July 1, 2020

Covid-19 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 sector, category, brands, and more, book a meeting with our specialists.
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, countries, 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 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~39 million posts from Twitter, Reddit, forums, blogs, and more that appeared between June 15 and June 28. 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 reacting to research that suggests a patient’s blood type may impact the severity of Covid-19. (slide 11)

Survey respondents rank diet, exercise and nutritional supplements as the top ways they are trying to build their immunity. (slide 13)

Home & family life
More than one-third of respondents across tracked markets say they do not feel safe sending their kids to school. (slide 15)

“Hot yoga domes” and “plastic workout pods” surfaced as an emerging topic online as people are considering socially distanced exercise options. (slide 18)

Work life
As many continue working from home, productivity is resurfacing as the most mentioned topic. (slide 19)

Many online agree that WFH should be permanently considered an employee choice. (slide 20)

Government
People are worried about changes to social distancing guidelines, specifically review of the 2m rule. Some say the change will prevent them from going in public or to retailers. (slide 22)

Discussion about countries with the highest confirmed cases of Covid-19 are prompting judgements about leadership within those countries. (slide 23)
**Pharma & healthcare**

News sharing about drugs that treat Covid-19 are prompting strong reactions online. People are favorably discussing Dexamethasone results and are reacting negatively to news that the FDA has rescinded emergency use of hydroxychloroquine. (slide 24)

**CPG**

Consumers are talking about meal kit delivery services as a “game changer” or “life saver” during lockdown. Most say they plan to continue their subscriptions post-pandemic. (slide 30)

CBD skincare products are on trend. Many are saying CBD helps them to clean, calm, and brighten their skin. (slide 32)

**Media & entertainment**

While some football fans are advocating for events in outdoor stadiums, most are in agreement that games should be canceled in 2020, arguing “lives are more important than football.” (slide 35)

Most online are saying they don’t yet feel comfortable going to the movies as the risk of catching Covid-19 is still too high. (slide 36)

**Retail**

One-third of respondents across tracked markets prioritize safety measures when deciding whether to visit a shop, ranking ahead of both convenience and price. (slide 40)

Renting a pool from homeowners, like renting a house on Airbnb, surfaced as a trending topic this week. Many millennials are willing to give the idea a try, curious about how it would work. (slide 43)
Key insights at a glance

Technology
Social discussion is focused on ways that technology can make life easier and safer for people during the pandemic. Conversation includes leveraging robotic process automation to decrease essential workers’ exposure to Covid-19, as well as contactless payments. (slide 46)

Financial services
Consumers are responding negatively to businesses that add a Covid-19 surcharge to bills, suggesting that companies simply increase prices as opposed to positioning the surcharge as a tax. (slide 52)

Many are discussing how Covid-19 has impacted their personal finances, particularly students and young professionals. (slide 54)

Travel & hospitality
People are reacting to changes in flight policies, with many upset about airlines selling middle seats and booking flights to capacity. (slide 57)

Survey respondents say they feel more comfortable about dining outside (33%) than inside (26%). People online are asking for lists of restaurants with confirmed cases as news about restaurants closings due to Covid-19 are widely reshared. (slide 59)
People are talking about news that **blood type may impact the severity of the coronavirus.**
People are positively responding to news that patients with blood type O may have less severe cases of Covid-19. Many say the information is “good news” or “something positive” amidst reports of an increase in global cases.

However, most posts suggest that the information provides a false sense of security and caution people to continue following distancing practices.
People are sharing on social channels about how they believe they contracted the virus. Risk factors mentioned often include: unsafe working conditions, going out to a restaurant, or being in a large group. Discussions are emphasizing the need to take the virus seriously and follow the appropriate safety measures to stop the spread.

Searches for “How did you catch Covid?” increased ~5000% in the US.
Survey respondents are focusing most on exercise, diet and taking nutritional supplements to improve immunity.

Chinese, German and American survey respondents report some of the highest levels of these efforts across tracked markets. Social discussion in these countries includes people describing how they're focusing on regular outdoor exercise to improve mood, decrease anxiety and get a natural dose of Vitamin D.
More than one-third of respondents across tracked markets say they do not feel safe sending their kids to school.
Children going back to school is generating worry among parents (30k posts).

In China, anxiety is driven by a second wave of cases in Beijing that resulted in all schools in the capital being suspended. Similarly, many in France are expressing frustration online that two schools in Paris are reportedly closed due to Covid-19 cases.

As schools continue sharing safety measures online, such as limiting the number of students in the classroom, many parents remain unconvinced – they feel homeschooling remains the best option.
People are sharing articles about a family with 18 relatives who tested positive for Covid-19 following a surprise birthday party (6k posts). Many expressed sadness about the situation and cautioned others from making a similar mistake.

