June 3, 2020

Covid-19 Weekly Consumer Insights

Brandwatch | A new kind of intelligence
Important Notice: This report link is unique to you and cannot be shared.

If you would like to share these findings with a colleague please share this form with them. To inquire about a custom report that focuses on your specific industries, categories, brands, sectors and more, book a meeting with our specialists.
Please note, we won’t be publishing a new version of this report next week.

We’re taking a short break to gather feedback from our readers, which will help us improve the content.

You’ll receive a short survey via email in the next few days. We’d love to hear your thoughts on the report and what you’d find most useful going forward.
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.
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 specialists.
What We Analyzed

This study includes data from 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages. Survey data includes 1,000 interviews per country in field between May 25 and May 31 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~23 million posts from Twitter, Reddit, forums, blogs, and more that appeared between May 25 and May 31. 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 talking online about their anxiety and ways to manage it. (slide 12)

Many are reacting online to a recent study that found 10% of diabetics die of Covid-19 within one week of hospitalization. Many are sharing resources for diabetics about eating right, exercising and maintaining healthy blood sugars. (slide 14)

**Home & family life**
While people are eager for planned reopening dates in June, many are also expressing concern about mingling with others if proper safety measures are not enforced. (slide 16)

Despite restrictions easing, people are discussing maintaining solo fitness activities at home and staying away from public gyms. (slide 18)

**Work life**
Workers are fascinated about the idea of virtual work environments as an innovative way to connect and collaborate. Many say they are growing tired of video conference calls. (slide 23)

**Government**
Discussion about George Floyd protests is prevalent this week. Many wonder if the close proximity of protesters will prompt an increase in Covid-19 cases. (slide 26)

Others are discussing Japan’s morbidity statistics for Covid-19, highlighting the country as another example of a nation (besides Sweden) that did not lockdown but successfully stopped the spread. (slide 27)
Key insights at a glance

Pharma & healthcare
People are confused about WHO guidance that wearing masks is not necessary unless a person is treating a Covid-19 patient. Posters say that the information conflicts with CDC guidelines. (slide 29)

Many are sharing stories about friends and loved ones who are refusing treatment or medical support for non-Covid-related conditions because they worry about contracting the virus. (slide 31)

CPG
Many smokers are saying they un成功的ly tried to quit smoking during the pandemic. Some are admitting to consuming more cigarettes due to increased anxiety during lockdown. (slide 37)

Women are sharing that the shortage of feminine hygiene products during the pandemic has motivated them to try reusable menstrual products. (slide 40)

Media & entertainment
Most consumers are saying it is still too risky to go to the movies this summer, even with safety measures in place. (slide 43)

As concerts are canceled and rescheduled, ticket refunds are generating polarized discussion as fans call for official announcements from organizers. (slide 45)

Retail
Consumers are upset about retailers closing due to protests, as it further limits access to essential items on top of lockdown restrictions. (slide 48)

People online are talking about buying trampolines and installing hot tubs in backyards as summer approaches. (slide 51)
Key insights at a glance

Technology
Research on wearable technology as a way to detect viral outbreaks is generating social discussion, with some sharing their participation in the DETECT testing.
(slides 54)

Many are excited about the use cases for UV light technology as a sanitation method, particularly for crowded areas like subways, planes and hospitals.
(slides 55)

Financial services
The cost of health insurance is generating social discussion, for both those who have lost employer-sponsored insurance as well as those who have insurance but are receiving large medical bills for Covid-19 treatment.
(slides 58)

Travel & hospitality
Diners are discussing the safest way to enjoy the experience, whether picking up takeout or eating at newly reopened restaurants.
(slides 61)

Discussion about travel brands partnering with cleaning brands is generating positive feedback from consumers who say this will help restore confidence in travel safety.
(slides 63)
People are talking about **anxiety** online (62K posts) and **searching for ways to manage it**.
While slightly dipping this week, people continue to discuss their anxiety and contributors that include fear of job loss, the health and safety of loved ones, and concerns about children returning to school.

