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.

These reports can be customized to focus on your specific industries, categories, brands, sectors, and more. Reach out to info@brandwatch.com to discuss options.
What We Analyzed

8,000 survey responses and ~53M social posts from the 7-day analysis period in 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages (English, Simplified Chinese, Italian, Spanish, French, and German). News has been excluded to better isolate consumer opinion but media engagement metrics have been included.

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

Survey data in week 3 includes 1,000 completed interviews per country, in field between 3rd April and 7th April using programmatic sampling via mobile phones.

Social data for this report includes Twitter, Reddit, forums, social networking sites, blogs, review sites, and more, that appeared between 30th March and 5th April.
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 the 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 the reactions to how businesses have/have not adapted to the needs of consumers or employees?
Key insights at a glance

**Health**
People expressed outrage and mistrust toward the NHS after the deaths of two UK nurses. In the US, the firing or wage reductions of medical professionals prompted significant criticism. *(Slides 11 & 57)*

People are making changes to their personal health habits – for better and for worse – with 29% of survey respondents indicating that they are eating more compared with last week. *(Slide 15)*

**Mental health**
The impact of the Covid-19 pandemic on the mental health of healthcare providers was widely discussed. Some predict the pandemic will spark a mental health crisis among healthcare workers. *(Slide 18)*

Virtual therapy sessions have become increasingly mainstream. *(Slide 21)*

Optimism was the most commonly expressed feeling in all tracked markets, except for the UK where nearly half of all respondents felt anxious. *(Slide 20)*

**Home issues**
People are spending more time cleaning and organizing their home. Italians are spending more time on home improvement projects, while French respondents are busy baking. *(Slides 25-26)*

The general attitude toward social distancing has continued to evolve. Most indicate they fully understand its importance and are now actively advocating for the practice. *(Slide 27)*

**Work life**
Almost half of Chinese respondents said they are still working or studying from home, despite lockdown measures slowly lifting. *(Slide 35)*

Extroverts admitted that working from home for this long is a struggle as they missed daily interpersonal interactions. Work-from-home employees admitted they could not be as productive as they were in the office due to the environment (which frequently included the presence of children). *(Slide 37)*
Key insights at a glance

**Family matters**
Children continued to be the dominant topic in family discussion. One in ten posts about children raised mental health as an emerging concern among young people based on long-term school closures. *(Slide 32)*

Family members and friends leveraged technology to maintain as much normalcy in connection as possible. *(Slide 33)*

**Pharma & healthcare**
Debate about the efficacy and ethics of hydroxychloroquine use for treatment of Covid-19 generated nearly 60K conversations. People reliant on the drug for approved treatment of conditions feared they would lose access to the medication. *(Slide 58)*

Scrutiny of the American healthcare system surfaced in discussion of how the country would pay for pandemic-related healthcare costs. A debate about the ACA, Medicare, and the future of the system generated ~50K conversations. *(Slides 55-56)*

**CPG**
Alcohol – especially beer – increasingly dominated CPG discussions (20%). UK respondents reported buying alcohol online more often than normal and at a higher rate than other markets. *(Slides 42-43)*

One-in-ten CPG conversations mentioned food storage and meal preparation, with “household items” (9K mentions) and canned food (4.8K mentions) emerging as themes this week. *(Slides 44-45)*

**Retail**
Consumers increasingly turned to "click and collect" at local grocery stores (9% of retail conversations) to support their local economies. *(Slide 71)*

Across tracked markets, respondents indicated that shopping safely has been a challenge. Many shoppers posted about the 'new normal' in the grocery shopping experience, including selfies showing them wearing masks while shopping. *(Slides 74-75)*
Key insights at a glance

**Media & entertainment**

Virtual game sessions proved to be one of the most popular virtual events across markets, particularly in France and Spain (~35%). (Slides 66-67)

Music was a dominant topic in social discussion. Many claimed that the quarantine has expanded their musical repertoire. (Slides 61-62)

HBO sparked attention this week thanks to its release of 500 free hours of content. People also increasingly looked to YouTube for exercise routines and comical videos. (Slides 63-64)

**Travel & hospitality**

Respondents across tracked markets said they are more likely to travel domestically rather than internationally once the global outbreak has ended. (Slide 86)

Travel consumers voiced frustration with the policies of travel brands relating to refunds and cancellations. (Slides 83-84)

**Financial services**

1-in-10 posts featured small businesses, as new support and relief schemes were rolled out in many countries. (Slides 49-50)

As a new month began, rent surfaced as a key theme: millions faced their first rent deadline since mass unemployment and the financial crisis caused by Covid-19. (Slide 51)

**Technology**

News that video conferencing services like Zoom could be hacked prompted discussion of privacy and safety concerns among remote workers and parents. (Slide 80)

The Covid-19 lockdown highlighted the digital divide between socioeconomic classes and prompted some to work toward creating a better infrastructure for the future. (Slides 78-79)
The wellbeing of healthcare professionals, the need for increased medical supplies and facilities, and potential treatments for Covid-19 continue to be key conversation drivers (65%).

