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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.
3,329
Unique queries searched across the U.S. included the term coronavirus

538
Unique queries related to Condition Research & Treatment

Source: Microsoft internal data, February 2020, all searches including the word "coronavirus" in the U.S.
Searchers are mostly trying to educate themselves on the coronavirus situation given that 37% of coronavirus searches are news- and updates-related.

Source: Microsoft internal data, February 2020, all searches including the word "coronavirus" in the U.S.
Only 13% of the coronavirus search volume corresponds to Condition and Treatment Research.

Category search volume % share for queries including “coronavirus”

- News or latest update: 37% *
- Locations: 34%
- Coronavirus & Stats: 17%
- Condition and Treatment Research: 13%

* 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.

Source: Microsoft internal data, February 2020, all searches including the word “coronavirus” in the U.S.
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.

Source: Microsoft internal data, February 2020, all searches including the word "coronavirus" in the U.S.
Health-related coronavirus queries are trending upwards

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

Source: Microsoft internal data, February 2020, all searches including the word "coronavirus."
Examples of queries per stage in health research

<table>
<thead>
<tr>
<th>Pre-Exposure</th>
<th>Condition Research</th>
<th>Prevention</th>
<th>Symptom</th>
<th>Testing</th>
<th>Treatment</th>
</tr>
</thead>
</table>
| • coronavirus spread  
• causes coronavirus  
• coronavirus transmitted | • [cleaning brand] coronavirus  
• coronavirus vaccine  
• mask corona virus  
• coronavirus prevention | • coronavirus symptoms  
• early signs coronavirus | • nyc coronavirus testing  
• coronavirus test  
• coronavirus test kit | • coronavirus cure  
• coronavirus hiv  
• treatment coronavirus  
• coronavirus hospital |

Source: Microsoft internal data, February 2020, all searches including the word "coronavirus."