Covid-19 Consumer Insights
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 ~37 million posts from Twitter, Reddit, forums, blogs, and more that appeared between July 13 and July 26. News has been excluded to better isolate consumer opinion but media engagement metrics have been included. Content is analyzed holistically and by market, topics, and sectors.
Some Of The Questions We'll Address...

- What are consumer perceptions of and reactions to Covid-19 over time?
- How has the virus impacted daily life and the way we work, learn, parent and socialize?
- What is the impact on mental health?
- What are concerns about financial futures collectively and personally?
- What is the short- and long-term impact of the pandemic on plans, events and purchases?
- What are reactions to how businesses have/have not adapted to the needs of consumers or employees?
Key insights at a glance

Health & mental health
Survey respondents from China, Spain, the UK and Italy are expressing above-average levels of coronavirus anxiety. (slide 10)

People are discussing medical experts’ recommendations that a second lockdown is needed across the entire US due to the rising caseload. (slide 11)

Home & family life
The majority of people online are saying they will opt for homeschooling if they are forced to sign a liability or ‘death waiver’ in order for their kids to return to school. (slide 15)

Among survey respondents who report that they are not adhering to safety guidelines, 26% say that they are instead expanding their contact to a limited number of people, i.e. a ‘support bubble.’ (slide 17)

Work life
Safety concerns remain the primary reason employees are resisting a return to the workplace. Many are discussing workplace PPE availability and are questioning what their employers will be liable for if they get infected at work. (slide 20)

Government
People are expressing concern about news that the Trump administration - not the CDC - will now receive and aggregate US Covid-19 hospital data. They are worried about the objectivity and comprehensiveness of the data that will be reported. (slide 22)

Tax increases are surfacing within social discussion, as people are speculating about how governments will be able to offset budget shortfalls. (slide 24)
Key insights at a glance

**Pharma & healthcare**
More than half of survey respondents in Australia, the UK, China and Germany say they’ll get the Covid-19 vaccine when it becomes available. (slide 27)

People are debating whether the pharma industry will be able to handle the large-scale demand for Covid-19 vaccines. (slide 29)

**CPG**
People are questioning the quality and safety of hand sanitizers due to product recalls. (slide 33)

While many are expressing disbelief about shortages of certain packaged foods and beverages due to supply chain issues, most people online are saying they are accustomed to making do without some items during the pandemic. (slide 35)

**Media & entertainment**
Many online say they are hoping studios will start releasing movies via premium video-on-demand (PVOD) or streaming platforms as they are not planning to go to theaters until a vaccine is available. (slide 39)

**Retail**
People are now advocating for retailers with in-store mask policies, saying that wearing masks in public spaces should no longer be up for debate. (slide 44)

Consumers online are discussing renting or buying new camping gear. Searches for 'camping supplies' increased 100% YoY. (slide 45)
Key insights at a glance

**Technology**
People are talking about TikTok as a platform for sharing Covid-19 information and for encouraging people to adhere to safety guidelines. (slide 49)

**Financial services**
Americans continue to discuss the high cost of health insurance. Forum members who have lost their jobs and health insurance are seeking advice on how to get tested for Covid-19. (slide 52)

**Travel & hospitality**
Americans are discussing Dr. Anthony Fauci's comment that he will not get on a plane or eat inside a restaurant during the pandemic. (slide 56)
People are expressing surprise and frustration at the UK's reinstatement of a new 14-day quarantine for travelers coming from Spain. (slide 57)
Survey respondents from China, Spain, the UK, and Italy have expressed above-average levels of anxiety about the coronavirus during the last 10 weeks.
People in China are expressing concern about the safety and availability of US and European products. There is also anxiety about the new wave of cases in Hong Kong and the increase in asymptomatic cases in northeastern China.

People in Spain and the UK are describing how wearing face masks exacerbates feelings of anxiety. Italians online say they’re feeling anxious about re-engaging with the world now that lockdown measures are ending.

“Has Covid-19 made your anxiety worse?” was one of the top Covid-19 questions asked on forums in the past two weeks.
People are sharing news that medical experts are urging the US to lockdown again due to the milestone four million confirmed cases (+411k social engagements). Many people are commenting that shutdown protocols and guidelines have not been consistent countrywide.

