!



CouchCrusader_ (CouchCrusader 🌹)
@CouchCrusader_

Solidarity with essential workers 🙌 Put off your shopping for one day; don't cross those picket lines! t.co/q41iGqrY17



Twitter

1 May 2020 | 16:48



Last 7 days

**BrendyBoyle (Brendy Boyle)**

@BrendyBoyle

When things get back to 'the new normal' go and help your local stores if you can. Going to a supermarket is easy but smaller businesses are the community and need all the help we can give.



Twitter

1 May 2020 | 21:15

**hersh_shan (Shannon Hershberger)**

@hersh_shan

@GovMikeDeWine Can someone explain to me why I can walk into Walmart with 500 other people and buy clothes, yet I can't walk into a small business which has 5 people in it to buy the same things? Is Covid-19 afraid of big box stores?



Twitter

1 May 2020 | 18:25

**KericAllen (Keric Allen)**

@KericAllen

In lockdown Louisiana my neighbor can have a pool put in the backyard, Target, Walmart, Lowe's, Home Depot, Sams, Academy Sports, & grocery stores are all open & full of people. But, 100s of local businesses are required to remain closed b/c they are "not essential"!



Twitter

1 May 2020 | 14:58

**DominicFarrell (((Dominic Farrell)))**

@DominicFarrell

Today's box. One of the positives to come from this tragic pandemic is many of us have changed the way we shop. I for one, will not go back to supermarket style shopping, except for



Discussion about **supporting local businesses** comprises 8% of posts this week. People posting online are **generally opposed to small businesses remaining closed** while big chain retailers are full of customers. European citizens are **happy about shops reopening** across multiple countries. People are actively calling for the **continued support of local businesses and restaurants**, expecting this buying behavior to continue after lockdown restrictions are lifted. **Buying and shopping local is viewed by many as a positive shift resulting from the pandemic.**

US consumers praise **organizations who returned their coronavirus relief money to support smaller businesses**. The LA Lakers, Shake Shack, and AutoNation are among the most mentioned.

27 Apr – 3 May

Online shopping and delivery continue to drive conversation (11% of posts), with consumers noting recent changes from retailers to address their expectations.

Walmart offering express delivery at more locations and increasing curbside pickup service is resonating with consumers posting online. Shoppers are sharing lists of stores and businesses that offer online service and delivery.

People are discussing consciously choosing which stores to shop in based on criteria such as layout, in-store protective measures, and anti-hoarding policies. Wearing masks while grocery shopping has now become the norm based on discussion.



BuenosAiresCaf (Buenos Aires Cafe)
@BuenosAiresCaf

We're now selling all our lovely Argentine products and your favourite wines at retail prices - and we'll deliver for free in the local area - just another way to make the most of Life Under Lockdown!
t.co/NEixiTbvhl t.co/Sz3AFNNIGI

Twitter 3 May 2020 | 14:15

myk_l33 (TONI BRAXTON FAN ACCOUNT)
@myk_l33

My energy level during quarantine after going grocery shopping or doing any essential outdoor task
t.co/Li7WdXHx0q

Twitter 1 May 2020 | 18:15



bpeterson407 (Bryce Peterson)
@bpeterson407

Celebrate Mom this Mother's Day with a gift she really wants. Shopping for Mom is made easy with fast, free, no-contact delivery. Swing into your local [#TwinCities](#) [#ATT](#) store or learn more at t.co/TZHMEwV15V. [#ATTEmployee](#) [#CallMom](#) t.co/8eLm368o8u

Twitter 1 May 2020 | 21:00



Discussion about the **struggles of food producers - particularly meat processing plants** - (7k posts) emerged this week. Some are sharing concern about potential meat shortages in the months ahead.

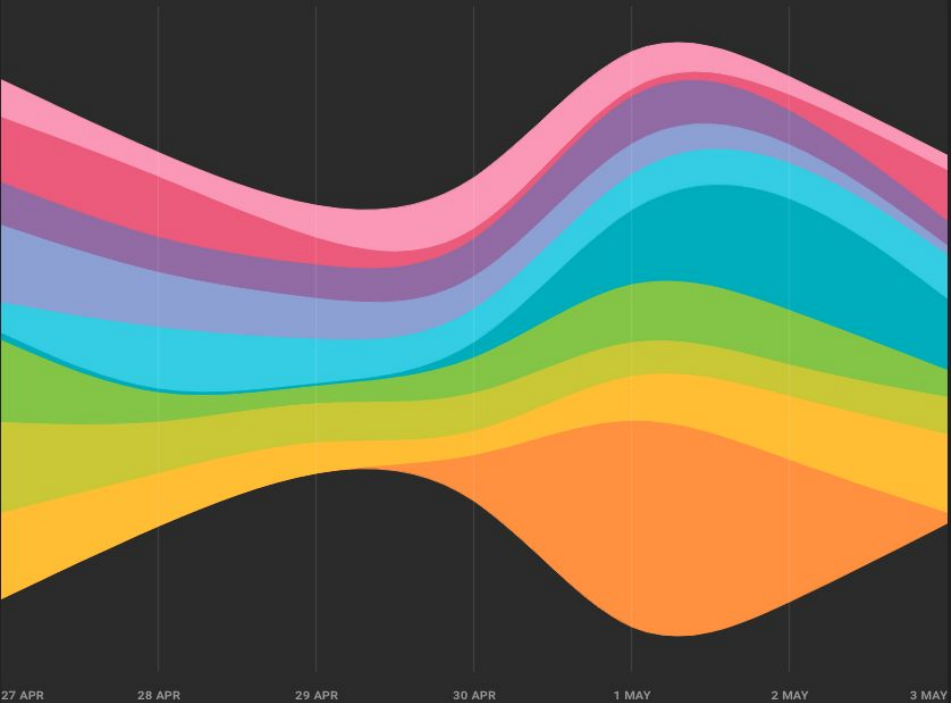
With news of **farmers destroying crops, eggs, and milk** as demand evaporates, consumers are talking about **buying direct from farms**. **Shoppers from many countries say they are buying local to prevent food waste.**

With food banks lacking in resources, people are calling for **better supply chain management to prevent wasted food**. Many food producers have **adapted to change by providing delivery service.**



Trending themes (excluding news)

27 Apr - 3 May

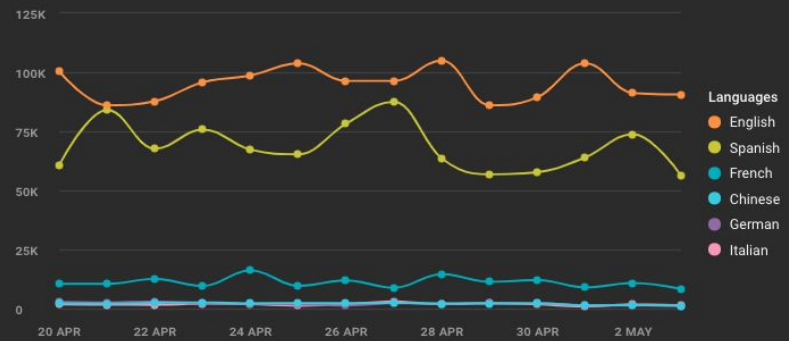


Topics

- Walmart is the mall
- essential workers
- coronavirus pandemic
- Hong Kong
- liquor shops
- grocery shopping
- retail stores
- online shopping
- movie theaters
- New York

Volume per language over time

20 Apr - 3 May

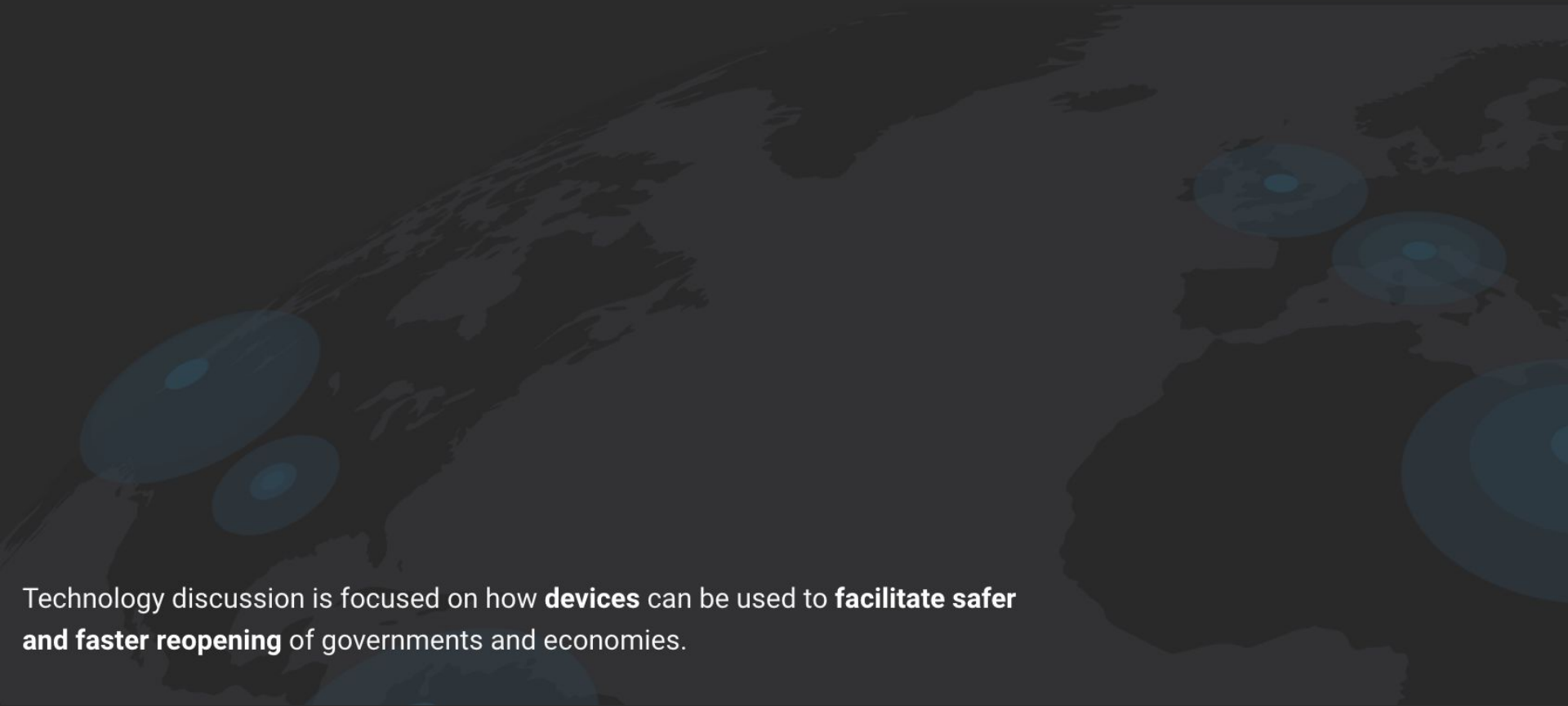


- Languages
- English
 - Spanish
 - French
 - Chinese
 - German
 - Italian

Emerging organizations in discussion

27 Apr - 3 May





Technology discussion is focused on how **devices** can be used to **facilitate safer and faster reopening** of governments and economies.

