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 you with 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.

Have a specific question you don’t see covered here? Reach out to your Brandwatch contact to discuss customization options.
What We Analyzed

4,000 survey responses and ~91M social posts from the last 29 days in 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages (English, Simplified Chinese, Italian, Spanish, French, and German).

Content was analyzed holistically and by market, topics, and sectors (CPG, Healthcare/Pharma, Retail, Travel/Hospitality, Media/Entertainment, Financial Services, Tech).

Sector analysis begins on slide 34. Country analysis begins on slide 67.
What We Analyzed

Survey data in week one includes 500 completed interviews per country, in field between Mar 18–20 using programmatic sampling via mobile phones; sample sizes will be increased ongoing.

Social data for this first report includes Twitter, Reddit, forums, social networking sites, blogs, review sites and more that appeared between Feb 19 - Mar 19.
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?
We surveyed individuals 18+ in 8 countries. Across markets, 12% of survey respondents believe they have **displayed Covid-19 symptoms** in the last week.

On average, respondents from tracked markets are most concerned about **being able to get tested** (40%).
People posting online mentioned testing (6% of posts) and various symptoms (5% of posts)

Testing conversations spiked March 12th, and were largely politically driven. People demanded access, criticized the healthcare system (USA), or questioned the transparency around the official testing numbers released.

Celebrities sharing symptoms or positive results were widely discussed and included Idris Elba, Tom Hanks and Rita Wilson.
Survey respondents across markets are significantly more concerned (67%) about the health of family and friends than their own (46%). Across markets, Italians expressed the most concern about health.
Many people are concerned that their governments are *not doing enough* to flatten the curve that Italy experienced in their own countries.

Nearly *1.5 million* posts in the US mentioned Italy, peaking at nearly 180k mentions on March 15th.
Many felt that the media was responsible for inciting an overreaction to Covid-19.

The term “hoax” was mentioned in more than 800k posts, peaking on Feb 29, after President Trump referenced the term at a rally.

Politics was frequently discussed, and the pandemic was seen by some to be a polarizing influence.
People worried that hospitals will become overrun and tough health decisions will need to be made about who gets care.

Others are concerned that there will be zero capacity among health care providers to deal with other health emergencies (heart attacks, car accidents).

Concerns around getting infected with the disease while visiting the hospital were prevalent.
However, optimism is evident worldwide.

43% of survey respondents from tracked markets said they were feeling somewhat /very optimistic.

In China, where they have been able to “flatten the curve,” 57% of respondents expressed optimism.
Among survey respondents from tracked markets, 47% of men reported feeling optimistic (vs. 39% of women).

39% of women surveyed across tracked countries reported being anxious and 28% said they felt depressed.

29% of respondents aged 18–34 indicated the pandemic made them feel depressed (vs. 23% of respondents aged 55+).

Mental health was the most prevalent tracked topic (27% of English posts) within social conversation.
While many worried about what lies ahead, others used social to share positivity.
Fear was the dominant emotion emerging in mental health conversations (60%). People often expressed feeling alone, uncertain, and trapped.

Disgust surfaced in 15% of posts displaying an emotion, with many tired of the toll the media/news was taking on their mental health.

Many people expressed sadness (11%), with mental health triggers ultimately leading to feelings of hopelessness and depression.

Emotions | Fear, Disgust and Sadness

- **Disgust**
  
  I’m sad and mad at the coronavirus
  
  Hi. I have to warn you all, this is my half-sad and half-rant about what’s going on right now, but I’ll try to be tamed as best I can. Anyway,...
  
  Forum 18 Mar 2020 14:11

- **Sadness**
  
  Coping during the coronavirus outbreak
  
  It’s been 4 years since I was feeling down. Now the coronavirus has taken over the world and is making me feel very depressed and there is confusion and panic...
  
  Forum 18 Mar 2020 10:00

- **Hormones and Sass**
  
  I read something today that said this quarantine could last for months, maybe longer, if we don’t continue to take extreme social distancing measures. At first I felt panicky. Months...
  
