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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 to discuss options.
What We Analyzed

This study includes data from 8 countries (UK, US, China, Germany, Italy, Spain, France, Australia) and 6 languages. Survey data includes 1,000 interviews per country in field between April 15–20 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~42 million posts from Twitter, Reddit, forums, blogs, and more that appeared between April 13–19. 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
People are talking about the need for increased access to testing to expedite the reopening of countries. (slide 10)

Concern about personal health in China increased as the country eased lockdown measures. (slide 11)

Mental health
Survey respondents who say they feel optimistic continue to outweigh the number reporting anxiety or depression.

Emotional volatility – feeling fine one day and bad the next – is prominent in online discussion. (slide 14)

People are sharing resources to support the emotional health of frontline workers. (slide 15)

Home issues
A growing number of survey participants indicate they think it will take more a year for life to return to normal. (slide 22)

Posts about people ignoring social distancing guidelines are increasing. In contrast, a majority of survey respondents said they are willing to self-isolate for however long is necessary, particularly in Spain. (slides 23-24)

Work life
Unemployed workers are networking online to seek positions across a variety of industries. (slide 37)

Ongoing conversation about reopening the global economy is polarizing, with discussion balancing the needs for gainful employment and worker safety. (slide 35)

Work-related concerns are less prevalent among UK survey respondents than they were previously. (slide 36)
Key insights at a glance

**Family matters**
There has been a surge in pet adoptions during the pandemic driven by a need for companionship, especially among people living alone. (slide 31)

Increasingly people are talking about being depressed, due to job losses, financial stress, relationship challenges, and isolation. People recommended reaching out to friends and family for emotional support. More than a third of all survey respondents reported making more phone calls than normal. (slide 30)

**Pharma & healthcare**
People are expressing strong reactions on social media to lockdown protestors in the US, noting the sacrifice healthcare workers have made to serve on the front line. (Slide 52)

Some are describing Trump’s decision to withdraw majority funding from the World Health Organization as reckless while other agree that an investigation of WHO officials is warranted. (slide 55)

**CPG**
One-in-four CPG posts revolve around alcohol, with an increasing number of people posting while drinking. Day drinking is becoming both more popular. (slide 44)

On social, the trends of eating comfort food and drinking alcohol in quarantine go hand in hand. Consumers consider eating the food they love as a form of self-care. (slide 45)

**Retail**
"Curbside pickup" was the leading trending topic this week in grocery store posts. While consumers are eager to experiment with new options, reliability and accessibility form barriers to adoption. (slide 65)

Difficulties with online shopping are a common talking point, including delays in delivery, lack of delivery slots, online shopping scams and fraud, as well as difficult return processes. (slide 66)
Key insights at a glance

**Media & entertainment**

Many share free Netflix documentaries on YouTube, praising the company’s efforts to help teachers and students with the learning process in quarantine. (slide 58)

Almost half of all Spanish survey respondents said they attended a virtual movie night last week. (slide 57)

Board games, puzzles, and online quizzes are on trend, said to be great for family bonding and a good way to get a break from screen time. (slide 62)

**Travel & hospitality**

People are upset about food waste as a consequence of the lockdown, and are sharing coverage of farmers dumping milk and or composting surplus produce. (slide 73)

Many are upset by news that large restaurant chains are receiving small business funds. (slide 75)

**Financial services**

Anger and sadness are evident in discussion about the Paycheck Protection Program as it runs out of funds. (slide 48)

Health insurance is a trending online topic as people fret about the loss of employer-sponsored plans along with jobs. (slide 49)

Chinese survey respondents are focusing on finances and financial services more than in other markets. (slide 55)

**Technology**

People’s interest in the 5G conspiracy theory resurfaced with news that the UK would not use Huawei as the nation’s provider for 5G infrastructure. (slide 70)

Some are discussing Facebook strategies to help users that engaged with coronavirus information. (slide 71)
People are talking about the need **to increase access to testing** in order to **facilitate reopening countries.**
The need to ramp up Covid-19 testing is on people’s minds. Many are calling for mass testing to alleviate concerns about personal infection, while others feel testing may lead to countries reopening faster.