Contact tracing discussion over time



27 Apr – 3 May

Contact tracing discussion continues to increase as **people consider the technology an essential strategy to help emerge from lockdown**. People are sharing coverage of countries like Australia, South Korea and China that included tracking technology as part of reopening plans, along with mass testing.



mcpli (Michael Li 李之樸)

@mcpli

So this Apple-Google contact tracing app isn't going to happen, is it? I mean not because the tech won't work but because states are already stating to reopen without it - and because states are already running into resistance on things as simple as wearing masks.



Twitter

3 May 2020 | 16:43



BrookingsInst (BrookingsInst)

@BrookingsInst

South Korea has consistently ranked as one of the most connected countries in the world, with over 96% having daily internet access. This connectivity proved valuable during the COVID-19 crisis. [#TechStream t.co/mL76FixQl3](https://techstream.t.co/mL76FixQl3)

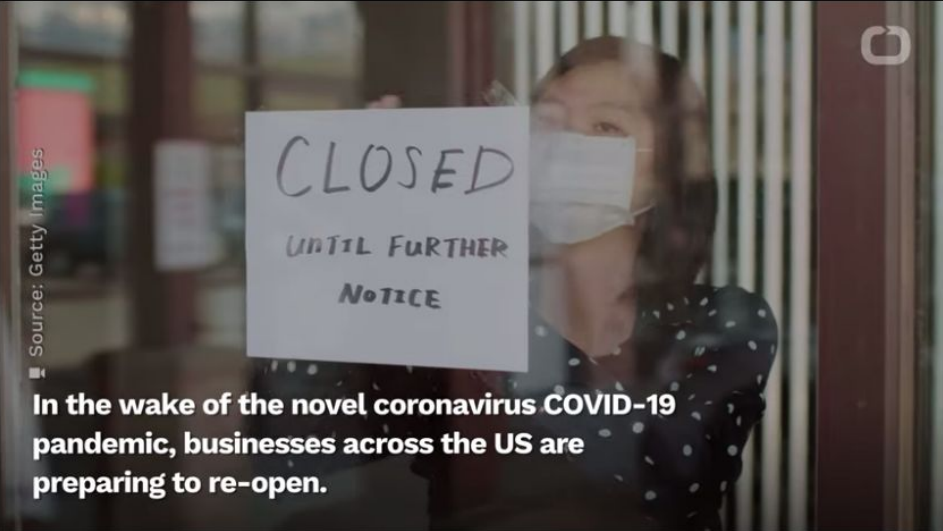


Twitter

30 Apr 2020 | 13:01



Source: Getty Images



CLOSED
UNTIL FURTHER
NOTICE

In the wake of the novel coronavirus COVID-19 pandemic, businesses across the US are preparing to re-open.

Thermal imaging cameras are emerging in technology discussion. The cameras scan body temperature from a safe distance. If a fever is detected, the business may require further screening before entry.

Some are describing how the devices may play an important role in keeping people safe from COVID-19, particularly when businesses reopen.

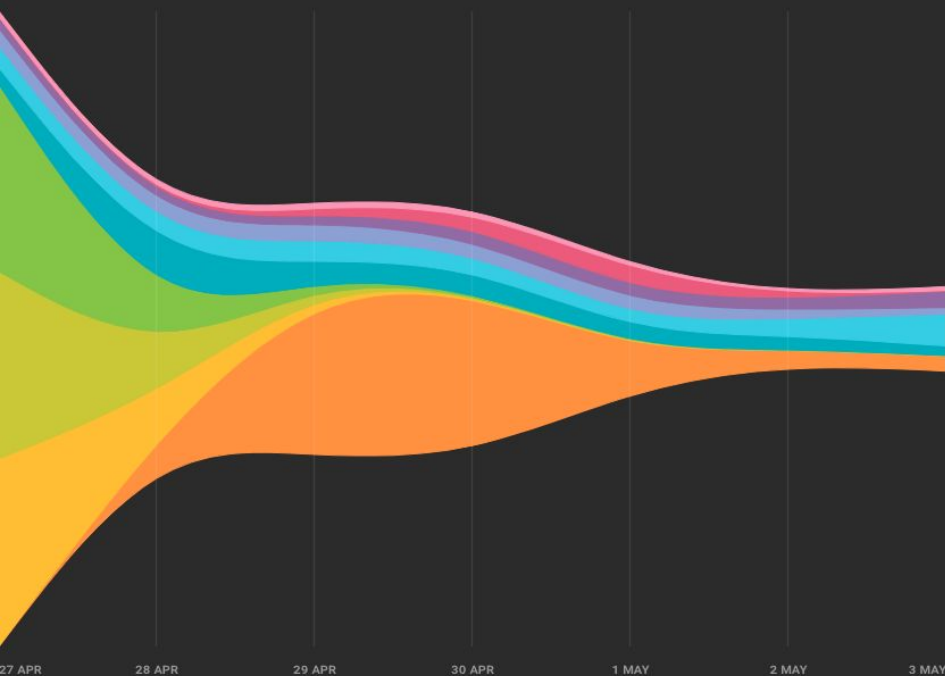
Videos depicting **full body disinfection booths** and cleaning robots in Honk Kong International Airport are prompting engagement.

Some suggest that the booths would be useful at various public places (besides airports), such as offices, hospitals, hotels, schools, cinemas, malls and places of worship. Many are commenting on the speed of the process, which takes 40 seconds.



Trending themes (excluding news)

27 Apr – 3 May

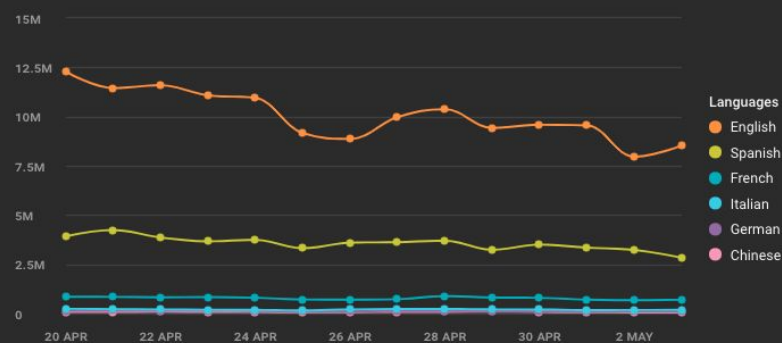


Topics

- meme generator
- Enhanced Unemployment Insurance
- states which have old computers
- told them this would happen
- coronavirus pandemic
- contact tracing app
- working from home
- NaMo App
- Elon Musk
- #COVID19 pandemic

Volume per language over time

20 Apr – 3 May



Languages

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

Emerging organizations in discussion

27 Apr – 3 May

Columbia

Intel

Instagram

Microsoft Teams |

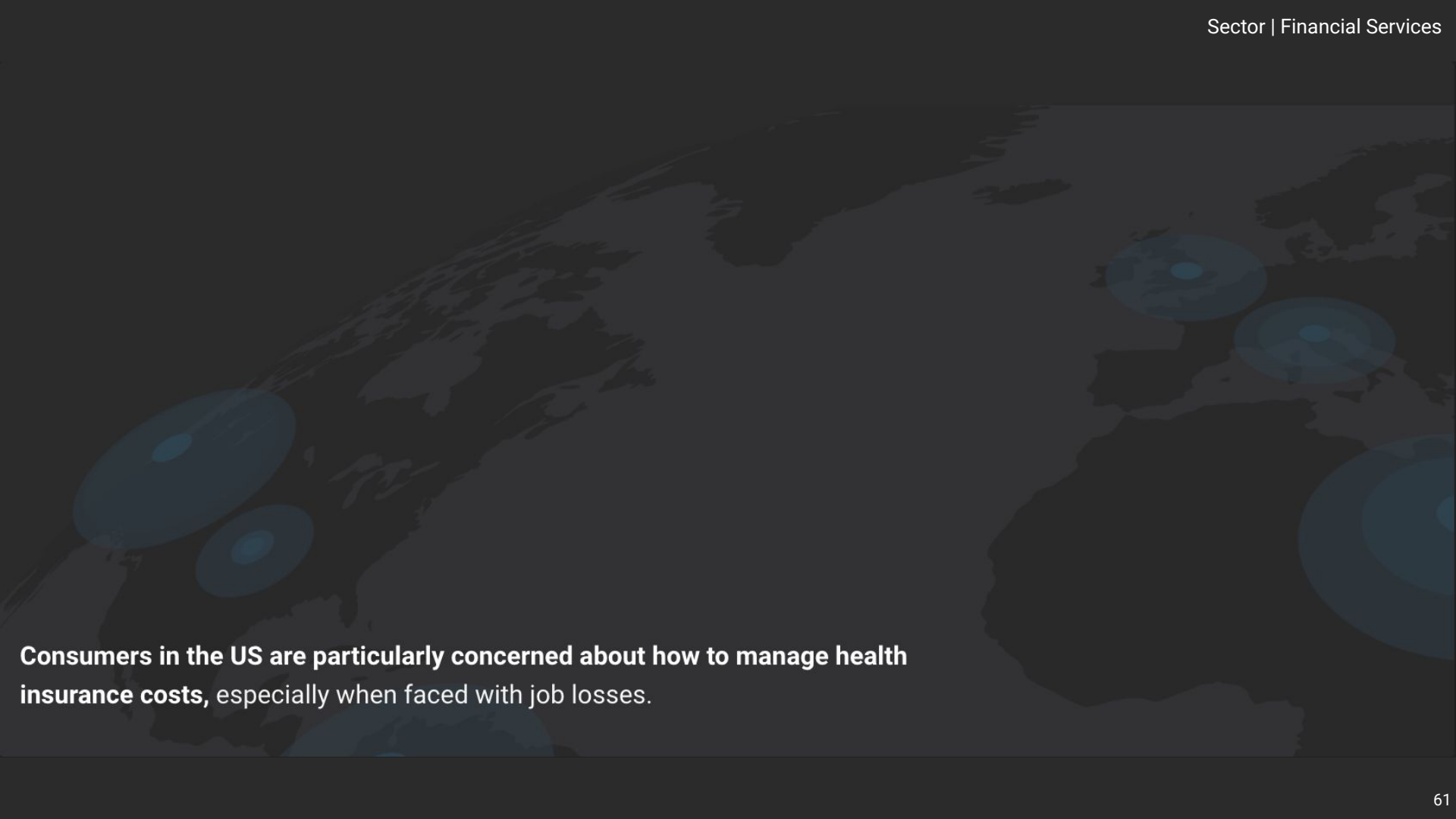
Mar-a-Lago |

Chinese Communist Pa |

Centers for Disease |

Intel

Microsoft



Consumers in the US are particularly concerned about how to manage health insurance costs, especially when faced with job losses.