In the UK and Spain, people are saying that easing lockdown restrictions has resulted in an increase in cases.

Across markets, social discussion reflects fears about the potentially devastating economic impact of another lockdown.
Many Australians are blaming the government and those who underestimated the seriousness of the virus for causing its second lockdown. Others are questioning what authorities will do differently this time compared to the first lockdown, stating they're "back to square one."

Many continue to report walkers and joggers in their area breaking social distancing rules, expressing concern that the situation will not get better unless people adhere to guidelines.
With news of infections and deaths among children rising, reopening schools continues to be a fraught topic in online discussion (1M posts).
Many teachers online are saying they’re terrified to return to schools, with some considering quitting instead. Missouri parents are expressing outrage about schools asking them to sign a death waiver in order to send their kids back to school.

The majority say they’ll opt for homeschooling if they are forced to sign a waiver for their kids to return to school.
One-fifth of respondents across tracked markets say their preference for kids returning to school is full-time in-classroom education. The sentiment was strongest in Italy, where 30% of respondents say they want kids to go back to school in person. The finding correlates with news that Italian children will return to in-person classes in September due to a flattened curve.

In China, the percentage of respondents selecting a mix of e-learning/in-class (18%) and homeschooling (16%) are highest relative to other markets. Most online discussion about home education is positive due to the quality of online resources available in China.
The percentage of survey respondents saying they’re social distancing or avoiding relatives has dropped steadily since early April.

One-in-four respondents across tracked markets said last week they’re choosing instead to restrict contact to a small number of people (e.g. support bubble).
Concerns about people attending gatherings and parties is a key topic online (95k posts).

People are reacting to news about a Florida dad in the ICU with Covid-19, exposed by his stepson who went out with friends without wearing a mask. Many online are saying they find it upsetting to see teens and young adults gathering in their communities without wearing masks or social distancing.

Some are sharing warnings about parties amidst the surge in infections, stressing the pandemic is far from over. When asked about going to a party, only 13% of survey respondents currently feel safe attending.
Safety concerns remain the primary reason employees are resisting a return to the workplace.
Workers are advocating to continue working from home, resisting employer and government suggestions to return to workplaces (71K posts).

Many are asking whether masks should be mandated in offices and if employers will be responsible if employees are infected at work. People are emphasizing that protecting lives is more important than returning to the workplace during the pandemic.
People are talking about how politicized Covid-19 issues are: from hospital data, to world hunger and tax increases.
News that the Trump administration will receive and aggregate hospital data instead of the CDC has prompted 4.6M+ social engagements to date.

People are worried that data released by the administration will not be objective or comprehensive.
People are engaging with news that Covid-19 could tip 130M more people into chronic hunger, according to a UN World Food Program report (1.4M social engagements to date).

People are sharing statistics about the number of people who have been economically impacted by the lockdown, with particular emphasis on developing countries.

Many in the US are discussing the substantial number of American families who will lose their ability to pay for food and housing when pandemic benefits end July 31.
People are responding to news that governments are considering tax increases to offset budget shortfalls. Many are speculating about what kinds of taxes will be implemented (e.g. real estate).

Others are reacting to news about the Patriotic Millionaires, a group of wealthy Americans proactively offering permanent, higher taxes to help offset coronavirus debt.
People are engaging with news stories about Germany’s coronavirus response, applauding the country’s skillful science communication (56k social engagements to date).

Many online are praising Chancellor Merkel and Germany’s health minister for breaking down complex scientific ideas for public consumption. Some are discussing the informational podcast started by the country’s leading virologist, Christian Drosten.

German survey respondents ranked medical experts and scientists as the most-trusted source of Covid-19 related news (49% vs. 43% avg. across markets).
People are talking about **vaccine development and distribution**.
More than half of respondents in Australia, the UK, China, and Germany say they’ll get a Covid-19 vaccine when it becomes available. Interest wanes across markets if asked to pay for a vaccine.

