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Our Goal

As the **Covid-19 pandemic** continues to evolve, there are many sources for news, statistics and health guidance.

Brandwatch is in a unique position to provide data and insights about the impact on the hearts, minds and daily lives of consumers around the world. We’re leveraging our best-in-class technology and people to deliver weekly reporting that looks at both online discussion and survey responses.

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

8,000 survey responses and ~45M 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, Tech).
What We Analyzed

Survey data in week 4 includes 1,000 completed interviews per country, in field between April 7–14 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, please contact info@brandwatch.com.

Social data for this report includes Twitter, Reddit, forums, social networking sites, blogs, review sites, and more that appeared between April 6–12.
Some Of The Questions We’ll Address...

• 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
Discussion about the hospitalization of UK Prime Minister Boris Johnson elicited mixed reactions. Some expressed concern for his health while others were critical of his handling of the pandemic, saying he acted too late. (Slide 11)

Many people are championing the use of Hydroxychloroquine for treating Covid-19 despite the lack of support from the CDC and WHO. (Slide 12)

Mental health
Staying motivated during social distancing continues to be the biggest challenge survey cited by many.

People share tactics on social media about how to stay motivated and positive. Engaging in some form of self-care activity each day was top of the list. (Slide 15)

Home life
This is the first week with a drop in survey respondents who say they are socially distancing. Lifted restrictions in China may be a driver, and new behavior trends indicate people elsewhere are suffering from lockdown fatigue to the point of breaking quarantine rules. (Slide 22)

People say they are spending more time on home improvement projects. Decluttering, cleaning, home organization, and gardening are prominent on social media. (Slide 25)

Work life
Unemployment conversation peaked this week, featuring in one-in-three work discussions. While hardships are often discussed, new job searches are also driving discussion. (Slide 33)

Cybersecurity is emerging as a trending topic as shifting workers to remote resulted in new threats and vulnerabilities. Notably, people feel more cautious about using Zoom. (Slide 36)
Key insights at a glance

**Family life**
Maintaining relationships during lockdown is top of mind, as many shared dating challenges. Many couples report an increase in arguments during lockdown due to added stress on their relationship. (Slide 30)

Going to church became controversial this week. People were critical about churchgoers who defied the lockdown to attend Easter services. (Slide 31)

**Pharma & healthcare**
The US government is often criticized for its inability to support states in acquiring sufficient volumes of PPE for medical staff, and for allegedly confiscating supplies. (Slide 49)

There was an uptick in discussion about healthcare workers on April 7, attributable to people showing support and giving praise to frontline workers on World Health Day. (Slide 50)

**CPG**
Hair conversation spiked in volume this week, contributing to one-third of CPG discussions. While men cut their own hair, women described getting glammed up at home to feel good about themselves and better about being in lockdown. (Slide 41)

Survey respondents across markets indicate they are eating more food, with a growing number experimenting with different recipes. People online admitted they have been eating more comfort food out of boredom, with no intention of stopping. (Slide 44)

**Retail**
Increasingly survey respondents are experiencing the challenges associated with cooking at home rather than eating out. (Slide 58)

As shopping safe at grocery stores and big chain retailers seems unlikely, scared consumers increasingly turned to online shopping, local businesses, and delivery. (Slide 59)

On social, individuals shared their appreciation toward delivery workers by leaving messages of gratitude or gifts by the front door. (Slide 63)
Key insights at a glance

**Media & entertainment**
Podcasts are the most discussed topic in media & entertainment conversations (nearly 400K posts). Many admitted to binge-listening, loving that they can learn something new or stay entertained while multitasking at home. (Slide 58)

Movies and TV shows continue to dominate entertainment discussion; Netflix is mentioned most often. (Slide 60)

**Travel & hospitality**
Personal safety is top of mind for travelers, whether they are considering public transportation or flying. (Slide 81)

Some worry that less strict travel restrictions in one country compared to another may negate lockdown efforts. (Slide 74)

