

Think with 

# Understanding what matters to consumers

Your weekly update on user insights to help navigate this dynamic market

28 April 2020 Edition

# Overview

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As marketers, we're all in this together. The business of identifying, serving and solving consumer needs. Faced with increasing demand and higher expectations, we need to help consumers find what matters to them at any given moment.

When you understand how your customers are searching, and what they're searching for, you gain a greater understanding of what matters to them.

Every week, we're analysing search data from Google Trends to better understand what's top of mind during these unprecedented times. We've bucketed these insights into five macro-level themes — from how consumers are feeling to how they are learning. Learn more [here](#).

🔍 Explore further on [Google Trends](#) to discover what the world is searching for.

# Core Themes

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Skip to a relevant section by clicking one of the icons below.



## What people know

Seeking timely & accurate information from trusted sources.



## How people are making a living

Work and money...the big financial decisions.



## How people are feeling

Changing attitudes about ourselves, each other and the world.



## How people are learning

Formal and informal education for both children and adults.



## What people are doing

Across leisure, travel, retail, media and entertainment.



# What people know

Seeking timely & accurate information from trusted sources.

# Consumers stayed up to date with the latest rules and regulations and looked for potential reopening dates for non-essential services

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Google Search interest for '[was ist erlaubt](#)' ('what is allowed') in Germany



was ist erlaubt



● 'was ist erlaubt' search term

# Consumers stayed up to date with the latest rules and regulations and looked for potential reopening dates for non-essential services

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Google Search interest for [‘when will \\_\\_\\_\\_\\_ reopen’](#) (referring to ‘hairdressers’, ‘schools’ and ‘gyms’) in the U.K.



when will \_\_\_\_\_ reopen



● ‘when will \_\_\_\_\_ reopen’ search term

# Consumers stayed up to date with the latest rules and regulations and looked for potential reopening dates for non-essential services

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Google Search interest for '[riapertura concessionari auto](#)' ('reopening car dealers') in Italy



riapertura concessionari auto



● 'riapertura concessionari auto' search term

# Consumers stayed up to date with the latest rules and regulations and looked for potential reopening dates for non-essential services

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Google Search interest for ['bares y restaurantes'](#) ('bars and restaurants') in Spain



bares y restaurantes



● 'bares y restaurantes' search term



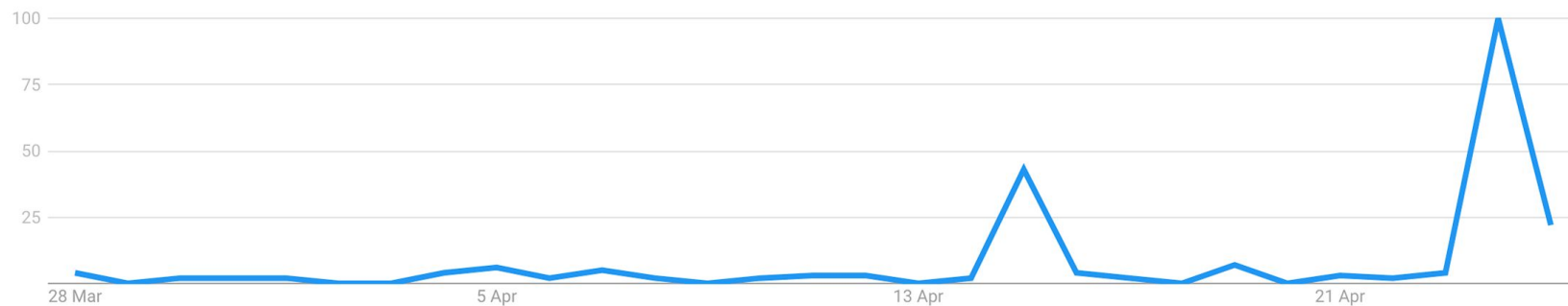
# Consumers stayed up to date with the latest rules and regulations and looked for potential reopening dates for non-essential services

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Google Search interest for '[conference de presse](#)' ('press conference') in Belgium



conference de presse



● 'conference de presse' search term



# How people are making a living

Work, money and accommodation...the big financial decisions.