Social discussion across tracked markets reflects a variety of concerns about a vaccine. Worries ranged from the long-term effects to conspiracy theories.
Pro-vaccine posts slightly outweighed those opposed

JGaliren4 (Javier Galán)
@JGaliren4
Sarah Gilbert, la genio de Oxford ve tan segura su vacuna del coronavirus que experimenta con sus trillizos. t.co/MHzxYyQ
Twitter • 25 Jul 2020 • 07:35 • Reach 11K

KevinSGillespie (Kevin S. Gillespie: Sta...
@KevinSGillespie
Call me crazy but it's time to try this on more people. For once I agree with the pharmaceutical company @AstraZeneca. Don't wait; produce this in mass quantities and GET IT OUT THERE & SAVE LIVES! I'm giddy this news is so good. I volunteer. I want it. t.co/1gytUCEeq
Twitter • 21 Jul 2020 • 07:42 • Reach 2,447

Some expressed concerns about safety

garethicke (Gareth Icke)
@garethicke
So the Covid vaccine works. Despite years of never being able to get one that works for the flu, or other coronaviruses, they've got one for a brand new virus that didn't exist until this year. And now you won't be allowed your life back, until you've had it. 

CryptoWhale (CryptoWhale)
@CryptoWhale
I did a poll a few weeks ago asking who would get a COVID-19 vaccine and nearly 70% of people said they wouldn't. I know it's only a sample, but I'm sure the larger population would have similar results. Even if a vaccine is invented tomorrow, it won't eradicate it.

Seems like the covid 19 vaccine from oxford is extremely promising. Let's hope they get it here before December because I want to visit my family again.

rubygamingza (Ruby Gaming)
@rubygamingza
Twitter • 22 Jul 2020 • 07:19 • Reach 1,703

RadarsTeddyBear (A)
@RadarsTeddyBear
Do the people who want everyone to get COVID so we can have "herd immunity" realize that we've never, in the history of humanity, achieved herd immunity that way? Only with vaccines, and only when enough people get those vaccines.

Twitter • 23 Jul 2020 • 16:49 • Reach 0

andrewjonsso (AJ #KBF)
@andrewjonsso
I reckon a lot of so called anti vaxxers won't take the covid vaccine not because they have read conspiracy theories online but because it is being rushed out in record time, bypassing many safety checks and the vaccine manufacturers will get indemnity if anything goes wrong.

Twitter • 21 Jul 2020 • 11:13 • Reach 21K

Modster99 (M K)
@Modster99
I could get the COVID vaccine, but I won't be first in line. Maybe after a month or 2. . .

Twitter • 24 Jul 2020 • 14:07 • Reach 16K
People are reacting to speculation about vaccine distribution amidst global demand and potential supply limitations (30k social engagements to date).

There is speculation as to whether the pharma industry can handle the large-scale demand.

Many are saying they believe that a vaccine is coming soon, possibly in the next three to four months, citing the successful completion of UK and Russian trials. Others are speculating that it will be another 12–18 months before a vaccine is available. Conversation reflects fear that first-world countries will buy as much of the vaccine as possible, leaving other countries without.
People online in the US and UK are claiming there are inflated inaccuracies in Covid-19 mortality figures. Many are sharing news and describing examples of deaths wrongly attributed to Covid-19. Some are speculating that hospitals are inflating numbers for financial reasons (i.e. incentives).
People are questioning the **quality and safety of hand sanitizers** (45k posts).
People are sharing news about a list of hand sanitizers recalled for containing methanol and being toxic.

Some are reporting burns due to repeated use of hand sanitizer. Others are complaining about the unpleasant smell and speculating that they’re made by alcohol distilleries.

Online conversation reflects the ongoing need for safe, effective, gentle products with a mild fragrance to meet consumer demand.
American artist Post Malone’s new rosé “Maison No 9” generated online discussion this week (57k posts).

Many are complimenting the wine, saying it tastes “fruity and pleasant,” “refreshing,” and “delicious.”

Although hype is largely being driven by the influence of its creator, many are fans expressing excitement about the opportunity to enjoy a new product in quarantine.
News about shortages of items such as rice, flour, beer, and canned food due to Covid-19 is a topic in online discussion (3.5k posts).