Survey results show that anxiety is highest in the UK, Spain and Italy. Google searches in the US for “how to manage anxiety” increased 4400% this month.
People are talking about their masks causing them anxiety. Many are afraid that a mask will not protect them from contracting the virus. People with preexisting conditions are worried about how the choices of others - to not wear a mask or to wear one improperly - could impact their own health.

People are also talking about feeling anxious while wearing a mask due to difficulty breathing.
A study finding that 10% of diabetics die within a week of hospitalization for coronavirus is generating discussion (more than 20K posts and 200K social engagements to date).

Many are sharing links to online news without adding additional commentary or opinion. Others are sharing links to resources for diabetics on how to eat right, exercise and take other precautions to maintain good health.
Looking to June 1 as a milestone, many citizens are advocating for their countries to reopen.
The majority of people across the globe are saying they're over lockdown, expecting stores, restaurants, and businesses to start reopening with safety measures in place. Others are sharing excitement to visit family and friends as restrictions lift.

People are eager for planned reopening dates in June, mentioning best practices such as wearable social distancing sensor devices at tourist attractions. **However, many are also expressing concern about mingling with others if proper safety measures are not enforced.**
As global economies reopen, the percentage of survey respondents reporting they are self-isolating/social distancing continues to drop across the majority of tracked markets. In Spain, where the largest week-on-week decline occurred, people are saying online they’re relieved they can go out to the cinema and museums. In fact, many say they want to see a live football match.

The notable exception continues to be China, where ongoing discussion about a second wave remains prevalent. The appetite for isolating is waning, however. Those Chinese respondents willing to do self-distance for ‘however long is necessary’ is down (31% from 41%). In general, the Chinese are hopeful things will get back on track soon.
Despite restrictions easing, people say they will stay away from gyms and continue to exercise at home. Some doubt reopening gyms is safe and say that they already have a routine in place from quarantine.

Many are seeking and sharing YouTube exercise videos they find effective that don’t require equipment. Searches for “5 day no equipment workout” increased by 500% last week.
Home improvement projects continue to generate online discussion (8.5k posts). People are sharing lists of DIY home improvement tasks, as well as blog posts that highlight safety tips.

Consumers are talking about buying home decor and furniture this week, with many opting for online shopping and contactless delivery. Searches for “affordable home furniture” increased by 90% in the last seven days. Garden and patio furniture - such as dining sets and chairs - are most discussed on social channels.
Responses to reports that the UK Prime Minister’s chief adviser violated lockdown guidelines to obtain childcare were polarized. While many are condemning his actions as selfish, others agree the desperate need for childcare is entirely relatable.

This is also evident in global social discussion this week (55k posts). Mothers in particular are calling on authorities to invest in childcare infrastructure to ensure centers can reopen safely.
As global economies reopen, the number of survey respondents saying they’re working/studying from home declined in half of all tracked markets.

The decrease was most significant in Australia (7% week-over-week), making it one of three countries where fewer than one-quarter of respondents say they’re working/studying from home (along with Italy and the US).
As working from home is expected to continue for a while, virtual simulations of offices and conference rooms are generating discussion this week.
Many are sharing articles about companies recreating virtual offices. Teooh is generating buzz for its use of avatars to mimic in-person interactions.

Workers are excited about the prospect of virtual work environments as an innovative way to connect and collaborate, especially as they reportedly grow tired of video conference calls.
Positive buzz in New Zealand about a potential four-day work week quickly gained online traction globally.

Workers are upbeat about the proposal, saying it encourages both increased productivity and more time with family. Some are confirming support for the plan based on their own experiences and positive outcomes with a shorter work week.
News about *George Floyd protests* and *Japan's Covid-19 morbidity rates* are sparking engagement on social channels.
Many are talking online about the George Floyd protests (+8.2M social engagements to date).