Using empty hotel rooms for medical staff, remote workers, or the homeless revealed in hospitality conversation. (Slide 82)

**Financial services**
Many negatively responded to news that hedge fund managers are profiting from shorting stocks while individual investors are panicking about the global pandemic. (Slide 48)

A mounting concern about personal finances led many to vent frustrations about banking fees and to ask banks to consider changing policies. (Slide 49)

**Technology**
People are discussing the variety of ways robots are being used to help people minimize social contact. (Slide 75)

Telehealth was generally applauded as another way for people to minimize social interaction while still receiving the medical care needed. However, a few are concerned that not everyone has access to the phone or internet to assure access. (Slide 76)
The hospitalization of UK Prime Minister Boris Johnson was widely discussed, as was the use of hydroxychloroquine as a potential Covid-19 treatment.
The hospitalization of UK Prime Minister Boris Johnson elicited mixed reactions (128K posts). Many were concerned about the Prime Minister’s health. Others felt his affliction was representative of how serious the pandemic is, if a healthy, middle-aged male is infected.

Some saw Johnson’s hospitalization as an example of how poorly UK leadership has handled the pandemic, citing its late adoption of social distancing. Others suggested that Johnson was healthy but hiding in the hospital to avoid providing updates on fatalities in the UK.

The media was criticized for focusing on Johnson’s recovery, rather than reporting that another 1,000 died the same day.
The hashtag #hydroxychloroquine appeared in nearly 12k posts.

People shared stories about individuals who had taken the drug and recovered from Covid-19. Some claim that **individuals who take the drug** for Lupus or rheumatoid arthritis have **not contracted the virus**.

Others **express concern**, noting that organizations like the CDC and WHO do not **recommend** the drug as a treatment for Covid-19.
Women are almost twice as likely to participate in virtual exercise classes than men. While men may not be using digital fitness videos, they are working out at home.

Many are discussing the importance of having a workout routine, maintaining a set schedule to fit exercise into the day.
Staying motivated and entertained during isolation continues to be the biggest challenge cited by survey respondents.
Survey respondents in the UK, Spain and France are struggling to stay motivated during isolation, as lockdown restrictions have intensified in those countries. Motivation challenges are cited less frequently in China (down 8 percentage points this week), due to a loosening of limitations there.

People are sharing information and tips on social media about how to stay positive and motivated. Practicing self-care is often cited, and examples include exercise, painting or calling a friend.
Most survey respondents across tracked markets believe it will be six months to a year for life to return to normal.
Survey respondents across age ranges believe it will be six months to a year before life returns to normal.

Responses from those aged 55 and older are most polarized. That group is almost twice as likely than other ages to say that life will go back to normal in two weeks. That group is also more likely to say that life will never be the same again.
New Zealand is a key topic in government discussion (39K posts). People are sharing news about the country's fast response and stringent lockdown policies, which have reportedly resulted in few Covid-19 deaths to date.

People describe the country's response as "real leadership" compared with other nations. One widely-shared story is New Zealand's Prime Minister Jacinda Ardern's response to a child wondering if the Easter Bunny would be exempt from the lockdown. Ardern announced that both the Easter Bunny and Tooth Fairy were considered "essential workers," prompting a positive response on Twitter.

Look at New Zealand 👀 they must be doing something right !! upto yesterday ONE death. It may have a smaller population But it started... Full proper Lockdown way sooner than ours. And better distribution of the correct. PPE !!
This is the first week that fewer survey respondents say they are socially distancing.

New behavioral trends indicate people are suffering from lockdown fatigue to the point that they are bending or breaking quarantine rules.
Social distancing conversations spiked in volume this week as people continue to emphasize its importance.

People continue to share photos and videos highlighting extreme examples of DIY protective gear or their pets complying with distancing rules.

A video of the “Anti-Covid-19 volunteer drone task force” requesting citizens comply with social distancing rules generated buzz. In response, people referenced sci-fi films such as “Black Mirror,” “the Twilight Zone,” and “The Colony.”

