



MICROSOFT ADVERTISING

COVID-19 search trends

Health & Wellness

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When it comes to the treatment and prevention of coronavirus, there is currently a lot of information and media attention


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Economy

What Coronavirus Could Mean for the Global Economy

by Philipp Carlsson-Szlezak, Martin Reeves, and Paul Swartz

March 03, 2020



skodonnell/Getty Images

Having largely ignored Covid-19 as it spread across China, global financial markets reacted strongly last week when the virus spread to Europe and the Middle East, stoking fears of a global pandemic. Since then, Covid-19 risks have been priced so aggressively across various asset

CDC Centers for Disease Control and Prevention
CDC 24/7. Saving Lives. Protecting People™

Search

Coronavirus



Coronavirus Disease

CDC is responding to the novel coronavirus outbreak

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- ☀️ MERS
- ☀️ SARS
- ☀️ Common Human Coronavirus

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HEALTH NEWS [Fact Checked](#)

How Long Will It Take to Develop a Vaccine for Coronavirus?



Multiple companies are working on a vaccine to fight the new coronavirus. Getty Images

- Several groups are working on a vaccine for the new coronavirus, but there's no guarantee that it will be ready before the end of the current outbreak.
- One group says they may have an experimental vaccine ready for initial testing in just a month.
- But experts caution this expedited timeline doesn't always allow for careful evaluation of the safety and effectiveness of the vaccines.

Since 2003 the world has faced three outbreaks caused by coronaviruses — Severe Acute Respiratory Syndrome (SARS), Middle East Respiratory Syndrome (MERS), and now the current

3,329

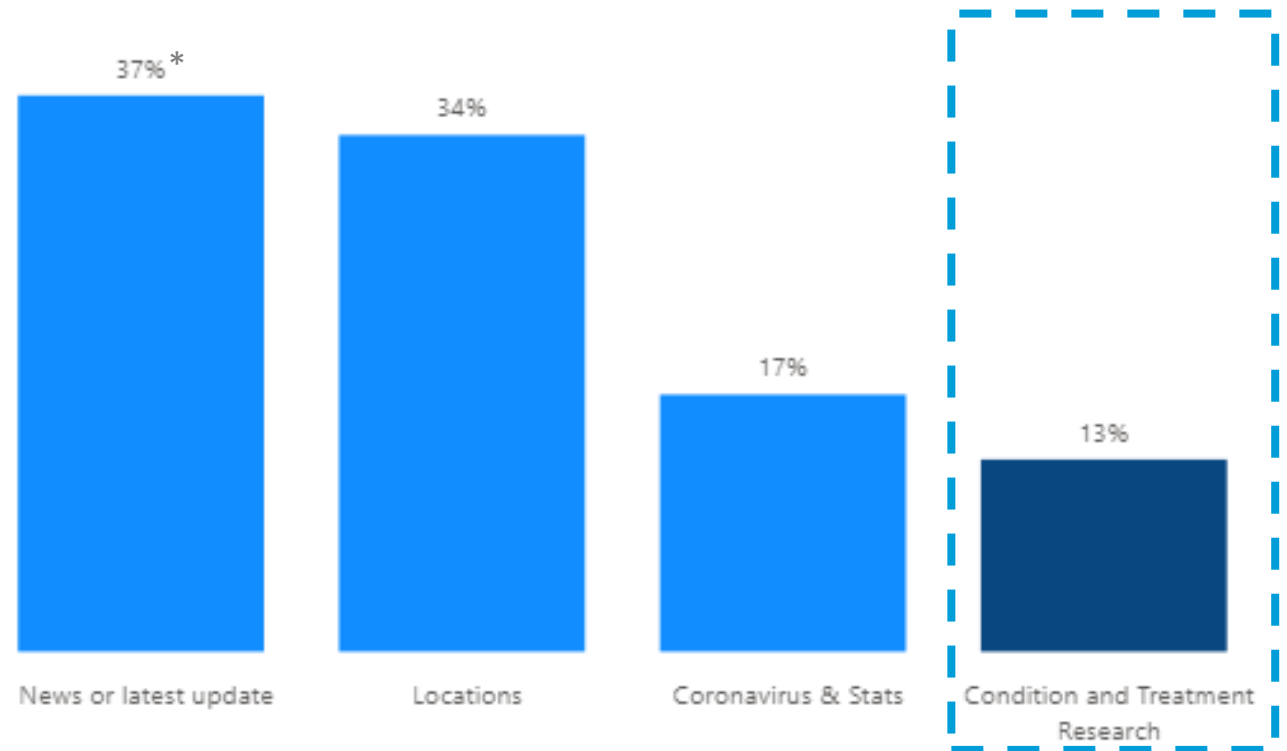
Unique queries searched across the U.S. included the term coronavirus