People wonder if the close proximity of protestors will prompt an increase in Covid-19 cases. Some are reminding protestors to wear masks and to be as cautious as possible.
Countries that experienced low death rates without lockdown continue to draw discussion. A Newsweek article, Japan ends coronavirus with 850 deaths and no lockdown, is prompting people to talk about what restrictions were put in place there (919k social engagements to date).

People are pointing out that while Japan didn’t have a formal lockdown, the country did encourage citizens to avoid closed spaces, crowds and close contact. Some skeptics question whether the way Japan counts Covid-19 deaths is accurate.
Online discussion reflects **confusion, frustration and concern** about changing guidelines on masks, drugs that could potentially treat Covid-19, and non-Covid patients who are declining medical treatment.
The WHO guideline that masks only need to be worn by healthy individuals treating Covid-19 patients has prompted 1M social engagements to date.

People are talking online about how this information is confusing because it conflicts with other guidelines, including US CDC recommendations. Some say they don’t trust the WHO, while others express frustration with how frequently guidelines change.
Many are reacting to news that the WHO has paused trials of hydroxychloroquine due to concerns about increased risk of death and ventricular arrhythmia. Online searches for the topic are up 5000% worldwide. Some continue to say they think the drug is effective, sharing links to research from early outpatient treatment.

People are sharing news that Remdesivir has been approved for Covid-19 treatment in the UK and Taiwan. Others are expressing frustration with how US distribution of the drug to hospitals has been mishandled.
People are sharing personal accounts in retweets of a New York Times article, *Fear of Covid-19 Leads Other Patients to Decline Critical Care*. Some tell stories of friends and loved ones who refuse treatment, or who aren’t seeking medical attention for any non-Covid condition because they worry about contracting the virus in healthcare facilities. They also say they’re afraid about not being able to see loved ones in the hospital.

Medical professionals report having difficulty convincing patients to come in for treatment when they need care.
A Medium article, *Coronavirus May Be A Blood Vessel Disease, Which Explains Everything*, has generated over 408k social engagements to date. Many are sharing the article and similar research suggesting that coronavirus is a vascular disease, not just a respiratory illness. A few are optimistically suggesting that if the findings are correct, doctors may be able to effectively use drugs for vascular disease to treat Covid-19.
The high cost of medical care for Covid-19 patients in the US is prompting discussion. People are sharing links to crowdsourced funding platforms to support patients. Others are reacting to news that one patient received a hospital bill for $840k for treatment.

The cost of testing is causing confusion. Some people are complaining about receiving bills for tests they believed were free and paid for by the government.
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<thead>
<tr>
<th>Sector</th>
<th>Healthcare</th>
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### Trending themes (excluding news)

#### Topics
- health care professionals
- New Zealand
- new cases
- Covid patients
- New York
- police officers
- Health care workers
- working at the medical tent
- #COVID19 patients
- Andrew Cuomo

### Top sites globally

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<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Volume</th>
<th>Change</th>
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<tbody>
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<td>1</td>
<td>twitter.com</td>
<td>2.99M</td>
<td>+16%</td>
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<tr>
<td>2</td>
<td>reddit.com</td>
<td>164.9K</td>
<td>+38%</td>
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<tr>
<td>3</td>
<td>tumblr.com</td>
<td>130.15K</td>
<td>-7%</td>
</tr>
<tr>
<td>4</td>
<td>instagram.com</td>
<td>40.46K</td>
<td>+10%</td>
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<tr>
<td>5</td>
<td>whattoexpect.com</td>
<td>13.74K</td>
<td>+22%</td>
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### Emerging organizations in discussion

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<th>Barcelona</th>
<th>Apple</th>
<th>New York Times</th>
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<td></td>
<td>Congress</td>
<td>GlaxoSmithKline</td>
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<td>Harvard</td>
<td>Congressional</td>
<td>Ministry</td>
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As restrictions ease globally, **people are talking less often about virtual drinks and sharing more about in-person cocktails.**
People are increasingly sharing photos enjoying in-person drinks with others. A tweet featuring a fence that converts into a shared table to facilitate drinks between neighbors went viral (over 4k retweets).