**Although many are expressing disbelief about a break in the food supply chain**, some are saying they’re accustomed to making do without certain items during the pandemic.

In Australia, some are discussing that one positive thing about the second lockdown is that no one is panic buying this time. Some are joking that they’re still living off the products they bought during the first lockdown.
Consumers are discussing plant-based milk due in part to announcements of investments in Oatly and Perfect Day (2.6k posts).

Searches for “plant-based beverages” increased 130% last week, which correlates with research that oat milk sales are up 300% compared to last year. Oat and cashew milk are the most frequently discussed products. Consumers online are saying plant-based milk products are better for their health, better for the environment and more humane.
### Trending themes (excluding news)

![Graph showing trending themes](image)

### Top sites globally

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Volume</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>twitter.com</td>
<td>355.03K</td>
<td>+16%</td>
</tr>
<tr>
<td>2</td>
<td>tumblr.com</td>
<td>43.17K</td>
<td>+6%</td>
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<tr>
<td>3</td>
<td>reddit.com</td>
<td>32.36K</td>
<td>+4%</td>
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<tr>
<td>4</td>
<td>baidu.com</td>
<td>20.12K</td>
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<tr>
<td>5</td>
<td>instagram.com</td>
<td>17.05K</td>
<td>+18%</td>
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### Emerging organizations in discussion

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
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<tbody>
<tr>
<td>Eskom</td>
<td></td>
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<tr>
<td>Instagram</td>
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<tr>
<td>Apple</td>
<td></td>
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<td>Altria</td>
<td></td>
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<tr>
<td>Technavio</td>
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<tr>
<td>U.S. Food</td>
<td>Association of American Physicians</td>
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<td></td>
<td>Appl</td>
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People say they’re disappointed about the extended closure of movie theaters (58k posts).
Although many say they’re sad about the loss of the in-theater experience, most say new movies should not premiere until Covid-19 is under control. Tenet and Mulan are the most mentioned titles with indefinite delays.

Many online are saying they hope studios will release movies via premium video-on-demand (PVOD) or streaming platforms as they won’t be going to theaters until a vaccine is available.
People online are also discussing buying inflatable movie screens and projectors to set up backyard movie nights with family and friends. Searches for “backyard movie night rental” increased 130% last week.

Movie buffs are getting creative, saying they’re not waiting for theaters to open in order to enjoy the movies. Many are also sharing photos featuring pools or hot tubs as a part of the outdoor movie experience.
People online are sharing news about Las Vegas casinos reopening and workers suing for unsafe working conditions (30k posts). Australians are discussing confirmed infections from the Star Sydney Casino. People express disappointment in government decisions to reopen casinos, as well as frustration with the people who are frequenting them.

Many are saying casinos should remain closed due to the close proximity of so many people indoors.
People continue to discuss and share news stories about **in-store mask policies** (181k posts).
People are discussing the CDC Director’s statement that wearing masks can bring Covid-19 under control within a couple of months, emphasizing the importance of doing so.

Many are talking about announcements by major US retailers to require shoppers to wear masks, and the UK’s new compulsory rule for face coverings in stores.

People are advocating for retailers, saying that wearing masks in public spaces should no longer be up for debate.
Consumers online are discussing renting or buying new camping gear to enjoy outdoor activities (2.3k posts). Searches for “camping supplies” increased 100% compared with the same time last year.

Campers are sharing photos and YouTube videos to show how they set up their campsites and cook gourmet meals over the campfire.

Camping World is the most discussed brand due to a giveaway campaign asking consumers to share what they’d do with new camping gear, using the hashtag #campingworld.
People continue to discuss buying or renting boats, saying they can safely enjoy a staycation with family and friends on a boat during lockdown.

Some are reporting a lack of booking availability based on current high demand. Searches for “boat rental near me” increased 90% last week.

