



MICROSOFT ADVERTISING

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

April 16, 2020

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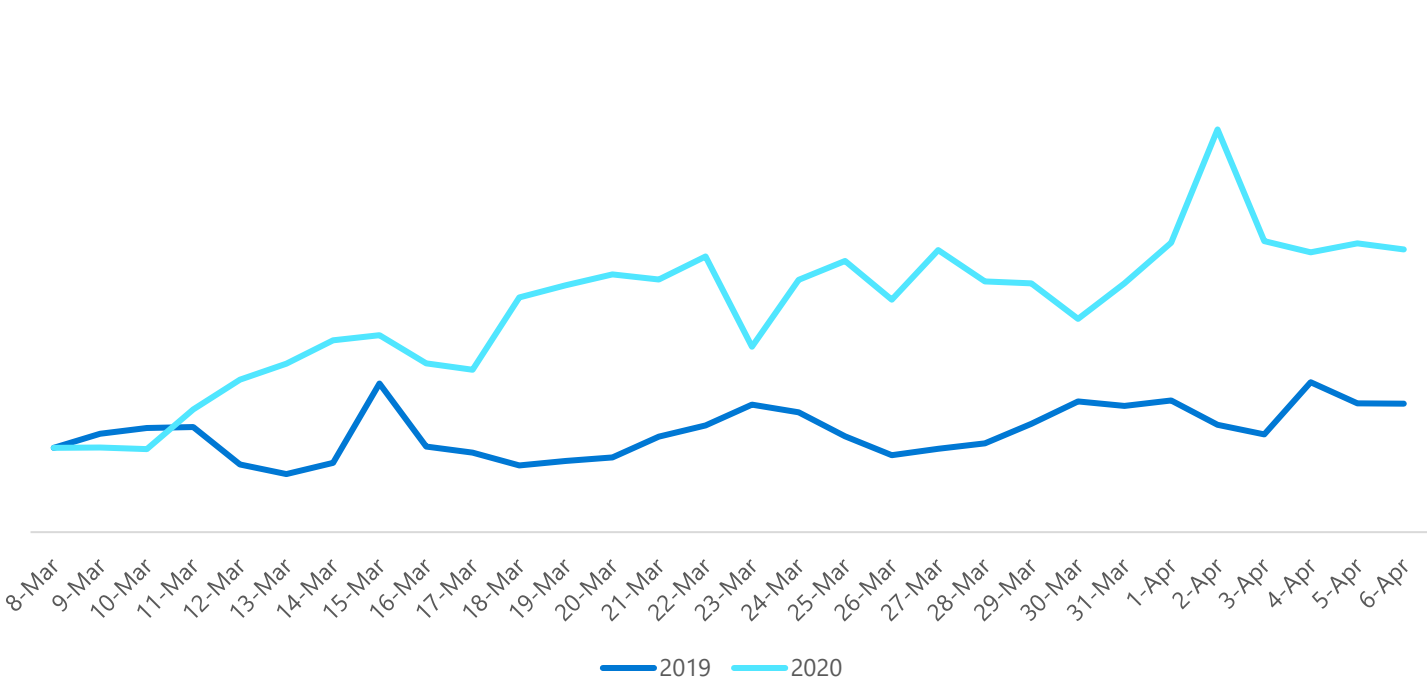


Summary

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

“depression” search volume indexed 3/13 to 4/11



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%

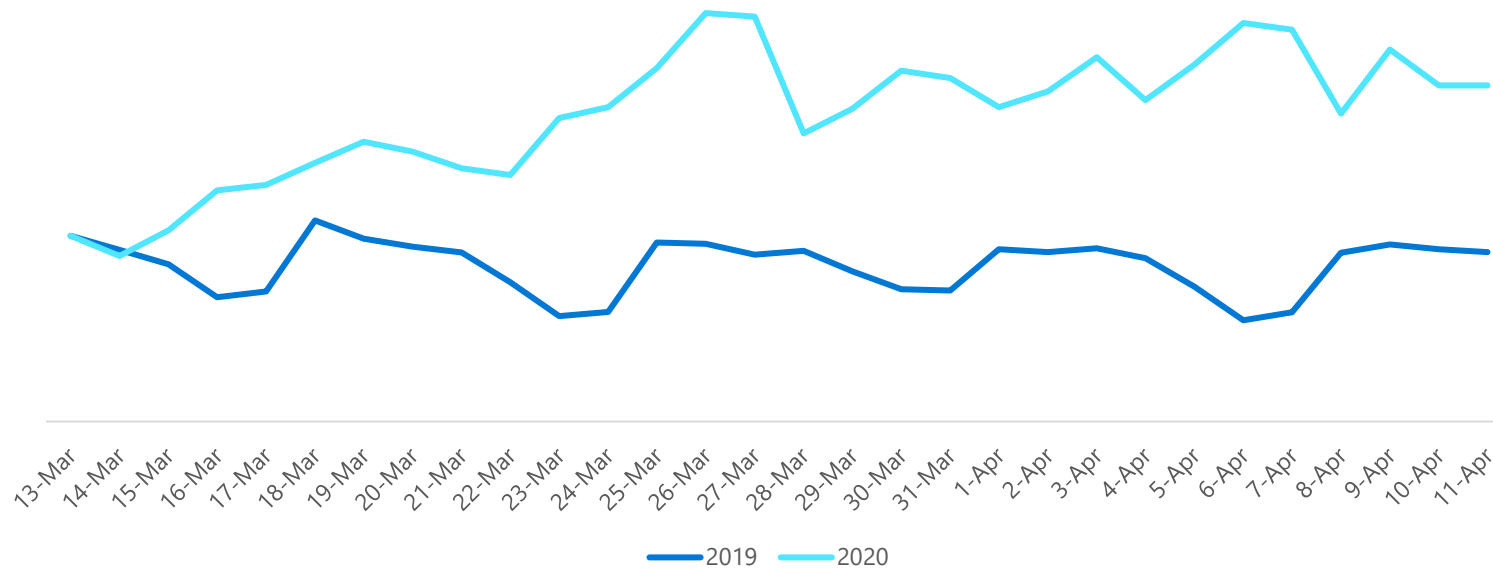
of "depression" searches from March 13 to April 11, 2020 also contained "coronavirus" or "covid-19" in the search query

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

“Anxiety” search volume indexed 3/13 to 4/11



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

1.5%

of "anxiety" searches from
March 8 to April 6, 2020
also contained
"coronavirus" or "covid-19"
in the search query

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

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](#)