As people start to adjust to life during this crisis, focus is shifting from commentary on news coverage to personal health topics, such as diet and exercise.

Many are reporting success with sticking to an exercise routine, but are having difficulty with following a healthy diet.
The death of two NHS nurses who contracted Covid-19 provoked outrage and mistrust toward the NHS and Boris Johnson in the UK.

US news about healthcare professionals who were fired for speaking out about dangerous working conditions prompted criticism on Twitter, with people labeling it as censorship, gagging, and calling it unethical.

A Bloomberg news story (March 31) about the censorship allegations generated 1.8 million online engagements.
A US nurse posted a video of herself in tears, claiming she quit her job after being asked to work in a Covid-19 ICU without a face mask.

The video attracted a lot of attention, including a Bernie Sanders retweet. The nurse’s post later turned out to be fraudulent.

People were angry at this ‘influencer stunt’, taking the side of healthcare professionals who actually put their lives in danger.
News that New York City was turning Central Park, the Javits Center, and the USNS Comfort into *make shift* hospitals drew discussion (55K posts). For many, these emergency measures brought home how **surreal and serious** the situation is.

Reaction to the opening of the Nightingale Hospital at London’s Excel Centre was mixed. While some **were impressed by the speed of construction**, others were **upset about a lack of staff and ventilators**. UK Secretary of State for Health and Social Care Matt Hancock was criticized for touring the facility while sick with Covid-19.
Personal habits continue to evolve as people adjust to life at home. Like last week, people discussed changes in exercise and diet - for better and worse.

People posted their at-home gym routines, workout playlists, and motivational messages to inspire others to exercise.

Many said they are eating too much and/or are drinking too much alcohol.
Survey respondents across tracked markets reported eating more this week than last. **Italians in particular said they are eating more**, while the number in the UK rose by 10 percentage points.

**More people also said they are eating at different times** (28%) compared with last week (24%). The biggest change was in Spain (34% vs. 25% last week).
Optimism was the most commonly expressed feeling in all tracked markets, except for the UK, where nearly half of all respondents felt anxious.

Conversation about virtual therapy is growing.
This week was a turning point for many quarantined at home. Loneliness was evident in discussion (32K mentions, up 80% from last week).

The difficulty of being in lockdown for those already struggling with mental health issues, such as loneliness, anxiety, or depression was also discussed.
The impact of the Covid-19 pandemic on the mental health of healthcare providers was widely discussed. Specific factors cited included long working hours, the fear of being infected or infecting someone else, having to work without proper PPE and the traumatic experience of witnessing their patients struggle for breath or pass away.

Some predict the pandemic will spark a mental health crisis among healthcare workers that will require attention and resources.
Barnes_Law (Robert Barnes) @Barnes_Law

From a DM: "I am a nurse in a hospital, and I am FURIOUS at what is happening in our country. What is being reported is NOT what's happening. Our large hospital is so underwhelmed with patients, we are being put on call instead of working our scheduled shifts." /coronavirus

Twitter 4 Apr 2020 | 21:05

grahamkeeeley (grahamkeeeley) @grahamkeeeley

"When you see patients gasping for air as if they were fish out of water, it has an emotional effect on you." As Spain extended its lockdown to 26 April, doctors are so traumatised some are considering suicide. My latest for @Independent t.co/qO0xa8Bv4m

Twitter 4 Apr 2020 | 16:14

ra.ntingsofalady (Ramblings of a Lady) @rantingsofalady

Some people say mental health staff don't need PPE but we do, we are looking after Covid19 patients also, mental health patients can be more vulnerable to physical health issues & we need to care for both their body and mind. #MentalHealthMatters #MentalHealthAwareness t.co/KKJjIm8qs

Twitter 4 Apr 2020 | 16:32

ellen313 (Ellen313) @ellen313

The hidden Covid-19 crisis: health care workers' mental health - STAT t.co/Vd0QJp27yl

