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MEET THE ANALYSTS BEHIND THIS REPORT

Ask the Analysts: Covid-19 Insights Virtual Roundtable

Friday May 15 | 3pm BST, 10am EDT

Join us for our free virtual roundtable this Friday and get your questions about the report answered live by our experts.

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Want access to our survey data?

We'll provide you with a login to our Qriously survey platform, giving you hands-on access to all questions and answers from each wave of our Covid-19 survey.

You can filter by week, age, gender or country (we're live in 8 markets).

Just drop us an email at info@brandwatch.com.
Our Goal

As the Covid-19 pandemic continues to evolve, there are many sources for news, statistics and health guidance. Brandwatch is in a unique position to provide data and insights about the impact on the hearts, minds and daily lives of consumers around the world. We’re leveraging our best-in-class technology and people to deliver weekly reporting that looks at both online discussion and survey responses.

These reports can be customized to focus on your specific industries, categories, brands, sectors, and more. Contact 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 May 4–10 using programmatic sampling via mobile phones. For access to the complete set of survey questions/answers, contact info@brandwatch.com.

Social data includes ~32 million posts from Twitter, Reddit, forums, blogs, and more that appeared between May 4–10. News has been excluded to better isolate consumer opinion but media engagement metrics have been included. Content is analyzed holistically and by market, topics, and sectors.
Some Of The Questions We’ll Address...

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

**Health/Mental health**
When asked, many people say they would not feel safe attending concerts, sporting events or cinemas even if their government says it is safe to do so. (slide 14)

Survey respondents say they are exercising less than they normally would (39%). (slide 13)

**Home & family life**
In all tracked markets (apart from China,) the number of survey respondents avoiding contact with close relatives fell week over week. The drop was partially driven by Mother’s Day get togethers. (slide 16)

Yard beautification is on trend, with consumers buying gardening tools and plants to make over their gardens and backyards. Searches for outdoor pools and swimming pools increased 200% in the last month. (slide 23)

**Work life**
As offices starting to reopen, social discussion reflects that most employees prefer working from home. Many are hopeful businesses will consider and institute remote working policies moving forward. (slide 28)

Workers state they are considering early retirement or switching jobs if they are not granted flexibility post-pandemic. Millennials in particular are sharing that they feel confused and stressed about what’s next. (slide 29)

**Government**
The Pandemic is generating substantive discussion online, much of it polarized. (slide 31)

Many people posting online are looking to Sweden to help determine whether government lockdowns are necessary for public safety. (slide 34)
Key insights at a glance

Pharma & healthcare

Many are using National Nurse Day as an opportunity to thank medical professionals for their hard work and sacrifices during the pandemic. Heartfelt posts from nurses are also generating engagement. (slide 36)

Some are sharing articles related to a mysterious illness in children linked to COVID-19, sharing symptoms but not commenting on the news. (slide 37)

CPG

Cinco de Mayo drove an increase in posts about alcohol consumption and comfort food, with people switching to tequila and tacos to mark the occasion. Searches for tortilla and flatbread makers increased by 100% this month. (slide 40)

Many consumers are experimenting with products to develop a new skincare routine in quarantine. As lockdown restrictions are lifted, many women share getting ready to leave the house again makes them feel good. (slide 43)

Media & entertainment

Star Wars fans celebrated #MayTheFourthBeWithYou with movie marathons, cosplay, and Zoom trivia games. (slide 49)

Netflix documentaries trending in social, with people especially touched by the storytelling in Michelle Obama’s “Becoming.” (slide 46)

Viewers are weighing which platforms provide the most value for money given their content preferences. (slide 46)

Retail

People are discussing “the new normal” referring to how retailers and shoppers should comply with protective measures such as mandatory masks and plexiglass installations at checkout.

