COVID-19 vaccine search trends (U.S.)
May 1, 2020
Summary

This deck has insights on search trends for the keywords “vaccine” and “remdesivir”. Remdesivir is a drug that on April 29 was announced has shown promising results as treatment for COVID-19.

Overall, we found year over year (YoY) vaccine searches have increased. Searches for “remdesivir” increased greatly with the announcement of its positive sign for treating COVID-19.
YoY vaccine searches have increased

“vaccine” search volume 3/31 to 4/29

April 21: Rick Bright’s departure as director of the agency responsible for leading production and purchase of vaccines

Microsoft Internal Data – 3.30.19–4.28.19 & 3.30.20–4.28.20. Data include all search queries that had the word “vaccine” in the query


Top queries
“rick bright vaccine trump”
“germany vaccine trial”
“coronavirus vaccine”
“oxford coronavirus vaccine”
“tom hanks vaccine”
“oxford coronavirus vaccine human trials”
“vaccine”
“bcg vaccine”
“covid 19 vaccine”
“bill gates vaccine”
“gsk sanofi vaccine”
“polio vaccine”
33% of “vaccine” searches from March 30 to April 28, 2020 also contained “coronavirus” or “covid-19” in the search query

Top queries for coronavirus/COVID-19 and vaccine:

“coronavirus vaccine”
“oxford coronavirus vaccine”
“oxford coronavirus vaccine human trials”
“vaccine coronavirus”
“covid 19 vaccine”
“bill gates coronavirus vaccine”
“coronavirus vaccine update”
“covid 19 vaccine progress”
“bcg vaccine covid 19”
“there vaccine coronavirus”
“bcg vaccine coronavirus”
“canine coronavirus vaccine”
“johnson johnson coronavirus vaccine”
“covid 19 vaccine development”
“tb vaccine coronavirus”
“coronavirus vaccines”
“buy generic coronavirus vaccine”
“buy cheap coronavirus vaccine”
“covid 19 vaccine news”
“buy covid vaccine without prescription”
“pneumonia vaccine coronavirus”
“upmc coronavirus vaccine”
“flu vaccine coronavirus”
“when will there be vaccine coronavirus”
Searches for Remdesivir increased greatly on April 29 with the announcement of its positive signs treating COVID-19

Top queries

- "remdesivir"
- "gilead remdesivir"
- "fda remdesivir"
- "remdesivir coronavirus"
- "remdesivir drug"
- "remdesivir side effects"
- "remdesivir cost"
- "remdesivir side effect"
- "remdesivir brand name"
- "who makes remdesivir"
- "remdesivir trials"
- "remdesivir news"
- "remdesivir stock"
- "remdesivir price"
Top queries for coronavirus/COVID-19 and Remdesivir:

“coronavirus remdesivir”
“remdesivir coronavirus trials”
“remdesivir covid 19”
“remdesivir coronavirus results”
“remdesivir corona”
“remdesivir coronavirus china”
“remdesivir covid”
“coronavirus drug remdesivir”
“remdesivir working coronavirus”
“coronavirus treatment remdesivir”
“remdesivir coronavirus testing results”
“remdesivir coronavirus side effects”
“latest remdesivir coronavirus news”
“compassionate use remdesivir patients severe covid 19”
“covid 19 drug remdesivir”
“http https www foxnews com science remdesivir know potential”
“coronavirus treatment”
“remdesivir coronavirus trial”
“report covid 19 patients recovering quickly after getting experimental”
“drug remdesivir”
“remdesivir coronavirus study”
“covid treatment remdesivir”
“fauci remdesivir coronaviruses”

8% of “remdesivir” searches from March 31 to the April 29, 2020 also contained “coronavirus” or “covid-19” in the search query
Strategies and recommendations