While some want a national plan to get everyone tested, others oppose the idea as an infringement on personal freedom. There is some speculation around the accuracy of existing tests, and people feel that testing should be easier to access, or even available over the counter.
Concerns about personal health are rising in China as lockdown measures there are easing, particularly among those over the age of 55.

In contrast, health concerns in the US are falling. The number of survey respondents concerned with family and friends’ health fell to 64% (from 71% last week), while the number concerned about their own health declined to 41% (from 48% last week).
People are outraged that some are not following social distancing guidelines. The #floridamoron and #floridabeaches hashtags are gaining traction as people caption images of groups of people at the beach disregarding lockdown recommendations.

One widely-shared post (5K retweets) warns that, in 1918, Philadelphia ended quarantine early during the Spanish Flu to allow people to attend a parade to boost morale, resulting in a surge of deaths for the community. The author cautions that communities must learn from the past and #stayathome.

People are asking others to embrace the idea of solidarity, saying we are all in it together.
Emotional volatility – feeling fine one day and bad the next – is prominent in online discussion.

People are concerned about the mental health of frontline workers and are sharing resources and tips to help manage stress and emotions.
Survey respondents who say they feel optimistic continue to outweigh the number reporting anxiety or depression. However, the number feeling optimistic fell in both Australia (46% vs. 51% last week) and Italy (39% vs. 43% last week).

Social discussion reflects both feelings, with people describing that some days they feel fine and other days they feel overwhelmed. German conversation conveys concern that sick leave certificates are no longer issued over the phone, rather patients need to go to the physician’s office. Many fear that relaxing social distancing efforts will cause a second wave of infection.
People are sharing mental health resources with first responders to help them manage stress levels and the unique emotions of working the frontline.

An ER physician posted about his anger at lockdown protesters and talked about the personal sacrifices he has made (34K retweets).
Survey respondents in Italy (72%) and Spain (71%) are least satisfied with government financial aid plans. Among those happy with plans are Chinese (55%) and Australian (52%) respondents.
Views on whether government financial aid plans are sufficient vary by country, as does awareness of those plans. A higher proportion of Australian respondents indicate they are aware of at least one financial aid plan, compared to French respondents, for example.

Chinese respondents say they are likely to be using a financial aid program, compared to the average across tracked markets.
The UK decision to extend lockdown by another three weeks is generating discussion (178K posts). People are sharing frustration with the news, with some saying the government’s slow initial response has resulted in a longer quarantine period. Others speculate that the timeframe will be extended into June. While some find this upsetting, many say it’s the right decision.

The Guardian’s video of German Chancellor Angela Merkel explaining coronavirus transmission and the need for a careful plan to ease lockdown restrictions drew engagement (484K views). People describe her explanation as “backed by science” and note her ability to communicate clearly and without condescension.
People are increasingly discussing lockdown protests (71K posts). Lockdown protestors are posting about the negative impact on the economy or describe the quarantine as an “unlawful order.” A nurse in Colorado blocked an anti-lockdown protest and reminded protestors that healthcare workers are putting their lives at risk to help fight the pandemic. People largely supported the nurse’s views in a widely shared post (135K retweets and 554K likes to date). The more practical minded offered advice to protestors, noting the dangers of gathering in groups.
Survey respondents across markets were more likely this week to say it will take a year or more for life to return to normal.
The debate about how long we need to engage in social distancing continues to drive conversation (16% of posts).

Most agree that lockdown should be extended (7.7K mentions), advocating for everyone to continue to #StayHomeSaveLives. Based on reports that intermittent social distancing may be needed through 2022, people wonder when and if life will return to normal.

A minority of citizens are calling for countries to open now, arguing online that it must be done to save the global economy and the working class, who have been severely affected.
Survey respondents report **uncertainty about when life will return to normal**, with a growing number of participants indicating they think it will take a year or more.