Within online alcohol conversation, consumers are increasingly talking about to-go cocktails, cocktails jugs, and cocktail kits. Consumers are positively discussing support of local businesses and new and interesting experiences with others.
“World No Tobacco” day was May 31st and people advocated online for reducing or quitting smoking. Many also called for tighter tobacco control from authorities. Those who advocated for the initiative shared news about smokers spreading Covid-19 infection via shared cigarettes.

At the same time, many smokers are saying they unsuccessfully tried to quit smoking during the pandemic. Some are admitting to consuming more cigarettes due to increased anxiety during lockdown, supported by reports that millions are smoking more amid the coronavirus crisis.
Funfetti cake is a trending theme online this week (1.8k posts).

Many are discussing making funfetti cakes for birthdays. Others are saying funfetti is nostalgic for them as it was a favorite childhood treat. Photos of finished products, tutorials, and recipes are often shared.
Stocking up on frozen food resurfaced in online discussion this week (1k posts). Busy consumers who relied on eating out pre-pandemic are sharing that frozen foods present a quick and easy solution to meal prep.

Although many are talking about frozen comfort food such as french fries and pizzas, others are actively seeking healthy frozen meal choices. Searches for “healthiest frozen meals” increased by 60% last week.
People are talking about girls and women impacted by shortages of feminine hygiene products during the pandemic, particularly in the UK and Australia.

Some women are sharing that the shortage has motivated them to try reusable menstrual products such as cups or washable pads.

Many are saying feminine products are just “as essential as toilet paper” and they advocate for better access to to solve for “period poverty.”
Movie lovers are talking about the **future of cinema** post pandemic.
Many are hoping that cinemas will be able to reopen and function normally by July in anticipation of the Tenet and Mulan releases, saying they really miss going to the theater with friends.

Others are doubtful any movie will be successful if cinemas can’t operate at full capacity. Most consumers are saying it’s still too risky to go to the movies this summer, even with safety measures in place.
People are talking about the HBO Max streaming launch this week (3.2k posts). Most conversations discuss its notable absence from Roku and Amazon Fire TV offerings. Others are discussing its lack of content compared with competitors. Customers say they’re confused about the differences between GO, Now, and Max.

Jeffrey Epstein: Filthy Rich, streaming on Netflix, is gaining online traction (1k posts). People are calling it “appalling” and “wild.” Viewers are expressing both anger and sadness after watching, but are still recommending it as “a must watch.”
As concerts are canceled or rescheduled for the foreseeable future, ticket refunds are generating polarized discussion (4.4k posts).

While some are saying they received their refunds quickly, many others are complaining they’ve been waiting for their money to be returned for a quite a while.

Others are calling for organizers to make official announcements, expressing it is unacceptable to leave the concert status unclear. Billie Eilish, BTS, and Harry Styles are the artists mentioned most often.
People are talking online about damages incurred by retail businesses during protests about the death of George Floyd.
Consumers are upset about retailers closing due to police brutality protests in the US, as it further limits access to groceries and other essential items, compounded with lockdown restrictions.

Many are especially concerned about mom and pop stores and local businesses, saying they've already been hurt financially by the pandemic.
As more stores and malls prepare for reopening, in-store mask policies continue to be a controversial topic.

More shoppers are reporting that the majority of people are not wearing masks in grocery stores and retail spaces. Many buyers are saying they will not return to stores that do not enforce safety measures.

An incident filmed in a New York Shoprite went viral this week, generating nearly 1 million views on Facebook. The video showed a woman without a mask chased out of the store by an angry mob.
People are discussing problems returning items to stores and complaining about retailer return policies (1k posts).