Aerial videos of cities are popular this week, highlighting empty streets and cityscapes. A YouTube video showing drone footage of Philadelphia generated ~500K views.
Controversy around the effectiveness of social distancing (38K mentions) is a trending topic.

A video from the Ohio Department of Health visualizing how and why social distancing works drew ~40K retweets and 19 million views.

While most agree social distancing has helped to flatten the curve, others argue that the negative impact on the global economy and the lack of herd immunity development do not justify the approach.
New behavioral trends indicate people are suffering from **lockdown fatigue** and **longing for normalcy** to the point of **breaking quarantine rules**.

With warming weather, a **lack of social distancing in parks was reported**. This included **sunbathing, and picnicking**, especially in the US and UK. Discussion about strict park closures resulted, with general agreement that **some are ruining it for all**.

A US video showing millennials in throwing a **"coronavirus party"** gained traction on YouTube (~350k views). Comments **condemned the gathering**. The man who livestreamed the video on Instagram and Facebook was later arrested.
There was a subtle drop in those reporting self-isolation or social distancing this week.

Italy had the fewest respondents stating they are social distancing, but the largest week-over-week decrease was in China.
Across markets, women are more likely than men to report they are adhering to recommendations and exercising caution.
Many consider quarantine an opportunity to complete home improvement, cleaning/organizing and gardening projects. Survey respondents across markets report an increase in these activities, underscored by trends in social discussion.

People are decluttering and sharing spring cleaning tips and tricks for the best ways to sanitize their homes in quarantine.
To cope with the challenges of homeschooling (6% of posts), parents are sharing free resources or tips such as using a timer to help children focus, integrating games into learning, and building in breaks throughout the day. Videos from parents showcasing what is working in their households resonated.

Sentiment is polarized: parents express joy in seeing and helping their children advance academically, and share their stress and exhaustion with the process and competing demands on their time.
Dating challenges, new ways of celebrating life events, and going to church emerge as trending topics, as well as depression and sadness, while the quarantine continues.
Mental health conversation is increasing as people struggle with family dynamics and isolation after weeks in quarantine.

Conversations about suicide and depression (5.8K mentions), are driven by limited social contact and feelings of helplessness around the pandemic. As a result, people shared resources to help overcome isolation.

Many also express sadness for those affected by the disease, especially those they personally know. A video shared by an emotional son unable to visit his sick father in the hospital drew nearly 250k views on YouTube. People continue to recommend constant check-ins using technology to stay connected.
Maintaining relationships during lockdown is a trending topic.

Couples not cohabiting are frustrated with being unable to see their partners and long for physical contact. Among those locking down together, slang such as “quarantine boyfriend” or “quarantine partner” are surfacing. Others call for single people to stop going on dates so the quarantine can end.

Many couples report constant arguments during lockdown, as well as concern the added stress on their relationship could lead to breakups. This also prompted concerns about increased domestic violence (8.3K mentions).
Life events are widely discussed (5.8K posts) as many are forced to cancel or reschedule plans to celebrate, especially birthday parties.

Many share birthday wishes or express gratitude for receiving them, while others celebrate in creative ways without breaking social distancing rules, such as Zoom birthday parties or leaving gifts at the door.

Drive-by birthday parties, where friends honk with signs as they drive past, sparked discussion.
Due to the Easter holiday, going to church (3.6K mentions) was controversial this week as some Christian leaders called on followers to defy the lockdown in the name of religious freedom.

A YouTube video of televangelist Kenneth Copeland allegedly “banishing” Covid-19 generated 225k views. Comments were largely sarcastic and critical.

Understanding the increased likelihood of infection in large groups, most people recommended worshipping from home via virtual services.
One-in-three work posts this week discuss unemployment and related challenges.
Posts about unemployment peaked this week (33% of discussion). People are talking about the millions who are jobless around the world, arguing the economic impact is worse than the pandemic itself.

Many express sympathy for those who can’t claim unemployment benefits.

