



- **Web:**

- **Coronavirus-related policy and economic topics**, including shelter-in-place, stimulus, unemployment, Employment Development Department/EDD, UI Online, Internal Revenue Service, furlough, Gavin Newsom, and check
- **Coronavirus-related health topics**, including virus, mask, and thanking “coronavirus helpers”
- **Remote work and distance learning**, such as Zoom and Google Classroom
- **Racial injustice and equity**, such as protest (with search queries for George Floyd and Juneteenth)
- **Home needs**, such as bread, delivery, and plants
- **Game/gaming products** such as Minecraft and several topics related to Animal Crossing

- **Shopping:**

- **Sports/exercise equipment and outdoor recreation**, including swimming pools/swimming, mountain bikes, exercise, dumbbells, and tents



- **Home needs and necessities**, such as toilet paper (and wet wipes), air conditioning and fans, patio and garden furniture, and kitchen appliances

- **Coronavirus protection**, face masks, cotton/textiles/sewing machines associated with queries on how to make face masks, cleaning products – specifically Lysol and Clorox, and rubbing alcohol

- **Game/gaming products** such as Nintendo Switch, Xbox One, and action figures including Legos and various types of comics



- **News:**

- **Racial injustice and protests**, including Black Lives Matter, riot, looting, curfew, police officer, and Minneapolis
- **Policies and economics**, including stimulus, American Recovery and Reinvestment Act, Barack Obama, shelter-in-place, Gavin Newsom, oil prices, mask, and payment
- **Coronavirus health**, such as mask, test, research, and search queries for Gilead
- **Sports and gaming**, including golf and Animal Crossing

Increase in WEB Search Term	
<i>San Francisco-Oakland-San Jose</i>	
<i>March 15 - July 15, 2020</i>	
george floyd	>5000%
popular google doodle games	>5000%
Shelter-in-place	>5000%
Stimulus	>5000%
stimulus check	>5000%
thank you coronavirus helpers	>5000%
coronavirus tips	+3300%
Unemployment	+2100%
bay area shelter in place	+1950%
juneteenth	+1850%
covid 19	+1750%
Animal Crossing	+1713%

Increase in SHOPPING Search Term	
<i>San Francisco-Oakland-San Jose</i>	
<i>March 15 - July 15, 2020</i>	
dumbbells	>5000%
face mask with filter	>5000%
inflatable pool	>5000%
lysol spray	>5000%
lysol wipes	>5000%
portable air conditioner	>5000%
rubbing alcohol	+2600%
adjustable dumbbells	+2550%
kitchen appliances	+2500%
Swimming pool	+1700%
lysol	+1250%
clorox disinfecting wipes	+1200%

Increase in NEWS Search Term	
<i>San Francisco-Oakland-San Jose</i>	
<i>March 15 - July 15, 2020</i>	
Shelter	>5000%
Unemployment	>5000%
Curfew	>5000%
Stimulus	>5000%
Looting	>5000%
Minneapolis	>5000%
Italian Language	>5000%
Golf	>5000%
Vallejo	>5000%
Black Lives Matter	>5000%
Brazil	>5000%
Police officer	>5000%

## ANNOTATIONS

**Data Source:** Google Trends (<https://trends.google.com/trends/explore>) accessed July 15, 2020

**Analysis:** Silicon Valley Institute for Regional Studies

**Notes:** Google Trends search period included 3/15/20 through 7/15/20 for the “San Francisco-Oakland-San Jose” region. Search terms include both topics and queries, which were only combined when the text was exactly the same, disregarding capitalization. Word clouds were created using the Word Art online tool (<https://wordart.com>).

### For further reference

To access Silicon Valley’s online data hub, visit [www.SiliconValleyIndicators.org](http://www.SiliconValleyIndicators.org)

### About the Silicon Valley Institute for Regional Studies

The Silicon Valley Institute for Regional Studies is the research arm of Joint Venture Silicon Valley, and is housed within the organization. The Institute provides research and analysis on a host of issues facing Silicon Valley’s economy and society. <https://jointventure.org/institute/about-the-institute>.

### About Joint Venture Silicon Valley

Established in 1993, Joint Venture provides analysis and action on issues affecting the Silicon Valley economy and quality of life. The organization brings together established and emerging leaders—from business, government, academia, labor and the broader community—to spotlight issues, launch projects and work toward innovative solutions. [www.jointventure.org](http://www.jointventure.org)