



# **Two Years of COVID: The Trends That Have Changed Behavior for the Better**

Geo: Global  
Time Frame: February 2020 - February 2022

# Categories With the Most Growth and Decline, Pre-Pandemic to Now

Percent Growth or Decline in Category Engagement,  
February 2022 versus February 2020 (%):

**+398%**

**Roller Skating**

*The '90s are back!*

**+322%**

**Stocks & Bonds**

*Investing is all the rage*

**+296%**

**Enterprise  
Resource Planning**

*Remote work has digitized  
nearly all business*

**+261%**

**Movie Listings  
& Showtimes**

*Movie theaters are  
bouncing back*

**+224%**

**Small Kitchen  
Appliances**

*Home cooking  
is here to stay*

**-95%**

**Dating & Personals**

*Only the bravest are navigating  
dating during a pandemic*

**-93%**

**Food & Beverage  
Events**

*Gathering  
safely is tricky*

**-92%**

**DVD & Video  
Shopping**

*We're in the  
streaming era now*

**-90%**

**Horror Films**

*Current events  
are scary enough*

**-76%**

**Carpooling**

*Enclosed places  
are still a risk*

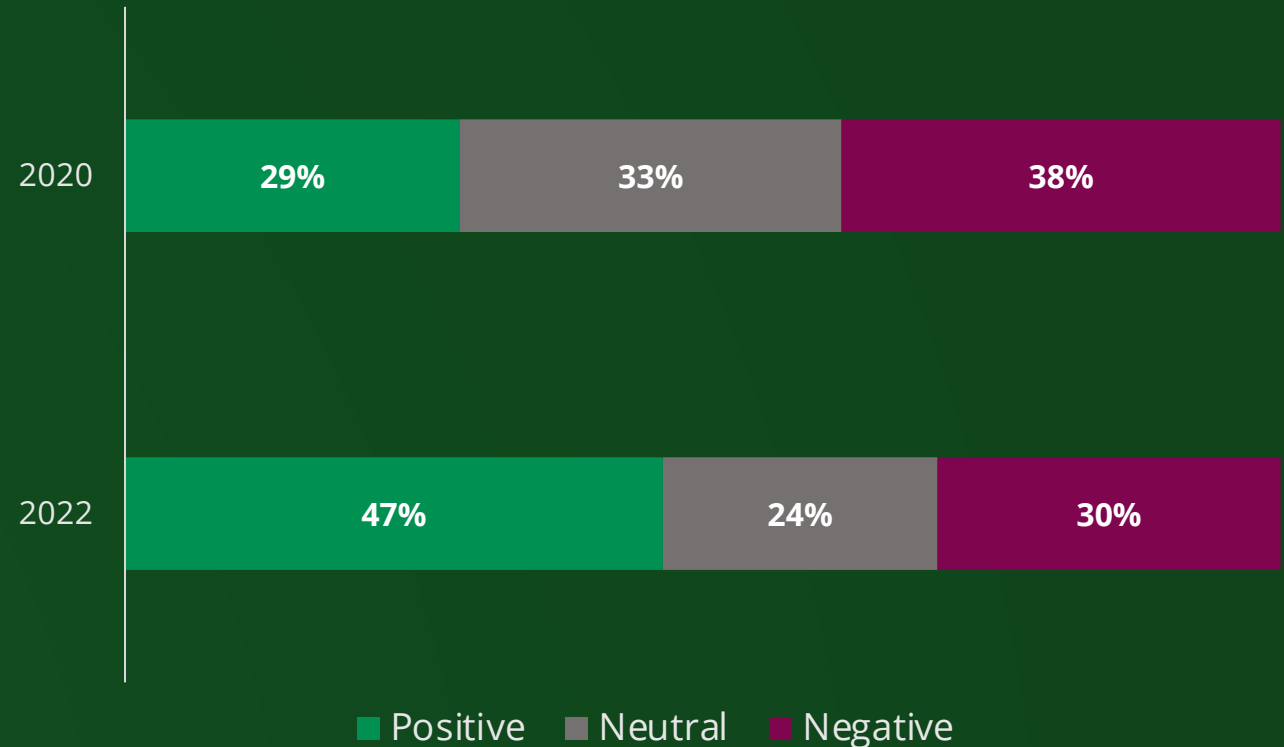
# COVID Amplified Disability Awareness and Support

Online Behavior of the Global ShareThis Audience

**+329%**

Increase in discussion about  
Long COVID from its inception  
in Spring of 2020 to now

Sentiment for the Keyword "Immunocompromised" (%):



*The public is more supportive of protecting immunocompromised people, and more aware of the possibilities of COVID causing permanent disabilities as more discussion about "long COVID" takes place.*