27 Apr – 3 May

**heyandrews21 (Mani)**

@heyandrews21

If COVID-19 leads to student loan forgiveness I will social distance till 2022 without a complaint



Twitter

30 Apr 2020 | 18:07

**MahdaouiRashad (Chief Osceola)**

@MahdaouiRashad

Roughly 30.3 million people have now filed for jobless aid in the six weeks since the coronavirus outbreak. That's roughly 30 million families w/o health insurance. We need guaranteed paid leave and M4A NOW! t.co/A84qTwqH0A



Twitter

30 Apr 2020 | 12:54

**MrsHinNH (Donna Hladik)**

@MrsHinNH

You know what sucks? I was scheduled for hand surgery on 4/1. On 3/24, the doctor's office rescheduled it. On 3/25, I lost my job and ALL my health benefits. Thanks to [#COVID19](#) I won't be able to have my surgery without **insurance**. 😞



Twitter

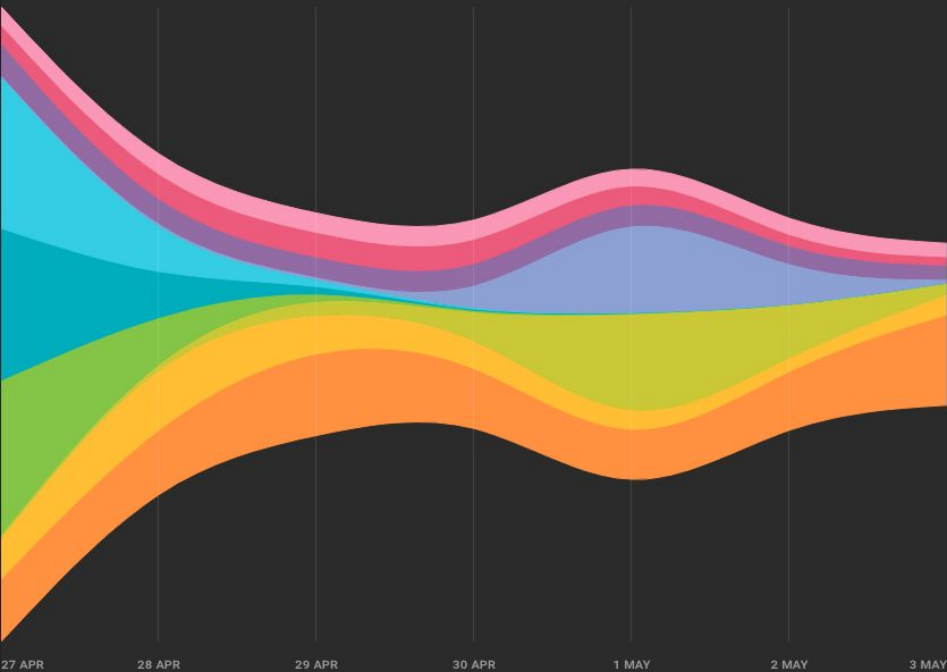
28 Apr 2020 | 10:52

Health insurance is a prominent driver of discussion (43K posts), as many discuss how to afford healthcare given financial strains. Some are sharing details about the cost of health insurance or the **stress of losing both their job and health insurance**. Some suggest that situations like this support expanding Medicaid in the US.

People are also discussing **student loan forgiveness**, with one viral tweet joking that “if COVID-19 leads to student loan forgiveness I will social distance till 2022 without a complaint” (39K retweets to date).

Trending themes (excluding news)

27 Apr – 3 May

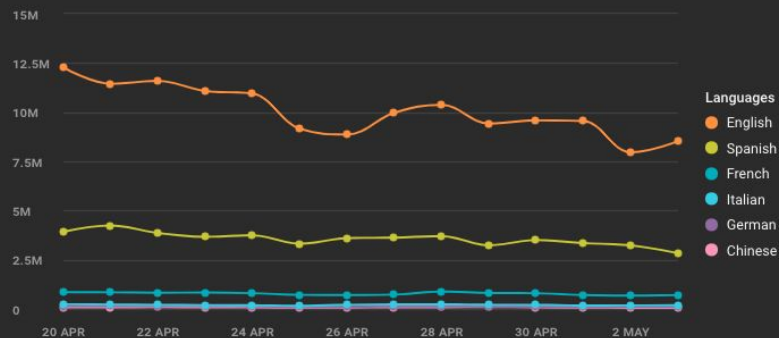


Topics

- health insurance
- small businesses
- student loan
- Enhanced Unemployment Insurance
- told them this would happen
- states which have old computers
- loan forgiveness
- insurance companies
- coronavirus pandemic
- stock market

Volume per language over time

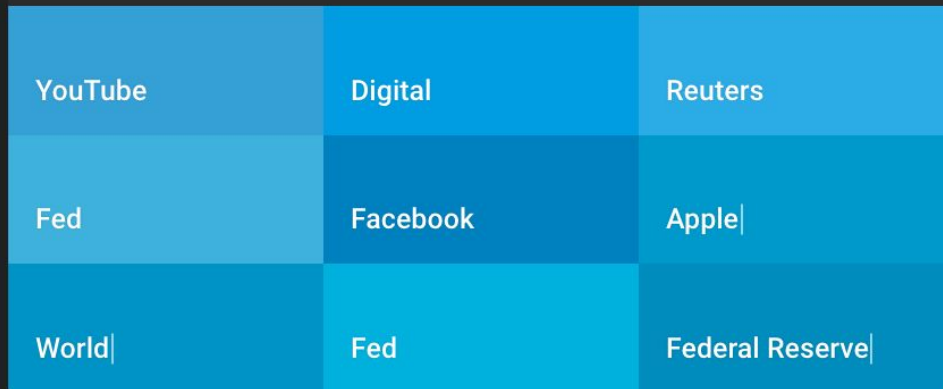
20 Apr – 3 May

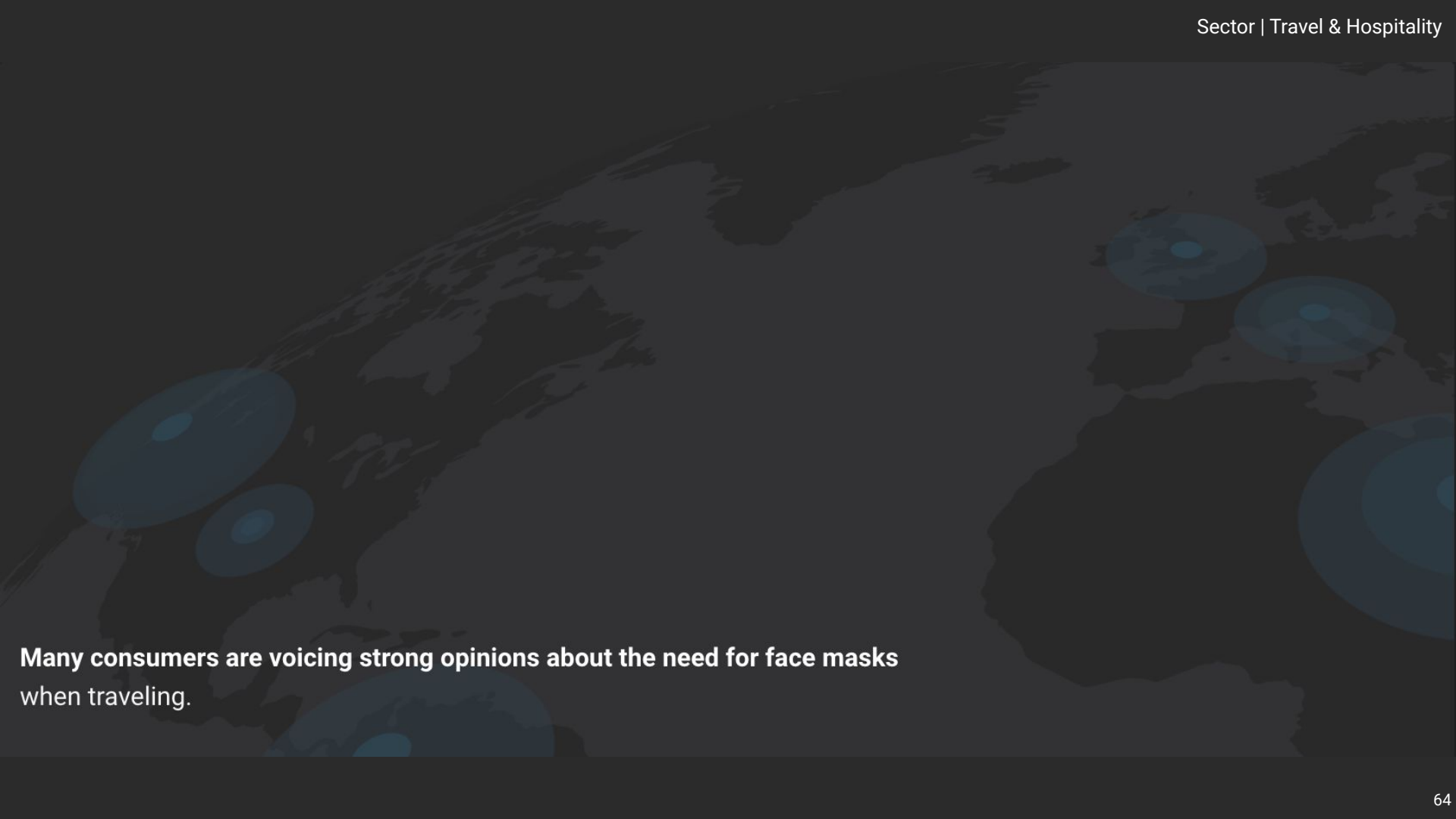


- Languages
- English
 - Spanish
 - French
 - Italian
 - German
 - Chinese

Emerging organizations in discussion

27 Apr – 3 May





Many consumers are voicing strong opinions about the need for face masks when traveling.

