

# COVID-19

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

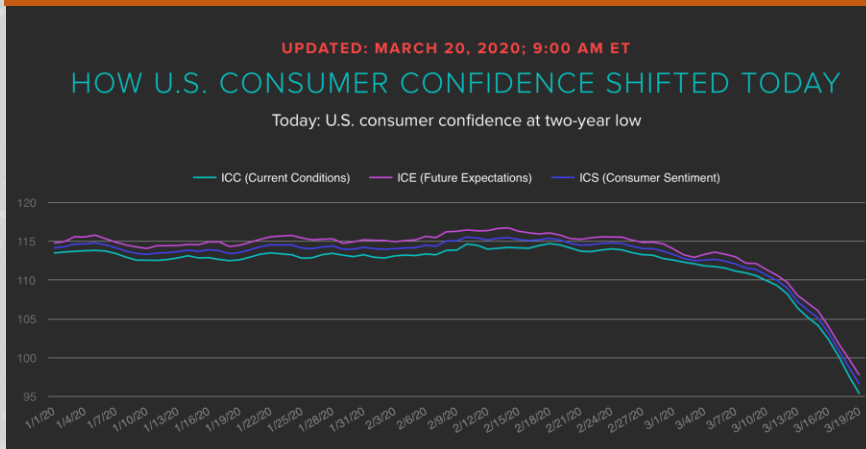
## DAILY DIGEST

March 20, 2020, 10:00AM

This is the first of a series of every other day updates on the COVID-19 pandemic. In the U.S. we are still at the beginning stages of the crisis, with new diagnoses continuing to increase. Consumer sentiment has dropped precipitously and anxiety abounds, with a recession on the horizon, if not here already. However, even in the midst of this crisis, people are finding little joys in life and brands are finding ways to connect.

This is a time when brands need to take stock and formulate their response to the crisis. Those brands that are already winning are those that are taking care of their employees and people most at risk for serious consequences related to the virus (see Spotlight on: Stop on Shop below). Now is the time to set the appropriate tone, recognizing the seriousness of the situation, but also providing people with the hope, positivity, and bits of laughter that they're looking for.

### Consumer Sentiment



Date: 3/20/20, Source: [Morning Consult](#)

### Consumer Discussions



Date: 3/18/20, Source: Brandwatch

### Marketing/Media News

- Brands are trying to bring bits of positivity back into people's lives Source: [Campaign](#)
- Brands are also responding to the crisis in a multitude of ways Source: [AdAge](#)
- Twitter is providing examples of positive brand communications during the crisis Source: [SocialMediaToday](#)
- In today's environment, you need to show you're putting employees above profits Source: [MediaPost](#)
- Amazon is prioritizing essential house-hold staples and medical supplies, delaying delivery on other goods Source: [CNN](#)
- Several grocery retailers are designating shopping times for vulnerable seniors Source: [Fortune](#)
- Musicians are live-streaming free concerts and Q&A sessions for their fans at home Source: [NYTimes](#)
- Zoom is where we now work, go to school, party, go on blind dates, have our kids' play dates, etc. Source: [NYTimes](#)

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

# 14,250

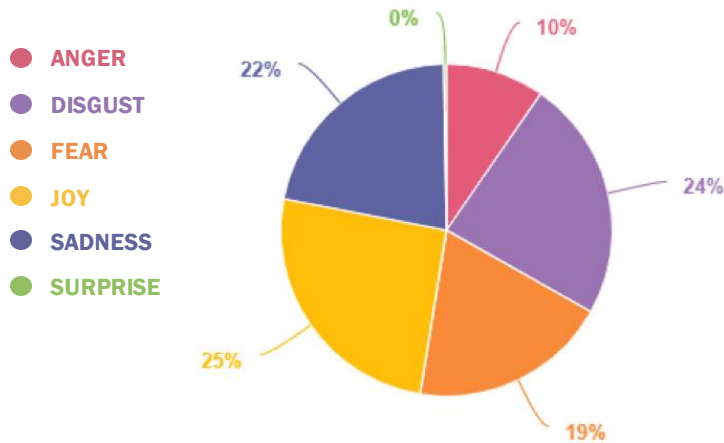
As of 3/20/20, 8:43am  
Source: [Johns Hopkins](#)

### NUMBER OF DAILY NEW DIAGNOSES IN THE U.S.

# +4,835

Trajectory of New Diagnoses: **INCREASING**  
Source: Analysis based on [Johns Hopkins](#) data