Consumers want to feel safe returning to the in-store shopping experience. (slide 60)

To solve for meat shortages, consumers are turning to seafood and plant-based alternatives. (slide 63)
Key insights at a glance

Technology
Technology discussion examines how a robot dog may help communities practice social distancing in areas like parks. (slide 52)

People online are supporting Tesla CEO, Elon Musk’s, lawsuit vs. Alameda County, California. (slide 53)

Financial services
While surveys indicate that many respondents have reduced savings contributions, social discussions are sharing details about saving more money during the pandemic. (slide 56)

Travel & hospitality
People online are discussing changes to the restaurant industry, including the closure of some buffet-style restaurants given FDA guidelines about self-serve food stations. (slide 67)

Travelers are discussing a desire to vacation on social media, however many are put off by the idea of booking a cruise and favor staycations or destinations that will allow them to practice social distancing. (slide 69)
There is a resurgence in social discussion about **hand washing** as people focus on practical measures to prevent spreading the virus.
People are focused on **hand washing**; Google searches for proper technique increased 1350% worldwide in the last month.

Social discussion suggests hand washing is an integral measure (along with social distancing) to flatten the curve. Many are retweeting former US President Obama’s post from March encouraging individuals to follow “common sense precautions,” including washing hands (138K retweets to date).
Survey respondents say they are exercising less than normal (39% average across markets), particularly in Italy, where 45% of respondents say they are exercising less often.

Italian respondents are also reporting weight gain this week (40% to 47%), well above the average across markets (38%).

Italians are talking about their eating habits online as well; some are sharing that they are cooking more out of boredom and eating more than usual.
Many survey respondents say they don’t feel safe attending or visiting a variety of locations or events, even if the government says it’s safe to do so. Concern is highest for concerts (59%), sporting events (55%) and cinemas (50%).

Results vary by nation, with Italians and Spaniards particularly wary; Chinese and German respondents are less concerned about safety overall.

Spaniards are retweeting a Chinese study describing the spread of COVID-19 in a restaurant setting. Germans are posting that easing restrictions isn’t happening fast enough; reopening schools and childcare centers is often mentioned.
Social conversation is **celebratory and joyful** due to occasions such as **Mother's Day, Teacher Appreciation Week**, and **graduations**.
Continental Europeans appear to be renewing contact with close relatives. The number of survey respondents from Germany, Italy and Spain who say they’re avoiding close relatives has fallen week over week.

People are meeting with relatives as lockdown restrictions are easing in those countries. Many express sadness online about not being able to get close to one another in person, especially those in families who have lost loved ones.
Mother's Day emerged as a trending topic this week (34k mentions).

People shared that they were buying flowers and gifts, or simply calling their moms. Google searches for fresh cut flowers increased 80% this week. Other suggestions included writing letters, picking up food from favorite restaurants, or posting photos and tributes to mom.

How to celebrate safely while practicing social distancing was a controversial topic for those living apart. While some chose to stick to video conference calls, others insisted on meeting their moms in person to mark the occasion.
**Teacher Appreciation Week** drove education and home schooling posts in the US (8% of the conversation).

Parents are empathizing with teachers due to the “challenges” and "hardships" they are facing homeschooling their children, sharing respect and appreciation toward educators. Many are showing gratitude by tagging their children's teachers and schools in their posts. Others are sharing photos of their kids with “thank you” signs featuring personalized messages.

At the same time, people are praising parents who are teaching their kids and encourage one another to remain positive.
Online graduation conversation is growing (18k mentions). While some high schools are holding in-person ceremonies that observe distancing rules, others are opting for virtual ceremonies. Celebrities like the Obamas and Lady Gaga are participating in a YouTube virtual graduation ceremony. A commencement speech by Ellen DeGeneres drew 85k views on YouTube.

Parents are finding ways to celebrate their children's graduation at home while keeping families safe.

Prom discussion mentioned both virtual proms and “quarantine proms”, held at home with family while dressed up.
While lockdown measures across the globe are being eased, the number of survey respondents who say they are self-isolating or following social distancing guidelines was stable week-over-week, with two exceptions.

While the UK has consistently had one the highest percentages of survey respondents reporting they have been following guidelines, the number fell this week (60% from 69%).

China has historically had one of the lowest percentages of respondents saying they are following guidelines. This week the trend shifted; 43% say they are following guidelines for social distancing (from 37%).
Online discussion about enforcing social distancing highlights the use of surveillance cameras in France and robots patrolling parks in Singapore. A video of the Singapore robot has been retweeted 2k times, with people calling it “scary” and wondering “what’s next?”