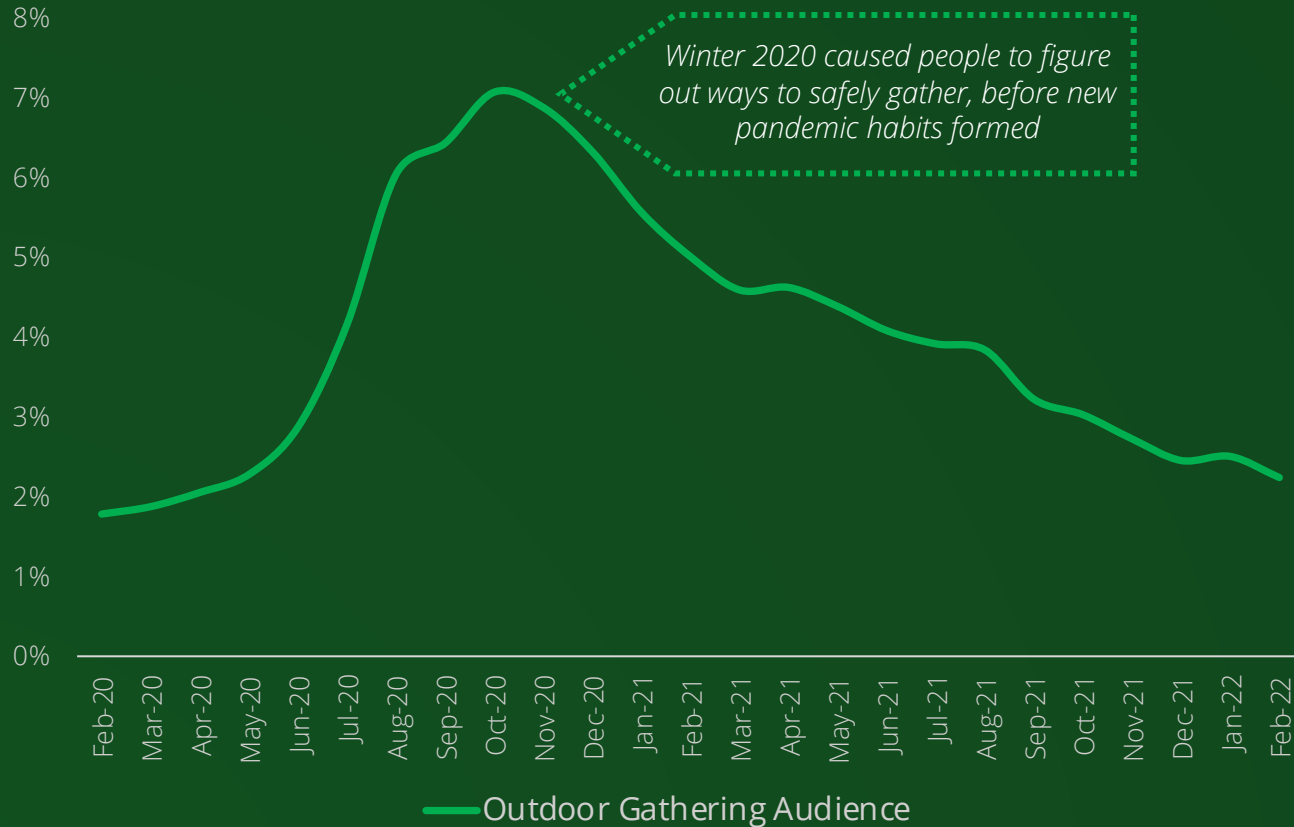
Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: April 2020 - February 2022



# Outdoor Community Spaces Are Still Popular

Online Behavior of a Global Outdoor Gathering Audience

Percent Share of Searches by Month (%):



*The public has gotten accustomed to community-building parklets, streeteries, and pedestrian-only areas enabled by COVID closures. Cities should be looking for ways to expand opportunities for outdoor gatherings.*





# Families Ended Up Closer Together

Online Behavior of a Global Pandemic Move Audience



**-14%**

Pandemic moves have only just started to slow down versus fall of 2020

## Top Keywords Expressed by a Pandemic Move Audience:

Reconnect With Family

Multi-Family Housing Application

Live Near Family Move In With Parents

Cost of Living **Closer to Family**

High Rent **Move Home** Pay Off Debt

**Remote Work Opportunities**

**Cross-country moving service**

Boomerang Kids Move Back Home

Affordable Property

*People moved for all kinds of reasons during the pandemic, but a strong trend was moving back home and closer to family.*