# Depending on their specific situation, financial security remained top of mind for consumers as they looked for unemployment benefits and loan payment options

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Google Search interest for '[prestacion por desempleo](#)' ('unemployment benefit') in Spain



prestacion por desempleo



● '[prestacion por desempleo](#)' search term

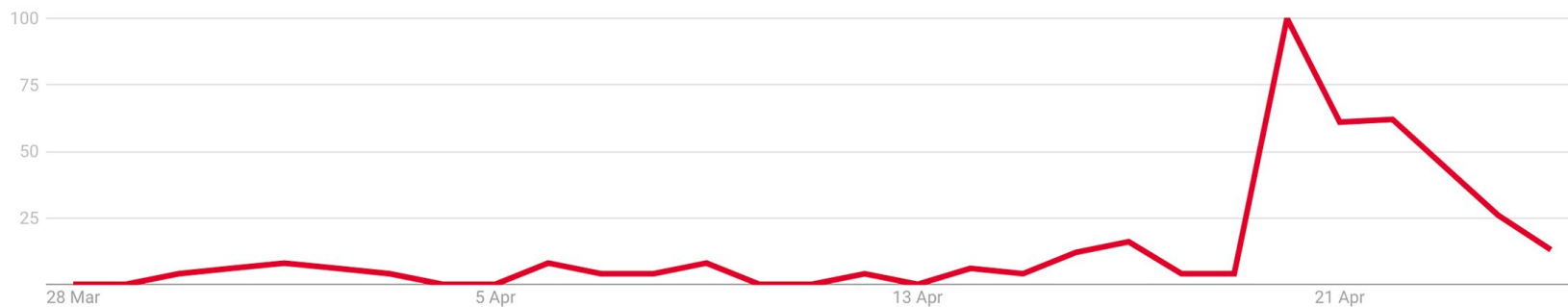
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Google Search interest for ['furlough claim'](#) in the U.K.