The majority online are generally opposed to parties, stating it's a dangerous practice during a pandemic. Many are emphasizing the need to take Covid-19 seriously by continuing to isolate, avoid gatherings, and wear masks in public spaces.
Father's Day was a key Covid-19 discussion topic during the last two weeks (5k posts).

Many sent cards or set up Zoom calls with their dads. Searches for “greeting cards” increased by 100% last week. **Sending special bacon or candy bouquets to celebrate was also on trend this year.**

Others marked the occasion by seeing their father in person for the first time since lockdown began. The general emotions surrounding in-person gatherings were joy and gratitude.
Hot yoga domes and plastic workout pods surfaced as an emerging topic online as people are considering socially distanced exercise options.

While some are saying they like the creativity of these innovations, others are arguing the lack of fresh air makes it impossible to exercise and that cleanliness is also a concern.

The majority online are saying they prefer to continue exercising at home or outside for the time being.
As many continue working from home, productivity is resurfacing as the most mentioned topic (12k posts).
Remote workers are discussing how they can remain focused and save commute time by working from home. Many also describe themselves as more productive at home than in the office.

At the same time, employers and managers are sharing news that remote working productivity is at an all-time high for tech companies. Many online agree that working from home should be permanently considered an employee choice.
News sharing that countries are reviewing or reducing the two meter social distancing rule is prompting social engagement (+350k).
People online are reacting with mixed opinions to the UK’s decision to relax social distancing measures and reopen hospitality in July. Some people are thrilled that they’ll be able to return to bars and restaurants. Others are less optimistic, describing the science that 2 meters of distance ensures higher levels of safety than 1 meter.

Those concerned about the change are saying they’re now less likely to go out in public. Critics are suggesting that governments are prioritizing the economy over public health.
Projections that Brazil will surpass the US in Covid-19 cases is driving social engagement (+900k to date). **Online reactions are focusing on the countries that have the highest number of confirmed cases, specifically the US, Brazil, Russia, India and the UK.**

People are criticizing each country’s response to the virus and suggest that poor leadership is to blame. They describe how the virus has been politicized or largely ignored in these countries.

People are also speculating that the EU will likely ban travelers from all of these countries (not just the US).
Drugs for treating Covid-19 are prompting a strong reaction online. People are positively responding to dexamethasone results and negatively to news the FDA is rescinding emergency use of hydroxychloroquine.
People are sharing news that dexamethasone may be a life saving drug for Covid-19 patients, generating +4M social engagements.

People online are positively reacting to the news, sharing stats about how many lives the drug could potentially save and discussing the affordability of the treatment.
People are upset by news that the FDA has retracted emergency use of hydroxychloroquine. Many share firsthand accounts of loved ones who were successfully treated with the drug. They’re also sharing coverage that the Association of American Physicians and Surgeons are suing the FDA for preventing access to the drug.

Negative reactions are suggesting the pharmaceutical industry will benefit from the decision, given the low cost of hydroxychloroquine relative to the potential cost of a vaccine. Others are frustrated that the FDA is preventing the use of a drug shown to work.
Survey respondents overall report feeling safer going to the doctor than the dentist.

**Fewer than 15% of Chinese respondents feel safe going to either.** Social discussion describes how many businesses and service providers in Beijing must test all employees for Covid-19. Conversation reflects a resurgence in anxiety about contracting the virus.
People online are talking about meal kit subscription plans, seeking recommendations for a brand that will meet their needs (~1k posts).
Consumers are talking about meal kit delivery services as a “game changer” or “life saver” during lockdown.

People love that the meals are easy to cook and are delivered quickly. Other benefits being discussed are the variety in meal options each day and cost savings relative to food delivery or takeaway options. Most admit they plan to continue with their subscriptions post-pandemic.

Blue Apron and Hello Fresh are the brands most frequently mentioned.
Due to a recent spike in Covid-19 cases, Australians are discussing a second wave of panic buying in grocery stores (2.2k posts).

Consumers are once again hoarding toilet paper and disinfectant products. In response, stores are imposing quantity restrictions.

Many online are calling on others to stop hoarding, referencing the behavior as “ridiculous” and “unnecessary.”
CBD skincare products are on trend (~1k posts).

Female millennials are saying that these products are both effective and luxurious and that CBD helps to clean, calm, and brighten their skin.