New starters not eligible for furlough vented and asked for support by resharing the hashtag #newstarterfurlough on Twitter (9.9K mentions).

Despite showcasing a variety of hardships, social media is also facilitating the search for new jobs. Those laid off are networking online.
Workers continue to share **tips and tricks for working from home** (5% of work conversations).

Manager interest centers around **how to lead effectively**, as well as how to better communicate with and **motivate employees during a time of crisis**.

**Maintaining productivity** remains a prevalent discussion topic. Recommendations include **separating work and personal devices** and building **realistic to-do lists** in order to sustain efficiency.
Women are more likely to work or study from home, judging from survey responses across tracked markets from the last three weeks.
Cybersecurity is a trending topic (32K mentions) as high numbers of remote workers translate into new threats and vulnerabilities.

People are sharing tips from leading tech companies like HP and Google about how to improve cyber hygiene, especially relevant for business owners and IT Pros.

Awareness about Zoom being banned at Google and SpaceX due to security concerns surfaced in 3.7k posts. Although not yet wanting to switch, people generally felt more cautious about using the application. Some warned others never to use Zoom for personal purposes.
Relief efforts for small business owners dominate discussion.

Rebate offers from auto insurance companies due to a drop in driving is being widely discussed.
Small business is the leading trending discussion topic (110K posts). Conversation focuses on resources available to small business owners in the US, particularly the Payroll Protection Program.

Discussion grew at the end of the week, driven by retweets of posts from politicians, which included negative Program feedback from both political parties.

Consumer reactions to the Payroll Protection Plan are mixed. Some voice frustration that loan applications are not being processed and small businesses are not getting the funds needed in a timely manner. Other focus on how critical the loans are to keep small business afloat.

Navyguy81 (Marco Orsetti)
@Navyguy81

Have any small businesses received ANY money from the @SBAgov for the EIDL loan and / or PPP funds from @Chase bank? I'm waiting 2 weeks now so far nothing.
@realDonaldTrump @RealJamesWoods @JudgeJeanine @seanhannity @IngrahamAngle Please retweet for a larger sample size.

SenSchumer (Chuck Schumer)
@SenSchumer

I'm hearing from small businesses that the @SBAgov Paycheck Protection Program isn't working for them. Loan applications are not being processed and businesses are not getting the money in time. That's just not acceptable. The Trump administration needs to fix these issues NOW.
Auto insurance is trending in social (9K posts) as brands like Allstate, American Family Insurance, GEICO and State Farm issue premium rebates to customers.

People were happy about the news and asked insurers that had not issued refunds how they planned to help customers.

A frequently-shared ABC7.com story noted that the California Insurance Commissioner ordered insurance companies to refund premiums paid for March and April (34.4K engagements). The response was positive as people noted that any reduction in bills will help ease financial strain.
Hair care continues to be the driving topic of CPG discussion.
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.
Hair conversations spiked this week (34% of posts), correlating with Walmart’s CEO stating that we are now in the hair dye phase of panic buying.

People continue to change their hair color and share before/after results. Online hair courses and DIY hair styling tips are especially popular. Many emulate their favorite celebrity hairstyles.

Personal care trends are split by gender. Men increasingly say they are cutting their own hair, while females are more apt to say they are getting glammed up (including hair, makeup, and clothes/shoes). Although they have nowhere to go, women say that getting dressed up makes them feel good about themselves.
Liquor store discussion is on the rise (9.4K posts) as people argue about whether stores should remain open. While many voice concern about an increase in alcoholism during quarantine, it's also acknowledged that alcoholics would be at risk if liquor stores close.

People continue to share they are stocking up on and enjoying beer and wine at home, driven by more stores and services offering home delivery.

Drinkers most often share photos of themselves enjoying a drink outside. People also shared cheers for the upcoming Easter holiday via Twitter.