The number of survey **respondents who said that life will never go back to normal** increased in almost all countries, particularly China and the UK.

Despite lockdown measures being lifted gradually in China, those who said that life will never be the same nearly doubled (15% vs. 8% last week), perhaps indicating that changes in the way people live are already being seen.
Posts about **people ignoring social distancing rules** are increasing (62K mentions).

**People are talking about those violating lockdown recommendations,** including spring breakers, protestors, church services, and people gathering in parks to exercise or sunbathe. The majority online are speaking out **against these practices**, blaming those not social distancing as **part of the problem**, extending the outbreak and prolonging lockdown.

Others **complain about authorities not abiding** by the rules, especially in the UK, where a video of police without PPE confronting and surrounding a journalist generated buzz (1.6M views).
UK survey respondents remain cautious, with 70% reporting that they are avoiding close relatives and 70% reporting they are self-isolating or social-distancing.

A majority of survey respondents say they are willing to self-isolate and continue social distancing for however long is necessary, particularly in Spain.
People continue to share how they keep themselves occupied at home during lockdown (30K mentions).

Posts highlight home improvement, making clothes, arts & crafts, playing games, cooking, gardening, and cleaning/organizing.

Many share tips about how to keep their house virus-free and disinfected. A viral Tweet detailing a “step-by-step guide to keeping your home clean” gained attention (2.1K retweets).

Funny YouTube and TikTok videos showcasing how people are coping with and spending time at home are gaining traction.
Home workouts are an ongoing topic of discussion (28K mentions), especially among millennials. Many say they exercise more in lockdown than they have previously.

Both genders mention cardio most often, while women are also likely to practice yoga. People share about cycling, running, or taking walks outside with family members, partners, and/or pets. Exercise is considered to be an effective way to reduce stress levels and keep mental health in check.

Virtual group workouts are surfacing as a trend. People stay connected to favorite instructors and fitness communities via scheduled workouts on FaceTime or Zoom.
Baking remains prevalent with more than 6.3K mentions online.

Flour and yeast are in short supply as baking bread continues to trend in social conversations. People especially discuss baking on weekends as a family activity, or simply just for the fun of it. This was not only true for families, but also singles of both genders.

While many share photos and videos of finished cookies, bread, and homemade pizzas turning out as intended, others crack jokes showcasing baking fails on Twitter.
“Quarantine Birthday” is surfacing as the go-to term to describe a birthday celebration during lockdown.
Those celebrating birthdays (94k mentions) post party photos and videos from home. While most are sad to forgo a gathering, they say they’re hopeful for a real celebration next year.

People are also sharing blog posts about ways to celebrate during quarantine, including virtual birthday parties for kids with online games in which others can participate.

There is more negativity associated with other life events. Students are disheartened that graduations are postponed. Couples and guests shared concerns about upcoming weddings and travel plans. While most couples delayed weddings, a few moved forward with ceremonies at home without guests.
Mental health remains an ongoing topic (4% of posts). Depression is attributed to job loss, financial stress, relationship challenges, and isolation. An increase in suicide attempts during the pandemic is a widespread concern online.

Recommendations to improve mental health include limiting exposure to the news/social media and reaching out to friends and family for emotional support. More than a third of all survey respondents report making more phone calls than normal.

Children being at home full-time continues to pose mental health challenges to entire families in lockdown.
There has been a surge in pet adoptions during the pandemic (4.8K mentions) driven by a need for companionship, especially for people living alone.

People share photos of both pets for adoption and newly adopted pets on Twitter. News that many animal shelters are out of pets to adopt, especially in the US, featured in discussion.

Most agree that many pets finding homes is a silver lining among the chaos. However, others warn against adopting an animal out of boredom during the lockdown, citing concerns that new owners will fail to take care of their pets post quarantine.
People continue to call for donations for those most heavily affected by Covid-19 (14% of conversations). Specific groups mentioned include the working class, immigrant families, pregnant women, and those with babies or young children.

