Mental Health and COVID-19 search trends (U.S.)

April 16, 2020
Summary

There is an increasing volume of searches for “depression” and “anxiety” from March 13 to April 11, 2020, with searches being 3x and 2x higher for each, respectively, and overall higher volume compared to same period in 2019. Only a small volume of the queries include “coronavirus” or “covid-19” terms.
There is a steadily increasing search volume for “depression” keywords from March 13 to April 11, and an overall higher volume compared to 2019.

Top queries:
- depression treatment facility
- new depression meds
- signs depression
- depression
- depression self test
- beating major depression
- drugs treat major depression
- inpatient facility depression near me

*Note: Queries relating to the great depression and economic depression has been removed, and only queries related to the condition is included. Data are queries containing either of the following keywords: depression, depressed, depressants.*
0.3% of “depression” searches from March 13 to April 11, 2020 also contained “coronavirus” or “covid-19” in the search query.

Top queries for “coronavirus”/“covid-19” and “depression”/“depressed”:

- coronavirus depression
- covid 19 depression
- depression during coronavirus
- will coronavirus cause depression
- great depression coronavirus*
- depression during covid 19
- dr phil coronavirus coping isolation depression
- prevent coronavirus depression
- beat depression over loss money due coronavirus crisis today
- depressed coronavirus
- covid 19 making me depressed
- increasing antidepressant dosage during coronavirus
- coronavirus sparks depression
- dealing depression during coronavirus pandemic
- persistent depressive disorder coronavirus lockdown
- worsening depression during covid19
Searches for “anxiety” have been increasing steadily, although seem to be stabilizing in April at a volume 2x higher compared to 3/13.

Top queries:
- anxiety
- depression anxiety
- inpatient treatment centers
- best medicine anxiety
- anxiety symptoms
- depression anxiety test
- best anxiety medication
- anxious
- anxiety disorder
- combating anxiety
- vitamins anxiety

*Note: Data are queries containing either of the following keywords: anxiety, anxious.*
Top queries for “coronavirus”/“covid-19” and “anxiety”:

- coronavirus anxiety
- covid 19 anxiety
- anxiety over coronavirus
- covid anxiety
- corona anxiety
- anxiety during coronavirus
- deal coronavirus anxiety
- managing coronavirus anxiety
- coping coronavirus anxiety
- ways your coronavirus anxiety
- ways ease coronavirus anxiety
- ease your coronavirus anxiety
- sleep coronavirus anxiety
- anxiety coronavirus symptoms
- manage coronavirus anxiety
- 10 ways ease your coronavirus anxiety
- anxiety being pregnant during coronavirus pandemic
- coronavirus anxiety symptoms
- tell husband you feeling anxious coronavirus
- anxiety disorder coronavirus

1.5% of “anxiety” searches from March 8 to April 6, 2020 also contained “coronavirus” or “covid-19” in the search query
Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the Digital Advertiser’s Guide to COVID-19