Online shopping customers are reporting high return fees, long wait times for responses and refunds, as well as technical issues accessing return pages online.

The general sentiment in online conversations is that returning an item should be as easy as purchasing it in the first place.
People are talking online about buying a trampoline as a “random decision” to stay fit while enjoying some fun in the backyard. Many of those talking about purchasing trampolines mention families. Searches for “trampoline sprinkler” increased 110% last week.

Hot tubs are another trending topic online. People continue to talk about enjoying at-home pools and accessories. Searches for “pool floats & loungers” increased 80% in the last month.
People are sharing research about the capabilities of **wearable technology** to detect viral outbreaks.
People are sharing research that wearables like Fitbit and Oura can spot coronavirus symptoms several days before people wearing them realize they’re sick.

Some are tweeting about their participation in DETECT, a research study testing whether smart watches and fitness trackers can help detect viral outbreaks.
Many are sharing online news about how UV light technology can kill the coronavirus on surfaces. A story about Japanese technology being tested in New York subways has generated 100k social engagements to date.

Some say they’re excited about how this technology could make subways and airplanes safer. Others wonder if the UV light is dangerous for people.
The high **cost of health insurance** in the US is triggering online discussion.
Unemployment is the most searched for news topic in the US in 2020. Within social discussion about unemployment, many are talking about the loss of employer-sponsored health insurance and the high cost of obtaining a new plan.

People are sharing links to information about the special Affordable Care Act enrollment period for laid off workers and its approaching deadline. Some are criticizing the ACA for not providing free healthcare to all who need it.
People are discussing the **safest way** to enjoy their dining experience, whether picking up **takeout** or eating at newly reopened **restaurants**.
Takeout is top of mind, with US searches for the "safest takeout during the pandemic" four times higher this week. Many online are sharing a New York Times article on the topic and encourage others to feel confident that ordering takeout is safe.

Patrons are posting pictures of restaurants, commenting on cleanliness and noting what social distancing policies are in place. Some business owners say they will continue to provide only takeout until they feel safe to fully reopen.

People in Spain are no longer avoiding takeout to the extent they were eight weeks ago. Only 13% of Spanish survey respondents say they are avoiding takeout (significantly down from 34% in March).
As restaurants start to reopen, people are talking about indoor vs. outdoor seating, wondering if one is safer than the other (where both are available).

When discussing indoor seating, some people ask whether air conditioning spreads coronavirus. Some are sharing links to online news stories or podcasts that provide information on this topic.
Discussion about travel brands partnering with cleaning brands is generating positive feedback from consumers overall. People are citing partnerships between United Airlines and Clorox, and Hilton Hotels and Lysol as examples of how the travel industry is focused on health and safety. Consumers are saying that these types of collaborations are necessary to rebuild confidence and help the travel industry recover.

Conversations about Delta Airlines using fogging sanitation to completely disinfect planes between flights drew positive feedback for the brand as well as questions about what ingredients are used in this process.
Trending themes (excluding news)

Sector | Travel & Hospitality

Top sites globally

1. twitter.com
   - VOLUME: 461.07K
   - CHANGE: +14%

2. tumblr.com
   - VOLUME: 50.38K
   - CHANGE: +1%

3. reddit.com
   - VOLUME: 43.51K
   - CHANGE: +15%

4. instagram.com
   - VOLUME: 19.08K
   - CHANGE: +26%

5. tripadvisor.com
   - VOLUME: 10.31K
   - CHANGE: +11%

Emerging organizations in discussion

British | Google | Hampshire
Chamber | Ho | Chamber
Associate | Association |
Country: Australia

Australia volume by sector:

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

Australia volume by topic:
- Family Matters
- Finances
- Work
- Health
- Mental Health
- Home Issues
- Government/Agency Policy

Audiences:
- Students: 36%
- Government/agencies: 27%
- Politicians: 10%
- Healthcare providers: 6%
- Millennials: 0%
Country | China