Virtual drinks and drinking games remain on trend. People working from home discuss virtual drinks to stay connected with colleagues.
Survey respondents say they are buying more alcohol online this week than last. Of all products cited in survey responses, alcohol increased most dramatically week-over-week. Every country but China say they are buying more alcohol online.
Conversations about **enjoying “comfort food”** are trending in CPG discussion (5.7K mentions), fueled by the holiday weekend.

Survey respondents across markets indicate they are **eating more food**, with a growing number experimenting with different recipes. Online, people admit they are **over snacking and over drinking out of boredom**, but many also mention they have no intention of stopping.

**Recipes and photos of “comfort meals”** such as cornbread, chicken soup, mac and cheese, and homemade pizza drive engagement. Many state these **meals helped them get through quarantine**.

Parents report **buying more chips and snacks for children** to enjoy at home, while **adults also mentioned increased “junk food” purchase and consumption**, considered a must during lockdown.

which is flying off the shelves.
Wealthy people **profiting from the pandemic** are attracting negative discussion, with the hashtag #DisasterCapitalism emerging.
Hedge funds are generating wide discussion (13k posts). People are negatively responding to news that hedge fund managers are benefiting from making market moves while individual investors are panicking.

A CNBC post quoting Social Capital CEO emphasized that the US should not offer relief to billionaires (retweeted more than 18K times; the video has ~10M views).

Some people used the hashtag #DisasterCapitalism to describe the situation and one individual quipped, “It's like Park Ave hitting up Soup Kitchens.”

People are discussing the need to waive financial fees during the pandemic, including those for late mortgage and credit card payments.

While some people simply want to vent on social media, others are using social as a platform to call attention to banks that are not providing the same customer care as other institutions.
Retail mistakes in Hong Kong have threatened legal action against HSBC, and will attempt to force the bank to hold an extraordinary general meeting after it was pressured by UK regulators to cancel its dividend due to the coronavirus crisis. https://t.co/rQOe4aJU07
Questions about confiscated Personal Protective Equipment (PPE) emerged. People are critical of the US government, saying it is disorganized and unsupportive of states during the pandemic.
The US federal government is drawing criticism for its response to the pandemic, particularly for not supporting states hoping to acquire PPE (37k posts).

The most notable point of criticism is the government’s confiscation of PPE acquired by individual states.

Many wondered what the government was doing with the confiscated PPE and why states were left to fend for themselves.

I just spoke with someone I love and trust. She is a nurse and administrator for a large medical system. She told me the PPE supplies they ordered were confiscated at the dock by the federal government. WTF is happening?
There was an April 7 uptick in discussion about healthcare providers due to World Health Day. Posts praised medical staff for being on the frontline during the pandemic, often calling them "heroic." Some asked for individuals to tag a healthcare worker in the comments to recognize their efforts.
Can you imagine if the government had spent the last few years writing out orders and memos with protective equipment instead of mass-buying masks and ventilators for a No-Deal Brexit?

Femi_Sorry (Femi)
13:44 | Sat, 11th Apr 2020

@Femi_Sorry United States of America

FOLLOWERS: 249.7k
FOLLOWING: 1.3k
POSTS: 60.5k
GENDER: male
Podcasts are the most discussed topic within media and entertainment conversations this week (390K discussions).
People are sharing and recommending their favorite podcasts, **listening at home to learn something new or to stay entertained while multitasking**. Many joke that all they have accomplished during quarantine is **binge-listening to podcasts**.

Consumers are starting to **make their own podcasts** and they are sharing on Twitter. **Topics range widely**, encompassing pandemic updates, politics, business, sports, cooking, beauty, and comedy.

People mention listening via **iTunes, Spotify, and Google Podcasts**, with **Deeper with the Dolan Twins**, The **David J. Harris Jr. Show**, and Westminster Abbey’s podcasts generating engagement.
People continue to engage with content that highlights celebrity infections and celebrity requests for donations. Singer Pink appeared on The Ellen Show sharing her experience with coronavirus, generating ~2 million views on YouTube.

Fans shared condolences and tributes to American folk-country singer John Prine, who passed away from Covid-19 complications. Lady Gaga’s global fundraising efforts generated widespread gratitude.