Reports of people harmed by police officers for not complying with social distancing is sparking outrage as well as questions about whether using police force is an appropriate solution.
Biking surfaced as a trending topic this week (14k mentions), driven by National Bike Month in the US.

Beyond sharing purchase intent for various bikes, many discussed buying accessories like helmets, brakes, or saddles. Google searches for bicycles and accessories has doubled in the last month.

People are also sharing their routes or cycling photos via social media, advocating for exercise and healthy living during the pandemic.

Others emphasize adherence to physical distancing rules by not cycling in packs. Some support “pop-up bike lanes” to give cyclists extra room on the road.
With summer vacation plans and camps likely cancelled, people are investing in their outdoor living spaces.

Consumers say they have been buying gardening tools and plants to make over their yards during quarantine. Others say they are enjoying morning coffee, drinking, or having picnics with family members in their gardens.

Many are buying inflatable pools to enjoy the warm weather, while others discuss wanting swimming pools at their homes this summer. Google searches for swimming pools increased 200% this month, particularly in warmer climates.
Donation conversation is booming this week (16% of posts), thanks to Giving Tuesday.

People are sharing their own charitable donations while encouraging others to “give back.” Fundraisers to support vulnerable children, the unemployed, and families in need continue to drive conversation. Advocates actively use the hashtags #GivingTuesday and #GivingTuesdayNow to spread awareness.

Activists are also calling for donations to save animals during the pandemic. Best Friends Animal Society is the most mentioned organization.
Unemployment generated 42% of social conversation this week, driven by comparison of current rates to The Great Depression.
Survey respondents reported mixed feelings about how safe they feel going back to work or school when the government says it’s safe to do so. More than one-third globally say they don’t feel safe returning to work or school.
People are feeling sad and scared by reports of **more than 30 million unemployed**. Airbnb’s 1,900 job cuts and 3,700 jobs lost at Uber are most discussed.

Many are calling on consumers to buy from local businesses to help workers keep their jobs.

Those who are newly unemployed continue to leverage **social media to seek donations and job opportunities**.
One-in-ten posts discuss going back to work as global economies reopen this week (12% of conversation). Some are excitedly posting photos of their first day returning to the office, glad to be back.

The majority of online posters express they prefer working from home. Many mention challenges to overcome before returning to an office that include infection risk, childcare, traffic, and commuting on public transport. Many are hopeful businesses will consider and institute remote working policies moving forward.
Career change surfaced as an emerging topic this week (9k posts).

Workers say they are considering early retirement or switching jobs if they are not granted flexibility post-pandemic. Some share they are waiting for lockdown restrictions to lift so they can start their own businesses. Millennials in particular are sharing that they feel confused and stressed about what’s next.

People continue to discuss the traditional 9–5 culture and advocate for the importance of work-life balance. This is a pressing issue for businesses to solve as the global economy opens.
The Plandemic is generating substantive online discussion this week, much of it polarized.
The “plandemic” is a growing topic of discussion, generating 151K posts due to the release of ‘The Plandemic Documentary: The Hidden Agenda Behind Covid-19’. Many are positing online that the pandemic was planned, citing inaccurate death counts and suggesting the duration of the lockdown aligns with an effort to rig the US election.

Most people are cautioning viewers not to be fooled by the quality of the documentary and discredited the research, systematically negating each claim within the film.
Former US President Barack Obama’s description of the White House handling of the pandemic as “chaotic” is provoking online reaction. President Trump tweeted several times using the term “Obamagate,” which generated 3M tweets to date.

Reactions vary; some support Trump, some support Obama, and some are cracking jokes about the entire situation (e.g. creating a drinking game with each mention of “Obamagate”). Overall, most online posters seem to think this is a Trump tactic intended to distract the public from the handling of the pandemic.
People continue to wonder when lockdown will end. The question is top of mind globally and was among the top three Google searches worldwide in April.

Social discussion reflects a variety of opinions about how governments should approach reopening. Some feel it must be done as quickly as possible to provide economic relief. Others are advocating an approach that weighs public health along with economic needs. Some are suggesting that economic concerns should not outweigh the value of human life and public safety.
A top question searched globally on Google in April was **How is Sweden doing with the Coronavirus?** On social channels, people are talking about whether Sweden's decision to stay open had health or economic benefits (26K posts).