As food resources become increasingly scarce, calls to donate to food banks worldwide surfaced, notably in Texas, Yemen, and London.

Lego and Kroger’s donations are driving brand affinity and engagement. Among individual donations, Meghan Markle and Prince Harry (to Feeding Britain), as well as Ellen DeGeneres (to America’s Food Fund) are generating positivity and gratitude online.
Different nationalities continue to give back to the community in their own ways.

**French** survey respondents are particularly likely to visit or call those that are lonely (41%), but are less likely to give to charity (8%).

**Italian participants** favor charitable donations (21%), while **Germans opt for helping to deliver supplies (22%) and Chinese participants said they are volunteering to help the vulnerable (24%).**
Layoffs and unemployment continue to be a major focus this week, comprising 38% of work conversations.
People are sharing concern about major layoff headlines worldwide, notably skyrocketing unemployment rates in the US and UK.

Laid off workers in America are sharing difficulties navigating the unemployment process. In response, others show empathy and call for government support.

Ongoing conversation about reopening the global economy is polarizing, with discussion balancing the needs for gainful employment and worker safety.
Survey participants from the UK report fewer concerns about the possibility of working reduced hours (25% vs. 30% last week), while worries about becoming unemployed are also falling (23% vs. 28% last week).

Concerns about job losses are increasing in Italy, however (38% vs. 33% last week).
Unemployed workers are networking online to seek positions in various industries (24K mentions).

Those laid off state they are looking for jobs and ask for recommendations. Positions sought ranged widely – from HR to marketing to grocery store workers.

Sharing recruitment announcements for job seekers was popular. A few went further and created recruitment Tweet threads for multiple people to share available jobs.

Grocery and food delivery work, currently in high demand, are interim solutions to temporary unemployment. Walmart is named as one of the companies recruiting during the pandemic.
WFH tips (31K mentions) continue to feature in productivity conversation. People share articles, blog posts, and videos about improving productivity and staying focused while working from home. Advice includes music playlists to boost focus, implementing routines, daily goal setting, and planning out the day in advance.

Managers discuss how to lead teams, conduct recruiting and onboarding, and how to maintain company culture with a remote workforce.

Tips for video conferencing are popular. People share technical tips for newbies, as well as content about how to look your best (including apps) or how to manage social anxiety.
Many working from home are **staying positive by enjoying adult beverages** (2.4K mentions).

Workers admit that WFH **enables flexibility to enjoy a cocktail at their leisure**, with many stating that **drinking has helped them to cope** with work during the crisis. This finding correlates with a TMZ report that **more Americans have been drinking on the job while under quarantine**.

People **continue to share videos and photos** of workstations, teams on video calls, or their pets as working buddies. These posts serve to keep people both **connected and optimistic**.
Financial struggles due to the pandemic are a driving theme in social conversation. Concerns about **no paid leave, student debt, and the inability to pay rent** are trending.
The number of Italian survey respondents reporting concerns about the country’s economy increased, particularly among those over 55. Italian social discussion includes frustration and anger that corona bonds were not approved at a European Parliament meeting. Many believe the bonds will help manage the mounting debt of European countries.

Earning enough money to pay bills and expenses continues to be a challenge for a number of survey respondents, with more than one-third of participants in China, Italy and the US citing the issue.
Hair care remains top of mind for consumers (110k posts), driven by a combination of boredom and an ongoing lack of access to salons.
“Cut my hair,” “dye your hair,” and “shave your head” are trending topics this week. While some set up virtual appointments with stylists, most are taking matters into their own hands.

People of both genders state they either styled their own hair or asked a family member to do it for them. As a result, funny memes of “quarantine haircuts” gained popularity.

For hair dye, people are more often choosing bright and bold colors for spring, such as pink, purple, or shades of neon. Many show off results through photo sharing, requesting feedback from followers and friends.
One-in-four CPG posts discuss alcohol, with an increasing number of people posting while drinking. Social media remains an outlet for drinkers to stay connected.

