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

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

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.

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People moved for all kinds of reasons during the pandemic, but a strong trend was moving back home and closer to family.
Mental Health App Use is Down, A Promising Sign

Online Behavior of a Global 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.

Volume of online engagement with mental health apps between now and early 2020

-68%

Highest Indexing Categories by a Mental Health App Audience:

- Weight Loss: 4.5x
- Economics: 2.3x
- Restricted Diets: 2.1x
- Public Health Policy: 1.7x
- Public Finance: 1.4x

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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