One widely retweeted post quoted American columnist and co-host of The View, Meghan McCain: “We’re about to bail out the airlines for \$50 million and if they’re possibly adding to the spread of this virus, I think they have a lot to answer for.”

People are responding to news that Delta, American, United, Jet Blue, Frontier, Southwest and Alaska Airlines will **require passengers to wear masks on flights** to help stop the spread of the coronavirus (6k posts). In some cases, the airlines say they will provide masks to travelers.

Overall, **many are applauding the industry for taking precautions** and criticize airlines that are not taking the same measures. A few question why some airlines mandate passengers wear masks, but not the crew. A few oppose the requirement and note that they will travel on different airlines.

27 Apr – 3 May



IntuitMachine (Carlos E. Perez)
@IntuitMachine

Unlike 1918 where the virus was spread globally through ships, the 2020 pandemic spreads via airplanes. Unfortunately, US airlines have yet to make face masks mandatory. Gross negligence!



Twitter

2 May 2020 | 18:25



ModerationThe (GenX Knows How To St...)
@ModerationThe

This is such b.s. ALL airlines and airports should make face masks MANDATORY for everyone. And airlines should only be flying at 50% capacity. Wtf is so difficult about that?



Twitter

1 May 2020 | 04:11



Oculogyration (Oculogyrations)
@Oculogyration



TheView (The View)
@TheView

27 Apr – 3 May

**kimbarrett (kim barrett)**

@kimbarrett

Uber can't even check if their drivers have insurance 🤔🤔🤔🤔🤔🤔🤔 so how are they going to check that a driver is wearing his mask ?
Uber to Design Tech to Check If Drivers Wearing Masks, CNN Says - BNN Bloomberg
t.co/nmJffXxleD



Twitter

3 May 2020 | 20:26

**rider_roo (Roo Rider)**

@rider_roo

Just received a 2nd bottle of hand sanitizer & face masks from Uber Eats which I didn't ask for....which is good!! Just Eat have been nothing short of negligent in offering nothing compared to Deliveroo & Uber Eats.



Twitter

2 May 2020 | 10:03

People are also reacting to news that ride sharing service **Uber will require drivers to wear a mask**. Individuals are sharing coverage that indicates the company will develop technology to detect whether drivers are wearing a face mask or covering.

Some are questioning how effective the mask detection technology will be. Some, including Uber drivers, are **praising the company for sending masks and hand sanitizer to drivers and putting safety measures in place**.

27 Apr – 3 May

**Reality_Index (Reality Index)**

@Reality_Index

#BREAKING: **#WarrenBuffet** says he was "wrong" on investments in the airline industry. Buffett added that airlines have "too many planes" because people will likely not travel as much as they did in the next 3 to 4 years as they did before COVID-19. t.co/FKYw8O5vID



Twitter

2 May 2020 | 23:09

27 Apr – 3 May

**TruthGundlach (Jeffrey Gundlach)**

@TruthGundlach

Warren Buffet selling all of his airline stocks corroborates the "economic genie is not going back in the bottle" thesis. In late summer 2007 Warren doubled down on bank stocks (a bad call with hindsight benefit). So this airline bail now is a big deal.



Twitter

3 May 2020 | 23:12

**HARRISFAULKNER (HARRISFAULKNER)**

@HARRISFAULKNER

Alert: Warren Buffet's giant Berkshire Hathaway just sold all of its airline holdings. Buffett explained to [@cnbc](#): "When we sell something, very often it's going to be our entire stake: We don't trim positions."



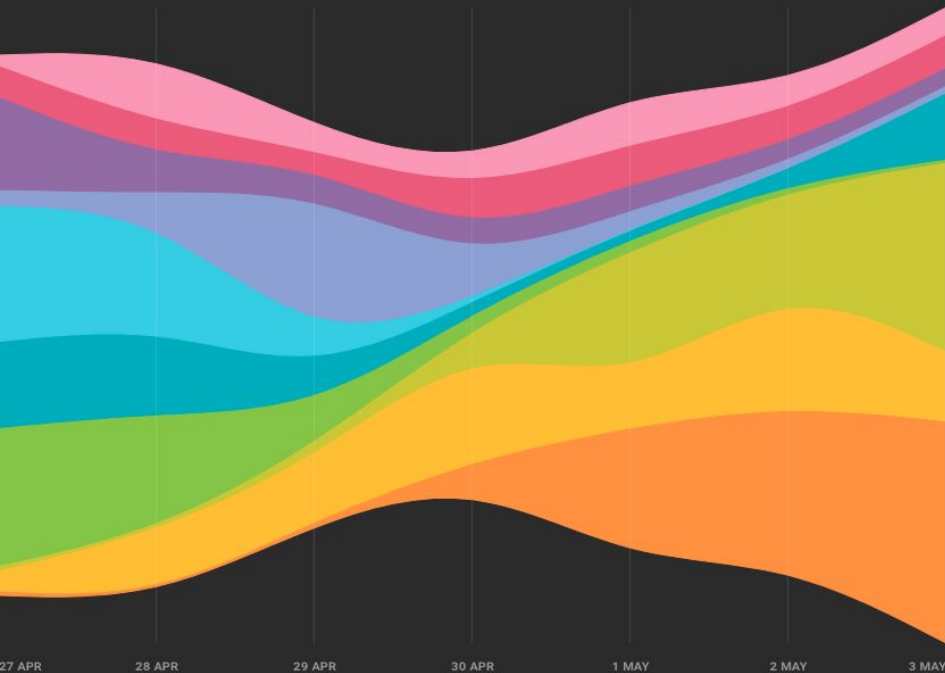
Twitter

3 May 2020 | 20:09

Many are commenting on news that American investor, **Warren Buffet**, **sold all shares in airline stock**. For many, this action signifies that the airline industry will take years to recover economically from the pandemic. Others are describing the move as another "beatdown" of the industry. However, some are more optimistic, noting instances where Buffet did not anticipate the correct outcome.

Trending themes (excluding news)

27 Apr - 3 May

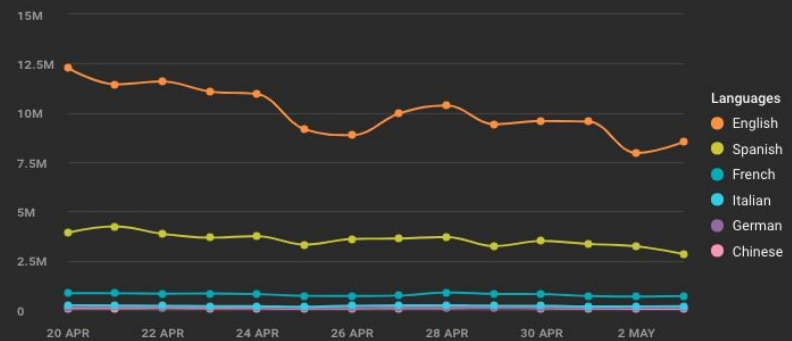


Topics

- special trains
- essential workers
- migrant workers
- police officers
- movie theaters
- Senator McConnell
- restaurant industry
- local restaurants
- American Airlines
- wear face masks