Twitter 3 Apr 2020 | 14:21

thedaybeast (The Daily Beast) @thedaybeasteast

Even before this new pandemic, the mental health of doctors had become a growing concern. In the U.S., doctors die by suicide at twice the rate of the general population. There are already signs that this crisis threatens to increase those numbers. t.co/wBawTc4wMG

Twitter 1 Apr 2020 | 22:05

iamnursejin (Jin Jun (she/her)) @iamnursejin

I am no psychologist but I am a #burnout researcher. I will die on this hill, WE MUST PROVIDE MENTAL HEALTH SUPPORT FOR CLINICIANS NOW!!!! #clinicianswellbeing

Twitter 31 Mar 2020 | 13:02
Survey | In terms of the outbreak, are you optimistic?

Despite facing a number of challenges, **optimism was the most common feeling reported in all tracked markets bar one – the UK – where nearly half of all respondents reported feeling anxious.**

While optimism remained the most common feeling in China, where the curve has been flattened; there has been growth in the number of people feeling indifferent about Coronavirus (39% this week from 29%).
Virtual therapy appointments generated interest (~10K conversations). People talked about how to access virtual therapy but also said it needs to be available at no cost during the pandemic.
Survey respondents are split in their beliefs about when life would go back to normal; most feel it will take a year or more – if ever – for life to go back to normal (44%).
Cited as an example of a country that skillfully contained the coronavirus with early testing and digital tracing, South Korea was a trending topic (19.5K posts).

People compared the impact of the pandemic on South Korea with the US, as both countries reported their first Covid-19 case the same day. Some commented that the US government did not take the virus seriously enough, while others said that due to early action South Korea kept the virus at bay without a total lockdown.

News that the lockdown would continue until April 26 in Spain prompted the French to speculate that the lockdown would be extended for them too. Responses ranged from sad to frustrated.
Survey respondents are split about when life will return to normal.

Across tracked markets, 44% of respondents said they felt it would take more than a year for life to go back to normal, if it ever does. Others (42%) said they felt it would take between 3–6 months.

People posted on social channels about what they want to do when the lockdown is lifted, which varied from activities like “hug my parents,” to “get a tattoo.”
People are spending more time cleaning/organizing their home while stuck indoors.

Nearly one-third said they are spending more time on home improvement projects.
Survey | Are you spending more time on any of the following?

With people across the globe stuck in lockdown, a large number are seeking projects to stay productive.

Beyond cleaning and organizing, projects varied by country, with more than half of all Italian respondents (55%) spending more time on home improvement projects (vs. a market average of 31%). The French are busy baking (46% of respondents vs. a 28% average across tracked markets).

More than one-third of respondents aged 55+ said they are spending more time gardening (35%), while 18-34 year olds said they are devoting more time to art projects (22%).
People talked about the practice of self-isolation/social distancing in nearly 3-out-of-4 social conversations.

Attitudes about social distancing continues to evolve. Beyond settling into it, most fully understand its importance and are now advocates.

“Stay home” or #stayhome appeared in 12% of social distancing conversations as people stressed the necessity of collective quarantine to combat the outbreak. Many associated staying home with saving lives.

Essential workers shared the pressure of posing a risk to family each time they come home, asking others to do their part.
One-in-four social distancing posts this week discussed timing.

While many looked forward to the current quarantine period ending, others felt that more time would be necessary to control the outbreak. Many complained that some were still not taking the quarantine seriously.

Others committed to staying in, stating the amount of time they would quarantine, and advocated for others to do the same. A tweet sharing stress and concern about a lack of realistic expectations for duration went viral (87K retweets).
To cope with the challenges of lockdown, humor continued to surface as a therapeutic coping mechanism. People cracked jokes about new social distancing rules, with a tweet about walking with others going viral (30K retweets).

People shared songs about Covid-19 (6.6K posts) on social media to drive awareness for social distancing in an entertaining and enjoyable way.

“Stay The F*ck At Home - A Covid-19 Song” was one such composition, with 1.8 million views on YouTube and nearly 300k shares since its debut.
Panic buying conversations remained low compared with mid-March levels.

People continued to condemn panic buying still happening around the world. Examples included food buying in China and alcohol buying in Mexico.

Panic buying cannabis products emerged as a new trend in US conversation (8.5K mentions). While many opposed cannabis stores remaining open, proponents wanted to stock up on what they considered essential while they still could.

Many claimed these products helped to keep them calm and ease anxiety.
Parents fear **negative impacts of school closures** on their children’s emotional well-being.