**Social discussion provides conflicting opinions**, with some suggesting Sweden experienced the same death rate per capita as countries that locked down. Others presented data showing a dramatic increase in deaths relative to other countries. Similarly, many are sharing statistics about economic performance, presenting little notable impact on the Swedish economy. A few suggest that only time will provide an accurate understanding of the impact.
People continue to express appreciation for nurses and medical professionals, particularly in the US as the country celebrates National Nurses Day.
People posting on social channels are using the hashtags #nationalnurseweek, #thankyounurses, #nationalnursesday and #nursesweek in messages of gratitude on National Nurses Day, a US holiday celebrated on May 6.

A few posts by nurses and medical professionals implored the public to extendlockdown.
Many are sharing news about a mysterious illness impacting children that may be linked to COVID-19, generating more than 1M social engagements to date. While often sharing articles that list symptoms of the inflammatory illness (rash, fever and abdominal pain), few are commenting.
Cinco de Mayo drove an increase in posts about alcohol consumption.
Online posters are amused that **Cinco de Mayo fell on Taco Tuesday** during a pandemic that shares its name with a Mexican beer. Drinkers recommend **switching from normal quarantine liquor to tequila** to mark the occasion.

Many also enjoyed **drinks on Mother’s Day**, gifting their moms wine bundled with cheese, chocolate, and snacks.

Headlines about the pandemic costing up to $1 billion in untapped beer were shared; people **said they’re committed to drinking more to do their part to save the industry.**
Comfort food is trending in social discussion again this week (14% of posts). People shared that they’re having a good time making tacos at home. Google searches for tortillas and flatbread makers increased 100% this month.

Pizza is the most frequently discussed comfort food during lockdown. People are sharing sourdough pizza recipes and proudly posting pictures of homemade pizzas on Twitter.

Apart from tacos and pizza, some others admit pasta has become their go-to meal during quarantine.
In hair care (one-third of CPG posts), pet owners are posting about *grooming their pets* at home. People are sharing funny before and after photos and videos of pets, joking that it’s not just humans that are getting terrible lockdown haircuts.

People continue to *dye their hair bright and bold colors* including pink, purple, and blue. More consumers of all ages are experimenting with hair dye. Others say they are getting better at *quarantine haircuts* through ongoing practice.
Personal care products were mentioned in 15k conversations this week. Google searches for **skincare masks and peels** are also up 100% in the last month. Many consumers say they are experimenting with products to **develop a new skincare routine** in quarantine. Some are also sharing podcasts that discuss helpful beauty and skincare tips.

Quarantine makeup continues to trigger discussion. Females of all ages are sharing daily makeup photos, stating that **getting glammed up helps to elevate their mood**. As lockdown restrictions are lifted, many women say that **getting ready to leave the house again makes them feel good**.
Trivia games played on Zoom are generating social discussion this week.
People are talking online about documentaries on Netflix (17k mentions), namely *Inside Bill's Brain* and *Michelle Obama's Becoming* series. “Amazing” and “eye opening” were terms often used to describe them. People are especially touched by the stories told by the former first lady. Coronavirus Explained, Pandemic, and Tiger King continue to drive discussion as well.

Also discussed is an upcoming cooking show from Selena Gomez on HBO (2.1k mentions) and Normal People on Hulu (2k mentions). Viewers are also talking about which platforms provide the most value for money given their content preferences.
People are recognizing and supporting artists who are donating money and releasing new content, such as Lady Gaga, Beyoncé, and Rihanna. Others are also calling for donations or direct purchases to support local artists hit hard by the pandemic, including musicians and writers.

Fans continue to share new music they enjoy online. Chris Brown, Young Thug, and a new YouTube music video from Ariana Grande and Justin Bieber are discussed most often. The death of American magician Roy Horn due to Covid-19 was often mentioned along with Little Richard’s passing this week; people expressed sadness about the loss of the two legends.
The term *Zoom trivia game* appeared in 2.3k posts this week, as people discussed the various virtual games and quizzes they’re playing on the video conferencing platform.

People discuss *binge-playing trivia games* via Zoom with *family, friends, or colleagues*. Many are enjoying interactive games, stating they’re having a “blast” on these calls.