Volume per language over time

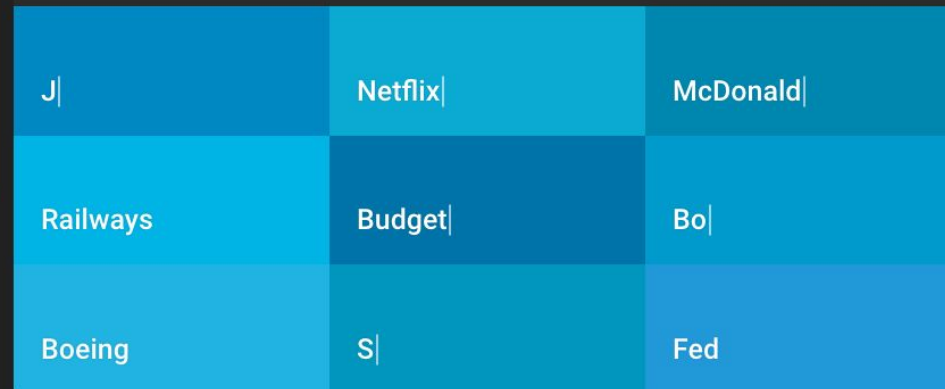
20 Apr - 3 May



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

Emerging organizations in discussion

27 Apr - 3 May



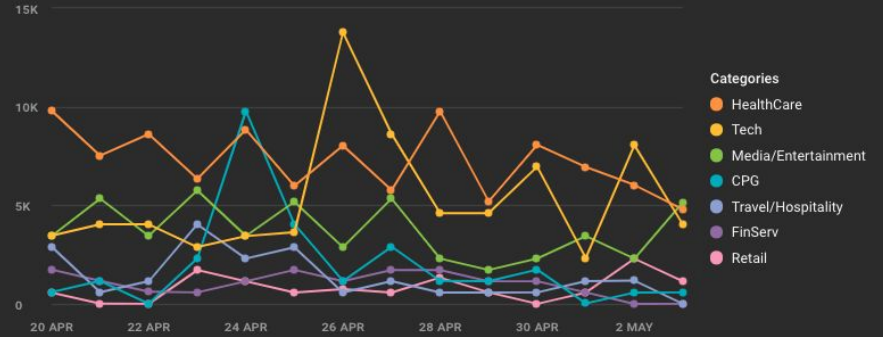


Country Data

Australia

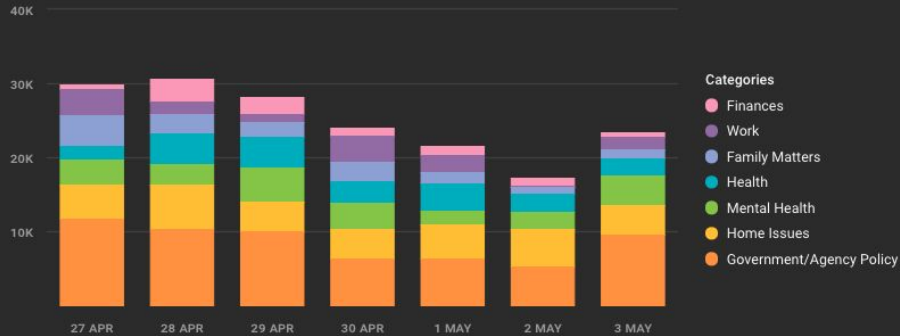
Australia volume by sector

20 Apr – 3 May



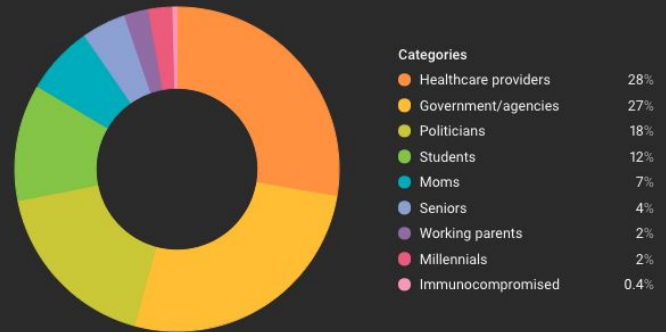
Australia volume by topic

27 Apr – 3 May



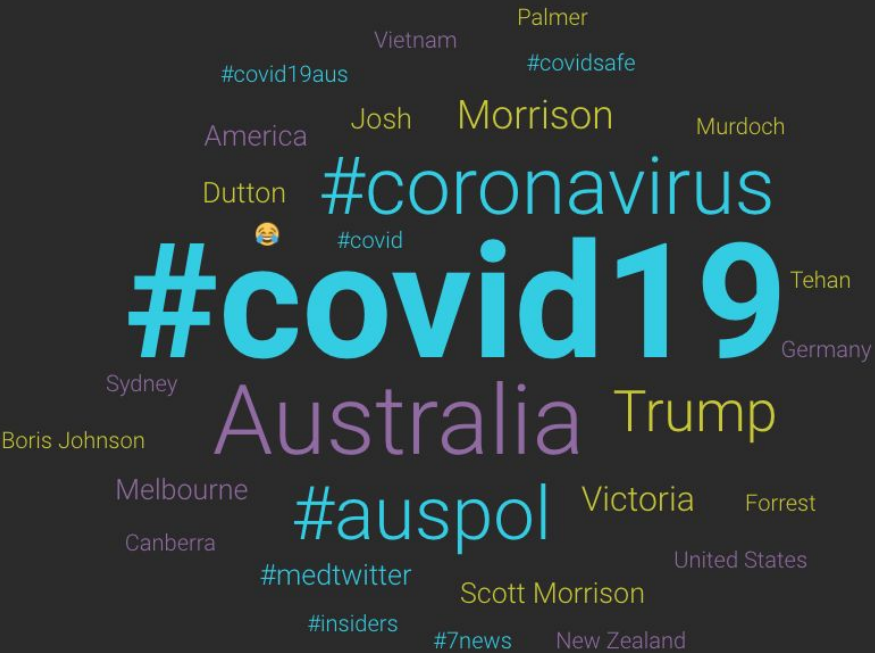
Audiences

27 Apr – 3 May



Emerging themes in discussion

27 Apr – 3 May



Emerging organizations in discussion

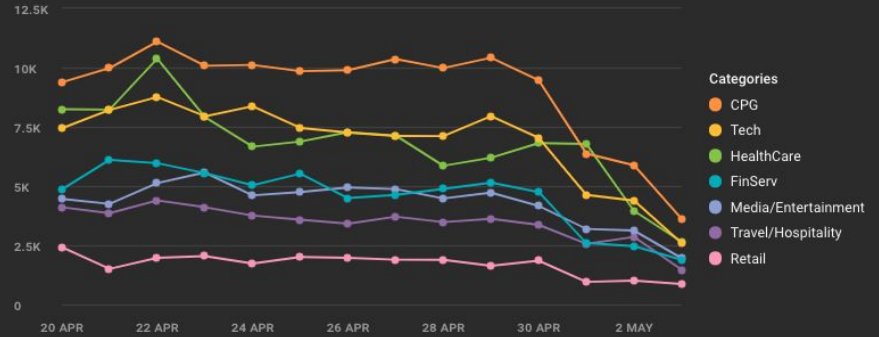
27 Apr – 3 May



China

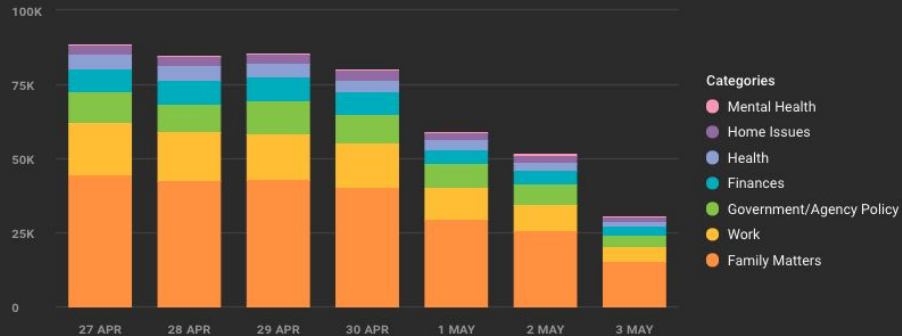
China volume by sector

20 Apr – 3 May



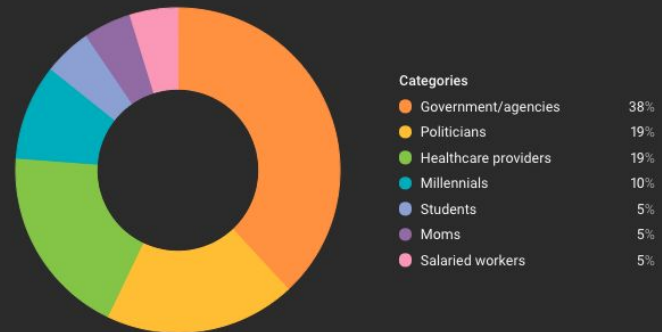
China volume by topic

27 Apr – 3 May



Audiences

27 Apr – 3 May



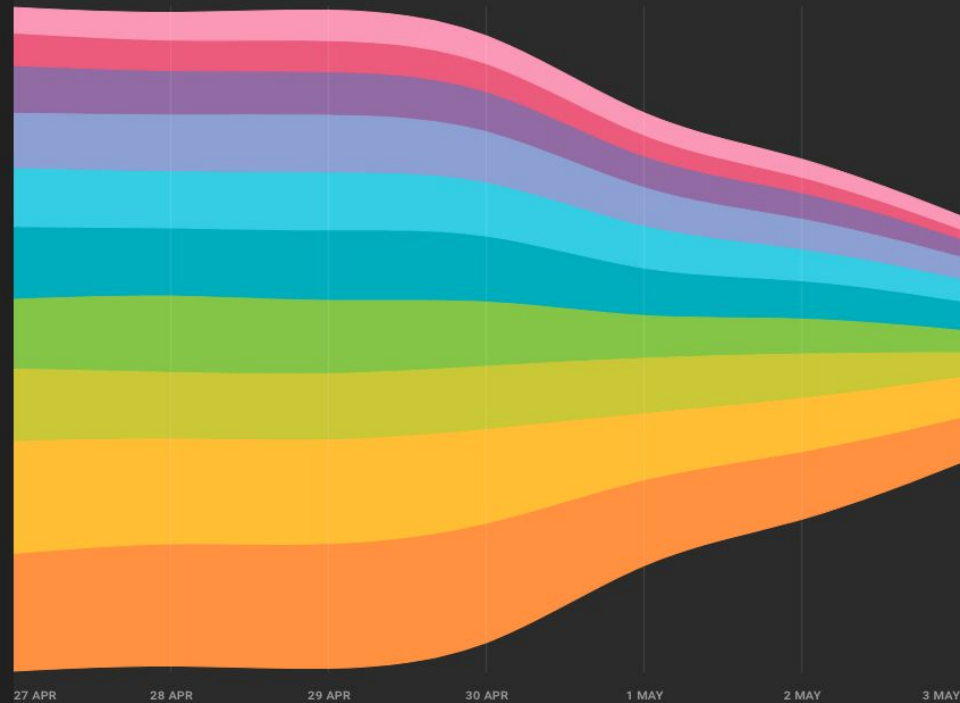
Emerging themes in discussion

27 Apr - 3 May



Emerging topics in discussion

27 Apr - 3 May



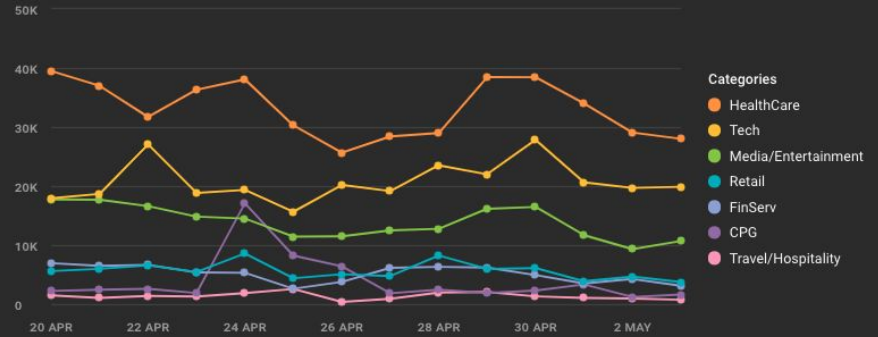
27 APR 28 APR 29 APR 30 APR 1 MAY 2 MAY 3 MAY