**Emotional Response to COVID-19**



ANGER

**GirlNamedDillon (Dillon McLean)** @GirlNamedDillon 14h  
 Last week, I canceled my @AmericanAir flight scheduled for this weekend due to COVID-19 concerns. American said I was not entitled to a refund, so I filed a special request and cited COVID. Still pending review.  
 Retweets: 0 Replies: 0 Impressions: 125 Reply Retweet Like Engage

**amina\_dillard (amina)** @amina\_dillard 14h  
 RT @ShakeetaMarie This needs to continue being implemented after we are on the other side of COVID-19. I'm tired of y'all on my neck and on my heels, while standing in line.

DISGUST

**litmis5 (Little Missy)** @litmis5 12h  
 RT @LincolnsBible Shame on donald. Shame. Hospital Workers Make Masks From Office Supplies Amid U.S. Shortage <https://t.co/JPl27fsZpQ>  
 Retweets: 0 Replies: 0 Impressions: 343 Reply Retweet Like Engage

**scampadvary (fluciliuswasright)** @scampadvary 12h  
 RT @kennymellman Those of us who remember that AIDS was at one point called Gay-Related Immune Deficiency should be screaming that the president referred to Covid-19 as the Chinese Virus. History repeats in the most ugly ways

FEAR

**AustinBlansett1 (Austin Blansett)** @AustinBlansett1 12h  
 RT @baeonda I'm 22 years old and I tested positive for COVID-19. I've been debating on posting, but I want to share my experience especially with those around my age to help bring awareness, and to relieve any stress/anxiety some may have due to the pandemic.  
 Retweets: 0 Replies: 0 Impressions: 818 Reply Retweet Like Engage

**jdaawgg (JASSSS)** @jdaawgg 12h  
 RT @estaaaaah If 1,000 people in Hilo get COVID 19 with severe symptoms our hospital is going to get wrecked. Supplies and space will be limited, staff will burnout, and death will be inevitable. PLEASE TAKE QUARANTINE SERIOUSLY SO THIS DOESNT HAPPEN 😞

JOY

**macayjulia (Julia)** @macayjulia 13h  
 RT @IMBermey <https://t.co/Mkd9j5savj> If you have the time, and don't mind reading. Read this... just so you know how COVID-19 will impact us or could have impacted us.  
 Retweets: 0 Replies: 0 Impressions: 212 Reply Retweet Like Engage

**nevermind\_myg (RENUNCIACION PIÑERA) NUEVA CONSTITUCION** @nevermind\_myg 13h  
 RT @GoughCJ Now that I am recovering from Covid-19, I want to share my symptoms, and my experience, in case it is of help to anyone else. I've felt pretty rotten the last few days, but am finally improving. I am only talking about my own experiences - as a patient, not a doctor. (1/n)

SADNESS

**maeamiller1 (Briana Miller)** @maeamiller1 12h  
 RT @GAFollowers BREAKING: 3 people in Georgia have died from COVID-19 today, bringing the statewide death toll to 4. 1 person in Atlanta, 2 people in Albany, Georgia. Please send your prayers to the families affected 🙏

**StopAgitprop (Stop Agitprop)** @StopAgitprop 12h  
 RT @brhodes When you hear that China did a better job containing COVID-19 because it's authoritarian, remember South Korea. The issue is competence, not democracy.

**Economic News**

- We have likely already entered a global recession *Source: [S&P](#)*
- Rise in jobless claims this week is larger than any week-to-week movement seen during or since the 2008 recession *Source: [NYTimes](#)*
- Nearly 1 in 5 U.S. households are experiencing layoffs or a reduction in work hours *Source: [NPR.org](#)*
- A COVID-19 driven recession will hit hardest for those places that rely on 5 sectors: mining/gas, transportation, travel, leisure & hospitality, and employment services *Source: [Brookings](#)*
- Companies are going to need to step up to help support society in this time of need *Source: [World Economic Forum](#)*

**Spotlight on: STOP&SHOP**

Stop & Shop is opening from 6–7:30am to specifically serve customers 60 and over, those most at risk for developing severe symptoms related to the COVID-19 virus.

Source: [Boston Globe](#)

**For your mental health**

We're all looking for a bit of respite from the daily anxieties that we're facing during this crisis. Huffington Post offers us series of cat videos to bemuse us while we're shut in: "These Cat TikToks are just what we need right meow during social isolation."

Source: [Huffington Post](#)