China volume by sector

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

China volume by topic

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

Audiences

Categories
- Students: 36%
- Government/agencies: 27%
- Politicians: 33%
- Healthcare providers: 9%
- Millennials: 9%
受新冠疫情影响

企业 10000元 20年前
患病多久 😞 😂 5月28日 5月25日
隐藏 5月24日
交易系统 5月29日 🧠 处理中
#coronavirus
#covid19 😆 💰 800元 5月21日
5月20日
5月27日 2000元
5月23日
生活 疫情期间
France

France volume by sector

France volume by topic

Audiences

Categories
- Healthcare providers: 22%
- Students: 17%
- Politicians: 17%
- Government/agencies: 17%
- Moms: 8%
- Millennials: 8%
- Seniors: 2%
Country | Germany

#deutschland  #covid19  #covid19de  #homeoffice  #bild  #covid  🤔 -=- #sarscov2  #coronakrise  #merkel  #covid_19 ⬇️  #drosten  ❤️  👉  #trump  #corona  #pandemie  #pandemie  #podcast  #Corona-Pandemie  #coronavirus  #coronavirusde
Country | Italy
nuovi contagi
#ansa #radiosavana
#milano #conte #mascherine
#fase2
#italia

Gilet arancioni
#giletarancioni #covid
#pappalardo #covid_19

3 giugno
nuovi casi

#coronavirus #covid19italia #lombardia #covid19
#pandemia #covid-19
#lockdown
emergenza coronavirus

Emerging topics in discussion
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<td>Carnegie Mell</td>
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<td>Post</td>
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<td>---------------------------------------------------------------------</td>
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<td><em>Massachusetts woman beats COVID-19, celebrates with Bud Light</em></td>
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<tr>
<td>By Usa Today - May 27, 2020 usatoday.com</td>
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<tr>
<td><em>Duterte: No opening of classes without vaccine vs. COVID-19</em></td>
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<tr>
<td>By Julia Mari Ormedo - May 25, 2020 gmanetwork.com</td>
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<td><em>Japan ends coronavirus emergency with 850 deaths and no lockdown</em></td>
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<tr>
<td>By Jason Lemon - May 25, 2020 newsweek.com</td>
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<td><em>Louisiana cop fired for saying 'unfortunate' more black people didn't die of coronavirus</em></td>
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<tr>
<td>By Janelle Griffith - May 27, 2020 nbcnews.com</td>
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<tr>
<td><em>Trump announces US ‘terminating’ relationship with WHO</em></td>
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<tr>
<td>By Adam Shaw - May 29, 2020 foxnews.com</td>
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Questions around the protests and potential of a Covid surge dominated forums this week.

**Protests & Covid**

- Should we expect a huge uptick in Covid due to lack of social distancing from the Protests?
- Are BLM protests being encouraged in order to spread COVID?
- Are the BLM protests justified because of their importance, even if they lead to coronavirus deaths?
- Covid-19 surge after protests/riots?
- Is coronavirus a major threat to protestors? What are the chances of contracting it?

**Protests & Covid**

- What role has the Covid-19 pandemic played in the spread and intensity of the George Floyd protests?
- How come Covid-19 protests were looked down on but BLM protests isn’t? Weren’t they both violating the distancing rules?
- What if people were conditioned to wear masks for coronavirus, knowing that protesters would appear more violent?
- What if this isn’t about race or police brutality, what if it is about Covid-19?
- First Covid, now national protests/riots. What are we being distracted
Please note, we won’t be publishing a new version of this report next week.

We’re taking a short break to gather feedback from our readers which will help us improve the content. **You’ll receive a short survey via email in the next few days.** We’d love to hear your thoughts on the report and what you’d find most useful going forward.
Now You Know

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

If you would like to share these findings with a colleague please share this form with them.

To inquire about a custom report that focuses on your specific industries, categories, brands, sectors and more, book a meeting with our specialists.