

# COVID-19

A single source for consumer sentiment and news related to the impact of COVID-19

## DAILY DIGEST

April 10, 2020, 1:30PM

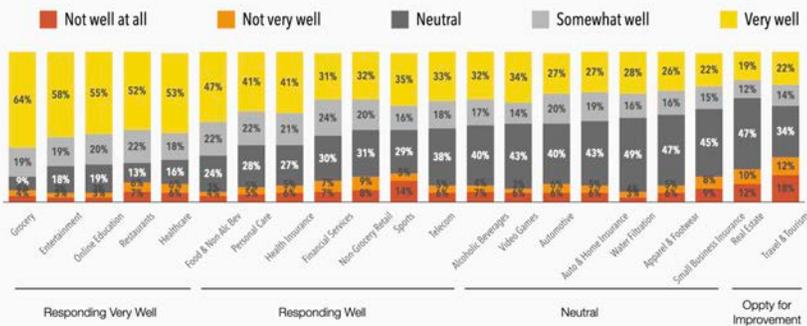
Social conversations have centered on social distancing and staying at home for the past week, becoming a more prominent theme each day. There is increased belief and acceptance that we will need to remain at home and engage in social distancing for much longer than initially anticipated. Sadness in social conversations has grown as well, as a result of increased deaths and distress over the fact that COVID-19 is hitting the African American community particularly hard.

While most industries are seen as responding well to the COVID-19 crisis (see Chart of the Day), many are seen as more neutral in their response. Our recent COVID-19 tracking data shows that people are looking for hope and reassurance from brands in the midst of this crisis. Progressive Insurance is one of the latest brands to deliver on this, helping employees, communities, and customers in this time of need (see Spotlight on: Progressive Insurance). While people may not be waiting to hear from specific brands, those that don't begin to demonstrate what they're doing as a result of the crisis will begin to stand out in a negative way.

### Chart of the Day

In your mind, how well has each of the industries below responded to their customers' needs in the midst of the COVID-19 crisis?

Wave 1: 3/31-4/6



Date: 4/7/20 Source: Arnold / Havas Media COVID-19 Tracker

### Consumer Discussions



Date: 4/9/20, Source: Brandwatch

### Marketing/Media News

- As the world prepares for a very different Easter, brands change creative and brace for impact (4/10/20) [Adweek](#)
- Brands need to stop talking and start doing (4/9/20) [The Drum](#)
- The pandemic economy: what are shoppers buying online during COVID-19? (4/8/20) [Visual Capitalist](#)
- Hundreds of meaningful COVID-related innovations, worldwide and segmented by industry [COVID Innovations](#)
- Casual dining will not be the same after the coronavirus shutdown (4/8/20) [Restaurant Business](#)
- Recession lessons from AmEx's Small Business Saturday (4/2/20) [WARC](#)
- Panera and Patagonia pivot into grocery biz (4/9/20) [Adage](#)
- Coke turns over social channels to outside groups (4/8/20) [Adage](#)
- Hims & Hers takes on mental health during the COVID-19 crisis (4/7/20) [Medium](#)
- Apple giving away free original TV shows (4/10/20) [The Verge](#)
- Smokers and vapers may be at greater risk for COVID-19; potential bans are being discussed (4/9/20) [NYTimes](#)

NUMBER OF COVID-19 CASES IN THE U.S.

# 467,184

As of 4/10/20, 10:39am, Source: [Johns Hopkins](#)

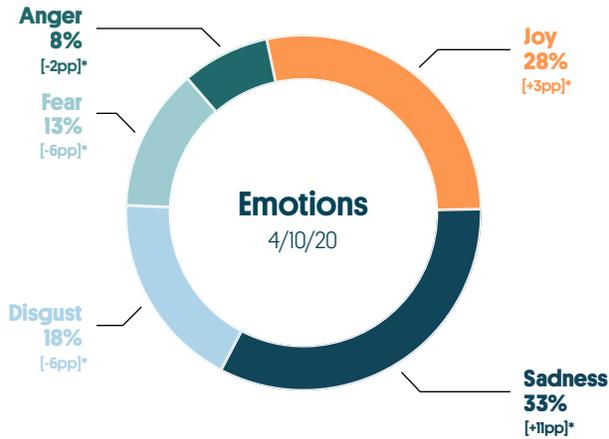
NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

# 34,630

TRAJECTORY OF NEW DIAGNOSES INCREASING

Source: Analysis based on [Johns Hopkins](#) data

## Emotional Response to COVID-19



\*Percentage point changes versus 3/20 when tracking began.

