A Nation of Altruistic, Optimistic, Boozy, Baking Runners - Analysis of the UK in lockdown...

Friday 1 May, 2020

Analysing the Nation's Google Search History During Coronavirus

Some light hearted research while we are all stuck in our cages.

Andrew Jenkinson, Director at Financial services firm Drewberry turns to Google search trends as a window into the nation's psyche to try and dig up just how we're all feeling during these unprecedented times.

For the full results and to read the release in its entirety:

A Nation of Altruistic, Optimistic, Boozy, Baking Runners: Analysis of the UK in Lockdown…

The more we delved into the data the more interesting it became — and the more we were surprised by the fact that we seem to be coping better than could be expected!

Exercise > Work > Booze & Bake > Read > Sleep > Repeat

- Searches for beer, gin and wine are approaching or exceeding the peaks traditionally seen only over the festive period.
- Exercise-related search terms such as **running, workouts and yoga** have spiked as we come to terms with closed gyms and a desire to make the most of our permitted daily outdoor exercise. Motivating many more than a January 1st New Years resolution.
- When we're not working up a sweat we're working out our brains and stomachs, with **reading and baking** search terms skyrocketing as we try to entertain ourselves.
- Despite the unprecedented times we find ourselves in, searches for **mental health-related terms such as anxiety, depression and stress** have remained broadly flat.
- We're all showing our altruistic side as a nation, with searches for **donations**, including donations to the centenarian fundraiser Tom Moore, spiking as we all look to play our part.
- Searches for **how to close a company** have dropped off after an initial spike and have now been overtaken by searches on **how to start a company** — has the pandemic brought out an entrepreneurial spirit?

Overall, as a country we seem to be coping rather well with the implications of lockdown and all that brings with it. But with the volume of queries looking for answers as to when lockdown will end growing exponentially is the end in sight?

About Drewberry
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Combining technology and fanatical client service Drewberry provide financial advice services to individuals and businesses throughout the UK on a wide range of topics from protecting ones personal finances and managing their wealth to setting up Employee Benefits for large UK companies.

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