A video of the cast of Netflix’s *Too Hot To Handle* holding a Zoom quiz related to the show has 350k views on YouTube to date.
Cinema fans are discussing the reopening timelines of their local theaters with excitement. Others share they are loving the comeback of drive-in movie theaters, calling this a “genius move” amidst the pandemic. The trend is especially prevalent in European countries.

Star Wars fans celebrated May 4th with all-day movie marathons. Hardcore fans went further by dressing up as favorite characters and sharing photos, or participating in a Star Wars Zoom quiz with friends. #StarWarsDay and #MayTheFourthBeWithYou are the most shared hashtags.
Technologies that may help communities practice social distancing are generating online discussion.
A device called Spot that reminds people to practice social distancing generated online discussion this week. People shared news about the robot dog's use in Singapore, generating more than 300K social engagements to date.

Some people are calling Spot “creepy” or likening the device to something from the American science fiction/action movie RoboCop. A few are describing the device, developed by Boston Dynamics, as a way to “patrol” or “enforce” social distancing.
Online reaction to news that Tesla CEO Elon Musk filed a lawsuit against Alameda County in California for not allowing Tesla to reopen was swift and opinionated (274K engagements to date).

Many support Musk, praising the CEO for opposing the decision as unconstitutional. A few are thanking Musk for considering moving Tesla operations to states like Nevada that have experienced notable job losses during the pandemic.
Data about post-pandemic savings is conflicting; survey responses indicate that many are not saving as much as they did pre-pandemic, while social discussion indicates that people are saving more money than usual.
Ten percent of survey respondents across tracked markets say they are reducing saving contributions as a result of the Covid-19 outbreak. Spanish respondents were more likely to report saving less (14%).

Conversation on social channels is reflecting a different perspective, with some sharing that they’re saving more money now than before the pandemic. They describe how lifestyle and entertainment expenses have decreased (e.g. going to restaurants, pubs or a show). Others are talking about how online shopping expenses have increased. Some cite proactive measures they’re taking to save more aggressively and describing savings goals (e.g. four months rent in savings).
While consumers are talking about credit cards less often than they did in April, many are sharing how they continue to rely on credit cards to pay rent or buy groceries.

Some are sharing news about efforts by banks to pause credit card payments to help alleviate some of the financial strain of the pandemic. Others are asking questions about what people plan to do when their credit cards have reached their limit.
The reopening of retailers was discussed in 20 percent of online conversation this week.
As retailers start to reopen, people are posting about crowded malls and shopping centers. The majority of those posting online believe this will worsen the situation and are calling for rules to be strictly enforced.

People are discussing “the new normal,” referring to how retailers and shoppers should comply with protective measures. Consumers suggest precautions such as in-store temperature checks, mandatory face masks, physical distancing protocol, and plexiglass installations for check out will make them feel safer returning to the in-store shopping experience.
To wear or not wear face masks has become a controversial topic within grocery shopping conversation (24k posts). Costco (and others) started requiring shoppers to wear masks to enter stores, sparking debate. Many agree that wearing face masks saves lives and they support mandatory enforcement. Dissenters feel it’s a personal choice to wear a mask and some say they’ll shop elsewhere if forced to comply.

Consumers are consistently reporting a lack of physical distancing at grocery stores. Some are expressing fear in shopping situations where others aren’t taking precautions. Many are opting out of in-store shopping and are looking for other options.
Online shopping continues to generate discussion (32k mentions). While some stores are reopening, online consumers say that e-commerce remains the best and safest solution.

However, many consumers are experiencing challenges such as item availability and continued delivery delays. As a result, some are opting to shop in-store at big chain retailers out of necessity.
Beef, pork, and chicken shortages are trending in online discussion this week (4.1k posts). **People are worried about the safety of meat after news that many workers in processing plants have been infected with Covid-19.** They are also concerned about meat prices potentially increasing. Many online are calling on others to stop hoarding meat and buy more from local farms to ease supply chain pressure.

Meanwhile meat consumers are looking to seafood as an alternative. Terms such as “seafood boil” and “seafood party” are generating discussion.