France

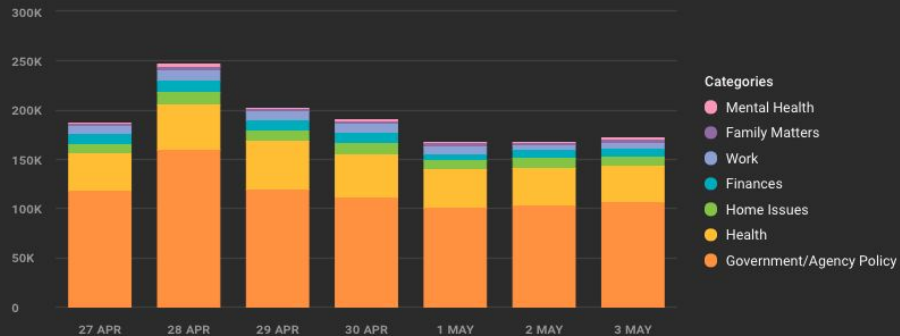
France volume by sector

20 Apr – 3 May



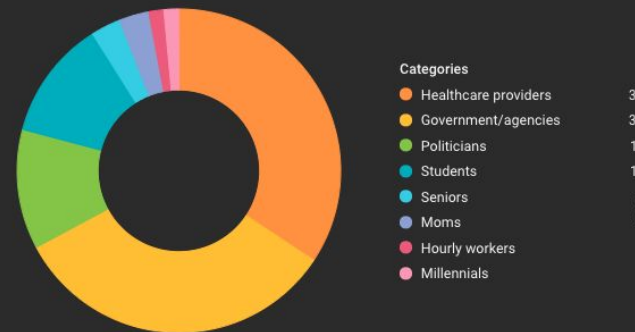
France volume by topic

27 Apr – 3 May



Audiences

27 Apr – 3 May



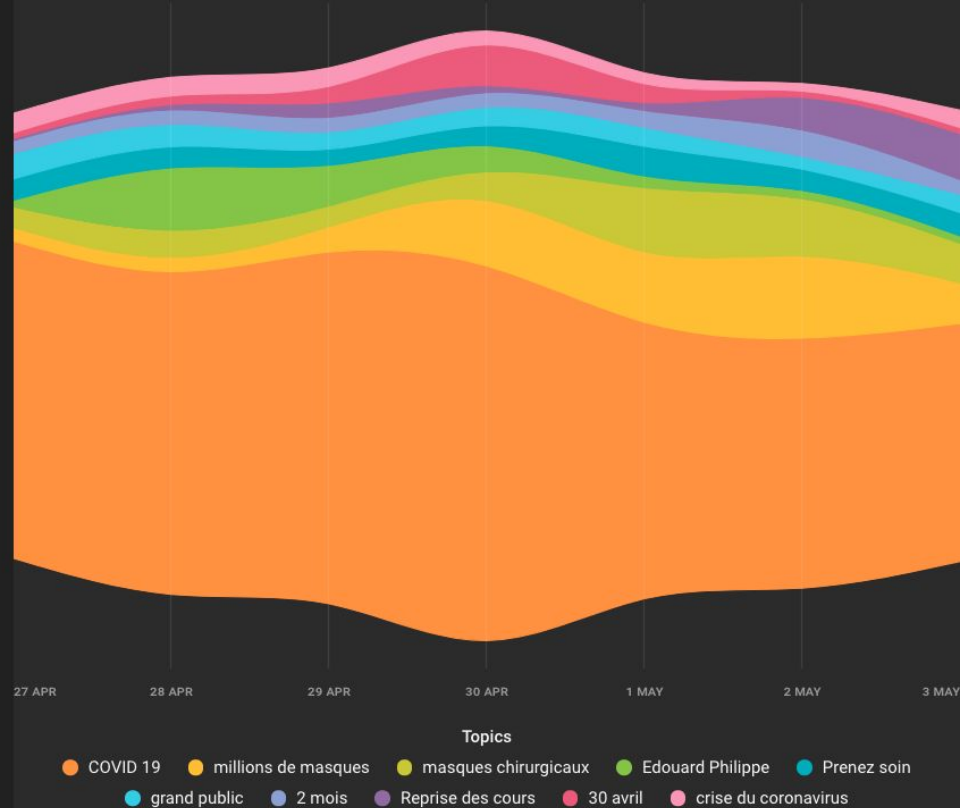
Emerging themes in discussion

27 Apr – 3 May



Emerging topics in discussion

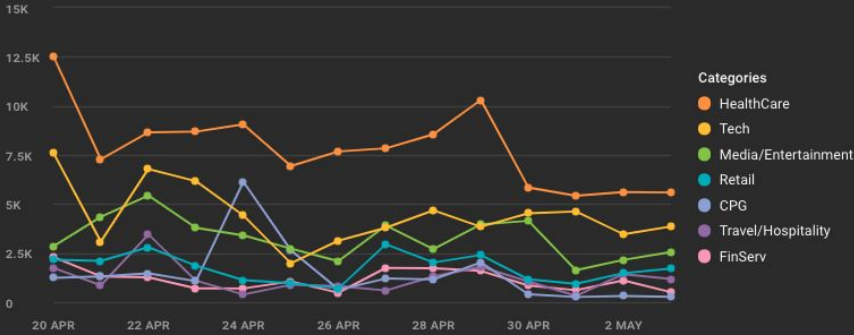
27 Apr – 3 May



Germany

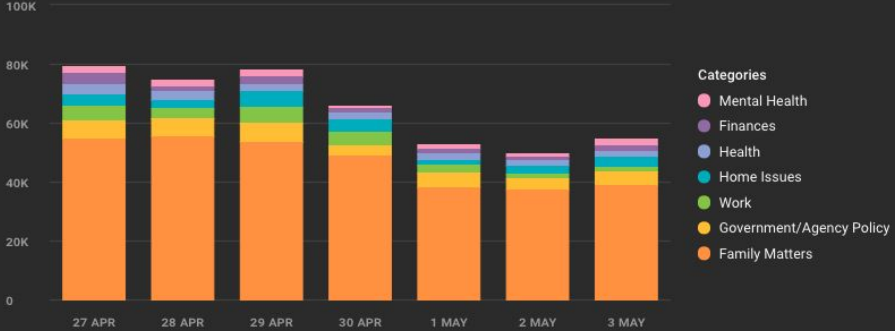
German volume by sector

20 Apr – 3 May



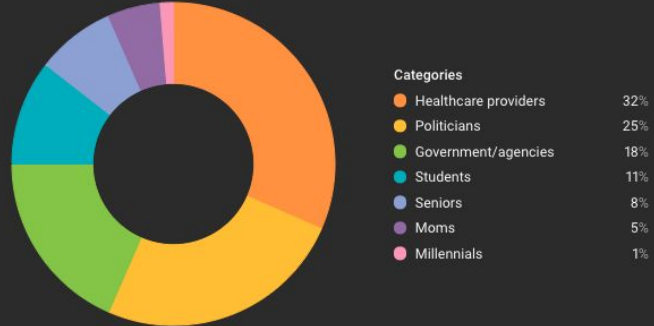
German volume by topic

27 Apr – 3 May



Audiences

27 Apr – 3 May



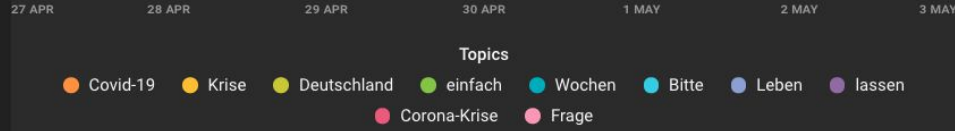
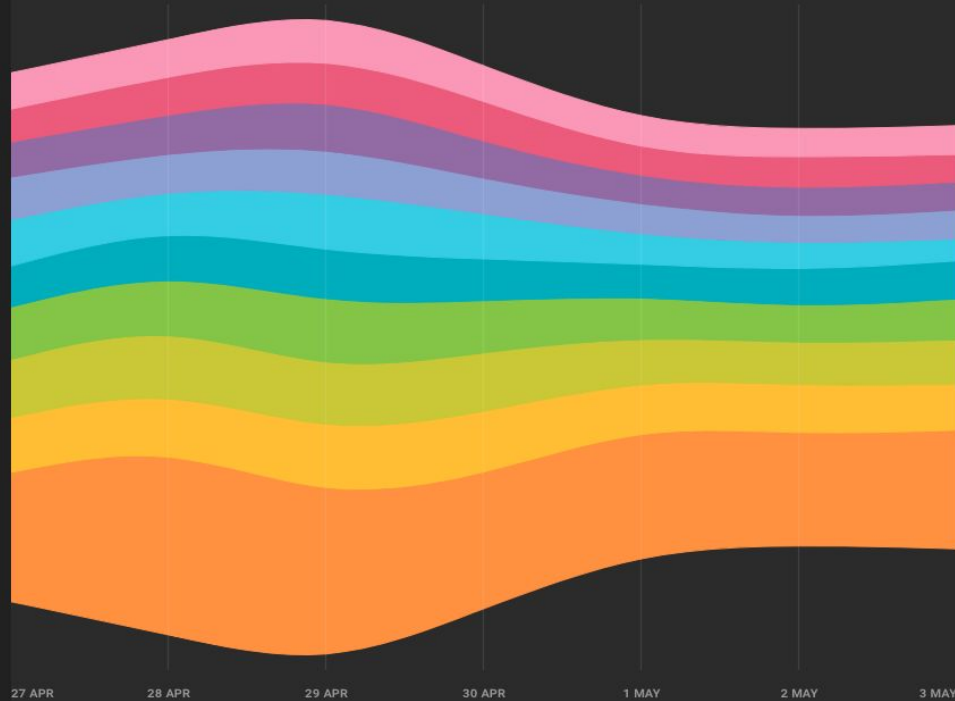
Emerging themes in discussion

27 Apr – 3 May

#coronakrise #wirtschaft
 #coronavirus
 #covid #berlin
 #covid_19 #covid-19 #covid19
 #corona #laschet
#covid_19 😂
 👉 #merkel 🤔
 ❤️ #podcast 🇩🇪 #homeoffice
 🙌 #wirbleibenzuhause
 #deutschland #covid19de
 #coronavirusde #pandemie
 #Corona-Pandemie