**Online workshops for children** around mental health generated attention, and parents looked for **advice on how to speak about the pandemic** with their kids.
Children continued to dominate family posts (33%). One-in-ten posts about children stated mental health is an emerging concern.

Many parents fear that long school closures are having a negative impact on the emotional well-being of children. Some indicated concern that caregivers are at risk due to the constant stress of having kids at home full-time.

Free online workshops about mental health for children started to generate attention. Parents were seeking expert advice about how to communicate with children about the pandemic.

Given rapid lifestyle changes for all household members, resources to help adults and children manage these new dynamics will be crucial.

SynergyNG9 (Paul Swift) • @SynergyNG9
Our friends at #Transform are running free online workshops for children and young people to help them stay emotionally and mentally well during the coronavirus outbreak. See the following link for further details and to sign up for a session: t.co/w4ejejGCL #Wellbeing
People continue to advocate for "staying connected" (3K mentions) while staying home, emphasizing the two are not mutually exclusive. As more people experience friends or family members being infected or passing away from Covid-19, people emphasized the importance of checking in via a call or text to ensure safety during lockdown.

Family members and friends leveraged technology to find as much normalcy in connection as possible. Chinese survey respondents in particular, perhaps the most acclimatized to life in isolation, said they have been attending virtual dinners in the last week (26%), compared to the average across tracked markets of 11%.
On a positive note, charitable donation discussion continued to rise. Individuals increasingly used social as a call to action in order to crowdfund support for those in need. People shared personal donations or compiled lists of resources to help others. Many recipients expressed gratitude for help received.

Responding to calls for help, companies such as American Airlines and Wells Fargo stepped up to donate to funds that support families. While this brought positive attention, it also created a surge of customer complaints around Covid-19 related issues (loan applications for Wells Fargo, travel refunds for American Airlines). While giving back does drive brand affinity, it will not compensate for customer service issues.
Almost half of Chinese respondents said they are still working or studying from home, despite lockdown measures slowly lifting, compared to 34% across all tracked markets.
As people came to accept and understand the need to work from home, more tips and tricks were shared online (15% of conversation).

Workers focused on physical health (26K mentions), calling for taking a break and exercise during the day. People shared short and easy exercise routines on YouTube to encourage others.

Other topics included how to maintain mental health while working remotely (17K mentions), create an optimal workspace, keep work/life balance, stay focused, and support employees remotely.

Some people emphasized that being home during a crisis trying to work did not equate to working from home.
Productivity was another emerging topic of discussion in work/life conversations (16K posts).

Most work-from-home employees say they are not as productive as they are in the office due to the work environment (of which children were often a part). Others struggled with a lack of physical separation between work and home life, making it difficult to balance the two.

Burnout began to surface as a topic of WFH conversation. Many asked and shared advice on how others were coping with productivity pressure. People continually shared articles on how to boost working efficiency. Most advice encompassed meditation, breathing exercises, or the use of technologies and apps to stay on track.
People increasingly shared funny photos of their work-from-home experiences to stay connected to friends and colleagues (13K results). Tweeting updates of everyday work-from-home experiences as a daily journal surfaced as a humorous trend.

A comical video of a flight attendant trying to work from home gained traction on YouTube.

While many poked fun at their work-from-home days showcasing their kids, pets, or other activities accomplished instead of work, others shared pictures of their home office spaces as they carved out a semi-permanent place to work from home. Discussing/sharing home office spaces was especially popular in Germany this week.
News of wage cuts for healthcare professionals triggered outrage.

Online content around saving money and budgeting generated a spike in engagement.
Saving money on everyday expenses during the quarantine remains a popular topic (16K posts), along with discussion about the items people couldn’t resist buying, like books or ice cream. Conversation ranged from amused self-reflection to mock anger.

Those worried about or already suffering from a hit to their personal finances shared guidelines on how to better manage money during the pandemic.

Social engagement with content about saving money rose in March (+150%), highlighting the focus on tightening belts and thinking about budgeting.
There is a growing sense of **outrage about wage cuts for frontline medical staff**. People shared stories about healthcare professionals who were blindsided by frozen wages or the loss of time off while risking their lives in the fight against COVID-19.

While institutions cited decreased clinical hours and fewer elective surgeries as justification for salary adjustments, many members of the public **decried the notion of profit over people**, calling decisions made by private equity owners ‘shameful’.
Alcohol—especially beer—increasingly dominated CPG discussions (20% of CPG conversations).