  Tumblr 18 Mar 2020 02:50

- **Caitlin Healy**
  
  “Everyone is feeling anxiety and uncertainty, and besides avoiding social contact and washing our hands there’s not a lot to do. But here’s something we can do that directly.”

- **HannahRainey**
  
  My tips for looking after your mental health throughout the Covid-19 pandemic including working from home, managing anxiety, reducing catastrophising and mindful media...
Discrimination-related posts peaked when President Trump used the term "the Chinese virus" to describe Covid-19 in a March 16th Tweet, and again in a March 18th press conference.

The response was polarized: while many condemned the label as inflammatory and racist, many others supported its validity and saw it as a factual statement.
More than 2-in-5 surveyed across markets (45%) approved of how their national governments have responded to the Covid-19 outbreak.

Chinese respondents are most likely (64%) to say information coming from the government is clear; Spanish interviewees are least likely (23%).
Half of 55+ survey respondents across markets favorably responded to national government actions (vs. 36% for respondents aged 18–34).

Two-thirds of French survey respondents - along with a similar ratio for Spain, Italy and Germany - were in agreement with quarantine measures imposed in their country.

Fewer than half of UK and US respondents said they agreed with quarantine measures.
**Lockdown** was the most prevalent trending term within discussions about government guidelines/actions, indicating that **people are starting to understand the need for extreme measures.**
More than half (56%) of survey respondents in tracked markets report that their daily routine has been significantly impacted.
As expected, people are reporting washing their hands more regularly (65% of survey respondents in tracked markets).

41% of respondents across markets report they are experiencing difficulty buying normal items.
Survey Question | How has your behavior changed as a result of the outbreak?

Self isolation/social distancing became a new normal for many (52% cited this change in behavior across tracked markets).

Social distancing was also trending on social (29% of conversations related to home life). Some criticized the term, stating that we need physical distancing while remaining connected emotionally and socially.

Many found creative ways to connect online (virtual happy hours, quizzes/games, streaming live music and more).

Others kept a safe distance while showing up for loved ones by dancing outside windows of those quarantined, drive-by birthday motorcades, and an Italian neighborhood that sang together from their balconies (video on the right).
People are expecting to spend more time than usual watching TV in the coming month (49% across markets) and say they are least likely to spend more time outside (13% across markets).

In online conversations, entertainment seekers sought new experiences for social connection in quarantine, such as Netflix Party (50k mentions), which supports simultaneous streaming with friends.
60% of survey respondents aged 18–54 indicated a moderate/extreme impact on daily routine (vs. 49% for 55+).
Shopping was mentioned in nearly half (46%) of home life conversation.

Panic buying was a knee jerk reaction as people became increasingly concerned about the future availability of supplies.

People are encouraging one another to shop local to support small businesses.
Nearly half (47%) of survey respondents across tracked markets said they are avoiding seeing close relatives.
Online posters are looking to the government (17%) to support needs such as paid sick, family, and medical leave.

Concern for students who rely on school meals was prevalent in English social discussion (15%).
Working from home is the new normal.

30% of survey respondents across tracked markets mentioned WFH.

Telecommuting was mentioned in 33% of work-related social discussion.
People are adopting new behaviors to be more productive working from home.

Many people were happy about the opportunity to WFH (37%); they often shared the 2016 Fifth Harmony music video from their hit single, Work from Home.
27% of survey respondents across markets **expressed concern about job losses.**

Job security **concerns are highest in Italy,** the current epicenter of the outbreak.
Stock market reaction to the coronavirus is a key topic of financial discussion on social media (29%).

Across tracked markets, survey respondents are more concerned about the state of the economy (62%) than losing personal investments (29%).
Survey Question | Are you concerned about?

<table>
<thead>
<tr>
<th>National economy</th>
<th>Avg. Across Markets</th>
<th>Most concerned</th>
<th>Least concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>64% concerned</td>
<td>80%</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Losing investments</td>
<td>32% concerned</td>
<td>~37%</td>
<td>~27%</td>
</tr>
</tbody>
</table>

Approximately 6-in-10 survey respondents across tracked markets expressed concern about the impact of the coronavirus on their economy.
People are tuned into how financial markets are reacting to government responses to Covid-19 (29% of posts mentioned the stock market).