Emerging topics in discussion

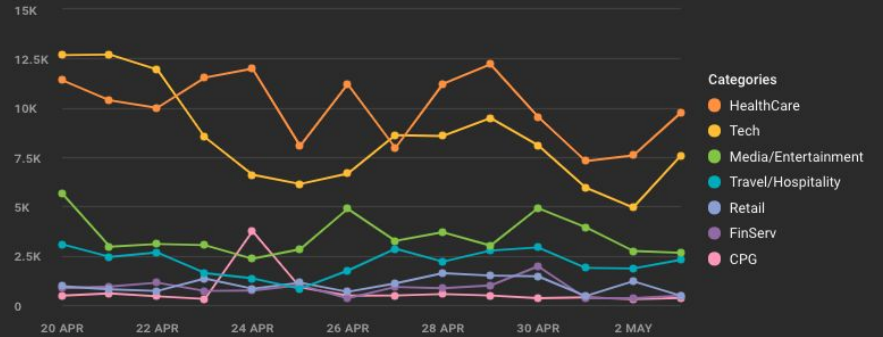
27 Apr – 3 May



Italy

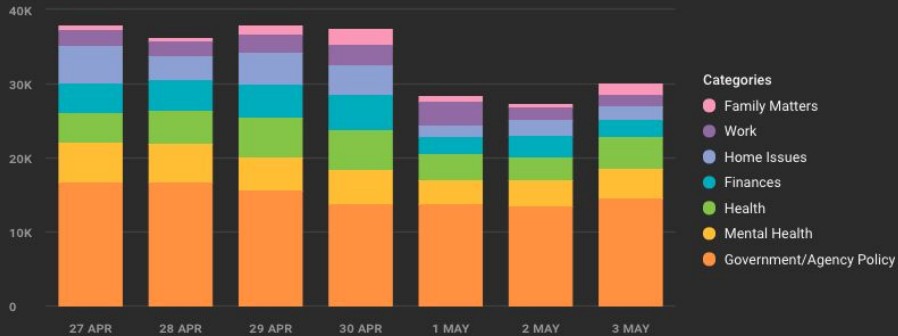
Italy volume by sector

20 Apr – 3 May



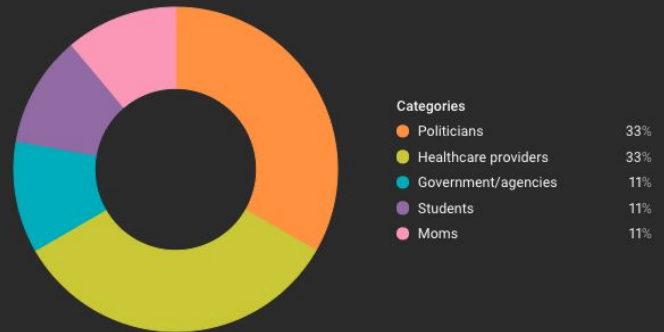
Italy volume by topic

27 Apr – 3 May



Audiences

27 Apr – 3 May



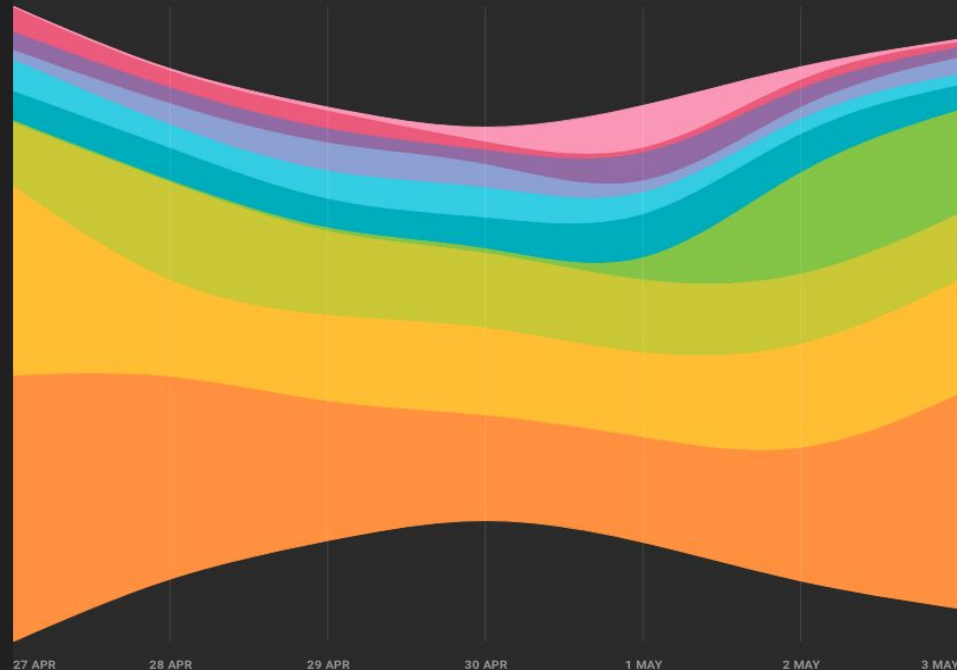
Emerging themes in discussion

27 Apr – 3 May

#quarantena
 #salvini **Terapia Intensiva**
 #italia **#covid-19** #iorestocasa
 #covid19italia #covid ❤️ 😂 🇮🇹 #fase2
4 maggio **#1maggio** 🖐️
 #radiosavana #covid_19 🟡 #mascherine
 #contе #covid_19 🖐️ Fase 2
 #torniamoliberi #covid_19 🖐️ #congiunti
 #pandemia #coronavirus
 #lockdown
 #coronavirusitalia

Emerging topics in discussion

27 Apr – 3 May

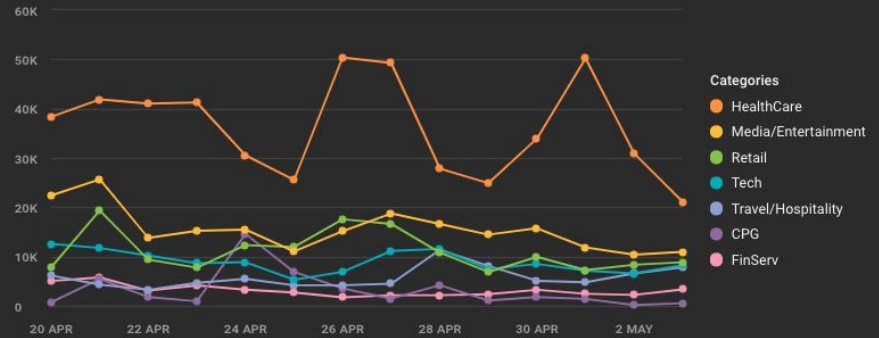


- Topics
- fase 2
 - 4 maggio
 - terapia intensiva
 - plasma iperimmune
 - nuovi casi
 - test sierologici
 - New York
 - pandemia mondiale
 - Mascherine chirurgiche
 - festa dei lavoratori