Survey respondents in the UK said they are drinking more alcohol.
When discussing alcohol, consumers often shared photos of drinks with meals, *stocked beer fridges*, or pictures of themselves *holding a drink with a “cheers” caption* to stay connected to friends. People mentioned Zoom (1.4K mentions) as the preferred platform for virtual drinks and happy hours.

Virtual drinking games continued to increase in popularity, including the *garage door chug challenge* as shown in the video on the right. Another emerging trend included *bars and restaurants hosting “virtual cheers” hours to stay connected to their customers*, driving affinity and engagement.

UK survey respondents continued to say they are drinking more than usual (22% vs. 15% avg across markets) and also reported they are *buying more alcohol online than usual* (20% vs. 14% avg.).
People mentioned food storage and meal preparation in 10 percent of CPG discussion.

Italian survey respondents indicated they are experimenting with different recipes (42%), considerably more so than the average across tracked markets (27%).

Canned food (4.8K mentions) emerged as a theme; people noted that canned goods come in handy during a quarantine and advised others to stock up instead of purchasing perishable food.

People are starting to engage with new and different ways to use existing canned food and ingredients at home. There is opportunity for branded recipe and video content leveraging canned food as more people flex their culinary muscles in quarantine.
Discussion spiked for "household items" (9K mentions) after the CDC announced people can use what they have at home to make DIY masks or PPE.

Many immediately got creative and shared their own versions of PPE constructed from plastic bags, scarves, or other pieces of clothing from around the house. Others expressed doubt about the safety and efficacy of DIY PPE.

The Getty Museum's challenge to use household items to recreate its masterpieces went viral (9K retweets) and sparked many reshares.

There is opportunity to issue challenges for consumers to showcase products they already own in a new and innovative way.
Women discussed personal care products (8.3K mentions), with hair care generating 78% of conversations.

People discussed DIY hair dye during quarantine, many out of sheer boredom. One tweet of a wife bleaching her husband’s hair during lockdown went viral (4.7K retweets).

With prolonged lack of access to salons, people leveraged haircut tutorials in order to style hair.

Some people said they are spending less on cosmetics and personal care. One exception to this was dry shampoo, which women said they are using more often to avoid washing their hair during lockdown.
1-in-10 posts mentioned small businesses, as new support and relief plans were rolled out in many countries.
Small businesses dominated conversation (11%), driven primarily by relief in the form of the US Payment Protection Plan and loan plans.

Newly available loans and assistance for small businesses were also prominent in French and German discussion.

Some were confused about how to apply for financial assistance plans. Others were angry that systems aren’t able to cope with applicants (i.e. application site outages due to too much traffic).

Providing effective support for consumers is often met with unbridled gratitude — but it is essential to ensure that the process is straightforward and clear.
As a new month began, rent surfaced as a key theme in social discussion (17k posts). Many argued for rent strikes, claiming deferments are fundamental during the pandemic. Others claimed they are unfair to landlords, who needed rent payment to meet their own expenses. Some suggested that a freeze on both mortgages and rents are required.

Some fear that financial challenges will continue to worsen over time. Utility shutoffs, student loan debt and overdraft fees were mentioned as challenges that people hope will be alleviated with government support.
Crowds of pensioners stuck outside banks in Argentina trying to collect their pension incited outrage in social discussion (42k mentions).

Many Spanish speakers took part in online polls pitting financial and trade unions against governments agencies, and others posted videos and pictures suggesting that bank executives are to blame.

Commenting on articles shared by French media about the devastating impact the economic crisis would have on emerging countries, some joked that France too might revert to ‘emerging’ status given the challenges it’s facing.
The American public worried about how the country will handle the cost of the pandemic and the ultimate impact on the healthcare industry.

Many hope that the pandemic will trigger large-scale changes to the US insurance system.
President Trump’s decision to not reopen health insurance enrollment sparked **outrage on Twitter**, including a tweet from Bernie Sanders calling the decision “insane.”

The pandemic also revived conversation about reforming the US health insurance infrastructure; many people advocated for universal healthcare.
Medical staffing company Alteon Health faced such harsh criticism on social media about plans to cut pay and benefits for doctors and nurses fighting Coronavirus that they decided to reverse plans.
Driven by news of the FDA’s emergency-use authorization for treatment of Covid-19, hydroxychloroquine generated nearly 60K conversations. Many disagreed with President Trump’s support for the use of the drug, with some noting there is no scientific evidence that the malaria medication is an effective Covid-19 treatment.