President Trump was criticized for being more concerned about the impact on the stock market versus the actual spread of the virus.
Sector Overview

As expected, the healthcare vertical dominated sector conversations (44%). Media/entertainment discussion (16%) was driven by homebound individuals looking for ways to pass the time, while consumer questions about restrictions contributed to travel conversations (10%).
Consumer responses to **panic buying** of **toilet paper** (35% of conversation) and **hand sanitizer** (28%) dominated CPG **conversation**. Many consumers made disparaging comments about society or cracked jokes to make light of the situation.
People advocated for proper use of hand sanitizers (28% of CPG conversation), while stressing not to overuse or hoard large amounts.

Other shoppers shared their experiences at supermarkets with empty shelves, especially when it came to frozen food, canned food, and cleaning products, triggering 3% of conversations.
Half of Financial Services conversations conveyed panic and fear about the stock market crashing.
Crashes in the market (50% of conversation) led to panic, although there were positive responses to certain company valuations (e.g. Walmart).

People praised healthcare workers, claiming they are the real essential workers (158K RTs – triggered 7% of conversations).

People supported banks and financial organizations that offered support such as loans for businesses (especially SMBs) amidst the crisis (3% of conversation).
The Economist (The Economist)

17:52 | Wed, 18th Mar 2020

On the latest episode of “The Economist Asia” podcast, @mikefloyt asks former Bank of England governor Mark Carney about Raise’s announcement, forecasting amid the coronavirus pandemic, and the dangers of panic buying. 

https://econ.st/2Q4JFZG https://econ.st/W2Q1T2U

FOLLOWERS:
24.5m

FOLLOWING:
125

POSTS:
206.5k

LAMarketingGuy (John Becker)
@LAMarketingGuy
@IBD_J_Nielsen has created a superb analysis of the warning signals leading up to the #coronavirus stock market crash.
t.co/9q4P20v88 via @IBDInvestors #cmo #investing #stocks #stockmarket #socialmedia #wallstreet #social #tech

bbtychmbrs1 (Betty A. Gray)
@bbbychmbrs1
Wall Street regroups in erratic trading after central banks advance more coronavirus rescue options t.co/9HIwgp14Rw

Brit_Indy (The left is always wrong)
@Brit_Indy
@RishiSunak @The_TUC @CBItweets @fsb_policy @BCCAdam Try telling the banks to lend out the money you gave them instead of insisting on collateral and equity to get the funds! Supposed to be to save business and pay wages not as a trough for the bankers to feed in! Businesses like mine are dead due to Covid19 but banks don’t care...

FinTechZoom (FintechZoom)
@FinTechZoom
New article: “Coronavirus and Credit Card Relief” has been published on Fintech Zoom - t.co/RRpU4hjBL @FintechZoom Fintech Blockchain Crypto Cryptocurrency ICO

osacapital (Nosa Capital)
@osacapital
There is a time to play the
Consumers shared information about **diagnosis, recovery and morbidity rates** (30% of healthcare conversation), and discussed the **varied conditions of healthcare systems worldwide** (15%).
People stressed that closures, cancellations, and isolation measures were essential to slow the spread of the virus and relieve pressure on overwhelmed hospitals (11% of conversation).

People in the US became concerned about emotional outbursts and equipment shortages in China (8% of healthcare conversation) and Italy (7%), fearing that these behaviors would spread to as-yet less affected countries.

Mistrust of Big Pharma was evident in social discussion; some people claimed that pharmaceutical companies were preparing to profit from the virus (4% of conversation).
One-in-five (19%) Media and Entertainment conversations referenced consumer electronics and streaming services helping to pass the time during quarantine.
People discussed **cancelling or postponing social events and gatherings** due to the outbreak (18% of conversations), while advocating for everyone to **stay home**.

Netflix appeared in 5% of conversation, with the Netflix Party service (supporting **simultaneous streaming**) and the documentary Pandemic creating buzz.

People reacted positively to media/entertainment companies **offering additional services** (5% of conversations), such as a free month of film/series packages during lockdown.