Other music discussions mention quarantine concerts as well as new releases. Playlist names such as “quarantine & chill,” “quarantine beat,” or “music to self quarantine to” were increasingly common on Spotify and YouTube.
Movies, series and TV shows (8%) remain a dominant theme within conversation. Netflix (with 33K posts) continues to be discussed most often, with “Pandemic” and “Tiger King” remaining favorites. People discuss binge watch movie marathons, with The Twilight Saga, The Saw Franchise, Marvel movies, and “I, Robot” among the most discussed titles this week.

Family movie nights are a trending topic. Some young adults posted about how funny/awkward it is to watch movies with their parents as adults, shared as one bright side of being in quarantine. With articles shared about movie theater closures in China and Hollywood, many voiced concerns about “the end” of the movie business.
Virtual movie nights and virtual game nights are the most popular digital events that survey participants said they attended this past week. Respondents from Spain, France, and Italy are twice as likely to have virtual movie nights than those from other surveyed countries.
Video gaming conversations continue to decrease.

Gamers continue to discuss various platforms, including PlayStation, Xbox, and Nintendo. People are turning to games like “Just Dance” or “Pump It Up” in order to stay active during quarantine. Titles such as “Hunger Games,” “Game of Thrones,” and “Resident Evil” are mentioned as favorites.

Board games are generating interest (4K mentions) as parents warn against too much screen time. Zoom was leveraged to play with family and friends living apart. “Arena”, “Pandemic”, and “Would I Lie To You?” were the top mentioned board game titles.

JeffHaseley (Jeff Haseley) · @JeffHaseley
If board games are your thing and you have friends or family who want to play, Scattergories translates well using a video conference app like Zoom. We played yesterday. It got the kids away from a screen and they weren't bored. 😊
#SocialDistancing

Twitter · 11 Apr 2020 13:44
MattOswaltVA (Matt Oswalt)

06:50 | Wed, 8th Apr 2020


United States of America

FOLLOWERS: 347.2k
FOLLOWING: 1.1k
POSTS: 15.6k
GENDER: male
Consumers increasingly say they are turning to delivery, local businesses, and online shopping to stay safe.
Survey participants increasingly say are experiencing challenges cooking at home rather than eating out. People in Italy, China, and the US are most frustrated about cooking at home instead of restaurants.
Grocery stores are most prominent (42K posts) in retail conversation; the shopping experience is discussed most often (42%).

News sharing about grocery workers testing positive for Covid-19 triggered concerns and anger. A video illustrating how one cough can spread coronavirus indoors drew ~100k views on YouTube.

Consumers became increasingly wary of grocery shopping, with many expressing fear.

People say they are consciously reducing grocery store visits week-over-week, while stressing the importance of PPE. Many shoppers note a lack of proper social distancing practices at stores.
Shopping safely is a key theme in discussion (5.3K) as people increasingly look for ways to stay healthy while getting the food they need.

Content featuring tips and tricks from healthcare professionals drove engagement. A video from a nurse simulating cross-contamination while grocery shopping and the downside of gloves used incorrectly generated ~ 1 million views on YouTube.

Shoppers are discussing actions stores are taking to keep customers safe in store, impacting where they choose to shop as well as driving switching behavior.
Consistent with previous weeks, consumers are increasingly reliant on online shopping (12% of retail conversations).

Clothes shopping is often discussed, with brands like Nike, Tory Burch, UGG, and Zara, called out specifically. Female consumers in particular admit the pandemic has turned them into online shopping addicts. Many admit to indulging in multiple online shopping sprees in the same day.

Shoppers share tips about how to save money, including how to avoid overspending or how to find the best deals online.
Consumers are turning to food delivery (6.4K mentions) as they look to reduce supermarket visits.

Shoppers—especially seniors—increasingly complain they can not reserve slots for online grocery delivery. Many claim they had to venture out in the end due to not being able to get a slot. In response to increased demand, retailers such as Asda, are offering free delivery, driving awareness and affinity for the brand.