Many online are discussing floating boat cinemas located in France and in some US cities. While some are expressing excitement, others are questioning the picture and sound quality of the experience.
### Sector: Retail

#### Trending themes (excluding news)

- Wear a mask
- Wear masks
- 24 July
- Public transport
- Face coverings in shops
- Wear a face mask
- Mandatory in shops
- Compulsory in shops
- Shops and supermarkets
- Grocery stores

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<td>1</td>
<td>twitter.com</td>
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<td>2</td>
<td>reddit.com</td>
<td>73.85K</td>
<td>13%</td>
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<tr>
<td>3</td>
<td>tumblr.com</td>
<td>59.04K</td>
<td>3%</td>
</tr>
<tr>
<td>4</td>
<td>instagram.com</td>
<td>21.54K</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td>forocoches.com</td>
<td>7.551K</td>
<td>9%</td>
</tr>
</tbody>
</table>

#### Emerging organizations in discussion

- Associated Press
- Fed
- Asda
- Asda
- Facebook
- Publix
- Associated Press
- Walmart
- Sainsbury
People are discussing the use of **communications technology** during the pandemic.
People are talking about TikTok as a platform for people to spread Covid-19 awareness (14.7k posts).

People are sharing serious TikToks about the importance of wearing masks and sarcastic TikToks about the recent surge of infections, targeting those ignoring social distancing guidelines.

Fans are also gravitating toward TikToks from a 23-year-old hospitalized with Covid-19 who is using the platform to provide a firsthand look at his experience. Many are saying this content provides insight into how the virus can affect young people.
### Trending themes (excluding news)

#### Topics
- work from home
- phone calls
- social media
- COVID-19 pandemic
- contact tracing app
- dating app
- Deep Learning
- NaMo App
- Poor kids
- computer program

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<tr>
<td>1</td>
<td>twitter.com</td>
<td>84.39M</td>
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<tr>
<td>2</td>
<td>reddit.com</td>
<td>4.15M</td>
<td>2%</td>
</tr>
<tr>
<td>3</td>
<td>tumblr.com</td>
<td>1.82M</td>
<td>5%</td>
</tr>
<tr>
<td>4</td>
<td>instagram.com</td>
<td>1.3M</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td>4channel.org</td>
<td>126.48K</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Emerging organizations in discussion

- Georgia Tech
- Microsoft
- Microsoft
- LinkedIn
- Facetime
- Senate
- Senate
- Facetime
- Google
Americans continue to discuss the high cost of health insurance.
News that five million Americans have lost health insurance during the pandemic - the highest annual increase ever recorded - is driving engagement (4 million to date).

People online are lamenting the expense of health insurance in America, with some even asking why dental and vision are separate types of insurance. Many are sharing statistics about the number of unemployed and uninsured in their state.

Forum members are asking for suggestions about what people without health insurance or a job can do to afford healthcare during Covid-19. In many instances, these individuals are expressing concern they may have the virus.
Many online are speculating that the worst is yet to come for renters and landlords. **They're encouraging politicians to take action to add or continue relief programs.**

People are discussing the UK government's promise to protect renters from eviction under Covid-19 laws. Some are expressing frustration that this promise may not be honored.
People are reacting to statements from governments and medical experts about the travel and hospitality industries.
People are discussing Dr. Anthony Fauci’s comment that he will not get on a plane or eat inside a restaurant during the pandemic (250K+ social engagements to date).

Online discussion is mixed, with some concurring that if Dr. Fauci says he will not do something, then they don’t feel safe doing it either. However in an effort to undermine his credibility, others are tweeting pictures of Dr. Fauci to show he does not always practice social distancing.
People say they’re surprised and frustrated at the UK’s reinstatement of a new 14-day quarantine for travelers coming from Spain (800K+ social engagements to date).

People are sharing information about Covid-19 mortality rates in both countries, highlighting that Spain has a far lower rate than the UK.

Vacationers say they’re shocked they will need to self-quarantine post-holiday. Many say they will not be able to go on vacation or visit family as planned due to the restriction. However, some people agree with the quarantine, saying no one should travel during the pandemic.
People online are discouraging travel to Puerto Rico (21k posts), describing how tourism has brought Covid-19 cases to the island.