As people look for new ways to occupy downtime, businesses are offering online streaming of theater/music performances, exercise classes, museum tours etc. **Companies who are creative can continue to serve customers in new ways.**
Ahmed49331035 (Ahmed Zia)
@Ahmed49331035

@Complex Beautiful scenes out of Sicily, Italy: People sing, dance and play music from their balconies to lift spirits amid the coronavirus.
https://t.co/8DCP3DE6tn #WeStandWithItaly

Radiotubetv1 (DJHarmony)
@Radiotubetv1

The latest The independent music Daily!
https://t.co/1LmH5J3LqT Thanks to @georgerhayes #saveourseene #coronavirus

yatinjpatel (Dr. Yatin J Patel)
@yatinjpatel

#coronavirus #covid19 #SocialDistancing

karenward8521 (karen marie ward)
@karenward8521

I'm Gone to tell you Hollywood super duper stars and NY tv personality's writers you're gone to have a major problem on your hands you have 100s of thousands of Homeless are gone get Coronavirus instead of bashing attacking POTUS you better start doing something to help out CA NY

fudurich (@fudurich)
@fudurich

Pretty much how I see most people handling this pandemic. Don't be stupid.
#covid_19 #coronavirus @HighlandPark, Los Angeles
https://t.co/4EnCKPZwnA

haskell420 (Edward Herrel)
@haskell420

@ESPN_Esports @FiionOnFire @JacobWolf @leagueoffamily @Arda @lolesports Stuck home because of Coronavirus Pandemic and Covid_19? Missing the EXCITEMENT of Competition & Fun? Then use YOUR TIME &
Retail discussion was focused on **hoarding** and **shortages of essential items** (22%).
One-quarter of retail conversations shared information about supply availability, days open, and reduced hours during the outbreak, and mentioned major brands like Target and Apple.

There were concerns when shoppers experienced empty shelves at grocery stores and supermarket sections, calling for a halt to hoarding (22% of posts). Online shopping was discussed as a popular alternative.

People suggested helping small businesses by shopping local (10%) while praising stores that offered special senior citizen hours (8%).
Tech conversations focused on productivity and business continuity while working from home (11%).
Access to remote learning triggered 12% of tech conversation, with providers offering free online courses and e-learning.

Many shared free online tools and tips for maintaining business continuity or how to be more productive at home (11% of conversation).

People appreciated quick company responses (8% of conversations), providing free services to support remote workers as well as those that immediately implemented WFH policies.
Uncertain consumers were looking for advice or support from brands (18% of travel and hospitality conversations).
Bars and restaurants were mentioned in 41% of travel and hospitality conversation; **consumers criticized those still visiting eating and drinking establishments.** Many called for government or local legislation to order closures while others suggested delivery and takeout to support local businesses.

18% of conversations were travelers **seeking advice about whether they should travel or not.** Others shared **problems canceling tickets or accommodations,** asking support to solve their issues.

**Concerns about unemployment** generated 6% of conversations.
Elton John is self-isolating with husband & sons Elijah, 7 & Zachary, 9. Was spending the day inside playing Snakes and Ladders with his family. Hmmmm, Snakes & Ladders. Wonder when he was last on the subway.

t.co/WRW19A1RMR

Other ideas we've heard: - School gyms - Vacant hotel rooms. What else is happening out there that may inspire @NYGovCuomo & @NYCMayor to help homeless New Yorkers find *private* spaces during the #COVID19 crisis?

Metro Bus adopts schedule changes amid COVID-19 outbreak. t.co/kznZ7UJaZM

SAFETY COMES FIRST!! To all our beloved customers we will be temporarily closed till further notice, that's the only way to stop the spread of Coronavirus so please co-operate and stay healthy. @ Horus cafe on B

t.co/jrCOYsoWw1
News stories driving engagement shared optimism coming out of China, warnings, a death and clarified why the water in Venice looked clearer post lockdown.
People on forums asked questions about how Covid-19 is affecting day-to-day lives and mental health.