Others are saying that this is the perfect time to consume less meat.
Trending themes (excluding news)

Volume per language over time

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

Emerging organizations in discussion:
- Center
- Liquor
- Harvard
- Digital
- Costco
- Shopify
- Apple
- Johns Hopkins
- Publix
Online discussion praises **efforts to help restaurant workers** during the lockdown.
People are positively responding to news that American restaurateur, author and television presenter Guy Fieri has raised over $20M to date for out-of-work restaurant employees. News coverage has generated over 1M social engagements to date.

People are responding with good natured phrases like “gotta love this guy” and suggesting he be nominated for a sainthood.
Google searches for information about buffet restaurants closing in the US increased 1,000% this week.

Many are responding to news that buffet-style restaurants are closing due to FDA recommendations. Restaurant owners are explaining that while understandable, new operational guidelines make it impossible to continue to do business as usual.

Some are disappointed to hear that chains like Sweet Tomatoes and Soup Plantation will permanently close, sharing memories of birthday lunches or describing them as a “go to” lunch spot. Others are sharing a general dislike of buffet style restaurants and perception that they are unsanitary.
Many are reacting online to news that **cruise lines are reopening** for the summer and that bookings are increasing exponentially by the day. Travel agents are pointing out that there are great deals available, however given airline restrictions, it may be challenging for travelers to arrive at departure ports.

**Most posters online are indicating that they would not want to plan a cruise in the near future.** Some are posting questions or making jokes about those who would want to take a cruise right now given health concerns.
Approximately 10% of travel conversation is about vacation planning. Some are expressing disappointment about cancelling trips, describing vacations as even more desirable now given lockdown measures.

Most people remain positive, making light of the inability to travel. Others are considering road or camping trips, sharing resources, planning staycations or asking for recommendations for places to visit.

Individuals finalizing plans are trying to determine if they need to change destinations to areas that have eased lockdown restrictions.
Country Data
Country | France

Emerging topics in discussion

- #coronavirus
- #covid19
- #confinement
- #masques
- #deconfinement
- #macron
- #covid_19
- #deconfinement11mai
- #covid
- #11mai
- #masquesgratuits
- port du masque
- Emmanuel Macron
- #déconfinement
- #restechezvous

Topics
- Covid 19
- port du masque
- Emmanuel Macron
- 2 mois
- chômage partiel
- ambassadeur de France
- transports en commun
- 2 semaines
- état d'urgence sanitaire
- masques gratuits
Emerging themes in discussion

#coronavirusde
#covid19
#covid_19
#thread
#covidbots
#covidioten
#muttertag
#afd
#corona
#coronavirus
#bundesliga
#deutschland
#homeoffice

Country | Germany
Country | Italy

Italy volume by sector

Italy volume by topic

Audiences

Categories
- Healthcare providers: 24%
- Government/agencies: 24%
- Politicians: 10%
- Students: 12%
- Moms: 12%
- Working parents: 6%
- Immunocompromised: 3%
- Seniors: 3%
Terapia Intensiva
#covid-19 #lombardia #covid19 #covid #coronavirus #italia #conte #milano #lockdown #navigli #pandemia #covid_19 #mascherine #radiosavana #ansa #covid19italia #coronavirusitalia

Fase 2
prórroga del estado de alarma

#covid19
#coronavirus
#yomequedoencasa
United Kingdom volume by sector:

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

United Kingdom volume by topic:


Audiences:

- Categories: Government/agencies (45%), Healthcare providers (27%), Politicians (10%), Moms (6%), Students (4%), Seniors (4%), Millennials (3%), Working parents (1%), Immunocompromised (1%)
Emerging themes in discussion:

- coronavirus pandemic
- Brexit
- Johnson
- #stayhome
- Scotland
- England
- #stop
- lockdown
- Trump
- work from home
- #covid19
- Boris
- Italy
- Germany
- Europe deaths in Europe
- #coronavirus
- Boris Johnson
- UK government
- Hancock
- (#covid—19)

Emerging organizations in discussion:

- University of California
- Clifton Nurser
- Huawei
- Labour
- Uni
- Yale
United States

US volume by sector:
- Categories: Healthcare, Media/Entertainment, Tech, Travel/Hospitality, Retail, P&G/Serv, CPG

US volume by topic:

