COVID-19 related symptoms search trends

Health & Wellness

June 6, 2020
Summary

This deck has insights on search trends for symptoms known to be related to COVID-19, categorized into five types: Gastrointestinal (GI), Muscle Pain and Aches, Novel Symptoms, Respiratory symptoms and Traditional Flu symptoms.

We see different trends for each category in terms of different time periods where there was a higher search volume compared to 2019. Most relevant symptoms identified based on increase in clicks YoY are headache, itchy toes, and congestion.
More Relevant Symptoms in 2020
These symptoms resulted in higher page views and clicks when compared to 2019.

<table>
<thead>
<tr>
<th>Symptom</th>
<th>YoY% Chg SRPVs</th>
<th>YoY% Chg Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestion</td>
<td>3%</td>
<td>69%</td>
</tr>
<tr>
<td>Chills</td>
<td>48%</td>
<td>15%</td>
</tr>
<tr>
<td>Trouble Breathing</td>
<td>49%</td>
<td>24%</td>
</tr>
<tr>
<td>Fever</td>
<td>88%</td>
<td>28%</td>
</tr>
<tr>
<td>Loss of Taste</td>
<td>104%</td>
<td>3%</td>
</tr>
<tr>
<td>Headache</td>
<td>214%</td>
<td>207%</td>
</tr>
<tr>
<td>Loss of Smell</td>
<td>322%</td>
<td>28%</td>
</tr>
<tr>
<td>Itchy Toes</td>
<td>467%</td>
<td>316%</td>
</tr>
</tbody>
</table>

Less Relevant Symptoms in 2020
These symptoms had less page views and clicks when compared to 2019.

<table>
<thead>
<tr>
<th>Symptom</th>
<th>YoY% Chg SRPVs</th>
<th>YoY% Chg Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diarrhea</td>
<td>-14%</td>
<td>-37%</td>
</tr>
<tr>
<td>Vomit</td>
<td>-24%</td>
<td>-51%</td>
</tr>
<tr>
<td>Rash</td>
<td>-24%</td>
<td>-46%</td>
</tr>
<tr>
<td>Muscle Pain</td>
<td>-52%</td>
<td>-46%</td>
</tr>
</tbody>
</table>

Symptoms with Reduced Engagement in 2020
These symptoms resulted in higher page views, but less clicks when compared to 2019.

<table>
<thead>
<tr>
<th>Symptom</th>
<th>YoY% Chg SRPVs</th>
<th>YoY% Chg Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sore Throat</td>
<td>47%</td>
<td>-23%</td>
</tr>
<tr>
<td>Body Aches</td>
<td>46%</td>
<td>-28%</td>
</tr>
<tr>
<td>Difficulty Breathing</td>
<td>17%</td>
<td>-58%</td>
</tr>
<tr>
<td>Cough</td>
<td>14%</td>
<td>-6%</td>
</tr>
<tr>
<td>Fatigue</td>
<td>10%</td>
<td>-27%</td>
</tr>
<tr>
<td>Nausea</td>
<td>5%</td>
<td>-28%</td>
</tr>
</tbody>
</table>

YoY = year-over-year
Chg = change
SRPV = search results page view
GastroIntestinal searches have slightly decreased in 2019.

-13%

Decrease in SRPV's compared to 2019
Even though volumes in 2020 were lower, GastroIntestinal searches were impacted by COVID-19.

12.0% of Gastrointestinal searches in 2020 also contained the terms 'coronavirus' or 'covid-19' in the search query.

<table>
<thead>
<tr>
<th>Searches focused on terms related to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diarrhea</td>
</tr>
<tr>
<td>Nausea</td>
</tr>
<tr>
<td>Vomit</td>
</tr>
</tbody>
</table>

### Gastrointestinal

Top Queries containing Coronavirus / COVID-19

- coronavirus diarrhea
- coronavirus nausea
- coronavirus symptoms diarrhea
- covid diarrhea
- covid nn19 diarrhea
- diarrhea coronavirus
- diarrhea covid nn19
- diarrhea symptom coronavirus
- does coronavirus cause diarrhea
- nausea coronavirus
- nausea symptom coronavirus
- vomiting symptom coronavirus
COVID-19 INSIGHTS | Feb-16 thru May-31

Muscle Pain and Aches searches were higher in the first part of 2020, but have begun to equalize in May.

Top Queries
- best headache medicine
- headache migraine medication
- headache migraine treatment severe
- migraine headache symptoms
- migraine headache treatment
- migraine severe headache treatment
- symptoms migraine headache treatment migraine headache

164% Lift in SRPV Volume compared to 2019
Despite the increased volume, Muscle Pain and Aches searches in 2020 were not significantly impacted by COVID-19.