Many scientists and physicians tweeted that it is irresponsible to prescribe this drug without evidence that it actually works. Lupus and severe arthritis sufferers posted that there will be a drug shortage for patients who need the drug to treat those conditions.
jidesanwoolu

Sanwo-Olu

19:28 | Mon, 30th Mar 2020

I am excited to share that some positive news ahead of our lockdown. We have just discharged our first positive #COVID19 patient from our Infectious Disease Hospital after treatment and multiple testing by our specialists. Congratulations to the healthcare team and the patient.

30 Mar – 5 Apr

FOLLOWERS:
500.6k

FOLLOWING:
50

POSTS:
1.8k

Sector | Healthcare

New York Times

Netflix

Crocs

J

Army

D

Crocs

Chinese Communist Party
Music was a dominant topic within media discussion (10% of total mentions).
People claim the quarantine has expanded their musical repertoire as they actively sought out suitable playlists for working, as well as to boost their mood and stay positive.

Artists Drake and Dua Lipa were often mentioned. YouTube (7.6K posts) and Spotify (2.2K posts) were the most-discussed platforms.

People frequently engaged with content mentioning artists infected with Covid-19, most prominently American singer Pink. Others shared condolences to those who passed away this week, namely American singer Joe Diffie, American songwriter Alan Merrill, and American singer-songwriter Adam Schlesinger. Most shared disbelief and sadness about the news of their deaths.
Movies, shows, and series (9%) continue to dominate entertainment conversations during the quarantine.

Netflix continues to lead in entertainment conversations (57K results), with titles such as "Pandemic" and "Tiger King" maintaining popularity week on week. A "Pandemic" scientist’s update on his team’s progress toward a vaccine, as well as news that Joe Exotic may be infected with Covid-19 in prison, drove additional engagement for these titles.

HBO sparked attention this week by announcing it will stream 500 hours of free content (6K results). Many excitedly shared the news to inform friends, calling out series such as "The Wire", "The Sopranos", "Succession", "Veep", and "Six Feet Under." In addition, a Covid-19 update on the "Last Week Tonight with John Oliver" generated 1K mentions for HBO.
Many turned to YouTube (23K results) for new entertainment content - frequently exercise videos. People shared yoga and cardio routines suitable for those working from home.

People shared parody music videos relevant to Coronavirus, notably the “Do Re Mi - Covid19 version” that drew 6.5 million views.

YouTube content included live performances, such as a quarantine version of the Backstreet Boys “I Want It That Way” News updates from sources such as “The Last Week Tonight with John Oliver” and “The Daily Show” were also popular.
Free virtual services continued to generate attention (4% of sector conversations) with zoo & aquarium tours stepping into the game, targeting children as an audience. Museum tours received less discussion than during previous weeks.

Free online classes & programs drove the highest number of conversations (19K mentions) with a variety of subjects, including business, music, and workouts. Many shared that quarantine presented a unique opportunity for learning and personal development they wanted to capitalize on.

Top-discussed activities included learning a new language online and practicing a musical instrument (most often guitar).
While gaming conversations decreased (5% of Media and Entertainment mentions), gamers continue to talk about their favorite games and consoles during quarantine.

People share their current favorite video games or new games available for streaming, while others play online multiplayer games to hang out with their friends.

Animal Crossing surfaced as the most-discussed game this week. Other titles of note included Indigo Prophecy, Red Dead Redemption, and classic games like Super Mario and Pac-Man.

Twitch generated 4.5K mentions; people called for others to join/watch them play live via the platform. Gamers loved the interactive aspect of Twitch, increasingly attractive in quarantine.
Of all virtual events listed, **virtual game sessions** (such as quizzes, card games and board games) were most popular with respondents across tracked markets, particularly in France and Spain.

In China, one-third of respondents said they have online shopped for **entertainment products**, such as books and games, than they normally would.
Sector | Media & Entertainment

Trending Themes (Excluding News) 30 Mar – 5 Apr

Global Topics 30 Mar – 5 Apr

Languages Over Time 30 Mar – 5 Apr

Categories
- Government/Agency Policy: 32%
- Government/Agency Policy: 11%
- Healthcare providers: 9%
- Politicians: 6%
- Travel/Hospitality: 6%
- Government/agencies: 6%
- Travel/Hospitality: 5%
- Government: 4%
- Retail: 4%
- Other: 17%

Languages
- English
- Spanish
- French
- Italian
- Chinese
- German
OllieHolt22 (Oliver Holt)

19:07 | Sat, 4th Apr 2020

Be it Liverpool or Spurs or Newcastle, applying to the government for state aid to pay furloughed staff was not a scheme-restricted for businesses owned by billionaires who earn up to £200m a year in television revenue, for nothing.