furlough claim



● 'furlough claim' search term



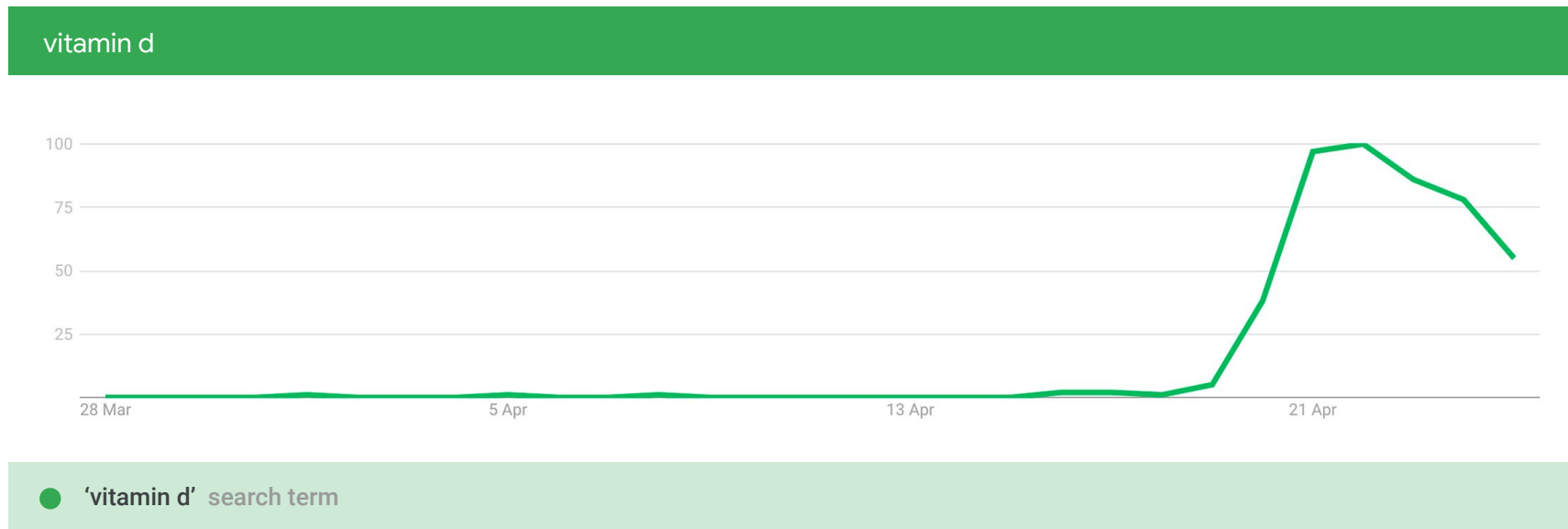
# How people are feeling

Changing attitudes about ourselves, each other and the world.

# Consumers searched for new ways to keep themselves physically and mentally healthy and looked for inspirational content on YouTube

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Google Search interest for ['vitamin d'](#) in the U.K.



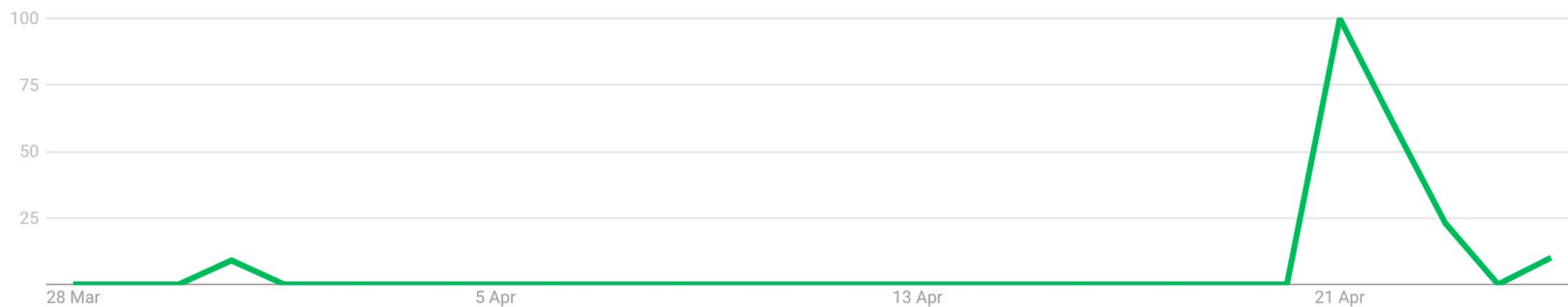
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Google Search interest for ['higiene mental'](#) ('mental hygiene') in Spain



higiene mental



● 'higiene mental' search term

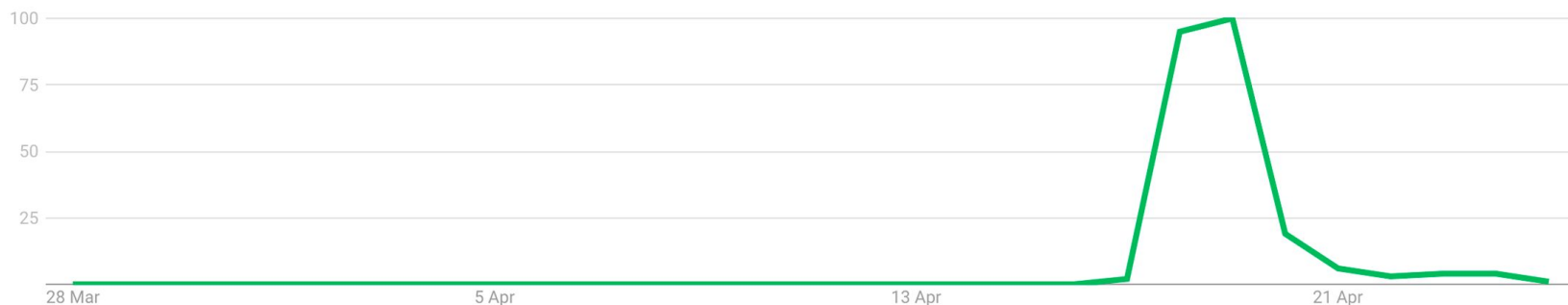
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YouTube Search interest for ['one world together'](#) ('One World: Together At Home' a virtual concert to support healthcare workers) in Germany