- What option to choose when calling off due to COVID 19 concerns?
- Anyone else’s job not letting them work from home or temporarily closing down due to COVID-19?
- Should hospital cafeterias remain open during the Coronavirus Pandemic? Why or why not?
- Thoughts on Trauma Resulting from COVID-19?
- How are you handling the Coronavirus Pandemic?
- Dealing with Stress & Anxiety over the Coronavirus Pandemic? Take a break from the news and take up a hobby!
- Checking in on my ambiverts and extroverts during Coronavirus pandemic!

- [Law School] Applications increase because of COVID-19?
- Teachers and students! How do you keep your lessons going despite international regulations related to COVID-19?
- Are you glad that schools are shutting down due to the Coronavirus?
- CORONAVIRUS OUTBREAK! what will happen to May 2020 exams???
- 19 year old Male, tall and skinny, had my lung collapse. Am I more at risk now for covid-19?
- Postpone appointment?? (Due to coronavirus)
- How long will the Coronavirus outbreak last?
Forum members asked for clarity on recommended social distancing behaviors and ways to pass the time while at home during the Covid-19 pandemic.

- Indoor basketball half-courts near Bay/Wellesley open during covid-19?
- Cheap alternatives to gym during Coronavirus pandemic?

- Moving during Coronavirus outbreak?

- What would Sheldon Cooper’s situation be in this coronavirus outbreak?
- Are we *back* due to COVID-19?
- More people getting into VR then ever before due to COVID-19?
- Time to catch up on the backlogs: What’s everyone playing during Coronavirus outbreak?

- Can I see a friend that lives down the street considering the Coronavirus pandemic?
Forum members inquired about how Covid-19 will affect society in general and posed provocative political questions.

- COVID-19 and the Housing Market?

- Could Covid-19 be a Chinese bio-weapon?
- Conservatives talk about rewarding people for being "job creators". With the mass layoffs and businesses closing due to covid-19, it seems like it's the workers who make the business thrive, not the owners/shareholders. How do you reconcile this?

- Why isn't Covid-19 pandemic treated seriously and why people should stay united at this time rather than giving in to fear and ignorance?
- Do you think the ways of social interaction in the 90s will become a thing of the past after the end of the coronavirus outbreak?

- Options for Extension or Grace Period due to COVID-19 - L1A Maxout - Any other option?
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COVID-19 | world | patients |
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government | province | local | Wuhan | work | day | city | patients |
| coronavirus | | | | | | | |

World | China | people |
| spread | outbreak | epidemic |
| medical | confirmed | |
Since no other commercial flight would be allowed to carry passengers from France to India henceforth, till the temporary travel restrictions are in place, all Indian nationals are requested to:

(i) Stay safe and isolated within their residential premises and follow the advisory of the French Government;
(ii) Avoid unnecessary travel even in the vicinity of stay;
(iii) Approach the local authorities of France through the following two Helplines 15 (SAMU) for any medical assistance and 0800 1 0000 (24X7 Hotline of the Ministry of Solidarity and Health of the French Government) for any other non-medical Covid-19 related advice;
(iv) For extension of their Visa in France during this period of temporary travel restriction, please contact through email the local Prefectures with copy of the Indian Travel Advisory;
(v) Contact this Mission by Email at mincons.paris@meca.gov.in and cons.paris@meca.gov.in or by Phone at +33 751286741 and
Germany

German Volume by Sector

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

German Volume by Topic

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

Audiences

Categories
- Government/agencies: 35%
- Politicians: 26%
- Healthcare providers: 16%
- Seniors: 9%
- Immunocompromised: 4%
- Moms: 3%
- Students: 3%
- Millennials: 2%
- Salaried workers: 0.4%
- Other: 0.4%
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#coronavirus home
#covid19 business people outbreak
cases source
public company Read COVID-19

crisis pandemic Italy
time support work
virus government

countries health global
risk spread
coronavirus outbreak
United Kingdom

United Kingdom Volume by Sector

United Kingdom Volume by Topic

Audiences

Categories
- Government/agencies: 44%
- Healthcare providers: 17%
- Politicians: 17%
- Seniors: 11%
- Students: 4%
- Moms: 4%
- Immunocompromised: 2%
- Millennials: 1%
- Working parents: 0.5%
- Other: 0.1%
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Now You Know

For more information contact: askresearch@brandwatch.com