1.7% of Muscle Pain and Aches searches in 2020 also contained the terms 'coronavirus' or 'covid-19' in the search query.

Top Queries containing Coronavirus / COVID-19

- body aches coronavirus
- coronavirus body aches
- coronavirus headache
- coronavirus symptoms headache
- covid headache
- covid nn19 headache
- covid nn19 symptoms headache
- headache coronavirus
- headache covid nn19
- headache sign coronavirus
- headache symptom coronavirus
- headache symptom covid nn19

Searches focused on terms related to:
- Body Aches
- Headache
- Muscle Pain
Novel searches increased on April 15th and have begun to exceed 2019 levels.

-23%
Decrease in SRPV's compared to 2019
Novel searches in 2020 were impacted by COVID-19, specifically starting April 15th.

7.0%

of Novel searches in 2020 also contained the terms 'coronavirus' or 'covid-19' in the search query.

Top Queries containing Coronavirus / COVID-19

- corona virus rash
- coronavirus rash
- coronavirus skin rash
- covid nn19 rash
- covid nn19 rash images
- covid nn19 rash pictures
- covid nn19 skin rash
- covid rash
- covid rash pictures
- rash coronavirus
- rash covid nn19
- rash symptom coronavirus

Searches focused on terms related to:
- Itchy Toes
- Loss of Smell
- Loss of Taste
- Rash
### Itchy Toes

<table>
<thead>
<tr>
<th>Query</th>
<th>2019 Queries</th>
<th>2020 Queries</th>
<th>COVID 2020 Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>itchy toes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>itchy toes night</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>itchy toes causes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>red itchy toes night</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>home remedies itchy toes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Loss of Taste / Loss of Smell

<table>
<thead>
<tr>
<th>Query</th>
<th>2019 Queries</th>
<th>2020 Queries</th>
<th>COVID 2020 Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>loss taste</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>causes loss taste</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>cure loss taste</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>treat loss smell</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>cause loss taste</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Rash

<table>
<thead>
<tr>
<th>Query</th>
<th>2019 Queries</th>
<th>2020 Queries</th>
<th>COVID 2020 Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>lupus skin rash pictures</td>
<td></td>
<td></td>
<td>covid rash</td>
</tr>
<tr>
<td>shingles skin rash pictures</td>
<td></td>
<td></td>
<td>covid nn19 rash</td>
</tr>
<tr>
<td>skin rash identification</td>
<td></td>
<td></td>
<td>coronavirus rash</td>
</tr>
<tr>
<td>skin rash pictures</td>
<td></td>
<td></td>
<td>rash coronavirus</td>
</tr>
<tr>
<td>atopic dermatitis description</td>
<td></td>
<td></td>
<td>rash covid nn19</td>
</tr>
</tbody>
</table>

### Top Queries for Novel Symptoms

- itchy toes
- causes itchy toes
- itchy toes night
- swollen itchy toes
- red itchy toes

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No Results
Despite only a slight YoY increase in volume, Respiratory searches have been consistently higher since April 1st, 2020.
Respiratory searches in 2020 were not significantly impacted by COVID-19.

0.5% of Respiratory searches in 2020 also contained the terms 'coronavirus' or 'covid-19' in the search query.

Top Queries containing Coronavirus / COVID-19

- chest congestion coronavirus
- congestion coronavirus
- congestion sign coronavirus
- congestion symptom coronavirus
- coronavirus congestion
- coronavirus difficulty breathing
- coronavirus nasal congestion
- covid nn19 congestion
- difficulty breathing coronavirus
- nasal congestion coronavirus
- nasal congestion covid nn19
- nasal congestion symptom coronavirus

Searches focused on terms related to:

- Congestion
- Difficulty Breathing
- Trouble Breathing
## Top Queries for Respiratory Symptoms

### Congestion

<table>
<thead>
<tr>
<th>Overall Top 2019 Queries</th>
<th>Overall Top 2020 Queries</th>
<th>COVID Top 2020 Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>nasal congestion relief</td>
<td>cold flu medicines runny nose...</td>
<td>nasal congestion coronavir...</td>
</tr>
<tr>
<td>best cold medicine congestio...</td>
<td>clear sinus congestion</td>
<td>coronavirus congestion</td>
</tr>
<tr>
<td>congestion nasal</td>
<td>treat children nasal polyps no...</td>
<td>congestion coronavirus</td>
</tr>
<tr>
<td>nasal congestion</td>
<td>severe nasal congestion</td>
<td>congestion symptom coro...</td>
</tr>
<tr>
<td>robitussin nasal congestion s...</td>
<td>ear sinus congestion</td>
<td>chest congestion coronavir...</td>
</tr>
</tbody>
</table>