FOLLOWERS: 417.2k
FOLLOWING: 1.1k
POSTS: 60.2k
GENDER: male
Consumers continue to support retailers who contribute to the fight against Covid-19 via donations or charity work.
Online shopping provided 16% of retail conversation.

While complaints around delays in delivery increased, many pledged to leave immediate delivery slots for people in need.

Consumers increasingly turned to “click and collect” at local grocery stores (9% of retail conversations) to support their local economies. Spanish respondents in particular said they were buying food online more than usual (41%); this was a common theme across markets (29%).

Many customers admitted to shopping every day during quarantine for items they did not need due to promotions and discounts. This was especially true for clothes, shoes, snacks/sweets, and tech.
Discussion about closures grew (26% of retail conversations). Hobby Lobby finally closed its 900 stores and laid off 43,000 employees, generating 22K mentions.

Conversations continued about other big chain closure announcements such as Macy's, Kohl's and The Gap, with many speculating about when those stores would reopen.

People cracked jokes about malls looking the same before and after closures (4K mentions), indicating a general consumer assessment that malls are becoming obsolete.

One growing trend in the US is the support of small business during the crisis.
Consumers continued to advocate for retail brands who contributed to the fight against Covid-19 in the form of donations or charity work.

Home Depot (2.6K posts) donating N-95 masks to health workers and Subway donating food for the homeless generated widespread consumer support.

In contrast, some said they would boycott Sephora, which had promised to pay its employees after shutting down stores but then fired them via a conference call.

Consumers are watching how brands respond in this crisis via interaction with their customers and employees in local communities as well as in society at large.
Grocery shopping comprised 6% of retail conversations, with the focus shifting to consumers sharing their shopping experiences.

More people started to shop safely by wearing PPE, including masks and gloves. Some shoppers posted selfies of themselves going grocery shopping.

Others shared how their local supermarkets responded to the pandemic by limiting shoppers, enforcing distance requirements in queues, and banning reusable bags to keep customers safe.

Shoppers were initially surprised by changes, but some expressed how they adapted to the new normal based on an understanding of the seriousness of the situation.
Across tracked markets, survey respondents indicate that shopping safely (for example adhering to social-distancing guidelines within stores, or sterilizing deliveries) has been a challenge.

Buying items that would usually be available continues to be a problem for many across tracked markets (38%), but less so in China (18%) where the curve has flattened and lockdown measures are slowly being reduced.
JOFenny says it has made the “difficult decision to temporarily furlough the majority of store hourly associates” and that a “significant portion” of its corporate employees will be placed on leave. The retailer had about 90,000 employees as of Feb. 1. https://cnn.it/2m5Fgyv
Covid-19 lockdown highlighted the **digital divide** and prompted some to work toward creating a better infrastructure for the future.
Conversation about internet access surfaced in 13% of technology discussion.

Many regarded the **ability to access the internet** as a universal need. Discussions about students needing internet access and devices to continue their education prompted petitions for low income families to receive free internet access during the pandemic.

Others referenced the "digital divide" as something that should not be ignored after Covid-19 because **internet access is essential infrastructure and not a luxury.**
Zoom featured prominently in technology discussion (6%), due to increased usage and concerns about the safety and privacy in virtual conference calls following news about thousands of video call recordings being exposed online.

Spanish and English speakers were concerned about privacy.

German discussion focused on the use of Zoom for remote schooling, parents feared their children's details could be made publicly available.

Given that so many professionals are now working remotely, it will be important for telecom companies to proactively communicate what security measures are in place to protect client data and privacy.
People expressed **frustration** about how travel brands handled **refunds for cancelled trips**.
Consumers shared news that federal officials had ordered all airlines to reimburse customers for cancelled flights and tagged specific airlines that had not honored the ruling. Many said they were offered a credit for future travel but not a full refund.

Similar frustrations surfaced in hotels and homestay conversations as consumers noted that hotels would not offer refunds even when events had been cancelled. In several instances, consumers pointed out that homestay websites still listed availability in locations currently in lockdown.

Travel brands have an opportunity to show they care about customers by providing clear policies around refunds and unambiguously honoring them.

RobinTosh (Robin Williams) · @RobinTosh

@Airbnb Please show yourselves to be a responsible company and take down all availability in countries and areas affected by Covid 19 until travel restrictions have been lifted. Your app is still showing over 50 properties available in my little corner of Wales for next weekend.