Audiences:
- Politicians: 28%
- Government/agencies: 27%
- Healthcare providers: 24%
- Students: 8%
- Moms: 6%
- Seniors: 4%
- Millennials: 1%
- Immunocompromised: 1%
- Working parents: 1%
- Other: 0.2%
<table>
<thead>
<tr>
<th>Post</th>
<th>Total Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plandemic Documentary: The Hidden Agenda Behind Covid-19</td>
<td>4.4M</td>
</tr>
<tr>
<td>May 5, 2020, youtube.com</td>
<td></td>
</tr>
<tr>
<td>[URGENT] Dr Rashid Buttar Reveals that Coronavirus was Patented by Bill Gates in 2016.</td>
<td>1.5M</td>
</tr>
<tr>
<td>May 6, 2020, youtube.com</td>
<td></td>
</tr>
<tr>
<td>This Teacher Took Care Of A Baby Whose Entire Family Had COVID-19</td>
<td>1.2M</td>
</tr>
<tr>
<td>By Ashleigh Carter - May 5, 2020, nowthisnews.com</td>
<td></td>
</tr>
<tr>
<td>PETITION: No to mandatory vaccination for the coronavirus</td>
<td>1.1M</td>
</tr>
<tr>
<td>May 7, 2020, lifepetitions.com</td>
<td></td>
</tr>
<tr>
<td>The Hidden Agenda Behind Covid 19 - Plandemic (Was Covid-19 a plan?)</td>
<td>1M</td>
</tr>
<tr>
<td>May 6, 2020, youtube.com</td>
<td></td>
</tr>
</tbody>
</table>
Trending Questions Asked Online
Forum members are questioning the pandemic response.

<table>
<thead>
<tr>
<th>Economy</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Will China end up being the world’s sole economic super power after Covid-19?</td>
<td>• Which Governors Have Done the Best With COVID-19 Response So Far?</td>
</tr>
<tr>
<td>• What are the impacts of Covid-19 on economic inequality prevalent in society?</td>
<td>• Is Trump really doing a bad job handling the coronavirus pandemic?</td>
</tr>
<tr>
<td>• How long will it take the US to recover from the economic impact of Covid-19?</td>
<td>• What if Covid-19 is actually pretty bad and deadly and the steps the government has taken across the globe has saved someone each of us care for?</td>
</tr>
<tr>
<td>• Which country’s economic response to the coronavirus has been the most successful so far?</td>
<td>• Honestly, what President from history would you choose to guide the nation through Coronavirus and why?</td>
</tr>
<tr>
<td>• Thoughts on what happens to U.S. markets if Trump or Pence get COVID-19?</td>
<td>• Regarding the current situation with Covid-19, would you rather change your current country or stay if you had the choice?</td>
</tr>
<tr>
<td>• Why are stocks rallying when the economy is still suffering from Covid-19, with unemployment at an all-time high?</td>
<td></td>
</tr>
</tbody>
</table>
Questions around mental health and vaccines surfaced this week.

Lifestyle

- How to meet new people during Covid-19?
- What are you guys doing to make for a productive summer due to COVID-19 cancelling plans?
- Coronavirus Lockdown and Access to Religious Services - What are citizens rights?
- Question to everyone: What do you plan to do once the COVID-19 pandemic ends?

Health/Mental Health

- Why are some people suddenly against a vaccine for the Coronavirus?
- Does anyone else feel as if their mental state has been reset due to the coronavirus lockdown situation?
- How many undetected positive cases of COVID-19 remain in our community – are they so low that we should feel safe in moving to Level 2?
- Why do you think a coronavirus caused Depression would cause more deaths than Covid-19 without lockdown measures?
- How will you react to the announcement of a Covid-19 vaccine?
- Do we know how many coronavirus units infect a single cell?

Higher Education

- How will COVID-19 affect SAT/ACT weighing in college admissions?
- What is the worst thing your university has done during the coronavirus?
- $70,000 for Zoom classes? Coronavirus crisis leaves students at US universities miffed
- Will first years be allowed to defer admission because of COVID-19?
Ask the Analysts: Covid-19 Insights Virtual Roundtable
Friday May 15 | 3pm BST, 10am EDT

Have you got questions about this report? Join our virtual roundtable to meet the expert analysts behind this weekly report.

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