538

Unique queries related to Condition Research & Treatment

Only 13% of the coronavirus search volume corresponds to Condition and Treatment Research

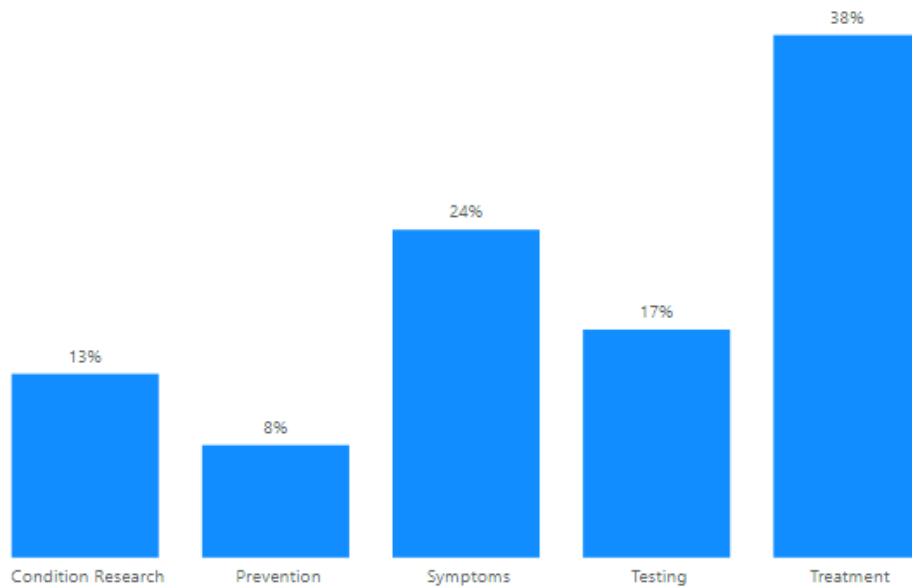
Category search volume % share for queries including "coronavirus"



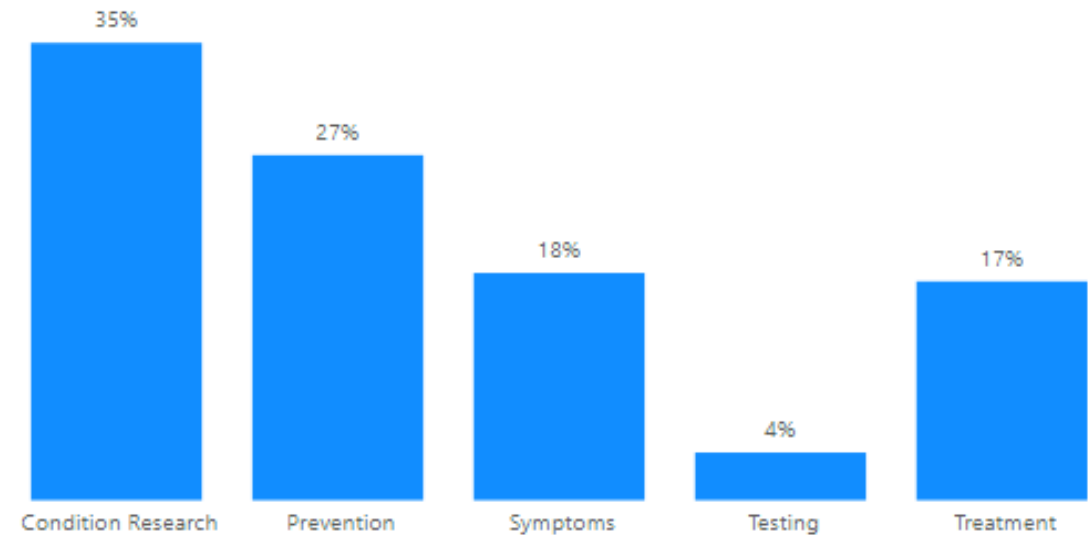
* Note: the query "li wenliang coronavirus" accounts for a large part of the total volume within news or latest update searches, and most of the volume correlates to the time of his death

For searches specifically related to condition and treatment research, treatment accounts for the highest volume of searches, though less distinct queries. Most queries are simple such as “coronavirus treatment” and “coronavirus cure,” indicating general interest and not necessarily specific concerns or needs for treatment.