Attitudes toward drinking alcohol are primarily light-hearted, with day drinking becoming more popular. This is especially true in Europe, where some suggest they now organize their days around alcohol consumption.

Claims that wine is healthy are widespread on Twitter, but many warn that alcohol can weaken the immune system. People also share concerns about "self-medicating" with alcohol, as well as the link between drinking and domestic violence.
Enjoying “comfort food” is a continuing theme in conversation (5.9K mentions).

On social, eating comfort food and drinking alcohol in quarantine go hand in hand. Potato chips and pizza are prevalent, driven by popular combinations of potato chips with wine and pizza with beer.

While consumers joke about “quarantine snacks” being essential, they are serious about the idea that eating food they love is a form of self-care. As a result, some have even given up on the idea of staying fit during quarantine.
People are expressing anger that US small businesses are losing out while some large companies are receiving bailout money.
Anger (43%) and sadness (34%) are evident in Paycheck Protection Program discussion (84k mentions) as the program runs out of funds. Small business owners say they’re struggling to get through to banks and were upset about news that the PPP fund had run dry.

News of multi-million dollar bailouts to huge chain restaurants generated negative reactions, as many said these chains do not meet their understanding of ‘small businesses’. Some are blaming banks for playing favorites, while others blame the Small Business Administration for allowing the bailouts.
Health insurance is a trending online topic (58.9k mentions) as people fret about the loss of employer-sponsored plans following news that 22 million Americans filed for unemployment in the past four weeks (33k mentions). Many are discussing issues with a healthcare system they feel leaves many unprotected when they need insurance most.

People in Chile are outraged at large companies that have laid off most of their staff, expecting them to claim unemployment until the crisis is over.

Many Spanish speakers argue that unemployment benefits are insufficient for most to live on; some are calling for the figure to be increased to cover the cost of average rents.
Chinese survey respondents are using financial services more often than those in other markets.
People are criticizing lockdown protestors.

Trump's decision to withdraw majority funding from the World Health Organization gains support.
People continue to thank **frontline workers** for their hard work and for putting themselves in danger. A video from Google India thanking doctors, nurses and healthcare workers generated buzz (60M views).

**Other viral content includes coverage of a 99-year-old British World War II veteran raising over $22M for healthcare workers** by walking laps around his garden. People describe the veteran’s effort as “inspirational” and “astonishing.” Some are using his story to highlight that all healthcare workers deserve this kind of support.
People are **criticizing individuals for not following quarantine rules**, particularly calling out lockdown protestors.

They describe protests as disrespectful given the personal sacrifice medical professionals are making.
Strong opinions are surfacing in response to **Trump's decision to withdraw majority funding from the World Health Organization.**

Many agree with the President's decision and are **demanding an investigation and resignation of WHO officials** that opposed the enforcement of border controls to stop the spread. Others believe that **pulling funding is reckless and may negatively impact the global response to the pandemic and jeopardize the development of a COVID-19 vaccine.**
Trending themes (excluding news)

Volume per language over time

Emerging companies in discussion

Nightingale | The New York Times | republican

Supreme Court | University of Oxford | Global Citizen

Supreme Court | Red Cross | University of Oxford
Virtual movie nights continue to be popular in Spain. Almost half of Spanish survey respondents say they attended one in the last week.
Recommendations for movies and series (7% of discussions) continue to drive conversation; many cited titles from multiple genres such as “The Walking Dead” and “Paranormal Activity,” as well as Disney classic animations.

Netflix continues to be the most mentioned platform with 75K posts. Many share free Netflix documentaries on YouTube, praising the company’s efforts to help teachers and students with the learning process in quarantine.

Concerns about cyber criminals targeting viewers of streaming sites like Netflix and Amazon Prime are generating online attention. The posts are creating consumer awareness about emerging threats like phishing schemes and fraudulent sites.
Music lovers continue to find and share new music to enjoy during the lockdown (9% of conversations). Many say they could not survive quarantine without good music. The “One World: Together At Home” album as well as Jeff Beck and Johnny Depp’s “Isolation” were often shared.