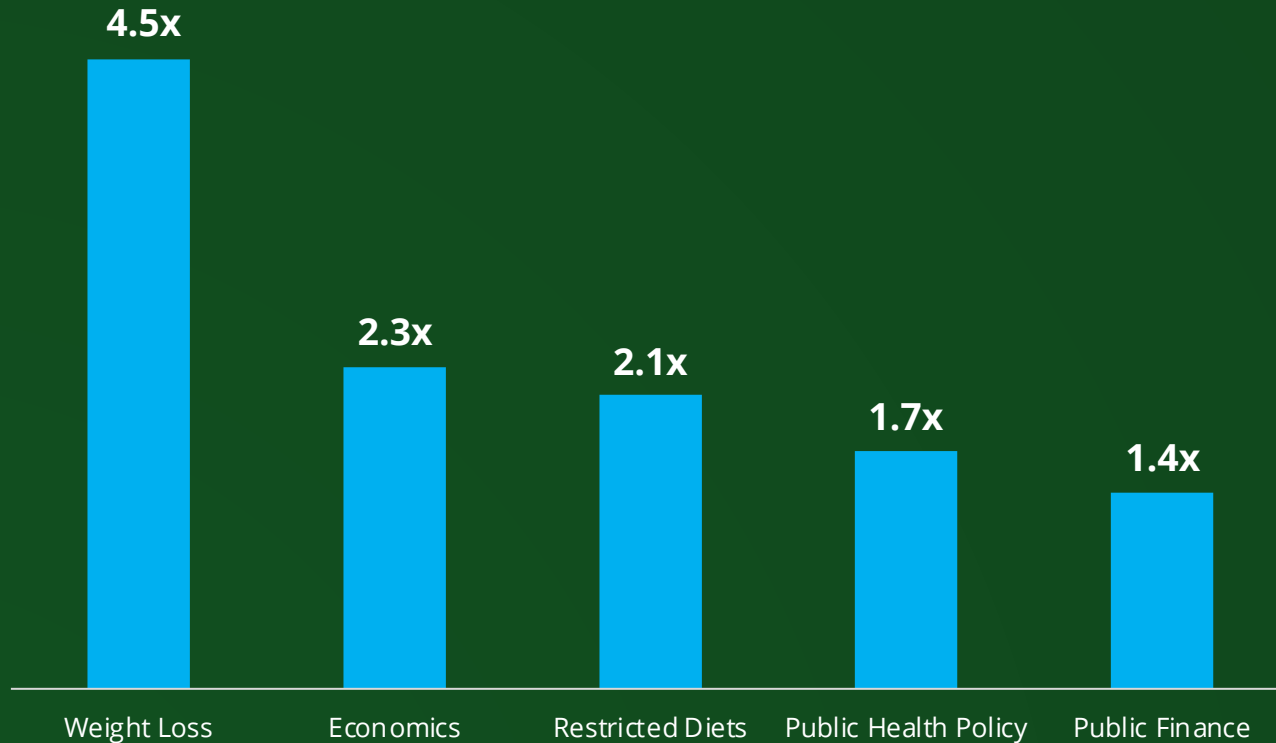


Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: September 2020 - February 2022

# Mental Health App Use is Down, A Promising Sign

Online Behavior of a Global Mental Health App Audience

## Highest Indexing Categories by a Mental Health App Audience:




*Mental health app users have a lot to worry about, and for good reason. Luckily, the volume of users seeking out help for their mental health has slowed, which hopefully signals that people are feeling a bit better than they were at the onset of the pandemic.*

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: April 2020 - February 2022



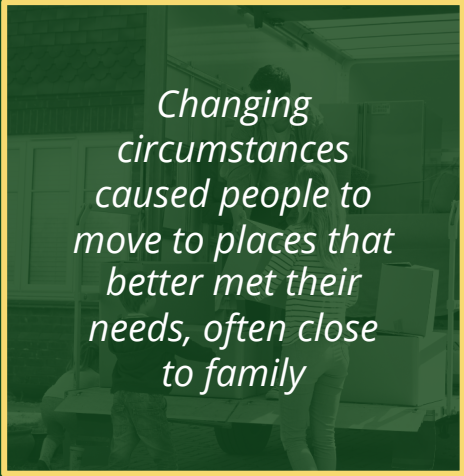
# Ways That COVID Has Changed Human Behavior for the Better:



*The world has become more aware, protective, and understanding of immunocompromised people*



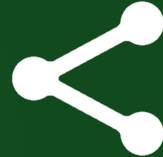
*Efforts are being made to create more safe outdoor spaces to connect with our communities*



*Changing circumstances caused people to move to places that better met their needs, often close to family*



*Mental health app engagement is down, a positive sign that mental health is improving versus the start of the pandemic*



**Thank You**