In terms of takeout/takeaway, consumers most often mention UberEats as a service, and comfort foods such as pizza, fried chicken, and donuts. Individuals share their appreciation for delivery workers by leaving messages of gratitude or gifts by the door.

Jon, the way I am spreading kindness is by having a “box full of goodies” by my front door for any delivery drivers/essential workers who are delivering to my house.
Small businesses comprise 8% of retail conversations as shoppers consciously support local economies.

Consumers especially gravitate toward local businesses that have been negatively impacted by the pandemic. Hashtags such as #shoplocal and #supportlocal are trending on Twitter. Some local businesses are staying relevant by adapting to change, such as a dairy farm in Detroit that now operates a drive-through.

People are showing appreciation for local stores and their workers, and how well social distancing is practiced in these businesses compared with big chain retailers.
About 140 million retail items were destroyed over the past month. Demand for fashion, household products, and even fewer items around the globe have shut. Consumers have gone into lockdown and celebrations have been canceled. [https://t.co/basJtNxZ9](https://t.co/basJtNxZ9)
Robots and telehealth capabilities used to flatten the curve are prominent themes in technology discussion.
The use of robots to help minimize human contact during the pandemic is surfacing in social discussion (9k posts).

People are sharing news stories about the various ways robots are being used, including: sifting trash from recycling, standing in as students for graduation, sorting packages at China Post, delivering groceries and sanitizing hospitals.

Reactions range from fear that machines will replace human jobs, relief that robots are minimizing close human contact and humor about robots taking over people.
**Telehealth** is an emerging discussion topic as public health leaders, hospitals, medical professionals and individuals discuss ways that using technology from home to meet with healthcare providers will help flatten the curve (2k posts).

Conversation is generally positive and informative as people share links to HIPPA compliant telehealth apps and praise the benefits of remote care. However, a few express concern that **not all individuals have access to the internet or a phone**, and that some populations, like the elderly, **might be less comfortable using technology**.

There's some magic happening with **#telehealth & #broadband**, Listen to Gigabit Nation. Data center owner created HIPPA-compliant cloud system lets peeps to connect with healthcare providers over telehealth for free during this COVID pandemic [t.co/zoENu3vkCu](t.co/zoENu3vkCu) **#gignat**

Twitter • 9 Apr 2020 | 17:38
Today, we're going to do a small positive activity on this thread. Go ahead and tag someone who has been kind to you or has helped you in any way during this quarantine period.
Personal safety is top of mind within travel and hospitality discussion.
Many are discussing the end of Wuhan's 76-day lockdown; people often shared that they are going outside or using trains.

Chinese discussion noted that tourist attractions will reopen in Shanghai, including most parks and major attractions like the Chenshan Botanical Garden and the city zoo.

Given the existing concerns about person-to-person transmission, **epidemic prevention procedures are seen as critical on an ongoing basis** (e.g. wearing masks, temperature checks upon arrival at tourist attractions etc.)

People are thrilled for the **quarantine to be over**, Wuhan celebrated with a **midnight light show** to illuminate the city as it began post-lockdown life.
The safety of bus drivers is a key topic in social discussion (15K posts).

People in the UK discuss recent deaths of drivers and are expressing anger at London Mayor Sadiq Khan’s statement that bus drivers do not need PPE.

US consumers are sharing how many transit workers (bus and subway) have died from the virus. Calls to action include asking households to create and donate homemade masks to transit workers.

Spanish discussion includes concerns about easing the lockdown for non-essential workers. Officials disseminated masks at public transport stations and many expressed frustration that some commuters are not wearing the masks distributed.
People in the UK are expressing frustration about international travelers who can leave Heathrow airport and board public transport without any type of health assessment (e.g., taking temperature, asking about symptoms). Posters note that other countries require a mandatory 14-day quarantine and worry that UK lockdown efforts were futile if the country doesn’t impose stricter measures.
Many are sharing thoughts about uses for vacant hotel rooms.