'one world together'



● 'one world together' search term



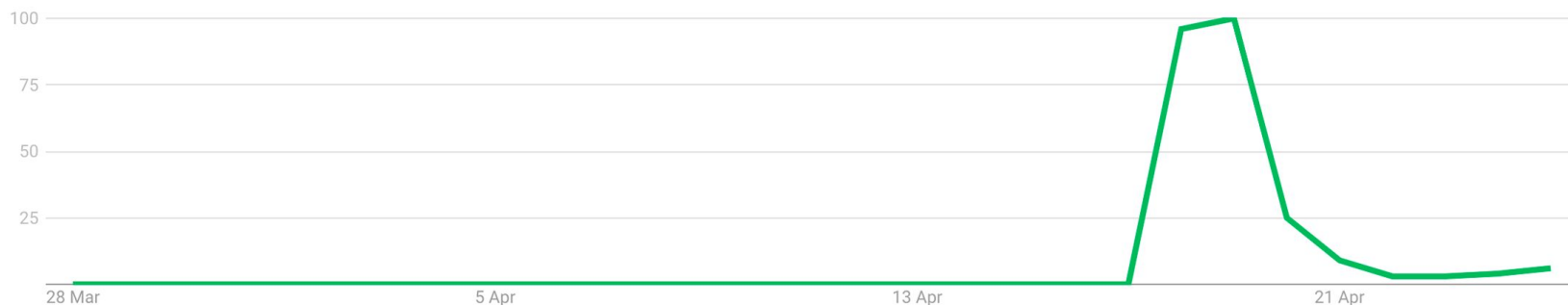
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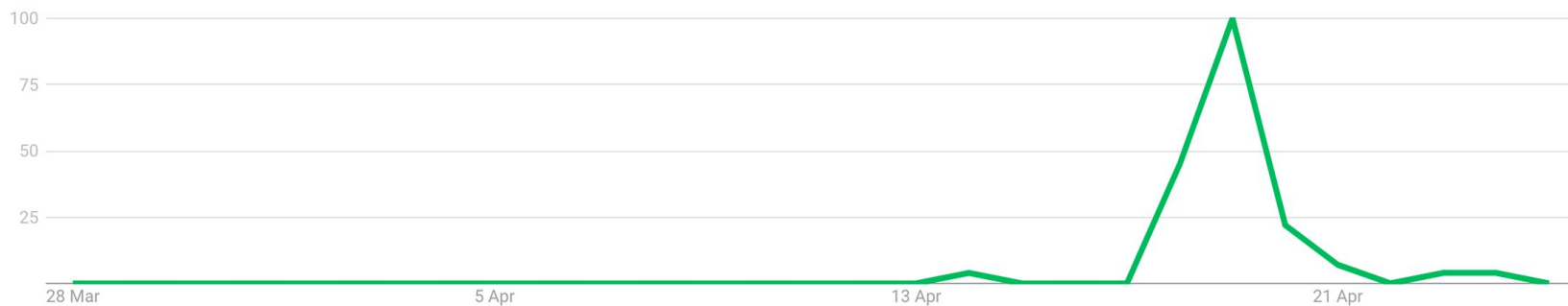
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'one world together'



● 'one world together' search term



# How people are learning

Formal and informal education for both children and adults.

# Educational needs varied as consumers looked for private tutors, specialised training programs and 'how to' content on YouTube

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Google Search interest for ['math tutor'](#) in the U.K.



