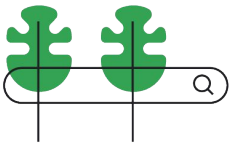




The Insights Briefing

This month, we found that people are preparing for a socially distant fall season, while also searching for sports entertainment, home fitness options, and more flexible work ideas. They're choosing safe ways to be festive, such as putting up halloween wallpaper or going pumpkin and apple picking outdoors. Digital engagement with sports entertainment has accelerated compared with the same time last year, with increasing searches for "cricket score app" and "football tv app". People are still investing in ways to stay fit at home, searching for home gym equipment and fitness apps. They're also looking for more flexible work ideas, searching for "online jobs for," "online data entry," and "real estate broker jobs".



What people are searching for: **Socially Distant Fall**

**Searches for
halloween wallpaper
have grown globally
by over 100% YoY.**

TOP SEARCHES INCLUDE:

“fall halloween wallpaper,”
“spooky halloween wallpaper,”
“halloween wallpaper cute”

**Searches for
patch near me have
grown globally by
over 100% YoY.**

TOP SEARCHES INCLUDE:

“corn maze and pumpkin patch
near me,” “pick your own
pumpkin patch near me,”
“strawberry patch near me”

**Searches for
picking near me have
grown globally by
over 100% YoY.**

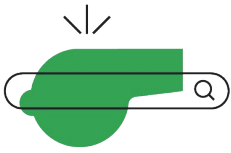
TOP SEARCHES INCLUDE:

“organic apple picking near me,”
“vegetable picking near me,”
“places to go apple picking near
me,” “farm picking near me”

**Searches for
orchard near me
have grown globally
by over 100% YoY.**

TOP SEARCHES INCLUDE:

“cherry orchard near me”



What people are searching for: Sports Entertainment Accelerated

**Searches for
open leaderboard
have grown globally
by over 900% YoY.**

TOP SEARCHES INCLUDE:

“safeway open leaderboard 2020,” “pga safeway open leaderboard,” “women's open leaderboard,” “white marlin open leaderboard”

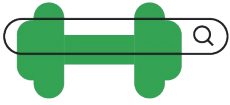
**Searches for
cricket score app
have grown globally
by over 700% YoY.**

**Searches for
football tv app
have grown globally
by over 400% YoY.**

**Searches for
new players have
grown globally by
over 100% YoY.**

TOP SEARCHES INCLUDE:

“spurs new players,”
“liverpool new players 2020,”
“barcelona new players,” “real madrid new players 2020,”
“juventus new players”



What people are searching for: Fitness at Home

**Searches for
home gym equipment
have grown globally
by over 300% YoY.**

TOP SEARCHES INCLUDE:

“basic home gym equipment,”
“home gym equipment ideas,”
“compact home gym equipment,”
“home gym equipment australia”

**Searches for
treadmill for sale
have grown globally
by over 200% YoY.**

TOP SEARCHES INCLUDE:

“folding treadmill for sale,”
“treadmill for sale cape town,”
“treadmill for sale uk,” “treadmill
for sale game,” “second hand
treadmill for sale”

**Searches for
fitness apps have
grown globally by
over 200% YoY.**

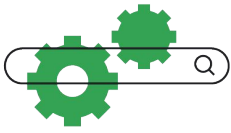
TOP SEARCHES INCLUDE:

“best fitness apps 2020,”
“health and fitness apps free,”
“top fitness apps”

**Searches for
workout at home
have grown globally
by over 100% YoY.**

TOP SEARCHES INCLUDE:

“legs workout at home,”
“ab workout at home,”
“cardio workout at home”



What people are searching for: The Rise of Flexible Work

**Searches for
mesh wifi have grown
globally by over
200% YoY.**

TOP SEARCHES INCLUDE:

“nighthawk mesh wifi 6 system,”
“eero pro mesh wifi system,”
“mesh wifi extender”

**Searches for
online data entry
have grown globally
by over 200% YoY.**

TOP SEARCHES INCLUDE:

“online data entry jobs app,”
“online data entry jobs for
students,” “online data entry
jobs from home”

**Searches for
online jobs for have
grown globally by
over 100% YoY.**

TOP SEARCHES INCLUDE:

“online jobs for teachers,”
“online jobs for students
philippines,” “online jobs for
students at home”

**Searches for
real estate broker
have grown globally
by over 50% YoY.**

TOP SEARCHES INCLUDE:

“how to become a real estate
broker,” “how to be a real estate
broker,” “real estate broker job
description”