Twitter · 5 Apr 2020 | 19:28
One quarter of respondents across tracked markets said they are more likely to travel domestically rather than internationally once the outbreak has ended.
Survey | Once the outbreak has ended globally, do you think you are more likely to travel...

Respondents in all markets said they are more likely to travel domestically (25%) than internationally (11%) once the pandemic ends.

1-in-5 respondents across tracked markets also said they are unlikely to travel either domestically or internationally. This feeling was strongest in the US (30%).

Discussion on social channels echoed these stay-local sentiments.
A lighthearted tweet (112K retweets) from a woman saying her only hobbies related to restaurants, bars and non-essential businesses drove conversation (9% of English discussion).

Takeout conversation continued to reflect a mix of concern about food preparation safety juxtaposed with desire to support local restaurants. Some people said the cost of takeout and delivery fees was now cost prohibitive.

UberEats was mentioned in 10% of delivery discussion, and people liked that the company was waiving delivery fees. Some negative conversation focused on delivery apps profiting while local restaurants are slowly closing.
For 15 years, the U.S. government has been preparing for a possible pandemic by collecting passengers' contact information so that authorities could track down people exposed to a contagious virus. The airlines repeatedly refused. https://t.co/sdRfi5q4zy
Country | Australia

Canada
New York
Queensland
Victoria
America
India
Germany
Korea
Scott Morrison
Donald Trump
Trump
#covid19
#coronavirus
#stayhome
#auspol
#lockdown
#7news
#Morrison
Healthcare
#coronavirusaus
#covid_19
#socialdistancing
#coronavirusaustralia
Italy

Italy Volume by Sector

Country | Italy

Italy Volume by Topic

Audiences
Country | UK

coronavirus pandemic
Scotland NHS staff
Boris Johnson
World Save lives Trump
#covid19 World
#lockdown England #nhs

¶ #coronavirus crisis
Matt Hancock
Hancock

#stayhomesavelives Britain
Covid 19 #stayhome

key workers Italy
Stay home #stop

#coronavirus
Forum members sought clarity around what to expect in the months ahead.

Government

- What is the best way to handle the coronavirus crisis?
- Are the statistics associated with Covid-19 being manipulated or misrepresented?
- What do you guys think it means if UK prime minister Boris Johnson dies from Covid-19?
- When will the Coronavirus lockdowns be lifted?
- Can anyone verify if public service/council workers are being trained to perform Covid-19 crisis duties?

The Future

- How will Coronavirus permanently change your life?
- What would be different about society post Covid-19?
- When all of the dust settles after Covid-19 runs its course, what company or people will have actually profited by this mess?
- When do you think your country will get rid of Covid-19?
- Which countries do you expect to be the worst-hit in the world in the next months by coronavirus?
People on forums asked questions about how to stay healthy, both physically and mentally.

**Family & Friends**
- How can I contribute in times of Covid-19?
- When will it be safe to start dating again? (Amidst Covid-19 crisis)
- Where in the US can I get a marriage license during the coronavirus epidemic?

**Health**
- How can I avoid Coronavirus?
- Will Covid-19 make Americans start taking their health & weight more seriously?
- How significant is Coronavirus compared to past pandemics?
- What is the survival rate of Covid-19 patients who are admitted to ICU?
- Who has disrupted sleep because of Covid-19?
- Why is there not a vaccine for Covid-19 yet?
- Where to get Covid-19 testing done?

**Mental Health**
- Anyone keeping a Coronavirus journal?
- Is anyone actually thriving and doing better because of Coronavirus?
- Who else feels like the fallout from coronavirus has caused their mental health to plummet? Am I overreacting or alone?
People looked for advice on both staying safe at home and coping with financial challenges.

**Work**
- How will Covid affect UK permanent settlement visas, and our ability to find jobs?
- How does unemployment work in situations like this and is there anything different because of Covid?

**Finances**
- Are you still investing during COVID-19?
- Can anyone provide resources for people who are struggling to care for their animals during the COVID crisis and can’t afford vet care?
- Are local banks safe?
- Will we get the COVID-19 Stimulus Check?

**Home**
- Are there risks of contracting COVID-19 in my own home if I keep forgetting not to touch my face? Or am I overreacting in my anxiety?
- Can you EAT coronavirus without being infected?
- Are guys delivering even though the coronavirus is in effect?
- Who has the best deals amongst coronavirus for take-out?
- Are sales affected by the Coronavirus? Is it shipping harder with the current situation?
- Who is binge watching Netflix during COVID-19 quarantine?
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 or inquire about a custom report please reach out to your Brandwatch contact or email us at info@brandwatch.com.