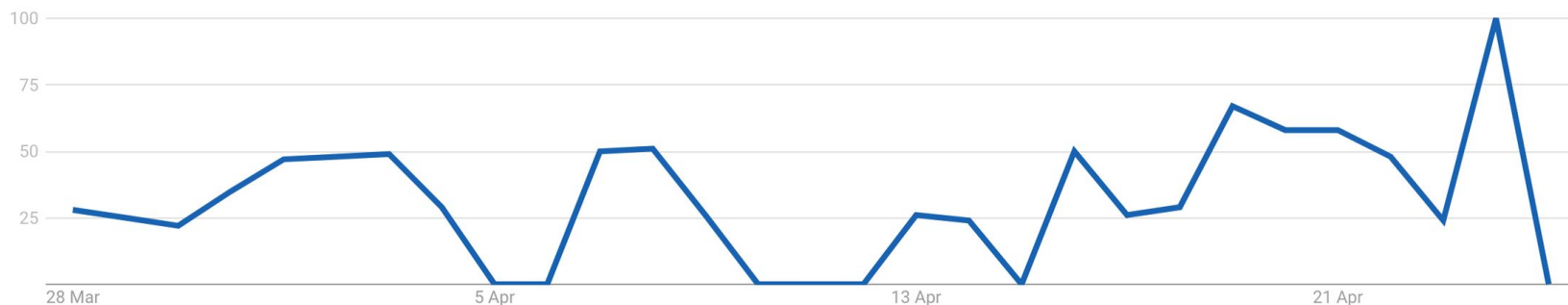
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Google Search interest for ['home schooling'](#) in Germany



home schooling



● 'home schooling' search term

# Educational needs varied as consumers looked for private tutors, specialised training programs and 'how to' content on YouTube

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Google Search interest for ['smartschool'](#) in Belgium