People are disheartened by the cancellation of concerts, some of which are postponed until 2021. In addition to not being able to see their favorite artists, fans are angry their money is tied up with ticket distributors at a time when they need it most.

Donations from artists like Dolly Parton drive engagement. While expressing support and gratitude, fans also compare donation amounts and advocate for more celebrity activism and involvement.
Virtual workshops, Zoom nightclub parties, streaming theater and operas, and live concerts are generating discussion. New virtual national garden and museums tours also spark interest.

People enjoy these opportunities to experience the arts from home, also expressing gratitude to learn new things free of charge.

A teaser on YouTube from “The Shows Must Go On!” for “The Phantom of The Opera” triggered significant shares (nearly 650k views to date).
Humorous content on YouTube is generating buzz (38K posts).

Comedian Julie Nolke’s video “Explaining the Pandemic to my Past Self” has generated 2.2M views since its debut.

Commenters love how the video showcases how much has changed in such a short time in a humorous and relatable way.

In general, people appreciate funny videos as a welcome distraction from both the crisis and the news.
Board games, puzzles, and online quizzes are on trend (5.5K posts).

These activities were said to be **great for family bonding** and a **good way to get a break from screen time**. Players note that activities normally associated with an older demographic are experiencing a **resurgence thanks to the pandemic**.

“Five Tribes” and “Camel Up” are among popular board games mentioned this week, as well as **board games played online** with friends such as “Uno” and “Monopoly”.

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**beevervanbever (Ellie van Bever)**
@beevervanbever

@deray Listening to a podcast while doing a jigsaw puzzle (a physical one or on an app) has a good break from watching content for me. Gotta find time for podcasts now that we’re not commuting!

Twitter 17 Apr 2020 02:36

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**MegaPhilly (Digital Soldier 2020)**
@MegaPhilly

This C.O.M.E.Y. clue on 3/28 is SCARY! The board game “Camel Up” is not the clue, it's the manufacturer “Z-Mat”, who makes “Pandemic” & ‘The Infection” & ‘Contagion’. Coincidence?  
LisaMeioz @JuliansRum @graboroot @Inevitable_ET @Shem_Infinite @Qanon

Twitter 17 Apr 2020 01:35

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**DallasKing1138 (Dallas King)**
@DallasKing113B

So I have been passing ?️ Lockdown by having my very own #ConesOfDunshire moment and created an #UncutGems board game. Designed from scratch, it has a board, chance cards and full set of rules. lco/2xPoMTyfwz

Twitter 17 Apr 2020 01:35

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**RuthEstevez2 (Ruth Estevéz)**
@RuthEstevez2

Many doing jigsaws at the moment & an online ?️ @ThePortico JigsawPuzzle is brilliant! Poster of it available too! Keep our ?️ Libraries healthy & here!
Sector | Media & Entertainment

Trending themes (excluding news)

Volume per language over time

Languages
- English
- Spanish
- French
- Italian
- Chinese
- German

Emerging organizations in discussion

- World Health Organization
- Tablighi Jamaat
- Tablighi Jamaat
- Liv
- Health Ministry
- Solidarity Response Fund
- Fa
Nearly 1-in-5 posts this week are about grocery shopping. People worry “safe shopping” is not doing enough to protect public health.
Last week consumers expressed concern and fear about grocery shopping. This week, conversations are shifting to debating in-store shopping bans to protect shoppers and store employees.

While consumers appreciate protective measures such as limiting the number of people in stores, they find continued reports of retail worker deaths alarming. There is a perception that stores acted late on social distancing programs, such as prepared food boxes, pick-up only, and home delivery.

“Curbside pickup” was the top trending topic in grocery posts. While consumers are eager to experiment with options like pickup and delivery, reliability and accessibility form barriers to adoption.
Online shopping and delivery were mentioned in 14% of posts.