Products discussed most often include facial oils, skin serums, and sheet masks. Muri Lelu is the most mentioned brand.
Sporting events are triggering polarized conversation about the safety of players and participants (12.8k posts).
People posting online are questioning why sports are exempt from Covid-19 lockdown protocols, stressing that many athletes have tested positive for Covid-19.

While some football fans are advocating for games in outdoor stadiums, most are in agreement that all games should be canceled in 2020, arguing “lives are more important than football.”
The upcoming reopening of cinemas and theatres is generating controversy online about safety guidelines and mask policies (49k posts).

Many people are arguing that face coverings should be mandatory for all cinemas. **Most people say they don’t feel comfortable going to the movies as the risk of catching Covid-19 is still high.***
People online are talking about the postponement of the Oscars until April 2021 (5.4k posts). Fans are citing headlines that this is the fourth time in history the ceremony has been postponed, underscoring the danger of Covid-19.

While some are saddened by the announcement, many movie fans believe the cancellation was inevitable. Acknowledging the movie industry has been heavily impacted by Covid-19, others are questioning what the pandemic means for the future of cinema.
Nearly half (48%) of respondents across tracked markets consider in-store mask requirements when deciding whether to go into a shop.
Shoppers talking online are emphasizing the importance of mask requirements and safety guidelines as retail stores reopen (55k posts). Searches for “Covid secured guidelines for shops” increased 100% last week.

People are negatively reacting to massive crowds at a Nike store reopening on Oxford Street in London. Many are arguing it’s the responsibility of the government to take firm action to define and enforce safe shopping for its citizens.

One-third of respondents across tracked markets prioritize safety measures when deciding whether to visit a shop, ranking ahead of both convenience and price.
People online are discussing buying a bike to adapt to life post-lockdown (3k posts). This is especially true in the UK and Australia.

More people are saying they’re ditching public transportation due to infection risk, believing that using a bike to get around is their best option. This correlates with headlines about bike sales increasing during the pandemic.

Many are looking for second-hand bikes available online given many local stores are already sold out.
Many in the UK are discussing the upcoming launch of electric scooters for public use, while others are considering buying their own. Searches for “electric trike scooter” increased ~350% last week.

Teens and millennials are discussing buying electric scooters, but many are unsure if they would use it daily. People are sharing tips on how to choose a good scooter, as well as unboxing videos for new models on YouTube.
While public swimming pools are reopening, most people online agree they’re not interested in public swimming during a pandemic. Discussion about buying inflatable pools is ongoing; many retailers are sold out for the season.

Renting a pool from homeowners, like renting a house on Airbnb, surfaced as a trending topic this week. The Swimply app was often mentioned. Many millennials are willing to give the idea a try, intrigued by the innovation and curious about how it would work.
Renting or buying a boat for the summer emerged as a trending topic this week (1.5k posts). Searches for “boats for sale near me” increased by 100% last week.

People online are seeking boats to rent for a day trip or getaway with family and friends this summer. Many are reaching out via Twitter for recommendations about boat rental companies.

Some are saying that boating trips comply with social distancing and are a safe bet for small groups during the pandemic.
Social discussion is focused on ways technology can make situations safer for people, such as how they work or pay for goods.
News stories about businesses leveraging robotic process automation are generating social discussion, particularly relating to retail and manufacturing. Negative conversation reflects fears about robots replacing people, while positive discussion focuses on examples of how robots help humans elevate skill sets.
While smartphone payments trail chip cards and cash as preferred payment methods across most markets, Chinese respondents say that smartphones are their preferred form of payment (46%). Younger Chinese respondents are most enthusiastic about the payment method, with 58% of Chinese respondents aged 18–34 selecting smartphones as their top choice.
The #StopHateForProfit campaign is gaining traction. **People are sharing articles about brands that have committed to pausing or withholding advertising spend** until social media sites make improvements to fight hate speech on their platforms.
Consumers are saying they’re surprised and upset about businesses adding a **Covid-19 surcharge** to bills.
People online are expressing frustration about a Covid-19 surcharge. Consumers are suggesting that fees appear as government mandated surcharges (which they’re not), and suggest that business owners increase prices versus imposing a fee.

Many acknowledge that Covid-19 has resulted in additional expenses (PPE etc.) for businesses, but feel it’s dishonest to pass expenses off as a tax. **Ultimately consumers are asking for honesty and transparency.**
Essential workers are discussing pay increases received during the pandemic. In some instances, individuals are sharing how they recently learned that the increase will continue longer than initially outlined.

Others are responding to news that some retailers are making the increased hourly wage for employees permanent.

Conversations highlight that these small increases make a positive impact on the finances of individuals and their families.
People are sharing research that finds **lower income households are funding lockdown living expenses with credit**, as well as reports that millennials are most likely to lose a job or see a decrease in income right now.