## Smartschool



● 'Smartschool' search topic



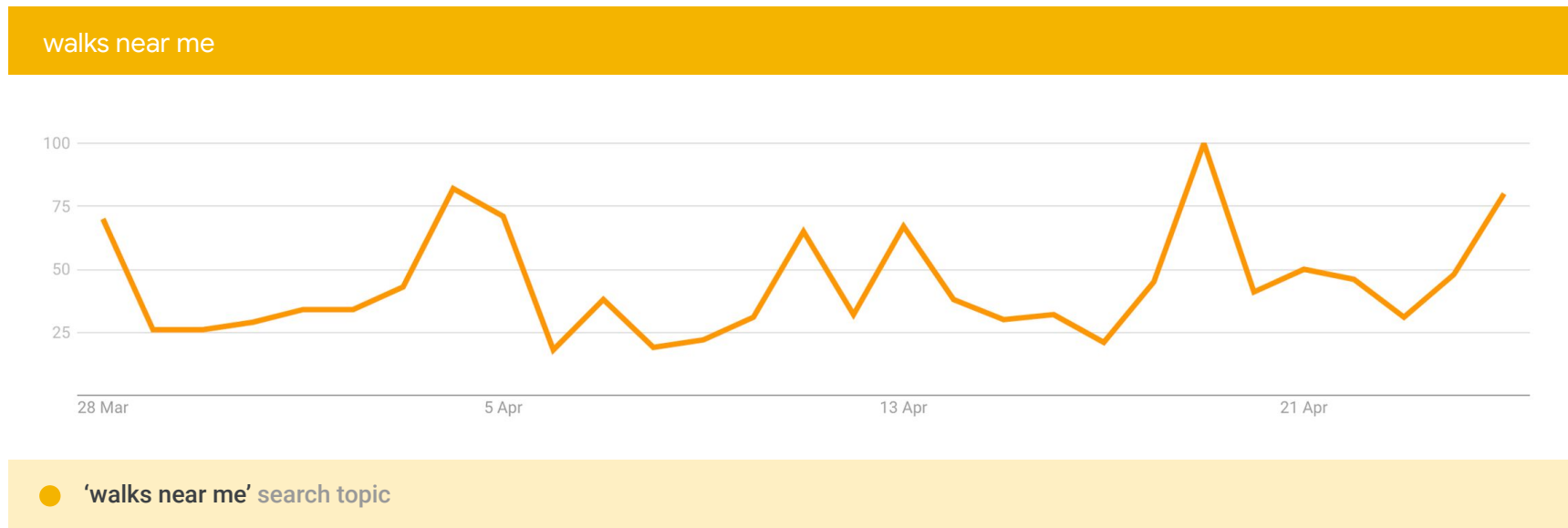
# What people are doing

Across leisure, travel, retail, media and entertainment.

# From buying laptops to finding nearby walks, doing online shopping and streaming old sport, consumers learnt to adapt and make the most of staying in

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Google Search interest for ['walks near me'](#) in the U.K.





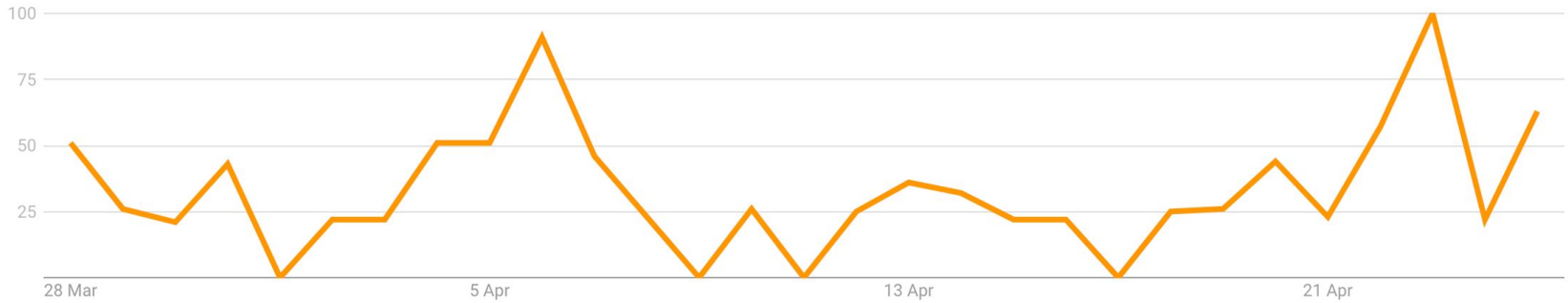
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Google Search interest for ['utemöbler rusta'](#) ('outdoor furniture') in Sweden



## utemöbler rusta



● 'utemöbler rusta' search topic

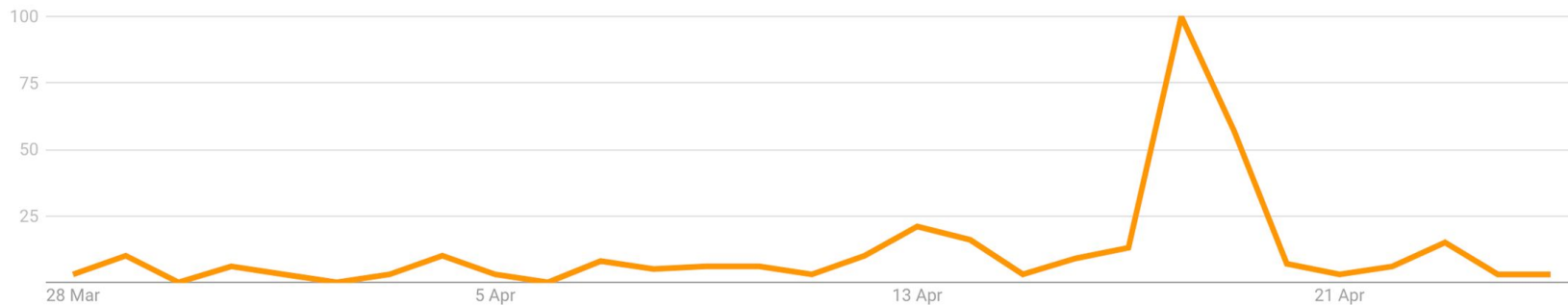
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Google Search interest for ['fa cup semi final'](#) (football contest) in the U.K.