Across all markets, people discuss the need to provide the homeless with a place to stay — empty hotel rooms could protect the homeless and others from further spreading the virus.

Germans shared that hotel rooms are being used as refuge for people trying to work remotely but are constrained with children at home.

English posters advocate for giving empty rooms to tired healthcare workers so they do not have to commute far and can protect loved ones from the virus.
A humorous post about a Chicago restaurant using a football analogy to explain social distancing generated engagement (60K).

The post roasts Chicago Bears quarterback Mitchell Trubisky. Many asked for the name of the restaurant so they could support it.
Y2SHAF (Shafeeq)

21:37 | Wed, 8th Apr 2020

I was eating my first meal at a restaurant after lockdown is over. https://t.co/pL9f19BMB

@Y2SHAF United States of America

FOLLOWERS:
224.1k

FOLLOWING:
172.7k

POSTS:
4.5k
Australia

Australia Volume by Sector

Australia Volume by Topic

Audiences

Country | Australia
Country | China
Country: Germany
Regione Lombardia
Terapia Intensiva
#covid19italia
#italia
#salvini
#conte
#lombardia
#coronavirusitalia
#covid 19
#coronavirus
#pasqua
#lockdown
#mes
#covid
#quarantena
#restiamoacasa
#radiosavana
emergenza Coronavirus
Country | UK

#stayhomesavelives
Britain | #lockdown
stay home Spain | Germany
#coronavirus Hancock
Boris Italy | Raab save lives
#covid19
Priti Patel
Johnson
#covid—19
#stop NHS staff
Matt Hancock
#stayhome
key workers
#coronavirusuk
United States

US Volume by Sector

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

US Volume by Topic

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

Audiences

Categories
- Healthcare providers: 29%
- Politicians: 29%
- Government/agencies: 27%
- Students: 5%
- Moms: 4%
- Seniors: 3%
- Millennials: 1%
- Immunocompromised: 1%
- Working parents: 0.4%
- Other: 0.2%
People on forums are looking for advice about how to deal with Covid-19 and associated issues.

Health
- Are symptoms really mild or do they say that because you can survive on your own at home?
- Are rising cardiac arrest cases caused by Covid?
- Can anyone who dies of coronavirus become organ donors?
- Are hospitals still taking appointments for anything non Covid-19 related?
- Which painkillers are safe to take during Covid-19?
- Which Kleenguard fabrics are sufficient for a homemade face mask filter for COVID-19 protection? What’s best?
- Why exactly are younger people less susceptible/reactive to Covid-19?

Mental Health
- Where can I virtually volunteer to counsel people stressed out about Covid-19?
- So what is going to be your thought process when you know someone who dies from Covid?
- Who else has a messed-up sleep schedule thanks to Covid?

The Future
- When will COVID-19 end?
- Can you predict the course of the COVID-19 epidemic?
- Will the coronavirus kill everyone in the world?
New questions emerging in forums this week include Education and Media & Entertainment.

**Education**
- Has your school eased up on grades during Covid?
- Are all summer classes online now due to Covid?
- How can I apply for a student visa with Covid-19?
- What is your admin / district asking you to do during Covid-19 school closures?

**Finances**
- Is it possible to get a UK business bank loan that is not for COVID-19 related financial hardship?
- How are you supposed to know if you are getting your covid check?
- How can I efficiently find tenants during Covid?
- Can my employer temporarily lay me off due to COVID if it's not explicitly mentioned in the contract?

**Purchase**
- Are packages still being delayed due to Covid-19?
- When are the slowest, least busy times to do grocery shopping now, during Covid?
- Where can I get a hair clipper for a buzz cut during Covid?

**Media & Entertainment**
- If you could pick one show to have a COVID-19 episode/episode about how the characters are doing what should you pick?
- Which famous persons in your country has contracted COVID-19?
- Which upcoming shows are affected by the covid-19 pandemic?
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.