Students and young professionals are sharing the reality of their financial situations online. Many are out of work and have lost educational grants meant to offset living expenses.
People are discussing the lack of regulations in place for the transportation industry, leaving airlines and airports to create their own standards.
Recent announcements from some airlines say they will now sell middle seats and book planes to capacity, contradicting previous policy initiatives.

Some airlines have also announced they’ll no longer serve alcohol in flight to help reduce the spread of germs. Online discussion notes that alcohol will still be available in first class, prompting some to argue that airlines will only enforce social distancing measures that save money and not those that prioritize passenger safety.

Just 13% of survey respondents across tracked markets this week indicate that they feel safe getting on a plane.
People are sharing news that holiday bookings are exploding in the UK (more than ~33k social engagements to date).

People online are critical about those making travel plans and emphasize that Covid-19 is still a very real health concern. More tempered reactions are saying that the news is not surprising given that people are tired of being cooped up and having so many lifestyle restrictions.

Survey data aligns with social discussion; 16% of UK respondents say they would travel internationally, just above the average across tracked markets (14%).
People are apprehensive about going to restaurants, with just one-third of survey respondents saying they feel safe dining outdoors (26% feel safe dining indoors).

While many are sharing apprehension online, others say they’re trying to support local businesses. Some are using social media platforms as an opportunity to ask others to help support specific restaurants.
Sector | Travel & Hospitality

Trending themes (excluding news)

Top sites globally

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Emerging organizations in discussion

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核酸检测阳性
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#coronavirus
France

France volume by sector

France volume by topic

Audiences

Categories
- Healthcare providers: 28%
- Government/agencies: 24%
- Politicians: 15%
- Students: 14%
- Moms: 7%
- Seniors: 5%
- Millennials: 3%
- Immunocompromised: 2%
- Working parents: 1%
Germany
#coronavirus
nuovi casi    app Immuni
#pandemia    Covid 19
#lockdown
#covid19
#salvini
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Spain

Country | Spain

Spain volume by sector

Spain volume by topic

Audiences

Categories
- Healthcare providers 29%
- Government/agencies 26%
- Politicians 17%
- Students 13%
- Moms 5%
- Millennials 4%
- Seniors 4%
- Immunocompromised 2%

Categories
- Family Matters
- Mental Health
- Health
- Home Issues
- Work
- Finances
- Government/Agency Policy
#covid19
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24 horas
distancia de seguridad
Reino Unido
3 meses
Fernando Simón
Pedro Sánchez
Pablo Iglesias

#últimahora

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Fernando Simón
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Emerging themes in discussion

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Emerging organizations in discussion

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<td>Wearing A Mask Is A Sign Of Mutual Respect During The Coronavirus Pandemic</td>
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<td>By Mark Smolinski - Jun 25, 2020 forbes.com</td>
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<td>Coronavirus: Dexamethasone proves first life-saving drug</td>
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<td>By Bbc News - Jun 16, 2020 bbc.co.uk</td>
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<td>U.S. Must Release Children From Family Detention Centers, Judge Rules</td>
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<td>By Miriam Jordan - Jun 27, 2020 nytimes.com</td>
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<td>DeSantis blames COVID spike on 'overwhelmingly Hispanic' laborers</td>
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<td>By Amanda Woods - Jun 19, 2020 nypost.com</td>
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<td>White House ordered NIH to cancel coronavirus research funding, Fauci says</td>
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<td>By Beth Mole - Jun 24, 2020 arstechnica.com</td>
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Trending Questions Asked Online
People are asking questions about Covid testing and the impact of re-opening.

**Testing**
- For those getting Covid-19 testing: How quickly did you get your results?
- Coronavirus testing... How is it out there?
- What’s the different 3 types of Coronavirus tests?
- Is there a place to get tested for Covid-19 if I don’t show symptoms/am not ‘at risk’?
- What happens if you test positive for Covid-19?
- Should I get tested for Covid-19?
- Does anyone know cheap coronavirus testing sites?

**Re-opening**
- Floridians and Texans: Is Covid-19 really getting that bad over there?
- Why does the Government of Alberta insist on bringing their workers back to the office when Covid-19 cases are going up?
- Oregon is dealing with Covid-19 very well. In your opinion, how did this happen?
- Who else is currently living in Covid-19 hotspots (Texas, Florida, Arizona, etc.) that had already returned to their gyms but now having second thoughts?
- Covid-19, restaurants and masks - Do we just accept the fact that dining in a restaurant is dangerous from now on?
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 book a meeting with our specialists.