Spain

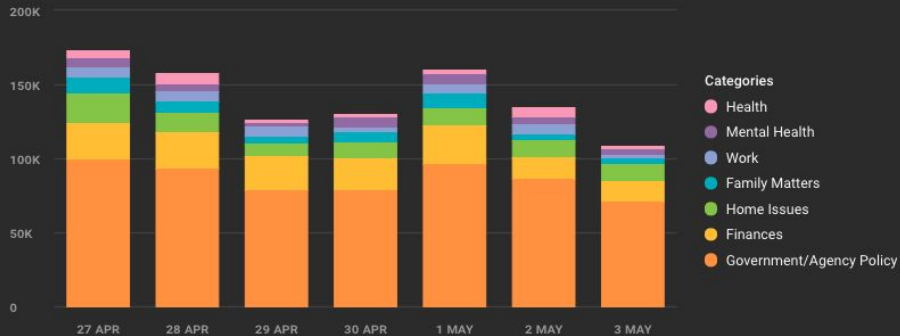
Spain volume by sector

20 Apr – 3 May



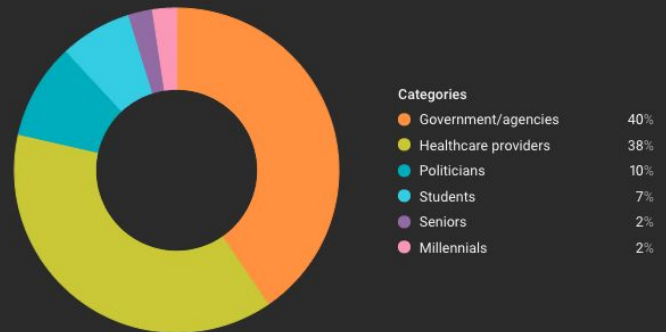
Spain volume by topic

27 Apr – 3 May



Audiences

27 Apr – 3 May



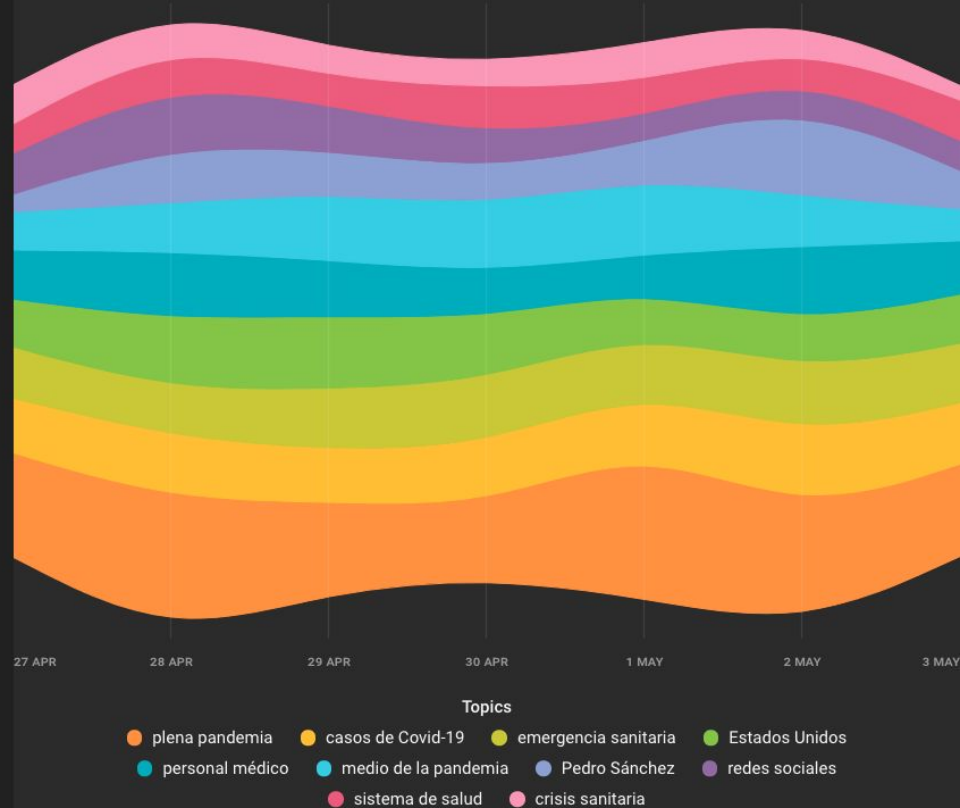
Emerging themes in discussion

27 Apr – 3 May



Emerging topics in discussion

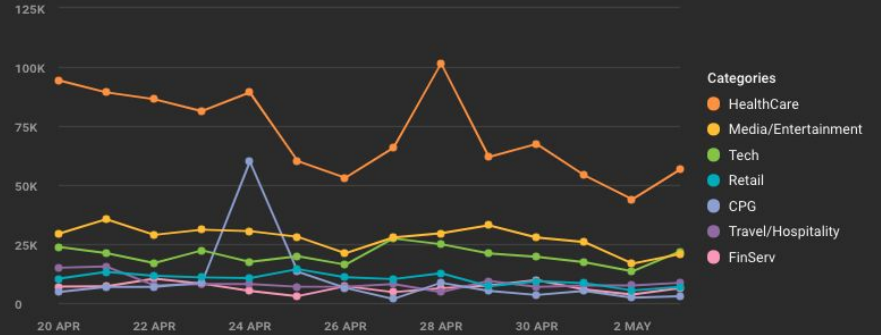
27 Apr – 3 May



United Kingdom

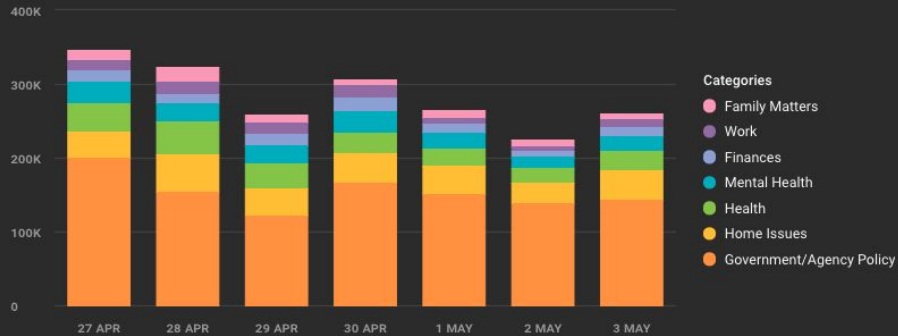
United Kingdom volume by sector

20 Apr – 3 May



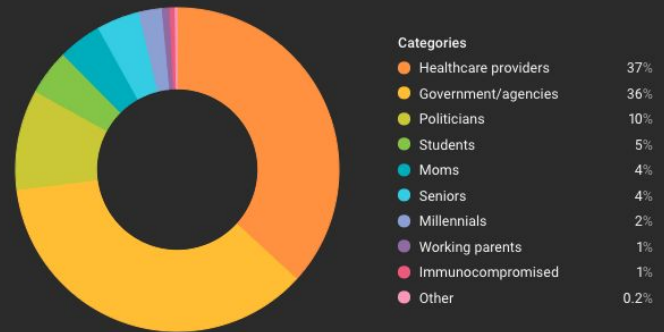
United Kingdom volume by topic

27 Apr – 3 May



Audiences

27 Apr – 3 May



Emerging themes in discussion

27 Apr – 3 May



Emerging organizations in discussion

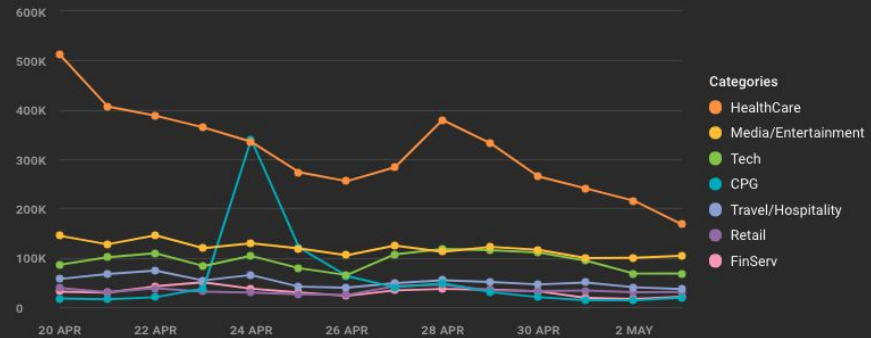
27 Apr – 3 May



United States

US volume by sector

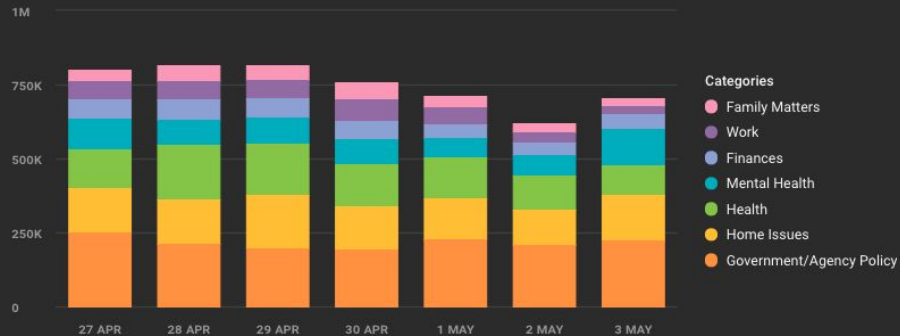
20 Apr – 3 May



- Categories
- HealthCare
 - Media/Entertainment
 - Tech
 - CPG
 - Travel/Hospitality
 - Retail
 - FinServ

US volume by topic

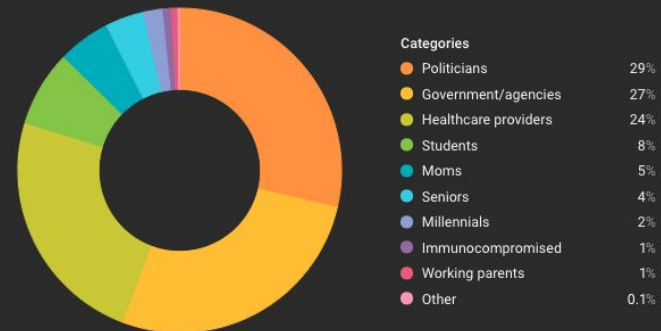
27 Apr – 3 May



- Categories
- Family Matters
 - Work
 - Finances
 - Mental Health
 - Health
 - Home Issues
 - Government/Agency Policy

Audiences

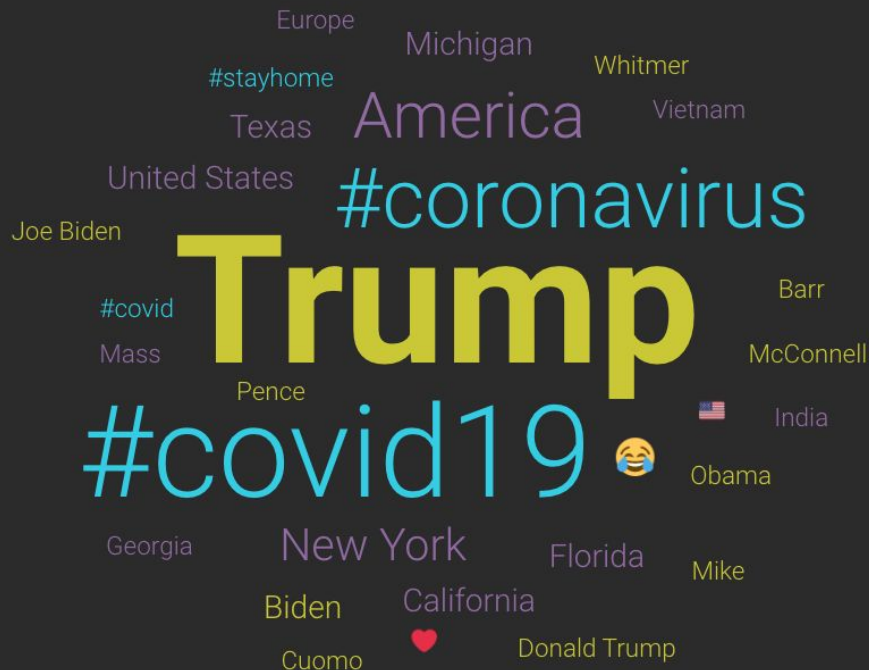
27 Apr – 3 May



- Categories
- Politicians
 - Government/agencies
 - Healthcare providers
 - Students
 - Moms
 - Seniors
 - Millennials
 - Immunocompromised
 - Working parents
 - Other

Emerging themes in discussion



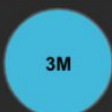


27 Apr – 3 May



Emerging organizations in discussion

27 Apr – 3 May



| Post | Total Engagement |
|---|---|
| <p>Coronavirus hype biggest political hoax in history By Cheryl K. Chumley - Apr 28, 2020 washingtontimes.com</p> |  <p>4M</p> |
| <p>NYC ER doc Lorna Breen commits suicide, shaken by coronavirus By Elizabeth Rosner - Apr 27, 2020 nypost.com</p> |  <p>3.7M</p> |
| <p>Women share horrific photos of injuries to raise awareness of domestic violence as 14 are killed since start of lockdown By 161385360554578 - Apr 29, 2020 thescottishsun.co.uk</p> |  <p>3M</p> |
| <p>Pence flouts Mayo Clinic policy by touring coronavirus testing facility without a mask By Dareh Gregorian - Apr 28, 2020 nbcnews.com</p> |  <p>2.2M</p> |
| <p>Let's move humanity for children in the fight against coronavirus By Unicef - Apr 30, 2020 unicef.org</p> |  <p>2M</p> |



Trending Questions Asked Online

Questions about relationships and health continue to drive forum discussion.

Health

- I need to get tested for Covid-19 - How fast can I get results?
- Anyone know where to get tested for COVID antibodies?
- Who has actually recovered without any lingering symptoms from coronavirus?
- Does the smoke from e-cigarette transmit Covid-19 from an infectious person?
- What happens if a coronavirus vaccine is never developed?
- Had COVID last month. Still having trouble breathing. What can I do?
- What was your experience like getting a COVID antibody test? Is it worth the

Relationships

- Has Anyone Fallen for Someone During COVID-19?
- Early stages of dating during coronavirus. How are you dealing with it?
- Do you think coronavirus is going to ruin relationships and marriages or bring couples closer?
- How are your relationships surviving in the new age of Covid-19
- How can I support my partner, who is the only breadwinner during the COVID-19 crisis?
- Have you had any friends or family over since Covid-19?

Forum members are checking in on each other's mental health.

Mental Health

- How are you all dealing with the COVID-19 isolation?
- How has COVID-19 changed your perspective on things?
- What is the first thing you want to do after the Coronavirus?
- Where does everyone stand on Covid-19?
- How will coronavirus help or hurt loneliness after the coronavirus lockdown is lifted?

Work Life

- Jobs for teens in the time of COVID19 - Are you kids (still) working?
- Remote work during COVID to full time remote work?
- How are you keeping your employees engaged and happy during COVID-19 lockdown?
- How to explain layoff on resume due to Coronavirus?
- Do employers have a legal obligation to rehire each staff member that was temporarily laid off due to Covid-19 as stated on their ROE? Will employers use this virus as the perfect excuse to trim the fat/squeeze out unwanted staff?

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.

[Sign up now.](#)

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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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