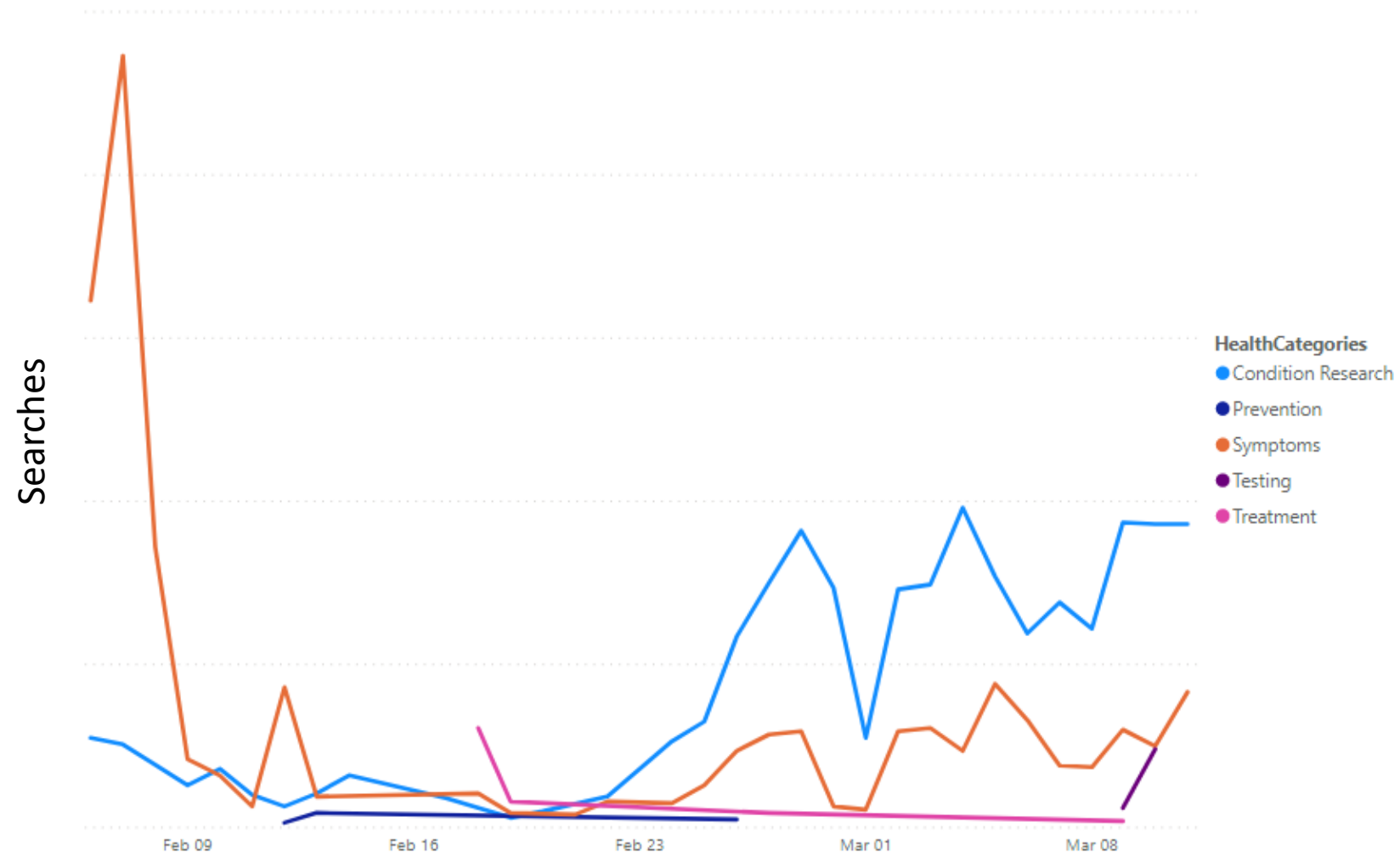
Total searches



Unique queries



Health-related coronavirus queries are trending upwards



Source: Microsoft internal data, February-March 2020, all searches including the word "coronavirus" in the U.S.

Appendix

Examples of queries per topic



Location

- coronavirus china
- wuhan coronavirus
- coronavirus map
- hong kong coronavirus death



News/Latest Updates

- li wenliang coronavirus
- coronavirus update
- cdc coronavirus
- [news brand] coronavirus



"coronavirus" & Stats

- coronavirus
- did coronavirus start
- coronavirus cases
- many people have died coronavirus



Condition and Treatment Research

- new coronavirus hospital
- nyc coronavirus testing
- symptoms coronavirus
- [cleaning brand] coronavirus

Examples of queries per stage in health research