### ANGER

- RT @StevenTDennis My brother, who is an ER nurse, says now is not the time get on a scooter or otherwise do "dumb stuff." You don't want to be clogging up an ER gearing up for expected massive COVID-19 caseload. You don't want to be in the ER, period, unless you need to be.
- RT @AmyMcGrathKY This makes no sense. We need to be expanding COVID-19 testing, not cutting it. We all want to get back to normal, but health experts say we can't do that until we have robust and accurate testing available. Let's listen to them. <https://t.co/e6ckJMM14>

### DISGUST

- RT @MotionToStrike Too many NYPD officers are dying, suffering, and infecting others with COVID-19. There do not need to be nearly this many officers on the street. It is hampering, not helping, this city's effort to flatten the curve.
- RT @DavidFBrand The spread of the coronavirus inside Rikers jails is horrible, but let's also pay attn to what's happening inside NYC's only privately run jail The number of inmates w COVID-19 inside the Queens Detention Facility jumped by 700% (!) between Tues and Thurs <https://t.co/0uJSYx3E3TE>

### FEAR

- Doctors worry unproven Covid-19 drug will do more harm than good <https://t.co/DfLX0i1rTk>  
Retweets: 0 Replies: 0 Impressions: 35
- Stress and anxiety during COVID-19 has increased domestic violence. SC we lead in this, this is scary.

### JOY

- Thank you healthcare community, thank you Nurses, Doctor, pharmacist, lab tech, paramedic...for saving lives in this fight against the virus Covid 19. THANK YOU! @ Knox Park, Dallas <https://t.co/vXUCu9WCIT>
- RT @polishprincessh Residents of a nursing home separated by social distancing amid the COVID-19 pandemic found a way to connect with each other when the woman's husband, a 97y old WWII veteran, serenaded her with a tune from his harmonica on the other side of a glass door <https://t.co/YHSM6DDuV>

### SADNESS

- RT @BenLaBoli COVID-19 is now the top cause of death each day in the U.S., overtaking cancer and heart disease. All diseases are tragic. But the vast majority of these deaths were preventable with a better prevention and response plan. <https://t.co/xLPJ44DA65>
- RT @KaylaReed Every person that has died from COVID-19 in St. Louis City has been Black. <https://t.co/MwOQu9gipK>

## Economic News

- Every state's unemployment claims since COVID-19 shut the economy down (4/9/20) [24/7 WallStreet](#)
- It will be a long time before the economy recovers - and it won't be the same (4/9/20) [Vox](#)
- Amsterdam adopts a new economic model for life after COVID-19 (4/9/20) [OZ](#)

## Spotlight on: Progressive Insurance

Due to the pandemic, Progressive will provide approximately \$1B to customers as a result of fewer claims from less frequent driving. Additionally, Progressive is finding ways to help customers, employees, agents and communities through its comprehensive "Apron Relief Program." Below are only some of the things Progressive is doing to help in these four areas:

- For customers, Progressive is providing credits to auto customers with active policies, suspending cancellations and non-renewals, providing full-service claims experience for first responders and health care workers, and extending payment leniency.
- For employees, it is providing work from home capabilities, providing financial support, and easing the burden of health care costs.
- For communities, it is helping in towns where its employees, agents and customers live by funding a \$8M donation to charities.
- For agents, it is partnering with agent associations to provide direct relief, enhancing programs for agents, offering continuing education courses, etc.

(4/8/20) [Progressive](#)

## For your mental health



- Sweating to the Oldies. Or Sitting? An array of workout videos from over the decades that you can enjoy. (4/9/20) [NYTimes](#)