### Difficulty Breathing

<table>
<thead>
<tr>
<th>Overall Top 2019 Queries</th>
<th>Overall Top 2020 Queries</th>
<th>COVID Top 2020 Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>difficulty breathing</td>
<td>difficulty breathing</td>
<td>difficulty breathing corona...</td>
</tr>
<tr>
<td>causes difficulty breathing</td>
<td>icd nn10 code difficulty bre...</td>
<td>coronavirus difficulty breath...</td>
</tr>
<tr>
<td>difficulty breathing icd nn10</td>
<td>difficulty breathing coronavirus</td>
<td>difficulty breathing covid n...</td>
</tr>
<tr>
<td>treatment difficulty breathing</td>
<td>coronavirus difficulty breathing</td>
<td>can people lungs be drain...</td>
</tr>
<tr>
<td>reasons difficulty breathing</td>
<td>difficulty breathing icd nn10</td>
<td>covid difficulty breathing</td>
</tr>
</tbody>
</table>

### Trouble Breathing

<table>
<thead>
<tr>
<th>Overall Top 2019 Queries</th>
<th>Overall Top 2020 Queries</th>
<th>COVID Top 2020 Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>trouble breathing</td>
<td>trouble breathing</td>
<td>trouble breathing coronavir...</td>
</tr>
<tr>
<td>having trouble breathing</td>
<td>having trouble breathing</td>
<td>covid nn19 trouble breathi...</td>
</tr>
<tr>
<td>causes trouble breathing</td>
<td>trouble breathing symptoms</td>
<td>coronavirus trouble breath...</td>
</tr>
<tr>
<td>signs trouble breathing</td>
<td>reasons trouble breathing</td>
<td>if someone has been cough...</td>
</tr>
<tr>
<td>trouble breathing symptoms</td>
<td>trouble breathing coronavirus</td>
<td>jan nn2020 it possible i co...</td>
</tr>
<tr>
<td>trouble breathing</td>
<td></td>
<td>nyc son helped mother co...</td>
</tr>
</tbody>
</table>
Traditional Flu searches increased in volume between 3/15 - 4/15 when compared to 2019.

Top Queries
- cabin fever
- copd cough treatment
- cough treatment copd
- dry cough
- dry cough treatments
- fever
- quarantine fatigue
- sore throat

37%
Lift in SRPV Volume compared to 2019
Traditional Flu searches in 2020 were impacted by COVID-19, specifically between 3/15 and 4/15.

8.0% of Traditional Flu Symptoms searches in 2020 also contained the terms 'coronavirus' or 'covid-19' in the search query.

Searches focused on terms related to:
- Chills
- Cough
- Fatigue
- Fever

Top Queries containing Coronavirus / COVID-19

- can you have coronavirus without fever
- coronavirus cough
- coronavirus fever
- coronavirus no fever
- coronavirus sore throat
- covid nn19 fever
- covid nn19 sore throat
- covid nn19 without fever
- fever coronavirus
- high fever coronavirus
- sore throat coronavirus
- sore throat symptom coronavirus
### COVID-19 Insights: Feb 16 - May 31

#### Top Queries for Traditional Flu Symptoms

**Fatigue**
- **Overall Top 2019 Queries**
  - Blood test chronic fatigue
  - Causes migraines fatigue
  - Fatigue
  - Chronic fatigue syndrome
  - Adrenal fatigue
- **Overall Top 2020 Queries**
  - Quaranitine fatigue
  - Fatigue
  - Chronic fatigue syndrome
  - Vitamins fatigue
  - Adrenal fatigue
- **COVID Top 2020 Queries**
  - Coronavirus fatigue
  - Fatigue symptom coronavirus
  - Fatigue coronavirus
  - Covid nn19 fatigue
  - Covid fatigue

**Cough / Sore Throat**
- **Overall Top 2019 Queries**
  - Copd cough treatment
  - Baby cough syrup recall
  - Cough variant asthma treatment
  - Treatment copd cough
  - Cough treatments copd
- **Overall Top 2020 Queries**
  - Cough treatment copd
  - Dry cough treatments
  - Copd cough treatment
  - Dry cough
  - Sore throat
- **COVID Top 2020 Queries**
  - Sore throat coronavirus
  - Sore throat symptom coronavi...
  - Coronavirus sore throat
  - Coronavirus cough
  - Covid nn19 sore throat

**Fever / Chills**
- **Overall Top 2019 Queries**
  - Scarlet fever
  - Swine fever outbreak
  - Fever
  - Chills
  - Yellow fever
- **Overall Top 2020 Queries**
  - Fever
  - Cabin fever
  - Scarlet fever
  - Fever pitch cast
  - Fever temperature chart
- **COVID Top 2020 Queries**
  - High fever coronavirus
  - Can you have coronavirus...
  - Fever coronavirus
  - Covid nn19 without fever
  - Coronavirus fever
Strategies and recommendations