COVID-19
Underlying Diseases
search trends
Health & Wellness
Consumers searching for COVID-19 insights are more likely to be male and between the ages of 35-64

58% Audience is male
42% Audience is female

Microsoft Advertising Internal Data: Consumer Decision Journey (Jan – Feb 2020)

Note: Audience Demographic information is a subset of the total population that identified gender and age
Industry research
Clinical trials have begun in 75 global locations

- In the U.S., select universities and companies are testing therapies and potential vaccines

- Therapies focus on antivirals and anti-inflammatory immune response

- A first vaccine is expected in 12-18 months

Therapies focus on antivirals and inflammation suppression

Potential antiviral therapies include:

- A drug that showed promising results against Ebola, MERS and SARS
- A broad-spectrum inhibitor on trial in China
- A drug used to combat SARS but had limited effectiveness
- An HIV drug cocktail that provided some efficacy against SARS and MERS

Suppressing some immune response is critical to treating the disease. The infection triggers an extreme immune response (cytokine storm) that causes white blood cells to kill healthy lung cells.

Underlying conditions & lifestyle behavior

There is research proving the increased impact of COVID-19 on people with certain underlying conditions and lifestyle behaviors.

Those who have asthma, cancer, heart disease or diabetes, and those who smoke, are more affected by the virus.

Are searches for these underlying conditions and lifestyle behavior increasing?
There was a spike in searches for asthma around 3/19 but the overall volume from 2/25-3/25 was similar to 2019.
12.6% of asthma searches from March 18-25, 2020 also contained coronavirus or covid-19 in the search query.

Top queries for coronavirus/COVID-19 and asthma:

- asthma coronavirus
- coronavirus asthma
- asthmatics coronavirus
- people asthma coronavirus
- cdc coronavirus asthma
- coronavirus asthmatics
- coronavirus people asthma
- coronavirus asthma patients
- mild asthma coronavirus
- cdc asthma coronavirus
- children asthma coronavirus
- asthma high risk coronavirus
- does coronavirus affect people asthma
- are people asthma risk coronavirus
- does coronavirus affect asthma
- coronavirus children asthma
- are people asthma high risk coronavirus
- coronavirus mild asthma
- asthma patients coronavirus
- coronavirus asthma deaths

Microsoft Internal Data, 3.18.20–3.25.20
Cancer searches are down YoY and relatively flat

Top queries:
- e coli toxin cancer
- first signs lung cancer
- cancer
- symptoms lung cancer
- early signs lung cancer
- prostate cancer
Top queries for coronavirus/COVID-19 and cancer:

- are cancer survivors risk coronavirus
- are cancer survivors susceptible coronavirus
- breast cancer coronavirus
- cancer coronavirus
- cancer covid 19
- cancer drug coronavirus
- cancer patients coronavirus
- cancer patients covid 19
- cancer remission coronavirus
- cancer survivor dies coronavirus
- cancer survivors coronavirus
- coronavirus cancer survivors
- coronavirus lung cancer
- coronavirus prostate cancer
- could coronavirus cause as many deaths as cancer u s putting estimates context
- covid 19 breast cancer
- does recent cancer radiation make me more susceptible coronavirus

0.4% of cancer searches from March 18-25, 2020 also contained coronavirus or covid-19 in the search query.
Diabetes searches are up YoY but mostly driven by a spike in February 2020.
4% of diabetes searches from March 18-25, 2020 also contained coronavirus or COVID-19 in the search query.

Top queries for coronavirus/COVID-19 and diabetes:

- diabetes coronavirus
- covid 19 diabetes
- type 1 diabetes coronavirus
- type 2 diabetes coronavirus
- diabetes covid
- covid diabetes
- covid 19 type 2 diabetes
- covid 19 type 1 diabetes
- coronavirus diabetes type 2
- type 2 diabetes covid 19
- are patients hypertension diabetes mellitus increased risk covid 19 infection
- why diabetes bad coronavirus
- covid 19 means people diabetes
- every type 2 diabetic high risk coronavirus just those uncontrolled diabetes
- does coronavirus affect diabetes
- cdc coronavirus diabetes
- diabetes type 1 coronavirus
- covid 19 risk diabetes
- coronavirus hypertension diabetes
- why are people diabetes more risk coronavirus
Heart disease and stroke searches are down 55% YoY, mostly due to a few large spikes in 2019.

Top queries:
- nn911 dispatcher stroke victim
- signs stroke women
- early warning signs stroke
- stroke
- family strokes
- afib stroke symptoms
- symptoms before stroke
0.5% of heart disease/stroke searches from March 18-25, 2020 also contained coronavirus or covid-19 in the search query

Top queries for coronavirus/COVID-19 and heart disease/stroke:

- coronavirus heart disease
- heart disease coronavirus
- covid 19 heart disease
- heart disease covid 19
- covid heart disease
Smoking queries in 2020 are 32% higher than 2019

Total volume of searches 2/25 to 3/25

Smoking search volume 2/25 to 3/25, YoY

Top queries
- smoking
- quit smoking
- natural aids quit smoking
- smoking pipes
- smoking cessation
- no smoking
- smoking coronavirus

Microsoft Internal Data, 2.25.19 – 3.25.19, 2.25.20 – 3.12.20
10% of smoking searches from March 18-25, 2020 also contained coronavirus or covid-19 in the search query.

Top queries for coronavirus/COVID-19 and smoking:

- cigarette smoking covid nn19
- coronavirus smoking
- coronavirus smoking cigarettes
- coronavirus smoking marijuana
- covid 19 smoking
- covid smoking
- covid19 smoking
- does smoking make coronavirus worse
- marijuana smoking coronavirus
- pot smoking coronavirus
- smoking cigarettes coronavirus
- smoking coronavirus
- smoking covid
- smoking covid nn19
- smoking covid19
- smoking marijuana coronavirus
- smoking pot coronavirus
- smoking vaping coronavirus
- smoking weed coronavirus
- smoking weed covid 19

Microsoft Internal Data, 3.18.20–3.25.20
Has the virus increased interest in general flu vaccines and their efficiency?
Searches for flu vaccines and their effectiveness have had a large spike in 2020 YoY.
20.4% of flu vaccine searches from March 18-25, 2020 also contained coronavirus or covid-19 in the search query

Top queries for coronavirus/COVID-19 and flu vaccines:

- coronavirus flu vaccine
- covid 19 flu vaccine
- does flu vaccine help coronavirus
- does flu vaccine protect against coronavirus
- flu vaccine causing coronavirus
- flu vaccine coronavirus
- flu vaccine covid
- flu vaccine covid 19
- flu vaccine increase chance coronavirus
- flu vaccine increases coronavirus risk
- flu vaccine increases risk coronavirus
- flu vaccine makes coronavirus worse
Sources

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