fa cup semi final



● 'fa cup semi final' search topic

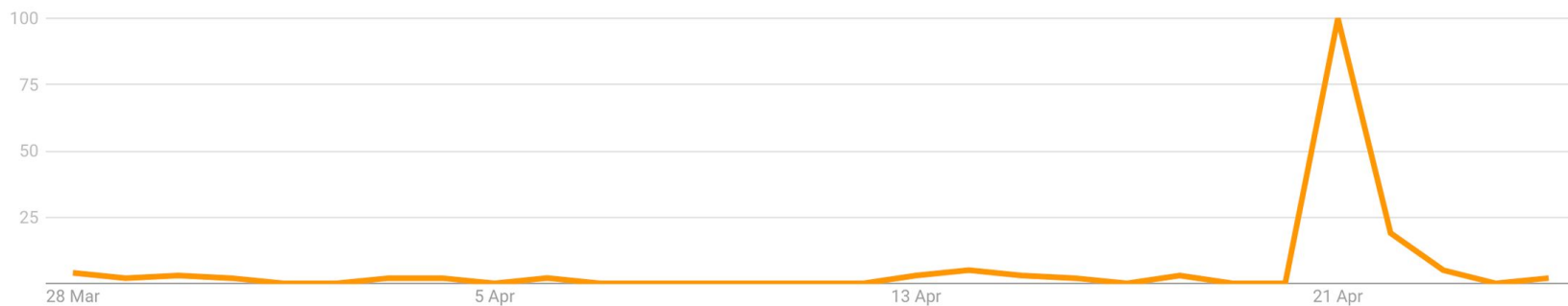
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Google Search interest for ['de france 1982'](#) ('1982 French Cup' football match) in France



de france 1982



● 'de france 1982' search topic

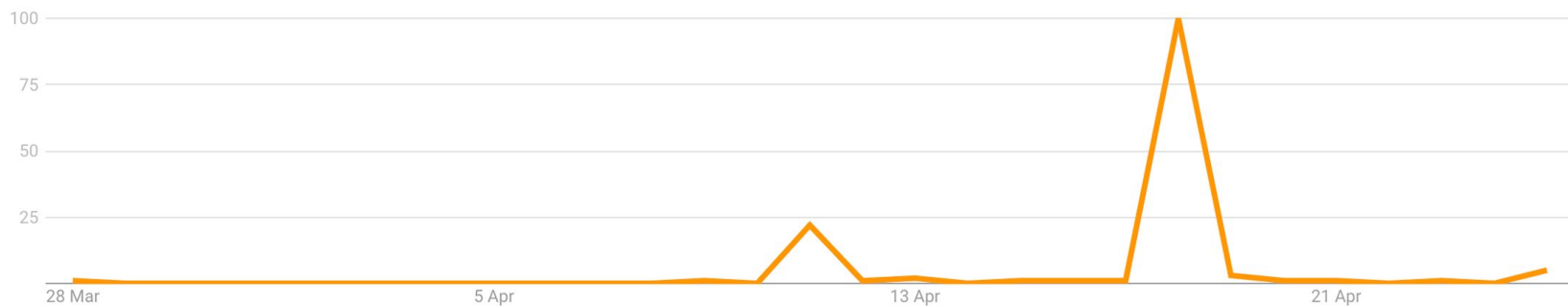
From buying laptops to finding nearby walks, doing online shopping and streaming old sport, consumers learnt to adapt and make the most of staying in

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Google Search interest for ['deutschland argentinien'](#) ('Germany vs. Argentina' football match) in Germany



deutschland argentinien



● 'deutschland argentinien' search topic

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