People continue to over-shop due to attractive deals and promotions online, especially from furniture and clothing brands. Price cuts from fashion retailers trigger shopping discussion, particularly in the UK.

Difficulties with online shopping are increasingly reported, including delays in delivery, lack of delivery slots, online shopping scams and fraud, as well as difficult return processes.

On a more positive note, posts about volunteers delivering groceries to seniors and people in need generate joy and gratitude.
Many worldwide wonder whether it is time to reopen stores that have been closed (54k posts). Those in favor say the quarantine is tanking the global economy, while those against express fear that premature action will result in a second wave.

Some people suggest that best practices instituted in essential businesses, such as limited access, face masks, and effective queuing, will also enable other businesses to reopen sooner.

Discussion about southern US states announcing immediate plans to reopen is polarizing. While some advocate for personal responsibility and believe those who disagree can simply stay away, others state the stakes are too high to experiment.
There is a resurgence of interest in the 5G conspiracy theory.

News about Facebook referring users who engaged with coronavirus information to the WHO generated discussion.
Interest in the **5G conspiracy theory resurfaced**, with news about Prime Minister Johnson’s decision to drop Huawei as the UK’s 5G provider was shared. Conspiracists believe radiation emitted from 5G antenna poison cells in the body, forcing them to excrete waste that eventually became COVID-19.

While the theory gained traction in early April, boosted by celebrity commentary, recent reactions indicate that people are thinking more critically about conspiracy theories. Some shared disbelief that anyone would believe the theory, while others explain how the theory is scientifically impossible.

The **5G conspiracy illustrates an opportunity for brands involved to proactively educate people.**
People are reacting to news that Facebook will provide the World Health Organization with information about users who engaged with coronavirus information on the platform (722K engagements) so that they can serve up content that clears up misconceptions.

Some appreciate the effort by technology companies to provide facts and guidance from reputable sources following the wake of inaccurate health information (e.g. reporting that wearing masks does not help stop the spread or drinking bleach cures coronavirus).
People discuss **food waste** as an upsetting consequence of the lockdown. **Large restaurant chains receiving small business funds** is also controversial.
People are upset about food waste and are sharing coverage of farmers dumping milk or composting unused produce (4k posts). One ABC news segment about the topic generated more than 702K views to date.

People are angry that excess food cannot be donated to the homeless or food banks. Some offer suggestions to governments, such as paying restaurants to make meals that can be distributed to those in need.

A few are hopeful, sharing examples of restaurants adapting to the situation by offering grocery delivery services so they can generate income and not waste resources.
Many are discussing news that large restaurants chains are receiving funds designated to support small businesses.

Most are angry, wondering why large restaurants are receiving funds instead of smaller businesses. Others are sharing statistics about restaurant closure rates, noting that the misallocation of funds will not help statistics.

Shake Shack's decision to return a $10M government loan for small businesses generated attention (804K engagements), helping to differentiate the brand from other publicly traded companies who accepted small business funding. People are praising the restaurant online, calling the return a "class-act thing to do."
Most survey respondents across tracked markets plan to stay closer to home after lockdown restrictions are lifted.

Forum members wonder if US citizens will be able to travel across states in the coming months and speculate that international travel restrictions will not lift for some time.
Country Data
China

Country: China

China volume by sector:

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

China volume by topic:

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

Audiences:

- Government/agencies: 38%
- Healthcare providers: 31%
- Politicians: 15%
- Moms: 8%
- Working parents: 8%
- Hourly workers: 0%
- Seniors: 0%
- Young urban professionals: 0%
- Salaried workers: 0%
- Other: 0%
France
Emerging themes in discussion

#covid_19  
#macron20h  
#restezchezvous  
#confinement  
#covid19  
#coronavirus  
#masques  
#covid  
#macron  
#11mai

Emmanuel Macron

Emerging topics in discussion

Prenez soin  
Chômage partiel  
Confinement jour  
France blanche  
porter un masque  
ALERTE INFO  
1 mois  
New York