Some emphasize that Puerto Rico is experiencing a drought and power outages and simply does not have the infrastructure to address the pandemic.
People are sharing news that the US CDC is banning US cruises through September without adding any commentary. Some are sharing news stories that align cruise ships with nursing homes as the hotspots for contracting Covid-19.
Country Data
Australia

Australia volume by sector

Australia volume by topic

Audiences

Categories
- Government/agencies: 30%
- Students: 29%
- Politicians: 10%
- Moms: 10%
- Healthcare providers: 10%
- Seniors: 5%

Value: 1,741
China

China volume by sector

China volume by topic

Audiences
#coronavirus

隐藏
#covid19

jpg

隐藏
电话
北京
豆瓣App
今天
美国
工作时间
工作内容
公共
上传

Emerging topics in discussion
#covid19
#coronavirus
#macron
#confinement
lieux clos
porter un masque
port du masque obligatoire
Médecin aspirant brancardier
#14juillet
#covid_19
#violencespolicieres

Country | France
Germany
Country | Italy

nuovi contagi #radiosavana #coronavirus #governo #zangrillo
#italia 🇮🇹👍❤️ #migranti #lockdown

nuovi casi #risorseinps 😂 #salvini #covid19
#covid_19 #covid—19 #covid

post Covid ➡️ #covid19 #contespecial
#roma #conte #ansa

positivi al covid #mascherina

emergenza Covid

Emerging topics in discussion

Topics
- nuovi casi
- positivi al Covid
- indossare la mascherina
- nuovi contagi
- #risorseINPS clandestini
- positivi al coronavirus
- clandestini infetti
- ultime 24
- immigrati positivi
- fake news
United Kingdom
United States
<table>
<thead>
<tr>
<th>Post</th>
<th>Total Engagement</th>
</tr>
</thead>
</table>
| **Coronavirus hospital data will now be sent to Trump administration instead of CDC**  
By Jim Acosta And Devan Cole - Jul 15, 2020  
cnn.com                                                                 | 3.7M             |
| **Trump Administration Strips C.D.C. of Control of Coronavirus Data**  
By Sheryl Gay Stolberg - Jul 14, 2020  
nytimes.com                                                                 | 2M               |
| **CDC says U.S. could get coronavirus under control in one to two months if everyone wears a mask**  
By Berkeley Lovelace Jr. - Jul 14, 2020  
cnbc.com                                                                    | 1.9M             |
| **Coronavirus: Oxford vaccine triggers immune response**  
By Bbc News - Jul 20, 2020  
bbc.co.uk                                                                    | 1.8M             |
| **Coronavirus data disappeared after Trump administration shifted control from CDC**  
By Will Feuer - Jul 16, 2020  
cnbc.com                                                                    | 1.8M             |
Trending Questions Asked Online
Forum members asked questions about Covid-19 transmission and the impact of the pandemic on mental health.

**Mental Health**
- Has Covid-19 made your anxiety worse? Has it brought up buried insecurities/fears all of a sudden?
- Anxiety/Depression - Covid-19 related?
- Is anyone else feeling bad for being extra cautious about Covid-19?
- Anyone else having panicky Covid-19 dreams?
- What’s made you more mentally resilient from the time Covid-19 came?
- How to overcome the feeling of being “stuck”? [Covid-19 has

**Transmission**
- People recently infected with Covid-19, how do you think you got infected?
- What is the most common setting Covid-19 is transmitted?
- Is a mask or common sense your best defence against Covid-19?
- Did you get Covid-19 even though you wore a mask?
- Is it weird to ask people if they have antibodies / have had Covid-19?
- Has anyone contracted Covid-19 that has kept distance, wore a mask indoors, consciously not touched their face, sanitized often, and
Forum members also discussed the long-term health effects of the virus and the ongoing economic impact of the pandemic.

- Is the housing market really going to “implode” due to Covid-19?
- Does Covid-19 Prove the Stock Market Is Inefficient?
- Are prices of parts higher than they were due to Covid-19?
- Are you seeing Covid related business closures?

- How do the long term complications of Covid-19 compare to other viruses?
- What’s the most severe long term effect of Covid-19?
- For those that have recovered from Covid-19: what was your experience like, symptoms and timeline-wise?
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.