Topics

prenez soin  
Chômage partiel  
Confinement jour  
France blanche  
porter un masque  
ALERTE INFO  
1 mois  
New York

Country: France
Germany

German volume by sector

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

German volume by topic

Categories:
- Mental Health
- Finanops
- Home Issues
- Health
- Work
- Government/Agency Policy
- Family Matters

Audiences

Categories:
- Government/agencies: 31%
- Healthcare providers: 29%
- Politicane: 17%
- Moms: 12%
- Students: 6%
- Millennials: 5%
- Hourly workers: 0%
- Seniors: 0%
- Working parents: 0%
- Other: 0%
Country | Italy
Emerging topics in discussion

#iorestoacasa
#coronavirus
#covid19
#conte
#terapia intensive
#radiosavana
#covid_19
#quarantena
#covid #covid—19
#fase2
#lombardia
#ansa
#salvini
#lockdown

Regione Lombardia
#coronavirusitalia
Luis Sepulveda
Spain

Spain volume by sector

Spain volume by topic

Audiences

Categories:
- Government/agencies: 49%
- Healthcare providers: 27%
- Politicians: 12%
- Seniors: 5%
- Students: 5%
- Millennials: 2%
- Moms: 0%
- Hourly workers: 0%
- Working parents: 0%
- Other: 0%
Spain

Emerging themes in discussion

Country | Spain

Comunidad de Madrid
Pablo Iglesias
#sanchezveteya
#covid_19
#coronavirus
#yomequedoenCasa
#quédateencasa
#covid
#covid2019
plena pandemia
Trump

Emerging topics in discussion

Topics

- crisis sanitaria
- crisis del coronavirus
- Estados Unidos
- pandemia del coronavirus
- rueda de prensa
- 24 horas
- emergencia sanitaria
- personas mayores
- Castilla-La Mancha

0 APR  8 APR  10 APR  12 APR  14 APR  16 APR  18 APR
United Kingdom
People on forums are wondering how the economy will recover post-Covid-19.

**Health**
- Can I get tested for Covid if I have no symptoms?
- Why are there still thousands of new COVID-19 cases daily?
- What is the PCR Test for COVID-19?
- Why aren't some of the excess ventilators being reassigned to needed areas?
- Why does the US have the most cases of COVID-19?
- Why are the people dying of COVID-19 in Aged Care not dying in hospitals?
- Who or what is responsible for the Coronavirus pandemic?
- Which painkillers are safe to take during COVID-19?

**Economy**
- What are some of the impacts of COVID-19 on your industry that most people outside the industry wouldn't know or think about?
- What are the industries or sectors getting benefitted from Coronavirus and also the most affected sectors in the economy?
- If the Government forced the economy to re-open today how quick do you think our country will go back to normal pre covid economic activity and society behavior?
- Is the market going to have another drop due to COVID-19? Which companies will survive?

**Politics**
- Why are people demonstrating against Covid-19 measurements?
- How would you feel if the leader of your country was given unprecedented power to respond to the coronavirus pandemic?
- Why is the World Health Organization accused of mishandling the coronavirus pandemic?
Questions around how to safely shop for food emerged in Purchase discussions.

Education
- Are universities planning to continue this method of distance learning in the future?
- How are teachers dealing with the current set-up due to COVID-19?
- How is COVID-19 impacting private schools?

Finances
- Why aren’t premium payments suspended during COVID?
- How has COVID-19 affected cryptocurrencies and is this the right time to invest?
- Is COVID-19 and the ‘state of emergency’ saving you money?

Purchase
- Where are all the Coronavirus bargains?
- What effect will the massive outbreaks of COVID-19 at all of these meat plants have on the food supply?
- How has COVID-19 changed how you operate your shop?

Media & Entertainment
- Have you read “Love in the Time of Covid-19”?
- Who has watched the Ross Kemp: On The NHS Frontline (COVID-19 Documentary)?
- Why donate to the music community during the current pandemic of the Coronavirus?
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.